

CLUSTER ANALYSIS

HIERARCHICAL CLUSTER ANALYSIS

INITIAL 100 CASES

Cluster

Case Processing Summary^{a,b}

Valid		Cases Missing		Total	
N	Percent	N	Percent	N	Percent
100	100.0	0	.0	100	100.0

a. Squared Euclidean Distance used

b. Ward Linkage

Ward Linkage

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	3	94	.080	0	0	18
2	75	96	.180	0	0	62
3	42	93	.295	0	0	52
4	2	45	.425	0	0	59
5	37	89	.615	0	0	7
6	18	19	.810	0	0	41
7	5	37	1.067	0	5	24
8	54	65	1.372	0	0	45
9	34	85	1.727	0	0	64
10	26	33	2.107	0	0	23
11	76	81	2.532	0	0	57
12	10	46	2.957	0	0	21
13	30	97	3.417	0	0	79
14	9	25	3.887	0	0	58
15	69	100	4.377	0	0	61
16	16	52	4.872	0	0	59
17	62	91	5.412	0	0	53

HIERARCHICAL CLUSTER ANALYSIS

INITIAL 100 CASES

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
18	3	38	6.065	1	0	67
19	20	49	6.720	0	0	73
20	11	39	7.375	0	0	43
21	10	15	8.043	12	0	41
22	23	77	8.793	0	0	46
23	4	26	9.547	0	10	45
24	5	83	10.323	7	0	36
25	13	43	11.113	0	0	44
26	70	73	11.928	0	0	50
27	86	92	12.753	0	0	40
28	17	48	13.588	0	0	55
29	14	79	14.463	0	0	39
30	44	90	15.353	0	0	84
31	7	80	16.248	0	0	71
32	12	35	17.163	0	0	47
33	50	55	18.083	0	0	62
34	28	51	19.018	0	0	51
35	22	71	19.958	0	0	82
36	5	59	21.023	24	0	69
37	27	60	22.148	0	0	57
38	29	82	23.303	0	0	64
39	14	78	24.461	29	0	56
40	72	86	25.816	0	27	65
41	10	18	27.180	21	6	81
42	32	36	28.575	0	0	54
43	11	63	30.013	20	0	52
44	13	95	31.470	25	0	67
45	4	54	32.952	23	8	80
46	23	56	34.528	22	0	63

HIERARCHICAL CLUSTER ANALYSIS

INITIAL 100 CASES

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
47	12	99	36.247	32	0	81
48	8	66	38.002	0	0	68
49	1	24	39.777	0	0	83
50	40	70	41.568	0	26	68
51	28	58	43.420	34	0	61
52	11	42	45.480	43	3	72
53	62	74	47.540	17	0	78
54	32	64	49.671	42	0	76
55	17	21	51.890	28	0	60
56	14	47	54.109	39	0	78
57	27	76	56.369	37	11	70
58	9	68	58.739	14	0	80
59	2	16	61.236	4	16	74
60	17	67	63.746	55	0	84
61	28	69	66.721	51	15	86
62	50	75	69.851	33	2	77
63	23	88	72.989	46	0	70
64	29	34	76.359	38	9	69
65	41	72	79.742	0	40	71
66	31	61	83.212	0	0	85
67	3	13	86.735	18	44	77
68	8	40	90.421	48	50	79
69	5	29	95.069	36	64	87
70	23	27	99.986	63	57	93
71	7	41	104.959	31	65	91
72	11	53	110.129	52	0	90
73	20	57	115.301	19	0	82
74	2	98	120.542	59	0	92
75	6	87	125.832	0	0	89

HIERARCHICAL CLUSTER ANALYSIS

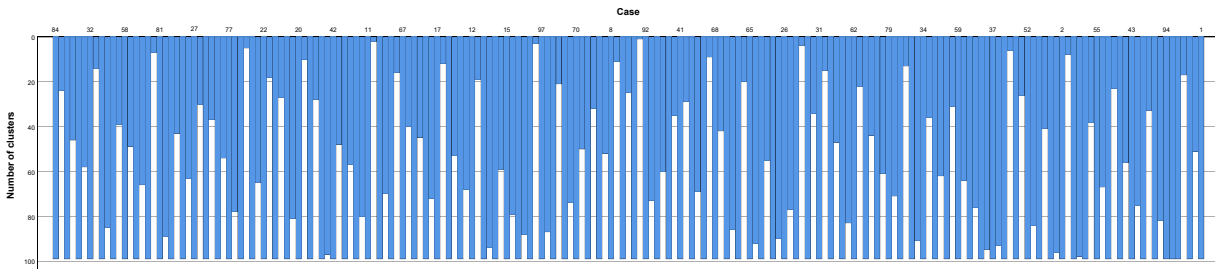
INITIAL 100 CASES

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
76	32	84	131.506	54	0	86
77	3	50	137.566	67	62	83
78	14	62	143.768	56	53	85
79	8	30	150.226	68	13	89
80	4	9	157.282	45	58	91
81	10	12	164.393	41	47	88
82	20	22	173.402	73	35	90
83	1	3	183.411	49	77	92
84	17	44	193.457	60	30	88
85	14	31	203.855	78	66	87
86	28	32	214.785	61	76	93
87	5	14	228.184	69	85	94
88	10	17	241.773	81	84	97
89	6	8	257.053	75	79	97
90	11	20	274.474	72	82	95
91	4	7	294.384	80	71	96
92	1	2	318.381	83	74	94
93	23	28	347.027	70	86	95
94	1	5	386.133	92	87	96
95	11	23	433.523	90	93	98
96	1	4	491.530	94	91	99
97	6	10	564.339	89	88	98
98	6	11	659.781	97	95	99
99	1	6	812.825	96	98	0

HIERARCHICAL CLUSTER ANALYSIS

INITIAL 100 CASES



HIERARCHICAL CLUSTER ANALYSIS

ANALYSIS WITH TWO OUTLIERS DELETED

Cluster

Case Processing Summary^{a,b}

Valid		Cases Missing		Total	
N	Percent	N	Percent	N	Percent
98	100.0	0	.0	98	100.0

a. Squared Euclidean Distance used

b. Ward Linkage

Ward Linkage

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	3	92	.080	0	0	18
2	74	94	.180	0	0	62
3	41	91	.295	0	0	52
4	2	44	.425	0	0	59
5	36	87	.615	0	0	7
6	17	18	.810	0	0	41
7	5	36	1.067	0	5	24
8	53	64	1.372	0	0	45
9	33	84	1.727	0	0	64
10	25	32	2.107	0	0	23
11	75	80	2.532	0	0	57
12	9	45	2.957	0	0	21
13	29	95	3.417	0	0	78
14	8	24	3.887	0	0	58
15	68	98	4.377	0	0	61
16	15	51	4.872	0	0	59
17	61	89	5.412	0	0	53

HIERARCHICAL CLUSTER ANALYSIS

ANALYSIS WITH TWO OUTLIERS DELETED

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
18	3	37	6.065	1	0	67
19	19	48	6.720	0	0	73
20	10	38	7.375	0	0	43
21	9	14	8.043	12	0	41
22	22	76	8.793	0	0	46
23	4	25	9.547	0	10	45
24	5	82	10.323	7	0	36
25	12	42	11.113	0	0	44
26	69	72	11.928	0	0	50
27	85	90	12.753	0	0	40
28	16	47	13.588	0	0	55
29	13	78	14.463	0	0	39
30	43	88	15.353	0	0	83
31	6	79	16.248	0	0	71
32	11	34	17.163	0	0	47
33	49	54	18.083	0	0	62
34	27	50	19.018	0	0	51
35	21	70	19.958	0	0	81
36	5	58	21.023	24	0	69
37	26	59	22.148	0	0	57
38	28	81	23.303	0	0	64
39	13	77	24.461	29	0	56
40	71	85	25.816	0	27	65
41	9	17	27.180	21	6	80
42	31	35	28.575	0	0	54
43	10	62	30.013	20	0	52
44	12	93	31.470	25	0	67
45	4	53	32.952	23	8	79
46	22	55	34.528	22	0	63

HIERARCHICAL CLUSTER ANALYSIS

ANALYSIS WITH TWO OUTLIERS DELETED

Agglomeration Schedule

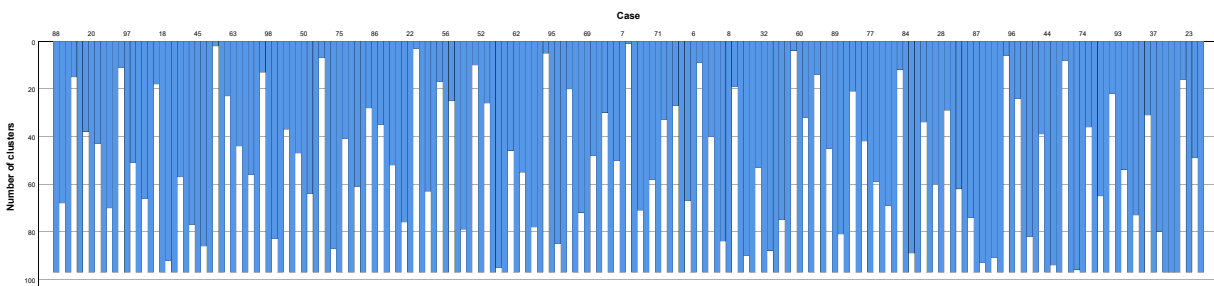
Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
47	11	97	36.247	32	0	80
48	7	65	38.002	0	0	68
49	1	23	39.777	0	0	82
50	39	69	41.568	0	26	68
51	27	57	43.420	34	0	61
52	10	41	45.480	43	3	72
53	61	73	47.540	17	0	77
54	31	63	49.671	42	0	75
55	16	20	51.890	28	0	60
56	13	46	54.109	39	0	77
57	26	75	56.369	37	11	70
58	8	67	58.739	14	0	79
59	2	15	61.236	4	16	74
60	16	66	63.746	55	0	83
61	27	68	66.721	51	15	85
62	49	74	69.851	33	2	76
63	22	86	72.989	46	0	70
64	28	33	76.359	38	9	69
65	40	71	79.742	0	40	71
66	30	60	83.212	0	0	84
67	3	12	86.735	18	44	76
68	7	39	90.421	48	50	78
69	5	28	95.069	36	64	86
70	22	26	99.986	63	57	91
71	6	40	104.959	31	65	89
72	10	52	110.129	52	0	88
73	19	56	115.301	19	0	81
74	2	96	120.542	59	0	90
75	31	83	126.216	54	0	85

HIERARCHICAL CLUSTER ANALYSIS

ANALYSIS WITH TWO OUTLIERS DELETED

Agglomeration Schedule

Stage	Cluster Combined		Coefficients	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
76	3	49	132.276	67	62	82
77	13	61	138.478	56	53	84
78	7	29	144.936	68	13	93
79	4	8	151.992	45	58	89
80	9	11	159.103	41	47	87
81	19	21	168.112	73	35	88
82	1	3	178.121	49	76	90
83	16	43	188.167	60	30	87
84	13	30	198.565	77	66	86
85	27	31	209.495	61	75	91
86	5	13	222.894	69	84	92
87	9	16	236.483	80	83	96
88	10	19	253.904	72	81	93
89	4	6	273.814	79	71	94
90	1	2	297.811	82	74	92
91	22	27	326.458	70	85	95
92	1	5	365.563	90	86	94
93	7	10	407.380	78	88	95
94	1	4	465.387	92	89	97
95	7	22	536.242	93	91	96
96	7	9	613.789	95	87	97
97	1	7	752.497	94	96	0



HIERARCHICAL CLUSTER ANALYSIS

PROFILING 4 CLUSTERS WITH CENTERED VARIABLE

S

Means

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
X6C * Ward Method	98	100.0%	0	0.0%	98	100.0%
X8C * Ward Method	98	100.0%	0	0.0%	98	100.0%
X12C * Ward Method	98	100.0%	0	0.0%	98	100.0%
X15C * Ward Method	98	100.0%	0	0.0%	98	100.0%
X18C * Ward Method	98	100.0%	0	0.0%	98	100.0%

Report

Ward Method		X6C	X8C	X12C	X15C	X18C
1	Mean	.3982	.0014	-.2139	-1.1765	-.0594
	N	49	49	49	49	49
2	Mean	.2289	-1.3256	.5744	1.4778	.2544
	N	18	18	18	18	18
3	Mean	-1.8386	.7871	1.0014	.3571	.4814
	N	14	14	14	14	14
4	Mean	.3665	1.0947	-.7024	1.1324	-.4371
	N	17	17	17	17	17
Total	Mean	.0420	.0596	.0198	-.0694	.0100
	N	98	98	98	98	98

NONHIERARCHICAL 4 CLUSTER SOLUTION

NONHIERARCHICAL 4 CLUSTER SOLUTION

4 CLUSTER SOLUTION

Quick Cluster

Initial Cluster Centers

	Cluster			
	1	2	3	4
X6 - Product Quality	8.3	8.7	9.9	5.5
X8 - Technical Support	3.3	6.1	3.7	7.7
X12 - Salesforce Image	5.2	2.9	6.7	8.2
X15 - New Products	1.7	6.5	7.2	4.9
X18 - Delivery Speed	3.9	2.5	3.9	4.9

Iteration History^a

	Change in Cluster Centers			
Iteration	1	2	3	4
1	2.242	2.232	2.075	2.808
2	.431	.535	.291	.305
3	.195	.246	.185	.098
4	.059	.222	.113	.215
5	.146	.103	.000	.156
6	.085	.124	.185	.088
7	.120	.086	.296	.102
8	.000	.000	.000	.000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is .000. The current iteration is 8. The minimum distance between initial centers is 4.908.

NONHIERARCHICAL 4 CLUSTER SOLUTION

4 CLUSTER SOLUTION

Final Cluster Centers

	Cluster			
	1	2	3	4
X6 - Product Quality	8.2	8.9	8.2	6.1
X8 - Technical Support	4.4	6.8	3.9	5.9
X12 - Salesforce Image	4.7	4.9	5.5	5.6
X15 - New Products	3.8	5.2	6.8	5.0
X18 - Delivery Speed	3.7	3.9	4.1	4.0

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
X6 - Product Quality	38.924	3	.707	94	55.060	.000
X8 - Technical Support	41.440	3	.910	94	45.558	.000
X12 - Salesforce Image	4.733	3	1.038	94	4.562	.005
X15 - New Products	29.243	3	1.144	94	25.556	.000
X18 - Delivery Speed	.475	3	.543	94	.875	.457

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Number of Cases in each Cluster

Cluster	1	25.000
	2	29.000
	3	17.000
	4	27.000
Valid		98.000
Missing		.000

NONHIERARCHICAL 4 CLUSTER SOLUTION PROFILING 4 CLUSTERS WITH CENTERED VARIABLE ES

Means

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
X6C * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X8C * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X12C * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X15C * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X18C * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%

Report

Cluster Number of Case		X6C	X8C	X12C	X15C	X18C
1	Mean	.4380	-.9700	-.4200	-1.3220	-.1740
	N	25	25	25	25	25
2	Mean	1.0969	1.4266	-.2269	.0983	.0031
	N	29	29	29	29	29
3	Mean	.3724	-1.4465	.3682	1.6029	.1629
	N	17	17	17	17	17
4	Mean	-1.6656	.4930	.4726	-.1426	.0915
	N	27	27	27	27	27
Total	Mean	.0420	.0596	.0198	-.0694	.0100
	N	98	98	98	98	98

NONHIERARCHICAL 4 CLUSTER SOLUTION VALIDATING 4 CLUSTERS WITH OUTCOME VARIABLE ES

Means

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
X19 - Satisfaction * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X20 - Likely to Recommend * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X21 - Likely to Purchase * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X22 - Purchase Level * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%

Report

Cluster Number of Case		X19 - Satisfaction	X20 - Likely to Recommend	X21 - Likely to Purchase	X22 - Purchase Level
1	Mean	6.760	6.892	7.736	58.700
	N	25	25	25	25
2	Mean	7.445	7.459	8.093	62.169
	N	29	29	29	29
3	Mean	7.394	7.135	7.829	60.924
	N	17	17	17	17
4	Mean	6.344	6.678	7.333	53.174
	N	27	27	27	27
Total	Mean	6.958	7.043	7.747	58.590
	N	98	98	98	98

NONHIERARCHICAL 4 CLUSTER SOLUTION

VALIDATING 4 CLUSTERS WITH OUTCOME VARIABLES

ANOVA Table

			Sum of Squares	df	Mean Square
X19 - Satisfaction * Cluster Number of Case	Between Groups (Combined)		21.251	3	7.084
	Within Groups		111.348	94	1.185
	Total		132.598	97	
X20 - Likely to Recommend * Cluster Number of Case	Between Groups (Combined)		9.326	3	3.109
	Within Groups		95.554	94	1.017
	Total		104.880	97	
X21 - Likely to Purchase * Cluster Number of Case	Between Groups (Combined)		8.213	3	2.738
	Within Groups		72.892	94	.775
	Total		81.104	97	
X22 - Purchase Level * Cluster Number of Case	Between Groups (Combined)		1256.305	3	418.768
	Within Groups		6338.185	94	67.427
	Total		7594.490	97	

ANOVA Table

			F	Sig.
X19 - Satisfaction * Cluster Number of Case	Between Groups (Combined)		5.980	.001
	Within Groups			
	Total			
X20 - Likely to Recommend * Cluster Number of Case	Between Groups (Combined)		3.058	.032
	Within Groups			
	Total			
X21 - Likely to Purchase * Cluster Number of Case	Between Groups (Combined)		3.530	.018
	Within Groups			
	Total			
X22 - Purchase Level * Cluster Number of Case	Between Groups (Combined)		6.211	.001
	Within Groups			
	Total			

NONHIERARCHICAL 4 CLUSTER SOLUTION

VALIDATING 4 CLUSTERS WITH OUTCOME VARIABLES

Measures of Association

	Eta	Eta Squared
X19 - Satisfaction * Cluster Number of Case	.400	.160
X20 - Likely to Recommend * Cluster Number of Case	.298	.089
X21 - Likely to Purchase * Cluster Number of Case	.318	.101
X22 - Purchase Level * Cluster Number of Case	.407	.165

NONHIERARCHICAL 4 CLUSTER SOLUTION

PROFILING 4 CLUSTERS WITH CUSTOMER CHARACTERISTICS

Crosstabs

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
X1 - Customer Type * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X2 - Industry Type * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X3 - Firm Size * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X4 - Region * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X5 - Distribution System * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%

X1 - Customer Type * Cluster Number of Case Crosstabulation

Count

		Cluster Number of Case				Total
		1	2	3	4	
X1 - Customer Type	Less than 1 year	8	5	5	12	30
	1 to 5 years	8	6	6	15	35
	Over 5 years	9	18	6	0	33
Total		25	29	17	27	98

X2 - Industry Type * Cluster Number of Case Crosstabulation

Count

		Cluster Number of Case				Total
		1	2	3	4	
X2 - Industry Type	Magazine industry	8	21	10	12	51
	Newsprint industry	17	8	7	15	47
Total		25	29	17	27	98

NONHIERARCHICAL 4 CLUSTER SOLUTION

PROFILING 4 CLUSTERS WITH CUSTOMER CHARACTERISTICS

X3 - Firm Size * Cluster Number of Case Crosstabulation

Count

		Cluster Number of Case				
		1	2	3	4	Total
X3 - Firm Size	Small (0 to 499)	11	19	7	10	47
	Large (500+)	14	10	10	17	51
Total		25	29	17	27	98

X4 - Region * Cluster Number of Case Crosstabulation

Count

		Cluster Number of Case				
		1	2	3	4	Total
X4 - Region	USA/North America	14	18	6	1	39
	Outside North America	11	11	11	26	59
Total		25	29	17	27	98

X5 - Distribution System * Cluster Number of Case Crosstabulation

Count

		Cluster Number of Case				
		1	2	3	4	
X5 - Distribution System	Indirect through broker	13	14	8	20	
	Direct to customer	12	15	9	7	
Total		25	29	17	27	

X5 - Distribution System * Cluster Number of Case Crosstabulation

Count

		Total
X5 - Distribution System	Indirect through broker	55
	Direct to customer	43
Total		98

NONHIERARCHICAL 3 CLUSTER SOLUTION

NONHIERARCHICAL 3 CLUSTER SOLUTION

3 CLUSTER SOLUTION

Quick Cluster

Initial Cluster Centers

	Cluster		
	1	2	3
X6 - Product Quality	10.0	5.1	9.4
X8 - Technical Support	7.1	6.6	4.8
X12 - Salesforce Image	4.5	7.8	4.6
X15 - New Products	3.7	5.2	9.2
X18 - Delivery Speed	3.5	4.5	4.6

Iteration History^a

	Change in Cluster Centers		
Iteration	1	2	3
1	2.306	2.506	2.437
2	.205	.078	.506
3	.233	.000	.399
4	.200	.073	.254
5	.000	.000	.000

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is .000. The current iteration is 5. The minimum distance between initial centers is 6.093.

NONHIERARCHICAL 3 CLUSTER SOLUTION

3 CLUSTER SOLUTION

Final Cluster Centers

	Cluster		
	1	2	3
X6 - Product Quality	8.4	6.1	8.7
X8 - Technical Support	5.3	5.5	5.5
X12 - Salesforce Image	4.8	5.7	5.1
X15 - New Products	4.0	5.3	6.7
X18 - Delivery Speed	3.7	4.1	4.0

ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
X6 - Product Quality	57.420	2	.720	95	79.767	.000
X8 - Technical Support	.355	2	2.201	95	.161	.851
X12 - Salesforce Image	7.083	2	1.027	95	6.896	.002
X15 - New Products	63.855	2	.711	95	89.760	.000
X18 - Delivery Speed	1.049	2	.530	95	1.981	.144

The F tests should be used only for descriptive purposes because the clusters have been chosen to maximize the differences among cases in different clusters. The observed significance levels are not corrected for this and thus cannot be interpreted as tests of the hypothesis that the cluster means are equal.

Number of Cases in each Cluster

Cluster	1	44.000
	2	27.000
	3	27.000
Valid		98.000
Missing		.000

NONHIERARCHICAL 3 CLUSTER SOLUTION **PROFILING 3 CLUSTERS WITH CENTERED VARIABLE** **ES**

Means

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
X6C * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X8C * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X12C * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X15C * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X18C * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%

Report

Cluster Number of Case		X6C	X8C	X12C	X15C	X18C
1	Mean	.5764	-.0336	-.3064	-1.1818	-.1468
	N	44	44	44	44	44
2	Mean	-1.6989	.1189	.6096	.1056	.1878
	N	27	27	27	27	27
3	Mean	.9122	.1522	-.0385	1.5685	.0878
	N	27	27	27	27	27
Total	Mean	.0420	.0596	.0198	-.0694	.0100
	N	98	98	98	98	98

NONHIERARCHICAL 3 CLUSTER SOLUTION

PROFILING 3 CLUSTERS WITH CUSTOMER CHARACTERISTICS

Crosstabs

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
X1 - Customer Type * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X2 - Industry Type * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X3 - Firm Size * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X4 - Region * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%
X5 - Distribution System * Cluster Number of Case	98	100.0%	0	0.0%	98	100.0%

X1 - Customer Type * Cluster Number of Case Crosstabulation

Count

		Cluster Number of Case			Total
		1	2	3	
X1 - Customer Type	Less than 1 year	13	10	7	30
	1 to 5 years	12	17	6	35
	Over 5 years	19	0	14	33
Total		44	27	27	98

X2 - Industry Type * Cluster Number of Case Crosstabulation

Count

		Cluster Number of Case			Total
		1	2	3	
X2 - Industry Type	Magazine industry	20	14	17	51
	Newsprint industry	24	13	10	47
Total		44	27	27	98

NONHIERARCHICAL 3 CLUSTER SOLUTION

PROFILING 3 CLUSTERS WITH CUSTOMER CHARACTERISTICS

X3 - Firm Size * Cluster Number of Case Crosstabulation

Count

		Cluster Number of Case			Total
		1	2	3	
X3 - Firm Size	Small (0 to 499)	22	10	15	47
	Large (500+)	22	17	12	51
Total		44	27	27	98

X4 - Region * Cluster Number of Case Crosstabulation

Count

		Cluster Number of Case			Total
		1	2	3	
X4 - Region	USA/North America	25	0	14	39
	Outside North America	19	27	13	59
Total		44	27	27	98

X5 - Distribution System * Cluster Number of Case Crosstabulation

Count

		Cluster Number of Case			Total
		1	2	3	
X5 - Distribution System	Indirect through broker	20	21	14	55
	Direct to customer	24	6	13	43
Total		44	27	27	98