

The SAS System

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=2 Maxiter=1

Initial Seeds				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	1.696968991	-0.891289432	1.000000000	1.000000000
2	-1.256610091	1.865674450	5.000000000	5.000000000

Criterion Based on Final Seeds =	1.1184
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Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	605	1.0966	3.7032		2	2.2535
2	395	1.0121	4.6333		1	2.2535

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
earlyadopt	1.00000	0.99432	0.015774	0.016027
socialphone	1.00000	0.98399	0.036123	0.037477
loser	1.40774	1.08047	0.411507	0.699255
ad_receptivity	1.33378	1.19887	0.192878	0.238969
OVER-ALL	1.31160	1.11518	0.278267	0.385553

Pseudo F Statistic =	384.78
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Approximate Expected Over-All R-Squared =	0.25926
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Cubic Clustering Criterion =	2.923
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WARNING: The two values above are invalid for correlated variables.

Cluster Means				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	0.087419762	-0.132291072	2.077685950	2.728925620
2	-0.179629647	0.271830971	3.924050633	3.926582278

Cluster Standard Deviations				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	1.056358210	0.998528009	1.069867820	1.245883156
2	0.851715451	0.953204171	1.096512143	1.122984247

The SAS System

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=3 Maxiter=1

Initial Seeds				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	-0.883444596	-1.480643243	2.000000000	1.000000000
2	2.594939879	2.257344453	1.000000000	3.000000000
3	-1.139718572	1.858641300	4.000000000	5.000000000

Criterion Based on Final Seeds = 0.9346

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	348	0.9742	3.2067		3	2.5756
2	345	0.9126	3.2068		3	2.6672
3	307	0.8850	3.1006		1	2.5756

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
earlyadopt	1.00000	0.97815	0.051837	0.054671
socialphone	1.00000	0.93457	0.134450	0.155334
loser	1.40774	0.93370	0.560966	1.277727
ad_receptivity	1.33378	0.84240	0.601900	1.511929
OVER-ALL	1.31160	0.90178	0.528838	1.122414

Pseudo F Statistic = 559.52

Approximate Expected Over-All R-Squared = 0.43748

Cubic Clustering Criterion = 15.073

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

Cluster Means				

Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	-0.099659938	-0.417682040	3.057471264	1.795977011
2	0.343681875	0.439391996	1.460869565	3.811594203
3	-0.206271960	0.136502938	4.035830619	4.110749186

Cluster Standard Deviations				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	1.033654113	0.802166636	1.218080143	0.775181243
2	1.044182451	1.020649147	0.532986701	0.956546634
3	0.817707741	1.011683141	0.915740822	0.775934031

The SAS System

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=4 Maxiter=1

Initial Seeds				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	1.643455969	-0.468264274	1.000000000	5.000000000
2	-1.365387061	-0.389730035	1.000000000	1.000000000
3	-1.256610091	1.865674450	5.000000000	5.000000000
4	2.174570018	-0.373800659	5.000000000	2.000000000

Criterion Based on Final Seeds = 0.7802

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	403	0.8828	3.8657		2	2.5865
2	167	0.8071	2.8355		4	2.5558
3	147	0.7692	2.8547		4	2.6270
4	283	0.8607	2.8182		2	2.5558

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
earlyadopt	1.00000	0.90334	0.195012	0.242254
socialphone	1.00000	0.97355	0.065001	0.069520
loser	1.40774	0.74649	0.719654	2.567023
ad_receptivity	1.33378	0.73474	0.697456	2.305301
OVER-ALL	1.31160	0.78015	0.647943	1.840450

Pseudo F Statistic = 611.03

Approximate Expected Over-All R-Squared = 0.51455

Cubic Clustering Criterion = 27.555

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

Cluster Means				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	0.112128657	0.065776293	1.786600496	4.086848635
2	-0.543907679	-0.197136384	1.772455090	1.598802395
3	-0.407072192	0.593264226	4.551020408	4.455782313
4	0.604682956	-0.187595854	3.964664311	2.236749117

Cluster Standard Deviations				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	0.948194322	1.039266325	0.745880298	0.762883209
2	0.810832617	0.975290814	0.765810435	0.640593477
3	0.794403592	1.035601930	0.563546421	0.587906578
4	0.974846333	0.831090854	0.815728894	0.810257400

The SAS System

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=5 Maxiter=1

Initial Seeds				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	-1.407441921	0.472244551	5.000000000	1.000000000
2	1.160354989	0.939101905	5.000000000	5.000000000
3	2.594939879	2.257344453	1.000000000	3.000000000
4	1.968516188	-2.010819886	4.000000000	2.000000000
5	-0.883444596	-1.480643243	1.000000000	4.000000000

Criterion Based on Final Seeds = 0.7495

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	121	0.7367	2.8784		4	2.1931
2	171	0.7986	2.5924		4	2.6196
3	204	0.9110	3.2616		5	2.5030
4	203	0.7386	2.5742		1	2.1931
5	301	0.7623	3.4151		3	2.5030

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
earlyadopt	1.00000	0.81111	0.353954	0.547876
socialphone	1.00000	0.85654	0.279565	0.388050
loser	1.40774	0.74621	0.720147	2.573309
ad_receptivity	1.33378	0.69059	0.732991	2.745188
OVER-ALL	1.31160	0.74096	0.682946	2.154041

Pseudo F Statistic = 535.82

Approximate Expected Over-All R-Squared = 0.57770

Cubic Clustering Criterion = 24.714

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

Cluster Means				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	-0.720421288	-0.100098019	4.123966942	1.338842975
2	-0.194937107	0.663542025	4.321637427	4.549707602
3	0.439636452	0.975943410	1.504901961	2.259803922
4	0.968582351	-0.446999060	3.630541872	2.600985222
5	-0.355002784	-0.327073413	1.744186047	4.229235880

Cluster Standard Deviations				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	0.562436556	0.876871027	0.890414210	0.540889992
2	0.826904497	0.999264945	0.748763457	0.554805135
3	1.252560820	0.896448849	0.520491895	0.822199358
4	0.734001468	0.738012507	0.842234888	0.624102536
5	0.703362754	0.841638856	0.742298964	0.755386709

The SAS System

The FASTCLUS Procedure
Replace=FULL Radius=0 Maxclusters=6 Maxiter=1

Initial Seeds				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	-1.365387061	-0.389730035	1.000000000	1.000000000
2	-0.087545081	2.265308221	3.000000000	5.000000000
3	1.696968991	-0.891289432	5.000000000	1.000000000
4	-0.392278293	-1.205128478	5.000000000	5.000000000
5	-0.271792677	-1.477856780	1.000000000	5.000000000
6	3.171702887	1.224138331	1.000000000	2.000000000

Criterion Based on Final Seeds = 0.6868

Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	126	0.7492	2.6743		3	2.6263
2	207	0.6984	2.6889		5	2.1959
3	187	0.8494	2.4611		4	2.6143
4	147	0.7210	2.4008		2	2.3167
5	182	0.6940	2.6834		2	2.1959
6	151	0.6738	2.2341		2	2.4968

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
earlyadopt	1.00000	0.80984	0.358925	0.559879
socialphone	1.00000	0.83260	0.322398	0.475793
loser	1.40774	0.59607	0.821609	4.605648
ad_receptivity	1.33378	0.66659	0.751472	3.023698
OVER-ALL	1.31160	0.67011	0.741106	2.862587

Pseudo F Statistic = 569.08

Approximate Expected Over-All R-Squared = 0.61529

Cubic Clustering Criterion =	31.662
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WARNING: The two values above are invalid for correlated variables.

Cluster Means				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	-0.602297927	-0.333579141	2.095238095	1.460317460
2	-0.121617590	1.081134446	2.671497585	3.782608696
3	0.452917098	-0.219279296	4.438502674	1.989304813
4	-0.382449575	-0.030779486	4.571428571	4.455782313
5	-0.092864313	-0.521758661	1.362637363	4.516483516
6	1.661021802	0.463441770	1.589403974	2.556291391

Cluster Standard Deviations				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	0.576186970	0.898735380	0.852559173	0.615152581
2	0.715870994	0.774304915	0.597981377	0.694001313
3	1.097943294	0.831452789	0.539029299	0.835948401
4	0.771028492	0.915479695	0.536349916	0.599443721
5	0.836035782	0.774894493	0.525934759	0.592077294
6	0.742814769	0.807482112	0.532560146	0.573128974

The SAS System

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Replace=FULL Radius=0 Maxclusters=7 Maxiter=1

Initial Seeds				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	-0.883444596	-1.480643243	2.000000000	1.000000000
2	-0.392278293	-1.205128478	5.000000000	5.000000000
3	3.171702887	1.224138331	1.000000000	2.000000000
4	-0.087545081	2.265308221	3.000000000	5.000000000
5	-0.271792677	-1.477856780	1.000000000	5.000000000
6	1.696968991	-0.891289432	5.000000000	1.000000000
7	-0.309857077	2.276871681	1.000000000	2.000000000

Criterion Based on Final Seeds =	0.6564
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Cluster Summary						
Cluster	Frequency	RMS Std Deviation	Maximum Distance from Seed to Observation	Radius Exceeded	Nearest Cluster	Distance Between Cluster Centroids
1	155	0.6654	2.2279		7	2.3900
2	209	0.7810	2.5443		4	2.1018
3	60	0.6511	2.3174		4	2.3276
4	194	0.6682	2.1384		7	2.0670
5	175	0.6681	2.7276		4	2.2055
6	125	0.7909	2.3810		1	2.5797
7	82	0.5916	2.0915		4	2.0670

Statistics for Variables				
Variable	Total STD	Within STD	R-Square	RSQ/(1-RSQ)
earlyadopt	1.00000	0.79790	0.380568	0.614382
socialphone	1.00000	0.75989	0.438167	0.779889
loser	1.40774	0.55586	0.845022	5.452548
ad_receptivity	1.33378	0.66236	0.754866	3.079406
OVER-ALL	1.31160	0.64460	0.760838	3.181260

Pseudo F Statistic =	526.50
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Approximate Expected Over-All R-Squared =	0.64457
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Cubic Clustering Criterion =	29.956
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WARNING: The two values above are invalid for correlated variables.

Cluster Means				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	-0.538633115	-0.620264177	2.167741935	1.541935484
2	-0.293478455	-0.090129567	4.540669856	4.038277512
3	1.805182547	0.480708359	1.916666667	2.816666667
4	-0.073561218	0.935651731	2.731958763	3.824742268
5	-0.025946797	-0.626459866	1.354285714	4.548571429
6	0.640251114	-0.123766527	4.408000000	1.544000000
7	-0.481613584	1.186204119	1.085365854	2.670731707

Cluster Standard Deviations				
Cluster	earlyadopt	socialphone	loser	ad_receptivity
1	0.638201011	0.634146497	0.779771485	0.594768422
2	0.770734849	0.925787172	0.554285343	0.825360585
3	0.705506738	0.854904223	0.381418702	0.567231357
4	0.743832294	0.711802462	0.509301338	0.683033606
5	0.858266007	0.682659453	0.503061236	0.574041644
6	1.082582546	0.831382438	0.540250838	0.588930140
7	0.601836751	0.733066374	0.358364581	0.609692860