

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	22262

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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	12.0159	13.2963	1.2804	0.00696	1.2734
3	11.9132	13.0004	1.0872	0.00765	1.0796
4	11.7912	12.7196	0.9284	0.00586	0.9225
5	11.7497	12.7856	1.0359	0.00786	1.0280
6	11.6983	12.6435	0.9451	0.00737	0.9378

Estimated Number of Clusters	
Criterion	Number of Clusters
GLOBALPEAK	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	5308	5.4365	0.7582	2.2119	29658.0	2.3638	2	2.5066
2	4890	4.8261	0.6398	2.1188	24012.6	2.2160	3	2.4408
3	4653	4.7234	0.4141	2.1971	24641.9	2.3013	2	2.4408
4	3666	4.7146	0.6184	2.3163	21579.2	2.4262	1	2.5455
5	3745	5.2543	0.4880	2.5923	26824.3	2.6763	4	2.6605

Iteration Statistics	
Iteration Number	SSE
0	182780
1	137965
2	132743
3	130679
4	129637
5	128841

6	128220
7	127803
8	127425
9	127087
10	126716

Descriptive Statistics		
Variable	Mean	Standard Deviation
BUY_FROM_COMPANIES_SPONSOR_SPORT	2.475339	1.144161
CAN_TELL_ABOUT_SOMEONE_BY_CAR_DR	2.988096	1.180412
I_OFTEN_SNACK_BETWEEN_MEALS	3.690100	1.195747
LIKE_TO_ENJOY_LIFE_DON_T_WORRY_F	3.312146	1.207576
SALTED_SNACKS_ARE_MY_FAVORITE_SN	2.939718	1.224811
THERES_LITTLE_I_CAN_DO_TO_CHANGE	2.265969	1.211519

Within Cluster Statistics			
Variable	Cluster	Mean	Standard Deviation
BUY_FROM_COMPANIES_SPONSOR_SPORT	1	2.9629	7.0369
	2	2.3734	7.3778
	3	2.1567	5.2711
	4	2.9040	5.9794
	5	1.8937	3.7267
CAN_TELL_ABOUT_SOMEONE_BY_CAR_DR	1	3.1780	7.8239
	2	2.9280	8.7517
	3	3.0034	6.6906
	4	3.7040	6.9951
	5	2.0774	4.4944
I_OFTEN_SNACK_BETWEEN_MEALS	1	3.7924	8.4317
	2	4.0149	10.9926
	3	4.2347	8.9812
	4	3.8374	8.0945
	5	2.3001	4.7800
LIKE_TO_ENJOY_LIFE_DON_T_WORRY_F	1	3.4416	8.7153
	2	4.2229	10.5158
	3	1.9237	5.7928
	4	3.9321	6.7818
	5	3.0577	5.2104
SALTED_SNACKS_ARE_MY_FAVORITE_SN	1	3.5409	7.2885
	2	3.7941	9.4445
	3	3.1569	7.2960
	4	1.5797	6.0503

	5	2.0336	2.9977
THERES_LITTLE_I_CAN_DO_TO_CHANGE	1	3.6846	7.4866
	2	1.4155	6.1625
	3	1.8205	4.5908
	4	2.2319	5.8420
	5	1.9525	3.2073

The SAS System

The CONTENTS Procedure

Data Set Name	WORK.MYCLUSTER	Observations	25439
Member Type	DATA	Variables	31
Engine	V9	Indexes	0
Created	03/29/2022 17:00:38	Observation Length	248
Last Modified	03/29/2022 17:00:38	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	97
First Data Page	1
Max Obs per Page	264
Obs in First Data Page	246
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	6MB
File Size (bytes)	6422528

Alphabetic List of Variables and Attributes				
#	Variable	Type	Len	Label
26	BUDWEISER	Num	8	
1	BUY_FROM_COMPANIES_SPONSOR_SPORT	Num	8	
2	CAN_TELL_ABOUT_SOMEONE_BY_CAR_DR	Num	8	
18	CMT__COUNTRY_MUSIC_TELEVISION__	Num	8	
17	COLLEGE_FOOTBALL_REGULAR_SEASON	Num	8	
27	COORS	Num	8	
19	DALLAS_COWBOYS_CHEERLEADERS	Num	8	
20	DOMINO_S_PIZZA	Num	8	
21	DUCK_DYNASTY	Num	8	
22	ESPN	Num	8	

23	FIELD__STREAM	Num	8	
24	FISHING__HUNTING	Num	8	
25	FOX_NEWS_CHANNEL	Num	8	
14	IMPORTANT_TO_BE_ATTRACTIVE_OPPOS	Num	8	
13	I_ENJOY_TAKING_RISKS	Num	8	
3	I_OFTEN_SNACK_BETWEEN_MEALS	Num	8	
15	LIKE_TO_DRIVE_FASTER_THAN_NORMAL	Num	8	
4	LIKE_TO_ENJOY_LIFE_DON_T_WORRY_F	Num	8	
28	MICHELOB	Num	8	
29	MILLER_HIGH_LIFE	Num	8	
16	OPTIONS_ON_A_CAR_IMPRESS_ME	Num	8	
9	RESP_AGE	Num	8	RESPONDENT AGE
10	RESP_EDUC	Num	8	RESPONDENT EDUCATION IN YEARS
8	RESP_GENDER	Num	8	
12	RESP_HISPANIC	Num	8	
11	RESP_MARSTAT	Num	8	RESPONDENT MARITAL STATUS
5	SALTED_SNACKS_ARE_MY_FAVORITE_SN	Num	8	
6	THERES_LITTLE_I_CAN_DO_TO_CHANGE	Num	8	
30	_CLUSTER_ID_	Num	8	Cluster ID
31	_DISTANCE_	Num	8	Distance to Centroid
7	myid	Num	8	

The SAS System

The MEANS Procedure

Cluster ID=.

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
RESP_GENDER		3177	0.4242997	0.4943140	0	1.0000000
RESP_AGE	RESPONDENT	3177	53.3836953	17.3304241	18.0000000	75.0000000
RESP_EDUC	AGE	3177	12.1303116	4.3178956	0	20.0000000
RESP_MARSTAT	RESPONDENT	3177	2.2647151	1.6095956	1.0000000	5.0000000
RESP_HISPANIC	EDUCATION IN	3177	0.4501102	0.4975831	0	1.0000000
BUY_FROM_COMPANIES_SPONSOR_SPORT	YEARS	2057	2.7224113	1.2260342	1.0000000	5.0000000
CAN_TELL_ABOUT_SOMEONE_BY_CAR_DR	RESPONDENT	1656	3.1135266	1.2272478	1.0000000	5.0000000
I_ENJOY_TAKING_RISKS	MARITAL	2324	2.8024957	1.3331021	1.0000000	5.0000000
I_OFTEN_SNACK_BETWEEN_MEALS	STATUS	1991	3.6298343	1.2533749	1.0000000	5.0000000
IMPORTANT_TO_BE_ATTRACTIVE_OPPOS		2191	3.3619352	1.2364305	1.0000000	5.0000000
LIKE_TO_DRIVE_FASTER_THAN_NORMAL		1796	2.7160356	1.3194871	1.0000000	5.0000000
LIKE_TO_ENJOY_LIFE_DON_T_WORRY_F		2217	3.4749662	1.2726044	1.0000000	5.0000000
OPTIONS_ON_A_CAR_IMPRESS_ME		1756	3.2129841	1.1912176	1.0000000	5.0000000
SALTED_SNACKS_ARE_MY_FAVORITE_SN		1857	2.8147550	1.3507413	1.0000000	5.0000000
THERES_LITTLE_I_CAN_DO_TO_CHANGE		2116	2.7547259	1.3779250	1.0000000	5.0000000
COLLEGE_FOOTBALL_REGULAR_SEASON		3177	0.0541391	0.2263276	0	1.0000000
CMT_COUNTRY_MUSIC_TELEVISION_		3177	0.0519358	0.2219323	0	1.0000000
DALLAS_COWBOYS_CHEERLEADERS		3177	0.0176267	0.1316110	0	1.0000000
DOMINO_S_PIZZA		3177	0.0560277	0.2300114	0	1.0000000
DUCK_DYNASTY		3177	0.0560277	0.2300114	0	1.0000000
ESPN		3177	0.1608436	0.3674444	0	1.0000000
FIELD_STREAM		3177	0.0311615	0.1737813	0	1.0000000
FISHING_HUNTING		3177	0.0563425	0.2306181	0	1.0000000
FOX_NEWS_CHANNEL		3177	0.1844507	0.3879124	0	1.0000000
BUDWEISER		3177	0.0629525	0.2429157	0	1.0000000
COORS		3177	0.0349386	0.1836533	0	1.0000000
MICHELOB		3177	0.0091281	0.0951191	0	1.0000000
MILLER_HIGH_LIFE		3177	0.0173119	0.1304515	0	1.0000000

Cluster ID=1

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
RESP_GENDER		5308	0.4694800	0.4991147	0	1.0000000
RESP_AGE	RESPONDENT	5308	49.0659382	17.5019713	18.0000000	75.0000000
RESP_EDUC	AGE	5308	12.8889412	3.6850469	0	20.0000000
RESP_MARSTAT	RESPONDENT	5308	2.3993971	1.7220282	1.0000000	5.0000000
RESP_HISPANIC	EDUCATION IN	5308	0.3396760	0.4736438	0	1.0000000
BUY_FROM_COMPANIES_SPONSOR_SPORT	YEARS	5308	2.9628862	1.0554344	1.0000000	5.0000000
CAN_TELL_ABOUT_SOMEONE_BY_CAR_DR	RESPONDENT	5308	3.1780332	1.0278539	1.0000000	5.0000000
I_ENJOY_TAKING_RISKS	MARITAL	5291	2.9841240	1.1660499	1.0000000	5.0000000
I_OFTEN_SNACK_BETWEEN_MEALS	STATUS	5308	3.7923888	1.0097707	1.0000000	5.0000000
IMPORTANT_TO_BE_ATTRACTIVE_OPPOS		5270	3.3705882	1.0317820	1.0000000	5.0000000
LIKE_TO_DRIVE_FASTER_THAN_NORMAL		5298	2.9765949	1.1952250	1.0000000	5.0000000
LIKE_TO_ENJOY_LIFE_DON_T_WORRY_F		5308	3.4415976	1.0186591	1.0000000	5.0000000
OPTIONS_ON_A_CAR_IMPRESS_ME		5284	3.2778198	1.0345316	1.0000000	5.0000000
SALTED_SNACKS_ARE_MY_FAVORITE_SN		5308	3.5408817	0.8772536	1.0000000	5.0000000
THERES_LITTLE_I_CAN_DO_TO_CHANGE		5308	3.6846270	0.7674931	2.0000000	5.0000000
COLLEGE_FOOTBALL_REGULAR_SEASON		5308	0.0681989	0.2521107	0	1.0000000
CMT_COUNTRY_MUSIC_TELEVISION_		5308	0.0559533	0.2298531	0	1.0000000

DALLAS_COWBOYS_CHEERLEADERS	5308	0.0171439	0.1298199	0	1.0000000
DOMINO_S_PIZZA	5308	0.0538809	0.2258039	0	1.0000000
DUCK_DYNASTY	5308	0.0734740	0.2609375	0	1.0000000
ESPN	5308	0.1889601	0.3915138	0	1.0000000
FIELD__STREAM	5308	0.0344763	0.1824662	0	1.0000000
FISHING__HUNTING	5308	0.0629239	0.2428489	0	1.0000000
FOX_NEWS_CHANNEL	5308	0.1772796	0.3819411	0	1.0000000
BUDWEISER	5308	0.0904295	0.2868232	0	1.0000000
COORS	5308	0.0461567	0.2098442	0	1.0000000
MICHELOB	5308	0.0126225	0.1116489	0	1.0000000
MILLER_HIGH_LIFE	5308	0.0235494	0.1516546	0	1.0000000

Cluster ID=2

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
RESP_GENDER		4890	0.4419223	0.4966663	0	1.0000000
RESP_AGE	RESPONDENT	4890	49.7102249	16.4001556	18.0000000	75.0000000
RESP_EDUC	AGE	4890	14.3670757	3.2272490	0	20.0000000
RESP_MARSTAT	RESPONDENT	4890	2.0856851	1.6114173	1.0000000	5.0000000
RESP_HISPANIC	EDUCATION IN	4890	0.2175869	0.4126471	0	1.0000000
BUY_FROM_COMPANIES_SPONSOR_SPORT	YEARS	4890	2.3734151	1.1030132	1.0000000	5.0000000
CAN_TELL_ABOUT_SOMEONE_BY_CAR_DR	RESPONDENT	4890	2.9280164	1.1710580	1.0000000	5.0000000
I_ENJOY_TAKING_RISKS	MARITAL	4878	3.0071751	1.2276920	1.0000000	5.0000000
I_OFTEN_SNACK_BETWEEN_MEALS	STATUS	4890	4.0149284	0.9827631	1.0000000	5.0000000
IMPORTANT_TO_BE_ATTRACTIVE_OPPOS		4863	3.3769278	1.1467848	1.0000000	5.0000000
LIKE_TO_DRIVE_FASTER_THAN_NORMAL		4884	2.9297707	1.3396176	1.0000000	5.0000000
LIKE_TO_ENJOY_LIFE_DON_T_WORRY_F		4890	4.2229039	0.6242254	3.0000000	5.0000000
OPTIONS_ON_A_CAR_IMPRESS_ME		4872	3.1670772	1.1721114	1.0000000	5.0000000
SALTED_SNACKS_ARE_MY_FAVORITE_SN		4890	3.7940695	0.7972683	2.0000000	5.0000000
THERES_LITTLE_I_CAN_DO_TO_CHANGE		4890	1.4155419	0.5759229	1.0000000	3.0000000
COLLEGE_FOOTBALL_REGULAR_SEASON		4890	0.0719836	0.2584873	0	1.0000000
CMT_COUNTRY_MUSIC_TELEVISION__		4890	0.0431493	0.2032138	0	1.0000000
DALLAS_COWBOYS_CHEERLEADERS		4890	0.0106339	0.1025818	0	1.0000000
DOMINO_S_PIZZA		4890	0.0425358	0.2018287	0	1.0000000
DUCK_DYNASTY		4890	0.0664622	0.2491137	0	1.0000000
ESPN		4890	0.2163599	0.4118045	0	1.0000000
FIELD__STREAM		4890	0.0347648	0.1832023	0	1.0000000
FISHING__HUNTING		4890	0.0597137	0.2369799	0	1.0000000
FOX_NEWS_CHANNEL		4890	0.1791411	0.3835096	0	1.0000000
BUDWEISER		4890	0.0881391	0.2835260	0	1.0000000
COORS		4890	0.0494888	0.2169084	0	1.0000000
MICHELOB		4890	0.0147239	0.1204579	0	1.0000000
MILLER_HIGH_LIFE		4890	0.0235174	0.1515553	0	1.0000000

Cluster ID=3

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
RESP_GENDER		4653	0.4049001	0.4909255	0	1.0000000
RESP_AGE	RESPONDENT	4653	47.0094563	15.8418234	18.0000000	75.0000000
RESP_EDUC	AGE	4653	14.2967978	3.2687426	0	20.0000000
RESP_MARSTAT	RESPONDENT	4653	2.2991618	1.7134318	1.0000000	5.0000000
	EDUCATION IN					

RESP_HISPANIC	YEARS	4653	0.2353320	0.4242518	0	1.0000000
BUY_FROM_COMPANIES_SPONSOR_SPORT	RESPONDENT	4653	2.1566731	1.0357730	1.0000000	5.0000000
CAN_TELL_ABOUT_SOMEONE_BY_CAR_DR	MARITAL	4653	3.0034386	1.1424680	1.0000000	5.0000000
I_ENJOY_TAKING_RISKS	STATUS	4647	2.7036798	1.2199877	1.0000000	5.0000000
I_OFTEN_SNACK_BETWEEN_MEALS		4653	4.2346873	0.7962889	1.0000000	5.0000000
IMPORTANT_TO_BE_ATTRACTIVE_OPPOS		4621	3.3246051	1.1355236	1.0000000	5.0000000
LIKE_TO_DRIVE_FASTER_THAN_NORMAL		4642	2.8860405	1.3142938	1.0000000	5.0000000
LIKE_TO_ENJOY_LIFE_DON_T_WORRY_F		4653	1.9237051	0.6628444	1.0000000	3.0000000
OPTIONS_ON_A_CAR_IMPRESS_ME		4645	3.1498385	1.1535543	1.0000000	5.0000000
SALTED_SNACKS_ARE_MY_FAVORITE_SN		4653	3.1568880	1.0482217	1.0000000	5.0000000
THERES_LITTLE_I_CAN_DO_TO_CHANGE		4653	1.8205459	0.8575641	1.0000000	5.0000000
COLLEGE_FOOTBALL_REGULAR_SEASON		4653	0.0629701	0.2429353	0	1.0000000
CMT_COUNTRY_MUSIC_TELEVISION		4653	0.0393295	0.1943985	0	1.0000000
DALLAS_COWBOYS_CHEERLEADERS		4653	0.0062325	0.0787085	0	1.0000000
DOMINO_S_PIZZA		4653	0.0397593	0.1954142	0	1.0000000
DUCK_DYNASTY		4653	0.0640447	0.2448589	0	1.0000000
ESPN		4653	0.1835375	0.3871482	0	1.0000000
FIELD_STREAM		4653	0.0363207	0.1871069	0	1.0000000
FISHING_HUNTING		4653	0.0526542	0.2233662	0	1.0000000
FOX_NEWS_CHANNEL		4653	0.1740812	0.3792201	0	1.0000000
BUDWEISER		4653	0.0814528	0.2735587	0	1.0000000
COORS		4653	0.0429830	0.2028406	0	1.0000000
MICHELOB		4653	0.0161186	0.1259454	0	1.0000000
MILLER_HIGH_LIFE		4653	0.0212766	0.1443204	0	1.0000000

Cluster ID=4

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
RESP_GENDER		3666	0.4675396	0.4990133	0	1.0000000
RESP_AGE	RESPONDENT	3666	49.8006001	17.4007201	18.0000000	75.0000000
RESP_EDUC	AGE	3666	13.6089744	3.5886442	0	20.0000000
RESP_MARSTAT	RESPONDENT	3666	2.2869613	1.6796768	1.0000000	5.0000000
RESP_HISPANIC	EDUCATION IN	3666	0.3551555	0.4786257	0	1.0000000
BUY_FROM_COMPANIES_SPONSOR_SPORT	YEARS	3666	2.9039825	1.1572421	1.0000000	5.0000000
CAN_TELL_ABOUT_SOMEONE_BY_CAR_DR	RESPONDENT	3666	3.7040371	0.9425344	1.0000000	5.0000000
I_ENJOY_TAKING_RISKS	MARITAL	3649	2.9542340	1.2455356	1.0000000	5.0000000
I_OFTEN_SNACK_BETWEEN_MEALS	STATUS	3666	3.8374250	1.0593706	1.0000000	5.0000000
IMPORTANT_TO_BE_ATTRACTIVE_OPPOS		3639	3.4575433	1.1487965	1.0000000	5.0000000
LIKE_TO_DRIVE_FASTER_THAN_NORMAL		3658	2.8646802	1.3220761	1.0000000	5.0000000
LIKE_TO_ENJOY_LIFE_DON_T_WORRY_F		3666	3.9320786	0.9083646	1.0000000	5.0000000
OPTIONS_ON_A_CAR_IMPRESS_ME		3651	3.3859217	1.1173889	1.0000000	5.0000000
SALTED_SNACKS_ARE_MY_FAVORITE_SN		3666	1.5796508	0.6609848	1.0000000	3.0000000
THERES_LITTLE_I_CAN_DO_TO_CHANGE		3666	2.2318603	1.1265031	1.0000000	5.0000000
COLLEGE_FOOTBALL_REGULAR_SEASON		3666	0.0662848	0.2488132	0	1.0000000
CMT_COUNTRY_MUSIC_TELEVISION		3666	0.0387343	0.1929874	0	1.0000000
DALLAS_COWBOYS_CHEERLEADERS		3666	0.0117294	0.1076800	0	1.0000000
DOMINO_S_PIZZA		3666	0.0458265	0.2091372	0	1.0000000
DUCK_DYNASTY		3666	0.0531915	0.2244458	0	1.0000000
ESPN		3666	0.2133115	0.4097017	0	1.0000000
FIELD_STREAM		3666	0.0256410	0.1580835	0	1.0000000
FISHING_HUNTING		3666	0.0581015	0.2339671	0	1.0000000
FOX_NEWS_CHANNEL		3666	0.1764866	0.3812857	0	1.0000000
BUDWEISER		3666	0.0769231	0.2665057	0	1.0000000
COORS		3666	0.0428260	0.2024922	0	1.0000000
MICHELOB		3666	0.0128205	0.1125149	0	1.0000000
MILLER_HIGH_LIFE		3666	0.0212766	0.1443246	0	1.0000000

Cluster ID=5

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
RESP_GENDER		3745	0.4232310	0.4941373	0	1.0000000
RESP_AGE	RESPONDENT	3745	52.3172230	15.8730368	18.0000000	75.0000000
RESP_EDUC	AGE	3745	13.8082777	3.6630534	0	20.0000000
RESP_MARSTAT	RESPONDENT	3745	2.1268358	1.5941561	1.0000000	5.0000000
RESP_HISPANIC	EDUCATION IN	3745	0.2889186	0.4533205	0	1.0000000
BUY_FROM_COMPANIES_SPONSOR_SPORT	YEARS	3745	1.8937250	0.9884080	1.0000000	5.0000000
CAN_TELL_ABOUT_SOMEONE_BY_CAR_DR	RESPONDENT	3745	2.0774366	1.0570711	1.0000000	5.0000000
I_ENJOY_TAKING_RISKS	MARITAL	3737	2.5549906	1.2374584	1.0000000	5.0000000
I_OFTEN_SNACK_BETWEEN_MEALS	STATUS	3745	2.3001335	1.1972469	1.0000000	5.0000000
IMPORTANT_TO_BE_ATTRACTIVE_OPPOS		3714	3.0780829	1.2087922	1.0000000	5.0000000
LIKE_TO_DRIVE_FASTER_THAN_NORMAL		3739	2.4407596	1.3119230	1.0000000	5.0000000
LIKE_TO_ENJOY_LIFE_DON_T_WORRY_F		3745	3.0576769	1.1802712	1.0000000	5.0000000
OPTIONS_ON_A_CAR_IMPRESS_ME		3718	2.7692308	1.2228213	1.0000000	5.0000000
SALTED_SNACKS_ARE_MY_FAVORITE_SN		3745	2.0336449	1.0242467	1.0000000	5.0000000
THERES_LITTLE_I_CAN_DO_TO_CHANGE		3745	1.9524700	1.0765988	1.0000000	5.0000000
COLLEGE_FOOTBALL_REGULAR_SEASON		3745	0.0477971	0.2133651	0	1.0000000
CMT_COUNTRY_MUSIC_TELEVISION_		3745	0.0349800	0.1837536	0	1.0000000
DALLAS_COWBOYS_CHEERLEADERS		3745	0.0074766	0.0861552	0	1.0000000
DOMINO_S_PIZZA		3745	0.0363151	0.1870980	0	1.0000000
DUCK_DYNASTY		3745	0.0440587	0.2052531	0	1.0000000
ESPN		3745	0.1628838	0.3693090	0	1.0000000
FIELD__STREAM		3745	0.0256342	0.1580625	0	1.0000000
FISHING__HUNTING		3745	0.0448598	0.2070238	0	1.0000000
FOX_NEWS_CHANNEL		3745	0.1740988	0.3792451	0	1.0000000
BUDWEISER		3745	0.0678238	0.2514768	0	1.0000000
COORS		3745	0.0344459	0.1823960	0	1.0000000
MICHELOB		3745	0.0122830	0.1101608	0	1.0000000
MILLER_HIGH_LIFE		3745	0.0162884	0.1265992	0	1.0000000