The SAS System

Obs	X1	X2	X3	X4	X6	X7
1	4.1	0.6	6.9	4.7	2.3	5.2
2	1.8	3.0	6.3	6.6	4.0	8.4
3	3.4	5.2	5.7	6.0	2.7	8.2
4	2.7	1.0	7.1	5.9	2.3	7.8
5	6.0	0.9	9.6	7.8	4.6	4.5
6	1.9	3.3	7.9	4.8	1.9	9.7
7	4.6	2.4	9.5	6.6	4.5	7.6
8	1.3	4.2	6.2	5.1	2.2	6.9
9	5.5	1.6	9.4	4.7	3.0	7.6
10	4.0	3.5	6.5	6.0	3.2	8.7
11	2.4	1.6	8.8	4.8	2.8	5.8
12	3.9	2.2	9.1	4.6	2.5	8.3
13	2.8	1.4	8.1	3.8	1.4	6.6
14	3.7	1.5	8.6	5.7	3.7	6.7
15	4.7	1.3	9.9	6.7	2.6	6.8
16	3.4	2.0	9.7	4.7	1.7	4.8
17	3.2	4.1	5.7	5.1	2.9	6.2
18	4.9	1.8	7.7	4.3	1.5	5.9
19	5.3	1.4	9.7	6.1	3.9	6.8
20	4.7	1.3	9.9	6.7	2.6	6.8
21	3.3	0.9	8.6	4.0	1.8	6.3
22	3.4	0.4	8.3	2.5	1.7	5.2
23	3.0	4.0	9.1	7.1	3.4	8.4
24	2.4	1.5	6.7	4.8	2.5	7.2
25	5.1	1.4	8.7	4.8	2.6	3.8
26	4.6	2.1	7.9	5.8	2.8	4.7
27	2.4	1.5	6.6	4.8	2.5	7.2
28	5.2	1.3	9.7	6.1	3.9	6.7
29	3.5	2.8	9.9	3.5	1.7	5.4
30	4.1	3.7	5.9	5.5	3.0	8.4
31	3.0	3.2	6.0	5.3	3.0	8.0
32	2.8	3.8	8.9	6.9	3.2	8.2
33	5.2	2.0	9.3	5.9	2.4	4.6

34	3.4	3.7	6.4	5.7	3.4	8.4
35	2.4	1.0	7.7	3.4	1.1	6.2
36	1.8	3.3	7.5	4.5	2.4	7.6
37	3.6	4.0	5.8	5.8	2.5	9.3
38	4.0	0.9	9.1	5.4	2.6	7.3
39	0.0	2.1	6.9	5.4	2.6	8.9
40	2.4	2.0	6.4	4.5	2.2	8.8
41	1.9	3.4	7.6	4.6	2.5	7.7
42	5.9	0.9	9.6	7.8	4.6	4.5
43	4.9	2.3	9.3	4.5	1.3	6.2
44	5.0	1.3	8.6	4.7	2.5	3.7
45	2.0	2.6	6.5	3.7	1.7	8.5
46	5.0	2.5	9.4	4.6	1.4	6.3
47	3.1	1.9	10.0	4.5	3.2	3.8
48	3.4	3.9	5.6	5.6	2.3	9.1
49	5.8	0.2	8.8	4.5	2.4	6.7
50	5.4	2.1	8.0	3.0	1.4	5.2
51	3.7	0.7	8.2	6.0	2.5	5.2
52	2.6	4.8	8.2	5.0	2.5	9.0
53	4.5	4.1	6.3	5.9	3.4	8.8
54	2.8	2.4	6.7	4.9	2.6	9.2
55	3.8	0.8	8.7	2.9	2.1	5.6
56	2.9	2.6	7.7	7.0	3.6	7.7
57	4.9	4.4	7.4	6.9	4.0	9.6
58	5.4	2.5	9.6	5.5	3.0	7.7
59	4.3	1.8	7.6	5.4	2.5	4.4
60	2.3	4.5	8.0	4.7	2.2	8.7
61	3.1	1.9	9.9	4.5	3.1	3.8
62	5.1	1.9	9.2	5.8	2.3	4.5
63	4.1	1.1	9.3	5.5	2.7	7.4
64	3.0	3.8	5.5	4.9	2.6	6.0
65	1.1	2.0	7.2	4.7	3.2	10.0
66	3.7	1.4	9.0	4.5	2.3	6.8
67	4.2	2.5	9.2	6.2	3.9	7.3
68	1.6	4.5	6.4	5.3	2.5	7.1
69						

	5.3	1.7	8.5	3.7	1.9	4.8
70	2.3	3.7	8.3	5.2	2.3	9.1
71	3.6	5.4	5.9	6.2	2.9	8.4
72	5.6	2.2	8.2	3.1	1.6	5.3
73	3.6	2.2	9.9	4.8	1.9	4.9
74	5.2	1.3	9.1	4.5	2.7	7.3
75	3.0	2.0	6.6	6.6	2.7	8.2
76	4.2	2.4	9.4	4.9	2.7	8.5
77	3.8	0.8	8.3	6.1	2.6	5.3
78	3.3	2.6	9.7	3.3	1.5	5.2
79	1.0	1.9	7.1	4.5	3.1	9.9
80	4.5	1.6	8.7	4.6	2.1	6.8
81	5.5	1.8	8.7	3.8	2.1	4.9
82	3.4	4.6	5.5	8.2	4.4	6.3
83	1.6	2.8	6.1	6.4	3.8	8.2
84	2.3	3.7	7.6	5.0	2.5	7.4
85	2.6	3.0	8.5	6.0	2.8	6.8
86	2.5	3.1	7.0	4.2	2.2	9.0
87	2.4	2.9	8.4	5.9	2.7	6.7
88	2.1	3.5	7.4	4.8	2.3	7.2
89	2.9	1.2	7.3	6.1	2.5	8.0
90	4.3	2.5	9.3	6.3	4.0	7.4
91	3.0	2.8	7.8	7.1	3.8	7.9
92	4.8	1.7	7.6	4.2	1.4	5.8
93	3.1	4.2	5.1	7.8	4.0	5.9
94	1.9	2.7	5.0	4.9	2.5	8.2
95	4.0	0.5	6.7	4.5	2.1	5.0
96	0.6	1.6	6.4	5.0	2.1	8.4
97	6.1	0.5	9.2	4.8	2.8	7.1
98	2.0	2.8	5.2	5.0	2.7	8.4
99	3.1	2.2	6.7	6.8	2.9	8.4
100	2.5	1.8	9.0	5.0	3.0	6.0

The SAS System

The PRINCOMP Procedure

Observations	100
Variables	6

Simple Statistics

	X1	X2	X3	X4	X6	X7
Mean	3.515000000	2.364000000	7.894000000	5.248000000	2.665000000	6.971000000
StD	1.320726384	1.195658814	1.386502030	1.131413704	0.770854832	1.585240956

Correlation Matrix

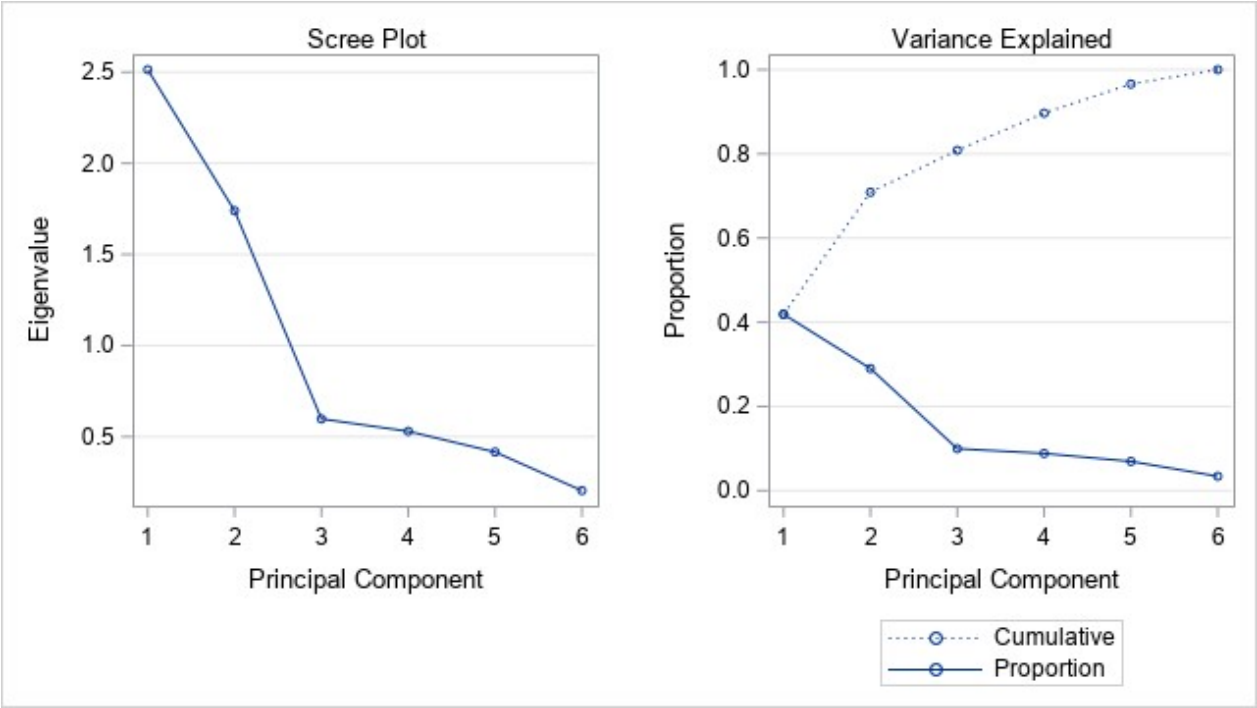
		X1	X2	X3	X4	X6	X7
X1	X1 - Delivery speed	1.0000	-.3492	0.5093	0.0504	0.0771	-.4826
X2	X2 - Price level	-.3492	1.0000	-.4872	0.2722	0.1862	0.4697
X3	X3 - Price flexibility	0.5093	-.4872	1.0000	-.1161	-.0343	-.4481
X4	X4 - Manufacturers image	0.0504	0.2722	-.1161	1.0000	0.7882	0.2000
X6	X6 - Salesforce image	0.0771	0.1862	-.0343	0.7882	1.0000	0.1773
X7	X7 - Product quality	-.4826	0.4697	-.4481	0.2000	0.1773	1.0000

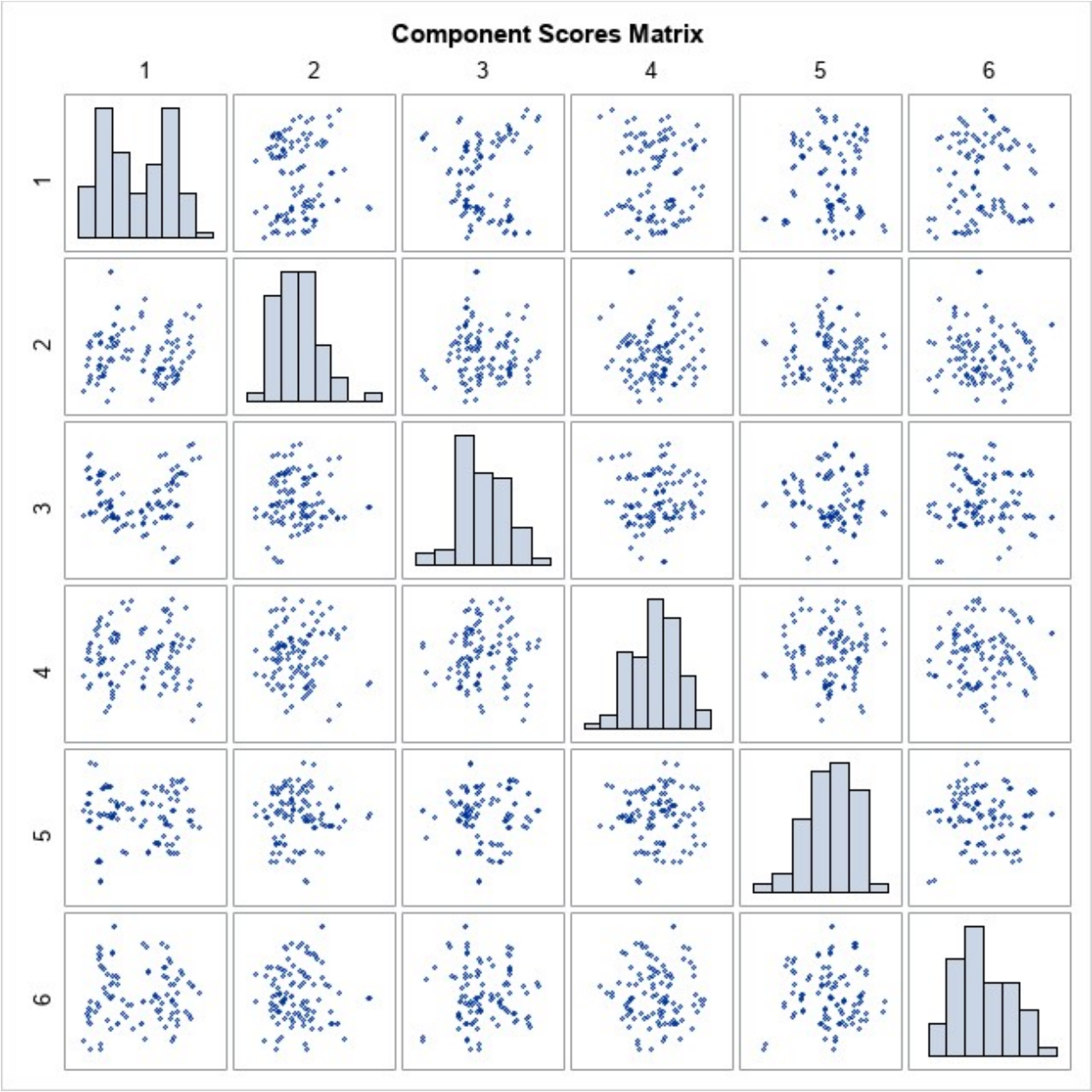
Eigenvalues of the Correlation Matrix

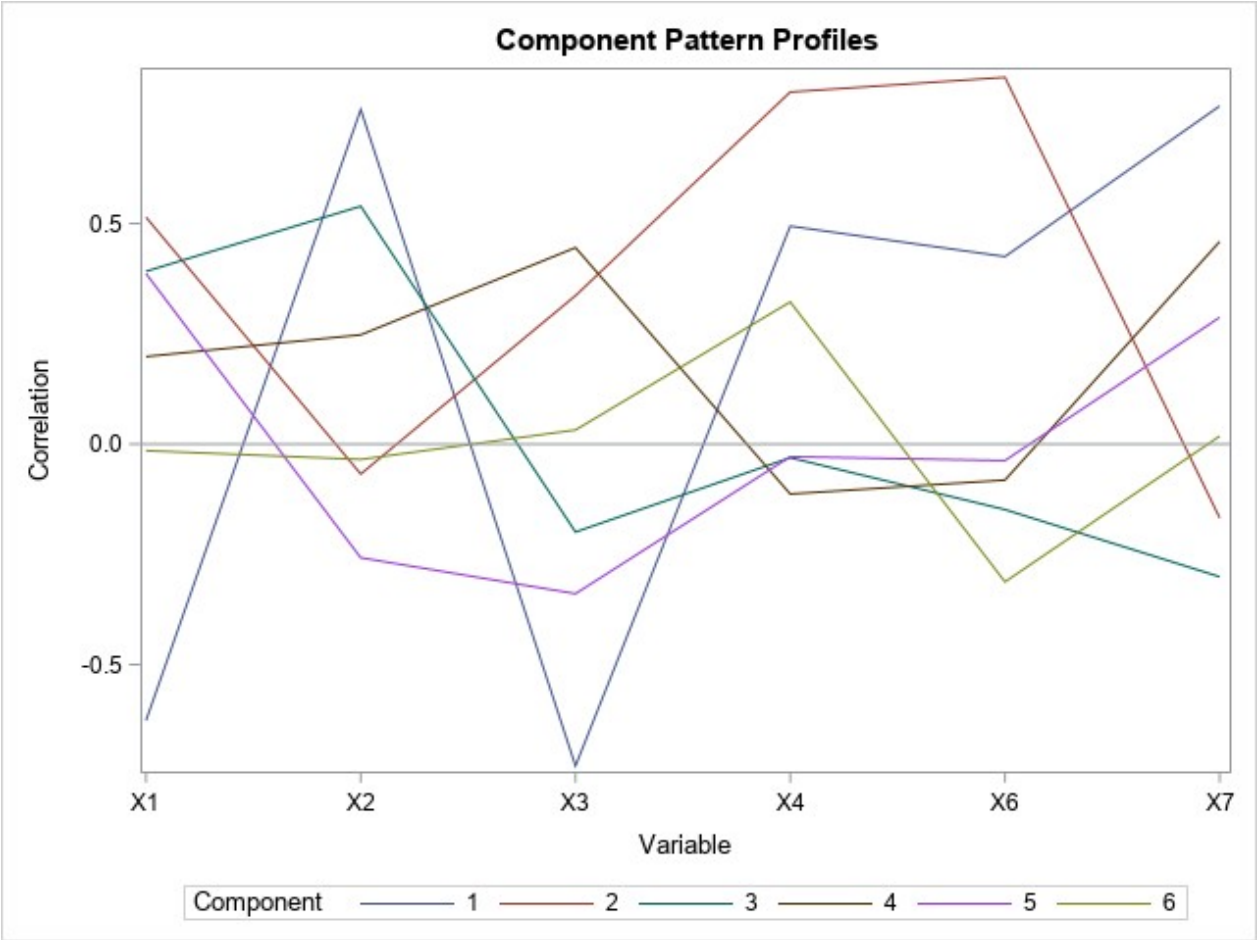
	Eigenvalue	Difference	Proportion	Cumulative
1	2.51349004	0.77397297	0.4189	0.4189
2	1.73951707	1.14203204	0.2899	0.7088
3	0.59748503	0.06792392	0.0996	0.8084
4	0.52956111	0.11382997	0.0883	0.8967
5	0.41573114	0.21151554	0.0693	0.9660
6	0.20421560		0.0340	1.0000

Eigenvectors

		Prin1	Prin2	Prin3	Prin4	Prin5	Prin6
X1	X1 - Delivery speed	-.395417	0.390032	0.506710	0.272597	0.599469	-.033051
X2	X2 - Price level	0.478518	-.051484	0.697693	0.340483	-.399675	-.076973
X3	X3 - Price flexibility	-.460243	0.255238	-.257828	0.612123	-.526161	0.070810
X4	X4 - Manufacturers image	0.311733	0.605273	-.039987	-.155479	-.044360	0.713251
X6	X6 - Salesforce image	0.268159	0.630537	-.192148	-.112172	-.058045	-.691116
X7	X7 - Product quality	0.483483	-.127067	-.389196	0.631120	0.445773	0.040000

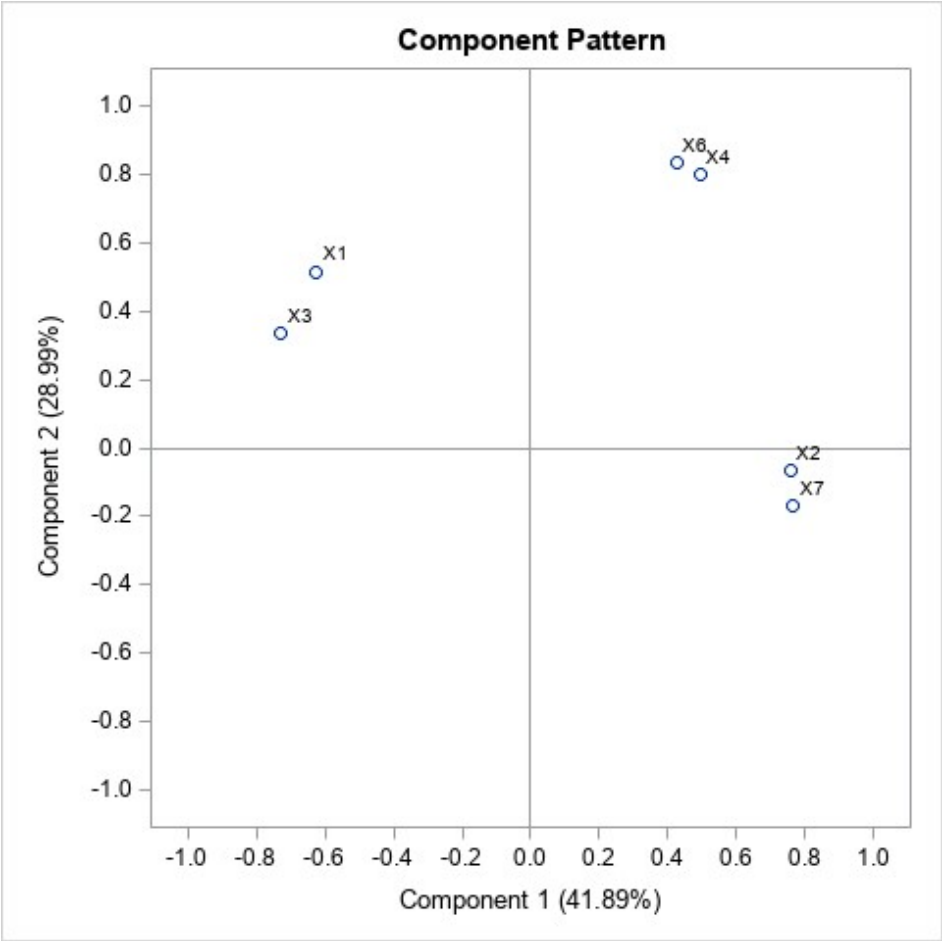

Scree Plot
Eigenvalue
2.5
2.0
1.5
1.0
0.5
1
2
3
4
5
6
Principal Component
Variance Explained
Proportion
1.0
0.8
0.6
0.4
0.2
0.0
1
2
3
4
5
6
Principal Component
Cumulative
Proportion

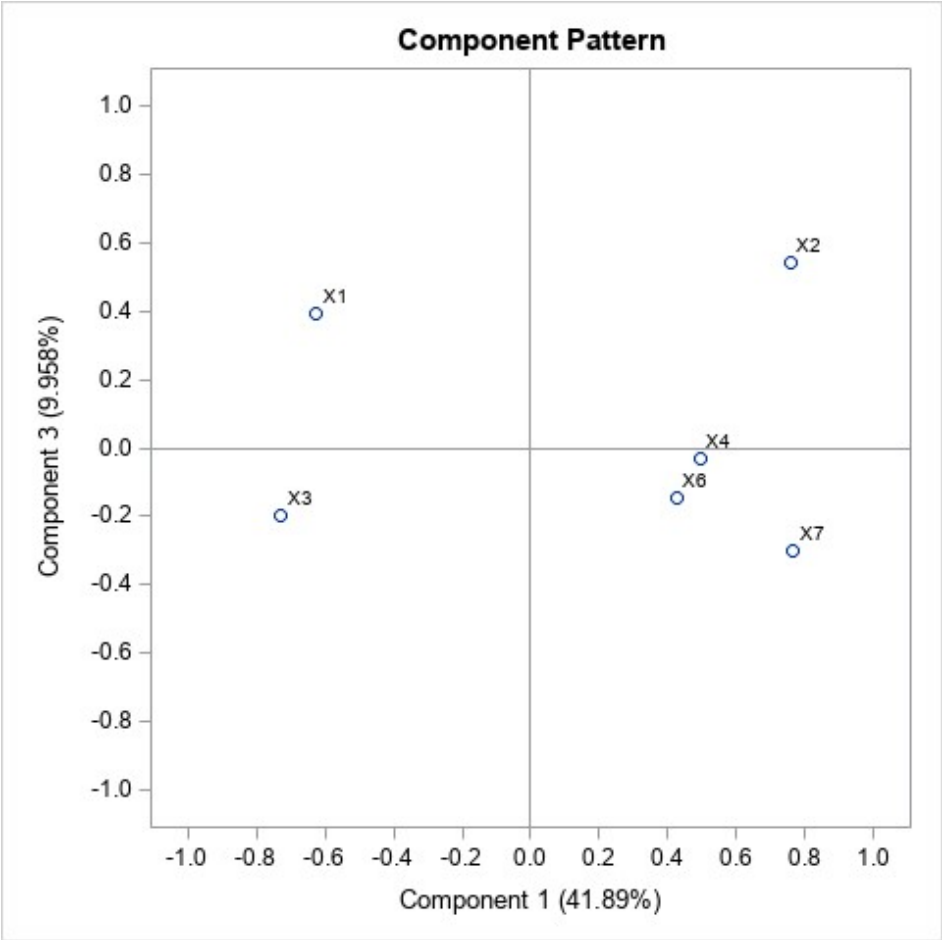

Component Scores Matrix
1
2
3
4
5
6
1
2
3
4
5
6

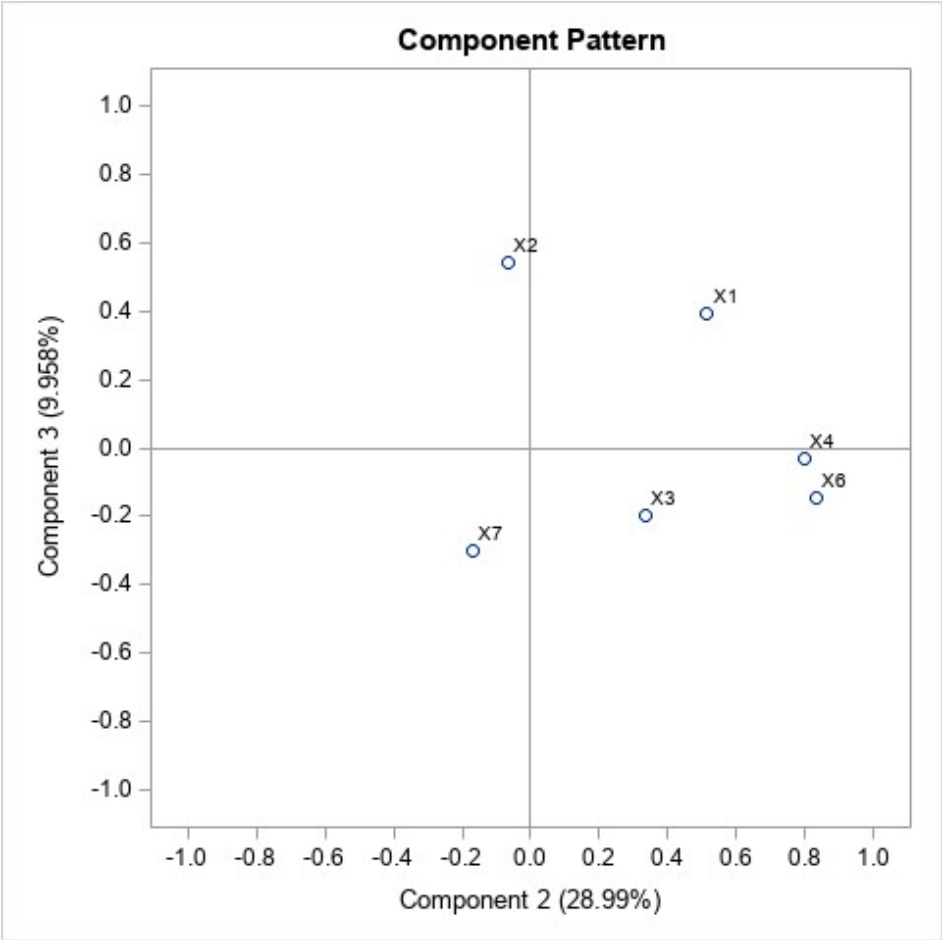

Component Pattern Profiles
Correlation
0.5
0.0
-0.5
X1
X2
X3
X4
X6
X7
Variable
Component
1
2
3
4
5
6

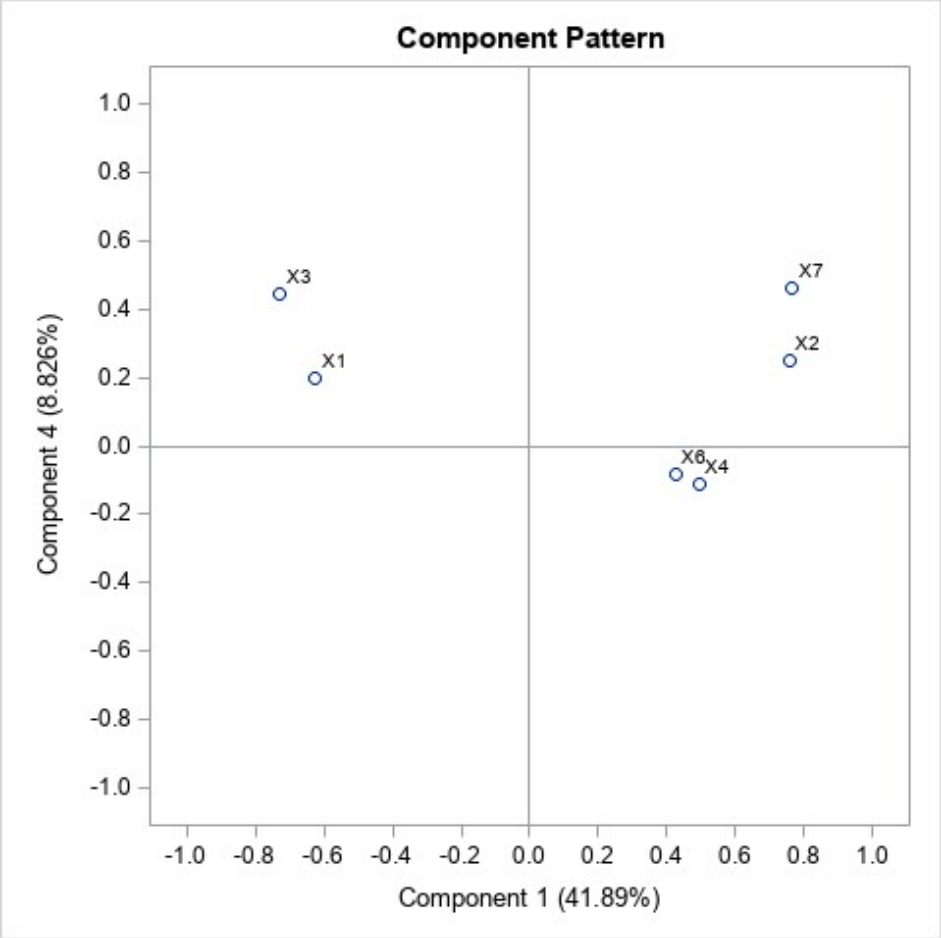
The SAS System

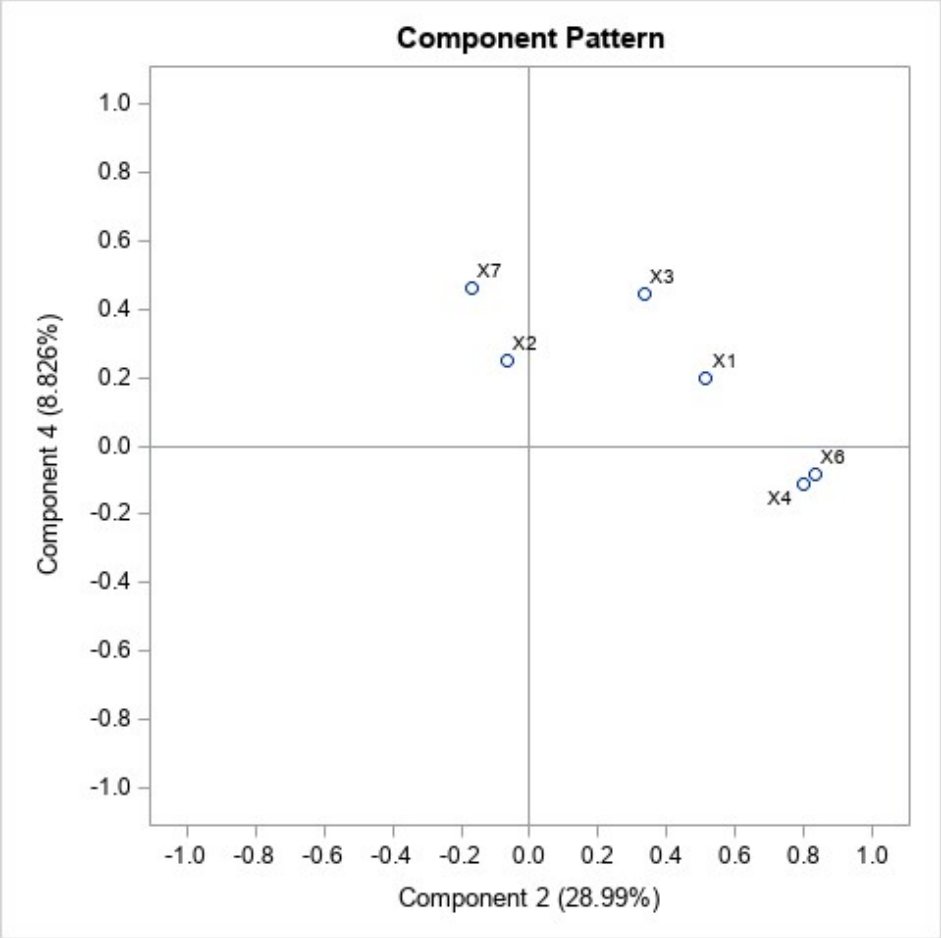
The PRINCOMP Procedure

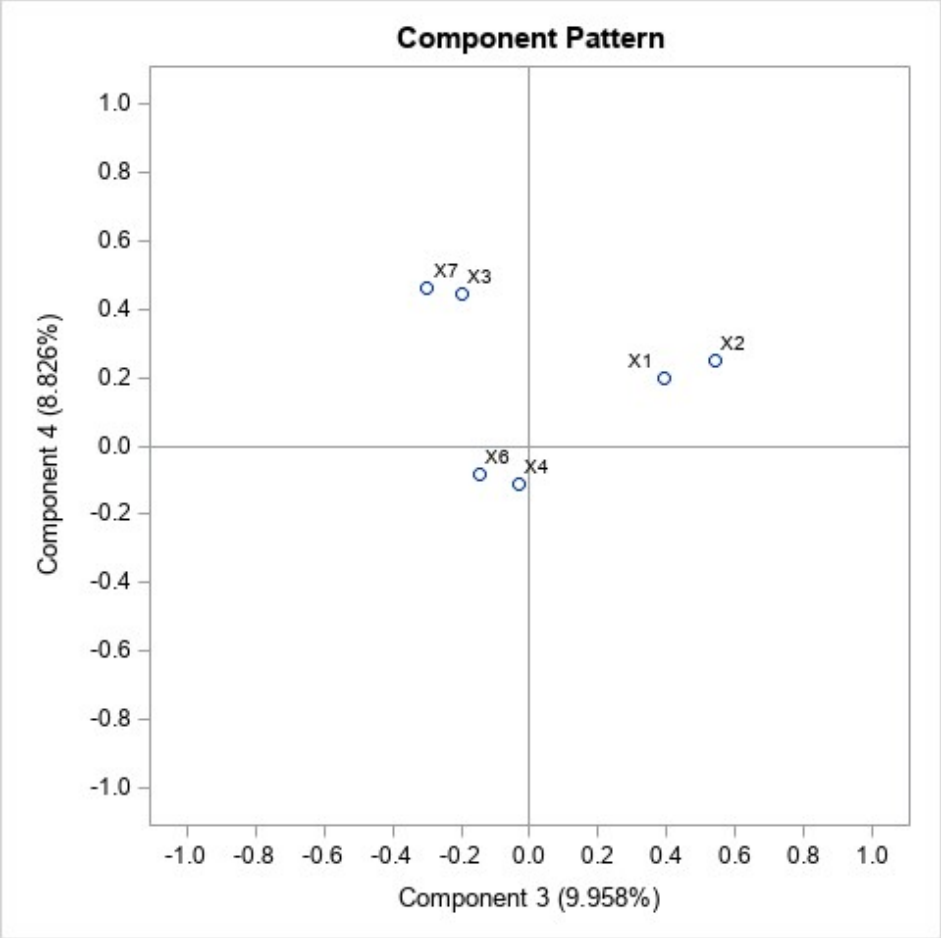


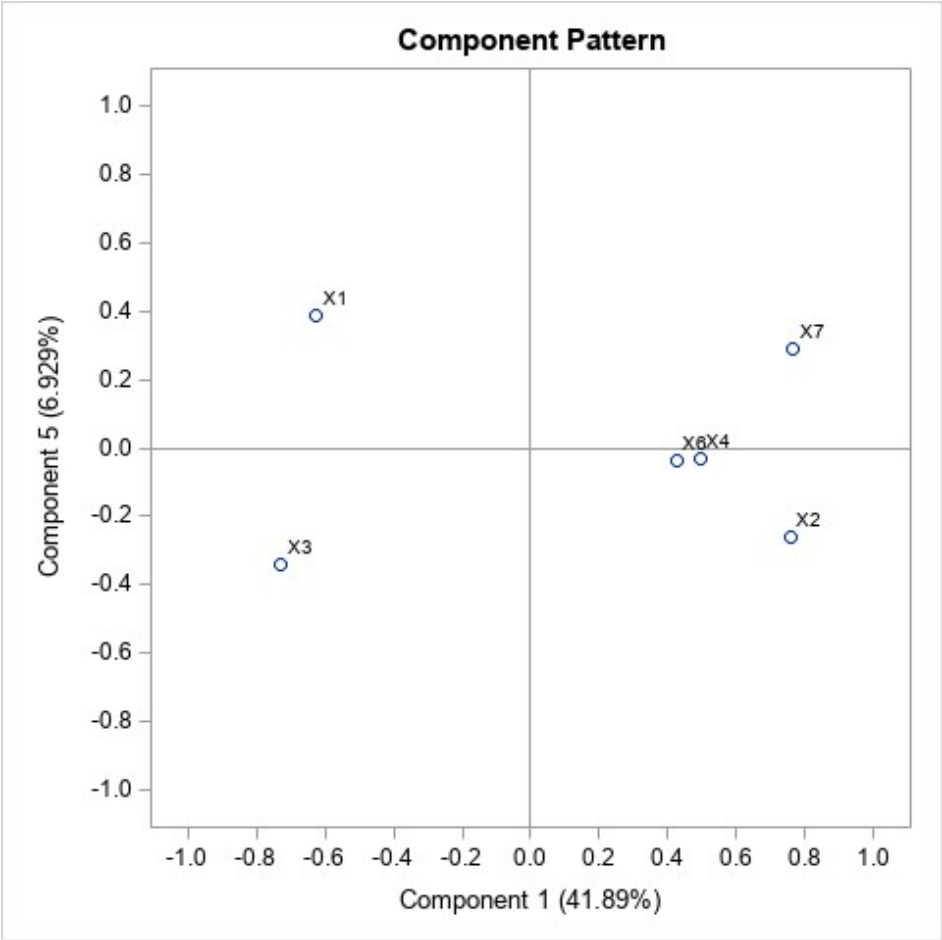

Component Pattern
Component 3 (9.958%)
Component 1 (41.89%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
X1
X2
X3
X4
X6
X7

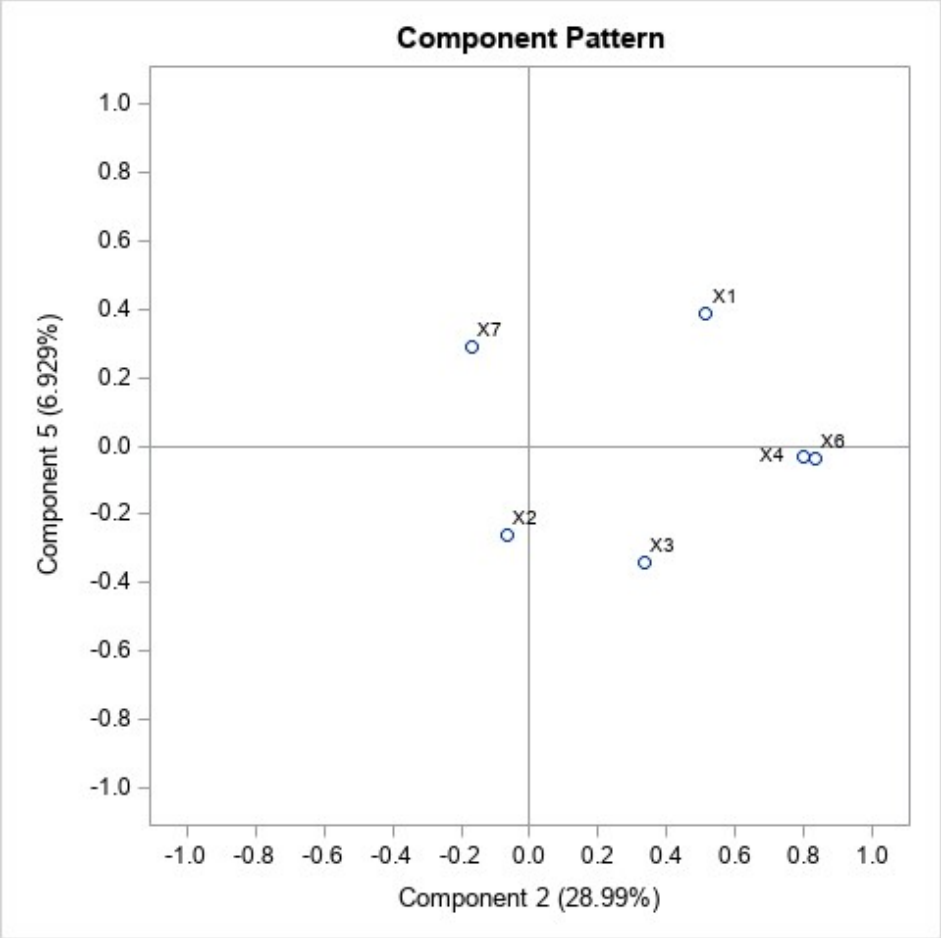

Component Pattern
Component 3 (9.958%)
Component 2 (28.99%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X1
X2
X3
X4
X6
X7

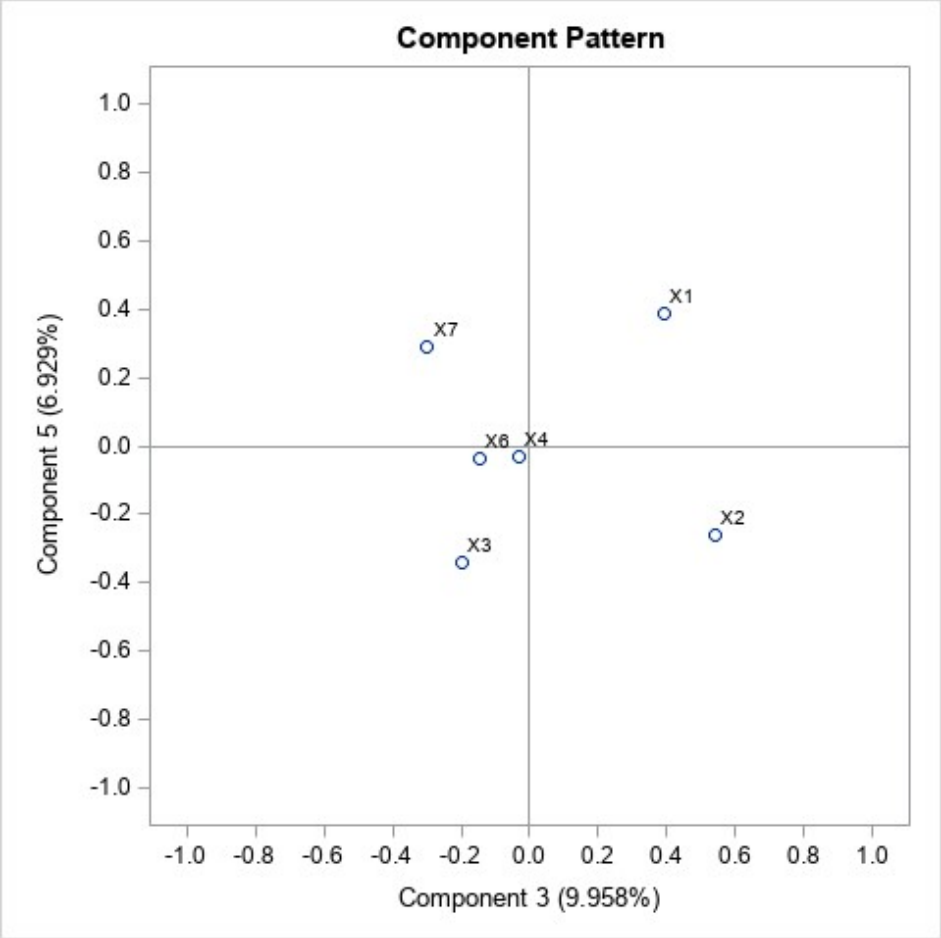

Component Pattern
Component 4 (8.826%)
Component 1 (41.89%)
X3
X1
X7
X2
X6
X4
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

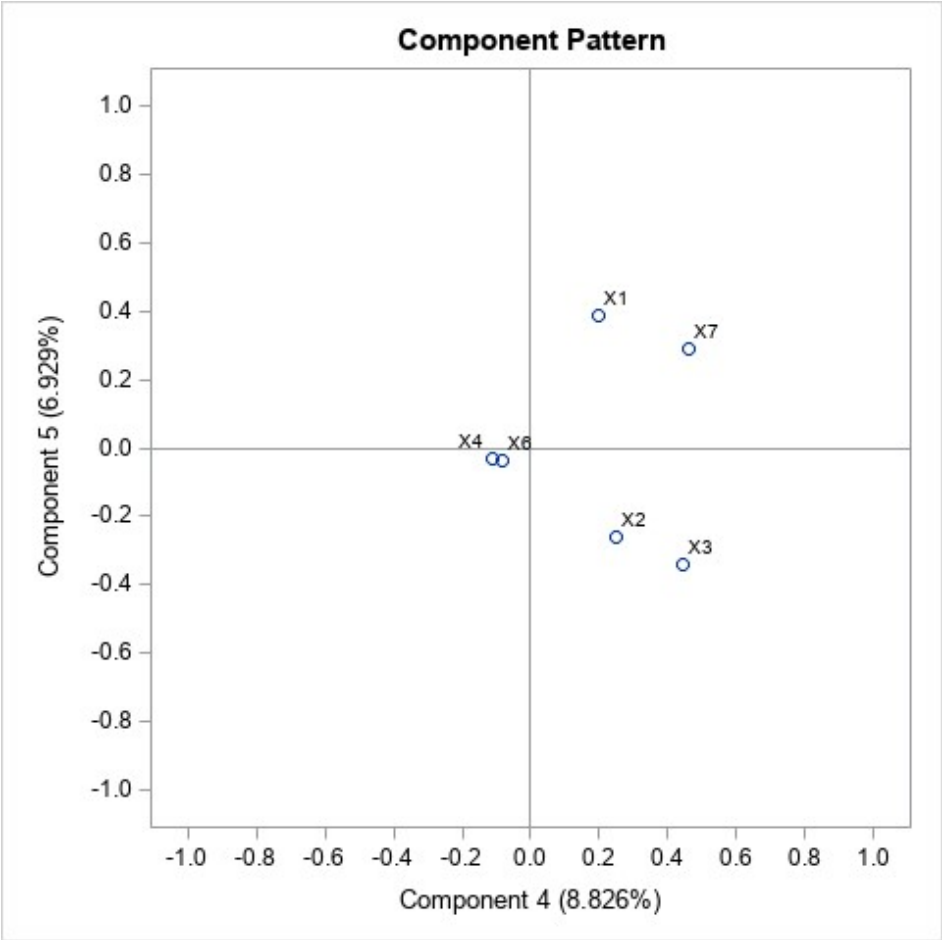

Component Pattern
Component 4 (8.826%)
Component 2 (28.99%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
X7
X3
X2
X1
X6
X4


Component Pattern
Component 4 (8.826%)
Component 3 (9.958%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X7
X3
X1
X2
X6
X4


Component Pattern
Component 5 (6.929%)
Component 1 (41.89%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X1
X7
X6X4
X2
X3

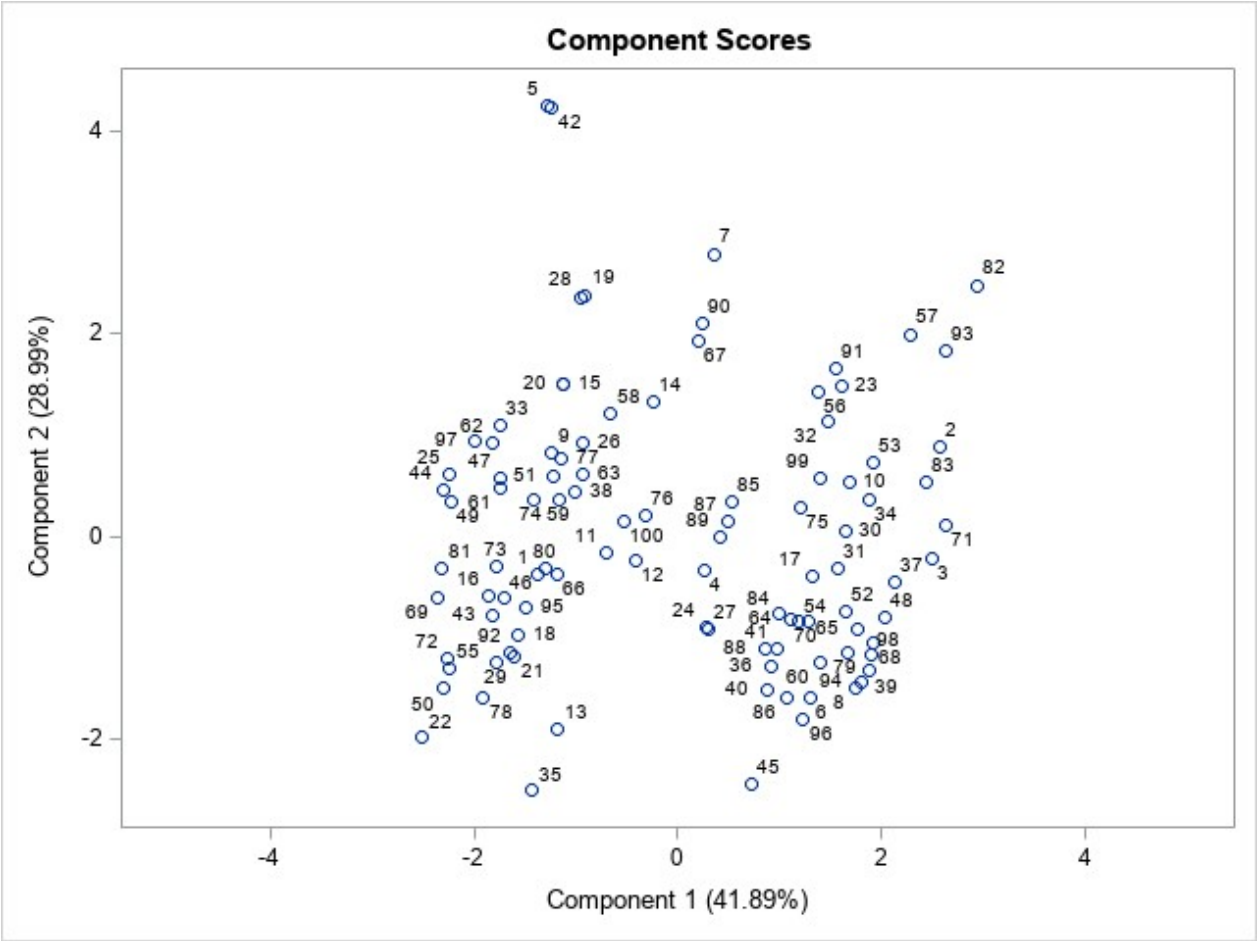

Component Pattern
Component 5 (6.929%)
Component 2 (28.99%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X1
X7
X6
X4
X2
X3

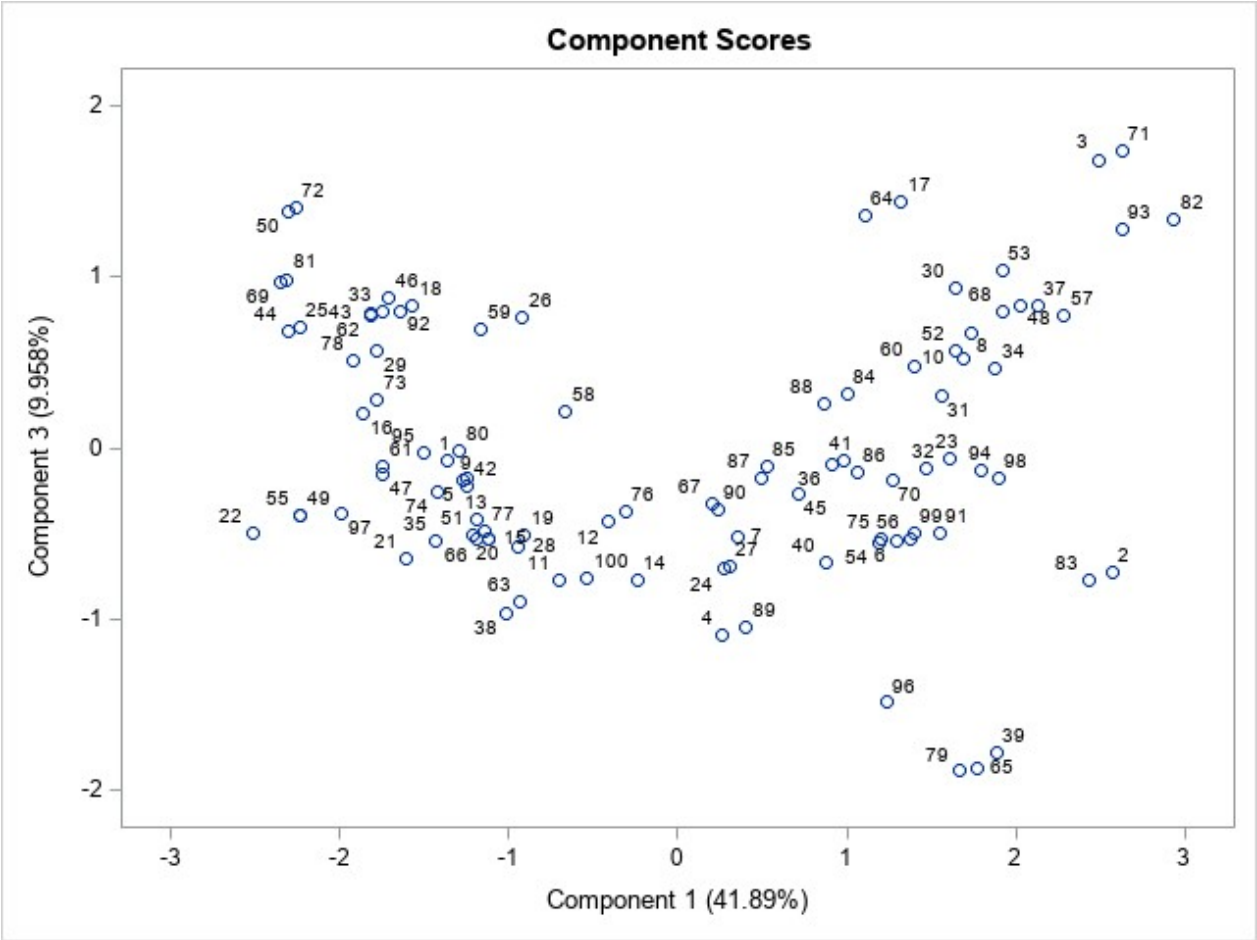

Component Pattern
Component 5 (6.929%)
Component 3 (9.958%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X1
X7
X6
X4
X2
X3

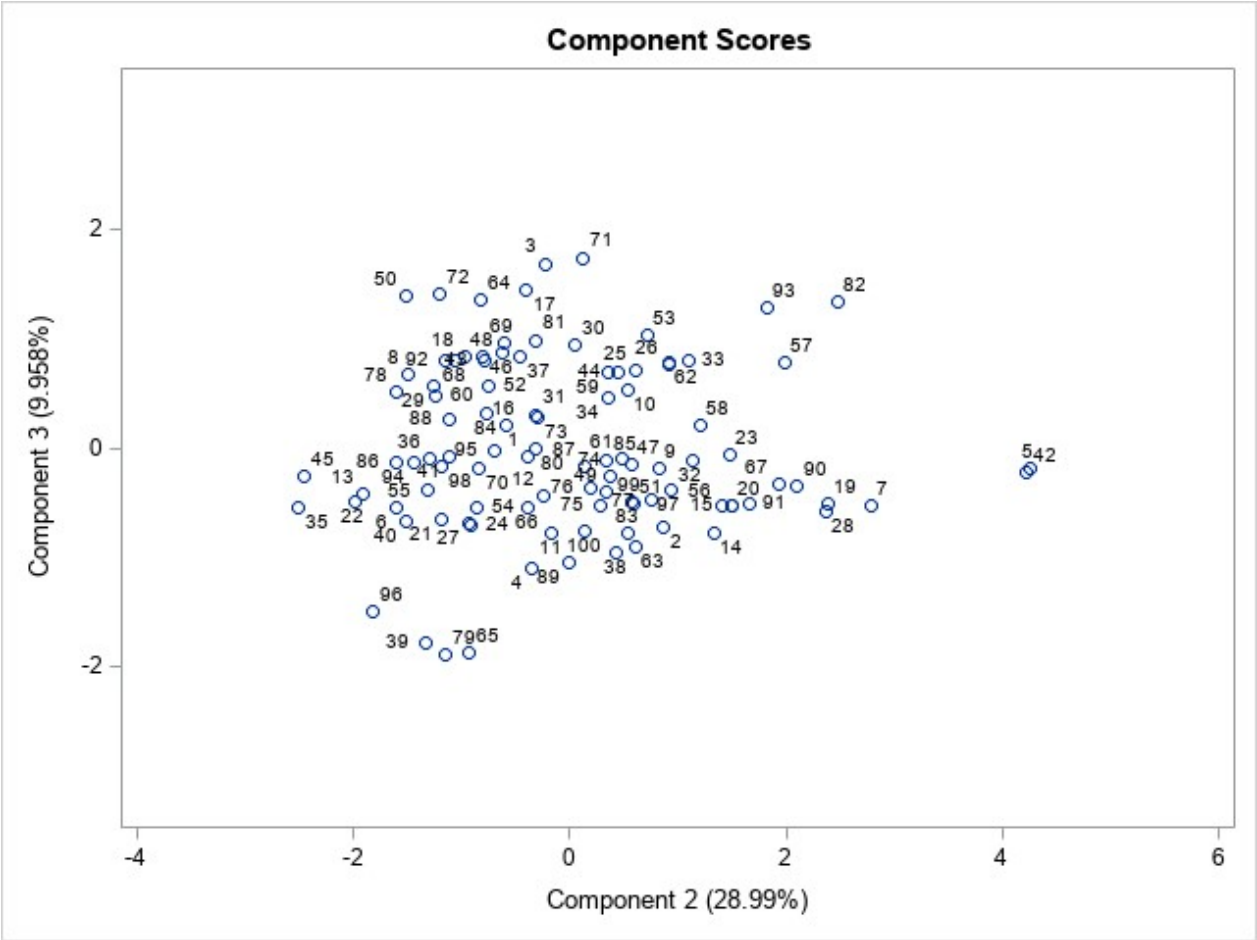

Component Pattern
Component 5 (6.929%)
Component 4 (8.826%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X1
X7
X4
X6
X2
X3

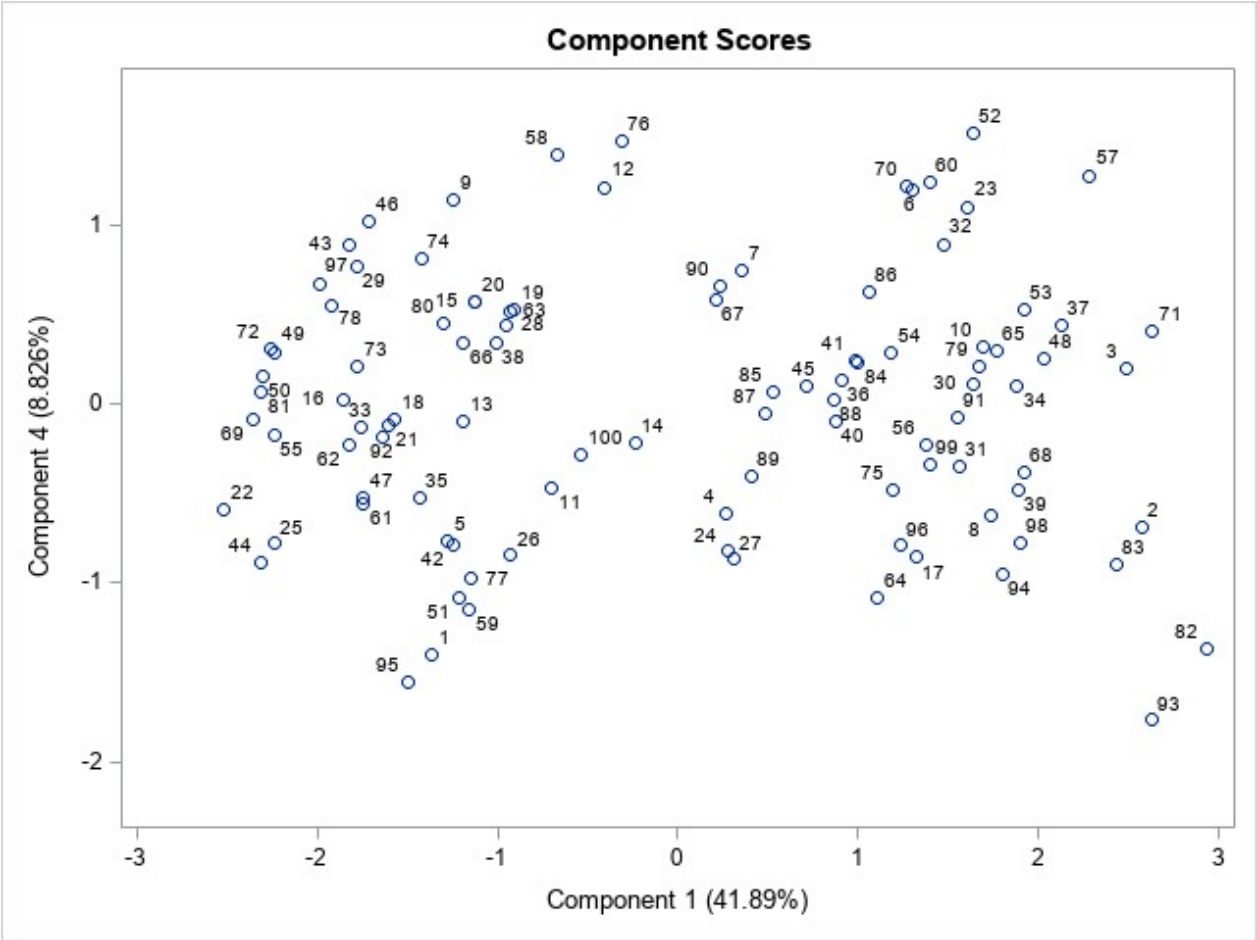
The SAS System

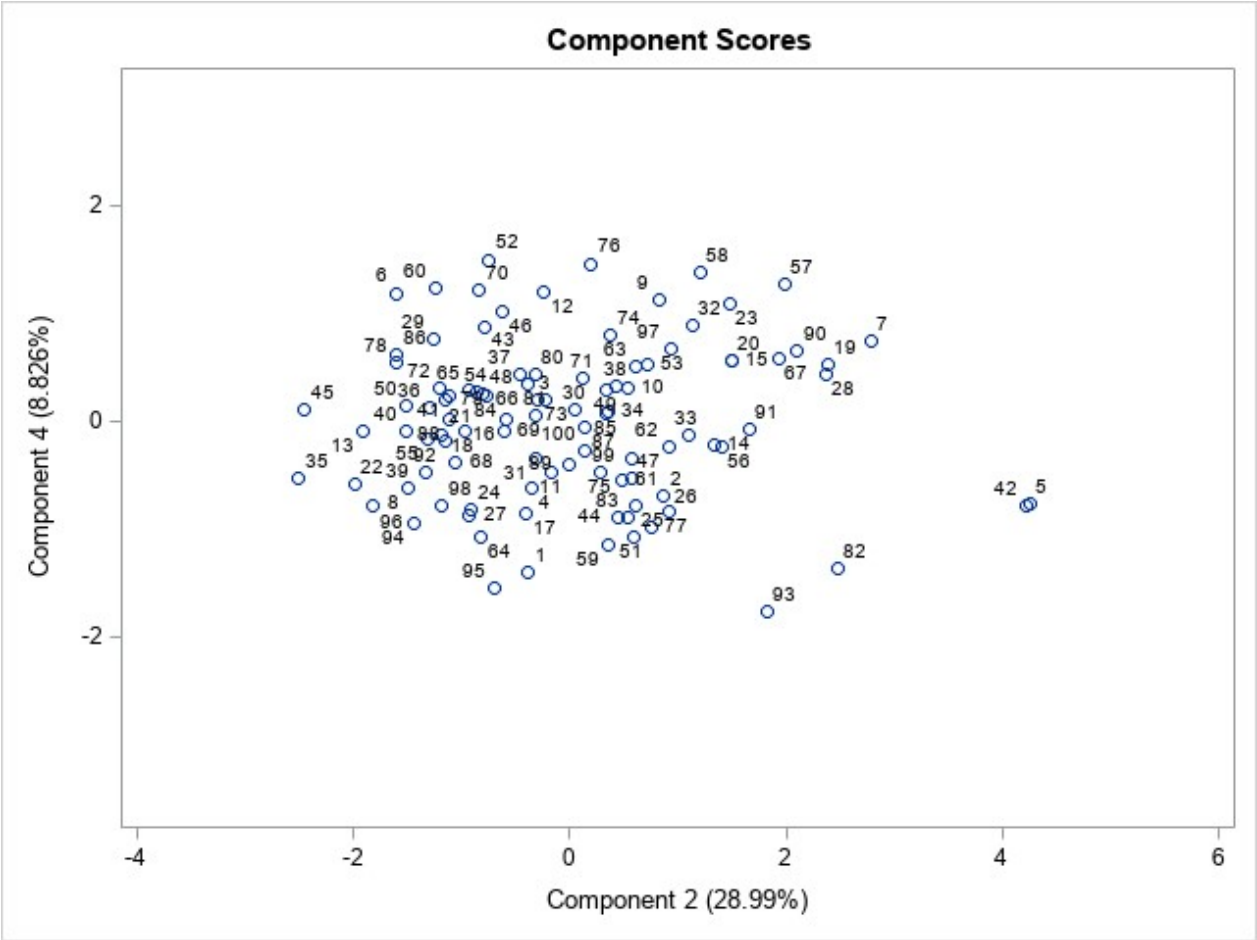
The PRINCOMP Procedure

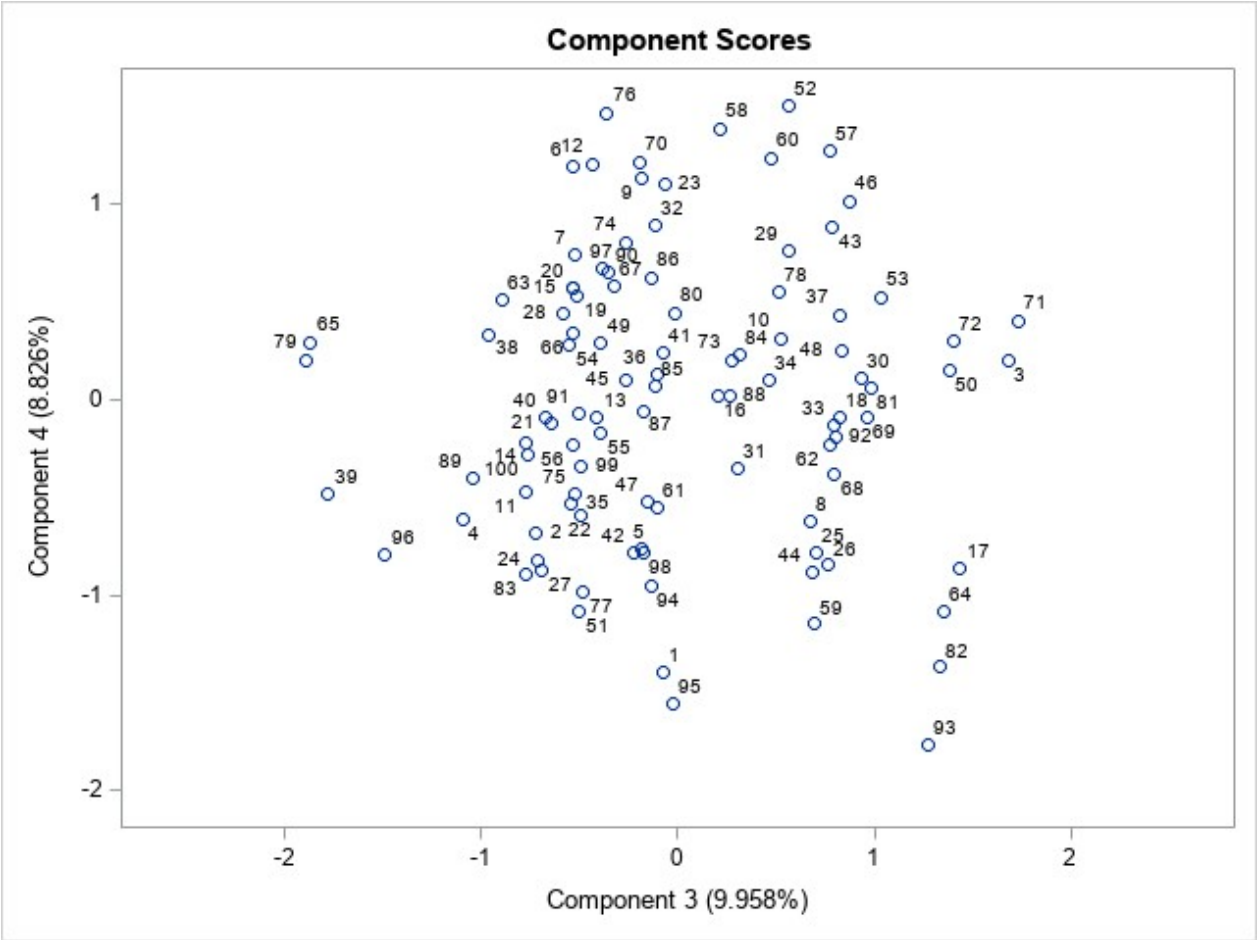


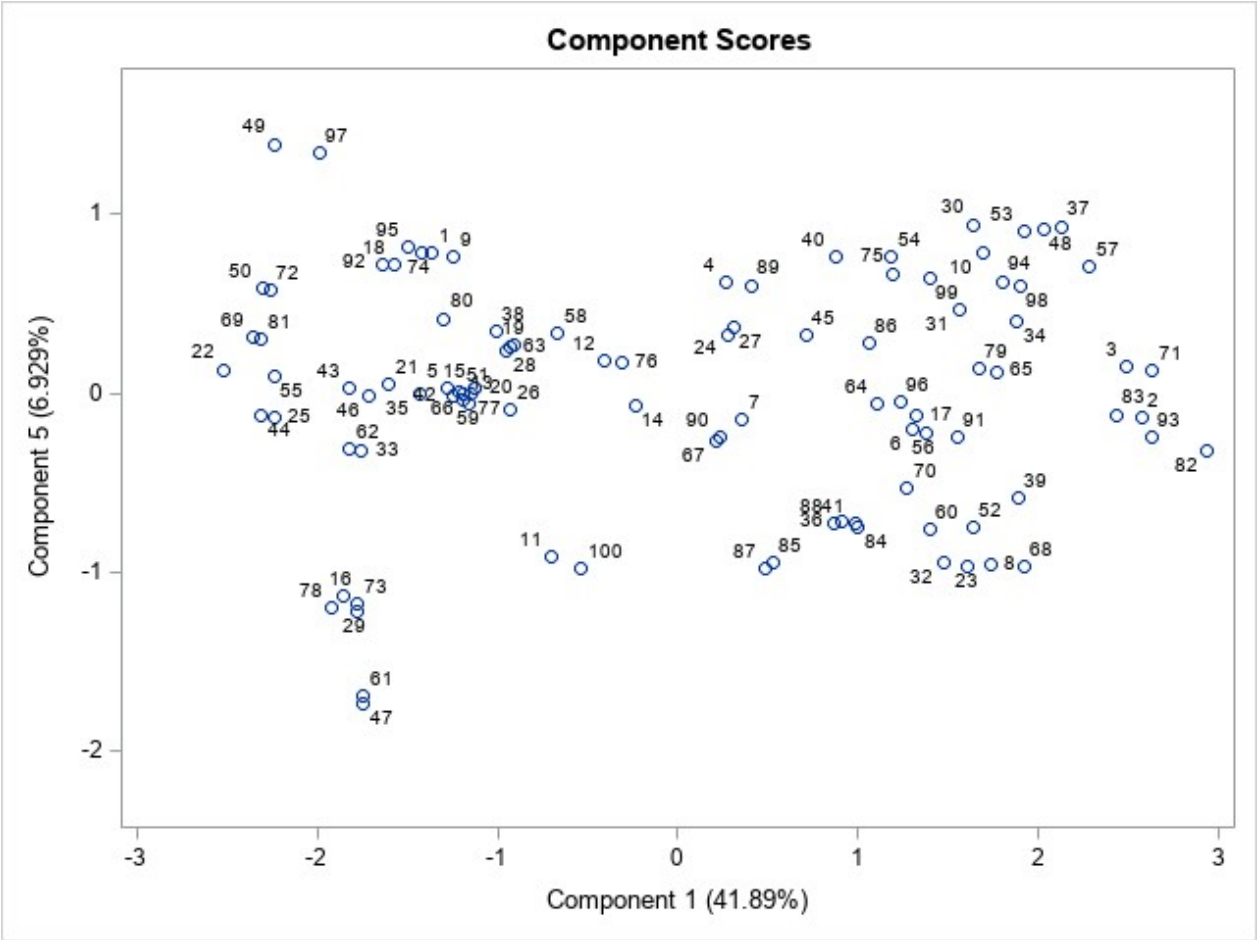

Component Scores
Component 3 (9.958%)
Component 1 (41.89%)
2
1
0
-1
-2
-3
-2
-1
0
1
2
3

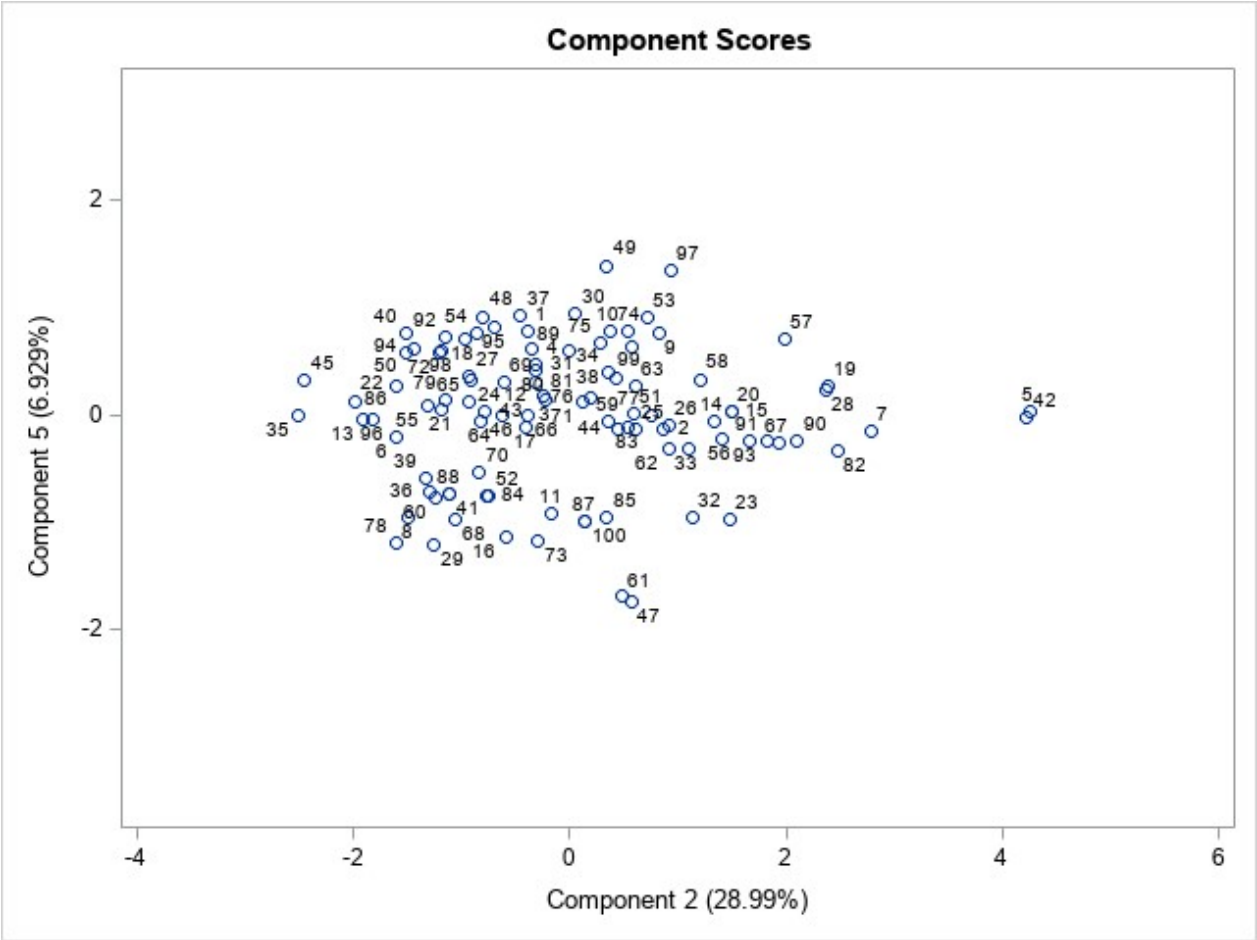

Component Scores
Component 3 (9.958%)
Component 2 (28.99%)
2
0
-2
-4
-2
0
2
4
6

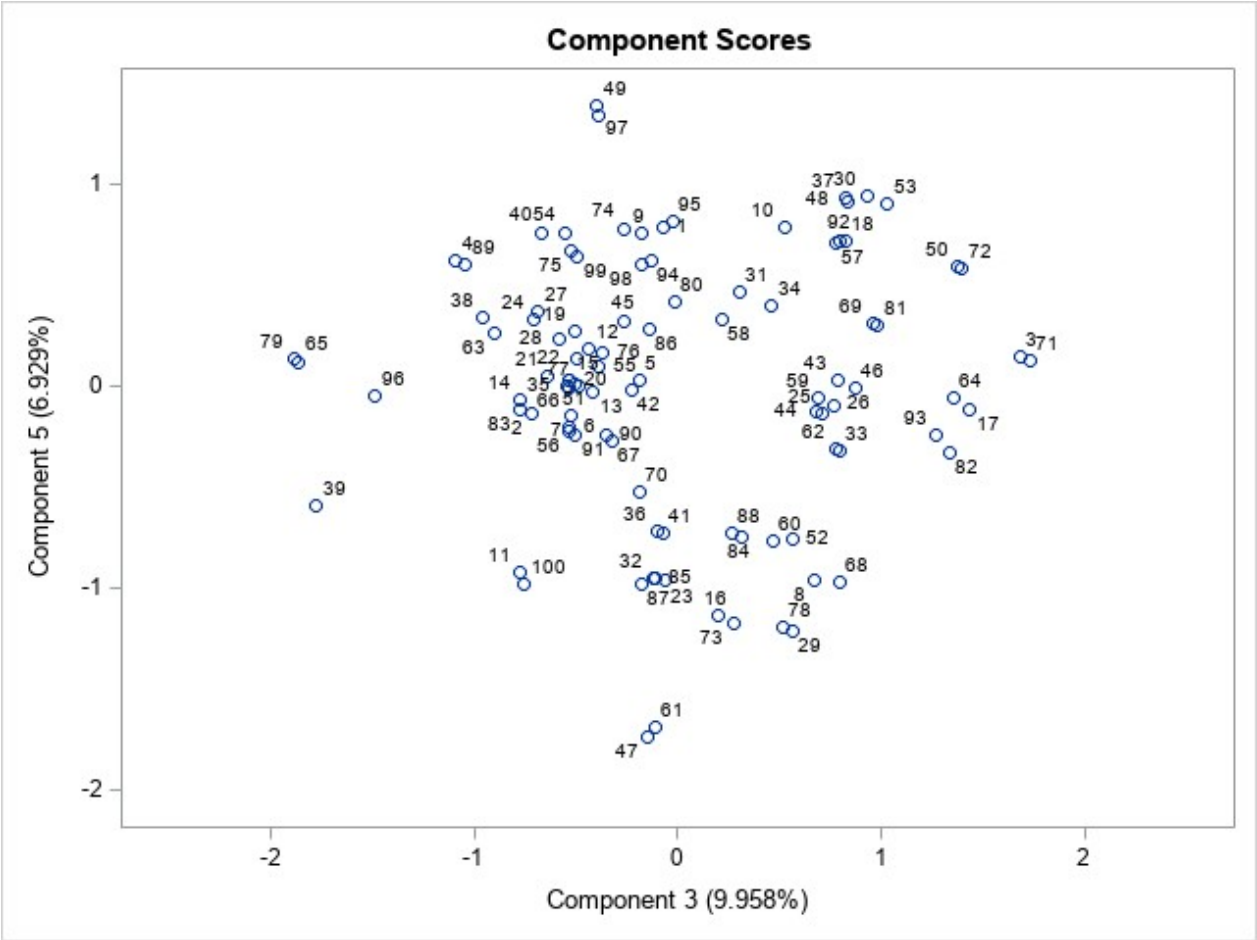

Component Scores
Component 4 (8.826%)
Component 1 (41.89%)
1
0
-1
-2
-3
-2
-1
0
1
2
3

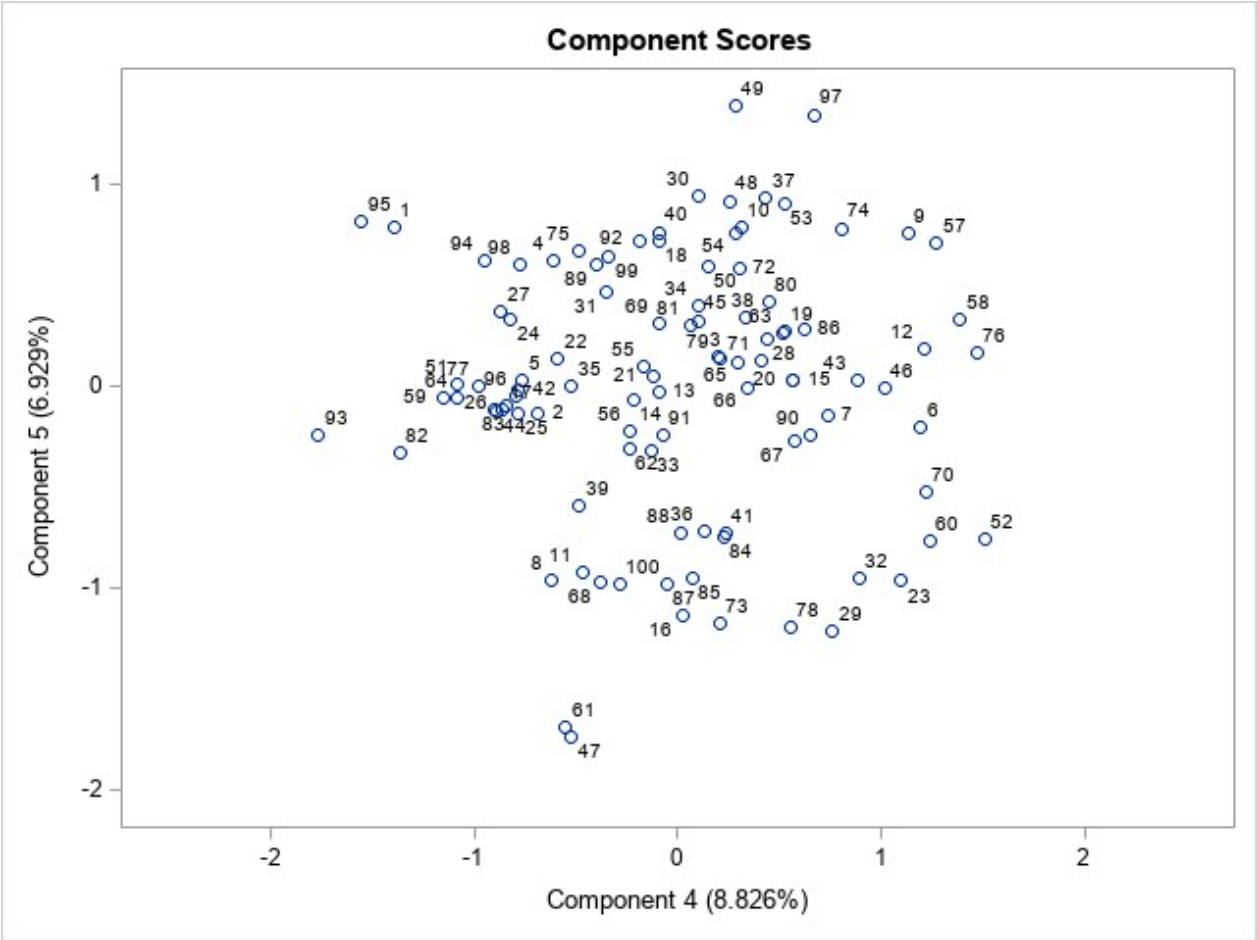

Component Scores
Component 4 (8.826%)
Component 2 (28.99%)
2
0
-2
-4
-2
0
2
4
6

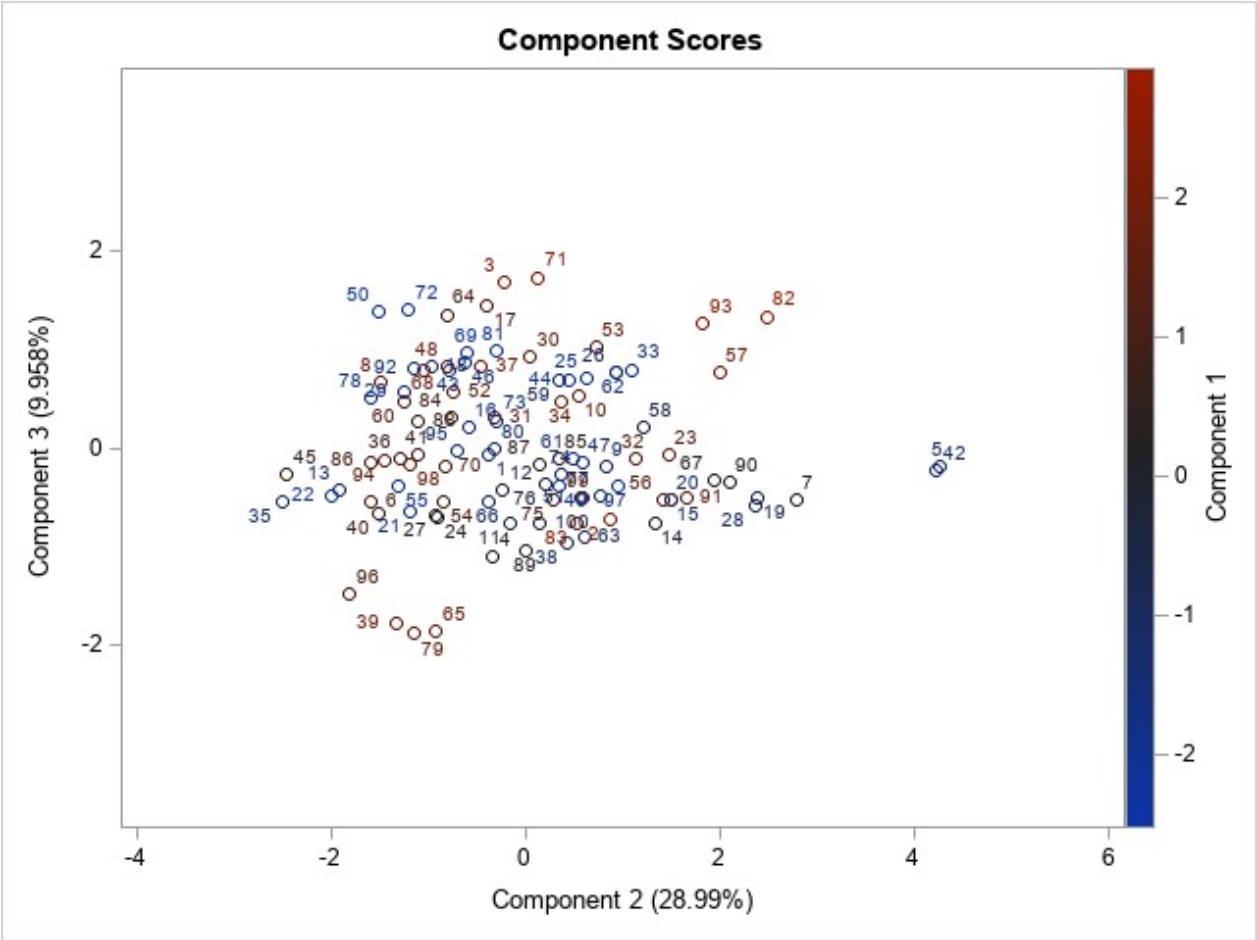

Component Scores
Component 4 (8.826%)
Component 3 (9.958%)
1
0
-1
-2
-2
-1
0
1
2


Component Scores
Component 5 (6.929%)
Component 1 (41.89%)
1
0
-1
-2
-3
-2
-1
0
1
2
3


Component Scores
Component 5 (6.929%)
Component 2 (28.99%)
2
0
-2
-4
-2
0
2
4
6


Component Scores
Component 5 (6.929%)
Component 3 (9.958%)
1
0
-1
-2
-2
-1
0
1
2


Component Scores
Component 5 (6.929%)
Component 4 (8.826%)
1
0
-1
-2
-2
-1
0
1
2


Component Scores
Component 3 (9.958%)
Component 2 (28.99%)
Component 1
2
0
-2
-4
-2
0
2
4
6
2
1
0
-1
-2

The SAS System

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations

Variable	Mean	Std Dev
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X4	5.2480000	1.1314137
X6	2.6650000	0.7708548
X7	6.9710000	1.5852410

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables							
		X1	X2	X3	X4	X6	X7
X1	X1 - Delivery speed	1.00000	-0.07433	0.33792	0.09808	0.04515	-0.33084
X2	X2 - Price level	-0.07433	1.00000	-0.30069	0.15981	-0.02565	0.25314
X3	X3 - Price flexibility	0.33792	-0.30069	1.00000	-0.08092	0.08093	-0.14884
X4	X4 - Manufacturers image	0.09808	0.15981	-0.08092	1.00000	0.76946	0.02434
X6	X6 - Salesforce image	0.04515	-0.02565	0.08093	0.76946	1.00000	0.09689
X7	X7 - Product quality	-0.33084	0.25314	-0.14884	0.02434	0.09689	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.66456568					
X1	X2	X3	X4	X6	X7
0.72112839	0.78717673	0.74807048	0.54222348	0.53211529	0.77920539

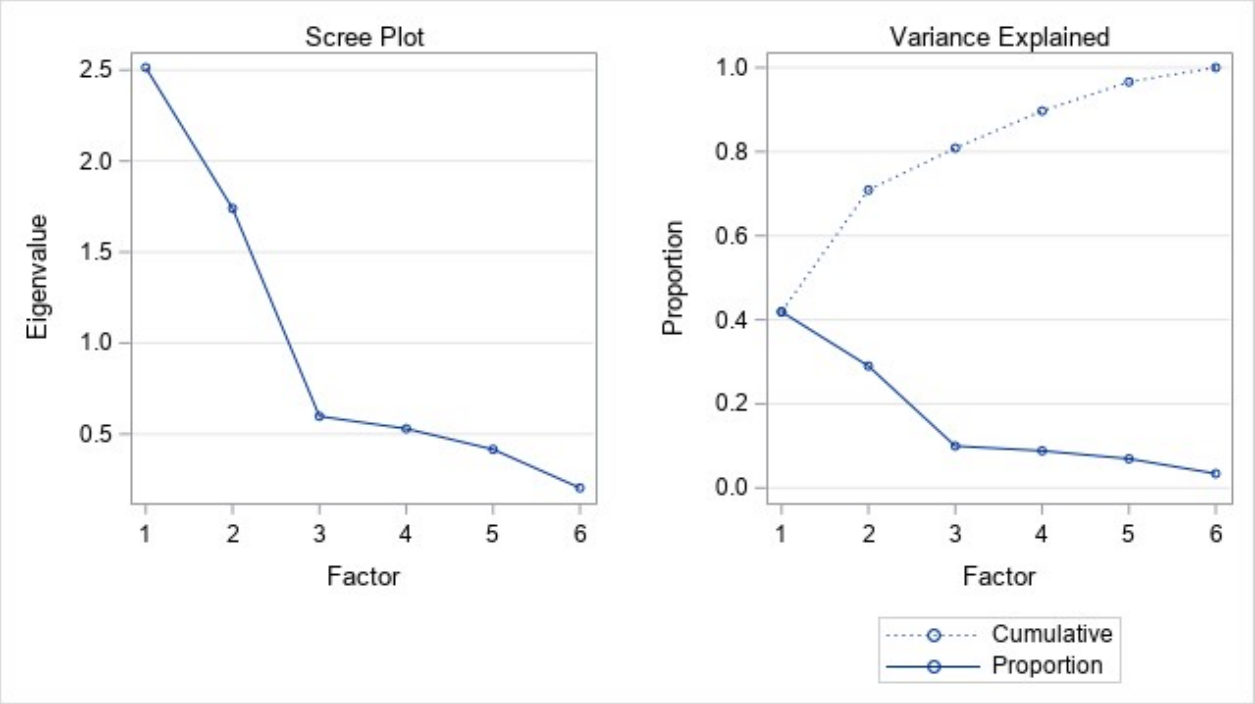
The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 6 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.51349004	0.77397297	0.4189	0.4189
2	1.73951707	1.14203204	0.2899	0.7088
3	0.59748503	0.06792392	0.0996	0.8084
4	0.52956111	0.11382997	0.0883	0.8967
5	0.41573114	0.21151554	0.0693	0.9660
6	0.20421560		0.0340	1.0000

3 factors will be retained by the NFACTOR criterion.



Factor Pattern				
		Factor1	Factor2	Factor3
X7	X7 - Product quality	0.76651	-0.16759	-0.30084

X2	X2 - Price level	0.75864	-0.06790	0.53930
X1	X1 - Delivery speed	-0.62689	0.51442	0.39167
X3	X3 - Price flexibility	-0.72967	0.33664	-0.19929
X6	X6 - Salesforce image	0.42514	0.83162	-0.14853
X4	X4 - Manufacturers image	0.49422	0.79830	-0.03091

Variance Explained by Each Factor		
Factor1	**Factor2**	**Factor3**
2.5134900	1.7395171	0.5974850

Final Communality Estimates: Total = 4.850492					
X1	**X2**	**X3**	**X4**	**X6**	**X7**
0.81102706	0.87098970	0.68545924	0.88249047	0.89439427	0.70613141

The SAS System

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations

Variable	Mean	Std Dev
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X4	5.2480000	1.1314137
X6	2.6650000	0.7708548
X7	6.9710000	1.5852410

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables							
		X1	X2	X3	X4	X6	X7
X1	X1 - Delivery speed	1.00000	-0.07433	0.33792	0.09808	0.04515	-0.33084
X2	X2 - Price level	-0.07433	1.00000	-0.30069	0.15981	-0.02565	0.25314
X3	X3 - Price flexibility	0.33792	-0.30069	1.00000	-0.08092	0.08093	-0.14884
X4	X4 - Manufacturers image	0.09808	0.15981	-0.08092	1.00000	0.76946	0.02434
X6	X6 - Salesforce image	0.04515	-0.02565	0.08093	0.76946	1.00000	0.09689
X7	X7 - Product quality	-0.33084	0.25314	-0.14884	0.02434	0.09689	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.66456568					
X1	X2	X3	X4	X6	X7
0.72112839	0.78717673	0.74807048	0.54222348	0.53211529	0.77920539

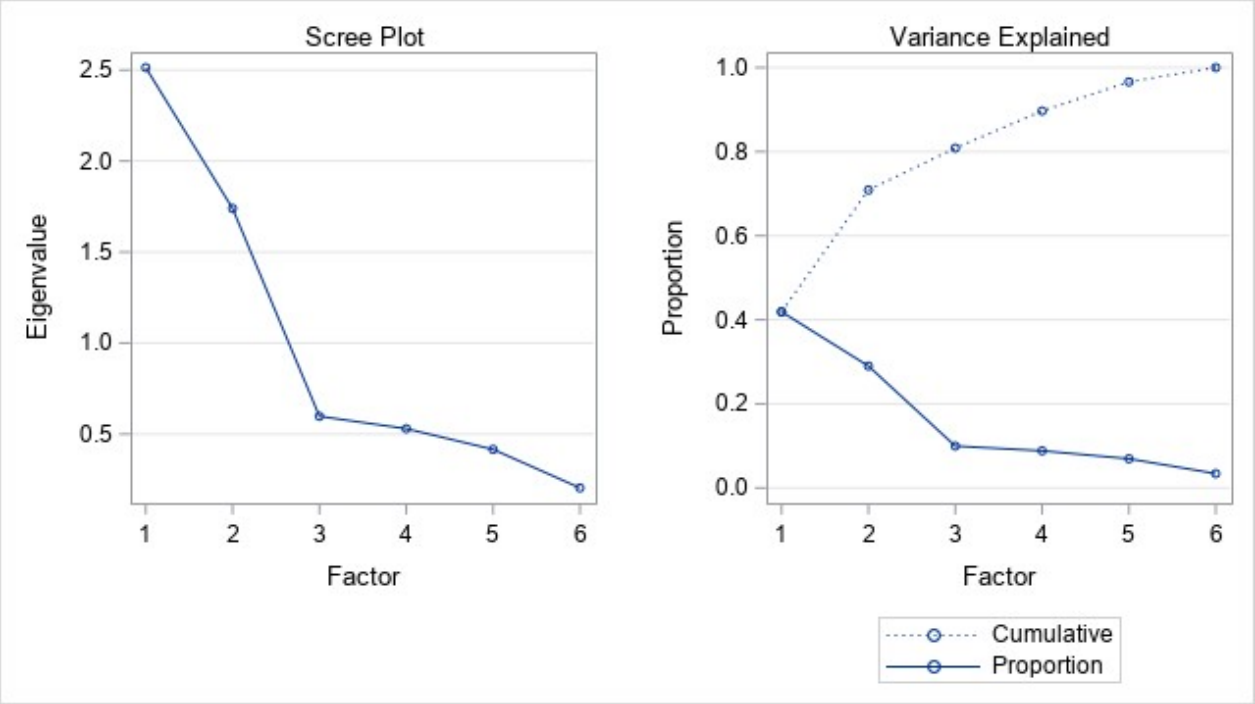
The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 6 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.51349004	0.77397297	0.4189	0.4189
2	1.73951707	1.14203204	0.2899	0.7088
3	0.59748503	0.06792392	0.0996	0.8084
4	0.52956111	0.11382997	0.0883	0.8967
5	0.41573114	0.21151554	0.0693	0.9660
6	0.20421560		0.0340	1.0000

3 factors will be retained by the NFACTOR criterion.



Factor Pattern				
		Factor1	Factor2	Factor3
X7	X7 - Product quality	0.76651	-0.16759	-0.30084

X2	X2 - Price level	0.75864	-0.06790	0.53930
X1	X1 - Delivery speed	-0.62689	0.51442	0.39167
X3	X3 - Price flexibility	-0.72967	0.33664	-0.19929
X6	X6 - Salesforce image	0.42514	0.83162	-0.14853
X4	X4 - Manufacturers image	0.49422	0.79830	-0.03091

Variance Explained by Each Factor		
Factor1	**Factor2**	**Factor3**
2.5134900	1.7395171	0.5974850

Final Communality Estimates: Total = 4.850492					
X1	**X2**	**X3**	**X4**	**X6**	**X7**
0.81102706	0.87098970	0.68545924	0.88249047	0.89439427	0.70613141

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix			
	1	2	3
1	0.42097	-0.65538	0.62710
2	0.89391	0.41710	-0.16418
3	-0.15396	0.62969	0.76144

Rotated Factor Pattern				
		Factor1	Factor2	Factor3
X6	X6 - Salesforce image	0.94523	-0.02529	0.01698
X4	X4 - Manufacturers image	0.92642	-0.01040	0.15533
X1	X1 - Delivery speed	0.13563	0.87205	-0.17935
X7	X7 - Product quality	0.21919	-0.76169	0.27913
X2	X2 - Price level	0.17564	-0.18593	0.89754
X3	X3 - Price flexibility	0.02443	0.49313	-0.66460

Variance Explained by Each Factor		
Factor1	Factor2	Factor3
1.8496093	1.6191283	1.3817546

Final Communality Estimates: Total = 4.850492					
X1	X2	X3	X4	X6	X7
0.81102706	0.87098970	0.68545924	0.88249047	0.89439427	0.70613141

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor		
Factor1	Factor2	Factor3
1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients				
		Factor1	Factor2	Factor3
X6	X6 - Salesforce image	0.53683	-0.06798	-0.16170
X4	X4 - Manufacturers image	0.50097	0.02997	0.00857
X1	X1 - Delivery speed	0.05843	0.69959	0.29419
X7	X7 - Product quality	0.11978	-0.55710	-0.17633
X2	X2 - Price level	-0.04680	0.35427	0.88297
X3	X3 - Price flexibility	0.10214	0.06094	-0.46780

The SAS System

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations

Variable	Mean	Std Dev
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X4	5.2480000	1.1314137
X6	2.6650000	0.7708548
X7	6.9710000	1.5852410

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables							
		X1	X2	X3	X4	X6	X7
X1	X1 - Delivery speed	1.00000	-0.07433	0.33792	0.09808	0.04515	-0.33084
X2	X2 - Price level	-0.07433	1.00000	-0.30069	0.15981	-0.02565	0.25314
X3	X3 - Price flexibility	0.33792	-0.30069	1.00000	-0.08092	0.08093	-0.14884
X4	X4 - Manufacturers image	0.09808	0.15981	-0.08092	1.00000	0.76946	0.02434
X6	X6 - Salesforce image	0.04515	-0.02565	0.08093	0.76946	1.00000	0.09689
X7	X7 - Product quality	-0.33084	0.25314	-0.14884	0.02434	0.09689	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.66456568					
X1	X2	X3	X4	X6	X7
0.72112839	0.78717673	0.74807048	0.54222348	0.53211529	0.77920539

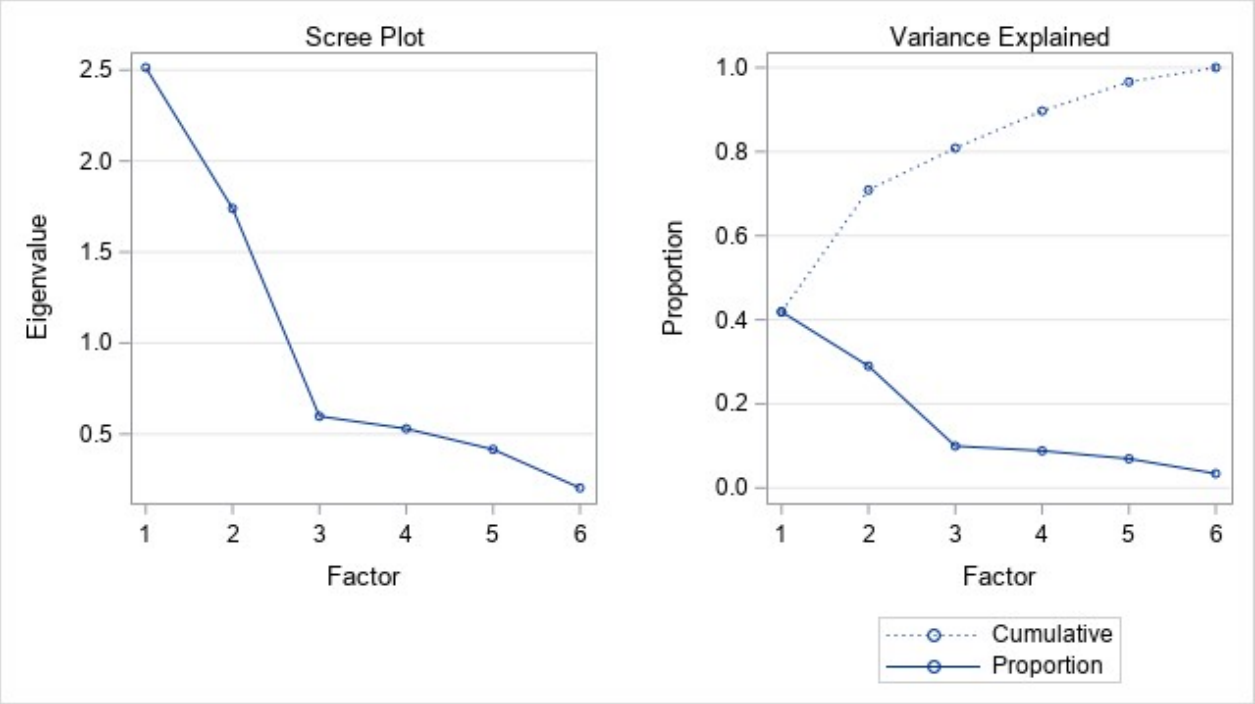
The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 6 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.51349004	0.77397297	0.4189	0.4189
2	1.73951707	1.14203204	0.2899	0.7088
3	0.59748503	0.06792392	0.0996	0.8084
4	0.52956111	0.11382997	0.0883	0.8967
5	0.41573114	0.21151554	0.0693	0.9660
6	0.20421560		0.0340	1.0000

3 factors will be retained by the NFACTOR criterion.



Factor Pattern				
		Factor1	Factor2	Factor3
X7	X7 - Product quality	0.76651	-0.16759	-0.30084

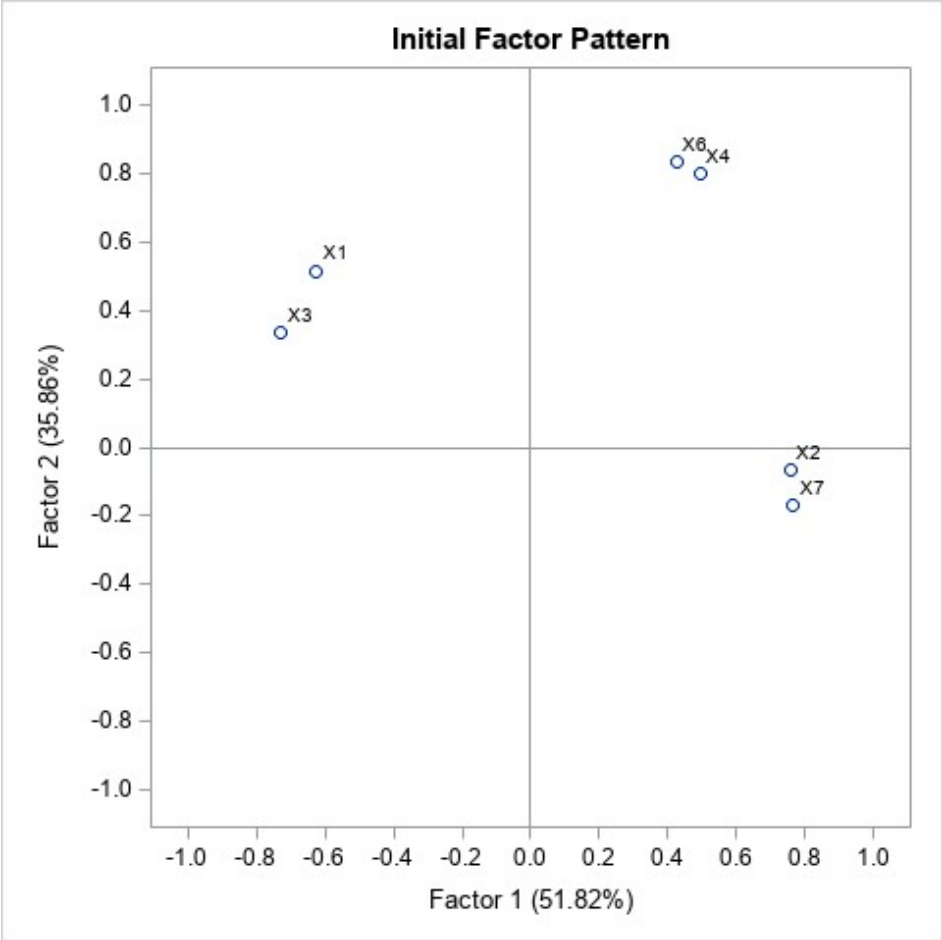
X2	X2 - Price level	0.75864	-0.06790	0.53930
X1	X1 - Delivery speed	-0.62689	0.51442	0.39167
X3	X3 - Price flexibility	-0.72967	0.33664	-0.19929
X6	X6 - Salesforce image	0.42514	0.83162	-0.14853
X4	X4 - Manufacturers image	0.49422	0.79830	-0.03091

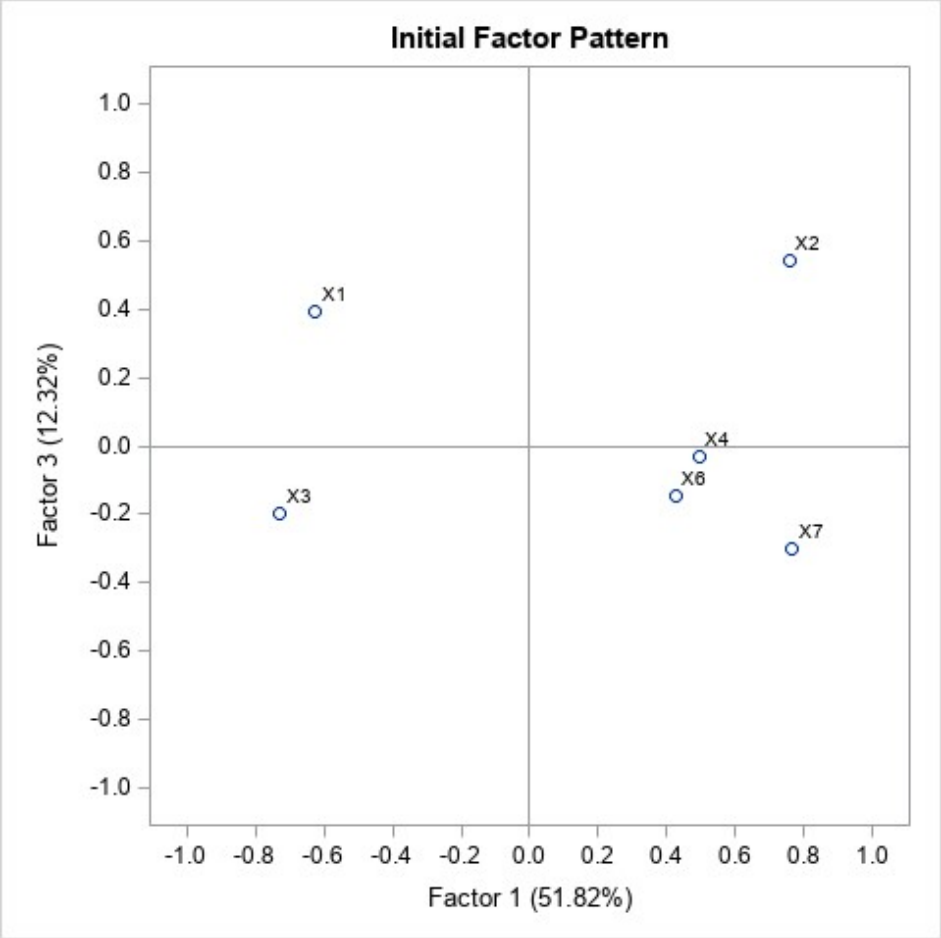
Variance Explained by Each Factor		
Factor1	**Factor2**	**Factor3**
2.5134900	1.7395171	0.5974850

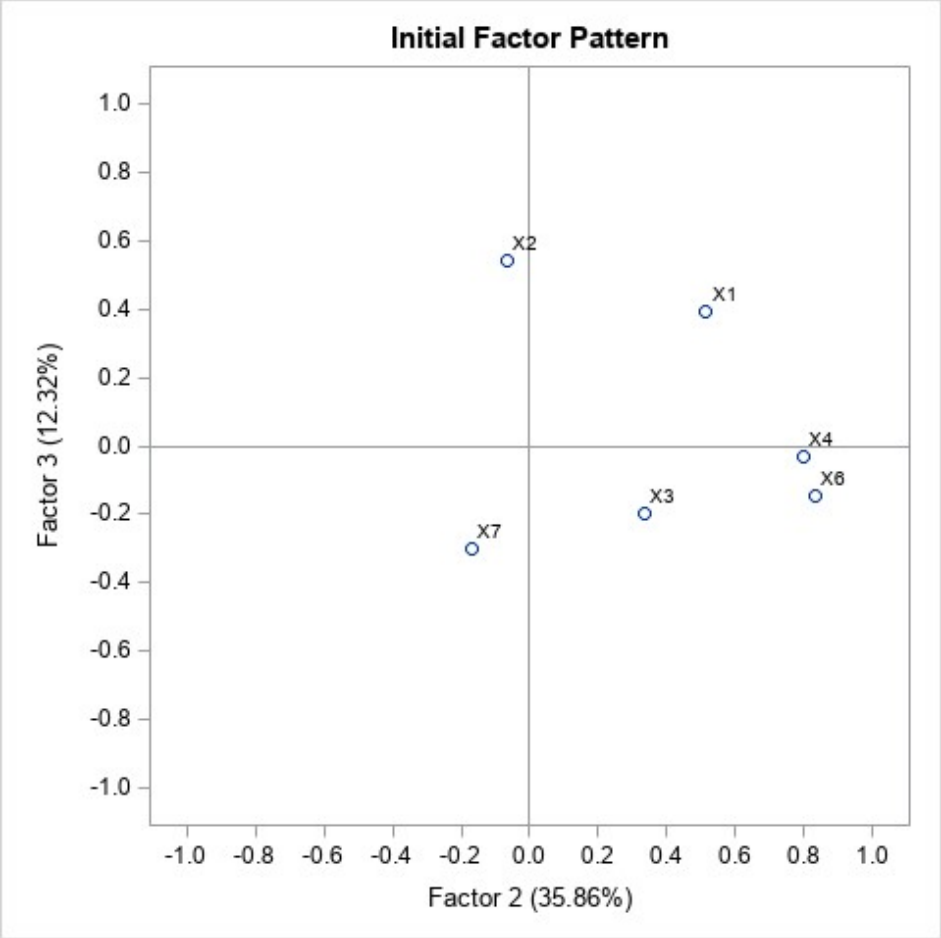
Final Communality Estimates: Total = 4.850492					
X1	**X2**	**X3**	**X4**	**X6**	**X7**
0.81102706	0.87098970	0.68545924	0.88249047	0.89439427	0.70613141

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components




Initial Factor Pattern
Factor 3 (12.32%)
Factor 1 (51.82%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
X1
X2
X3
X4
X6
X7


Initial Factor Pattern
Factor 3 (12.32%)
Factor 2 (35.86%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X1
X2
X3
X4
X6
X7

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix			
	1	2	3
1	0.42097	-0.65538	0.62710
2	0.89391	0.41710	-0.16418
3	-0.15396	0.62969	0.76144

Rotated Factor Pattern				
		Factor1	Factor2	Factor3
X6	X6 - Salesforce image	0.94523	-0.02529	0.01698
X4	X4 - Manufacturers image	0.92642	-0.01040	0.15533
X1	X1 - Delivery speed	0.13563	0.87205	-0.17935
X7	X7 - Product quality	0.21919	-0.76169	0.27913
X2	X2 - Price level	0.17564	-0.18593	0.89754
X3	X3 - Price flexibility	0.02443	0.49313	-0.66460

Variance Explained by Each Factor		
Factor1	Factor2	Factor3
1.8496093	1.6191283	1.3817546

Final Communality Estimates: Total = 4.850492					
X1	X2	X3	X4	X6	X7
0.81102706	0.87098970	0.68545924	0.88249047	0.89439427	0.70613141

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

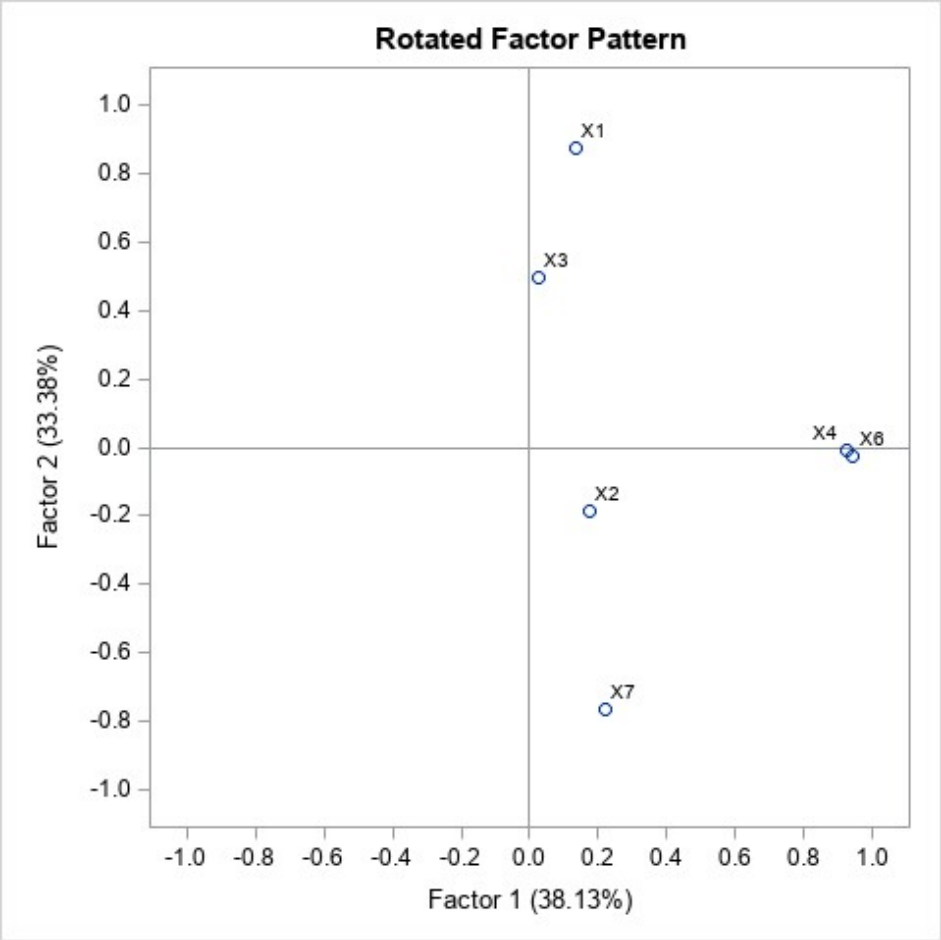
Scoring Coefficients Estimated by Regression

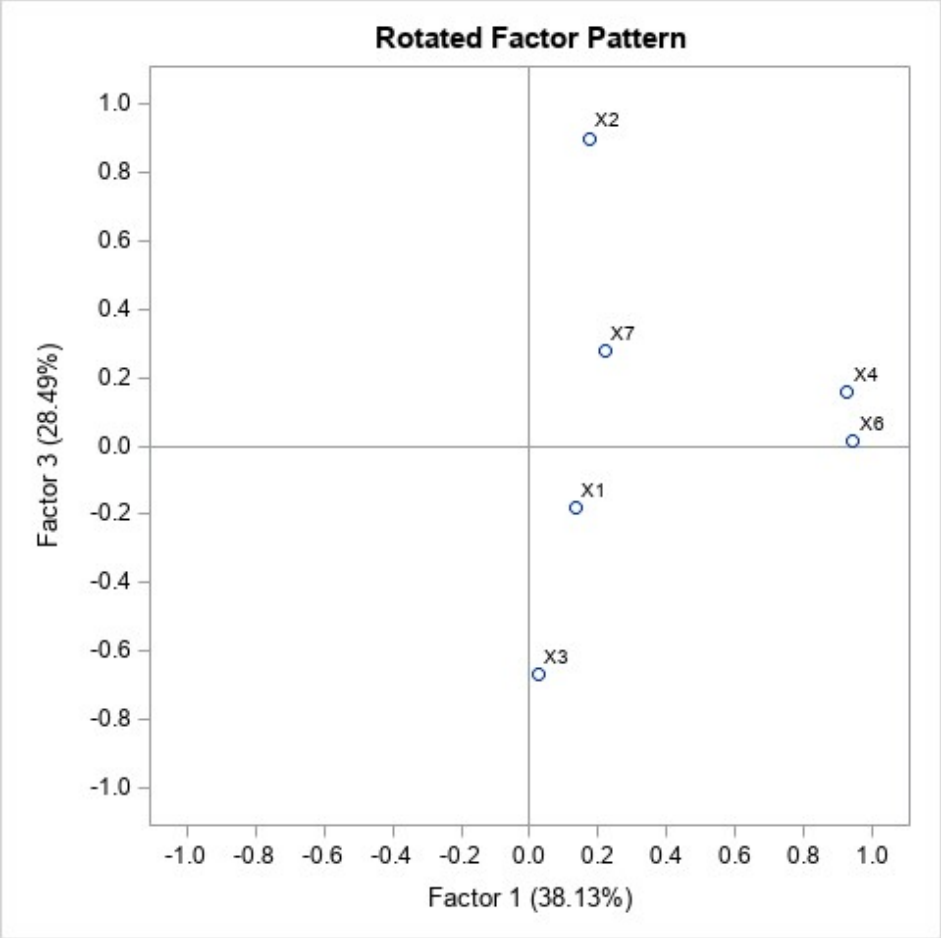
Squared Multiple Correlations of the Variables with Each Factor		
Factor1	Factor2	Factor3
1.0000000	1.0000000	1.0000000

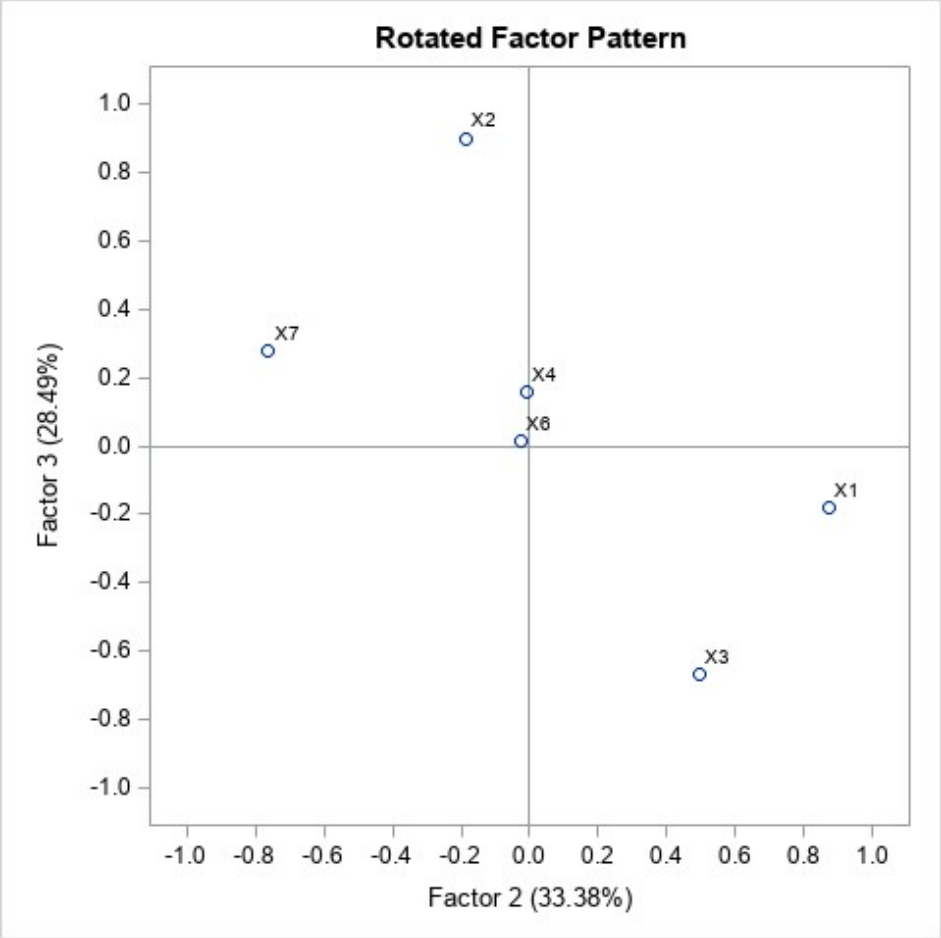
Standardized Scoring Coefficients				
		Factor1	Factor2	Factor3
X6	X6 - Salesforce image	0.53683	-0.06798	-0.16170
X4	X4 - Manufacturers image	0.50097	0.02997	0.00857
X1	X1 - Delivery speed	0.05843	0.69959	0.29419
X7	X7 - Product quality	0.11978	-0.55710	-0.17633
X2	X2 - Price level	-0.04680	0.35427	0.88297
X3	X3 - Price flexibility	0.10214	0.06094	-0.46780

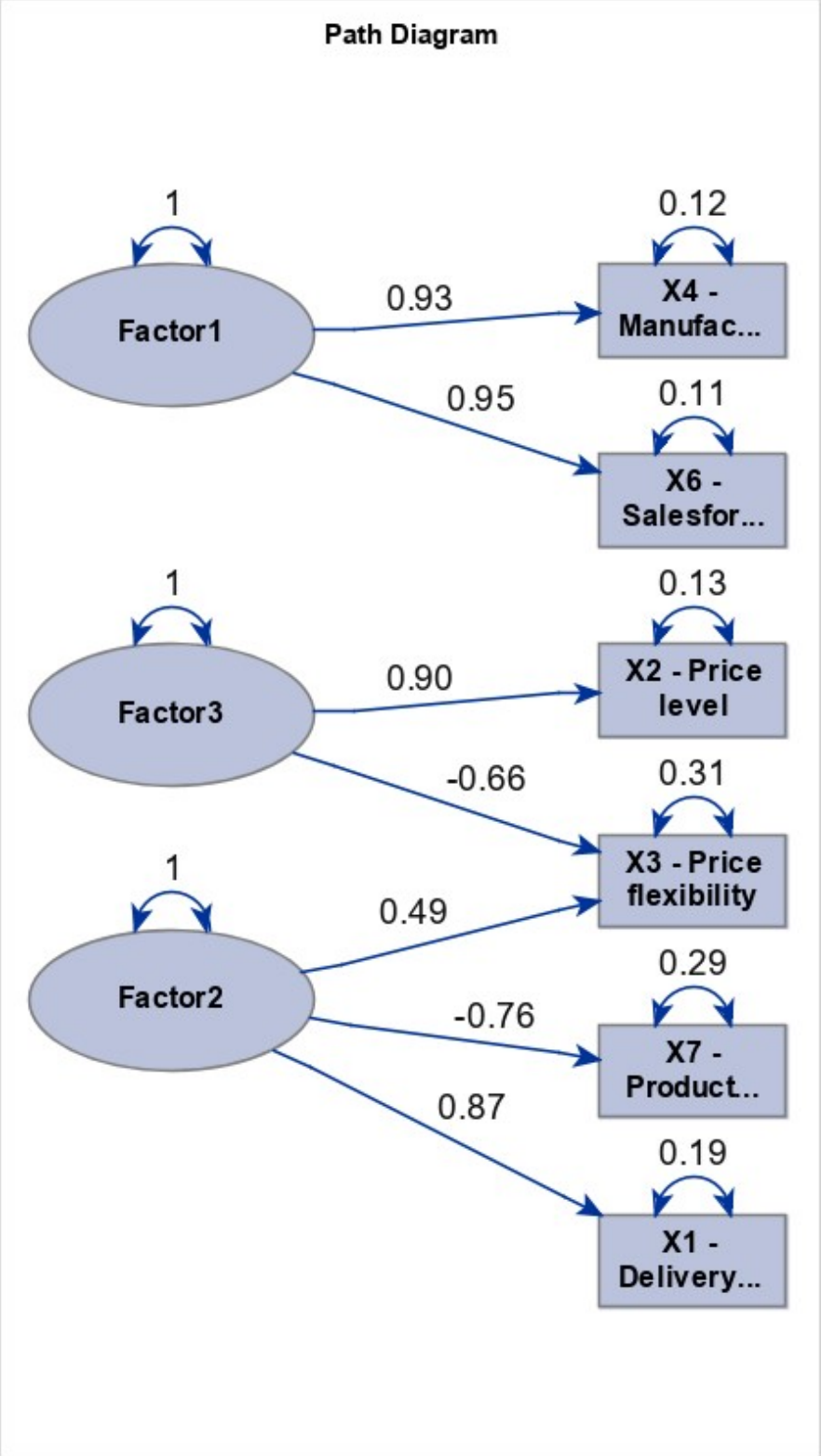
The SAS System

The FACTOR Procedure
Rotation Method: Varimax




Rotated Factor Pattern
Factor 3 (28.49%)
Factor 1 (38.13%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
X2
X7
X4
X6
X1
X3


Rotated Factor Pattern
Factor 3 (28.49%)
Factor 2 (33.38%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X2
X7
X4
X6
X1
X3


Path Diagram
1
0.12
Factor1
0.93
X4 - Manufac...
0.95
0.11
X6 - Salesfor...
1
0.13
Factor3
0.90
X2 - Price level
-0.66
0.31
X3 - Price flexibility
1
0.49
Factor2
0.29
-0.76
X7 - Product...
0.87
0.19
X1 - Delivery...

The SAS System

Obs	_TYPE_	_NAME_	X1	X2	X3	X4	X6	X7
1	MEAN		3.515	2.364	7.894	5.248	2.665	6.971
2	STD		1.321	1.196	1.387	1.131	0.771	1.585
3	N		100.000	100.000	100.000	100.000	100.000	100.000
4	CORR	X1	1.000	-0.349	0.509	0.050	0.077	-0.483
5	CORR	X2	-0.349	1.000	-0.487	0.272	0.186	0.470
6	CORR	X3	0.509	-0.487	1.000	-0.116	-0.034	-0.448
7	CORR	X4	0.050	0.272	-0.116	1.000	0.788	0.200
8	CORR	X6	0.077	0.186	-0.034	0.788	1.000	0.177
9	CORR	X7	-0.483	0.470	-0.448	0.200	0.177	1.000
10	COMMUNAL		0.811	0.871	0.685	0.882	0.894	0.706
11	PRIORS		1.000	1.000	1.000	1.000	1.000	1.000
12	EIGENVAL		2.513	1.740	0.597	0.530	0.416	0.204
13	UNROTATE	Factor1	-0.627	0.759	-0.730	0.494	0.425	0.767
14	UNROTATE	Factor2	0.514	-0.068	0.337	0.798	0.832	-0.168
15	UNROTATE	Factor3	0.392	0.539	-0.199	-0.031	-0.149	-0.301
16	TRANSFOR	Factor1	0.421	0.894	-0.154	.	.	.
17	TRANSFOR	Factor2	-0.655	0.417	0.630	.	.	.
18	TRANSFOR	Factor3	0.627	-0.164	0.761	.	.	.
19	PATTERN	Factor1	0.136	0.176	0.024	0.926	0.945	0.219
20	PATTERN	Factor2	0.872	-0.186	0.493	-0.010	-0.025	-0.762
21	PATTERN	Factor3	-0.179	0.898	-0.665	0.155	0.017	0.279
22	SCORE	Factor1	0.058	-0.047	0.102	0.501	0.537	0.120
23	SCORE	Factor2	0.700	0.354	0.061	0.030	-0.068	-0.557
24	SCORE	Factor3	0.294	0.883	-0.468	0.009	-0.162	-0.176

The SAS System

Obs	X1	X2	X3	X4	X6	X7	Factor1	Factor2	Factor3
1	4.1	0.6	6.9	4.7	2.3	5.2	-0.60895	0.38357	-0.56759
2	1.8	3.0	6.3	6.6	4.0	8.4	1.41815	-1.37416	0.19672
3	3.4	5.2	5.7	6.0	2.7	8.2	0.17250	0.26789	2.67061
4	2.7	1.0	7.1	5.9	2.3	7.8	0.05599	-1.11263	-0.93164
5	6.0	0.9	9.6	7.8	4.6	4.5	2.58375	1.72285	-1.21492
6	1.9	3.3	7.9	4.8	1.9	9.7	-0.63256	-1.48132	0.18298
7	4.6	2.4	9.5	6.6	4.5	7.6	2.08899	0.30892	-0.71824
8	1.3	4.2	6.2	5.1	2.2	6.9	-0.68937	-0.64169	1.53833
9	5.5	1.6	9.4	4.7	3.0	7.6	0.26684	0.62616	-0.77455
10	4.0	3.5	6.5	6.0	3.2	8.7	0.71050	-0.10265	1.11843
11	2.4	1.6	8.8	4.8	2.8	5.8	-0.14551	-0.38942	-1.01970
12	3.9	2.2	9.1	4.6	2.5	8.3	-0.18912	-0.26132	-0.56038
13	2.8	1.4	8.1	3.8	1.4	6.6	-1.52887	-0.45173	-0.64501
14	3.7	1.5	8.6	5.7	3.7	6.7	0.99446	-0.11104	-1.01858
15	4.7	1.3	9.9	6.7	2.6	6.8	0.82658	0.50489	-1.15495
16	3.4	2.0	9.7	4.7	1.7	4.8	-0.93652	0.74415	-0.46400
17	3.2	4.1	5.7	5.1	2.9	6.2	-0.20364	0.49740	1.98743
18	4.9	1.8	7.7	4.3	1.5	5.9	-1.24295	1.01200	0.31379
19	5.3	1.4	9.7	6.1	3.9	6.8	1.47414	0.71301	-1.15722
20	4.7	1.3	9.9	6.7	2.6	6.8	0.82658	0.50489	-1.15495
21	3.3	0.9	8.6	4.0	1.8	6.3	-1.10589	-0.23761	-1.12059
22	3.4	0.4	8.3	2.5	1.7	5.2	-1.92093	0.00968	-1.23437
23	3.0	4.0	9.1	7.1	3.4	8.4	1.44190	-0.25299	0.38743
24	2.4	1.5	6.7	4.8	2.5	7.2	-0.39944	-0.97689	-0.47781
25	5.1	1.4	8.7	4.8	2.6	3.8	-0.31601	1.69761	-0.26782
26	4.6	2.1	7.9	5.8	2.8	4.7	0.22561	1.29758	0.27317
27	2.4	1.5	6.6	4.8	2.5	7.2	-0.40680	-0.98129	-0.44407
28	5.2	1.3	9.7	6.1	3.9	6.7	1.46608	0.66555	-1.24222
29	3.5	2.8	9.9	3.5	1.7	5.4	-1.43469	0.80030	0.00575
30	4.1	3.7	5.9	5.5	3.0	8.4	0.27955	0.09303	1.56237
31	3.0	3.2	6.0	5.3	3.0	8.0	0.13905	-0.49812	0.95735
32	2.8	3.8	8.9	6.9	3.2	8.2	1.18319	-0.34436	0.32535

33	5.2	2.0	9.3	5.9	2.4	4.6	0.11736	1.72037	-0.04360
34	3.4	3.7	6.4	5.7	3.4	8.4	0.65254	-0.28576	1.15536
35	2.4	1.0	7.7	3.4	1.1	6.2	-1.97664	-0.64328	-0.79014
36	1.8	3.3	7.5	4.5	2.4	7.6	-0.60976	-0.86591	0.42209
37	3.6	4.0	5.8	5.8	2.5	9.3	0.09096	-0.35157	1.71333
38	4.0	0.9	9.1	5.4	2.6	7.3	0.21449	-0.22973	-1.40181
39	0.0	2.1	6.9	5.4	2.6	8.9	-0.05060	-2.65195	-0.84233
40	2.4	2.0	6.4	4.5	2.2	8.8	-0.66197	-1.38570	-0.12466
41	1.9	3.4	7.6	4.6	2.5	7.7	-0.48040	-0.82023	0.45314
42	5.9	0.9	9.6	7.8	4.6	4.5	2.57933	1.66988	-1.23720
43	4.9	2.3	9.3	4.5	1.3	6.2	-1.17271	1.14798	0.15329
44	5.0	1.3	8.6	4.7	2.5	3.7	-0.44536	1.65193	-0.29886
45	2.0	2.6	6.5	3.7	1.7	8.5	-1.42089	-1.28708	0.32778
46	5.0	2.5	9.4	4.6	1.4	6.3	-1.04728	1.22329	0.25818
47	3.1	1.9	10.0	4.5	3.2	3.8	-0.04328	0.78264	-0.91083
48	3.4	3.9	5.6	5.6	2.3	9.1	-0.17166	-0.41330	1.72510
49	5.8	0.2	8.8	4.5	2.4	6.7	-0.28370	0.70778	-1.31470
50	5.4	2.1	8.0	3.0	1.4	5.2	-1.90863	1.59931	0.63448
51	3.7	0.7	8.2	6.0	2.5	5.2	0.18011	0.27526	-1.05356
52	2.6	4.8	8.2	5.0	2.5	9.0	-0.18469	-0.45451	1.29892
53	4.5	4.1	6.3	5.9	3.4	8.8	0.79696	0.27576	1.68653
54	2.8	2.4	6.7	4.9	2.6	9.2	-0.15193	-1.20737	0.03324
55	3.8	0.8	8.7	2.9	2.1	5.6	-1.40352	0.19241	-1.11021
56	2.9	2.6	7.7	7.0	3.6	7.7	1.43125	-0.55660	-0.16121
57	4.9	4.4	7.4	6.9	4.0	9.6	1.80503	0.31731	1.41877
58	5.4	2.5	9.6	5.5	3.0	7.7	0.60370	0.83470	-0.20474
59	4.3	1.8	7.6	5.4	2.5	4.4	-0.20672	1.15788	0.17929
60	2.3	4.5	8.0	4.7	2.2	8.7	-0.56538	-0.58716	1.17206
61	3.1	1.9	9.9	4.5	3.1	3.8	-0.12029	0.78706	-0.85611
62	5.1	1.9	9.2	5.8	2.3	4.5	-0.01199	1.67469	-0.07464
63	4.1	1.1	9.3	5.5	2.7	7.4	0.34730	-0.15003	-1.33066
64	3.0	3.8	5.5	4.9	2.6	6.0	-0.52807	0.38522	1.87247
65	1.1	2.0	7.2	4.7	3.2	10.0	0.21509	-2.54376	-1.02589
66	3.7	1.4	9.0	4.5	2.3	6.8	-0.47092	-0.06656	-0.95393
67	4.2	2.5	9.2	6.2	3.9	7.3	1.42765	0.26123	-0.47607
68									

	1.6	4.5	6.4	5.3	2.5	7.1	-0.36052	-0.47655	1.67556
69	5.3	1.7	8.5	3.7	1.9	4.8	-1.23263	1.56481	0.09303
70	2.3	3.7	8.3	5.2	2.3	9.1	-0.19071	-0.94716	0.41837
71	3.6	5.4	5.9	6.2	2.9	8.4	0.43120	0.35925	2.73269
72	5.6	2.2	8.2	3.1	1.6	5.3	-1.69784	1.69354	0.63308
73	3.6	2.2	9.9	4.8	1.9	4.9	-0.72965	0.86800	-0.39156
74	5.2	1.3	9.1	4.5	2.7	7.3	-0.07694	0.49176	-0.86691
75	3.0	2.0	6.6	6.6	2.7	8.2	0.61202	-0.83670	-0.08073
76	4.2	2.4	9.4	4.9	2.7	8.5	0.12565	-0.10994	-0.50900
77	3.8	0.8	8.3	6.1	2.6	5.3	0.30946	0.32094	-1.02252
78	3.3	2.6	9.7	3.3	1.5	5.2	-1.69339	0.70893	-0.05633
79	1.0	1.9	7.1	4.5	3.1	9.9	0.04146	-2.59209	-1.05769
80	4.5	1.6	8.7	4.6	2.1	6.8	-0.56047	0.42356	-0.48410
81	5.5	1.8	8.7	3.8	2.1	4.9	-1.02185	1.65904	0.09162
82	3.4	4.6	5.5	8.2	4.4	6.3	2.19572	0.65740	2.16640
83	1.6	2.8	6.1	6.4	3.8	8.2	1.15944	-1.46552	0.13464
84	2.3	3.7	7.6	5.0	2.5	7.4	-0.32000	-0.40343	0.80018
85	2.6	3.0	8.5	6.0	2.8	6.8	0.39334	-0.20148	0.05779
86	2.5	3.1	7.0	4.2	2.2	9.0	-0.77413	-1.05867	0.48298
87	2.4	2.9	8.4	5.9	2.7	6.7	0.25956	-0.30014	0.00448
88	2.1	3.5	7.4	4.8	2.3	7.2	-0.57871	-0.49480	0.73810
89	2.9	1.2	7.3	6.1	2.5	8.0	0.31469	-1.02126	-0.86956
90	4.3	2.5	9.3	6.3	4.0	7.4	1.56091	0.27728	-0.51888
91	3.0	2.8	7.8	7.1	3.8	7.9	1.63389	-0.52525	-0.08842
92	4.8	1.7	7.6	4.2	1.4	5.8	-1.37230	0.96632	0.28275
93	3.1	4.2	5.1	7.8	4.0	5.9	1.68273	0.52764	2.06451
94	1.9	2.7	5.0	4.9	2.5	8.2	-0.47392	-1.30968	0.76009
95	4.0	0.5	6.7	4.5	2.1	5.0	-0.86714	0.37480	-0.53355
96	0.6	1.6	6.4	5.0	2.1	8.4	-0.60442	-2.29505	-0.75175
97	6.1	0.5	9.2	4.8	2.8	7.1	0.18892	0.80526	-1.28742
98	2.0	2.8	5.2	5.0	2.7	8.4	-0.26000	-1.30356	0.72529
99	3.1	2.2	6.7	6.8	2.9	8.4	0.85894	-0.80270	-0.00719
100	2.5	1.8	9.0	5.0	3.0	6.0	0.10877	-0.35102	-0.97990

The SAS System

Obs	X1	X2	X3	X4	X6	X7	Factor1	Factor2	Factor3
1	4.1	0.6	6.9	4.7	2.3	5.2	-0.60895	0.38357	-0.56759
2	1.8	3.0	6.3	6.6	4.0	8.4	1.41815	-1.37416	0.19672
3	3.4	5.2	5.7	6.0	2.7	8.2	0.17250	0.26789	2.67061
4	2.7	1.0	7.1	5.9	2.3	7.8	0.05599	-1.11263	-0.93164
5	6.0	0.9	9.6	7.8	4.6	4.5	2.58375	1.72285	-1.21492
6	1.9	3.3	7.9	4.8	1.9	9.7	-0.63256	-1.48132	0.18298
7	4.6	2.4	9.5	6.6	4.5	7.6	2.08899	0.30892	-0.71824
8	1.3	4.2	6.2	5.1	2.2	6.9	-0.68937	-0.64169	1.53833
9	5.5	1.6	9.4	4.7	3.0	7.6	0.26684	0.62616	-0.77455
10	4.0	3.5	6.5	6.0	3.2	8.7	0.71050	-0.10265	1.11843
11	2.4	1.6	8.8	4.8	2.8	5.8	-0.14551	-0.38942	-1.01970
12	3.9	2.2	9.1	4.6	2.5	8.3	-0.18912	-0.26132	-0.56038
13	2.8	1.4	8.1	3.8	1.4	6.6	-1.52887	-0.45173	-0.64501
14	3.7	1.5	8.6	5.7	3.7	6.7	0.99446	-0.11104	-1.01858
15	4.7	1.3	9.9	6.7	2.6	6.8	0.82658	0.50489	-1.15495
16	3.4	2.0	9.7	4.7	1.7	4.8	-0.93652	0.74415	-0.46400
17	3.2	4.1	5.7	5.1	2.9	6.2	-0.20364	0.49740	1.98743
18	4.9	1.8	7.7	4.3	1.5	5.9	-1.24295	1.01200	0.31379
19	5.3	1.4	9.7	6.1	3.9	6.8	1.47414	0.71301	-1.15722
20	4.7	1.3	9.9	6.7	2.6	6.8	0.82658	0.50489	-1.15495
21	3.3	0.9	8.6	4.0	1.8	6.3	-1.10589	-0.23761	-1.12059
22	3.4	0.4	8.3	2.5	1.7	5.2	-1.92093	0.00968	-1.23437
23	3.0	4.0	9.1	7.1	3.4	8.4	1.44190	-0.25299	0.38743
24	2.4	1.5	6.7	4.8	2.5	7.2	-0.39944	-0.97689	-0.47781
25	5.1	1.4	8.7	4.8	2.6	3.8	-0.31601	1.69761	-0.26782
26	4.6	2.1	7.9	5.8	2.8	4.7	0.22561	1.29758	0.27317
27	2.4	1.5	6.6	4.8	2.5	7.2	-0.40680	-0.98129	-0.44407
28	5.2	1.3	9.7	6.1	3.9	6.7	1.46608	0.66555	-1.24222
29	3.5	2.8	9.9	3.5	1.7	5.4	-1.43469	0.80030	0.00575
30	4.1	3.7	5.9	5.5	3.0	8.4	0.27955	0.09303	1.56237
31	3.0	3.2	6.0	5.3	3.0	8.0	0.13905	-0.49812	0.95735
32	2.8	3.8	8.9	6.9	3.2	8.2	1.18319	-0.34436	0.32535

33	5.2	2.0	9.3	5.9	2.4	4.6	0.11736	1.72037	-0.04360
34	3.4	3.7	6.4	5.7	3.4	8.4	0.65254	-0.28576	1.15536
35	2.4	1.0	7.7	3.4	1.1	6.2	-1.97664	-0.64328	-0.79014
36	1.8	3.3	7.5	4.5	2.4	7.6	-0.60976	-0.86591	0.42209
37	3.6	4.0	5.8	5.8	2.5	9.3	0.09096	-0.35157	1.71333
38	4.0	0.9	9.1	5.4	2.6	7.3	0.21449	-0.22973	-1.40181
39	0.0	2.1	6.9	5.4	2.6	8.9	-0.05060	-2.65195	-0.84233
40	2.4	2.0	6.4	4.5	2.2	8.8	-0.66197	-1.38570	-0.12466
41	1.9	3.4	7.6	4.6	2.5	7.7	-0.48040	-0.82023	0.45314
42	5.9	0.9	9.6	7.8	4.6	4.5	2.57933	1.66988	-1.23720
43	4.9	2.3	9.3	4.5	1.3	6.2	-1.17271	1.14798	0.15329
44	5.0	1.3	8.6	4.7	2.5	3.7	-0.44536	1.65193	-0.29886
45	2.0	2.6	6.5	3.7	1.7	8.5	-1.42089	-1.28708	0.32778
46	5.0	2.5	9.4	4.6	1.4	6.3	-1.04728	1.22329	0.25818
47	3.1	1.9	10.0	4.5	3.2	3.8	-0.04328	0.78264	-0.91083
48	3.4	3.9	5.6	5.6	2.3	9.1	-0.17166	-0.41330	1.72510
49	5.8	0.2	8.8	4.5	2.4	6.7	-0.28370	0.70778	-1.31470
50	5.4	2.1	8.0	3.0	1.4	5.2	-1.90863	1.59931	0.63448
51	3.7	0.7	8.2	6.0	2.5	5.2	0.18011	0.27526	-1.05356
52	2.6	4.8	8.2	5.0	2.5	9.0	-0.18469	-0.45451	1.29892
53	4.5	4.1	6.3	5.9	3.4	8.8	0.79696	0.27576	1.68653
54	2.8	2.4	6.7	4.9	2.6	9.2	-0.15193	-1.20737	0.03324
55	3.8	0.8	8.7	2.9	2.1	5.6	-1.40352	0.19241	-1.11021
56	2.9	2.6	7.7	7.0	3.6	7.7	1.43125	-0.55660	-0.16121
57	4.9	4.4	7.4	6.9	4.0	9.6	1.80503	0.31731	1.41877
58	5.4	2.5	9.6	5.5	3.0	7.7	0.60370	0.83470	-0.20474
59	4.3	1.8	7.6	5.4	2.5	4.4	-0.20672	1.15788	0.17929
60	2.3	4.5	8.0	4.7	2.2	8.7	-0.56538	-0.58716	1.17206
61	3.1	1.9	9.9	4.5	3.1	3.8	-0.12029	0.78706	-0.85611
62	5.1	1.9	9.2	5.8	2.3	4.5	-0.01199	1.67469	-0.07464
63	4.1	1.1	9.3	5.5	2.7	7.4	0.34730	-0.15003	-1.33066
64	3.0	3.8	5.5	4.9	2.6	6.0	-0.52807	0.38522	1.87247
65	1.1	2.0	7.2	4.7	3.2	10.0	0.21509	-2.54376	-1.02589
66	3.7	1.4	9.0	4.5	2.3	6.8	-0.47092	-0.06656	-0.95393
67	4.2	2.5	9.2	6.2	3.9	7.3	1.42765	0.26123	-0.47607
68									

	1.6	4.5	6.4	5.3	2.5	7.1	-0.36052	-0.47655	1.67556
69	5.3	1.7	8.5	3.7	1.9	4.8	-1.23263	1.56481	0.09303
70	2.3	3.7	8.3	5.2	2.3	9.1	-0.19071	-0.94716	0.41837
71	3.6	5.4	5.9	6.2	2.9	8.4	0.43120	0.35925	2.73269
72	5.6	2.2	8.2	3.1	1.6	5.3	-1.69784	1.69354	0.63308
73	3.6	2.2	9.9	4.8	1.9	4.9	-0.72965	0.86800	-0.39156
74	5.2	1.3	9.1	4.5	2.7	7.3	-0.07694	0.49176	-0.86691
75	3.0	2.0	6.6	6.6	2.7	8.2	0.61202	-0.83670	-0.08073
76	4.2	2.4	9.4	4.9	2.7	8.5	0.12565	-0.10994	-0.50900
77	3.8	0.8	8.3	6.1	2.6	5.3	0.30946	0.32094	-1.02252
78	3.3	2.6	9.7	3.3	1.5	5.2	-1.69339	0.70893	-0.05633
79	1.0	1.9	7.1	4.5	3.1	9.9	0.04146	-2.59209	-1.05769
80	4.5	1.6	8.7	4.6	2.1	6.8	-0.56047	0.42356	-0.48410
81	5.5	1.8	8.7	3.8	2.1	4.9	-1.02185	1.65904	0.09162
82	3.4	4.6	5.5	8.2	4.4	6.3	2.19572	0.65740	2.16640
83	1.6	2.8	6.1	6.4	3.8	8.2	1.15944	-1.46552	0.13464
84	2.3	3.7	7.6	5.0	2.5	7.4	-0.32000	-0.40343	0.80018
85	2.6	3.0	8.5	6.0	2.8	6.8	0.39334	-0.20148	0.05779
86	2.5	3.1	7.0	4.2	2.2	9.0	-0.77413	-1.05867	0.48298
87	2.4	2.9	8.4	5.9	2.7	6.7	0.25956	-0.30014	0.00448
88	2.1	3.5	7.4	4.8	2.3	7.2	-0.57871	-0.49480	0.73810
89	2.9	1.2	7.3	6.1	2.5	8.0	0.31469	-1.02126	-0.86956
90	4.3	2.5	9.3	6.3	4.0	7.4	1.56091	0.27728	-0.51888
91	3.0	2.8	7.8	7.1	3.8	7.9	1.63389	-0.52525	-0.08842
92	4.8	1.7	7.6	4.2	1.4	5.8	-1.37230	0.96632	0.28275
93	3.1	4.2	5.1	7.8	4.0	5.9	1.68273	0.52764	2.06451
94	1.9	2.7	5.0	4.9	2.5	8.2	-0.47392	-1.30968	0.76009
95	4.0	0.5	6.7	4.5	2.1	5.0	-0.86714	0.37480	-0.53355
96	0.6	1.6	6.4	5.0	2.1	8.4	-0.60442	-2.29505	-0.75175
97	6.1	0.5	9.2	4.8	2.8	7.1	0.18892	0.80526	-1.28742
98	2.0	2.8	5.2	5.0	2.7	8.4	-0.26000	-1.30356	0.72529
99	3.1	2.2	6.7	6.8	2.9	8.4	0.85894	-0.80270	-0.00719
100	2.5	1.8	9.0	5.0	3.0	6.0	0.10877	-0.35102	-0.97990

The SAS System

Obs	X1	X2	X3	X4	X6	X7	Factor1	Factor2	Factor3
1	4.1	0.6	6.9	4.7	2.3	5.2	-0.60895	0.38357	-0.56759
2	1.8	3.0	6.3	6.6	4.0	8.4	1.41815	-1.37416	0.19672
3	3.4	5.2	5.7	6.0	2.7	8.2	0.17250	0.26789	2.67061
4	2.7	1.0	7.1	5.9	2.3	7.8	0.05599	-1.11263	-0.93164
5	6.0	0.9	9.6	7.8	4.6	4.5	2.58375	1.72285	-1.21492
6	1.9	3.3	7.9	4.8	1.9	9.7	-0.63256	-1.48132	0.18298
7	4.6	2.4	9.5	6.6	4.5	7.6	2.08899	0.30892	-0.71824
8	1.3	4.2	6.2	5.1	2.2	6.9	-0.68937	-0.64169	1.53833
9	5.5	1.6	9.4	4.7	3.0	7.6	0.26684	0.62616	-0.77455
10	4.0	3.5	6.5	6.0	3.2	8.7	0.71050	-0.10265	1.11843
11	2.4	1.6	8.8	4.8	2.8	5.8	-0.14551	-0.38942	-1.01970
12	3.9	2.2	9.1	4.6	2.5	8.3	-0.18912	-0.26132	-0.56038
13	2.8	1.4	8.1	3.8	1.4	6.6	-1.52887	-0.45173	-0.64501
14	3.7	1.5	8.6	5.7	3.7	6.7	0.99446	-0.11104	-1.01858
15	4.7	1.3	9.9	6.7	2.6	6.8	0.82658	0.50489	-1.15495
16	3.4	2.0	9.7	4.7	1.7	4.8	-0.93652	0.74415	-0.46400
17	3.2	4.1	5.7	5.1	2.9	6.2	-0.20364	0.49740	1.98743
18	4.9	1.8	7.7	4.3	1.5	5.9	-1.24295	1.01200	0.31379
19	5.3	1.4	9.7	6.1	3.9	6.8	1.47414	0.71301	-1.15722
20	4.7	1.3	9.9	6.7	2.6	6.8	0.82658	0.50489	-1.15495
21	3.3	0.9	8.6	4.0	1.8	6.3	-1.10589	-0.23761	-1.12059
22	3.4	0.4	8.3	2.5	1.7	5.2	-1.92093	0.00968	-1.23437
23	3.0	4.0	9.1	7.1	3.4	8.4	1.44190	-0.25299	0.38743
24	2.4	1.5	6.7	4.8	2.5	7.2	-0.39944	-0.97689	-0.47781
25	5.1	1.4	8.7	4.8	2.6	3.8	-0.31601	1.69761	-0.26782
26	4.6	2.1	7.9	5.8	2.8	4.7	0.22561	1.29758	0.27317
27	2.4	1.5	6.6	4.8	2.5	7.2	-0.40680	-0.98129	-0.44407
28	5.2	1.3	9.7	6.1	3.9	6.7	1.46608	0.66555	-1.24222
29	3.5	2.8	9.9	3.5	1.7	5.4	-1.43469	0.80030	0.00575
30	4.1	3.7	5.9	5.5	3.0	8.4	0.27955	0.09303	1.56237
31	3.0	3.2	6.0	5.3	3.0	8.0	0.13905	-0.49812	0.95735
32	2.8	3.8	8.9	6.9	3.2	8.2	1.18319	-0.34436	0.32535

33	5.2	2.0	9.3	5.9	2.4	4.6	0.11736	1.72037	-0.04360
34	3.4	3.7	6.4	5.7	3.4	8.4	0.65254	-0.28576	1.15536
35	2.4	1.0	7.7	3.4	1.1	6.2	-1.97664	-0.64328	-0.79014
36	1.8	3.3	7.5	4.5	2.4	7.6	-0.60976	-0.86591	0.42209
37	3.6	4.0	5.8	5.8	2.5	9.3	0.09096	-0.35157	1.71333
38	4.0	0.9	9.1	5.4	2.6	7.3	0.21449	-0.22973	-1.40181
39	0.0	2.1	6.9	5.4	2.6	8.9	-0.05060	-2.65195	-0.84233
40	2.4	2.0	6.4	4.5	2.2	8.8	-0.66197	-1.38570	-0.12466
41	1.9	3.4	7.6	4.6	2.5	7.7	-0.48040	-0.82023	0.45314
42	5.9	0.9	9.6	7.8	4.6	4.5	2.57933	1.66988	-1.23720
43	4.9	2.3	9.3	4.5	1.3	6.2	-1.17271	1.14798	0.15329
44	5.0	1.3	8.6	4.7	2.5	3.7	-0.44536	1.65193	-0.29886
45	2.0	2.6	6.5	3.7	1.7	8.5	-1.42089	-1.28708	0.32778
46	5.0	2.5	9.4	4.6	1.4	6.3	-1.04728	1.22329	0.25818
47	3.1	1.9	10.0	4.5	3.2	3.8	-0.04328	0.78264	-0.91083
48	3.4	3.9	5.6	5.6	2.3	9.1	-0.17166	-0.41330	1.72510
49	5.8	0.2	8.8	4.5	2.4	6.7	-0.28370	0.70778	-1.31470
50	5.4	2.1	8.0	3.0	1.4	5.2	-1.90863	1.59931	0.63448
51	3.7	0.7	8.2	6.0	2.5	5.2	0.18011	0.27526	-1.05356
52	2.6	4.8	8.2	5.0	2.5	9.0	-0.18469	-0.45451	1.29892
53	4.5	4.1	6.3	5.9	3.4	8.8	0.79696	0.27576	1.68653
54	2.8	2.4	6.7	4.9	2.6	9.2	-0.15193	-1.20737	0.03324
55	3.8	0.8	8.7	2.9	2.1	5.6	-1.40352	0.19241	-1.11021
56	2.9	2.6	7.7	7.0	3.6	7.7	1.43125	-0.55660	-0.16121
57	4.9	4.4	7.4	6.9	4.0	9.6	1.80503	0.31731	1.41877
58	5.4	2.5	9.6	5.5	3.0	7.7	0.60370	0.83470	-0.20474
59	4.3	1.8	7.6	5.4	2.5	4.4	-0.20672	1.15788	0.17929
60	2.3	4.5	8.0	4.7	2.2	8.7	-0.56538	-0.58716	1.17206
61	3.1	1.9	9.9	4.5	3.1	3.8	-0.12029	0.78706	-0.85611
62	5.1	1.9	9.2	5.8	2.3	4.5	-0.01199	1.67469	-0.07464
63	4.1	1.1	9.3	5.5	2.7	7.4	0.34730	-0.15003	-1.33066
64	3.0	3.8	5.5	4.9	2.6	6.0	-0.52807	0.38522	1.87247
65	1.1	2.0	7.2	4.7	3.2	10.0	0.21509	-2.54376	-1.02589
66	3.7	1.4	9.0	4.5	2.3	6.8	-0.47092	-0.06656	-0.95393
67	4.2	2.5	9.2	6.2	3.9	7.3	1.42765	0.26123	-0.47607
68									

	1.6	4.5	6.4	5.3	2.5	7.1	-0.36052	-0.47655	1.67556
69	5.3	1.7	8.5	3.7	1.9	4.8	-1.23263	1.56481	0.09303
70	2.3	3.7	8.3	5.2	2.3	9.1	-0.19071	-0.94716	0.41837
71	3.6	5.4	5.9	6.2	2.9	8.4	0.43120	0.35925	2.73269
72	5.6	2.2	8.2	3.1	1.6	5.3	-1.69784	1.69354	0.63308
73	3.6	2.2	9.9	4.8	1.9	4.9	-0.72965	0.86800	-0.39156
74	5.2	1.3	9.1	4.5	2.7	7.3	-0.07694	0.49176	-0.86691
75	3.0	2.0	6.6	6.6	2.7	8.2	0.61202	-0.83670	-0.08073
76	4.2	2.4	9.4	4.9	2.7	8.5	0.12565	-0.10994	-0.50900
77	3.8	0.8	8.3	6.1	2.6	5.3	0.30946	0.32094	-1.02252
78	3.3	2.6	9.7	3.3	1.5	5.2	-1.69339	0.70893	-0.05633
79	1.0	1.9	7.1	4.5	3.1	9.9	0.04146	-2.59209	-1.05769
80	4.5	1.6	8.7	4.6	2.1	6.8	-0.56047	0.42356	-0.48410
81	5.5	1.8	8.7	3.8	2.1	4.9	-1.02185	1.65904	0.09162
82	3.4	4.6	5.5	8.2	4.4	6.3	2.19572	0.65740	2.16640
83	1.6	2.8	6.1	6.4	3.8	8.2	1.15944	-1.46552	0.13464
84	2.3	3.7	7.6	5.0	2.5	7.4	-0.32000	-0.40343	0.80018
85	2.6	3.0	8.5	6.0	2.8	6.8	0.39334	-0.20148	0.05779
86	2.5	3.1	7.0	4.2	2.2	9.0	-0.77413	-1.05867	0.48298
87	2.4	2.9	8.4	5.9	2.7	6.7	0.25956	-0.30014	0.00448
88	2.1	3.5	7.4	4.8	2.3	7.2	-0.57871	-0.49480	0.73810
89	2.9	1.2	7.3	6.1	2.5	8.0	0.31469	-1.02126	-0.86956
90	4.3	2.5	9.3	6.3	4.0	7.4	1.56091	0.27728	-0.51888
91	3.0	2.8	7.8	7.1	3.8	7.9	1.63389	-0.52525	-0.08842
92	4.8	1.7	7.6	4.2	1.4	5.8	-1.37230	0.96632	0.28275
93	3.1	4.2	5.1	7.8	4.0	5.9	1.68273	0.52764	2.06451
94	1.9	2.7	5.0	4.9	2.5	8.2	-0.47392	-1.30968	0.76009
95	4.0	0.5	6.7	4.5	2.1	5.0	-0.86714	0.37480	-0.53355
96	0.6	1.6	6.4	5.0	2.1	8.4	-0.60442	-2.29505	-0.75175
97	6.1	0.5	9.2	4.8	2.8	7.1	0.18892	0.80526	-1.28742
98	2.0	2.8	5.2	5.0	2.7	8.4	-0.26000	-1.30356	0.72529
99	3.1	2.2	6.7	6.8	2.9	8.4	0.85894	-0.80270	-0.00719
100	2.5	1.8	9.0	5.0	3.0	6.0	0.10877	-0.35102	-0.97990

The SAS System

Obs	X1	X2	X3	X4	X6	X7	Factor1	Factor2	Factor3
1	4.1	0.6	6.9	4.7	2.3	5.2	-0.60895	0.38357	-0.56759
2	1.8	3.0	6.3	6.6	4.0	8.4	1.41815	-1.37416	0.19672
3	3.4	5.2	5.7	6.0	2.7	8.2	0.17250	0.26789	2.67061
4	2.7	1.0	7.1	5.9	2.3	7.8	0.05599	-1.11263	-0.93164
5	6.0	0.9	9.6	7.8	4.6	4.5	2.58375	1.72285	-1.21492
6	1.9	3.3	7.9	4.8	1.9	9.7	-0.63256	-1.48132	0.18298
7	4.6	2.4	9.5	6.6	4.5	7.6	2.08899	0.30892	-0.71824
8	1.3	4.2	6.2	5.1	2.2	6.9	-0.68937	-0.64169	1.53833
9	5.5	1.6	9.4	4.7	3.0	7.6	0.26684	0.62616	-0.77455
10	4.0	3.5	6.5	6.0	3.2	8.7	0.71050	-0.10265	1.11843
11	2.4	1.6	8.8	4.8	2.8	5.8	-0.14551	-0.38942	-1.01970
12	3.9	2.2	9.1	4.6	2.5	8.3	-0.18912	-0.26132	-0.56038
13	2.8	1.4	8.1	3.8	1.4	6.6	-1.52887	-0.45173	-0.64501
14	3.7	1.5	8.6	5.7	3.7	6.7	0.99446	-0.11104	-1.01858
15	4.7	1.3	9.9	6.7	2.6	6.8	0.82658	0.50489	-1.15495
16	3.4	2.0	9.7	4.7	1.7	4.8	-0.93652	0.74415	-0.46400
17	3.2	4.1	5.7	5.1	2.9	6.2	-0.20364	0.49740	1.98743
18	4.9	1.8	7.7	4.3	1.5	5.9	-1.24295	1.01200	0.31379
19	5.3	1.4	9.7	6.1	3.9	6.8	1.47414	0.71301	-1.15722
20	4.7	1.3	9.9	6.7	2.6	6.8	0.82658	0.50489	-1.15495
21	3.3	0.9	8.6	4.0	1.8	6.3	-1.10589	-0.23761	-1.12059
22	3.4	0.4	8.3	2.5	1.7	5.2	-1.92093	0.00968	-1.23437
23	3.0	4.0	9.1	7.1	3.4	8.4	1.44190	-0.25299	0.38743
24	2.4	1.5	6.7	4.8	2.5	7.2	-0.39944	-0.97689	-0.47781
25	5.1	1.4	8.7	4.8	2.6	3.8	-0.31601	1.69761	-0.26782
26	4.6	2.1	7.9	5.8	2.8	4.7	0.22561	1.29758	0.27317
27	2.4	1.5	6.6	4.8	2.5	7.2	-0.40680	-0.98129	-0.44407
28	5.2	1.3	9.7	6.1	3.9	6.7	1.46608	0.66555	-1.24222
29	3.5	2.8	9.9	3.5	1.7	5.4	-1.43469	0.80030	0.00575
30	4.1	3.7	5.9	5.5	3.0	8.4	0.27955	0.09303	1.56237
31	3.0	3.2	6.0	5.3	3.0	8.0	0.13905	-0.49812	0.95735
32	2.8	3.8	8.9	6.9	3.2	8.2	1.18319	-0.34436	0.32535

33	5.2	2.0	9.3	5.9	2.4	4.6	0.11736	1.72037	-0.04360
34	3.4	3.7	6.4	5.7	3.4	8.4	0.65254	-0.28576	1.15536
35	2.4	1.0	7.7	3.4	1.1	6.2	-1.97664	-0.64328	-0.79014
36	1.8	3.3	7.5	4.5	2.4	7.6	-0.60976	-0.86591	0.42209
37	3.6	4.0	5.8	5.8	2.5	9.3	0.09096	-0.35157	1.71333
38	4.0	0.9	9.1	5.4	2.6	7.3	0.21449	-0.22973	-1.40181
39	0.0	2.1	6.9	5.4	2.6	8.9	-0.05060	-2.65195	-0.84233
40	2.4	2.0	6.4	4.5	2.2	8.8	-0.66197	-1.38570	-0.12466
41	1.9	3.4	7.6	4.6	2.5	7.7	-0.48040	-0.82023	0.45314
42	5.9	0.9	9.6	7.8	4.6	4.5	2.57933	1.66988	-1.23720
43	4.9	2.3	9.3	4.5	1.3	6.2	-1.17271	1.14798	0.15329
44	5.0	1.3	8.6	4.7	2.5	3.7	-0.44536	1.65193	-0.29886
45	2.0	2.6	6.5	3.7	1.7	8.5	-1.42089	-1.28708	0.32778
46	5.0	2.5	9.4	4.6	1.4	6.3	-1.04728	1.22329	0.25818
47	3.1	1.9	10.0	4.5	3.2	3.8	-0.04328	0.78264	-0.91083
48	3.4	3.9	5.6	5.6	2.3	9.1	-0.17166	-0.41330	1.72510
49	5.8	0.2	8.8	4.5	2.4	6.7	-0.28370	0.70778	-1.31470
50	5.4	2.1	8.0	3.0	1.4	5.2	-1.90863	1.59931	0.63448
51	3.7	0.7	8.2	6.0	2.5	5.2	0.18011	0.27526	-1.05356
52	2.6	4.8	8.2	5.0	2.5	9.0	-0.18469	-0.45451	1.29892
53	4.5	4.1	6.3	5.9	3.4	8.8	0.79696	0.27576	1.68653
54	2.8	2.4	6.7	4.9	2.6	9.2	-0.15193	-1.20737	0.03324
55	3.8	0.8	8.7	2.9	2.1	5.6	-1.40352	0.19241	-1.11021
56	2.9	2.6	7.7	7.0	3.6	7.7	1.43125	-0.55660	-0.16121
57	4.9	4.4	7.4	6.9	4.0	9.6	1.80503	0.31731	1.41877
58	5.4	2.5	9.6	5.5	3.0	7.7	0.60370	0.83470	-0.20474
59	4.3	1.8	7.6	5.4	2.5	4.4	-0.20672	1.15788	0.17929
60	2.3	4.5	8.0	4.7	2.2	8.7	-0.56538	-0.58716	1.17206
61	3.1	1.9	9.9	4.5	3.1	3.8	-0.12029	0.78706	-0.85611
62	5.1	1.9	9.2	5.8	2.3	4.5	-0.01199	1.67469	-0.07464
63	4.1	1.1	9.3	5.5	2.7	7.4	0.34730	-0.15003	-1.33066
64	3.0	3.8	5.5	4.9	2.6	6.0	-0.52807	0.38522	1.87247
65	1.1	2.0	7.2	4.7	3.2	10.0	0.21509	-2.54376	-1.02589
66	3.7	1.4	9.0	4.5	2.3	6.8	-0.47092	-0.06656	-0.95393
67	4.2	2.5	9.2	6.2	3.9	7.3	1.42765	0.26123	-0.47607
68									

	1.6	4.5	6.4	5.3	2.5	7.1	-0.36052	-0.47655	1.67556
69	5.3	1.7	8.5	3.7	1.9	4.8	-1.23263	1.56481	0.09303
70	2.3	3.7	8.3	5.2	2.3	9.1	-0.19071	-0.94716	0.41837
71	3.6	5.4	5.9	6.2	2.9	8.4	0.43120	0.35925	2.73269
72	5.6	2.2	8.2	3.1	1.6	5.3	-1.69784	1.69354	0.63308
73	3.6	2.2	9.9	4.8	1.9	4.9	-0.72965	0.86800	-0.39156
74	5.2	1.3	9.1	4.5	2.7	7.3	-0.07694	0.49176	-0.86691
75	3.0	2.0	6.6	6.6	2.7	8.2	0.61202	-0.83670	-0.08073
76	4.2	2.4	9.4	4.9	2.7	8.5	0.12565	-0.10994	-0.50900
77	3.8	0.8	8.3	6.1	2.6	5.3	0.30946	0.32094	-1.02252
78	3.3	2.6	9.7	3.3	1.5	5.2	-1.69339	0.70893	-0.05633
79	1.0	1.9	7.1	4.5	3.1	9.9	0.04146	-2.59209	-1.05769
80	4.5	1.6	8.7	4.6	2.1	6.8	-0.56047	0.42356	-0.48410
81	5.5	1.8	8.7	3.8	2.1	4.9	-1.02185	1.65904	0.09162
82	3.4	4.6	5.5	8.2	4.4	6.3	2.19572	0.65740	2.16640
83	1.6	2.8	6.1	6.4	3.8	8.2	1.15944	-1.46552	0.13464
84	2.3	3.7	7.6	5.0	2.5	7.4	-0.32000	-0.40343	0.80018
85	2.6	3.0	8.5	6.0	2.8	6.8	0.39334	-0.20148	0.05779
86	2.5	3.1	7.0	4.2	2.2	9.0	-0.77413	-1.05867	0.48298
87	2.4	2.9	8.4	5.9	2.7	6.7	0.25956	-0.30014	0.00448
88	2.1	3.5	7.4	4.8	2.3	7.2	-0.57871	-0.49480	0.73810
89	2.9	1.2	7.3	6.1	2.5	8.0	0.31469	-1.02126	-0.86956
90	4.3	2.5	9.3	6.3	4.0	7.4	1.56091	0.27728	-0.51888
91	3.0	2.8	7.8	7.1	3.8	7.9	1.63389	-0.52525	-0.08842
92	4.8	1.7	7.6	4.2	1.4	5.8	-1.37230	0.96632	0.28275
93	3.1	4.2	5.1	7.8	4.0	5.9	1.68273	0.52764	2.06451
94	1.9	2.7	5.0	4.9	2.5	8.2	-0.47392	-1.30968	0.76009
95	4.0	0.5	6.7	4.5	2.1	5.0	-0.86714	0.37480	-0.53355
96	0.6	1.6	6.4	5.0	2.1	8.4	-0.60442	-2.29505	-0.75175
97	6.1	0.5	9.2	4.8	2.8	7.1	0.18892	0.80526	-1.28742
98	2.0	2.8	5.2	5.0	2.7	8.4	-0.26000	-1.30356	0.72529
99	3.1	2.2	6.7	6.8	2.9	8.4	0.85894	-0.80270	-0.00719
100	2.5	1.8	9.0	5.0	3.0	6.0	0.10877	-0.35102	-0.97990

The SAS System

Obs	X1	X2	X3	X4	X6	X7
1	4.1	0.6	6.9	4.7	2.3	5.2
2	1.8	3.0	6.3	6.6	4.0	8.4
3	3.4	5.2	5.7	6.0	2.7	8.2
4	2.7	1.0	7.1	5.9	2.3	7.8
5	6.0	0.9	9.6	7.8	4.6	4.5
6	1.9	3.3	7.9	4.8	1.9	9.7
7	4.6	2.4	9.5	6.6	4.5	7.6
8	1.3	4.2	6.2	5.1	2.2	6.9
9	5.5	1.6	9.4	4.7	3.0	7.6
10	4.0	3.5	6.5	6.0	3.2	8.7
11	2.4	1.6	8.8	4.8	2.8	5.8
12	3.9	2.2	9.1	4.6	2.5	8.3
13	2.8	1.4	8.1	3.8	1.4	6.6
14	3.7	1.5	8.6	5.7	3.7	6.7
15	4.7	1.3	9.9	6.7	2.6	6.8
16	3.4	2.0	9.7	4.7	1.7	4.8
17	3.2	4.1	5.7	5.1	2.9	6.2
18	4.9	1.8	7.7	4.3	1.5	5.9
19	5.3	1.4	9.7	6.1	3.9	6.8
20	4.7	1.3	9.9	6.7	2.6	6.8
21	3.3	0.9	8.6	4.0	1.8	6.3
22	3.4	0.4	8.3	2.5	1.7	5.2
23	3.0	4.0	9.1	7.1	3.4	8.4
24	2.4	1.5	6.7	4.8	2.5	7.2
25	5.1	1.4	8.7	4.8	2.6	3.8
26	4.6	2.1	7.9	5.8	2.8	4.7
27	2.4	1.5	6.6	4.8	2.5	7.2
28	5.2	1.3	9.7	6.1	3.9	6.7
29	3.5	2.8	9.9	3.5	1.7	5.4
30	4.1	3.7	5.9	5.5	3.0	8.4
31	3.0	3.2	6.0	5.3	3.0	8.0
32	2.8	3.8	8.9	6.9	3.2	8.2

33	5.2	2.0	9.3	5.9	2.4	4.6
34	3.4	3.7	6.4	5.7	3.4	8.4
35	2.4	1.0	7.7	3.4	1.1	6.2
36	1.8	3.3	7.5	4.5	2.4	7.6
37	3.6	4.0	5.8	5.8	2.5	9.3
38	4.0	0.9	9.1	5.4	2.6	7.3
39	0.0	2.1	6.9	5.4	2.6	8.9
40	2.4	2.0	6.4	4.5	2.2	8.8
41	1.9	3.4	7.6	4.6	2.5	7.7
42	5.9	0.9	9.6	7.8	4.6	4.5
43	4.9	2.3	9.3	4.5	1.3	6.2
44	5.0	1.3	8.6	4.7	2.5	3.7
45	2.0	2.6	6.5	3.7	1.7	8.5
46	5.0	2.5	9.4	4.6	1.4	6.3
47	3.1	1.9	10.0	4.5	3.2	3.8
48	3.4	3.9	5.6	5.6	2.3	9.1
49	5.8	0.2	8.8	4.5	2.4	6.7
50	5.4	2.1	8.0	3.0	1.4	5.2
51	3.7	0.7	8.2	6.0	2.5	5.2
52	2.6	4.8	8.2	5.0	2.5	9.0
53	4.5	4.1	6.3	5.9	3.4	8.8
54	2.8	2.4	6.7	4.9	2.6	9.2
55	3.8	0.8	8.7	2.9	2.1	5.6
56	2.9	2.6	7.7	7.0	3.6	7.7
57	4.9	4.4	7.4	6.9	4.0	9.6
58	5.4	2.5	9.6	5.5	3.0	7.7
59	4.3	1.8	7.6	5.4	2.5	4.4
60	2.3	4.5	8.0	4.7	2.2	8.7
61	3.1	1.9	9.9	4.5	3.1	3.8
62	5.1	1.9	9.2	5.8	2.3	4.5
63	4.1	1.1	9.3	5.5	2.7	7.4
64	3.0	3.8	5.5	4.9	2.6	6.0
65	1.1	2.0	7.2	4.7	3.2	10.0
66	3.7	1.4	9.0	4.5	2.3	6.8
67	4.2	2.5	9.2	6.2	3.9	7.3
68						

	1.6	4.5	6.4	5.3	2.5	7.1
69	5.3	1.7	8.5	3.7	1.9	4.8
70	2.3	3.7	8.3	5.2	2.3	9.1
71	3.6	5.4	5.9	6.2	2.9	8.4
72	5.6	2.2	8.2	3.1	1.6	5.3
73	3.6	2.2	9.9	4.8	1.9	4.9
74	5.2	1.3	9.1	4.5	2.7	7.3
75	3.0	2.0	6.6	6.6	2.7	8.2
76	4.2	2.4	9.4	4.9	2.7	8.5
77	3.8	0.8	8.3	6.1	2.6	5.3
78	3.3	2.6	9.7	3.3	1.5	5.2
79	1.0	1.9	7.1	4.5	3.1	9.9
80	4.5	1.6	8.7	4.6	2.1	6.8
81	5.5	1.8	8.7	3.8	2.1	4.9
82	3.4	4.6	5.5	8.2	4.4	6.3
83	1.6	2.8	6.1	6.4	3.8	8.2
84	2.3	3.7	7.6	5.0	2.5	7.4
85	2.6	3.0	8.5	6.0	2.8	6.8
86	2.5	3.1	7.0	4.2	2.2	9.0
87	2.4	2.9	8.4	5.9	2.7	6.7
88	2.1	3.5	7.4	4.8	2.3	7.2
89	2.9	1.2	7.3	6.1	2.5	8.0
90	4.3	2.5	9.3	6.3	4.0	7.4
91	3.0	2.8	7.8	7.1	3.8	7.9
92	4.8	1.7	7.6	4.2	1.4	5.8
93	3.1	4.2	5.1	7.8	4.0	5.9
94	1.9	2.7	5.0	4.9	2.5	8.2
95	4.0	0.5	6.7	4.5	2.1	5.0
96	0.6	1.6	6.4	5.0	2.1	8.4
97	6.1	0.5	9.2	4.8	2.8	7.1
98	2.0	2.8	5.2	5.0	2.7	8.4
99	3.1	2.2	6.7	6.8	2.9	8.4
100	2.5	1.8	9.0	5.0	3.0	6.0

The SAS System

The PRINCOMP Procedure

Observations	100
Variables	6

Simple Statistics

	X1	X2	X3	X4	X6	X7
Mean	3.515000000	2.364000000	7.894000000	5.248000000	2.665000000	6.971000000
StD	1.320726384	1.195658814	1.386502030	1.131413704	0.770854832	1.585240956

Correlation Matrix

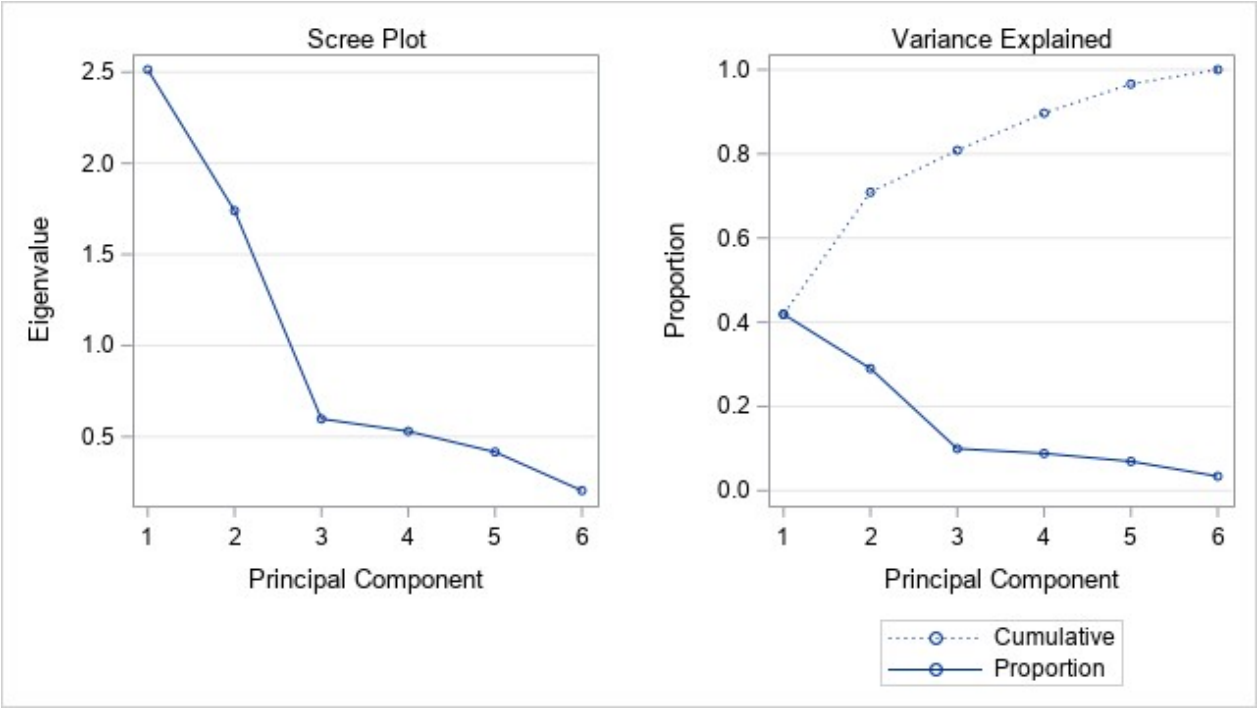
		X1	X2	X3	X4	X6	X7
X1	X1 - Delivery speed	1.0000	-.3492	0.5093	0.0504	0.0771	-.4826
X2	X2 - Price level	-.3492	1.0000	-.4872	0.2722	0.1862	0.4697
X3	X3 - Price flexibility	0.5093	-.4872	1.0000	-.1161	-.0343	-.4481
X4	X4 - Manufacturers image	0.0504	0.2722	-.1161	1.0000	0.7882	0.2000
X6	X6 - Salesforce image	0.0771	0.1862	-.0343	0.7882	1.0000	0.1773
X7	X7 - Product quality	-.4826	0.4697	-.4481	0.2000	0.1773	1.0000

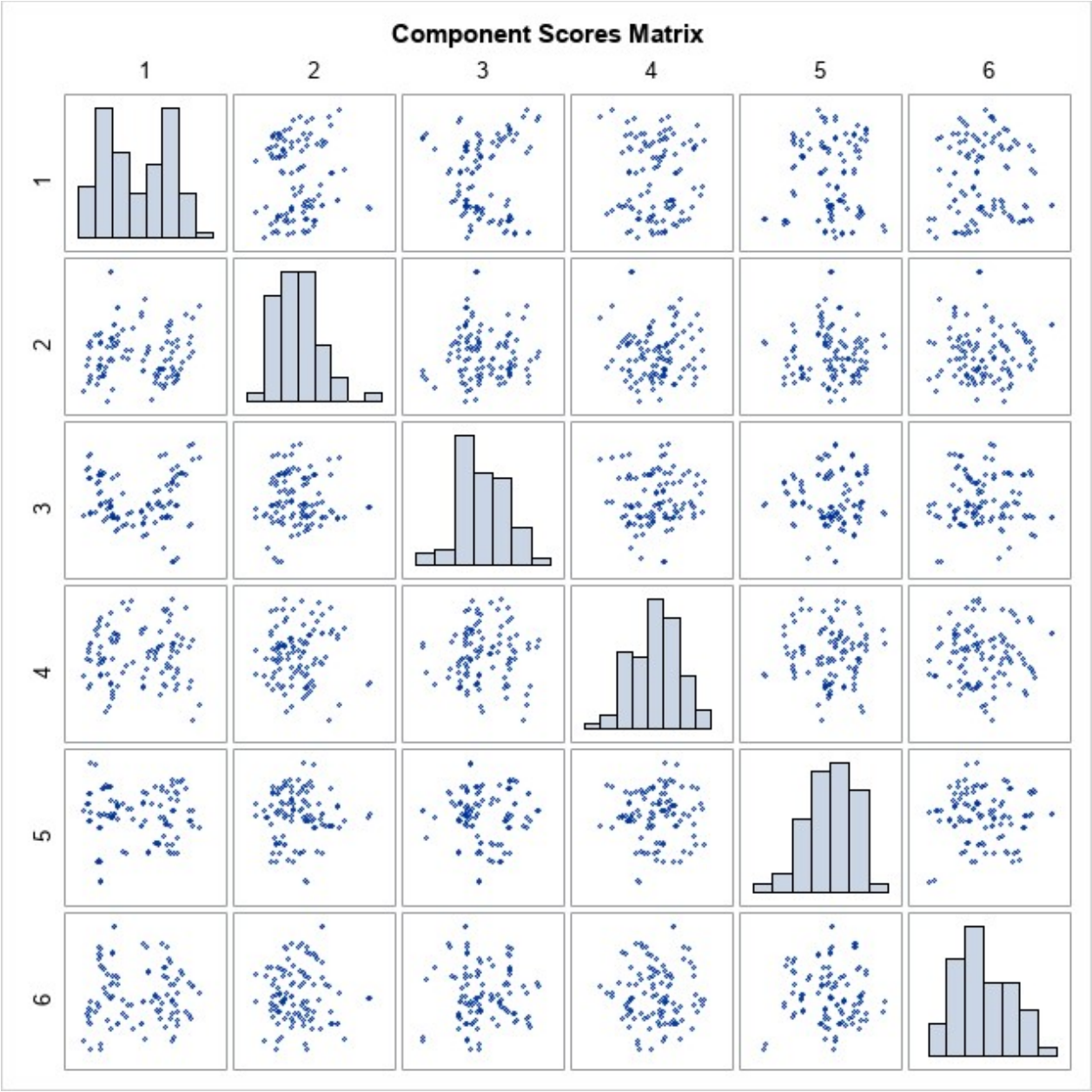
Eigenvalues of the Correlation Matrix

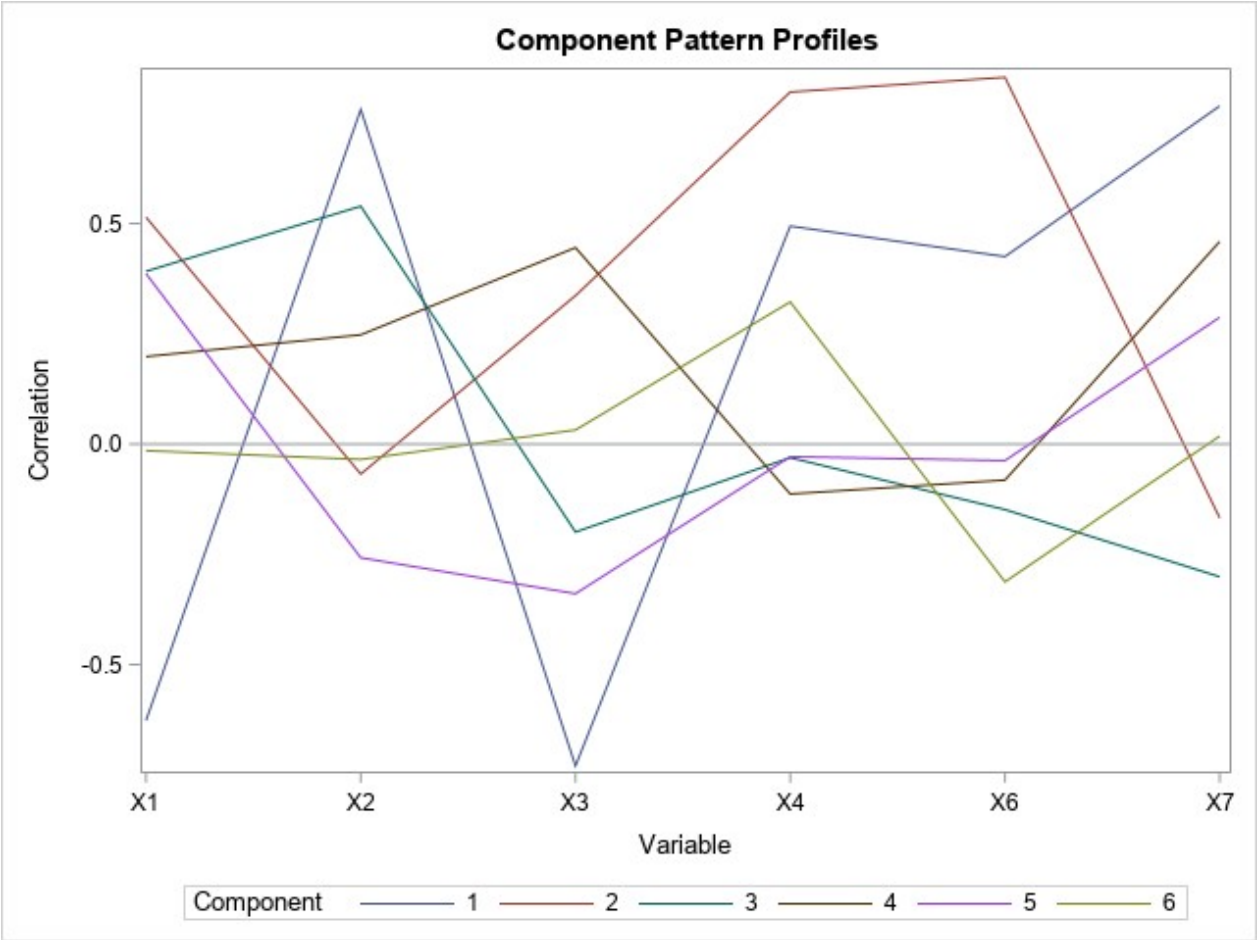
	Eigenvalue	Difference	Proportion	Cumulative
1	2.51349004	0.77397297	0.4189	0.4189
2	1.73951707	1.14203204	0.2899	0.7088
3	0.59748503	0.06792392	0.0996	0.8084
4	0.52956111	0.11382997	0.0883	0.8967
5	0.41573114	0.21151554	0.0693	0.9660
6	0.20421560		0.0340	1.0000

Eigenvectors

		Prin1	Prin2	Prin3	Prin4	Prin5	Prin6
X1	X1 - Delivery speed	-.395417	0.390032	0.506710	0.272597	0.599469	-.033051
X2	X2 - Price level	0.478518	-.051484	0.697693	0.340483	-.399675	-.076973
X3	X3 - Price flexibility	-.460243	0.255238	-.257828	0.612123	-.526161	0.070810
X4	X4 - Manufacturers image	0.311733	0.605273	-.039987	-.155479	-.044360	0.713251
X6	X6 - Salesforce image	0.268159	0.630537	-.192148	-.112172	-.058045	-.691116
X7	X7 - Product quality	0.483483	-.127067	-.389196	0.631120	0.445773	0.040000

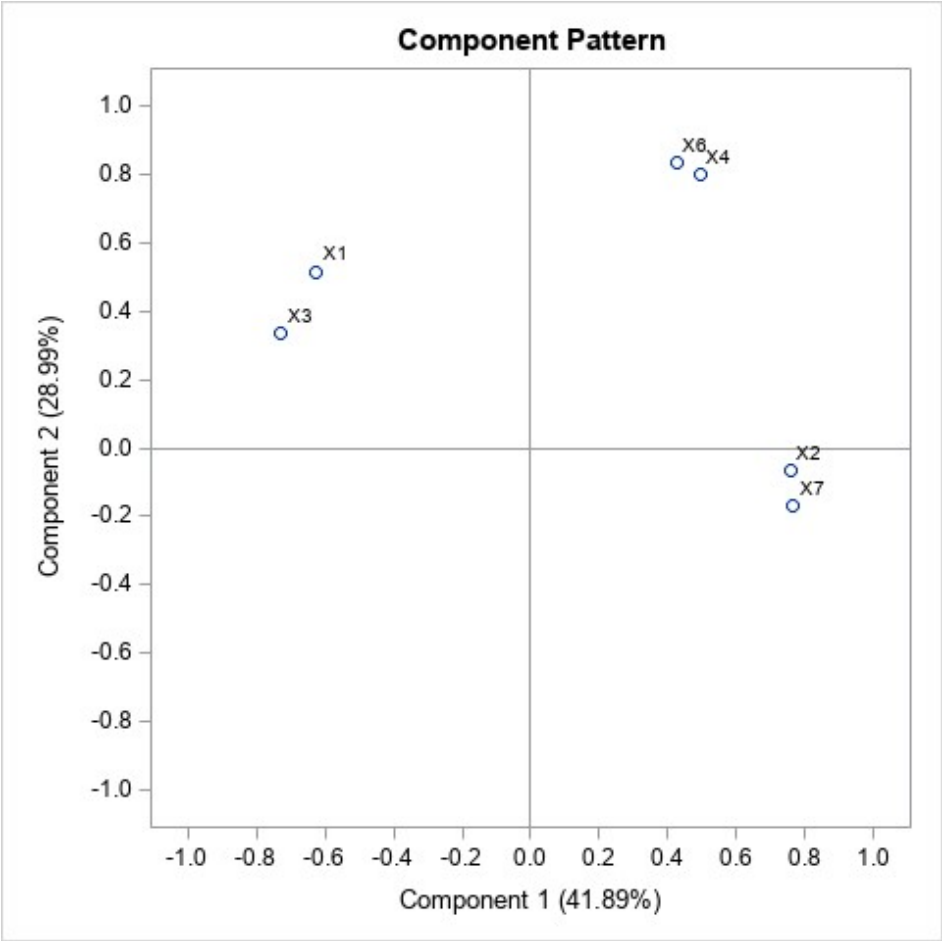

Scree Plot
Eigenvalue
2.5
2.0
1.5
1.0
0.5
1
2
3
4
5
6
Principal Component
Variance Explained
Proportion
1.0
0.8
0.6
0.4
0.2
0.0
1
2
3
4
5
6
Principal Component
Cumulative
Proportion

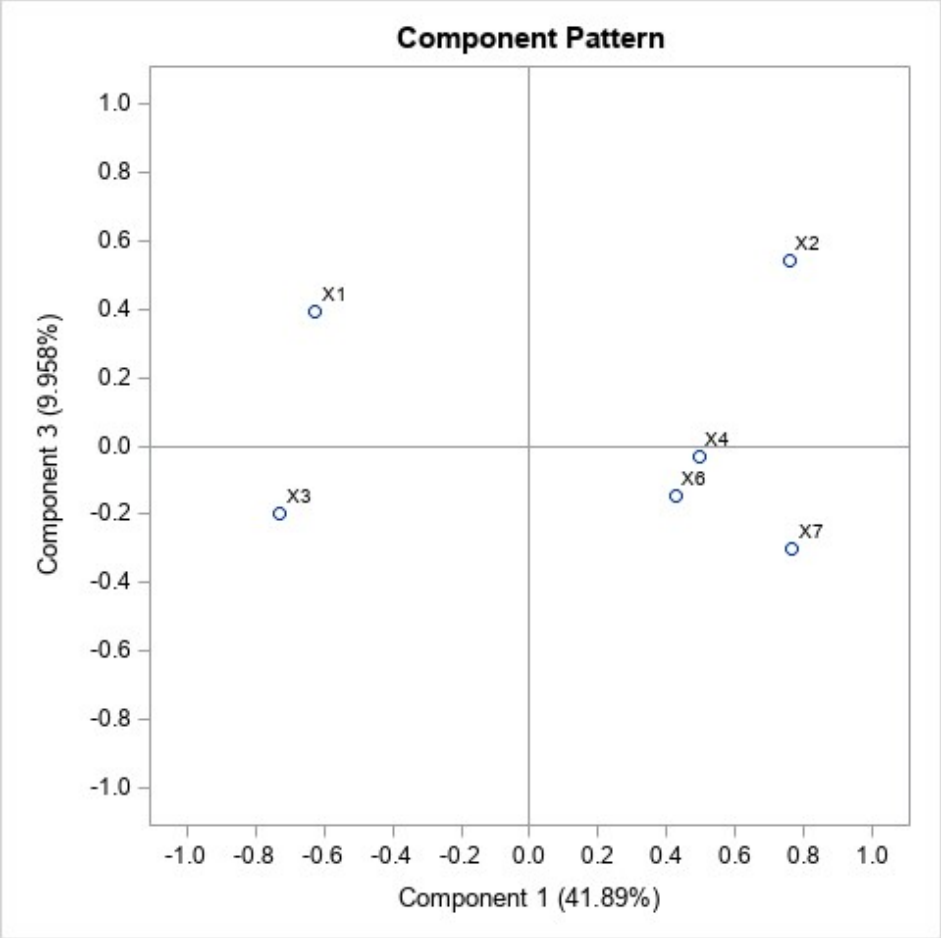

Component Scores Matrix
1
2
3
4
5
6
1
2
3
4
5
6

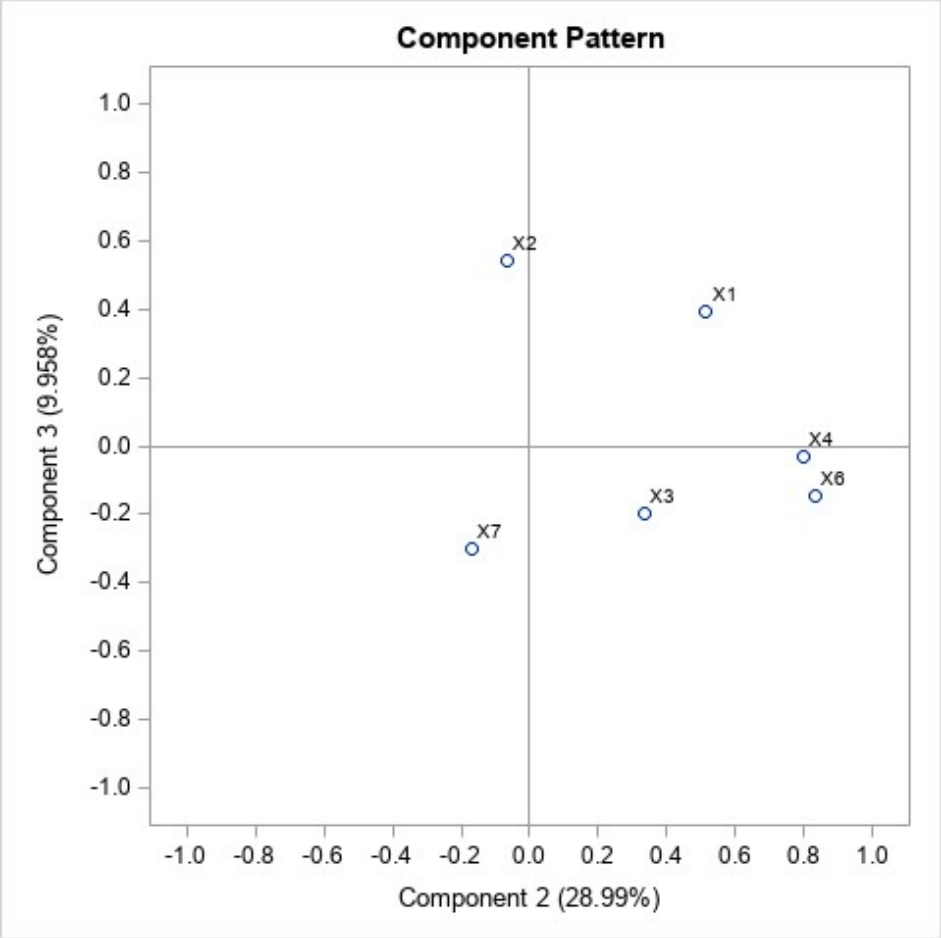

Component Pattern Profiles
Correlation
0.5
0.0
-0.5
X1
X2
X3
X4
X6
X7
Variable
Component
1
2
3
4
5
6

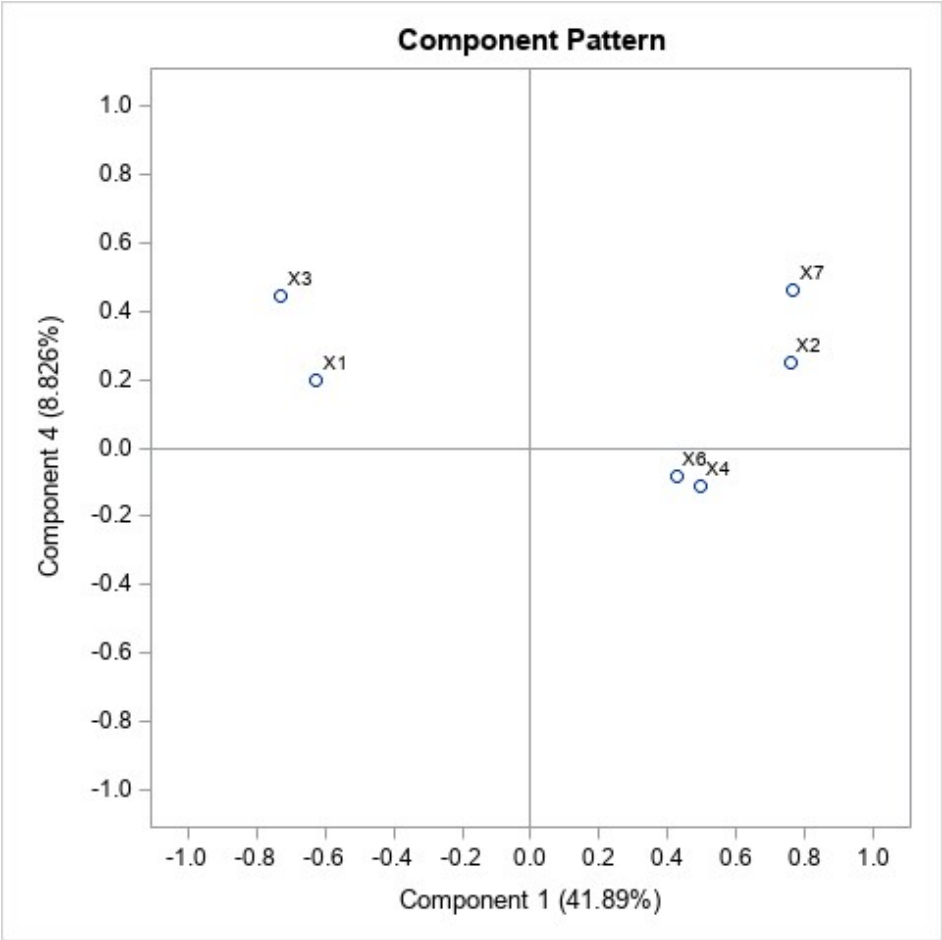
The SAS System

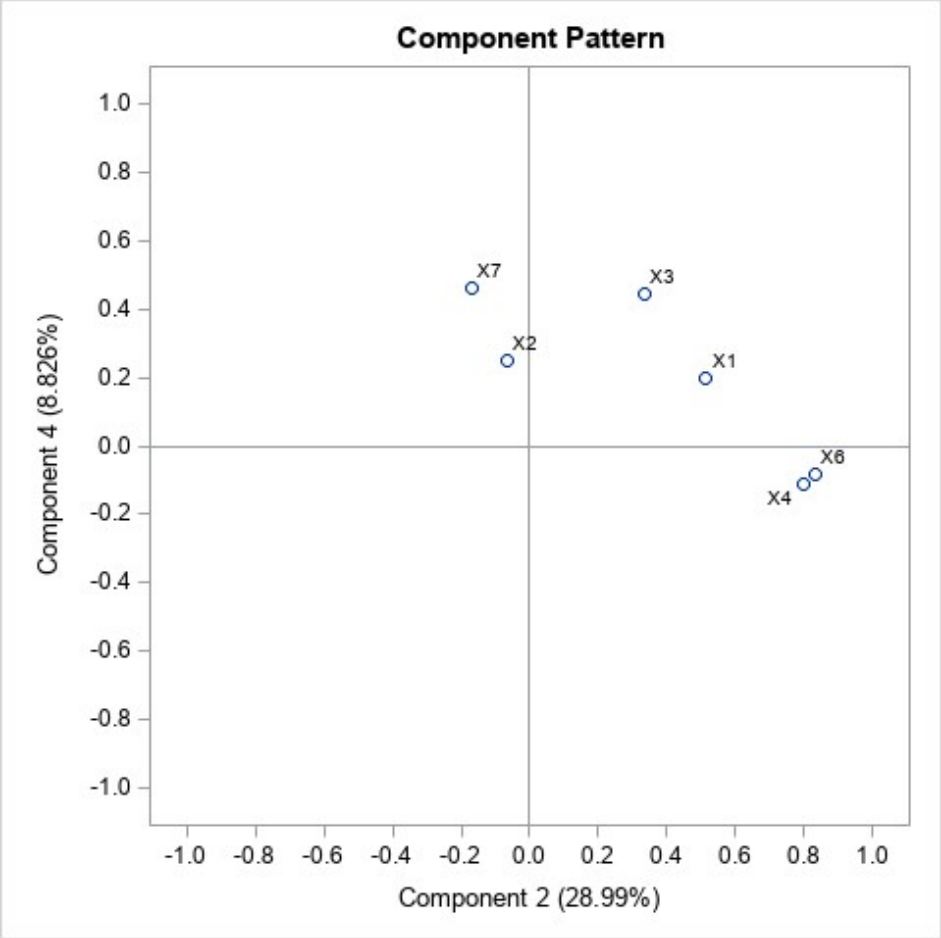
The PRINCOMP Procedure

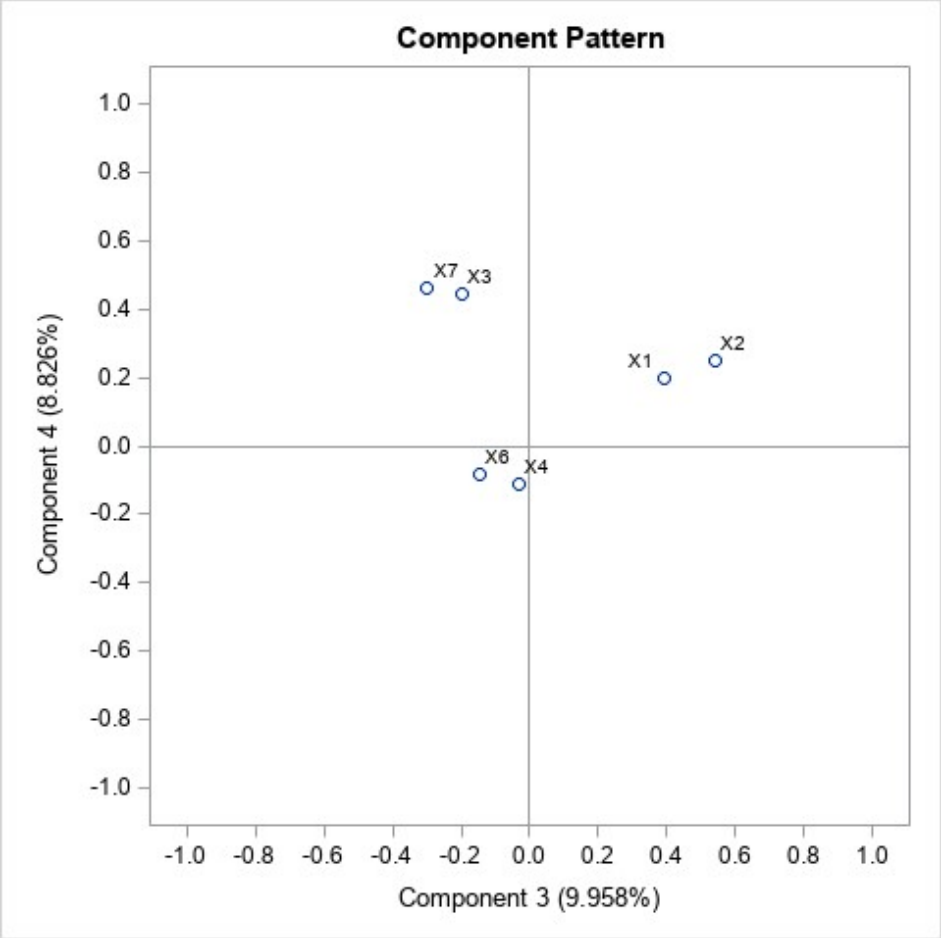


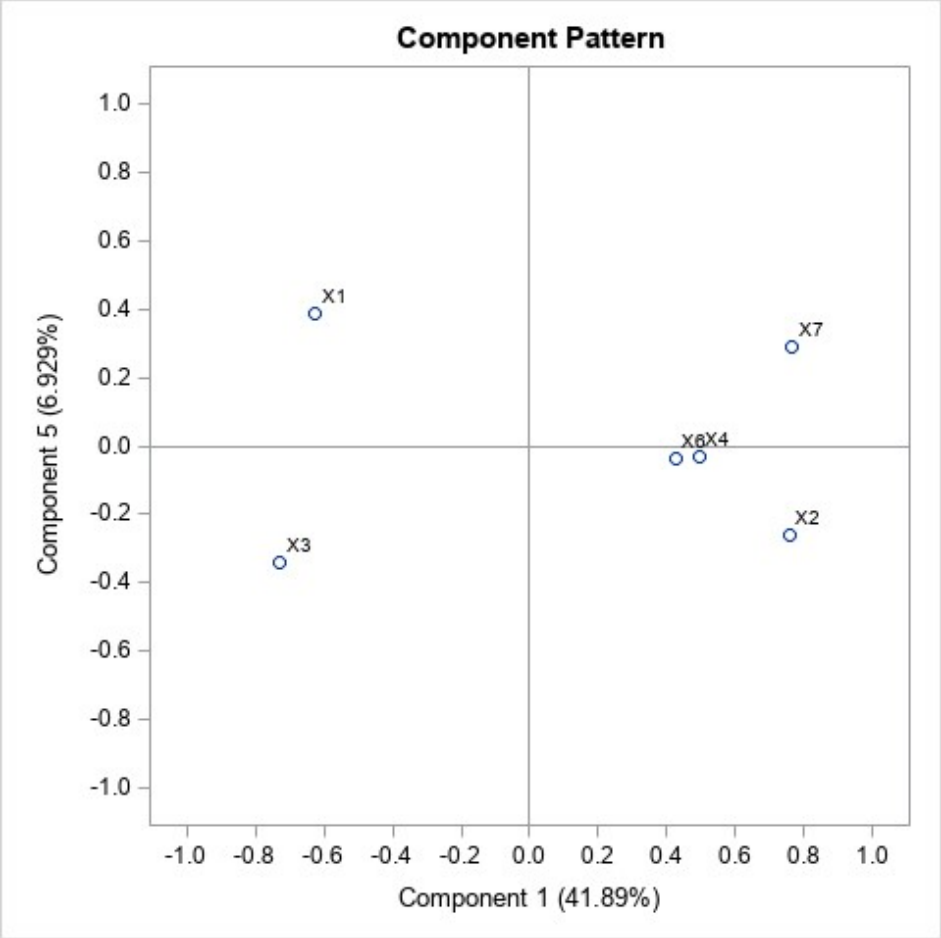

Component Pattern
Component 3 (9.958%)
Component 1 (41.89%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
X1
X2
X3
X4
X6
X7

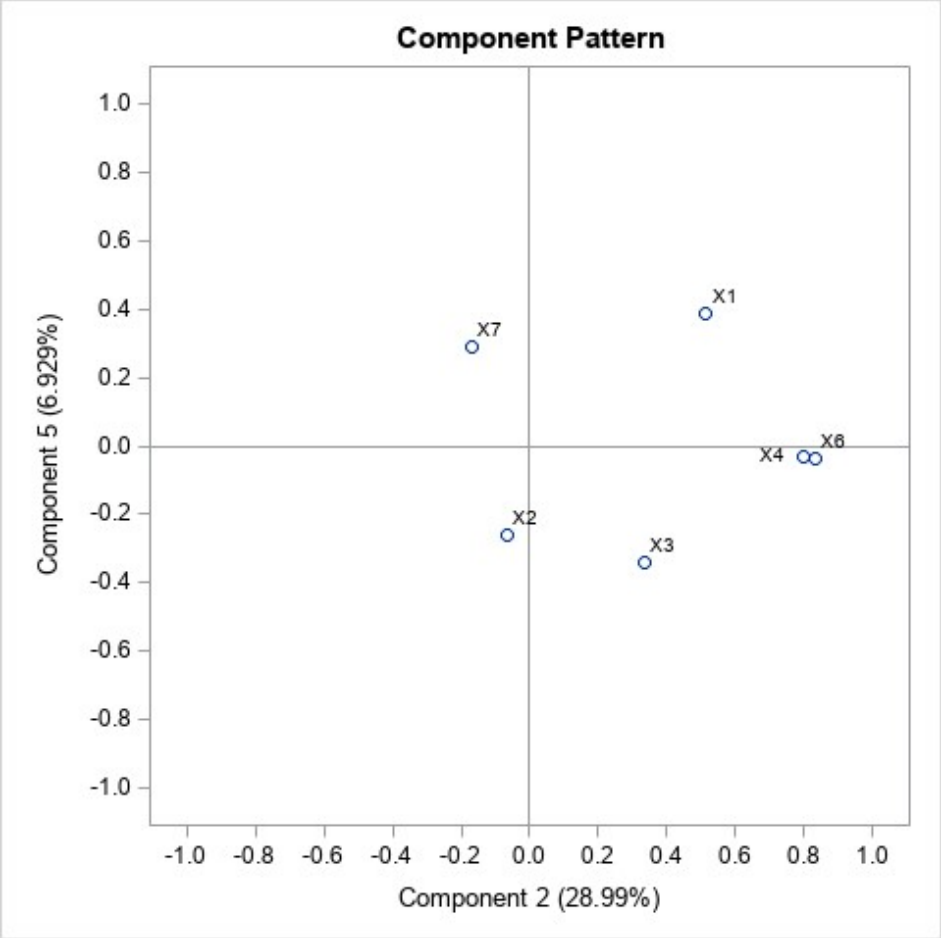

Component Pattern
Component 3 (9.958%)
Component 2 (28.99%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X1
X2
X3
X4
X6
X7

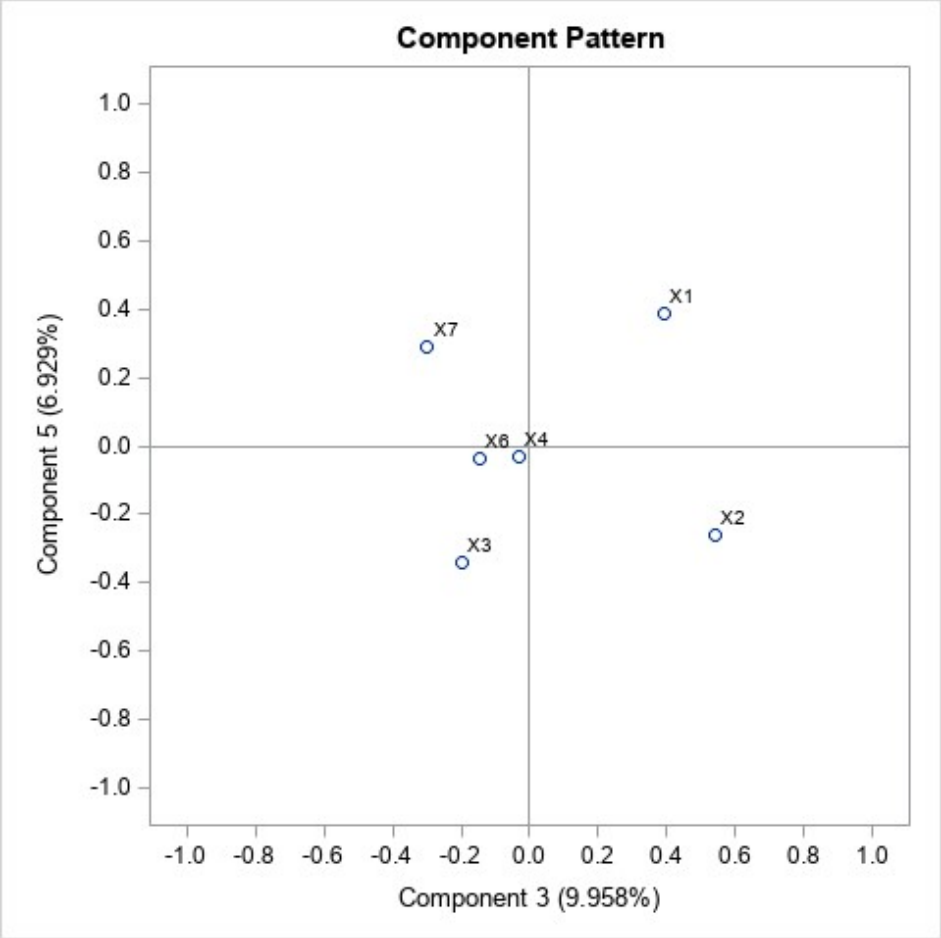

Component Pattern
Component 4 (8.826%)
Component 1 (41.89%)
X3
X1
X7
X2
X6
X4
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0

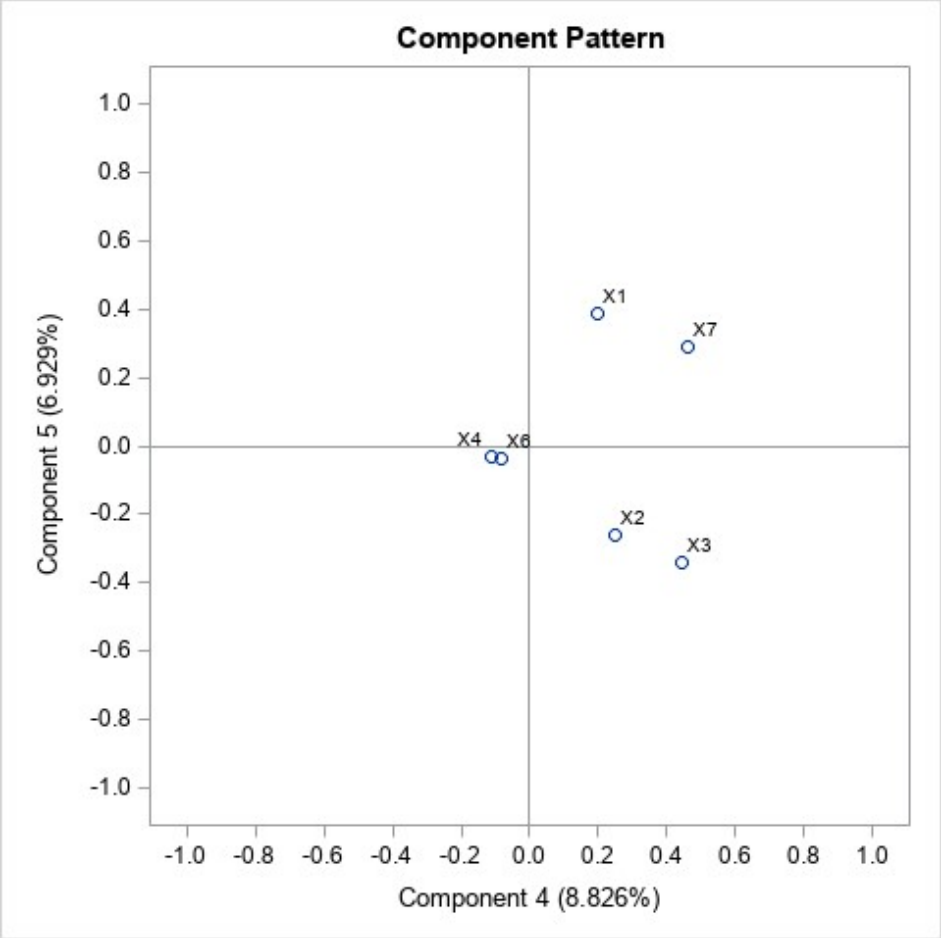

Component Pattern
Component 4 (8.826%)
Component 2 (28.99%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
X7
X3
X2
X1
X6
X4


Component Pattern
Component 4 (8.826%)
Component 3 (9.958%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X7
X3
X1
X2
X6
X4


Component Pattern
Component 5 (6.929%)
Component 1 (41.89%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X1
X7
X6X4
X2
X3

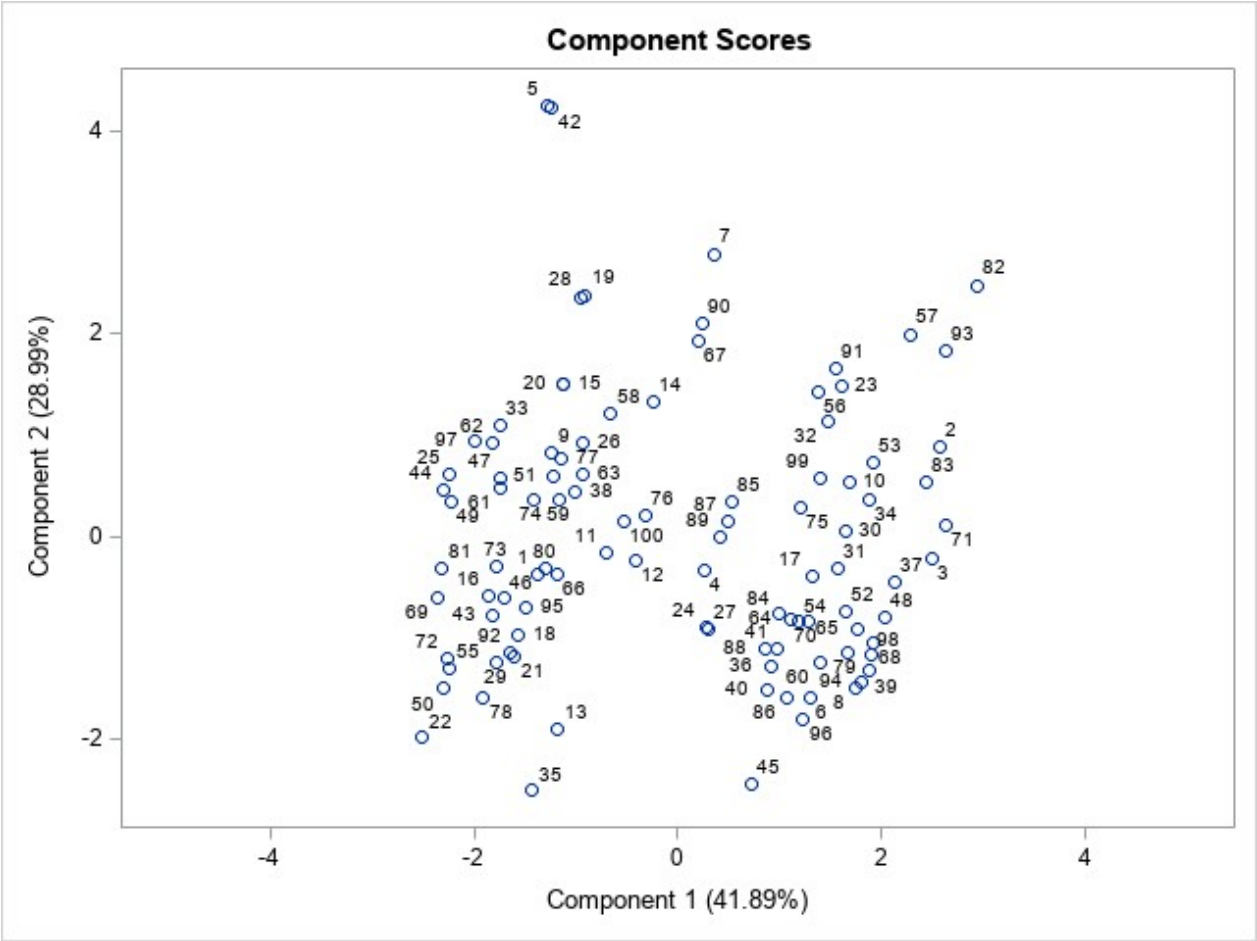

Component Pattern
Component 5 (6.929%)
Component 2 (28.99%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X1
X7
X6
X4
X2
X3

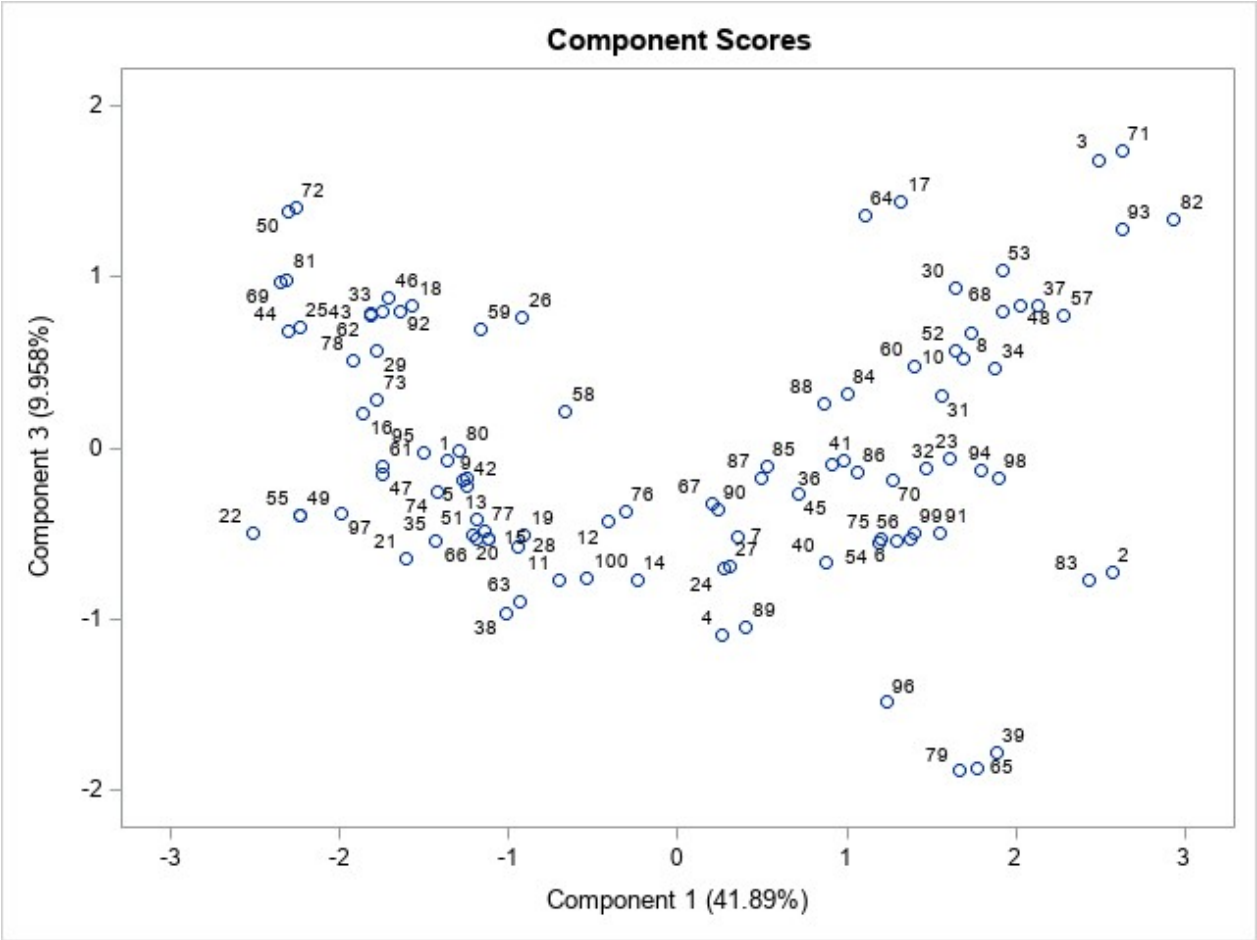

Component Pattern
Component 5 (6.929%)
Component 3 (9.958%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X1
X7
X6
X4
X2
X3

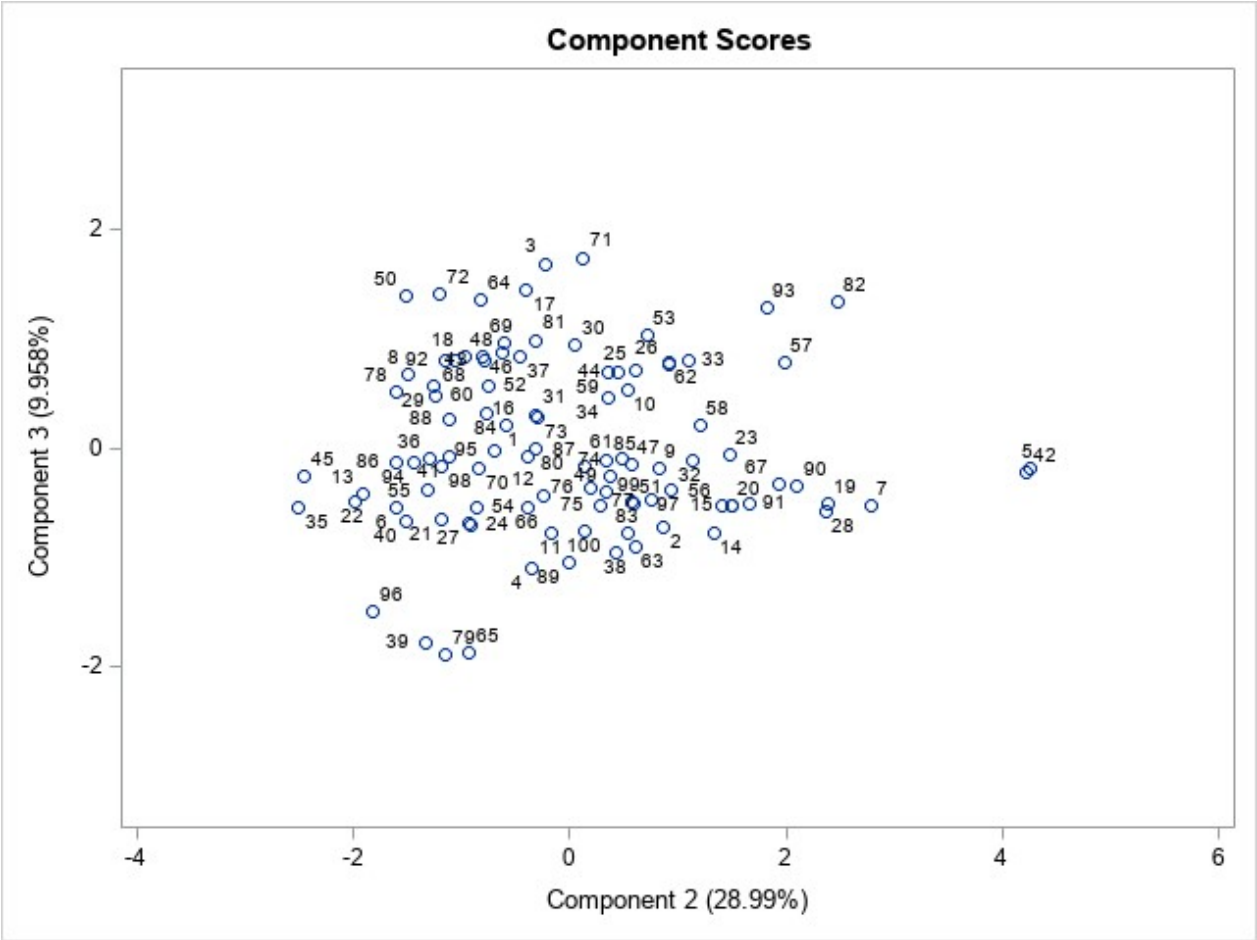

Component Pattern
Component 5 (6.929%)
Component 4 (8.826%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X1
X7
X4
X6
X2
X3

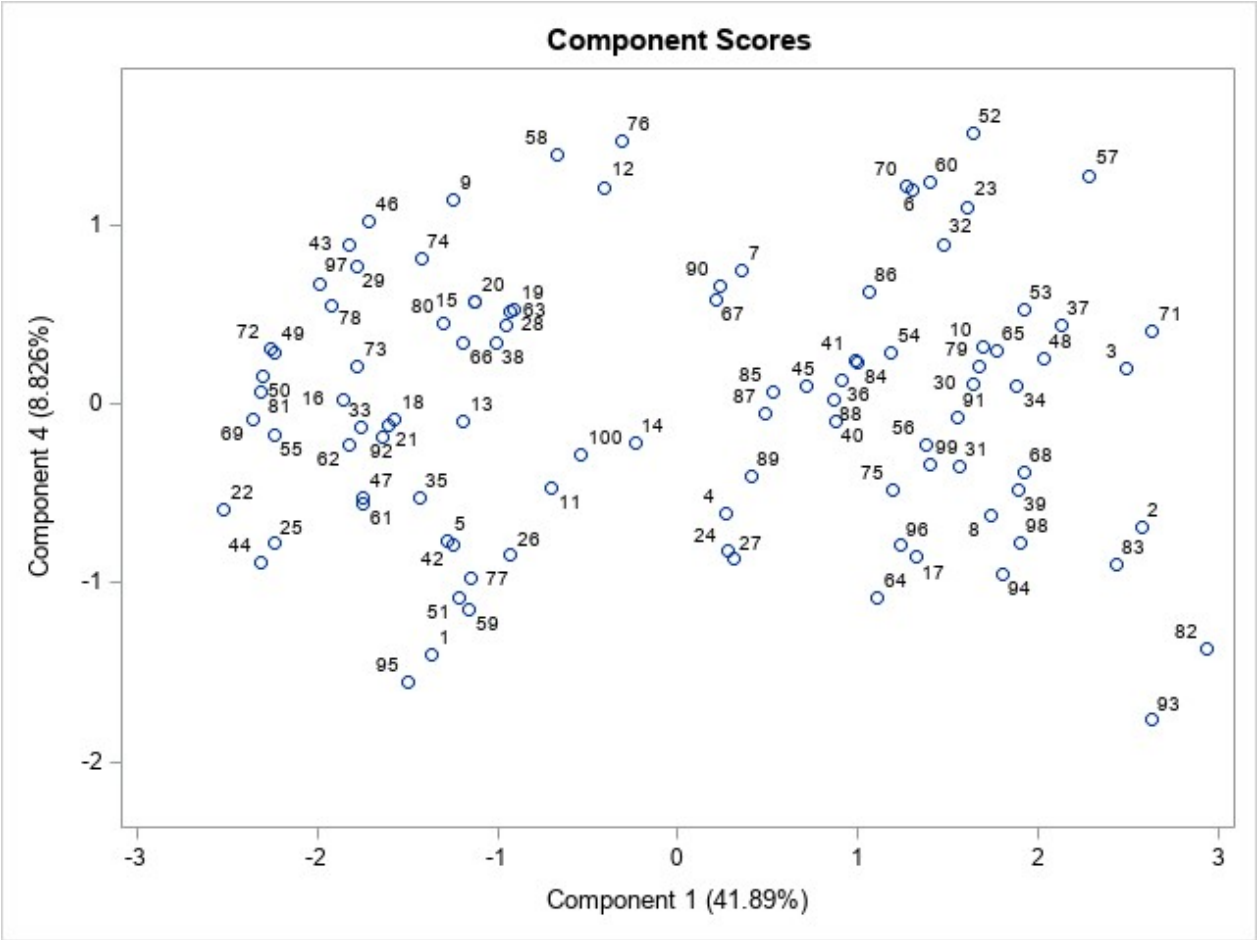
The SAS System

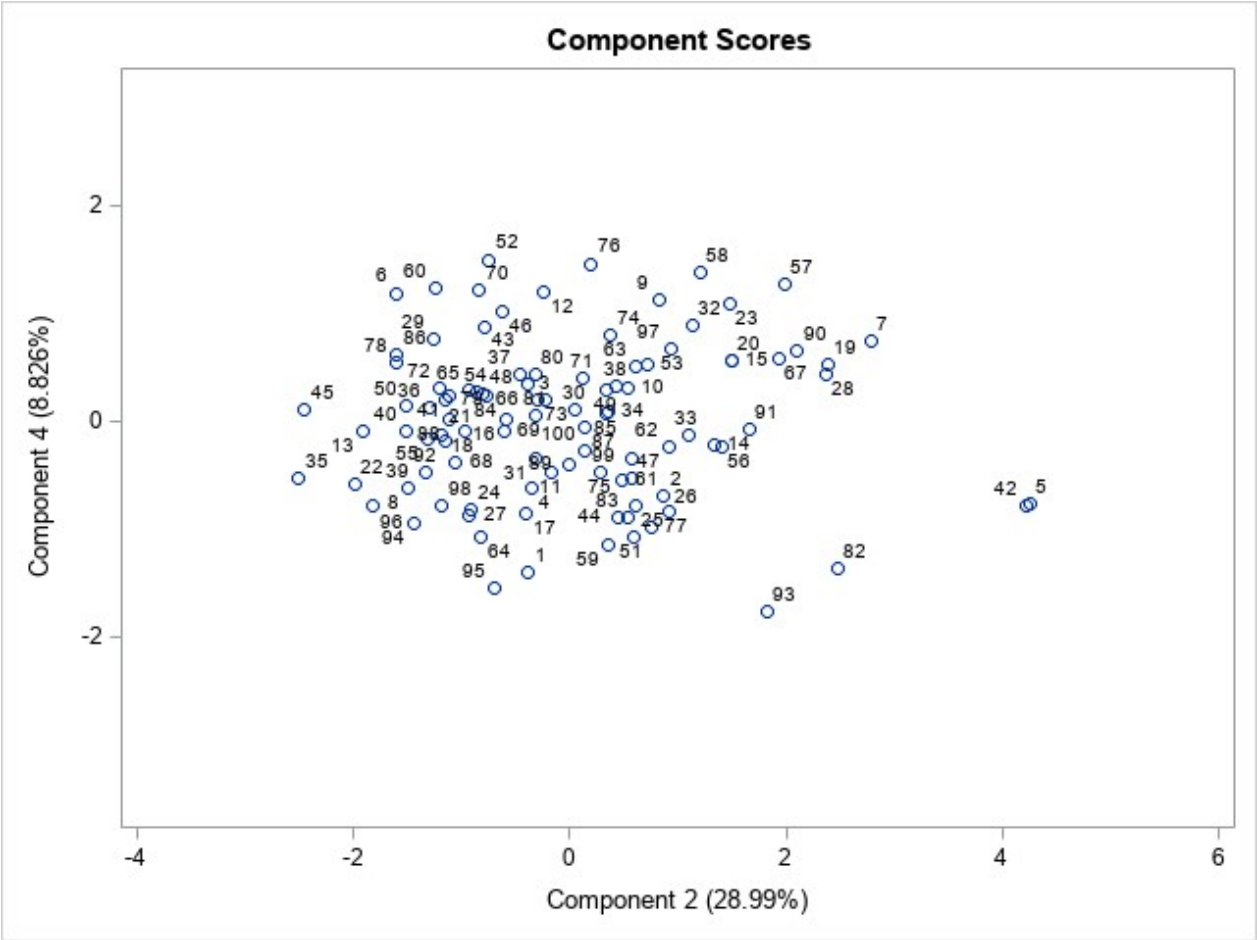
The PRINCOMP Procedure

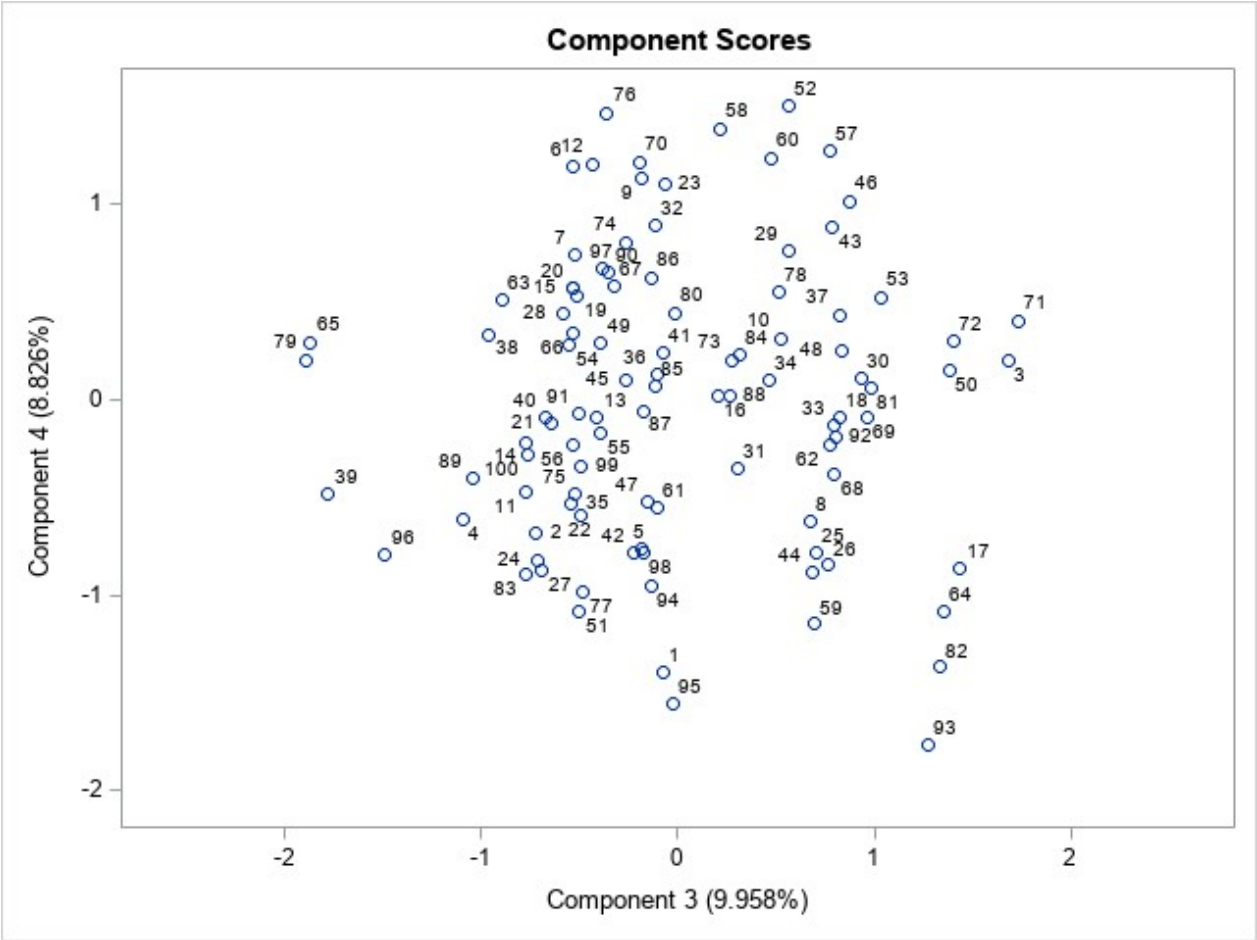


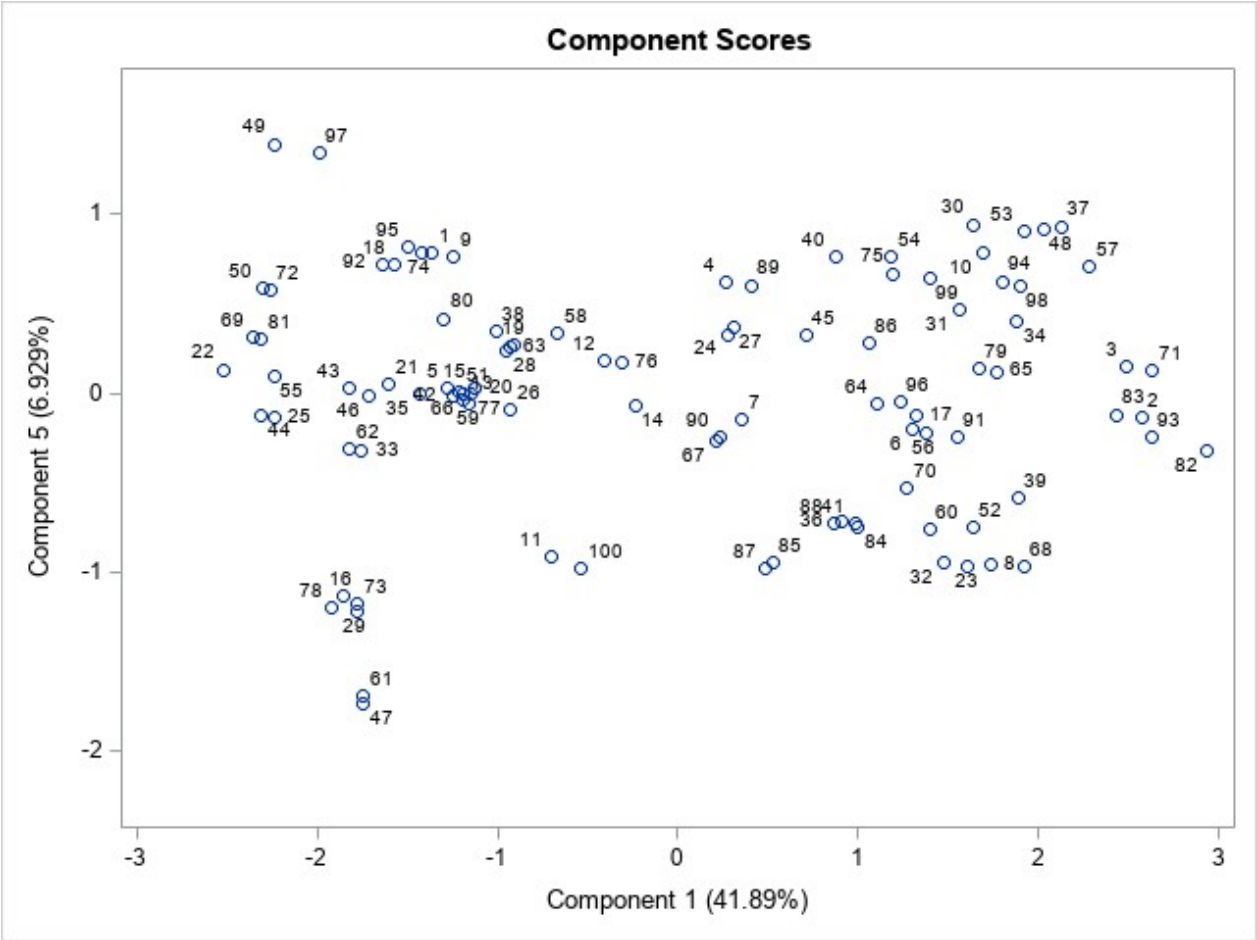

Component Scores
Component 3 (9.958%)
Component 1 (41.89%)
2
1
0
-1
-2
-3
-2
-1
0
1
2
3

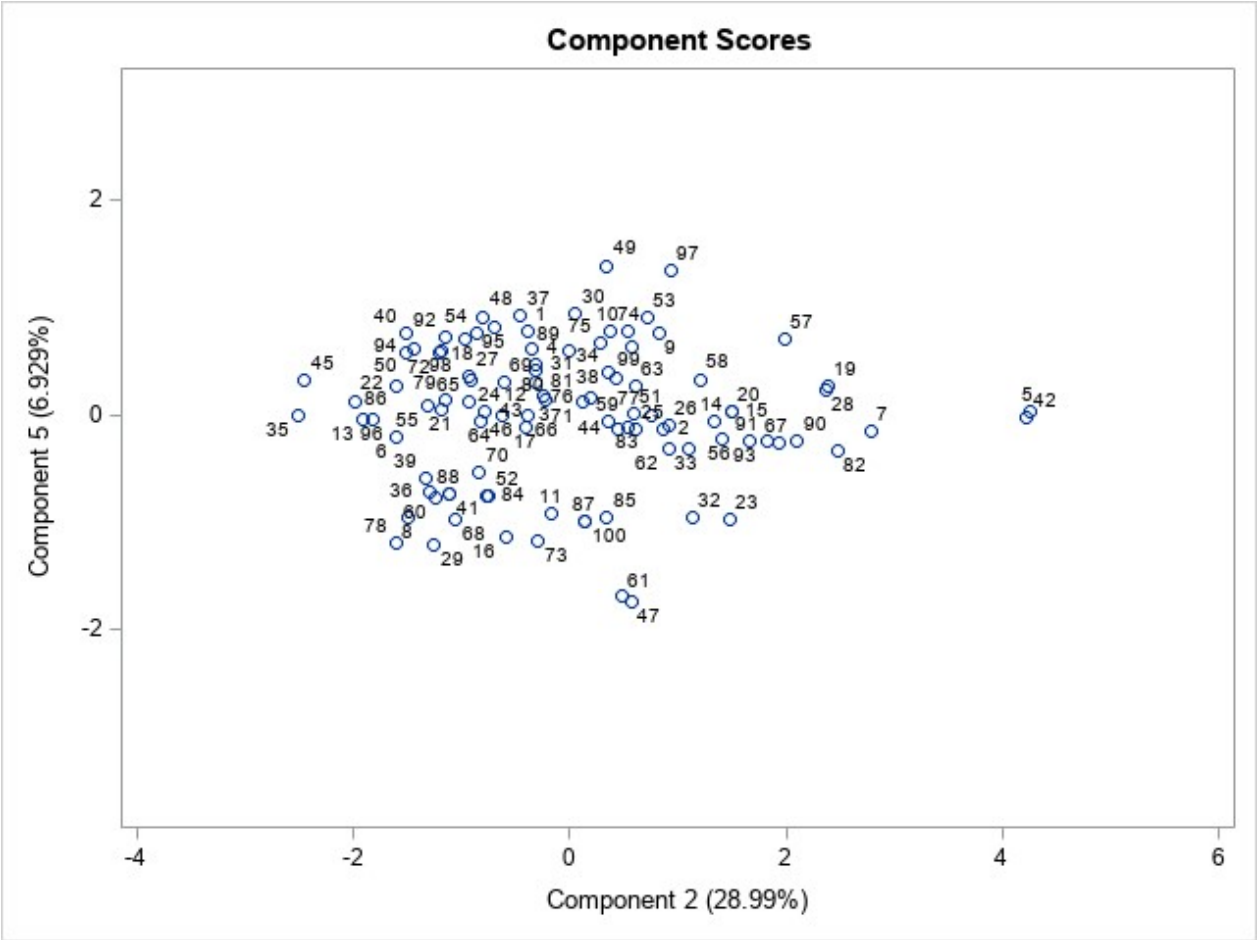

Component Scores
Component 3 (9.958%)
Component 2 (28.99%)
2
0
-2
-4
-2
0
2
4
6

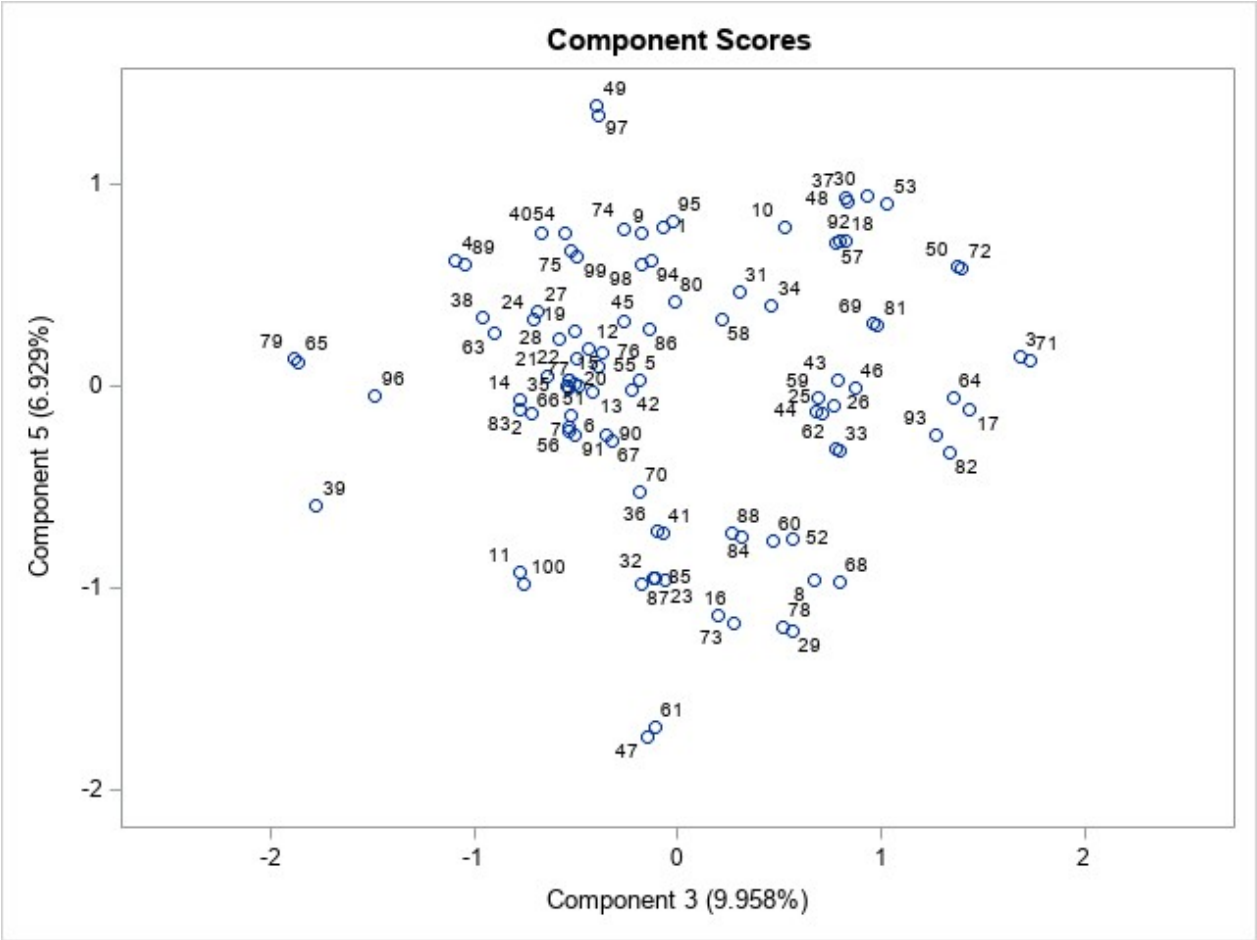

Component Scores
Component 4 (8.826%)
Component 1 (41.89%)
1
0
-1
-2
-3
-2
-1
0
1
2
3

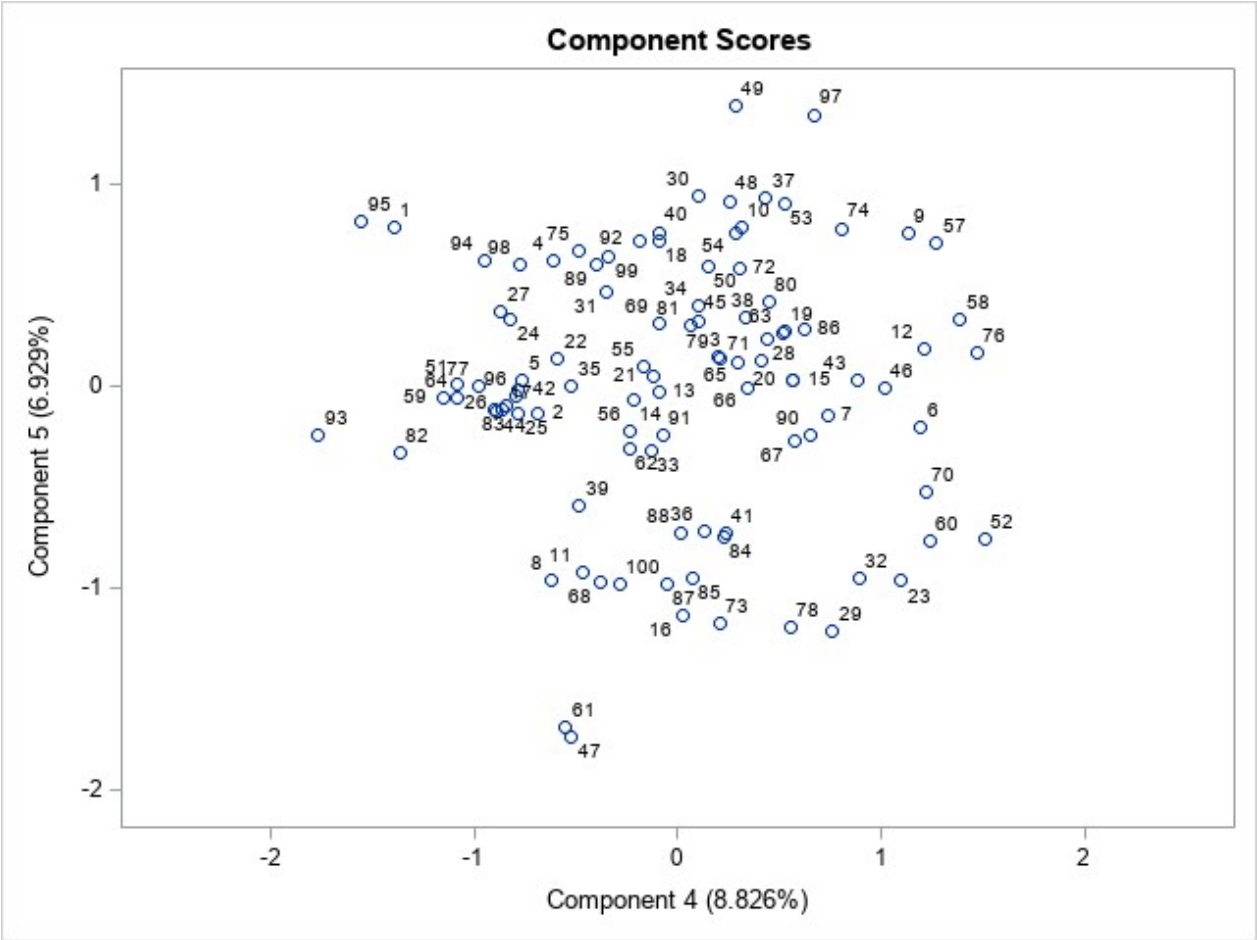

Component Scores
Component 4 (8.826%)
Component 2 (28.99%)
2
0
-2
-4
-2
0
2
4
6

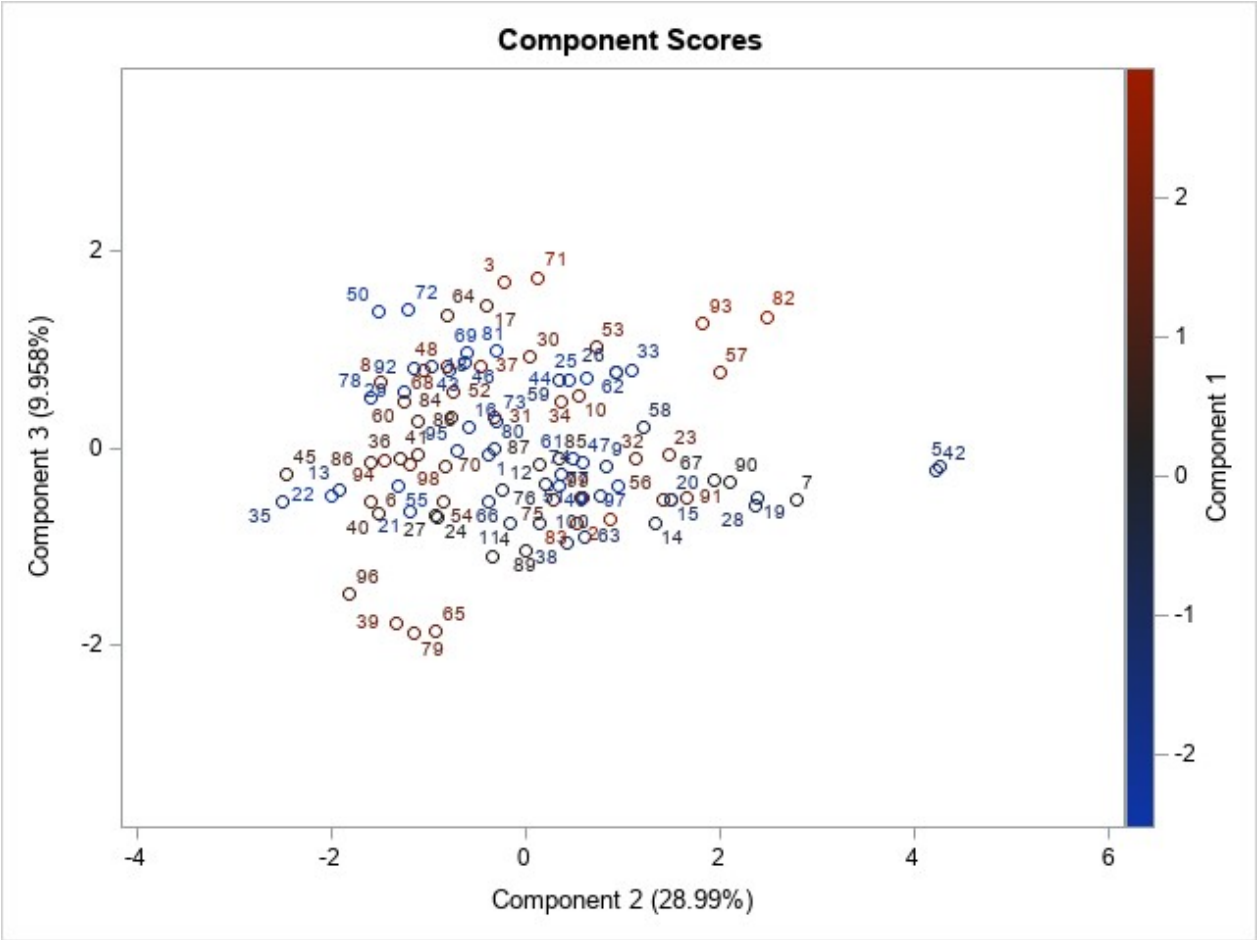

Component Scores
Component 4 (8.826%)
Component 3 (9.958%)
1
0
-1
-2
-2
-1
0
1
2


Component Scores
Component 5 (6.929%)
Component 1 (41.89%)
1
0
-1
-2
-3
-2
-1
0
1
2
3


Component Scores
Component 5 (6.929%)
Component 2 (28.99%)
2
0
-2
-4
-2
0
2
4
6


Component Scores
Component 5 (6.929%)
Component 3 (9.958%)
1
0
-1
-2
-2
-1
0
1
2


Component Scores
Component 5 (6.929%)
Component 4 (8.826%)
1
0
-1
-2
-2
-1
0
1
2


Component Scores
Component 3 (9.958%)
Component 2 (28.99%)
Component 1
2
0
-2
-4
-2
0
2
4
6
2
1
0
-1
-2

The SAS System

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations

Variable	Mean	Std Dev
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X4	5.2480000	1.1314137
X6	2.6650000	0.7708548
X7	6.9710000	1.5852410

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables							
		X1	X2	X3	X4	X6	X7
X1	X1 - Delivery speed	1.00000	-0.07433	0.33792	0.09808	0.04515	-0.33084
X2	X2 - Price level	-0.07433	1.00000	-0.30069	0.15981	-0.02565	0.25314
X3	X3 - Price flexibility	0.33792	-0.30069	1.00000	-0.08092	0.08093	-0.14884
X4	X4 - Manufacturers image	0.09808	0.15981	-0.08092	1.00000	0.76946	0.02434
X6	X6 - Salesforce image	0.04515	-0.02565	0.08093	0.76946	1.00000	0.09689
X7	X7 - Product quality	-0.33084	0.25314	-0.14884	0.02434	0.09689	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.66456568					
X1	X2	X3	X4	X6	X7
0.72112839	0.78717673	0.74807048	0.54222348	0.53211529	0.77920539

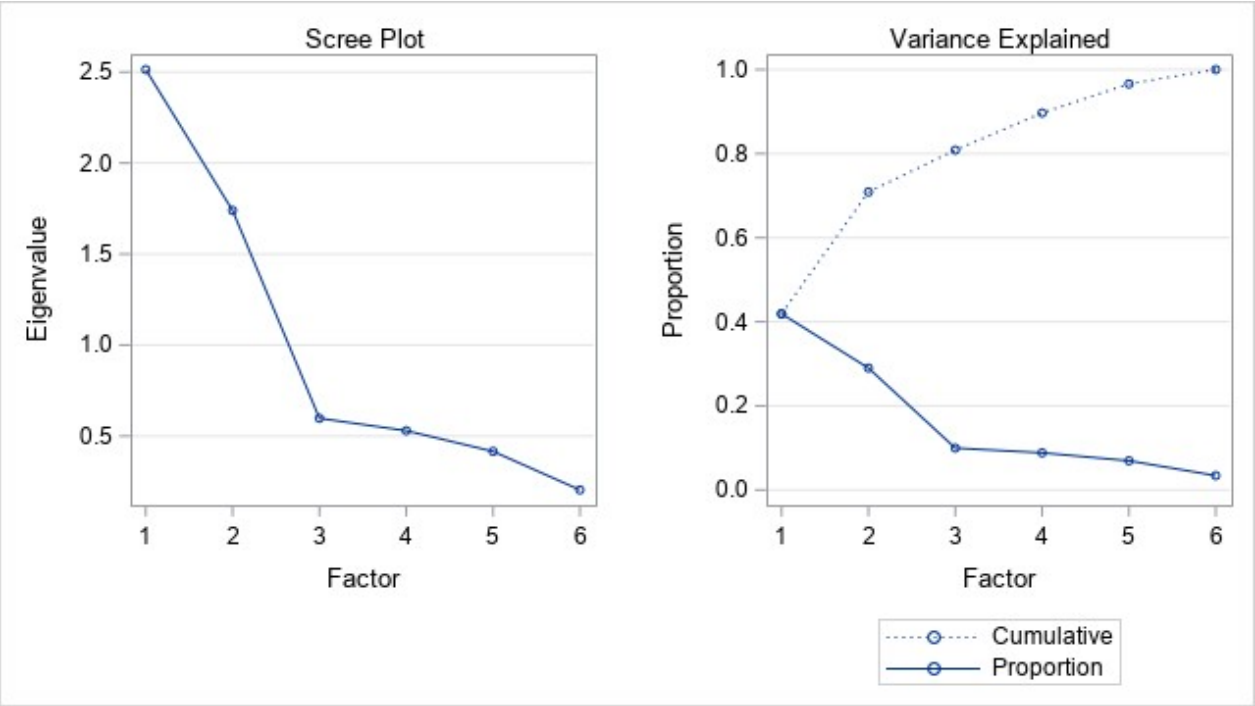
The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 6 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.51349004	0.77397297	0.4189	0.4189
2	1.73951707	1.14203204	0.2899	0.7088
3	0.59748503	0.06792392	0.0996	0.8084
4	0.52956111	0.11382997	0.0883	0.8967
5	0.41573114	0.21151554	0.0693	0.9660
6	0.20421560		0.0340	1.0000

3 factors will be retained by the NFACTOR criterion.



Factor Pattern				
		Factor1	Factor2	Factor3
X7	X7 - Product quality	0.76651	-0.16759	-0.30084

X2	X2 - Price level	0.75864	-0.06790	0.53930
X1	X1 - Delivery speed	-0.62689	0.51442	0.39167
X3	X3 - Price flexibility	-0.72967	0.33664	-0.19929
X6	X6 - Salesforce image	0.42514	0.83162	-0.14853
X4	X4 - Manufacturers image	0.49422	0.79830	-0.03091

Variance Explained by Each Factor		
Factor1	**Factor2**	**Factor3**
2.5134900	1.7395171	0.5974850

Final Communality Estimates: Total = 4.850492					
X1	**X2**	**X3**	**X4**	**X6**	**X7**
0.81102706	0.87098970	0.68545924	0.88249047	0.89439427	0.70613141

The SAS System

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations

Variable	Mean	Std Dev
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X4	5.2480000	1.1314137
X6	2.6650000	0.7708548
X7	6.9710000	1.5852410

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables							
		X1	X2	X3	X4	X6	X7
X1	X1 - Delivery speed	1.00000	-0.07433	0.33792	0.09808	0.04515	-0.33084
X2	X2 - Price level	-0.07433	1.00000	-0.30069	0.15981	-0.02565	0.25314
X3	X3 - Price flexibility	0.33792	-0.30069	1.00000	-0.08092	0.08093	-0.14884
X4	X4 - Manufacturers image	0.09808	0.15981	-0.08092	1.00000	0.76946	0.02434
X6	X6 - Salesforce image	0.04515	-0.02565	0.08093	0.76946	1.00000	0.09689
X7	X7 - Product quality	-0.33084	0.25314	-0.14884	0.02434	0.09689	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.66456568					
X1	X2	X3	X4	X6	X7
0.72112839	0.78717673	0.74807048	0.54222348	0.53211529	0.77920539

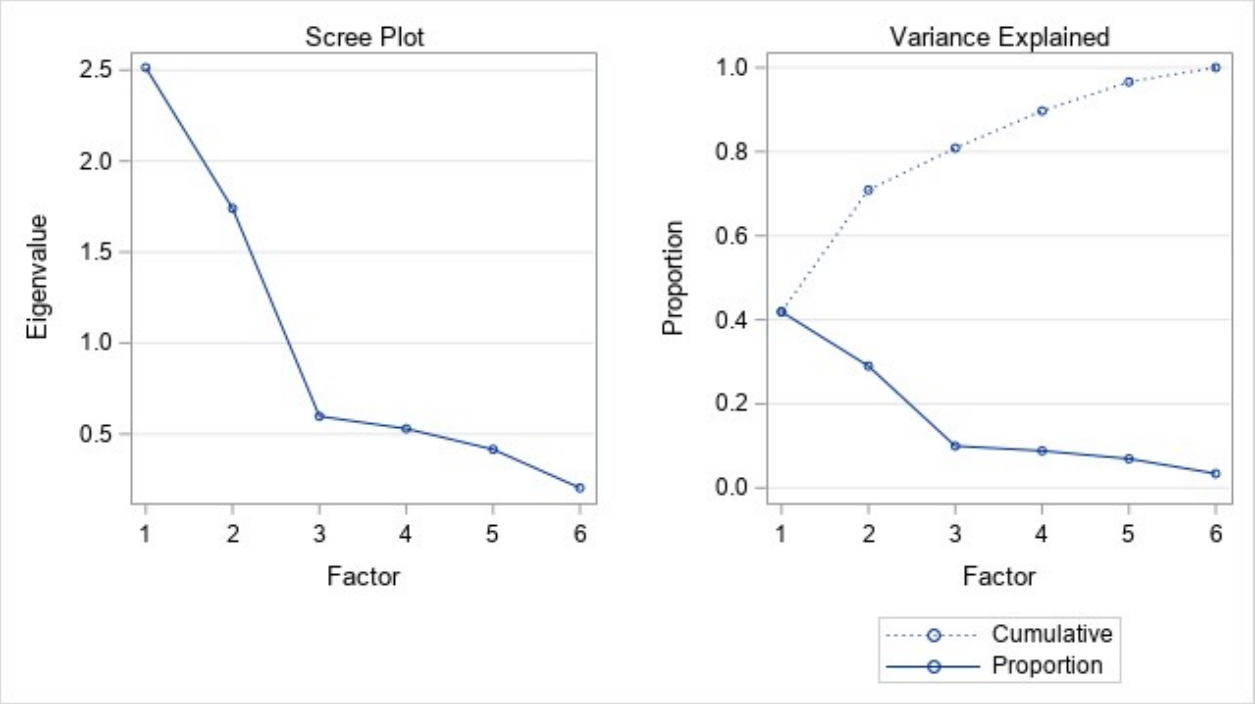
The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 6 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.51349004	0.77397297	0.4189	0.4189
2	1.73951707	1.14203204	0.2899	0.7088
3	0.59748503	0.06792392	0.0996	0.8084
4	0.52956111	0.11382997	0.0883	0.8967
5	0.41573114	0.21151554	0.0693	0.9660
6	0.20421560		0.0340	1.0000

3 factors will be retained by the NFACTOR criterion.



Factor Pattern				
		Factor1	Factor2	Factor3
X7	X7 - Product quality	0.76651	-0.16759	-0.30084

X2	X2 - Price level	0.75864	-0.06790	0.53930
X1	X1 - Delivery speed	-0.62689	0.51442	0.39167
X3	X3 - Price flexibility	-0.72967	0.33664	-0.19929
X6	X6 - Salesforce image	0.42514	0.83162	-0.14853
X4	X4 - Manufacturers image	0.49422	0.79830	-0.03091

Variance Explained by Each Factor		
Factor1	**Factor2**	**Factor3**
2.5134900	1.7395171	0.5974850

Final Communality Estimates: Total = 4.850492					
X1	**X2**	**X3**	**X4**	**X6**	**X7**
0.81102706	0.87098970	0.68545924	0.88249047	0.89439427	0.70613141

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix			
	1	2	3
1	0.42097	-0.65538	0.62710
2	0.89391	0.41710	-0.16418
3	-0.15396	0.62969	0.76144

Rotated Factor Pattern				
		Factor1	Factor2	Factor3
X6	X6 - Salesforce image	0.94523	-0.02529	0.01698
X4	X4 - Manufacturers image	0.92642	-0.01040	0.15533
X1	X1 - Delivery speed	0.13563	0.87205	-0.17935
X7	X7 - Product quality	0.21919	-0.76169	0.27913
X2	X2 - Price level	0.17564	-0.18593	0.89754
X3	X3 - Price flexibility	0.02443	0.49313	-0.66460

Variance Explained by Each Factor		
Factor1	Factor2	Factor3
1.8496093	1.6191283	1.3817546

Final Communality Estimates: Total = 4.850492					
X1	X2	X3	X4	X6	X7
0.81102706	0.87098970	0.68545924	0.88249047	0.89439427	0.70613141

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor		
Factor1	Factor2	Factor3
1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients				
		Factor1	Factor2	Factor3
X6	X6 - Salesforce image	0.53683	-0.06798	-0.16170
X4	X4 - Manufacturers image	0.50097	0.02997	0.00857
X1	X1 - Delivery speed	0.05843	0.69959	0.29419
X7	X7 - Product quality	0.11978	-0.55710	-0.17633
X2	X2 - Price level	-0.04680	0.35427	0.88297
X3	X3 - Price flexibility	0.10214	0.06094	-0.46780

The SAS System

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations

Variable	Mean	Std Dev
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X4	5.2480000	1.1314137
X6	2.6650000	0.7708548
X7	6.9710000	1.5852410

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables							
		X1	X2	X3	X4	X6	X7
X1	X1 - Delivery speed	1.00000	-0.07433	0.33792	0.09808	0.04515	-0.33084
X2	X2 - Price level	-0.07433	1.00000	-0.30069	0.15981	-0.02565	0.25314
X3	X3 - Price flexibility	0.33792	-0.30069	1.00000	-0.08092	0.08093	-0.14884
X4	X4 - Manufacturers image	0.09808	0.15981	-0.08092	1.00000	0.76946	0.02434
X6	X6 - Salesforce image	0.04515	-0.02565	0.08093	0.76946	1.00000	0.09689
X7	X7 - Product quality	-0.33084	0.25314	-0.14884	0.02434	0.09689	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.66456568					
X1	X2	X3	X4	X6	X7
0.72112839	0.78717673	0.74807048	0.54222348	0.53211529	0.77920539

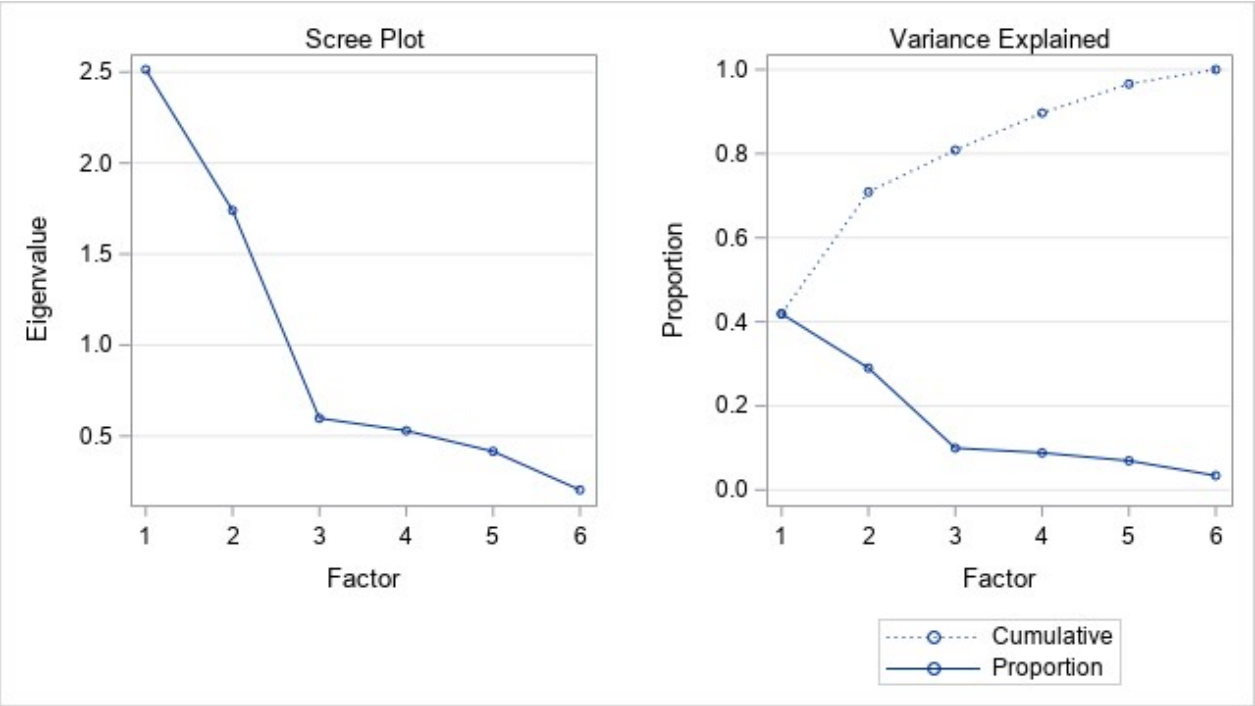
The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 6 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.51349004	0.77397297	0.4189	0.4189
2	1.73951707	1.14203204	0.2899	0.7088
3	0.59748503	0.06792392	0.0996	0.8084
4	0.52956111	0.11382997	0.0883	0.8967
5	0.41573114	0.21151554	0.0693	0.9660
6	0.20421560		0.0340	1.0000

3 factors will be retained by the NFACTOR criterion.



Factor Pattern				
		Factor1	Factor2	Factor3
X7	X7 - Product quality	0.76651	-0.16759	-0.30084

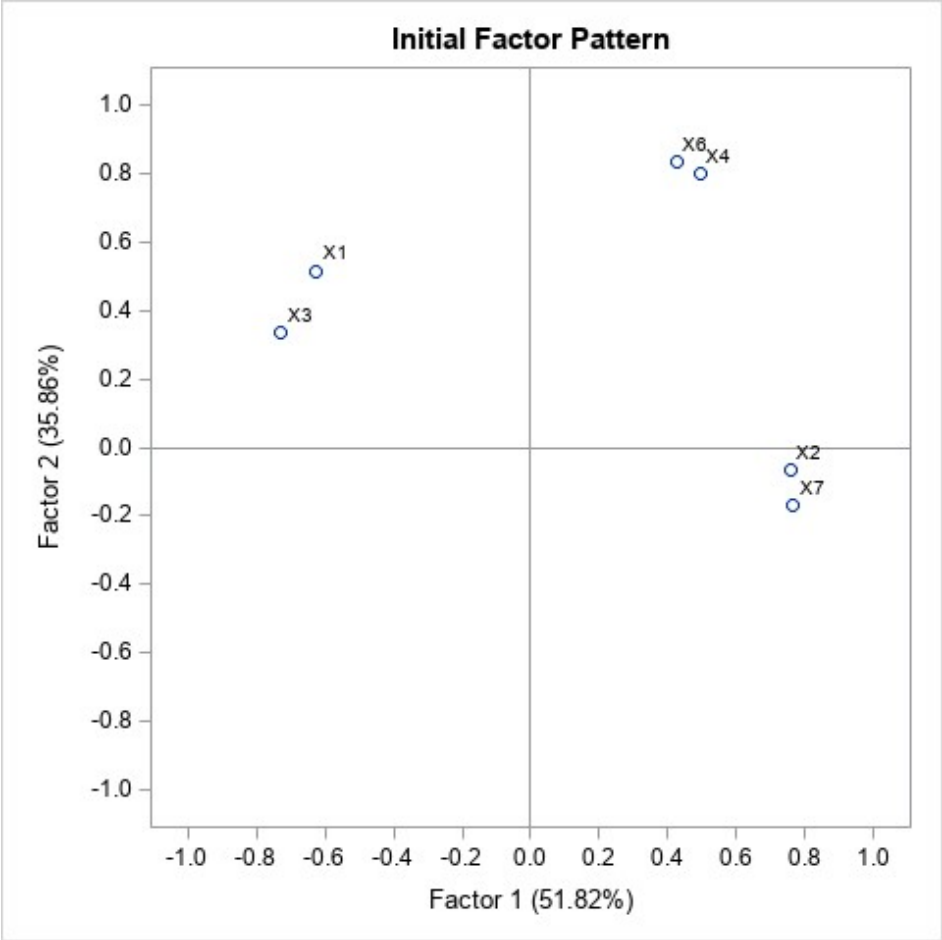
X2	X2 - Price level	0.75864	-0.06790	0.53930
X1	X1 - Delivery speed	-0.62689	0.51442	0.39167
X3	X3 - Price flexibility	-0.72967	0.33664	-0.19929
X6	X6 - Salesforce image	0.42514	0.83162	-0.14853
X4	X4 - Manufacturers image	0.49422	0.79830	-0.03091

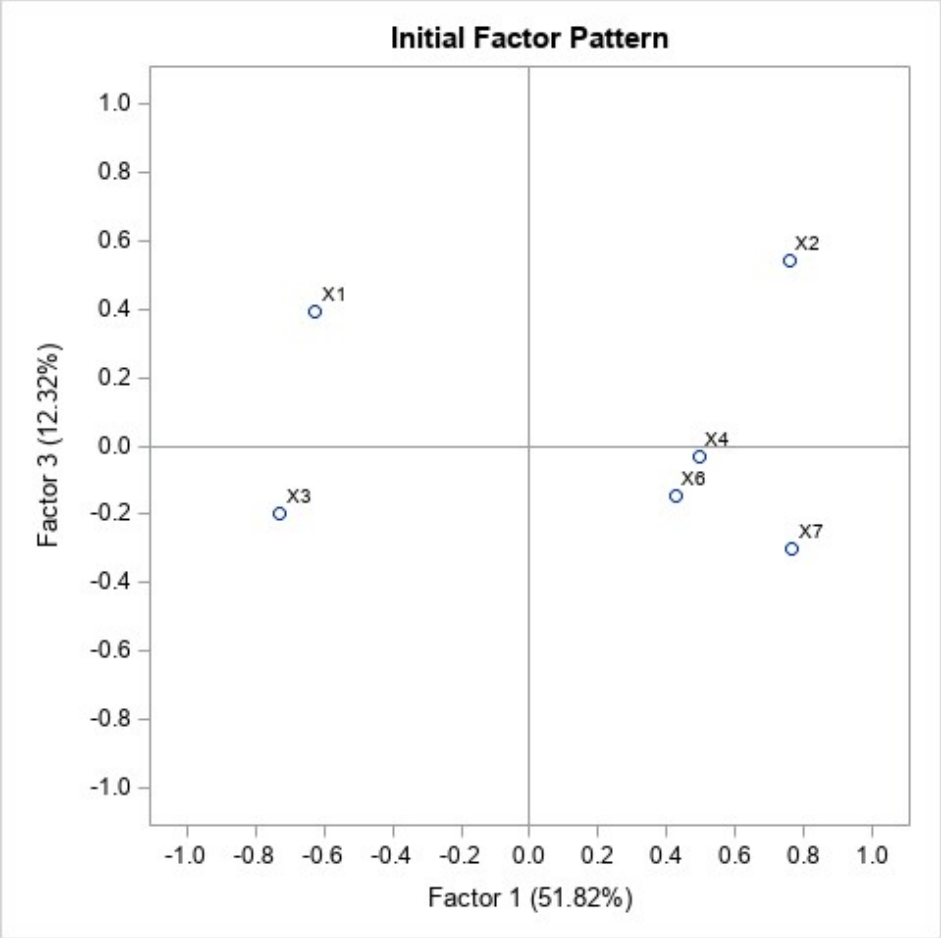
Variance Explained by Each Factor		
Factor1	**Factor2**	**Factor3**
2.5134900	1.7395171	0.5974850

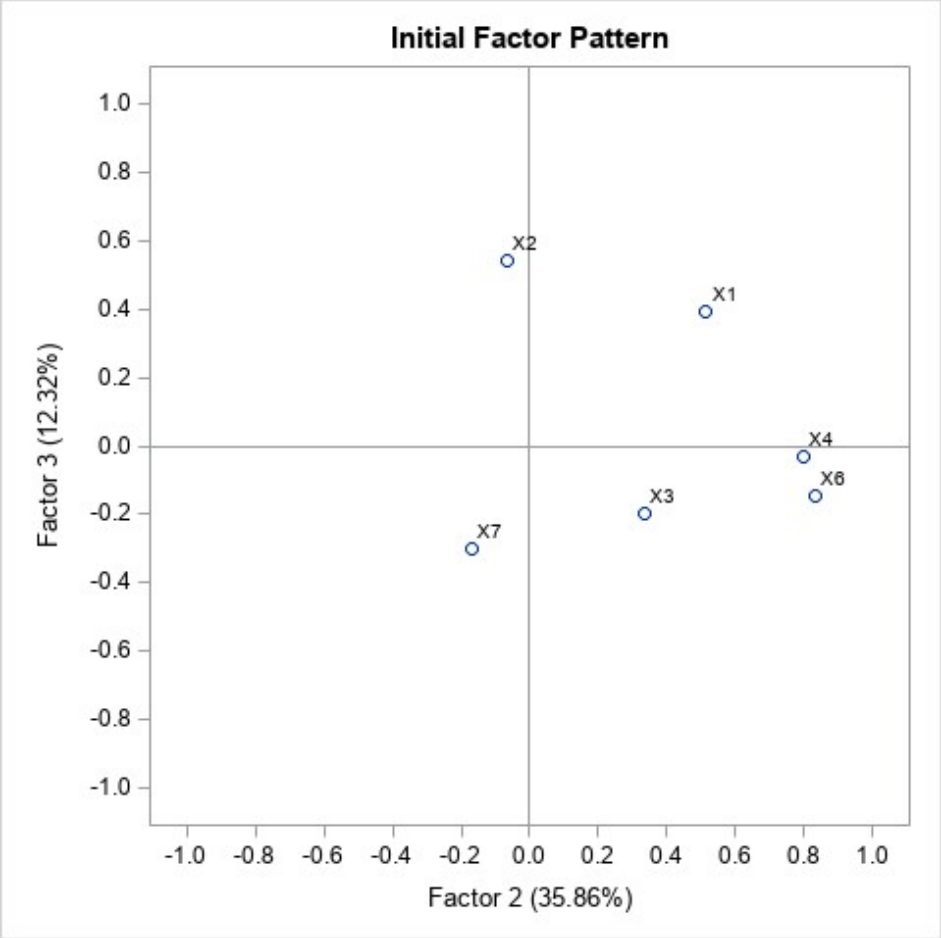
Final Communality Estimates: Total = 4.850492					
X1	**X2**	**X3**	**X4**	**X6**	**X7**
0.81102706	0.87098970	0.68545924	0.88249047	0.89439427	0.70613141

The SAS System

The FACTOR Procedure
Initial Factor Method: Principal Components




Initial Factor Pattern
Factor 3 (12.32%)
Factor 1 (51.82%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
X1
X2
X3
X4
X6
X7


Initial Factor Pattern
Factor 3 (12.32%)
Factor 2 (35.86%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X1
X2
X3
X4
X6
X7

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix			
	1	2	3
1	0.42097	-0.65538	0.62710
2	0.89391	0.41710	-0.16418
3	-0.15396	0.62969	0.76144

Rotated Factor Pattern				
		Factor1	Factor2	Factor3
X6	X6 - Salesforce image	0.94523	-0.02529	0.01698
X4	X4 - Manufacturers image	0.92642	-0.01040	0.15533
X1	X1 - Delivery speed	0.13563	0.87205	-0.17935
X7	X7 - Product quality	0.21919	-0.76169	0.27913
X2	X2 - Price level	0.17564	-0.18593	0.89754
X3	X3 - Price flexibility	0.02443	0.49313	-0.66460

Variance Explained by Each Factor		
Factor1	Factor2	Factor3
1.8496093	1.6191283	1.3817546

Final Communality Estimates: Total = 4.850492					
X1	X2	X3	X4	X6	X7
0.81102706	0.87098970	0.68545924	0.88249047	0.89439427	0.70613141

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

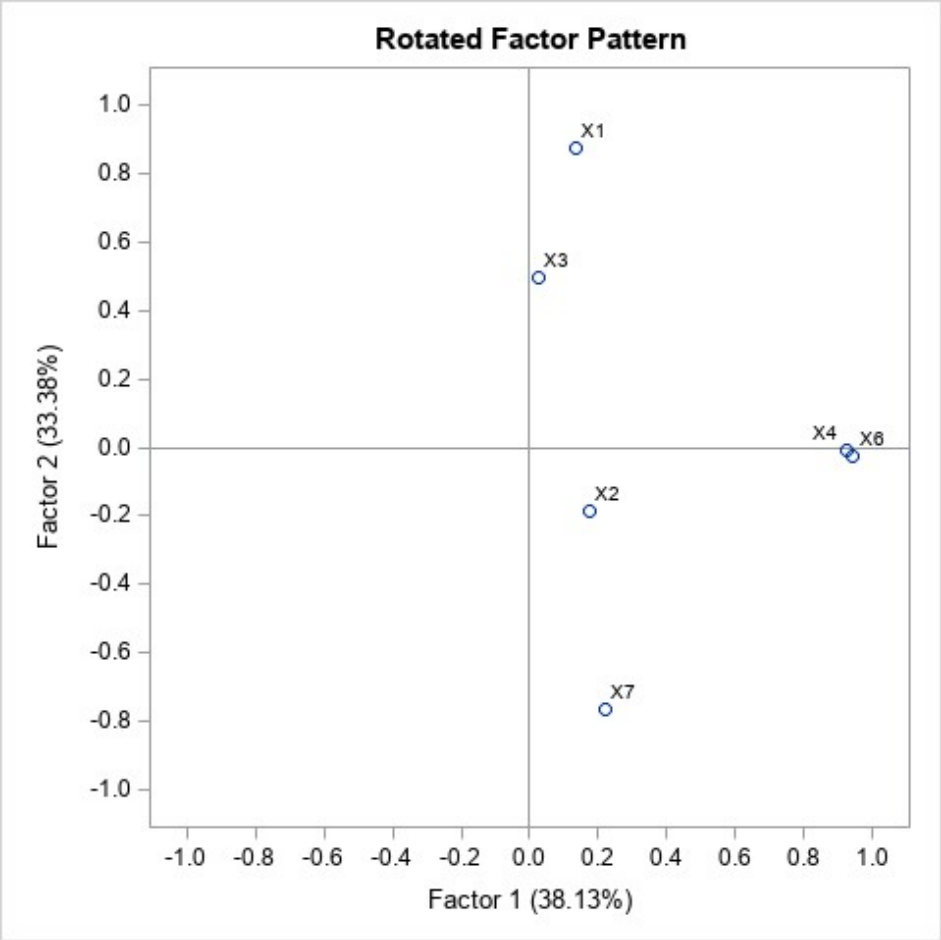
Scoring Coefficients Estimated by Regression

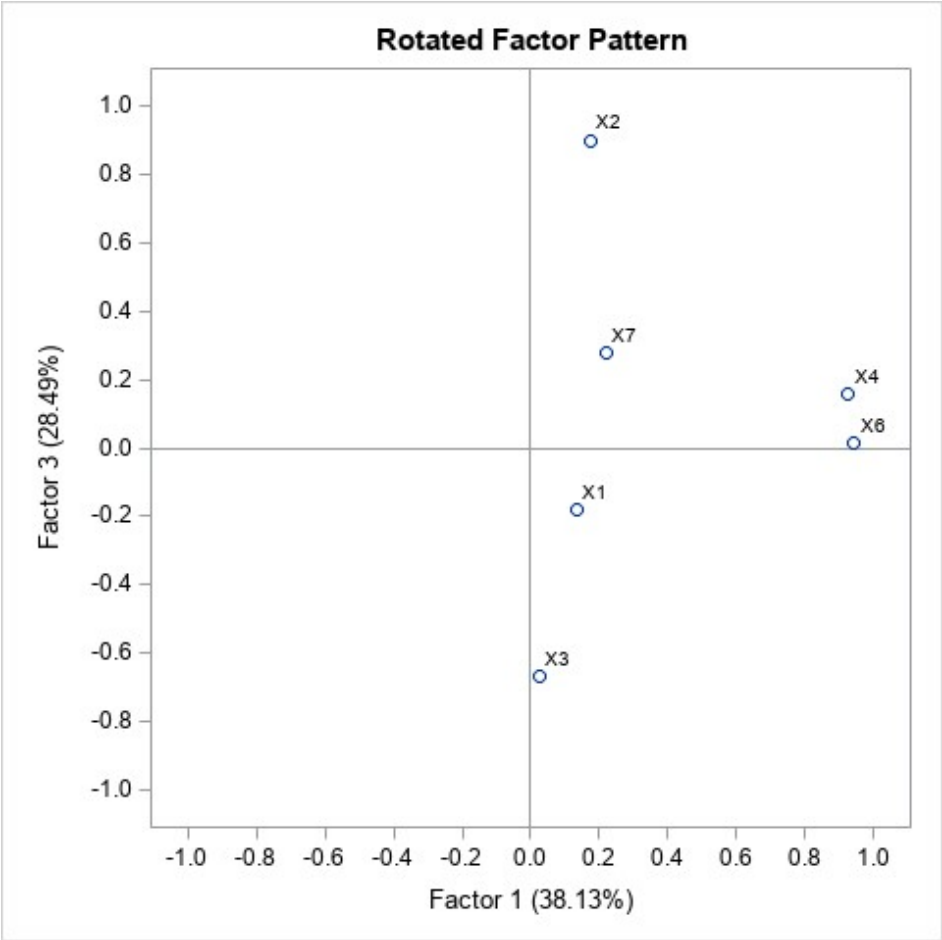
Squared Multiple Correlations of the Variables with Each Factor		
Factor1	Factor2	Factor3
1.0000000	1.0000000	1.0000000

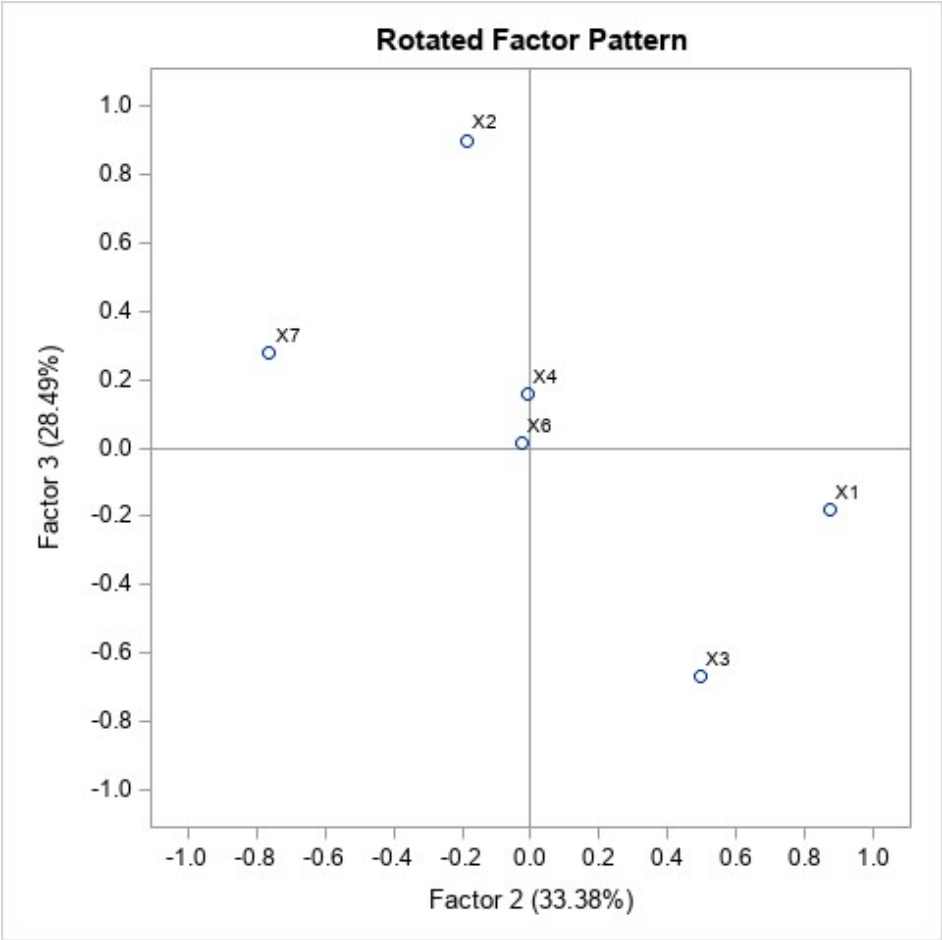
Standardized Scoring Coefficients				
		Factor1	Factor2	Factor3
X6	X6 - Salesforce image	0.53683	-0.06798	-0.16170
X4	X4 - Manufacturers image	0.50097	0.02997	0.00857
X1	X1 - Delivery speed	0.05843	0.69959	0.29419
X7	X7 - Product quality	0.11978	-0.55710	-0.17633
X2	X2 - Price level	-0.04680	0.35427	0.88297
X3	X3 - Price flexibility	0.10214	0.06094	-0.46780

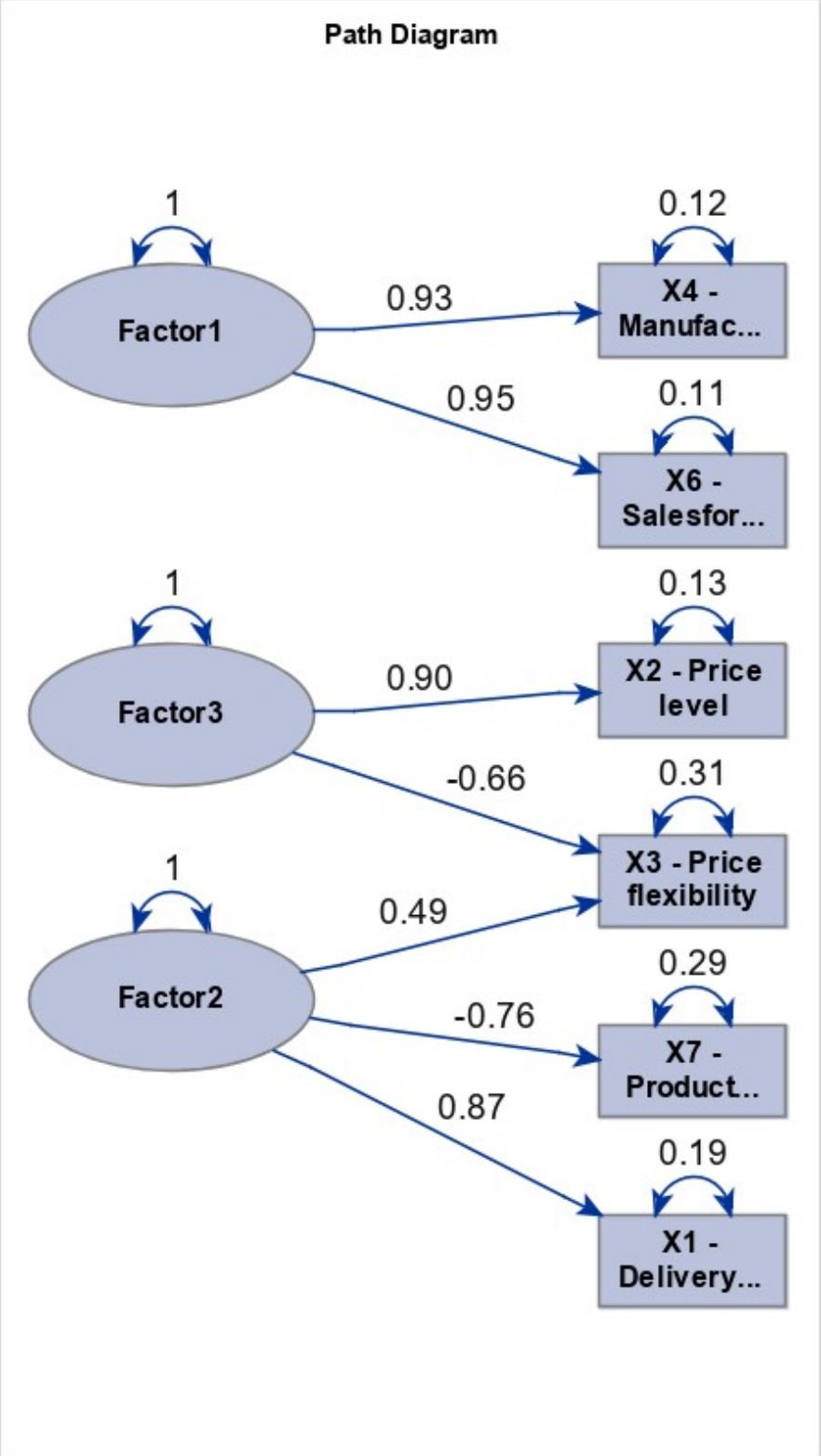
The SAS System

The FACTOR Procedure
Rotation Method: Varimax




Rotated Factor Pattern
Factor 3 (28.49%)
Factor 1 (38.13%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
-1.0 -0.8 -0.6 -0.4 -0.2 0.0 0.2 0.4 0.6 0.8 1.0
X2
X7
X4
X6
X1
X3


Rotated Factor Pattern
Factor 3 (28.49%)
Factor 2 (33.38%)
1.0
0.8
0.6
0.4
0.2
0.0
-0.2
-0.4
-0.6
-0.8
-1.0
X2
X7
X4
X6
X1
X3


Path Diagram
1
0.12
Factor1
0.93
X4 - Manufac...
0.95
0.11
X6 - Salesfor...
1
0.13
Factor3
0.90
X2 - Price level
-0.66
0.31
X3 - Price flexibility
1
0.49
Factor2
0.29
-0.76
X7 - Product...
0.87
0.19
X1 - Delivery...

The SAS System

Obs	_TYPE_	_NAME_	X1	X2	X3	X4	X6	X7
1	MEAN		3.515	2.364	7.894	5.248	2.665	6.971
2	STD		1.321	1.196	1.387	1.131	0.771	1.585
3	N		100.000	100.000	100.000	100.000	100.000	100.000
4	CORR	X1	1.000	-0.349	0.509	0.050	0.077	-0.483
5	CORR	X2	-0.349	1.000	-0.487	0.272	0.186	0.470
6	CORR	X3	0.509	-0.487	1.000	-0.116	-0.034	-0.448
7	CORR	X4	0.050	0.272	-0.116	1.000	0.788	0.200
8	CORR	X6	0.077	0.186	-0.034	0.788	1.000	0.177
9	CORR	X7	-0.483	0.470	-0.448	0.200	0.177	1.000
10	COMMUNAL		0.811	0.871	0.685	0.882	0.894	0.706
11	PRIORS		1.000	1.000	1.000	1.000	1.000	1.000
12	EIGENVAL		2.513	1.740	0.597	0.530	0.416	0.204
13	UNROTATE	Factor1	-0.627	0.759	-0.730	0.494	0.425	0.767
14	UNROTATE	Factor2	0.514	-0.068	0.337	0.798	0.832	-0.168
15	UNROTATE	Factor3	0.392	0.539	-0.199	-0.031	-0.149	-0.301
16	TRANSFOR	Factor1	0.421	0.894	-0.154	.	.	.
17	TRANSFOR	Factor2	-0.655	0.417	0.630	.	.	.
18	TRANSFOR	Factor3	0.627	-0.164	0.761	.	.	.
19	PATTERN	Factor1	0.136	0.176	0.024	0.926	0.945	0.219
20	PATTERN	Factor2	0.872	-0.186	0.493	-0.010	-0.025	-0.762
21	PATTERN	Factor3	-0.179	0.898	-0.665	0.155	0.017	0.279
22	SCORE	Factor1	0.058	-0.047	0.102	0.501	0.537	0.120
23	SCORE	Factor2	0.700	0.354	0.061	0.030	-0.068	-0.557
24	SCORE	Factor3	0.294	0.883	-0.468	0.009	-0.162	-0.176

The SAS System

Obs	X1	X2	X3	X4	X6	X7	Factor1	Factor2	Factor3
1	4.1	0.6	6.9	4.7	2.3	5.2	-0.60895	0.38357	-0.56759
2	1.8	3.0	6.3	6.6	4.0	8.4	1.41815	-1.37416	0.19672
3	3.4	5.2	5.7	6.0	2.7	8.2	0.17250	0.26789	2.67061
4	2.7	1.0	7.1	5.9	2.3	7.8	0.05599	-1.11263	-0.93164
5	6.0	0.9	9.6	7.8	4.6	4.5	2.58375	1.72285	-1.21492
6	1.9	3.3	7.9	4.8	1.9	9.7	-0.63256	-1.48132	0.18298
7	4.6	2.4	9.5	6.6	4.5	7.6	2.08899	0.30892	-0.71824
8	1.3	4.2	6.2	5.1	2.2	6.9	-0.68937	-0.64169	1.53833
9	5.5	1.6	9.4	4.7	3.0	7.6	0.26684	0.62616	-0.77455
10	4.0	3.5	6.5	6.0	3.2	8.7	0.71050	-0.10265	1.11843
11	2.4	1.6	8.8	4.8	2.8	5.8	-0.14551	-0.38942	-1.01970
12	3.9	2.2	9.1	4.6	2.5	8.3	-0.18912	-0.26132	-0.56038
13	2.8	1.4	8.1	3.8	1.4	6.6	-1.52887	-0.45173	-0.64501
14	3.7	1.5	8.6	5.7	3.7	6.7	0.99446	-0.11104	-1.01858
15	4.7	1.3	9.9	6.7	2.6	6.8	0.82658	0.50489	-1.15495
16	3.4	2.0	9.7	4.7	1.7	4.8	-0.93652	0.74415	-0.46400
17	3.2	4.1	5.7	5.1	2.9	6.2	-0.20364	0.49740	1.98743
18	4.9	1.8	7.7	4.3	1.5	5.9	-1.24295	1.01200	0.31379
19	5.3	1.4	9.7	6.1	3.9	6.8	1.47414	0.71301	-1.15722
20	4.7	1.3	9.9	6.7	2.6	6.8	0.82658	0.50489	-1.15495
21	3.3	0.9	8.6	4.0	1.8	6.3	-1.10589	-0.23761	-1.12059
22	3.4	0.4	8.3	2.5	1.7	5.2	-1.92093	0.00968	-1.23437
23	3.0	4.0	9.1	7.1	3.4	8.4	1.44190	-0.25299	0.38743
24	2.4	1.5	6.7	4.8	2.5	7.2	-0.39944	-0.97689	-0.47781
25	5.1	1.4	8.7	4.8	2.6	3.8	-0.31601	1.69761	-0.26782
26	4.6	2.1	7.9	5.8	2.8	4.7	0.22561	1.29758	0.27317
27	2.4	1.5	6.6	4.8	2.5	7.2	-0.40680	-0.98129	-0.44407
28	5.2	1.3	9.7	6.1	3.9	6.7	1.46608	0.66555	-1.24222
29	3.5	2.8	9.9	3.5	1.7	5.4	-1.43469	0.80030	0.00575
30	4.1	3.7	5.9	5.5	3.0	8.4	0.27955	0.09303	1.56237
31	3.0	3.2	6.0	5.3	3.0	8.0	0.13905	-0.49812	0.95735
32	2.8	3.8	8.9	6.9	3.2	8.2	1.18319	-0.34436	0.32535

33	5.2	2.0	9.3	5.9	2.4	4.6	0.11736	1.72037	-0.04360
34	3.4	3.7	6.4	5.7	3.4	8.4	0.65254	-0.28576	1.15536
35	2.4	1.0	7.7	3.4	1.1	6.2	-1.97664	-0.64328	-0.79014
36	1.8	3.3	7.5	4.5	2.4	7.6	-0.60976	-0.86591	0.42209
37	3.6	4.0	5.8	5.8	2.5	9.3	0.09096	-0.35157	1.71333
38	4.0	0.9	9.1	5.4	2.6	7.3	0.21449	-0.22973	-1.40181
39	0.0	2.1	6.9	5.4	2.6	8.9	-0.05060	-2.65195	-0.84233
40	2.4	2.0	6.4	4.5	2.2	8.8	-0.66197	-1.38570	-0.12466
41	1.9	3.4	7.6	4.6	2.5	7.7	-0.48040	-0.82023	0.45314
42	5.9	0.9	9.6	7.8	4.6	4.5	2.57933	1.66988	-1.23720
43	4.9	2.3	9.3	4.5	1.3	6.2	-1.17271	1.14798	0.15329
44	5.0	1.3	8.6	4.7	2.5	3.7	-0.44536	1.65193	-0.29886
45	2.0	2.6	6.5	3.7	1.7	8.5	-1.42089	-1.28708	0.32778
46	5.0	2.5	9.4	4.6	1.4	6.3	-1.04728	1.22329	0.25818
47	3.1	1.9	10.0	4.5	3.2	3.8	-0.04328	0.78264	-0.91083
48	3.4	3.9	5.6	5.6	2.3	9.1	-0.17166	-0.41330	1.72510
49	5.8	0.2	8.8	4.5	2.4	6.7	-0.28370	0.70778	-1.31470
50	5.4	2.1	8.0	3.0	1.4	5.2	-1.90863	1.59931	0.63448
51	3.7	0.7	8.2	6.0	2.5	5.2	0.18011	0.27526	-1.05356
52	2.6	4.8	8.2	5.0	2.5	9.0	-0.18469	-0.45451	1.29892
53	4.5	4.1	6.3	5.9	3.4	8.8	0.79696	0.27576	1.68653
54	2.8	2.4	6.7	4.9	2.6	9.2	-0.15193	-1.20737	0.03324
55	3.8	0.8	8.7	2.9	2.1	5.6	-1.40352	0.19241	-1.11021
56	2.9	2.6	7.7	7.0	3.6	7.7	1.43125	-0.55660	-0.16121
57	4.9	4.4	7.4	6.9	4.0	9.6	1.80503	0.31731	1.41877
58	5.4	2.5	9.6	5.5	3.0	7.7	0.60370	0.83470	-0.20474
59	4.3	1.8	7.6	5.4	2.5	4.4	-0.20672	1.15788	0.17929
60	2.3	4.5	8.0	4.7	2.2	8.7	-0.56538	-0.58716	1.17206
61	3.1	1.9	9.9	4.5	3.1	3.8	-0.12029	0.78706	-0.85611
62	5.1	1.9	9.2	5.8	2.3	4.5	-0.01199	1.67469	-0.07464
63	4.1	1.1	9.3	5.5	2.7	7.4	0.34730	-0.15003	-1.33066
64	3.0	3.8	5.5	4.9	2.6	6.0	-0.52807	0.38522	1.87247
65	1.1	2.0	7.2	4.7	3.2	10.0	0.21509	-2.54376	-1.02589
66	3.7	1.4	9.0	4.5	2.3	6.8	-0.47092	-0.06656	-0.95393
67	4.2	2.5	9.2	6.2	3.9	7.3	1.42765	0.26123	-0.47607
68									

	1.6	4.5	6.4	5.3	2.5	7.1	-0.36052	-0.47655	1.67556
69	5.3	1.7	8.5	3.7	1.9	4.8	-1.23263	1.56481	0.09303
70	2.3	3.7	8.3	5.2	2.3	9.1	-0.19071	-0.94716	0.41837
71	3.6	5.4	5.9	6.2	2.9	8.4	0.43120	0.35925	2.73269
72	5.6	2.2	8.2	3.1	1.6	5.3	-1.69784	1.69354	0.63308
73	3.6	2.2	9.9	4.8	1.9	4.9	-0.72965	0.86800	-0.39156
74	5.2	1.3	9.1	4.5	2.7	7.3	-0.07694	0.49176	-0.86691
75	3.0	2.0	6.6	6.6	2.7	8.2	0.61202	-0.83670	-0.08073
76	4.2	2.4	9.4	4.9	2.7	8.5	0.12565	-0.10994	-0.50900
77	3.8	0.8	8.3	6.1	2.6	5.3	0.30946	0.32094	-1.02252
78	3.3	2.6	9.7	3.3	1.5	5.2	-1.69339	0.70893	-0.05633
79	1.0	1.9	7.1	4.5	3.1	9.9	0.04146	-2.59209	-1.05769
80	4.5	1.6	8.7	4.6	2.1	6.8	-0.56047	0.42356	-0.48410
81	5.5	1.8	8.7	3.8	2.1	4.9	-1.02185	1.65904	0.09162
82	3.4	4.6	5.5	8.2	4.4	6.3	2.19572	0.65740	2.16640
83	1.6	2.8	6.1	6.4	3.8	8.2	1.15944	-1.46552	0.13464
84	2.3	3.7	7.6	5.0	2.5	7.4	-0.32000	-0.40343	0.80018
85	2.6	3.0	8.5	6.0	2.8	6.8	0.39334	-0.20148	0.05779
86	2.5	3.1	7.0	4.2	2.2	9.0	-0.77413	-1.05867	0.48298
87	2.4	2.9	8.4	5.9	2.7	6.7	0.25956	-0.30014	0.00448
88	2.1	3.5	7.4	4.8	2.3	7.2	-0.57871	-0.49480	0.73810
89	2.9	1.2	7.3	6.1	2.5	8.0	0.31469	-1.02126	-0.86956
90	4.3	2.5	9.3	6.3	4.0	7.4	1.56091	0.27728	-0.51888
91	3.0	2.8	7.8	7.1	3.8	7.9	1.63389	-0.52525	-0.08842
92	4.8	1.7	7.6	4.2	1.4	5.8	-1.37230	0.96632	0.28275
93	3.1	4.2	5.1	7.8	4.0	5.9	1.68273	0.52764	2.06451
94	1.9	2.7	5.0	4.9	2.5	8.2	-0.47392	-1.30968	0.76009
95	4.0	0.5	6.7	4.5	2.1	5.0	-0.86714	0.37480	-0.53355
96	0.6	1.6	6.4	5.0	2.1	8.4	-0.60442	-2.29505	-0.75175
97	6.1	0.5	9.2	4.8	2.8	7.1	0.18892	0.80526	-1.28742
98	2.0	2.8	5.2	5.0	2.7	8.4	-0.26000	-1.30356	0.72529
99	3.1	2.2	6.7	6.8	2.9	8.4	0.85894	-0.80270	-0.00719
100	2.5	1.8	9.0	5.0	3.0	6.0	0.10877	-0.35102	-0.97990

The SAS System

Obs	X1	X2	X3	X4	X6	X7	Factor1	Factor2	Factor3	SumScale1	SumScale2	SumScale3
1	4.1	0.6	6.9	4.7	2.3	5.2	-0.60895	0.38357	-0.56759	3.50	4.45	1.85
2	1.8	3.0	6.3	6.6	4.0	8.4	1.41815	-1.37416	0.19672	5.30	1.70	3.35
3	3.4	5.2	5.7	6.0	2.7	8.2	0.17250	0.26789	2.67061	4.35	2.60	4.75
4	2.7	1.0	7.1	5.9	2.3	7.8	0.05599	-1.11263	-0.93164	4.10	2.45	1.95
5	6.0	0.9	9.6	7.8	4.6	4.5	2.58375	1.72285	-1.21492	6.20	5.75	0.65
6	1.9	3.3	7.9	4.8	1.9	9.7	-0.63256	-1.48132	0.18298	3.35	1.10	2.70
7	4.6	2.4	9.5	6.6	4.5	7.6	2.08899	0.30892	-0.71824	5.55	3.50	1.45
8	1.3	4.2	6.2	5.1	2.2	6.9	-0.68937	-0.64169	1.53833	3.65	2.20	4.00
9	5.5	1.6	9.4	4.7	3.0	7.6	0.26684	0.62616	-0.77455	3.85	3.95	1.10
10	4.0	3.5	6.5	6.0	3.2	8.7	0.71050	-0.10265	1.11843	4.60	2.65	3.50
11	2.4	1.6	8.8	4.8	2.8	5.8	-0.14551	-0.38942	-1.01970	3.80	3.30	1.40
12	3.9	2.2	9.1	4.6	2.5	8.3	-0.18912	-0.26132	-0.56038	3.55	2.80	1.55
13	2.8	1.4	8.1	3.8	1.4	6.6	-1.52887	-0.45173	-0.64501	2.60	3.10	1.65
14	3.7	1.5	8.6	5.7	3.7	6.7	0.99446	-0.11104	-1.01858	4.70	3.50	1.45
15	4.7	1.3	9.9	6.7	2.6	6.8	0.82658	0.50489	-1.15495	4.65	3.95	0.70
16	3.4	2.0	9.7	4.7	1.7	4.8	-0.93652	0.74415	-0.46400	3.20	4.30	1.15
17	3.2	4.1	5.7	5.1	2.9	6.2	-0.20364	0.49740	1.98743	4.00	3.50	4.20
18	4.9	1.8	7.7	4.3	1.5	5.9	-1.24295	1.01200	0.31379	2.90	4.50	2.05
19	5.3	1.4	9.7	6.1	3.9	6.8	1.47414	0.71301	-1.15722	5.00	4.25	0.85
20	4.7	1.3	9.9	6.7	2.6	6.8	0.82658	0.50489	-1.15495	4.65	3.95	0.70
21	3.3	0.9	8.6	4.0	1.8	6.3	-1.10589	-0.23761	-1.12059	2.90	3.50	1.15
22	3.4	0.4	8.3	2.5	1.7	5.2	-1.92093	0.00968	-1.23437	2.10	4.10	1.05
23	3.0	4.0	9.1	7.1	3.4	8.4	1.44190	-0.25299	0.38743	5.25	2.30	2.45
24	2.4	1.5	6.7	4.8	2.5	7.2	-0.39944	-0.97689	-0.47781	3.65	2.60	2.40
25	5.1	1.4	8.7	4.8	2.6	3.8	-0.31601	1.69761	-0.26782	3.70	5.65	1.35
26	4.6	2.1	7.9	5.8	2.8	4.7	0.22561	1.29758	0.27317	4.30	4.95	2.10
27	2.4	1.5	6.6	4.8	2.5	7.2	-0.40680	-0.98129	-0.44407	3.65	2.60	2.45
28	5.2	1.3	9.7	6.1	3.9	6.7	1.46608	0.66555	-1.24222	5.00	4.25	0.80
29	3.5	2.8	9.9	3.5	1.7	5.4	-1.43469	0.80030	0.00575	2.60	4.05	1.45
30	4.1	3.7	5.9	5.5	3.0	8.4	0.27955	0.09303	1.56237	4.25	2.85	3.90
31	3.0	3.2	6.0	5.3	3.0	8.0	0.13905	-0.49812	0.95735	4.15	2.50	3.60
32	2.8	3.8	8.9	6.9	3.2	8.2	1.18319	-0.34436	0.32535	5.05	2.30	2.45

33	5.2	2.0	9.3	5.9	2.4	4.6	0.11736	1.72037	-0.04360	4.15	5.30	1.35
34	3.4	3.7	6.4	5.7	3.4	8.4	0.65254	-0.28576	1.15536	4.55	2.50	3.65
35	2.4	1.0	7.7	3.4	1.1	6.2	-1.97664	-0.64328	-0.79014	2.25	3.10	1.65
36	1.8	3.3	7.5	4.5	2.4	7.6	-0.60976	-0.86591	0.42209	3.45	2.10	2.90
37	3.6	4.0	5.8	5.8	2.5	9.3	0.09096	-0.35157	1.71333	4.15	2.15	4.10
38	4.0	0.9	9.1	5.4	2.6	7.3	0.21449	-0.22973	-1.40181	4.00	3.35	0.90
39	0.0	2.1	6.9	5.4	2.6	8.9	-0.05060	-2.65195	-0.84233	4.00	0.55	2.60
40	2.4	2.0	6.4	4.5	2.2	8.8	-0.66197	-1.38570	-0.12466	3.35	1.80	2.80
41	1.9	3.4	7.6	4.6	2.5	7.7	-0.48040	-0.82023	0.45314	3.55	2.10	2.90
42	5.9	0.9	9.6	7.8	4.6	4.5	2.57933	1.66988	-1.23720	6.20	5.70	0.65
43	4.9	2.3	9.3	4.5	1.3	6.2	-1.17271	1.14798	0.15329	2.90	4.35	1.50
44	5.0	1.3	8.6	4.7	2.5	3.7	-0.44536	1.65193	-0.29886	3.60	5.65	1.35
45	2.0	2.6	6.5	3.7	1.7	8.5	-1.42089	-1.28708	0.32778	2.70	1.75	3.05
46	5.0	2.5	9.4	4.6	1.4	6.3	-1.04728	1.22329	0.25818	3.00	4.35	1.55
47	3.1	1.9	10.0	4.5	3.2	3.8	-0.04328	0.78264	-0.91083	3.85	4.65	0.95
48	3.4	3.9	5.6	5.6	2.3	9.1	-0.17166	-0.41330	1.72510	3.95	2.15	4.15
49	5.8	0.2	8.8	4.5	2.4	6.7	-0.28370	0.70778	-1.31470	3.45	4.55	0.70
50	5.4	2.1	8.0	3.0	1.4	5.2	-1.90863	1.59931	0.63448	2.20	5.10	2.05
51	3.7	0.7	8.2	6.0	2.5	5.2	0.18011	0.27526	-1.05356	4.25	4.25	1.25
52	2.6	4.8	8.2	5.0	2.5	9.0	-0.18469	-0.45451	1.29892	3.75	1.80	3.30
53	4.5	4.1	6.3	5.9	3.4	8.8	0.79696	0.27576	1.68653	4.65	2.85	3.90
54	2.8	2.4	6.7	4.9	2.6	9.2	-0.15193	-1.20737	0.03324	3.75	1.80	2.85
55	3.8	0.8	8.7	2.9	2.1	5.6	-1.40352	0.19241	-1.11021	2.50	4.10	1.05
56	2.9	2.6	7.7	7.0	3.6	7.7	1.43125	-0.55660	-0.16121	5.30	2.60	2.45
57	4.9	4.4	7.4	6.9	4.0	9.6	1.80503	0.31731	1.41877	5.45	2.65	3.50
58	5.4	2.5	9.6	5.5	3.0	7.7	0.60370	0.83470	-0.20474	4.25	3.85	1.45
59	4.3	1.8	7.6	5.4	2.5	4.4	-0.20672	1.15788	0.17929	3.95	4.95	2.10
60	2.3	4.5	8.0	4.7	2.2	8.7	-0.56538	-0.58716	1.17206	3.45	1.80	3.25
61	3.1	1.9	9.9	4.5	3.1	3.8	-0.12029	0.78706	-0.85611	3.80	4.65	1.00
62	5.1	1.9	9.2	5.8	2.3	4.5	-0.01199	1.67469	-0.07464	4.05	5.30	1.35
63	4.1	1.1	9.3	5.5	2.7	7.4	0.34730	-0.15003	-1.33066	4.10	3.35	0.90
64	3.0	3.8	5.5	4.9	2.6	6.0	-0.52807	0.38522	1.87247	3.75	3.50	4.15
65	1.1	2.0	7.2	4.7	3.2	10.0	0.21509	-2.54376	-1.02589	3.95	0.55	2.40
66	3.7	1.4	9.0	4.5	2.3	6.8	-0.47092	-0.06656	-0.95393	3.40	3.45	1.20
67	4.2	2.5	9.2	6.2	3.9	7.3	1.42765	0.26123	-0.47607	5.05	3.45	1.65
68												

	1.6	4.5	6.4	5.3	2.5	7.1	-0.36052	-0.47655	1.67556	3.90	2.25	4.05
69	5.3	1.7	8.5	3.7	1.9	4.8	-1.23263	1.56481	0.09303	2.80	5.25	1.60
70	2.3	3.7	8.3	5.2	2.3	9.1	-0.19071	-0.94716	0.41837	3.75	1.60	2.70
71	3.6	5.4	5.9	6.2	2.9	8.4	0.43120	0.35925	2.73269	4.55	2.60	4.75
72	5.6	2.2	8.2	3.1	1.6	5.3	-1.69784	1.69354	0.63308	2.35	5.15	2.00
73	3.6	2.2	9.9	4.8	1.9	4.9	-0.72965	0.86800	-0.39156	3.35	4.35	1.15
74	5.2	1.3	9.1	4.5	2.7	7.3	-0.07694	0.49176	-0.86691	3.60	3.95	1.10
75	3.0	2.0	6.6	6.6	2.7	8.2	0.61202	-0.83670	-0.08073	4.65	2.40	2.70
76	4.2	2.4	9.4	4.9	2.7	8.5	0.12565	-0.10994	-0.50900	3.80	2.85	1.50
77	3.8	0.8	8.3	6.1	2.6	5.3	0.30946	0.32094	-1.02252	4.35	4.25	1.25
78	3.3	2.6	9.7	3.3	1.5	5.2	-1.69339	0.70893	-0.05633	2.40	4.05	1.45
79	1.0	1.9	7.1	4.5	3.1	9.9	0.04146	-2.59209	-1.05769	3.80	0.55	2.40
80	4.5	1.6	8.7	4.6	2.1	6.8	-0.56047	0.42356	-0.48410	3.35	3.85	1.45
81	5.5	1.8	8.7	3.8	2.1	4.9	-1.02185	1.65904	0.09162	2.95	5.30	1.55
82	3.4	4.6	5.5	8.2	4.4	6.3	2.19572	0.65740	2.16640	6.30	3.55	4.55
83	1.6	2.8	6.1	6.4	3.8	8.2	1.15944	-1.46552	0.13464	5.10	1.70	3.35
84	2.3	3.7	7.6	5.0	2.5	7.4	-0.32000	-0.40343	0.80018	3.75	2.45	3.05
85	2.6	3.0	8.5	6.0	2.8	6.8	0.39334	-0.20148	0.05779	4.40	2.90	2.25
86	2.5	3.1	7.0	4.2	2.2	9.0	-0.77413	-1.05867	0.48298	3.20	1.75	3.05
87	2.4	2.9	8.4	5.9	2.7	6.7	0.25956	-0.30014	0.00448	4.30	2.85	2.25
88	2.1	3.5	7.4	4.8	2.3	7.2	-0.57871	-0.49480	0.73810	3.55	2.45	3.05
89	2.9	1.2	7.3	6.1	2.5	8.0	0.31469	-1.02126	-0.86956	4.30	2.45	1.95
90	4.3	2.5	9.3	6.3	4.0	7.4	1.56091	0.27728	-0.51888	5.15	3.45	1.60
91	3.0	2.8	7.8	7.1	3.8	7.9	1.63389	-0.52525	-0.08842	5.45	2.55	2.50
92	4.8	1.7	7.6	4.2	1.4	5.8	-1.37230	0.96632	0.28275	2.80	4.50	2.05
93	3.1	4.2	5.1	7.8	4.0	5.9	1.68273	0.52764	2.06451	5.90	3.60	4.55
94	1.9	2.7	5.0	4.9	2.5	8.2	-0.47392	-1.30968	0.76009	3.70	1.85	3.85
95	4.0	0.5	6.7	4.5	2.1	5.0	-0.86714	0.37480	-0.53355	3.30	4.50	1.90
96	0.6	1.6	6.4	5.0	2.1	8.4	-0.60442	-2.29505	-0.75175	3.55	1.10	2.60
97	6.1	0.5	9.2	4.8	2.8	7.1	0.18892	0.80526	-1.28742	3.80	4.50	0.65
98	2.0	2.8	5.2	5.0	2.7	8.4	-0.26000	-1.30356	0.72529	3.85	1.80	3.80
99	3.1	2.2	6.7	6.8	2.9	8.4	0.85894	-0.80270	-0.00719	4.85	2.35	2.75
100	2.5	1.8	9.0	5.0	3.0	6.0	0.10877	-0.35102	-0.97990	4.00	3.25	1.40

The SAS System

The MEANS Procedure

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
Factor1		100	-1.45717E-16	1.0000000	-1.9766383	2.5837502
Factor2		100	-3.88578E-17	1.0000000	-2.6519540	1.7228469
Factor3		100	1.387779E-16	1.0000000	-1.4018097	2.7326901
SumScale1	SumScale1 - Marketing	100	3.9565000	0.9012801	2.1000000	6.3000000
SumScale2	SumScale2 - Product value	100	3.2720000	1.2528215	0.5500000	5.7500000
SumScale3	SumScale3 -- Price value	100	2.2350000	1.1143803	0.6500000	4.7500000

The SAS System

The CORR Procedure

6 Variables:	Factor1 Factor2 Factor3 SumScale1 SumScale2 SumScale3

Simple Statistics

Variable	N	Mean	Std Dev	Sum	Minimum	Maximum	Label
Factor1	100	0	1.00000	0	-1.97664	2.58375	
Factor2	100	0	1.00000	0	-2.65195	1.72285	
Factor3	100	0	1.00000	0	-1.40181	2.73269	
SumScale1	100	3.95650	0.90128	395.65000	2.10000	6.30000	SumScale1 - Marketing
SumScale2	100	3.27200	1.25282	327.20000	0.55000	5.75000	SumScale2 - Product value
SumScale3	100	2.23500	1.11438	223.50000	0.65000	4.75000	SumScale3 -- Price value

Pearson Correlation Coefficients, N = 100
Prob > |r| under H0: Rho=0

	Factor1	Factor2	Factor3	SumScale1	SumScale2	SumScale3
Factor1	1.00000	0.00000 1.0000	0.00000 1.0000	0.98571 <.0001	-0.06718 0.5066	0.07902 0.4345
Factor2	0.00000 1.0000	1.00000	0.00000 1.0000	-0.01734 0.8640	0.94155 <.0001	-0.40652 <.0001
Factor3	0.00000 1.0000	0.00000 1.0000	1.00000	0.10476 0.2996	-0.27113 0.0064	0.89494 <.0001
SumScale1 SumScale1 - Marketing	0.98571 <.0001	-0.01734 0.8640	0.10476 0.2996	1.00000	-0.09332 0.3558	0.18884 0.0599
SumScale2 SumScale2 - Product value	-0.06718 0.5066	0.94155 <.0001	-0.27113 0.0064	-0.09332 0.3558	1.00000	-0.60156 <.0001
SumScale3 SumScale3 -- Price value	0.07902 0.4345	-0.40652 <.0001	0.89494 <.0001	0.18884 0.0599	-0.60156 <.0001	1.00000