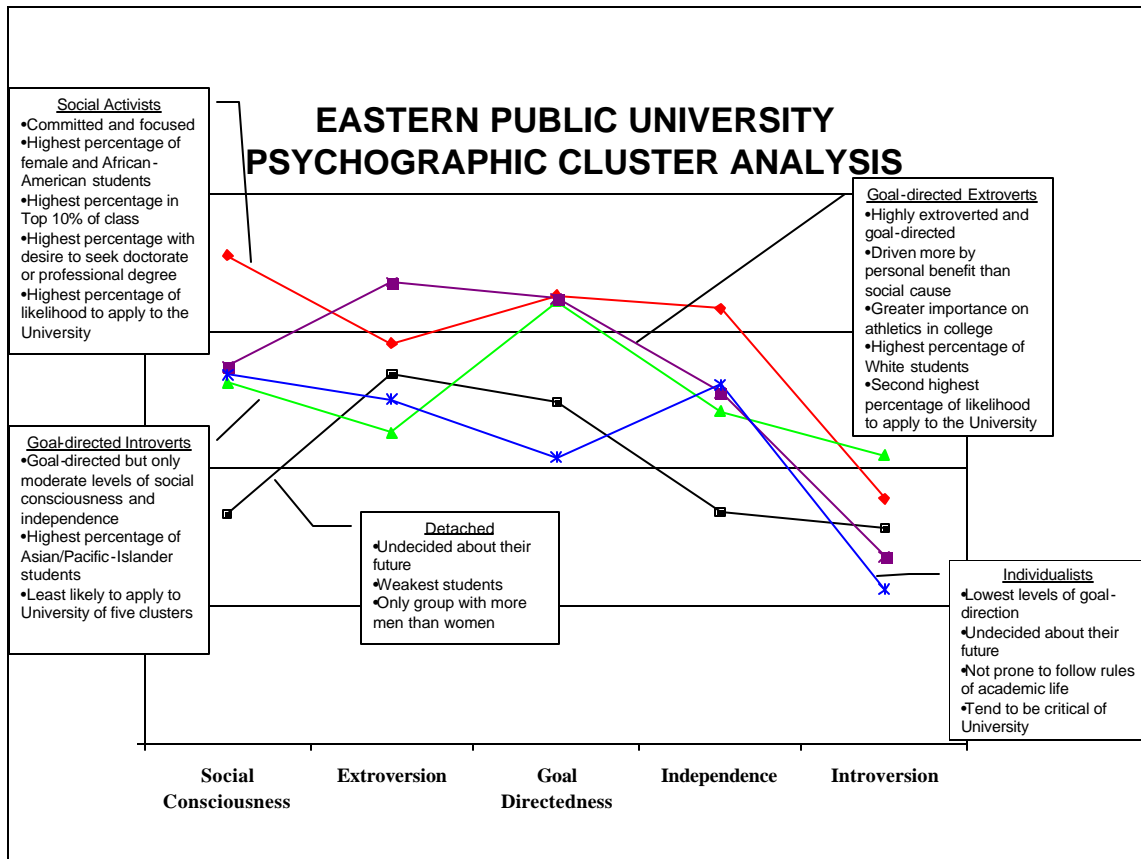


Cluster Analysis

Cluster analysis is used to identify meaningful subgroups of individuals based on similar patterns of responses to a set of variables. The creation of these subgroups allows for segmentation of types of respondents that goes beyond individual demographics.



Applying Cluster Analysis

The above example shows the result of cluster analysis for an eastern public university. This university's prospective students were asked to rate their agreement with each of a series of psychographic statements (e.g., "I am an extremely disciplined student." and "People often ask for my help with computers and technology"). Factor analysis conducted on the agreement ratings resulted in five factors or themes (e.g., Social Consciousness and Extroversion). Cluster analysis on the resulting psychographic themes resulted in five clusters or groups of students, each with a unique psychographic profile.

This eastern public university was trying to refine its image to appeal to socially conscious, academically strong students from diverse backgrounds. Cluster analysis revealed heterogeneity in the types of students currently drawn to the institution. We

were able to develop distinctive messaging that would be most effective in attracting the different groups of students most desirable to the institution.

Subsequent to our work, a significant overhaul of their marketing materials (print and digital) immediately led to a substantial 9% increase in applications overall, an increase in quality of those students, and a 30% increase in applications from students of color.