

Table 5.15 Gender and Cluster comparison

		Cluster Number of Case				Total
Gender		Variety Seeker	Economy	Familiar	Pre-Determined	
Male	Count	42	58	49	81	230
	% within Gender	18.30%	25.20%	21.30%	35.20%	100.00%
	% within Cluster Number of Case	61.80%	95.10%	62.00%	54.00%	64.20%
	% of Total	11.70%	16.20%	13.70%	22.60%	64.20%
Female	Count	26	3	30	69	128
	% within Gender	20.30%	2.30%	23.40%	53.90%	100.00%
	% within Cluster Number of Case	38.20%	4.90%	38.00%	46.00%	35.80%
	% of Total	7.30%	0.80%	8.40%	19.30%	35.80%
Total	Count	68	61	79	150	358
	% within Gender	19.00%	17.00%	22.10%	41.90%	100.00%
	% within Cluster Number of Case	100.00%	100.00%	100.00%	100.00%	100.00%
	% of Total	19.00%	17.00%	22.10%	41.90%	100.00%

Table 5.16 Marital Status and Cluster Crosstabulation

		Cluster Number of Case				Total
Marital Status		Variety Seeker	Economy	Familiar	Pre-Determined	
Single	Count	31	39	30	53	153
	% within Marital Status	20.30%	25.50%	19.60%	34.60%	100.00 %
	% within Cluster Number of Case	45.60%	63.90%	38.00%	35.30%	42.70 %
	% of Total	8.70%	10.90%	8.40%	14.80%	42.70 %
Married	Count	37	22	46	87	192
	% within Marital Status	19.30%	11.50%	24.00%	45.30%	100.00 %
	% within Cluster Number of Case	54.40%	36.10%	58.20%	58.00%	53.60 %
	% of Total	10.30%	6.10%	12.80%	24.30%	53.60 %
Widowed	Count			3	6	9
	% within Marital Status			33.30%	66.70%	100.00 %
	% within Cluster Number of Case			3.80%	4.00%	2.50%
	% of Total			0.80%	1.70%	2.50%
Divorced	Count				4	4
	% within Marital Status				100.00%	100.00 %
	% within Cluster Number of Case				2.70%	1.10%
	% of Total				1.10%	1.10%
Total	Count	68	61	79	150	358
	% within Marital Status	19.00%	17.00%	22.10%	41.90%	100.00 %
	% within Cluster Number of Case	100.00%	100.00%	100.00 %	100.00%	100.00 %
	% of Total	19.00%	17.00%	22.10%	41.90%	100.00 %

Table 5.17 Highest Educational Level * Cluster Number of Case Crosstabulation						
		Cluster Number of Case				Total
Highest Educational Level		Variety Seeker	Economy	Familiar	Pre-Determined	
High school	Count	6	13	7	25	51
	% within Highest Educational Level	11.80%	25.50%	13.70%	49.00%	100.00%
	% within Cluster Number of Case	8.80%	21.30%	8.90%	16.70%	14.20%
	% of Total	1.70%	3.60%	2.00%	7.00%	14.20%
College Graduate	Count	52	45	52	95	244
	% within Highest Educational Level	21.30%	18.40%	21.30%	38.90%	100.00%
	% within Cluster Number of Case	76.50%	73.80%	65.80%	63.30%	68.20%
	% of Total	14.50%	12.60%	14.50%	26.50%	68.20%
PG/ Professional	Count	10	3	20	30	63
	% within Highest Educational Level	15.90%	4.80%	31.70%	47.60%	100.00%
	% within Cluster Number of Case	14.70%	4.90%	25.30%	20.00%	17.60%
	% of Total	2.80%	0.80%	5.60%	8.40%	17.60%
Total	Count	68	61	79	150	358
	% within Highest Educational Level	19.00%	17.00%	22.10%	41.90%	100.00%
	% within Cluster Number of Case	100.00%	100.00%	100.00%	100.00%	100.00%
	% of Total	19.00%	17.00%	22.10%	41.90%	100.00%

Table 5.18 Present Occupation and Cluster Cross table						
		Cluster Number of Case				Total
		Variety Seeker	Economy	Familiar	Pre-Determined	
Professional/technical	Count	13	8	18	29	68
	% within Present Occupation	19.10%	11.80%	26.50%	42.60%	100.00%
	% within Cluster Number of Case	19.10%	13.10%	22.80%	19.30%	19.00%
	% of Total	3.60%	2.20%	5.00%	8.10%	19.00%
Manager/Official/Proprietor	Count	26	22	27	47	122
	% within Present Occupation	21.30%	18.00%	22.10%	38.50%	100.00%
	% within Cluster Number of Case	38.20%	36.10%	34.20%	31.30%	34.10%
	% of Total	7.30%	6.10%	7.50%	13.10%	34.10%
Clerical/Sales	Count	15	13	15	31	74
	% within Present Occupation	20.30%	17.60%	20.30%	41.90%	100.00%
	% within Cluster Number of Case	22.10%	21.30%	19.00%	20.70%	20.70%
	% of Total	4.20%	3.60%	4.20%	8.70%	20.70%
Crafts/Trades	Count	1	1	3	9	14
	% within Present Occupation	7.10%	7.10%	21.40%	64.30%	100.00%
	% within Cluster Number of Case	1.50%	1.60%	3.80%	6.00%	3.90%
	% of Total	0.30%	0.30%	0.80%	2.50%	3.90%
Operators/laborer/service workers	Count	8	16	13	22	59
	% within Present Occupation	13.60%	27.10%	22.00%	37.30%	100.00%
	% within Cluster Number of Case	11.80%	26.20%	16.50%	14.70%	16.50%
	% of Total	2.20%	4.50%	3.60%	6.10%	16.50%
Retired	Count	2	1	1	11	15
	% within Present Occupation	13.30%	6.70%	6.70%	73.30%	100.00%
	% within Cluster Number of Case	2.90%	1.60%	1.30%	7.30%	4.20%
	% of Total	0.60%	0.30%	0.30%	3.10%	4.20%
Home-makers	Count	3		2		5
	% within Present Occupation	60.00%		40.00%		100.00%
	% within Cluster Number of Case	4.40%		2.50%		1.40%
	% of Total	0.80%		0.60%		1.40%
Unemployed	Count				1	1
	% within Present Occupation				100.00%	100.00%
	% within Cluster Number of Case				0.70%	0.30%
	% of Total				0.30%	0.30%
	Count	68	61	79	150	358
	% within Present Occupation	19.00%	17.00%	22.10%	41.90%	100.00%
	% within Cluster Number of Case	100.00%	100.00%	100.00%	100.00%	100.00%
	% of Total	19.00%	17.00%	22.10%	41.90%	100.00%