

The SAS System

The HPCLUS Procedure

Performance Information	
Execution Mode	Single-Machine
Number of Threads	4

Data Access Information			
Data	Engine	Role	Path
WORK.MYTEMP	V9	Input	On Client
WORK.MYCLUSTER	V9	Output	On Client

Model Information	
Maximum Iteration	10
Stop Criterion	Cluster Change
Stop Criterion Value	0
Clusters	5
Seed Initialization	12345
Distance	Euclidean
Number of Cluster Estimation	ABC

Number of Observations Read	25439
Number of Observations Used	22566

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ABC Parameters			
Minimum Cluster	Maximum Cluster	Reference Distribution Count	Alignment Method
2	6	20	PCA

ABC Statistics					
Number of Clusters	Logarithm of Within-Cluster SSE		Gap	Simulation Adjusted Standard Deviation	One Standard Error Adjusted Gap
	Input	Reference			
2	11.5555	12.0076	0.4521	0.0234	0.4287
3	11.3931	11.8440	0.4509	0.0243	0.4266
4	11.2676	11.6133	0.3457	0.0193	0.3264
5	11.1191	11.5856	0.4665	0.00945	0.4570
6	11.0040	11.2286	0.2246	0.0226	0.2020

Estimated Number of Clusters	
Criterion	Number of Clusters
FIRSTPEAK	5

Cluster Summary								
Cluster	Frequency	Distance from Cluster Centroid to Observation			SSE	Standard Deviation	Nearest Cluster	Distance to Nearest Cluster Centroid
		Maximum	Minimum	Average				
1	4641	3.2747	0.6248	1.4996	11716.0	1.5889	4	2.3265
2	5656	3.8391	0.4482	1.6679	17652.5	1.7666	1	2.5486
3	3623	3.1305	0.6105	1.5597	10022.2	1.6632	4	2.5320
4	5377	4.2824	0.4725	1.6670	17239.9	1.7906	5	2.0897
5	3269	3.8647	0.5530	1.6872	10819.0	1.8192	4	2.0897

Iteration Statistics	
Iteration Number	SSE
0	108186
1	81911
2	78000
3	75216
4	72206
5	70930

6	69889
7	68548
8	67994
9	67578
10	67450

Descriptive Statistics		
Variable	Mean	Standard Deviation
DON_T_LIKE_TO_DO_ANY_FORM_OF_HOU	2.482319	1.272116
LIKE_TO_KEEP_UP_WITH_THE_LATEST_	2.600638	1.275221
TOO_BSY_TO_TAKE_CARE_OF_MYSELF_A	2.969822	1.261692
WORTH_PAYING_EXTRA_FOR_QUALITY_G	3.685855	1.017377

Within Cluster Statistics			
Variable	Cluster	Mean	Standard Deviation
DON_T_LIKE_TO_DO_ANY_FORM_OF_HOU	1	1.6895	4.7944
	2	1.6344	7.0510
	3	1.6884	6.9504
	4	3.6076	5.4818
	5	4.1040	5.8728
LIKE_TO_KEEP_UP_WITH_THE_LATEST_	1	1.6471	6.7870
	2	3.8771	8.7979
	3	1.6749	6.1528
	4	2.1120	3.7937
	5	3.5757	4.2435
TOO_BSY_TO_TAKE_CARE_OF_MYSELF_A	1	3.9862	8.5161
	2	2.7647	8.7029
	3	1.3453	6.7022
	4	2.8594	5.0150
	5	3.8639	5.0506
WORTH_PAYING_EXTRA_FOR_QUALITY_G	1	3.6934	10.5987
	2	3.8579	9.9186
	3	3.6895	8.5714
	4	3.1956	5.6420
	5	4.1799	5.7002

The SAS System

The CONTENTS Procedure

Data Set Name	WORK.MYCLUSTER	Observations	25439
Member Type	DATA	Variables	19
Engine	V9	Indexes	0
Created	03/29/2022 16:14:55	Observation Length	152
Last Modified	03/29/2022 16:14:55	Deleted Observations	0
Protection		Compressed	NO
Data Set Type		Sorted	NO
Label			
Data Representation	WINDOWS_64		
Encoding	wlatin1 Western (Windows)		

Engine/Host Dependent Information	
Data Set Page Size	65536
Number of Data Set Pages	60
First Data Page	1
Max Obs per Page	430
Obs in First Data Page	410
Number of Data Set Repairs	0
ExtendObsCounter	YES
Filename	W:\SAS_WORK\creator_owner\ska669\TD33848_HORRDS13_\mycluster.sas7bdat
Release Created	9.0401M7
Host Created	X64_DSRV16
Owner Name	UTSARR\ska669
File Size	4MB
File Size (bytes)	3997696

Alphabetic List of Variables and Attributes				
#	Variable	Type	Len	Label
17	DISCOVERY_CHANNEL	Num	8	
1	DON_T_LIKE_TO_DO_ANY_FORM_OF_HOU	Num	8	
11	EXPECT_ADVERTISING_TO_BE_ENTERTA	Num	8	
12	INTERNET_CHANGE_HOW_I_SHOP_FOR_P	Num	8	
2	LIKE_TO_KEEP_UP_WITH_THE_LATEST_	Num	8	
13	MYTHBUSTERS	Num	8	
14	PLAYSTATION_4	Num	8	
7	RESP_AGE	Num	8	RESPONDENT AGE
8	RESP_EDUC	Num	8	RESPONDENT EDUCATION IN YEARS
6	RESP_GENDER	Num	8	

10	RESP_HISPANIC	Num	8	
9	RESP_MARSTAT	Num	8	RESPONDENT MARITAL STATUS
15	SCIENCE_FICTION	Num	8	
16	SHARK_TANK	Num	8	
3	TOO_BSY_TO_TAKE_CARE_OF_MYSELF_A	Num	8	
4	WORTH_PAYING_EXTRA_FOR_QUALITY_G	Num	8	
18	_CLUSTER_ID_	Num	8	Cluster ID
19	_DISTANCE_	Num	8	Distance to Centroid
5	myid	Num	8	

The SAS System

The MEANS Procedure

Cluster ID=.

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
RESP_GENDER		2873	0.4260355	0.4945851	0	1.0000000
RESP_AGE	RESPONDENT	2873	53.4416986	17.4183580	18.0000000	75.0000000
RESP_EDUC	AGE	2873	12.2922033	4.2578555	0	20.0000000
RESP_MARSTAT	RESPONDENT	2873	2.2533937	1.6135664	1.0000000	5.0000000
RESP_HISPANIC	EDUCATION IN	2873	0.4187261	0.4934362	0	1.0000000
DON_T LIKE_TO_DO_ANY_FORM_OF_HOU	YEARS	1593	2.5643440	1.3284798	1.0000000	5.0000000
EXPECT_ADVERTISING_TO_BE_ENTERTA	RESPONDENT	1799	3.2946081	1.1504842	1.0000000	5.0000000
INTERNET_CHANGE_HOW_I_SHOP_FOR_P	MARITAL	1729	2.9300174	1.4040558	1.0000000	5.0000000
LIKE_TO_KEEP_UP_WITH_THE_LATEST_	STATUS	1553	2.8106890	1.3234460	1.0000000	5.0000000
TOO_BSY_TO_TAKE_CARE_OF_MYSELF_A		1429	3.0174948	1.3089229	1.0000000	5.0000000
WORTH_PAYING_EXTRA_FOR_QUALITY_G		1648	3.7317961	1.1193105	1.0000000	5.0000000
MYTHBUSTERS		2873	0.0372433	0.1893904	0	1.0000000
PLAYSTATION_4		2873	0.0337626	0.1806490	0	1.0000000
SCIENCE_FICTION		2873	0.0121824	0.1097186	0	1.0000000
SHARK_TANK		2873	0.0810999	0.2730360	0	1.0000000
DISCOVERY_CHANNEL		2873	0.1872607	0.3901886	0	1.0000000

Cluster ID=1

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
RESP_GENDER		4641	0.5072183	0.5000018	0	1.0000000
RESP_AGE	RESPONDENT	4641	49.7009265	15.5363096	18.0000000	75.0000000
RESP_EDUC	AGE	4641	13.7203189	3.4628719	0	20.0000000
RESP_MARSTAT	RESPONDENT	4641	2.0426632	1.5800175	1.0000000	5.0000000
RESP_HISPANIC	EDUCATION IN	4641	0.2721396	0.4451094	0	1.0000000
DON_T LIKE_TO_DO_ANY_FORM_OF_HOU	YEARS	4641	1.6895066	0.6777846	1.0000000	3.0000000
EXPECT_ADVERTISING_TO_BE_ENTERTA	RESPONDENT	4544	3.2370158	1.0804869	1.0000000	5.0000000
INTERNET_CHANGE_HOW_I_SHOP_FOR_P	MARITAL	4606	3.2095093	1.4454108	1.0000000	5.0000000
LIKE_TO_KEEP_UP_WITH_THE_LATEST_	STATUS	4641	1.6470588	0.7559936	1.0000000	3.0000000
TOO_BSY_TO_TAKE_CARE_OF_MYSELF_A		4641	3.9862099	0.7008488	3.0000000	5.0000000
WORTH_PAYING_EXTRA_FOR_QUALITY_G		4641	3.6933850	0.9985644	1.0000000	5.0000000
MYTHBUSTERS		4641	0.0474036	0.2125234	0	1.0000000
PLAYSTATION_4		4641	0.0368455	0.1884027	0	1.0000000
SCIENCE_FICTION		4641	0.0379229	0.1910303	0	1.0000000
SHARK_TANK		4641	0.0816634	0.2738808	0	1.0000000
DISCOVERY_CHANNEL		4641	0.1831502	0.3868313	0	1.0000000

Cluster ID=2

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
RESP_GENDER		5656	0.3173621	0.4654908	0	1.0000000
RESP_AGE	RESPONDENT	5656	48.3498939	16.5700856	18.0000000	75.0000000
	AGE					

RESP_EDUC	RESPONDENT	5656	13.8867574	3.4451164	0	20.0000000
RESP_MARSTAT	EDUCATION IN	5656	2.2545969	1.6710665	1.0000000	5.0000000
RESP_HISPANIC	YEARS	5656	0.3315064	0.4707962	0	1.0000000
DON_T_LIKE_TO_DO_ANY_FORM_OF_HOU	RESPONDENT	5656	1.6343706	0.7041469	1.0000000	4.0000000
EXPECT_ADVERTISING_TO_BE_ENTERTA	MARITAL	5539	3.3585485	1.0283032	1.0000000	5.0000000
INTERNET_CHANGE_HOW_I_SHOP_FOR_P	STATUS	5605	3.3002676	1.3601634	1.0000000	5.0000000
LIKE_TO_KEEP_UP_WITH_THE_LATEST_		5656	3.8771216	0.6978050	3.0000000	5.0000000
TOO_BSY_TO_TAKE_CARE_OF_MYSELF_A		5656	2.7646747	1.1248957	1.0000000	5.0000000
WORTH_PAYING_EXTRA_FOR_QUALITY_G		5656	3.8578501	0.9323455	1.0000000	5.0000000
MYTHBUSTERS		5656	0.0346535	0.1829167	0	1.0000000
PLAYSTATION_4		5656	0.0376591	0.1903873	0	1.0000000
SCIENCE_FICTION		5656	0.0224540	0.1481679	0	1.0000000
SHARK_TANK		5656	0.1122702	0.3157265	0	1.0000000
DISCOVERY_CHANNEL		5656	0.1630127	0.3694099	0	1.0000000

Cluster ID=3

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
RESP_GENDER		3623	0.4874413	0.4999113	0	1.0000000
RESP_AGE	RESPONDENT	3623	54.3844880	15.8487067	18.0000000	75.0000000
RESP_EDUC	AGE	3623	13.9907535	3.5598899	0	20.0000000
RESP_MARSTAT	RESPONDENT	3623	1.9919956	1.5047108	1.0000000	5.0000000
RESP_HISPANIC	EDUCATION IN	3623	0.2445487	0.4298786	0	1.0000000
DON_T_LIKE_TO_DO_ANY_FORM_OF_HOU	YEARS	3623	1.6883798	0.7922145	1.0000000	4.0000000
EXPECT_ADVERTISING_TO_BE_ENTERTA	RESPONDENT	3538	3.0505936	1.2101661	1.0000000	5.0000000
INTERNET_CHANGE_HOW_I_SHOP_FOR_P	MARITAL	3582	3.0050251	1.5437318	1.0000000	5.0000000
LIKE_TO_KEEP_UP_WITH_THE_LATEST_	STATUS	3623	1.6748551	0.7879860	1.0000000	3.0000000
TOO_BSY_TO_TAKE_CARE_OF_MYSELF_A		3623	1.3452940	0.4755297	1.0000000	2.0000000
WORTH_PAYING_EXTRA_FOR_QUALITY_G		3623	3.6894839	1.1356953	1.0000000	5.0000000
MYTHBUSTERS		3623	0.0358819	0.1860213	0	1.0000000
PLAYSTATION_4		3623	0.0284295	0.1662193	0	1.0000000
SCIENCE_FICTION		3623	0.0251173	0.1565030	0	1.0000000
SHARK_TANK		3623	0.0734198	0.2608604	0	1.0000000
DISCOVERY_CHANNEL		3623	0.1645046	0.3707840	0	1.0000000

Cluster ID=4

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
RESP_GENDER		5377	0.5084620	0.4999749	0	1.0000000
RESP_AGE	RESPONDENT	5377	48.7574856	17.2760638	18.0000000	75.0000000
RESP_EDUC	AGE	5377	13.4098940	3.6835530	0	20.0000000
RESP_MARSTAT	RESPONDENT	5377	2.4424400	1.7522538	1.0000000	5.0000000
RESP_HISPANIC	EDUCATION IN	5377	0.2761763	0.4471467	0	1.0000000
DON_T_LIKE_TO_DO_ANY_FORM_OF_HOU	YEARS	5377	3.6075879	0.7377484	2.0000000	5.0000000
EXPECT_ADVERTISING_TO_BE_ENTERTA	RESPONDENT	5284	3.1328539	0.9384560	1.0000000	5.0000000
INTERNET_CHANGE_HOW_I_SHOP_FOR_P	MARITAL	5323	3.1102762	1.2422074	1.0000000	5.0000000
LIKE_TO_KEEP_UP_WITH_THE_LATEST_	STATUS	5377	2.1119583	0.9330849	1.0000000	5.0000000
TOO_BSY_TO_TAKE_CARE_OF_MYSELF_A		5377	2.8594012	0.9509655	1.0000000	5.0000000
WORTH_PAYING_EXTRA_FOR_QUALITY_G		5377	3.1956481	0.9395987	1.0000000	5.0000000
MYTHBUSTERS		5377	0.0435187	0.2040406	0	1.0000000
PLAYSTATION_4		5377	0.0424028	0.2015251	0	1.0000000
SCIENCE_FICTION		5377	0.0254789	0.1575891	0	1.0000000

SHARK_TANK	5377	0.0714153	0.2575412	0	1.0000000
DISCOVERY_CHANNEL	5377	0.1549191	0.3618612	0	1.0000000

Cluster ID=5

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
RESP_GENDER		3269	0.4010401	0.4901841	0	1.0000000
RESP_AGE	RESPONDENT	3269	46.9519731	17.5082727	18.0000000	75.0000000
RESP_EDUC	AGE	3269	13.7670541	3.6789105	0	20.0000000
RESP_MARSTAT	RESPONDENT	3269	2.4842459	1.7596072	1.0000000	5.0000000
RESP_HISPANIC	EDUCATION IN	3269	0.3254818	0.4686263	0	1.0000000
DON_T_LIKE_TO_DO_ANY_FORM_OF_HOU	YEARS	3269	4.1040073	0.7230760	3.0000000	5.0000000
EXPECT_ADVERTISING_TO_BE_ENTERTA	RESPONDENT	3197	3.5536440	1.0613311	1.0000000	5.0000000
INTERNET_CHANGE_HOW_I_SHOP_FOR_P	MARITAL	3223	3.5904437	1.3069296	1.0000000	5.0000000
LIKE_TO_KEEP_UP_WITH_THE_LATEST_	STATUS	3269	3.5757112	1.0239649	1.0000000	5.0000000
TOO_BSY_TO_TAKE_CARE_OF_MYSELF_A		3269	3.8638727	1.0396696	1.0000000	5.0000000
WORTH_PAYING_EXTRA_FOR_QUALITY_G		3269	4.1798715	0.8088849	1.0000000	5.0000000
MYTHBUSTERS		3269	0.0504742	0.2189547	0	1.0000000
PLAYSTATION_4		3269	0.0477210	0.2132079	0	1.0000000
SCIENCE_FICTION		3269	0.0247782	0.1554724	0	1.0000000
SHARK_TANK		3269	0.1027837	0.3037227	0	1.0000000
DISCOVERY_CHANNEL		3269	0.1786479	0.3831158	0	1.0000000