

**The SAS System****The FACTOR Procedure**

Input Data Type	Raw Data
Number of Records Read	25439
Number of Records Used	21154
N for Significance Tests	21154

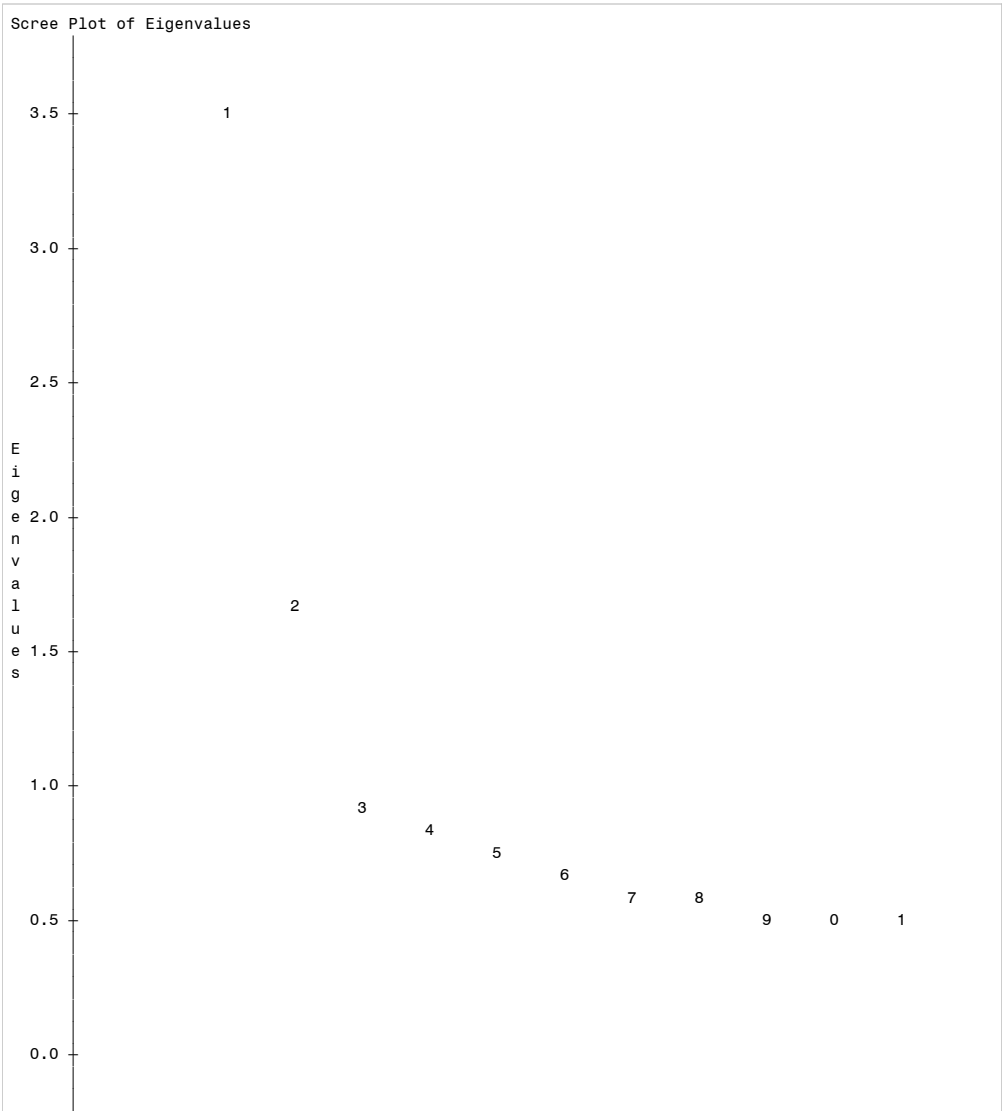
The SAS System

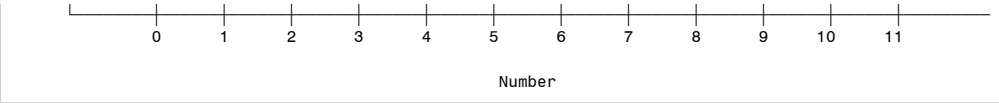
The FACTOR Procedure  
Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 11 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	3.50125446	1.79901041	0.3183	0.3183
2	1.70224405	0.75938016	0.1547	0.4730
3	0.94286389	0.11624467	0.0857	0.5588
4	0.82661922	0.10619188	0.0751	0.6339
5	0.72042734	0.04086147	0.0655	0.6994
6	0.67956587	0.08005642	0.0618	0.7612
7	0.59950945	0.04836540	0.0545	0.8157
8	0.55114406	0.01773052	0.0501	0.8658
9	0.53341353	0.05448286	0.0485	0.9143
10	0.47893067	0.01490322	0.0435	0.9578
11	0.46402745		0.0422	1.0000

2 factors will be retained by the MINEIGEN criterion.





Factor Pattern		
	Factor1	Factor2
CAN_TELL_ABOUT_SOMEONE_BY_CAR_DR	0.53438	0.32124
GET_MANY_OPTIONS_WHEN_I_BUY_A_CA	0.54692	0.39629
KEEP_UP_ON_LATEST_ADVANCES_IN_AU	0.54389	0.33099
MY_CAR_SHOULD_EXPRESS_MY_PERSONA	0.62683	0.34088
OPTIONS_ON_A_CAR_IMPRESS_ME	0.54831	0.38535
POSSESSIVE_ABOUT_MY_CAR	0.46523	0.45374
DESIGNER_LABEL_IMPROVES_PERSON_S	0.61955	-0.34226
EVERY_SEASON_I_BUY_THE_LATEST_FA	0.63127	-0.45521
FASHION_MAGS_HELP_DETERMINE_CLOT	0.59182	-0.47989
LIKE_TO_MAKE_A_UNIQUE_FASHION_ST	0.58339	-0.40961
TOP_DESIGNERS_MAKE_QUALITY_CLOTH	0.48768	-0.37341

Variance Explained by Each Factor	
Factor1	Factor2
3.5012545	1.7022441

CAN_TELL_ABOUT_SOMEONE_BY_CAR_DR	GET_MANY_OPTIONS_WHEN_I_BUY_A_CA	KEEP_UP_ON_LATEST_ADVANCES_IN_AU	MY_CAR_SHOULD_EXPRESS_MY_
0.38876398	0.45616980	0.40536862	C

### The SAS System

The FACTOR Procedure  
Rotation Method: Varimax

Orthogonal Transformation Matrix		
	1	2
1	0.71136	0.70283
2	0.70283	-0.71136

Rotated Factor Pattern		
	Factor1	Factor2
CAN_TELL_ABOUT_SOMEONE_BY_CAR_DR	0.60592	0.14706
GET_MANY_OPTIONS_WHEN_I_BUY_A_CA	0.66758	0.10248
KEEP_UP_ON_LATEST_ADVANCES_IN_AU	0.61953	0.14681
MY_CAR_SHOULD_EXPRESS_MY_PERSONA	0.68548	0.19806
OPTIONS_ON_A_CAR_IMPRESS_ME	0.66088	0.11124
POSSESSIVE_ABOUT_MY_CAR	0.64985	0.00421
DESIGNER_LABEL_IMPROVES_PERSON_S	0.20017	0.67891
EVERY_SEASON_I_BUY_THE_LATEST_FA	0.12912	0.76750
FASHION_MAGS_HELP_DETERMINE_CLOT	0.08372	0.75732
LIKE_TO_MAKE_A_UNIQUE_FASHION_ST	0.12711	0.70140
TOP_DESIGNERS_MAKE_QUALITY_CLOTH	0.08448	0.60838

Variance Explained by Each Factor	
Factor1	Factor2
2.6126087	2.5908898

CAN_TELL_ABOUT_SOMEONE_BY_CAR_DR	GET_MANY_OPTIONS_WHEN_I_BUY_A_CA	KEEP_UP_ON_LATEST_ADVANCES_IN_AU	MY_CAR_SHOULD_EXPRESS_MY_
0.38876398	0.45616980	0.40536862	0

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**The SAS System**

The FACTOR Procedure  
Rotation Method: Varimax

**Scoring Coefficients Estimated by Regression**

Squared Multiple Correlations of the Variables with Each Factor	
Factor1	Factor2
1.0000000	1.0000000

Standardized Scoring Coefficients		
	Factor1	Factor2
CAN_TELL_ABOUT_SOMEONE_BY_CAR_DR	0.24121	-0.02698
GET_MANY_OPTIONS_WHEN_I_BUY_A_CA	0.27474	-0.05582
KEEP_UP_ON_LATEST_ADVANCES_IN_AU	0.24716	-0.02914
MY_CAR_SHOULD_EXPRESS_MY_PERSONA	0.26810	-0.01663
OPTIONS_ON_A_CAR_IMPRESS_ME	0.27051	-0.05097
POSSESSIVE_ABOUT_MY_CAR	0.28186	-0.09623
DESIGNER_LABEL_IMPROVES_PERSON_S	-0.01544	0.26740
EVERY_SEASON_I_BUY_THE_LATEST_FA	-0.05969	0.31695
FASHION_MAGS_HELP_DETERMINE_CLOT	-0.07790	0.31934
LIKE_TO_MAKE_A_UNIQUE_FASHION_ST	-0.05059	0.28828
TOP_DESIGNERS_MAKE_QUALITY_CLOTH	-0.05509	0.25394

## The SAS System

The FASTCLUS Procedure  
 Replace=FULL Radius=0 Maxclusters=3 Maxiter=100 Converge=0.02

Initial Seeds				
Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI
1	2.962468067	-2.010223385	5.000000000	1.000000000
2	-2.560804134	-0.205704106	1.000000000	1.000000000
3	0.293770769	3.242565911	5.000000000	5.000000000

Minimum Distance Between Initial Seeds = 7.054277

Iteration History				
Iteration	Criterion	Relative Change in Cluster Seeds		
		1	2	3
1	1.6646	0.4215	0.3961	0.4049
2	0.8606	0.0501	0.0258	0.0416
3	0.8417	0.0277	0.0273	0.0160
4	0.8335	0.0216	0.0335	0.00702
5	0.8266	0.0182	0.0364	0.00376
6	0.8207	0.0108	0.0241	0.00202
7	0.8193	0.00101	0.00220	0.00111

Convergence criterion is satisfied.

Criterion Based on Final Seeds = 0.8193

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	11412	0.7530	5.1319		2	2.2418
2	5207	0.8178	5.3008		1	2.2418
3	8279	0.9300	4.7383		1	2.6366

541 Observation(s) were omitted due to missing values.

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
impress_auto	1.00000	0.98236	0.035052	0.036325
impress_clothes	1.00000	0.93597	0.124042	0.141607
I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	1.10722	0.71110	0.587556	1.424570
I_USUALLY_CARRY_MANY_DEVICES_WI	1.29185	0.63318	0.759792	3.163058
OVER-ALL	1.11237	0.81937	0.457481	0.843252

Pseudo F Statistic = 10496.38

Approximate Expected Over-All R-Squared = 0.39668

Cubic Clustering Criterion = 50.686

WARNING: The two values above are invalid for correlated variables.

Cluster Means				
Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI
1	-0.110509458	-0.219857239	4.527475445	1.226583896
2	-0.170317269	-0.297477794	2.295375049	1.410854271
3	0.266877685	0.504023180	3.951630769	3.666624984

Cluster Standard Deviations				
Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI
1	1.026259598	0.880143506	0.499266619	0.436993243
2	0.978420029	0.870544916	0.704701679	0.680921268

3	0.919562528	1.046954249	0.931688884	0.805901678
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## The SAS System

The FASTCLUS Procedure  
 Replace=FULL Radius=0 Maxclusters=4 Maxiter=100 Converge=0.02

Initial Seeds				
Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI
1	-3.245806529	3.807018239	1.000000000	1.000000000
2	-1.439575413	-1.301426088	1.000000000	5.000000000
3	2.757730899	-1.987325820	4.000000000	1.000000000
4	1.193435772	3.193508058	5.000000000	5.000000000

Minimum Distance Between Initial Seeds = 6.564133

Iteration History					
Iteration	Criterion	Relative Change in Cluster Seeds			
		1	2	3	4
1	1.7183	0.5629	0.4610	0.4677	0.4191
2	0.8400	0.1004	0.0671	0.0382	0.0553
3	0.8077	0.0686	0.0266	0.0229	0.0184
4	0.7939	0.0517	0.0181	0.0179	0.00919
5	0.7857	0.0426	0.0143	0.0139	0.00496
6	0.7802	0.0365	0.0126	0.0121	0.00476
7	0.7773	0.00833	0.0125	0.00225	0.00681

Convergence criterion is satisfied.

Criterion Based on Final Seeds = 0.7767

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	4535	0.7625	5.3027		3	2.2066
2	3673	0.8078	4.5193		4	1.8846
3	11156	0.7518	5.1299		1	2.2066
4	5534	0.8751	4.5455		2	1.8846

541 Observation(s) were omitted due to missing values.

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
impress_auto	1.00000	0.97436	0.050764	0.053479
impress_clothes	1.00000	0.93695	0.122241	0.139265
I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	1.10722	0.57225	0.732910	2.744060
I_USUALLY_CARRY_MANY_DEVICES_WI	1.29185	0.58093	0.797808	3.945786
OVER-ALL	1.11237	0.77666	0.512578	1.051611

Pseudo F Statistic = 8726.27

Approximate Expected Over-All R-Squared = 0.48704

Cubic Clustering Criterion = 23.341

WARNING: The two values above are invalid for correlated variables.

Cluster Means				
Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI
1	-0.192667498	-0.345695890	2.300970874	1.206888738
2	-0.015195992	0.308267950	2.795981021	3.360442052
3	-0.111441253	-0.213106071	4.501983054	1.224731479
4	0.427993169	0.559736563	4.560922064	3.781378904

Cluster Standard Deviations				



Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI
1	0.991117948	0.829108932	0.698075465	0.410677575
2	0.822296239	0.968212644	0.687663919	0.723652417
3	1.024673010	0.881479027	0.500018604	0.428494934
4	0.944098938	1.108063616	0.509778660	0.827056551

## The SAS System

The FASTCLUS Procedure  
 Replace=FULL Radius=0 Maxclusters=5 Maxiter=100 Converge=0.02

Initial Seeds					
Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI	
1	2.108771756	1.502122131	1.000000000	1.000000000	
2	-1.439575413	-1.301426088	1.000000000	5.000000000	
3	2.962468067	-2.010223385	5.000000000	5.000000000	
4	-2.557060299	-0.142097345	5.000000000	1.000000000	
5	0.293770769	3.242565911	5.000000000	5.000000000	

Minimum Distance Between Initial Seeds = 5.881566

Iteration History						
Iteration	Criterion	Relative Change in Cluster Seeds				
		1	2	3	4	5
1	1.4479	0.4616	0.4247	0.4480	0.3872	0.4038
2	0.7864	0.0986	0.0853	0.0525	0.0368	0.0200
3	0.7562	0.0613	0.0322	0.0207	0.0204	0.0115
4	0.7474	0.0226	0.0168	0.0163	0.0106	0.0106
5	0.7456	0.00621	0.0159	0.0147	0.00253	0.00681

Convergence criterion is satisfied.

Criterion Based on Final Seeds = 0.7449

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	4508	0.7621	5.3289		4	2.2266
2	3264	0.7519	4.1969		5	2.0507
3	2912	0.7636	3.8621		5	2.0298
4	11003	0.7338	5.0946		1	2.2266
5	3211	0.8088	4.3563		3	2.0298

541 Observation(s) were omitted due to missing values.

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
impress_auto	1.00000	0.96141	0.075874	0.082103
impress_clothes	1.00000	0.80459	0.352755	0.545010
I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	1.10722	0.58361	0.722214	2.599892
I_USUALLY_CARRY_MANY_DEVICES_WI	1.29185	0.60457	0.781026	3.566749
OVER-ALL	1.11237	0.74472	0.551872	1.231507

Pseudo F Statistic = 7663.98

Approximate Expected Over-All R-Squared = 0.56305

Cubic Clustering Criterion = -11.207

WARNING: The two values above are invalid for correlated variables.

Cluster Means					
Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI	
1	-0.175336589	-0.353417437	2.301419239	1.214725325	
2	-0.096194124	0.449395833	2.723183391	3.366400000	
3	0.629670780	-0.605036007	4.429212707	3.515889831	
4	-0.153712831	-0.212905300	4.523425323	1.196563444	
5	0.302239253	1.380727039	4.457949857	3.778260870	

Cluster Standard Deviations				
Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI
1	0.991070418	0.820545022	0.700334861	0.421094687
2	0.792456421	0.807589081	0.665238991	0.734086836
3	0.924950907	0.601178774	0.609506895	0.862353855
4	1.004332433	0.857237926	0.499473850	0.400966035
5	0.953134934	0.752775952	0.560095898	0.909778659

The SAS System

The FASTCLUS Procedure  
Replace=FULL Radius=0 Maxclusters=6 Maxiter=100 Converge=0.02

Initial Seeds					
Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI	
1	2.143519395	-1.918633127	1.000000000	5.000000000	
2	-2.499937072	-0.553335418	5.000000000	1.000000000	
3	2.962468067	-2.010223385	5.000000000	1.000000000	
4	0.884520411	2.405545424	1.000000000	1.000000000	
5	2.085132604	2.889086439	5.000000000	5.000000000	
6	-2.909930527	2.042930335	2.000000000	5.000000000	

Minimum Distance Between Initial Seeds = 5.6151

Iteration History								
Iteration	Criterion	Relative Change in Cluster Seeds						
		1	2	3	4	5	6	
1	1.4057	0.4911	0.3781	0.4325	0.4648	0.4446	0.4809	
2	0.7548	0.0576	0.0442	0.0518	0.1139	0.0581	0.1034	
3	0.7128	0.0349	0.0259	0.0254	0.0615	0.0155	0.0532	
4	0.7014	0.0280	0.0121	0.0132	0.0214	0.0102	0.0316	
5	0.6979	0.0324	0.00801	0.00767	0.00828	0.0112	0.0209	
6	0.6956	0.0276	0.00772	0.00686	0.00557	0.0128	0.0151	
7	0.6939	0.0251	0.00545	0.00552	0.00311	0.0141	0.00840	
8	0.6927	0.0162	0.00410	0.00444	0.00225	0.0132	0.00537	

Convergence criterion is satisfied.

Criterion Based on Final Seeds = 0.6921

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	2974	0.8093	3.8818		6	2.1100
2	5385	0.6495	4.5262		3	1.7517
3	5768	0.6229	3.6140		2	1.7517
4	4104	0.7217	3.6799		6	2.3803
5	3006	0.7676	3.8470		6	2.0234
6	3661	0.6976	5.1018		5	2.0234

541 Observation(s) were omitted due to missing values.

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
impress_auto	1.00000	0.77165	0.404696	0.679815
impress_clothes	1.00000	0.76269	0.418439	0.719511
I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	1.10722	0.64655	0.659076	1.933201
I_USUALLY_CARRY_MANY_DEVICES_WI	1.29185	0.58904	0.792139	3.810912
OVER-ALL	1.11237	0.69193	0.613167	1.585097

Pseudo F Statistic = 7891.25

Approximate Expected Over-All R-Squared = 0.60116

Cubic Clustering Criterion = 12.543

WARNING: The two values above are invalid for correlated variables.

Cluster Means				
Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI

<b>1</b>	0.388418104	-0.652178311	3.908657123	3.947105075
<b>2</b>	-1.014356006	-0.072254705	4.410111300	1.203581527
<b>3</b>	0.698935490	-0.409936534	4.547133647	1.219512195
<b>4</b>	-0.116759201	-0.428451054	2.207509881	1.234850390
<b>5</b>	0.554122619	1.274948673	4.753102986	3.820639756
<b>6</b>	-0.152588706	0.940479341	3.092462875	2.969042886

Cluster Standard Deviations				
Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI
<b>1</b>	0.9298448227	0.5580164804	0.9086319599	0.7864993176
<b>2</b>	0.6792097277	0.8422891891	0.5647537507	0.4445352682
<b>3</b>	0.6487395432	0.8244964741	0.5277256007	0.4160668948
<b>4</b>	0.8931673942	0.7450869297	0.7011747881	0.4889754760
<b>5</b>	0.8798471559	0.8066276430	0.4525408496	0.8526756376
<b>6</b>	0.7037653589	0.6529524631	0.7410692590	0.6899492888

The SAS System

The FASTCLUS Procedure  
Replace=FULL Radius=0 Maxclusters=7 Maxiter=100 Converge=0.02

Initial Seeds				
Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI
1	2.962468067	-2.010223385	1.000000000	1.000000000
2	-1.492732448	3.590949119	5.000000000	5.000000000
3	-3.245806529	3.807018239	1.000000000	1.000000000
4	2.306295441	1.891365267	5.000000000	1.000000000
5	2.962468067	-2.010223385	5.000000000	5.000000000
6	-0.707640249	-1.255185136	1.000000000	5.000000000
7	-2.368471067	-1.092291585	5.000000000	1.000000000

Minimum Distance Between Initial Seeds = 5.480856

Iteration History								
Iteration	Criterion	Relative Change in Cluster Seeds						
		1	2	3	4	5	6	7
1	1.3965	0.5201	0.4862	0.5746	0.4145	0.4699	0.4941	0.3818
2	0.7180	0.0736	0.0717	0.1436	0.0606	0.0605	0.0438	0.0457
3	0.6873	0.0180	0.0264	0.0563	0.0387	0.0256	0.0117	0.0203
4	0.6805	0.00280	0.0148	0.0279	0.0253	0.0223	0.0107	0.0165
5	0.6772	0.00583	0.00876	0.0190	0.0233	0.00991	0.00950	0.0172
6	0.6747	0.00508	0.00678	0.0158	0.0194	0.00646	0.00687	0.0198

Convergence criterion is satisfied.

Criterion Based on Final Seeds = 0.6728

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	2506	0.6303	3.6088		3	1.6495
2	3038	0.7814	4.1709		6	2.0413
3	2044	0.7040	4.4650		1	1.6495
4	6244	0.6335	3.3790		7	1.6605
5	2956	0.7508	3.7919		2	2.0541
6	3126	0.7178	4.1660		2	2.0413
7	4984	0.6076	4.7672		4	1.6605

541 Observation(s) were omitted due to missing values.

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
impress_auto	1.00000	0.73888	0.454214	0.832221
impress_clothes	1.00000	0.78914	0.377431	0.606248
I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	1.10722	0.57141	0.733729	2.755577
I_USUALLY_CARRY_MANY_DEVICES_WI	1.29185	0.58854	0.792498	3.819238
OVER-ALL	1.11237	0.67221	0.634911	1.739061

Pseudo F Statistic = 7214.50

Approximate Expected Over-All R-Squared = 0.63077

Cubic Clustering Criterion = 4.365

WARNING: The two values above are invalid for correlated variables.

Cluster Means				
Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI

1	0.446238019	-0.638262546	2.422968055	1.238576628
2	0.254430089	1.425765175	4.470509830	3.386386725
3	-1.026063450	0.050387550	2.142008906	1.227459016
4	0.672079603	-0.224678786	4.572164948	1.254424779
5	0.471254466	-0.511471026	4.412268677	4.031294964
6	0.006769647	0.445480388	2.697636244	3.346501507
7	-0.982036840	-0.260709607	4.458919470	1.171049949

Cluster Standard Deviations				
Cluster	impress_auto	impress_clothes	I_M_VERY_HAPPY_WITH_MY_LIFE_AS_I	I_USUALLY_CARRY_MANY_DEVICES_WI
1	0.6836195179	0.6837639321	0.6651201970	0.4600723656
2	0.9160975005	0.7411990956	0.5584622100	0.8613448131
3	0.7191287860	0.8677021390	0.7141579005	0.4499605295
4	0.6266724438	0.8808267366	0.4970786419	0.4355744470
5	0.9461119116	0.6311624421	0.5962517999	0.7785070132
6	0.7189080252	0.8020200024	0.6205360734	0.7182369715
7	0.6529305308	0.7944891579	0.4983603362	0.4132514148