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Appendix

power and more foot traffic that can positively impact JCP's sales. As a result, when we test Cluster 19 with all the aforementioned variables, we get the positive impact on sales and positive correlations that we expect ex-ante.

Super-regional malls are highly and positively correlated with all its associated variables (listed above) except for regional malls. Ex ante, these are the results that I expect. Super-regional malls have more anchor tenants (5) than regional malls (3) do. As a result, regional malls will generate less foot traffic and will create a negative correlation in combination with other variables. Each of these variables (Macy's, Total GLA, 2020 Population, Number of Businesses, Number of Employees, 2015 Consumer Spending, Traffic Volume, Population (Perm + Daytime), Percentage 25-54), creates the large enough population of customers, spending power and space that is necessary to justify a super-regional mall's existence and location.

As a co-tenant, Lord and Taylor is positively correlated with all its associated variables (look above). Ex ante, these are the results that I expect. The Total GLA variable creates more space for more attractions and tenants who then create the necessary sales traffic for Lord and Taylor. Number of businesses and consumer spending provide a large amount of foot traffic and spending power that is necessary to justify a Lord and Taylor's location. The variable of percentage of 25-54 year-olds is the idea customer base age that would be interested in shopping in a Lord and Taylor store.

Macy's is correlated the way it is expected to be ex-ante. Its associated variables (look above) provide the necessary spending power, sales traffic and shopping center space to hold and justify a Macy's store. Macy's is negatively correlated with blue collared workers because Macy's appeals to more white-collared workers with upper-middle incomes. Blue-collar workers may be disinterested in Macy's office and work clothing lines.

The remaining bolded variables have correlations that are expected ex-ante with their respective associated variables. Variables that increase traffic volume and spending power justify the location of new businesses, increase in employment, anchor tenants and larger shopping centers. The percentage of blue collar workers is negatively correlated with variables that increase spending power. Blue collar workers are more likely to be budget conscious and have less disposable income.

### 7. Series of Regressions

Based on all 6 regressions, the following independent variables are statistically significant: Cluster 12 (Bright Lights Lil City), Cluster 28 (Traditional Times), Emerald City, Rustbelt Traditions, CT\_Kohls, Target, Center Age, Percentage Anchor of GLA, Percentage Blue Collar and Percentage of 25-54 year-olds (Appendix 7). Even though there were independent variables that were significant in the case of simple regression, they weren't necessarily significant in these 6 regressions. Some variables are now insignificant because they exhibit collinearity and are too highly correlated with other

variables. If a variable has collinearity, then it will bring redundant information into the model and it shouldn't be included in the regression model. When variables display the wrong signs in regression models, this is because the variables exhibit collinearity. From an economic standpoint, the signs of the statistically significant variables have correct signs.

In terms of its customer segment strategy, JCP is going towards white collar, middle-aged consumers who are younger than 55 years-old. These targeted customer segments also have more disposable income and shop in their free time. JCP is going towards more white collar segments such as Brite Lites, Lil City who have higher median incomes at \$124,495. The company is also going towards segments that are college educated and are more adventurous and comfortable with technology (ie. Emerald City). JCP is de-emphasizing customer segments such as Traditional Times (Cluster 28) who have moderate incomes at \$66,262 and are older than 55 years-old. JCP is also de-emphasizing rustbelt traditions because they have lower incomes and are more blue collar workers. Blue-collar workers would not be interested in the work and office clothing that JCP sells; these workers also have less spending power.

JCP is also trying to move away from major discount stores that cater to lower middle income customers such as Kohls. Instead, JCP is trying to locate in newer and larger shopping centers that have anchor tenants occupying a larger percentage of gross leasable area. In addition to this, JCP wants to locate near anchor tenants that share its target customers (upper-middle class customers that are middle-aged) such as Target. This locational strategy will create better shopping experiences and generate more foot traffic that will lead into the JCP stores.

# 8. Predicting Which Stores to Close and Which Stores Will Remain Open

Both Model 3 and Model 6 are good at predicting which stores to close and to remain open. Both models correctly predicted the status of closed stores 73.5% of the time. These two models also correctly predicted the status of open stores 76.5% of the time. On a total store basis, both models correctly predicted the status of JCP stores 75% of the time. These models are effective and are better than flipping a coin (Appendix 8A & 8B).

## 9. Assessing the Success of Opening a New Store

Five of the proposed JCP stores should be closed based on Model 3. Five of the proposed JCP stores should be closed based on Model 6. The models are not always consistent in identifying which stores should be closed. The models disagreed two out of nine times. Specifically, with respect to the Viewmont Mall, Model 3 says the store should be closed while Model 6 says it should remain open. For Pear Tree Center,

#### Appendix 7: Series of Regressions

Nodel 6	/lodel 5	Model 4	Nodel 3	Aodel 2	Aodel 1	Model Number		
0.275	0.090	0.074	0.258	0.223	0.185	Adj R-Sq		
5.27	4.33	4.58	3.93	4.23	4.07	ŋ		
0.000	0.003	0.004	0.000	0.000	0.000	Sign if.		
Yes	No	Yes	Yes	Yes	Yes	. F Intercept		•
Yes	#N/A		Yes	Yes	Yes	Clus12		
			No	No	No	Clus 19		
Yes	#N/A		Yes	Yes	Yes	Clus28		
#N/A			No	No	No	Clus63		
Yes	#N/A		Yes	Yes	Yes	City	Emerald	
#N/A			No	No	No	Newcomers Traditions t	Old and	
Yes	#N/A		Yes	Yes	Yes	Tradition	Rustbelt	
#N/A			No	No	No	the Earth	Salt of	
			No	No	No	h Living		
			No	No	No	Restless ohls Dillards T	Traditional Young and	
Yes	#N/A					ohls Di	ST	
N/A Y			No N	No		lards Ta		
Yes Ye	WA #		No N			Target Ctr.		
Ġ			No Y			Age	Pct	
Yes #N			Yes N			orGLA Ma	Anch Du	
			No No			all Vol	Dum_ Traffic	
	No	No	Ĺ				fic 2020	
No	#N/	#N/A				Daytime)		Pop
No	Yes	'A Yes				me) ar	n + BlueColl	p Pct
No	No	No				(2014)		Pct of
No	Yes						PctAge	

Dependent Variable: Dum_O	non										
Model: 1	pen										
SUMMARY OUTPUT											
						_					
Regression Statistics	0.406					_					
Multiple R R Square	0.496 0.246					-					
Adjusted R Square	0.185										
Standard Error	0.453										
Observations	136										
ANIO) /A											
ANOVA	df	SS	MS	F	Signif. F	_					
Regression	10	8.348	0.8348	4.06789	0.00						
Residual	125	25.652	0.20522	4.00703	0.00						
Total	135	34	O.LOOLL			Dependent Variable: Dum_C	Open				
						- Model: 4 - SUMMARY OUTPUT					
	Coefficients	t Stat	P-value			SUMMARY OUTPUT					
Intercept	0.519477481	7.35	0.00	Yes		Regression Statistics					
Clus12	0.379557874	2.60	0.01	Yes		Multiple R	0.307				
Clus19 Clus28	0.070261513	0.60	0.55	No		R Square	0.094				
Clus63	-0.201638494 -0.155670519	-1.82 -1.35	0.07	Yes No		Adjusted R Square	0.074				
Emerald City	0.357173694	1.80	0.18	Yes		Standard Error	0.483				
Old and Newcomers	0.176939353	1.61	0.11	No		Observations	136				
Rustbelt Traditions	-0.303051338		0.04	Yes							
Salt of the Earth	-0.07655367	-0.61	0.54	No		ANOVA					
Traditional Living	-0.095828761	-0.83	0.41	No			df	SS	MS	F	Signif. F
Young and Restless	0.170759991	1.20	0.23	No		Regression	3	3.2064	1.0688	4.58	0.00
Demandant Variables Dec. 2						Residual	132	30.794	0.23328		
Dependent Variable: Dum_O Model: 2	pen					Total	135	34			
Regression Statis	stics						Coefficients	t Stat	P-value		
Multiple R	0.540					Intercept	0.710431394	2.76	0.01	Yes	
R Square	0.292					2020 Pop	0.0000008998	1.55	0.12	No	
Adjusted R Square	0.223					Pct BlueCollar	-0.014093178	-2.11	0.04	Yes	
Standard Error	0.442					Pct of HH (2014) >75K	0.000136505	0.03	0.97	No	
Observations	136										
						Dependent Variable: Dum_C	Open				
ANOVA	-16	00	MS	-	Oiif E	Model: 5					
Regression	df 12	SS 9.9258	0.82715	F 4.23	Signif. F 0.00	SUMMARY OUTPUT					
Residual	123	24.074	0.02713	4.23	0.00						
Total	135	34	0.13373			Regression Statistics	0.040				
- otal	100	0.				- Multiple R	0.342 0.117				
	Coefficients	t Stat	P-value			R Square Adjusted R Square	0.090				
Intercept	0.421905752	5.39	0.00	Yes		Standard Error	0.479				
Clus12	0.302194846		0.04	Yes		Observations	136				
Clus19	0.002154079		0.99	No		Observations	130				
Clus28	-0.187461104	-1.72	0.09	Yes		ANOVA					
Clus63	-0.135363612	-1.18	0.24	No		7440 771	df	SS	MS	F	Signif. F
Emerald City	0.332888469	1.72	0.09	Yes		Regression	4	3.974	0.99351	4.33	0.00
Old and Newcomers Rustbelt Traditions	0.12322454 -0.326009385	1.13 -2.27	0.26	No Yes		Residual	131	30.026	0.22921		
Salt of the Earth	-0.009439887	-0.08	0.94	No		Total	135	34			
Traditional Living	-0.119422628										
Young and Restless		-1.06	0.29	No							
Dillards	0.111555706	-1.06 0.78	0.29	No No			Coefficients	t Stat	P-value		
	0.111555706 0.172932243	0.78				Intercept	0.192147637	0.50	0.62	No	
Target		0.78	0.44	No		2020 Pop	0.192147637 0.000000416	0.50 0.66	0.62 0.51	No	
	0.172932243 0.192731041	0.78 1.46	0.44 0.15	No No		2020 Pop Pct BlueCollar	0.192147637 0.000000416 -0.017972365	0.50 0.66 -2.58	0.62 0.51 0.01	No Yes	
Target  Dependent Variable: Dum_O	0.172932243 0.192731041	0.78 1.46	0.44 0.15	No No		2020 Pop Pct BlueCollar Pct of HH (2014) >75K	0.192147637 0.000000416 -0.017972365 -0.003382924	0.50 0.66 -2.58 -0.75	0.62 0.51 0.01 0.46	No	
Dependent Variable: Dum_O Model: 3	0.172932243 0.192731041	0.78 1.46	0.44 0.15	No No		2020 Pop Pct BlueCollar	0.192147637 0.000000416 -0.017972365	0.50 0.66 -2.58 -0.75	0.62 0.51 0.01	No Yes	
Dependent Variable: Dum_O	0.172932243 0.192731041	0.78 1.46	0.44 0.15	No No		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737	0.50 0.66 -2.58 -0.75	0.62 0.51 0.01 0.46	No Yes No	
Dependent Variable: Dum_O Model: 3	0.172932243 0.192731041 pen	0.78 1.46	0.44 0.15	No No		2020 Pop Pct BlueCollar Pct of HH (2014) >75K	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737	0.50 0.66 -2.58 -0.75	0.62 0.51 0.01 0.46	No Yes No	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT	0.172932243 0.192731041 pen	0.78 1.46	0.44 0.15	No No		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54 Dependent Variable: Dum_C	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737	0.50 0.66 -2.58 -0.75	0.62 0.51 0.01 0.46	No Yes No	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square	0.172932243 0.192731041 pen stics 0.588 0.346	0.78 1.46	0.44 0.15	No No		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737	0.50 0.66 -2.58 -0.75	0.62 0.51 0.01 0.46	No Yes No	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis  Multiple R R Square Adjusted R Square	0.172932243 0.192731041 pen stics 0.588 0.346 0.258	0.78 1.46	0.44 0.15	No No		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6	0.192147637 0.00000416 -0.017972365 -0.003382924 0.019177737	0.50 0.66 -2.58 -0.75	0.62 0.51 0.01 0.46	No Yes No	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT Regression Statis Multiple R R Square Adjusted R Square Standard Error	0.172932243 0.192731041 pen stics 0.588 0.346 0.258 0.432	0.78 1.46	0.44 0.15	No No		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Stati Multiple R	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737 Open	0.50 0.66 -2.58 -0.75	0.62 0.51 0.01 0.46	No Yes No	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis  Multiple R R Square Adjusted R Square	0.172932243 0.192731041 pen stics 0.588 0.346 0.258	0.78 1.46	0.44 0.15	No No		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Station Multiple R R Square	0.192147637 0.00000416 -0.017972365 -0.003382924 0.019177737 Open	0.50 0.66 -2.58 -0.75	0.62 0.51 0.01 0.46	No Yes No	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations	0.172932243 0.192731041 pen stics 0.588 0.346 0.258 0.432	0.78 1.46	0.44 0.15	No No		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression State Multiple R R Square Adjusted R Square	0.192147637 0.000000416 -0.017972365 -0.00382924 0.019177737 Open	0.50 0.66 -2.58 -0.75	0.62 0.51 0.01 0.46	No Yes No	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT Regression Statis Multiple R R Square Adjusted R Square Standard Error	0.172932243 0.192731041 pen stics 0.588 0.346 0.258 0.432 136	0.78 1.46 2.18	0.44 0.15 0.03	No No Yes	Signif F	2020 Pop Pct BlueCollar Pct of Hrl (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression State Multiple R R Square Adjusted R Square Standard Error	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737 Open istics 0.583 0.340 0.275 0.427	0.50 0.66 -2.58 -0.75	0.62 0.51 0.01 0.46	No Yes No	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations	0.172932243 0.192731041 pen stics 0.588 0.346 0.258 0.432	0.78 1.46	0.44 0.15	No No	Signit. F 0.00	2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression State Multiple R R Square Adjusted R Square	0.192147637 0.000000416 -0.017972365 -0.00382924 0.019177737 Open	0.50 0.66 -2.58 -0.75	0.62 0.51 0.01 0.46	No Yes No	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA	0.172932243 0.192731041 pen stics 0.588 0.346 0.258 0.432 136 df	0.78 1.46 2.18	0.44 0.15 0.03	No No Yes		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Stati Multiple R R Square Adjusted R Square Standard Error Observations	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737 Open istics 0.583 0.340 0.275 0.427	0.50 0.66 -2.58 -0.75	0.62 0.51 0.01 0.46	No Yes No	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations ANOVA  Regression	0.172932243 0.192731041 pen  stics  0.588 0.346 0.258 0.432 136  df 16	0.78 1.46 2.18	0.44 0.15 0.03	No No Yes		2020 Pop Pct BlueCollar Pct of Hrl (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression State Multiple R R Square Adjusted R Square Standard Error	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737 Open istics 0.583 0.340 0.275 0.427	0.50 0.66 -2.58 -0.75 1.83	0.62 0.51 0.01 0.46 0.07	No Yes No	Signif F
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual	0.172932243 0.192731041 pen 0.588 0.346 0.258 0.432 136 df 16 119 135	0.78 1.46 2.18 SS 11.754 22.246 34	0.44 0.15 0.03 MS 0.73463 0.18694	No No Yes		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression State Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737  Den  istics 0.583 0.340 0.275 0.427 136	0.50 0.66 -2.58 -0.75 1.83	0.62 0.51 0.01 0.46 0.07	No Yes No Yes	Signif. F
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations ANOVA  Regression Residual Total	0.172932243 0.192731041  pen  0.588 0.346 0.258 0.432 136  df 16 119 135  Coefficients	0.78 1.46 2.18 SS 11.754 22.246 34	0.44 0.15 0.03 MS 0.73463 0.18694	No No Yes		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Stati Multiple R R Square Adjusted R Square Standard Error Observations	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737 Open istics 0.583 0.340 0.275 0.427 136	0.50 0.66 -2.58 -0.75 1.83	0.62 0.51 0.01 0.46 0.07	No Yes No Yes	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations ANOVA Regression Residual Total Intercept	0.172932243 0.192731041  pen  stics 0.588 0.346 0.258 0.432 136  df 16 119 135  Coefficients 0.446791156	0.78 1.46 2.18 SS 11.754 22.246 34 t Stat 2.18	0.44 0.15 0.03 MS 0.73463 0.18694	No No Yes		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Stati Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression	0.192147637 0.00000416 -0.017972365 -0.003382924 0.019177737  Den  istics 0.583 0.340 0.275 0.427 136  df 12	0.50 0.66 -2.58 -0.75 1.83	0.62 0.51 0.01 0.46 0.07	No Yes No Yes	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA Regression Residual Total  Intercept Clust2	0.172932243 0.192731041  pen  Stics 0.588 0.346 0.258 0.432 136  df 16 119 135  Coefficients 0.446791156 0.263867781	SS 11.754 22.18 SS 11.754 22.246 34 t Stat 2.18 1.83	MS 0.73463 0.18694	No No No Yes  F 3.93		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Stati Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Regiression Residual	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737  Dpen  istics 0.583 0.340 0.275 0.427 136  df 12 123	0.50 0.66 -2.58 -0.75 1.83 SS 11.551 22.449	0.62 0.51 0.01 0.46 0.07	No Yes No Yes	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations ANOVA  Regression Residual Total  Intercept Clus12 Clus19	0.172932243 0.192731041  pen  stics  0.588 0.346 0.258 0.432 136  df 16 119 135  Coefficients 0.446791156 0.263867781 0.003229364	0.78 1.46 2.18 SS 11.754 22.246 34 t Stat 2.18 1.83 0.03	0.44 0.15 0.03 MS 0.73463 0.18694 P-value 0.03 0.07 0.98	No No No Yes  F 3.93  Yes No		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Stati Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Regiression Residual	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737  Dpen  istics 0.583 0.340 0.275 0.427 136  df 12 123	0.50 0.66 -2.58 -0.75 1.83 SS 11.551 22.449	0.62 0.51 0.01 0.46 0.07	No Yes No Yes	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus19 Clus28	0.172932243 0.192731041  pen  stics  0.588 0.346 0.258 0.432 136  df 16 119 135  Coefficients 0.263867781 0.003229364 -0.215248488	SS 11.754 22.246 34 t Stat 2.18 1.83 0.03 -2.00	0.44 0.15 0.03 MS 0.73463 0.18694 P-value 0.03 0.07 0.98	F 3.93		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression State Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737  Dpen  istics 0.583 0.340 0.275 0.427 136  df 12 123 135  Coefficients 0.771042351	0.50 0.66 -2.58 -0.75 1.83 SS \$11.551 22.449 34 t Stat 1.83	0.62 0.51 0.01 0.46 0.07 MS 0.96255 0.18252	No Yes No Yes	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus19 Clus28 Clus63	0.172932243 0.192731041  pen  stics 0.588 0.346 0.258 0.432 136  df 16 119 135  Coefficients 0.263867781 0.003229364 -0.215248488 -0.111915015	SS 11.754 22.18 2.18 34 4 Stat 2.18 1.83 0.03 -2.00 -0.98	MS 0.73463 0.18694 P-value 0.03 0.07 0.98 0.05 0.33	F 3.93  Yes Yes No Yes No		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression State Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737  Den  istics 0.583 0.340 0.275 0.427 136  df 12 123 135  Coefficients 0.771042351 0.283709712	0.50 0.66 -2.58 -0.75 1.83 SS 11.551 22.449 34 t Stat 1.83 1.91	MS 0.96255 0.110001 0.46 0.07	No Yes No Yes F 5.27	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus19 Clus28	0.172932243 0.192731041  pen  stics  0.588 0.346 0.258 0.432 136  df 16 119 135  Coefficients 0.263867781 0.003229364 -0.215248488	0.78 1.46 2.18 SS 11.754 22.246 34 t Stat 2.18 1.83 0.03 -2.00 -0.98 1.82	0.44 0.15 0.03 MS 0.73463 0.18694 P-value 0.03 0.07 0.98 0.05 0.33 0.07	F 3.93 Yes Yes No Yes		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Stati Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus28	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737  Den  istics  0.583 0.340 0.275 0.427 136  df 12 123 135  Coefficients 0.771042351 0.283709712 -0.237481016	0.50 0.66 -2.58 -0.75 1.83 SS 11.551 22.449 34 t Stat 1.83 1.91 -2.25	MS 0.96255 0.51 0.01 0.46 0.07 MS 0.96255 0.18252	No Yes No Yes F 5.27	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations ANOVA  Regression Residual Total  Intercept Clus12 Clus19 Clus28 Clus63 Emerald City	0.172932243 0.192731041  pen  stics 0.588 0.346 0.258 0.432 136  df 16 119 135  Coefficients 0.446791156 0.263867781 0.003229364 -0.215248488 -0.111915015 0.34828647	SS 11.754 22.18 2.18 34 4 Stat 2.18 1.83 0.03 -2.00 -0.98	MS 0.73463 0.18694 P-value 0.03 0.07 0.98 0.05 0.33	No No No Yes		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Station Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus28 Emerald City	0.192147637 0.00000416 -0.017972365 -0.003382924 0.019177737  Dpen    0.583	0.50 0.66 -2.58 -0.75 1.83 -0.75 1.83 SS 11.551 22.449 34 t Stat 1.83 1.91 -2.25 2.33	0.62 0.51 0.01 0.46 0.07 0.08 0.96255 0.18252 P-value 0.07 0.06 0.03 0.02	No Yes No Yes Yes Yes Yes Yes	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus19 Clus28 Clus63 Emerald City Old and Newcomers	0.172932243 0.192731041  pen  stics  0.588 0.346 0.258 0.432 136  df 16 119 135  Coefficients 0.446791156 0.26386738 0.03229364 -0.215248488 -0.111915015 0.34828647 0.138140081	SS 11.754 22.246 34 t Stat 2.18 1.83 -2.00 -0.98 1.82 1.25	MS 0.73463 0.18694 P-value 0.03 0.07 0.98 0.05 0.33 0.07 0.21	F 3.93  Yes Yes No Yes No		2020 Pop Pct BlueCollar Pct of Hrl (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression State Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus28 Emerald City Rustbelt Traditions	0.192147637 0.00000416 -0.017972365 -0.003382924 0.019177737  Den    0.583	0.50 0.66 -2.58 -0.75 1.83 SS 11.551 1.22.449 34 t Stat 1.83 1.91 -2.25 2.33 -2.82	MS 0.96255 0.18252 P-value 0.07 0.06 0.03 0.02 0.01	No Yes No Yes Yes Yes Yes Yes Yes	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus19 Clus28 Clus63 Emerald City Old and Newcomers Russtbelt Traditions	0.172932243 0.192731041  pen  Stics 0.588 0.346 0.258 0.432 136  df 16 119 135  Coefficients 0.263867781 0.003229364 -0.215248488 -0.111915015 0.34828647 0.138140081 -0.300883207	SS 11.754 22.246 34 1.83 0.03 -2.00 -0.98 1.82 1.25 -2.11	MS 0.73463 0.18694 P-value 0.03 0.07 0.98 0.05 0.33 0.07 0.07	Pes No Yes No Yes No Yes		2020 Pop Pct BlueCollar Pct of Hrl (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Stati Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus28 Emerald City Rustbelt Traditions CT_Kohls	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737  Den  istics  0.583 0.340 0.275 0.427 136  df 12 123 135  Coefficients 0.771042351 0.283709712 -0.237481016 0.482418205 -0.375361072 -0.414996118	0.50 0.66 -2.58 -0.75 1.83 SS 11.551 22.449 34 t Stat 1.83 1.91 -2.25 2.33 -2.82 -2.50	MS 0.96255 0.10007 0.01 0.01 0.07 0.07 0.06 0.03 0.02 0.01	F 5.27 Yes Yes Yes Yes Yes Yes	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus19 Clus28 Clus63 Emerald City Old and Newcomers Rustbelt Traditions Salt of the Earth Traditional Living Young and Restless	0.172932243 0.192731041  pen  Stics 0.588 0.346 0.258 0.432 136  df 16 119 135  Coefficients 0.03229364 -0.21524488 -0.111915015 0.34828647 0.13840081 -0.300883207 0.01238213 -0.064569406 0.082765001	SS 11.754 22.246 34 1.83 0.03 -2.00 -0.98 1.82 1.25 -2.11 0.10 -0.58	MS 0.73463 0.18694 P-value 0.03 0.07 0.98 0.05 0.21 0.04 0.92 0.57	F 3.93  Yes Yes No Yes No Yes No		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Stati Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus28 Emerald City Rustbelt Traditions CT_Kohls Target	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737  Dpen    0.583	0.50 0.66 -2.58 -0.75 1.83 -1.83 -2.182 -2.25 2.33 -2.82 -2.50 1.85	0.62 0.51 0.01 0.46 0.07 0.08 0.96255 0.18252 0.07 0.06 0.03 0.02 0.01 0.07	Ves Yes Yes Yes Yes Yes Yes Yes Yes Yes Y	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA Regression Residual Total  Intercept Clus12 Clus19 Clus28 Clus63 Emerald City Old and Newcomers Rustbelt Traditions Salt of the Earth Traditional Living Young and Restless Dillards	0.172932243 0.192731041  pen  stics 0.588 0.346 0.258 0.432 136  df 16 119 135  Coefficients 0.446791156 0.263867781 0.003229364 -0.215248488 -0.11915015 0.34828647 0.138140081 -0.3083207 0.01238213 -0.064569406 0.082765001 0.149094649	SS 11.754 22.246 34 1.83 0.03 -2.09 1.82 1.25 -2.11 0.10 -0.58 0.58	MS 0.73463 0.18694 P-value 0.03 0.07 0.98 0.05 0.07 0.21 0.04 0.92 0.57 0.56 0.20	F 3.93  Yes Yes No Yes No Yes No Yes No No No No No		2020 Pop Pct BlueCollar Pct of Hrl (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression State Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus28 Emerald City Rustbelt Traditions CT_Kohls Target CtrAge	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737  Dpen	0.50 0.66 -2.58 -0.75 1.83 1.83 SS 11.551 22.449 34 t Stat 1.83 1.91 -2.25 -2.82 -2.50 -1.74	MS 0.96255 0.18252 P-value 0.07 0.06 0.03 0.02 0.01 0.01 0.07 0.08	Ves Ves Yes Yes Yes Yes Yes Yes Yes Yes	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus19 Clus28 Clus63 Emerald City Old and Newcomers Rustbelt Traditions Salt of the Earth Traditional Living Young and Restless Dillards Target	0.172932243 0.192731041  pen  stics  0.588 0.346 0.258 0.432 136  4f 16 119 135  Coefficients 0.446791156 0.263867781 0.003229364 -0.215248488 -0.111915015 0.34828647 0.138140081 -0.30088207 0.01238213 -0.064569406 0.082765001 0.149094649 0.120495092	SS 11.754 22.246 34 t Stat 2.18 1.83 -2.00 -0.98 1.82 1.25 -2.11 -0.10 -0.58 0.58 1.28	0.44 0.15 0.03 MS 0.73463 0.18694 P-value 0.03 0.07 0.98 0.05 0.33 0.07 0.21 0.04 0.92 0.57 0.56 0.20	F 3.93  Yes No Yes No Yes No Yes No No No No No		2020 Pop Pct BlueCollar Pct of Hrl (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Stati Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus28 Emerald City Rustbelt Traditions CT_Kohls Target CtrAge PctAnchorGLA	0.192147637 0.000000416 -0.017972365 -0.003382924 0.019177737  Den    Stics	0.50 0.66 -2.58 -0.75 1.83 SS 11.551 22.449 34 <i>t Stat</i> 1.83 1.91 -2.25 2.38 -2.82 -2.50 1.85 -1.74 2.19	MS 0.96255 0.1007 0.01007 0.07006 0.03000 0.01007 0.01007 0.01007 0.01007	F 5.27  Yes Yes Yes Yes Yes Yes Yes Yes Yes Ye	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus12 Clus19 Clus28 Clus63 Emerald City Old and Newcomers Rustbelt Traditions Salt of the Earth Traditional Living Young and Restless Dillards Target CtrAge	0.172932243 0.192731041  pen  Stics 0.588 0.346 0.258 0.432 136  16 119 135  Coefficients 0.046791156 0.263867781 0.003229364 -0.215248488 -0.111915015 0.34828647 0.13840081 -0.300883207 0.01238213 -0.064599406 0.082765001 0.1490946499 -0.102095399221	SS 11.754 22.246 34 1.83 0.03 -2.00 -0.98 1.82 1.25 -2.11 0.10 -0.58 1.28 1.34 -1.53	MS 0.73463 0.18694 P-value 0.03 0.07 0.98 0.05 0.21 0.04 0.92 0.57 0.56 0.20 0.18	F 3.93  Yes Yes No Yes No Yes No Yes No No No No No		2020 Pop Pct BlueCollar Pct of Hrl (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Stati Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus28 Emerald City Rustbelt Traditions CT_Kohls Target CtrAge PctAnchorGLA Pop (Perm + Daytime)	0.192147637 0.00000416 -0.017972365 -0.00382924 0.019177737  Dpen    0.583	SS 11.551 22.449 34 t Stat 1.83 1.91 -2.25 2.33 -2.82 -2.50 1.85 -1.74 2.19 0.31	MS 0.96255 0.18252 P-value 0.07 0.06 0.03 0.02 0.01 0.01 0.07 0.08 0.03 0.76	Pes Yes Yes Yes Yes Yes Yes No	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus19 Clus28 Clus63 Emerald City Old and Newcomers Rustbelt Traditions Salt of the Earth Traditional Living Young and Restless Dillards Target CtrAge PctAnchorGLA	0.172932243 0.192731041  pen  Stics 0.588 0.346 0.258 0.432 136  df 16 119 135  Coefficients 0.446791156 0.263867781 0.003229364 -0.215248488 -0.111915015 0.34828647 0.138140081 -0.30083207 0.01238213 -0.064569406 0.082765001 0.149094649 0.120495092 -0.005399221 0.445293932	SS 11.754 22.18 2.18 34 4 Stat 2.18 1.83 0.03 -2.09 1.82 1.25 1.21 0.10 -0.58 1.28 1.34 -1.53 1.81	MS 0.73463 0.03 0.73463 0.18694 P-value 0.03 0.07 0.98 0.05 0.33 0.07 0.21 0.04 0.92 0.57 0.20 0.18	F 3.93  Yes Yes No Yes No Yes No No No No No No Yes		2020 Pop Pct BlueCollar Pct of HH (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Stati Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus28 Emerald City Rustbelt Traditions CT_Kohls Target CtrAge PctAnchorGLA Pop (Perm + Daytime) PctAge 25-54	0.192147637 0.00000016 0.000000416 -0.017972365 -0.003382924 0.019177737  Dpen    0.583	0.50 0.66 -2.58 -0.75 1.83 -1.83 -2.82 -2.50 1.83 1.91 -2.25 -2.33 -2.82 -2.50 -1.74 -2.19 0.31 -0.56	0.62 0.51 0.01 0.46 0.07 0.07 0.96255 0.18252 0.18252 0.07 0.06 0.03 0.02 0.01 0.01 0.01 0.07 0.08 0.03 0.76 0.57	Pes Yes Yes Yes Yes Yes Yes No No No No	
Dependent Variable: Dum_O Model: 3 SUMMARY OUTPUT  Regression Statis Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus12 Clus19 Clus28 Clus63 Emerald City Old and Newcomers Rustbelt Traditions Salt of the Earth Traditional Living Young and Restless Dillards Target CtrAge	0.172932243 0.192731041  pen  Stics 0.588 0.346 0.258 0.432 136  16 119 135  Coefficients 0.046791156 0.263867781 0.003229364 -0.215248488 -0.111915015 0.34828647 0.13840081 -0.300883207 0.01238213 -0.064599406 0.082765001 0.1490946499 -0.102095399221	SS 11.754 22.246 34 t Stat 2.18 1.83 -2.00 -0.98 1.82 1.25 -2.11 -0.10 -0.58 0.58 1.28 1.34 -1.53 1.81	MS 0.73463 0.18694 P-value 0.03 0.07 0.98 0.05 0.21 0.04 0.92 0.57 0.56 0.20 0.18	F 3.93  Yes Yes No Yes No Yes No Yes No No No No No		2020 Pop Pct BlueCollar Pct of Hrl (2014) >75K PctAge 25-54  Dependent Variable: Dum_C Model: 6 SUMMARY OUTPUT  Regression Stati Multiple R R Square Adjusted R Square Standard Error Observations  ANOVA  Regression Residual Total  Intercept Clus12 Clus28 Emerald City Rustbelt Traditions CT_Kohls Target CtrAge PctAnchorGLA Pop (Perm + Daytime)	0.192147637 0.00000416 -0.017972365 -0.00382924 0.019177737  Dpen    0.583	0.50 0.66 -2.58 -0.75 1.83 1.83 1.83 1.91 -2.25 2.35 1.83 -2.82 -2.50 1.83 -2.12 -2.50 1.83 -3.12	MS 0.96255 0.18252 P-value 0.07 0.06 0.03 0.02 0.01 0.01 0.07 0.08 0.03 0.76	Pes Yes Yes Yes Yes Yes Yes No	