

Obs	X1	X2	X3	X4	X5	X6	X7
1	4.1	0.6	6.9	4.7	2.4	2.3	5.2
2	1.8	3.0	6.3	6.6	2.5	4.0	8.4
3	3.4	5.2	5.7	6.0	4.3	2.7	8.2
4	2.7	1.0	7.1	5.9	1.8	2.3	7.8
5	6.0	0.9	9.6	7.8	3.4	4.6	4.5
6	1.9	3.3	7.9	4.8	2.6	1.9	9.7
7	4.6	2.4	9.5	6.6	3.5	4.5	7.6
8	1.3	4.2	6.2	5.1	2.8	2.2	6.9
9	5.5	1.6	9.4	4.7	3.5	3.0	7.6
10	4.0	3.5	6.5	6.0	3.7	3.2	8.7
11	2.4	1.6	8.8	4.8	2.0	2.8	5.8
12	3.9	2.2	9.1	4.6	3.0	2.5	8.3
13	2.8	1.4	8.1	3.8	2.1	1.4	6.6
14	3.7	1.5	8.6	5.7	2.7	3.7	6.7
15	4.7	1.3	9.9	6.7	3.0	2.6	6.8
16	3.4	2.0	9.7	4.7	2.7	1.7	4.8
17	3.2	4.1	5.7	5.1	3.6	2.9	6.2
18	4.9	1.8	7.7	4.3	3.4	1.5	5.9
19	5.3	1.4	9.7	6.1	3.3	3.9	6.8
20	4.7	1.3	9.9	6.7	3.0	2.6	6.8
21	3.3	0.9	8.6	4.0	2.1	1.8	6.3
22	3.4	0.4	8.3	2.5	1.2	1.7	5.2
23	3.0	4.0	9.1	7.1	3.5	3.4	8.4
24	2.4	1.5	6.7	4.8	1.9	2.5	7.2
25	5.1	1.4	8.7	4.8	3.3	2.6	3.8
26	4.6	2.1	7.9	5.8	3.4	2.8	4.7
27	2.4	1.5	6.6	4.8	1.9	2.5	7.2
28	5.2	1.3	9.7	6.1	3.2	3.9	6.7
29	3.5	2.8	9.9	3.5	3.1	1.7	5.4
30	4.1	3.7	5.9	5.5	3.9	3.0	8.4
31	3.0	3.2	6.0	5.3	3.1	3.0	8.0
32	2.8	3.8	8.9	6.9	3.3	3.2	8.2
33	5.2	2.0	9.3	5.9	3.7	2.4	4.6
34	3.4	3.7	6.4	5.7	3.5	3.4	8.4
35	2.4	1.0	7.7	3.4	1.7	1.1	6.2
36	1.8	3.3	7.5	4.5	2.5	2.4	7.6
37	3.6	4.0	5.8	5.8	3.7	2.5	9.3
38	4.0	0.9	9.1	5.4	2.4	2.6	7.3

Obs	X1	X2	X3	X4	X5	X6	X7
39	0.0	2.1	6.9	5.4	1.1	2.6	8.9
40	2.4	2.0	6.4	4.5	2.1	2.2	8.8
41	1.9	3.4	7.6	4.6	2.6	2.5	7.7
42	5.9	0.9	9.6	7.8	3.4	4.6	4.5
43	4.9	2.3	9.3	4.5	3.6	1.3	6.2
44	5.0	1.3	8.6	4.7	3.1	2.5	3.7
45	2.0	2.6	6.5	3.7	2.4	1.7	8.5
46	5.0	2.5	9.4	4.6	3.7	1.4	6.3
47	3.1	1.9	10.0	4.5	2.6	3.2	3.8
48	3.4	3.9	5.6	5.6	3.6	2.3	9.1
49	5.8	0.2	8.8	4.5	3.0	2.4	6.7
50	5.4	2.1	8.0	3.0	3.8	1.4	5.2
51	3.7	0.7	8.2	6.0	2.1	2.5	5.2
52	2.6	4.8	8.2	5.0	3.6	2.5	9.0
53	4.5	4.1	6.3	5.9	4.3	3.4	8.8
54	2.8	2.4	6.7	4.9	2.5	2.6	9.2
55	3.8	0.8	8.7	2.9	1.6	2.1	5.6
56	2.9	2.6	7.7	7.0	2.8	3.6	7.7
57	4.9	4.4	7.4	6.9	4.6	4.0	9.6
58	5.4	2.5	9.6	5.5	4.0	3.0	7.7
59	4.3	1.8	7.6	5.4	3.1	2.5	4.4
60	2.3	4.5	8.0	4.7	3.3	2.2	8.7
61	3.1	1.9	9.9	4.5	2.6	3.1	3.8
62	5.1	1.9	9.2	5.8	3.6	2.3	4.5
63	4.1	1.1	9.3	5.5	2.5	2.7	7.4
64	3.0	3.8	5.5	4.9	3.4	2.6	6.0
65	1.1	2.0	7.2	4.7	1.6	3.2	10.0
66	3.7	1.4	9.0	4.5	2.6	2.3	6.8
67	4.2	2.5	9.2	6.2	3.3	3.9	7.3
68	1.6	4.5	6.4	5.3	3.0	2.5	7.1
69	5.3	1.7	8.5	3.7	3.5	1.9	4.8
70	2.3	3.7	8.3	5.2	3.0	2.3	9.1
71	3.6	5.4	5.9	6.2	4.5	2.9	8.4
72	5.6	2.2	8.2	3.1	4.0	1.6	5.3
73	3.6	2.2	9.9	4.8	2.9	1.9	4.9
74	5.2	1.3	9.1	4.5	3.3	2.7	7.3
75	3.0	2.0	6.6	6.6	2.4	2.7	8.2
76	4.2	2.4	9.4	4.9	3.2	2.7	8.5

Obs	X1	X2	X3	X4	X5	X6	X7
77	3.8	0.8	8.3	6.1	2.2	2.6	5.3
78	3.3	2.6	9.7	3.3	2.9	1.5	5.2
79	1.0	1.9	7.1	4.5	1.5	3.1	9.9
80	4.5	1.6	8.7	4.6	3.1	2.1	6.8
81	5.5	1.8	8.7	3.8	3.6	2.1	4.9
82	3.4	4.6	5.5	8.2	4.0	4.4	6.3
83	1.6	2.8	6.1	6.4	2.3	3.8	8.2
84	2.3	3.7	7.6	5.0	3.0	2.5	7.4
85	2.6	3.0	8.5	6.0	2.8	2.8	6.8
86	2.5	3.1	7.0	4.2	2.8	2.2	9.0
87	2.4	2.9	8.4	5.9	2.7	2.7	6.7
88	2.1	3.5	7.4	4.8	2.8	2.3	7.2
89	2.9	1.2	7.3	6.1	2.0	2.5	8.0
90	4.3	2.5	9.3	6.3	3.4	4.0	7.4
91	3.0	2.8	7.8	7.1	3.0	3.8	7.9
92	4.8	1.7	7.6	4.2	3.3	1.4	5.8
93	3.1	4.2	5.1	7.8	3.6	4.0	5.9
94	1.9	2.7	5.0	4.9	2.2	2.5	8.2
95	4.0	0.5	6.7	4.5	2.2	2.1	5.0
96	0.6	1.6	6.4	5.0	0.7	2.1	8.4
97	6.1	0.5	9.2	4.8	3.3	2.8	7.1
98	2.0	2.8	5.2	5.0	2.4	2.7	8.4
99	3.1	2.2	6.7	6.8	2.6	2.9	8.4
100	2.5	1.8	9.0	5.0	2.2	3.0	6.0

## The PRINCOMP Procedure

Observations	100
Variables	7

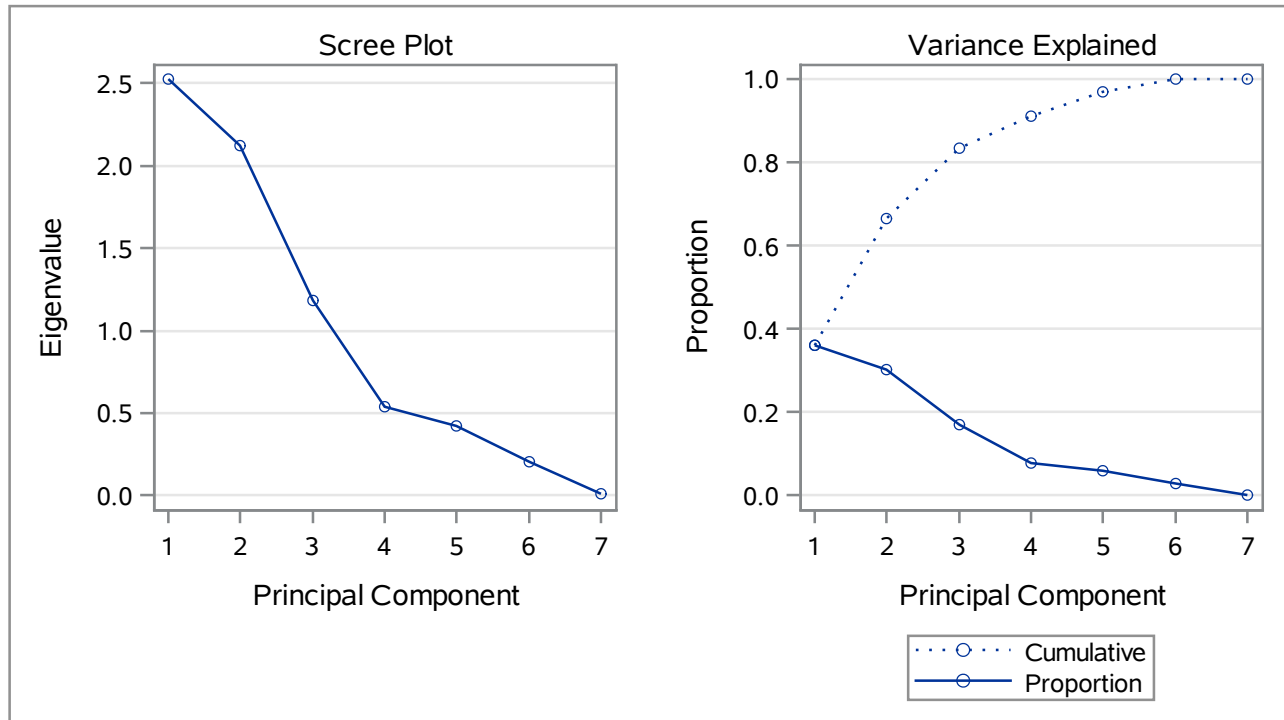
Simple Statistics							
	X1	X2	X3	X4	X5	X6	X7
Mean	3.515000000	2.364000000	7.894000000	5.248000000	2.916000000	2.665000000	6.971000000
Std	1.320726384	1.195658814	1.386502030	1.131413704	0.751257532	0.770854832	1.585240956

Correlation Matrix								
		X1	X2	X3	X4	X5	X6	X7
X1	X1 - Delivery Speed	1.0000	-.3492	0.5093	0.0504	0.6119	0.0771	-.4826
X2	X2 - Price Level	-.3492	1.0000	-.4872	0.2722	0.5130	0.1862	0.4697
X3	X3 - Price Flexibility	0.5093	-.4872	1.0000	-.1161	0.0666	-.0343	-.4481
X4	X4 - Manufacturer Image	0.0504	0.2722	-.1161	1.0000	0.2987	0.7882	0.2000
X5	X5 - Service	0.6119	0.5130	0.0666	0.2987	1.0000	0.2408	-.0552
X6	X6 - Salesforce Image	0.0771	0.1862	-.0343	0.7882	0.2408	1.0000	0.1773
X7	X7 - Product Quality	-.4826	0.4697	-.4481	0.2000	-.0552	0.1773	1.0000

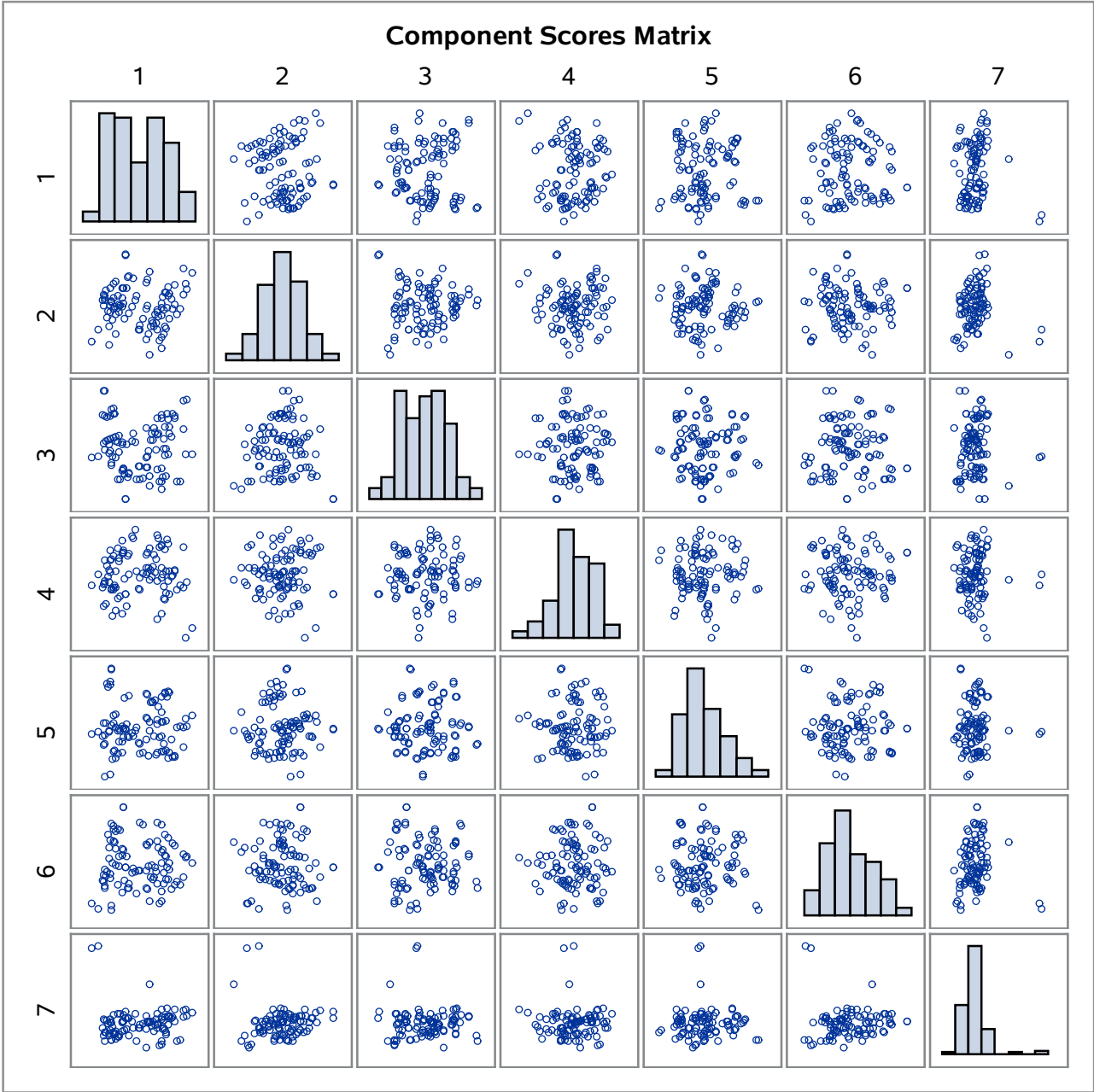
Eigenvalues of the Correlation Matrix				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.52577310	0.40538754	0.3608	0.3608
2	2.12038556	0.93929608	0.3029	0.6637
3	1.18108947	0.63992060	0.1687	0.8325
4	0.54116887	0.12313874	0.0773	0.9098
5	0.41803012	0.21363820	0.0597	0.9695
6	0.20439193	0.19523096	0.0292	0.9987
7	0.00916096		0.0013	1.0000

Eigenvectors								
		Prin1	Prin2	Prin3	Prin4	Prin5	Prin6	Prin7
X1	X1 - Delivery Speed	-.332204	0.516095	0.186274	0.042413	-.516634	-.010400	0.565482
X2	X2 - Price Level	0.498573	0.063909	0.467529	0.007381	0.494140	-.056341	0.530428
X3	X3 - Price Flexibility	-.435446	0.257178	-.158895	0.647160	0.543191	0.070773	0.010844
X4	X4 - Manufacturer Image	0.354863	0.413430	-.416253	-.137780	0.037662	0.713300	0.026127
X5	X5 - Service	0.116920	0.534905	0.547387	0.038417	-.030415	-.016635	-.630790
X6	X6 - Salesforce Image	0.309641	0.414777	-.498545	-.033765	0.036775	-.693514	-.009047
X7	X7 - Product Quality	0.464733	-.185291	-.005001	0.746814	-.436076	0.040915	-.009894

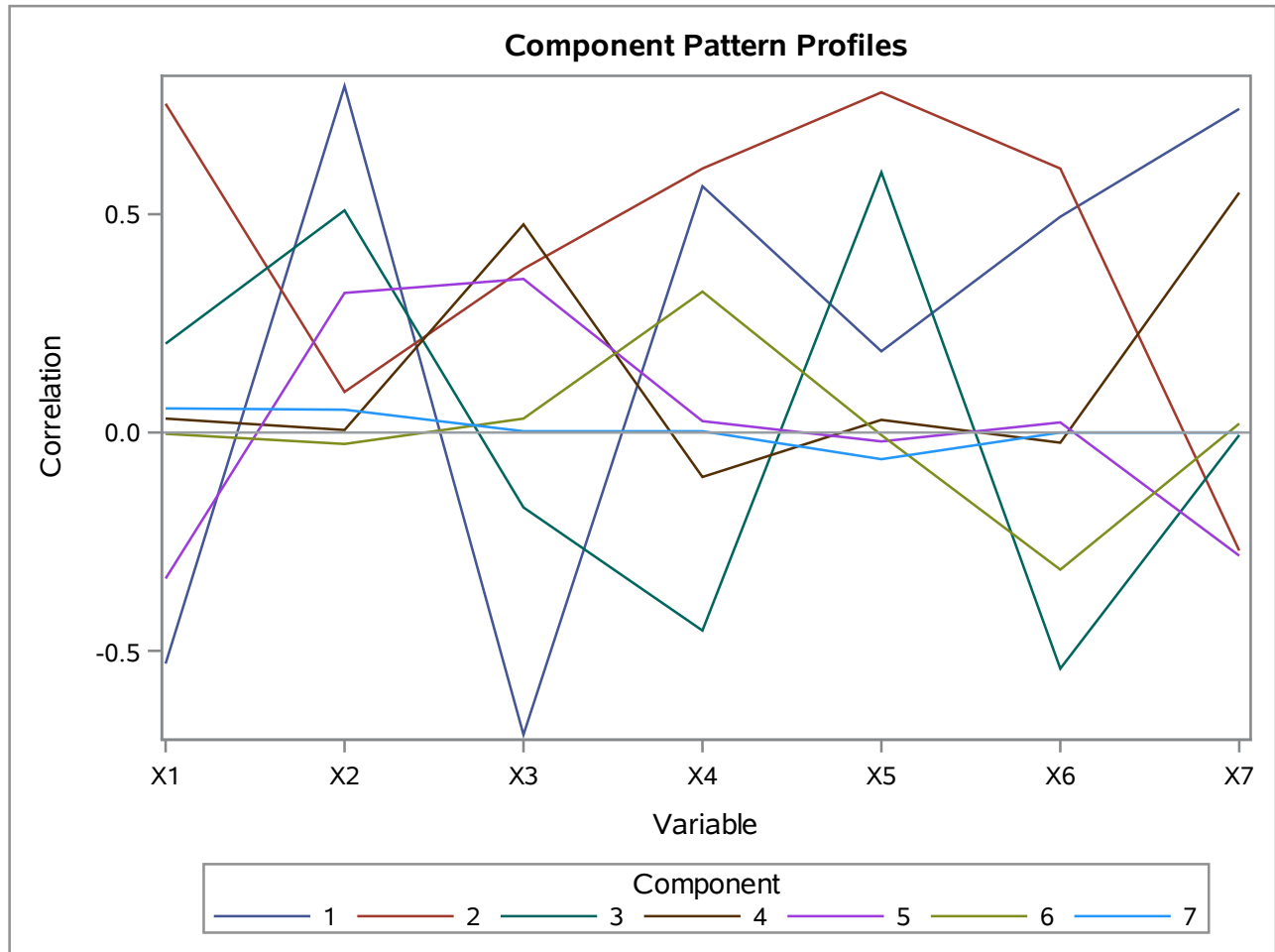
## The PRINCOMP Procedure



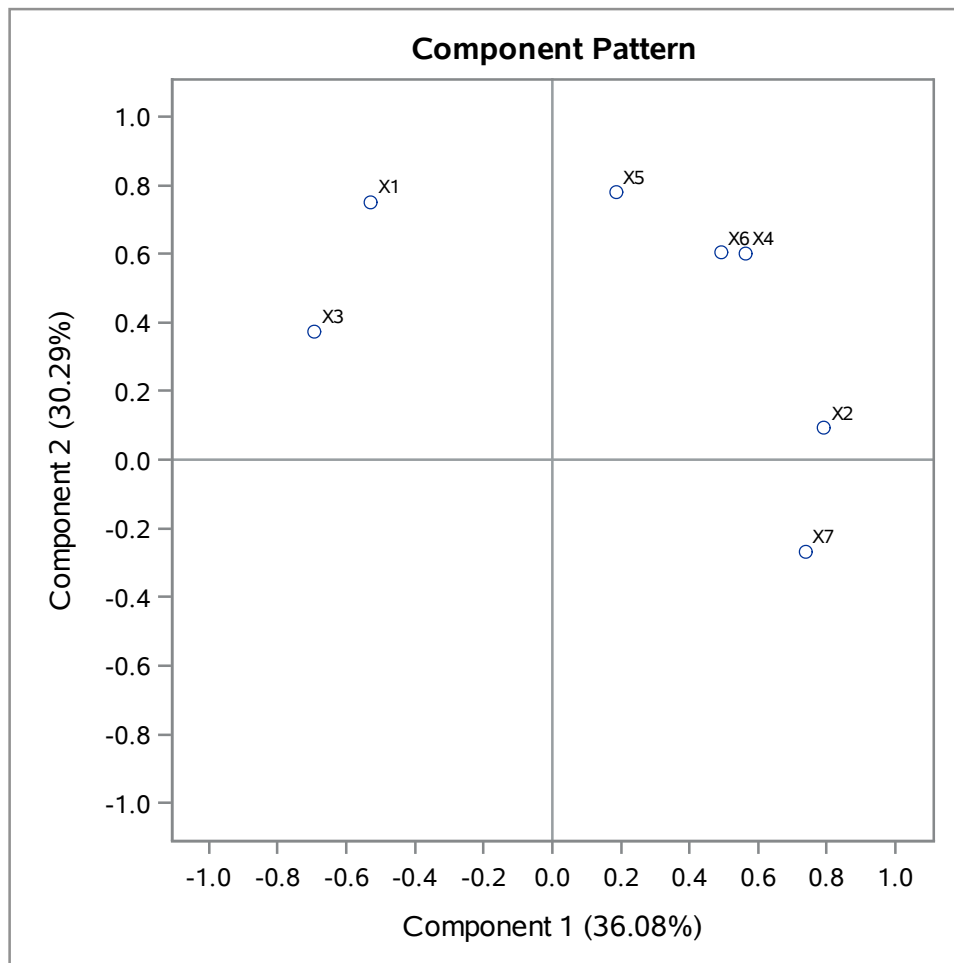
The PRINCOMP Procedure



## The PRINCOMP Procedure

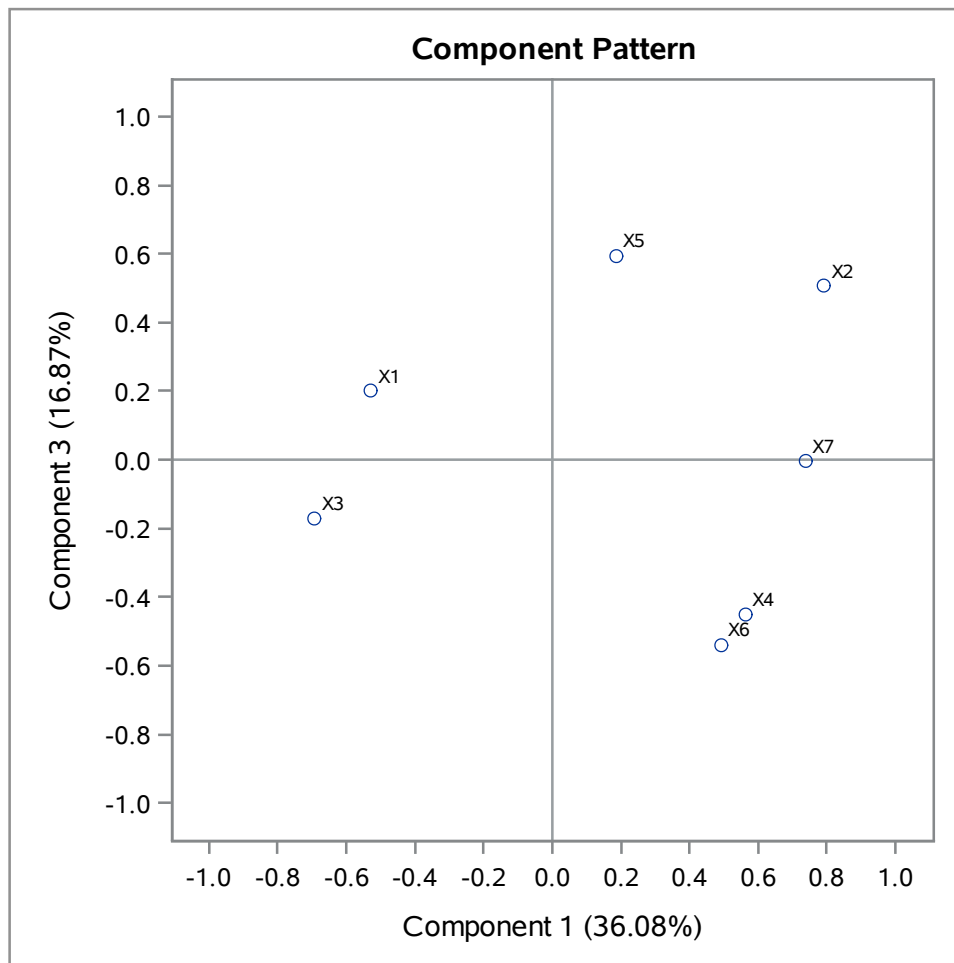


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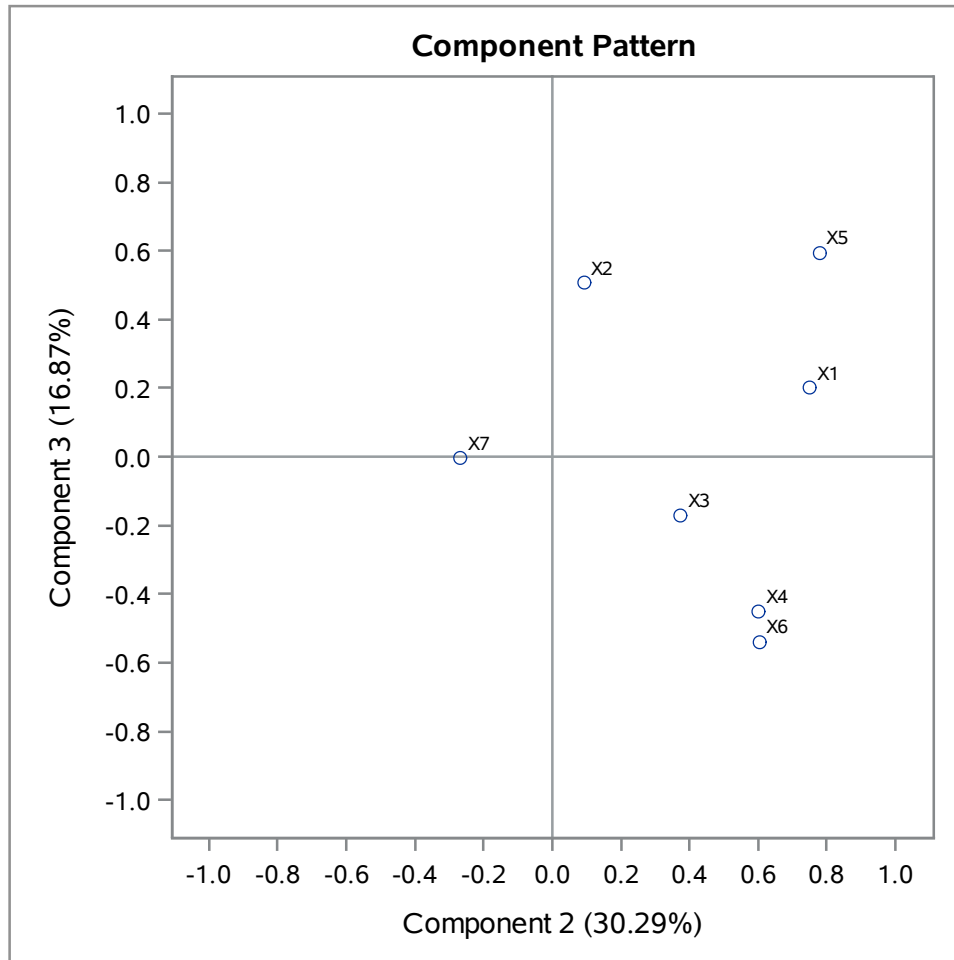




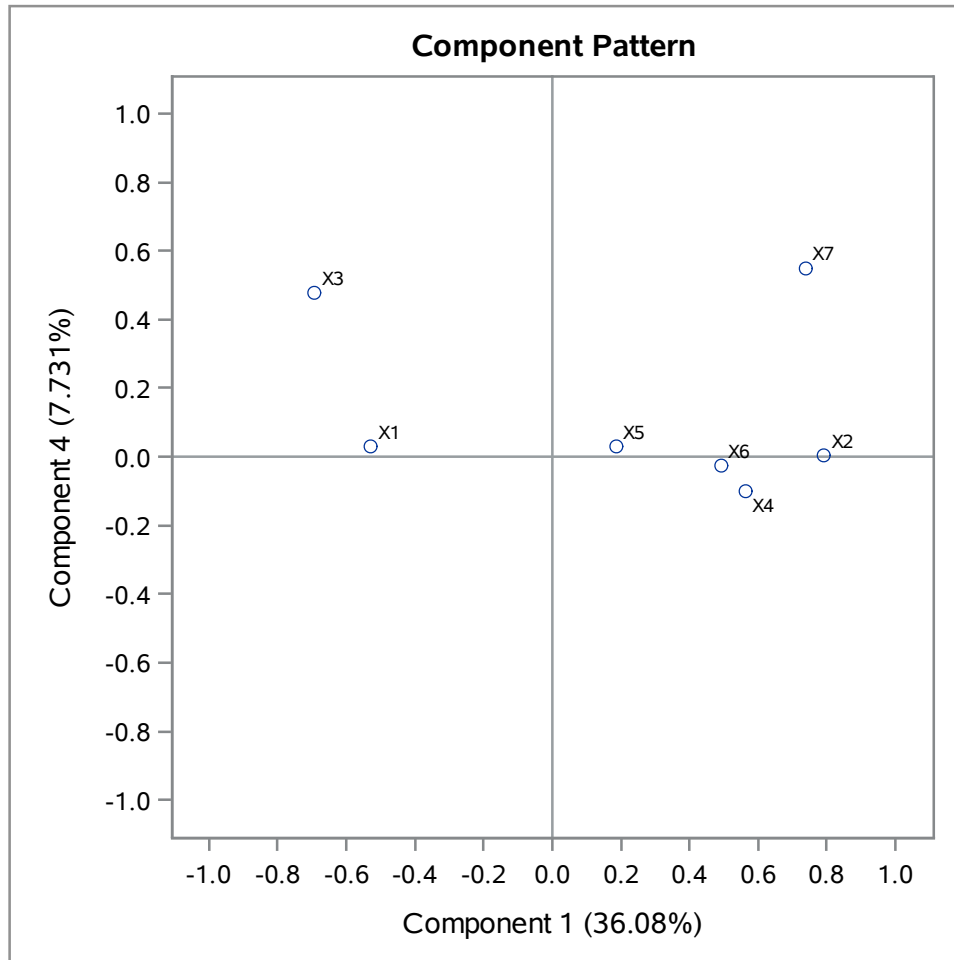
## The PRINCOMP Procedure



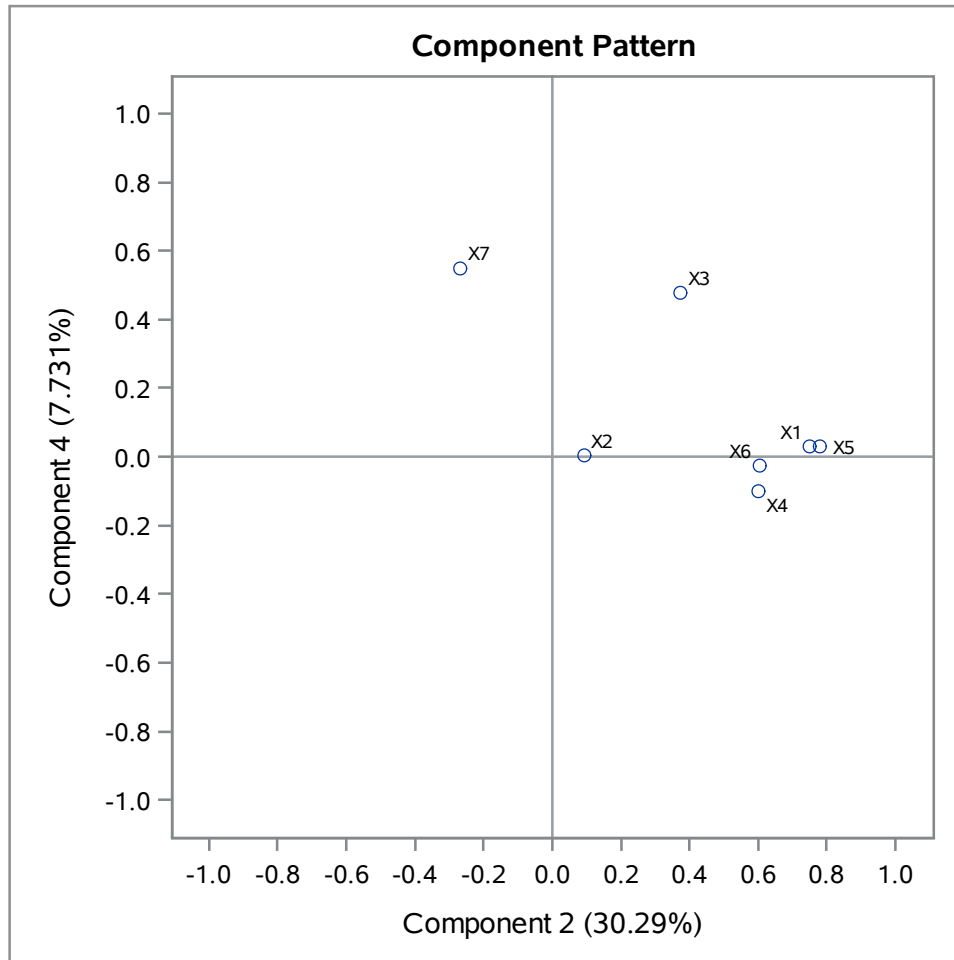
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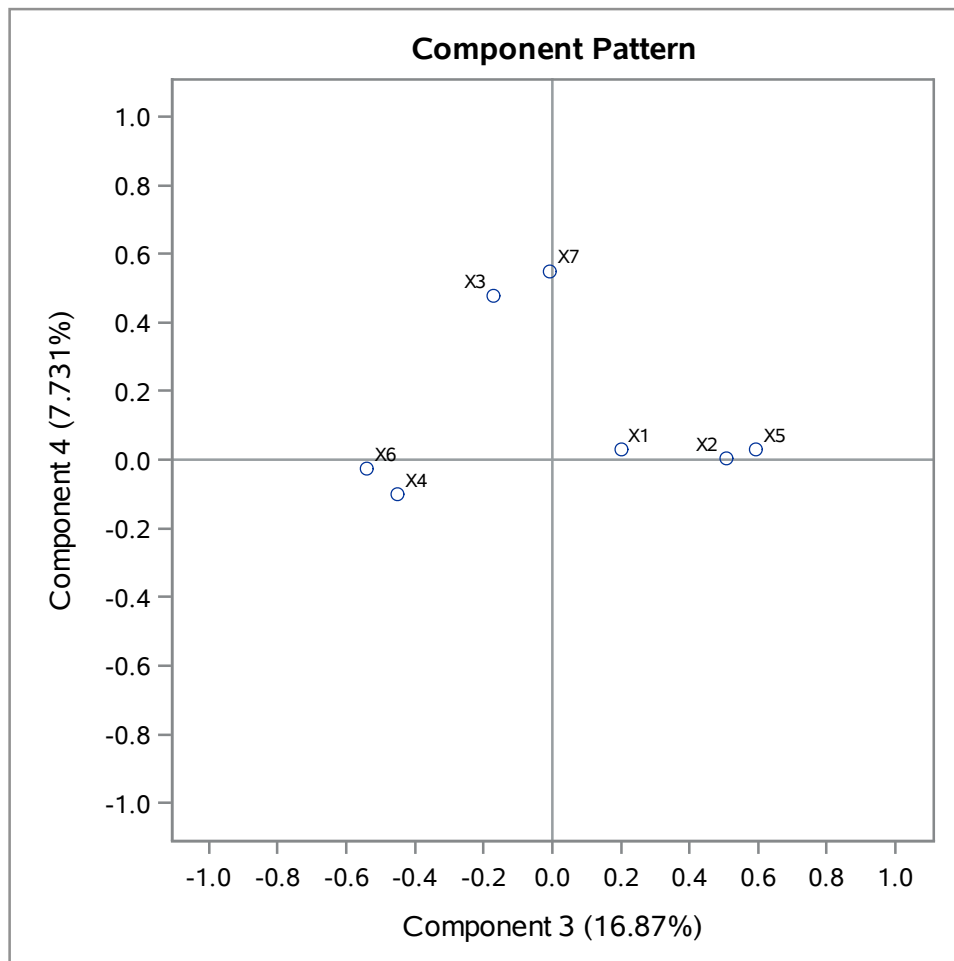
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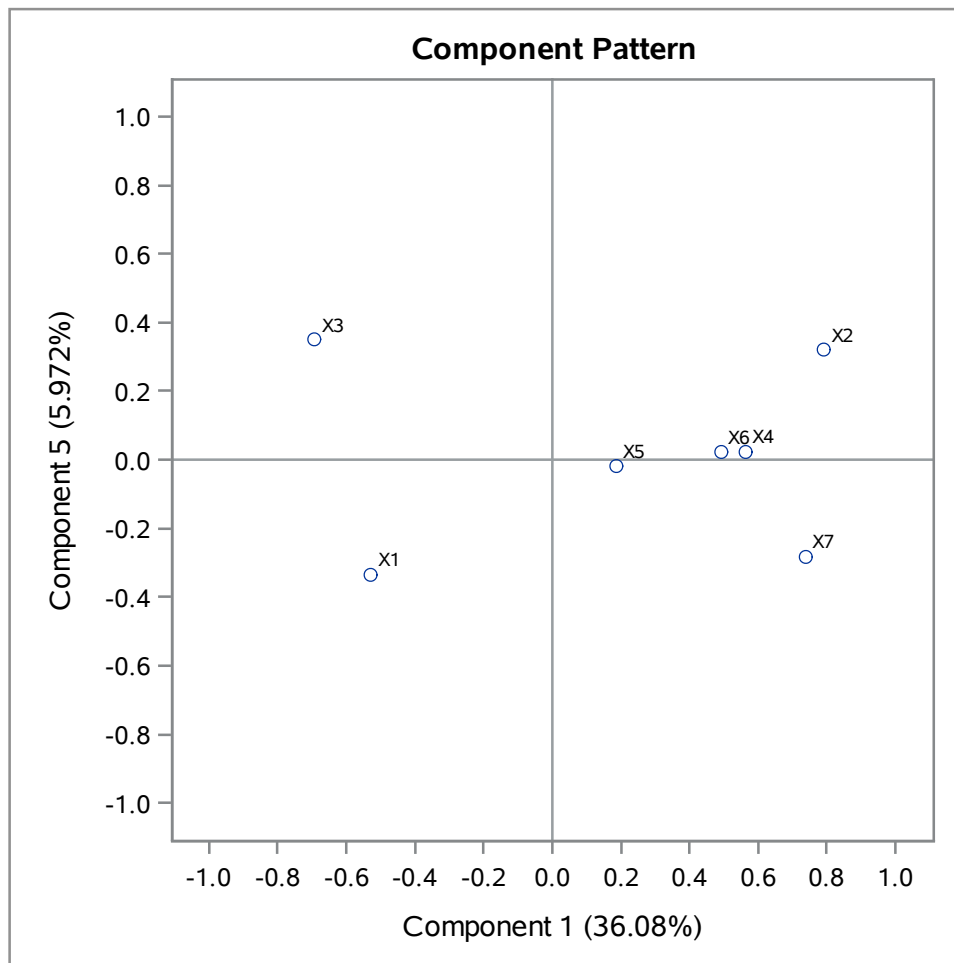
## The PRINCOMP Procedure



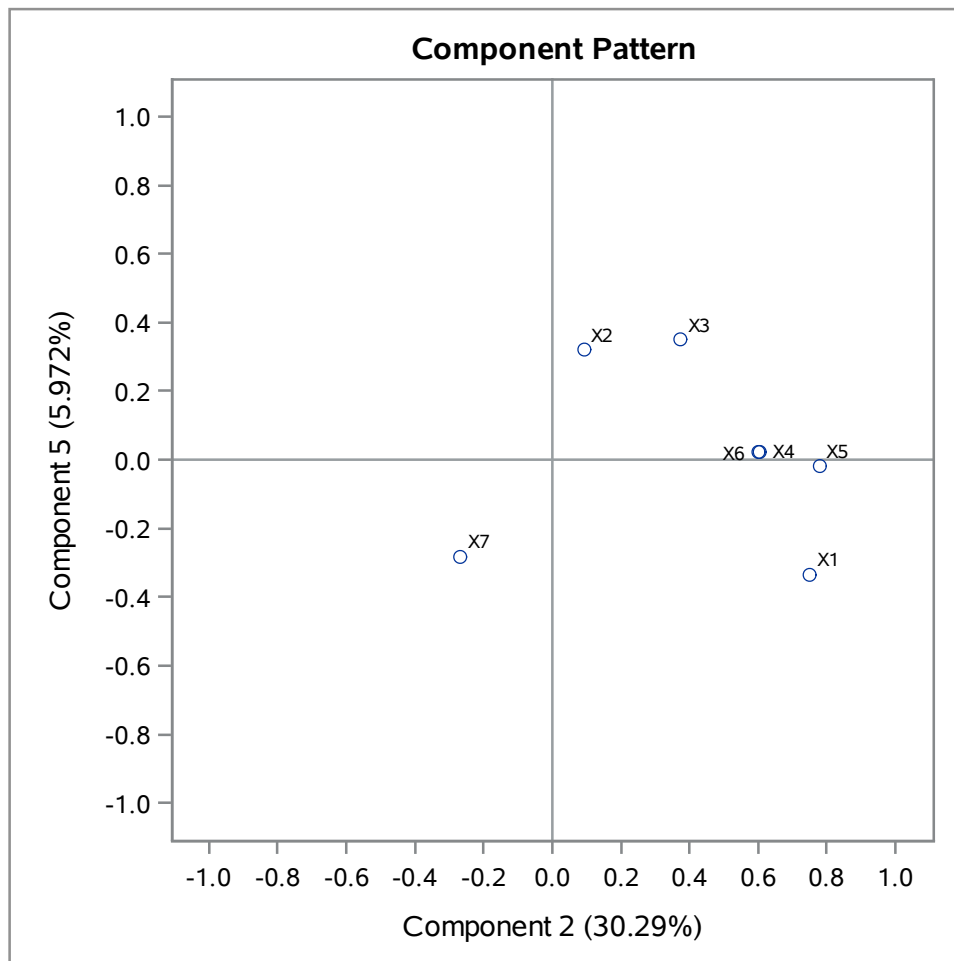
## The PRINCOMP Procedure



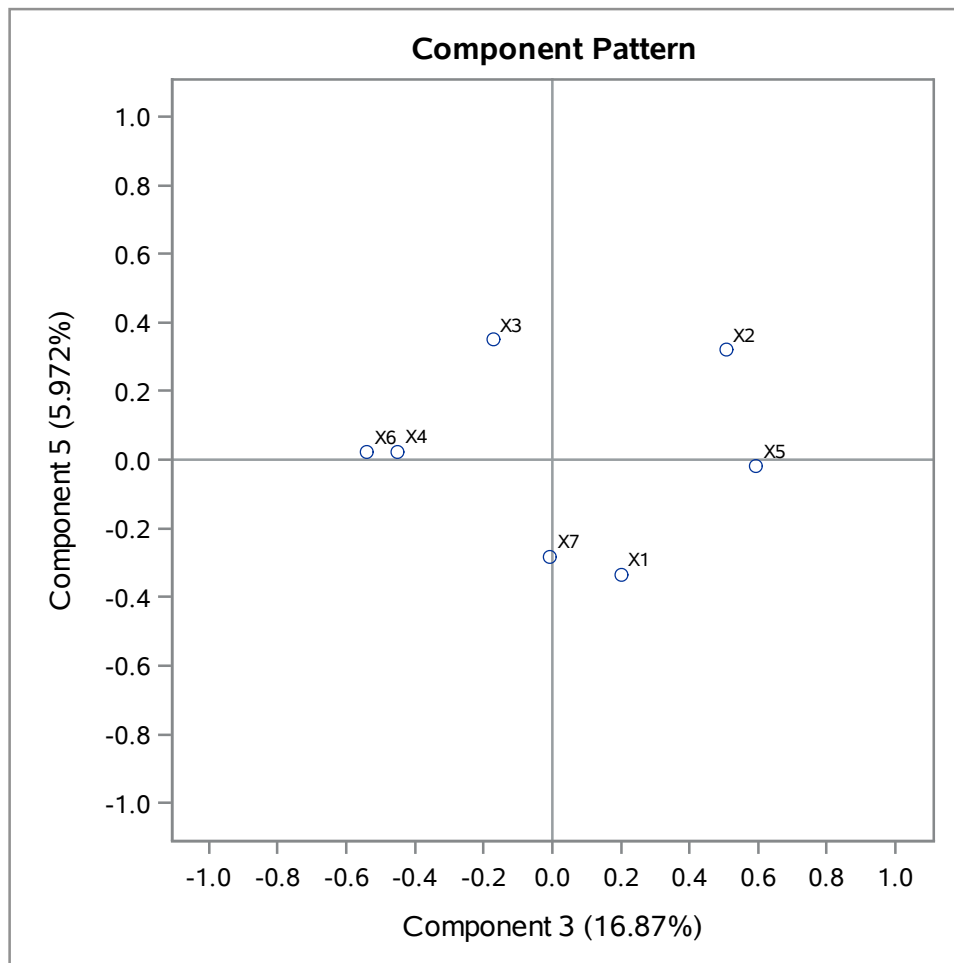
## The PRINCOMP Procedure



## The PRINCOMP Procedure

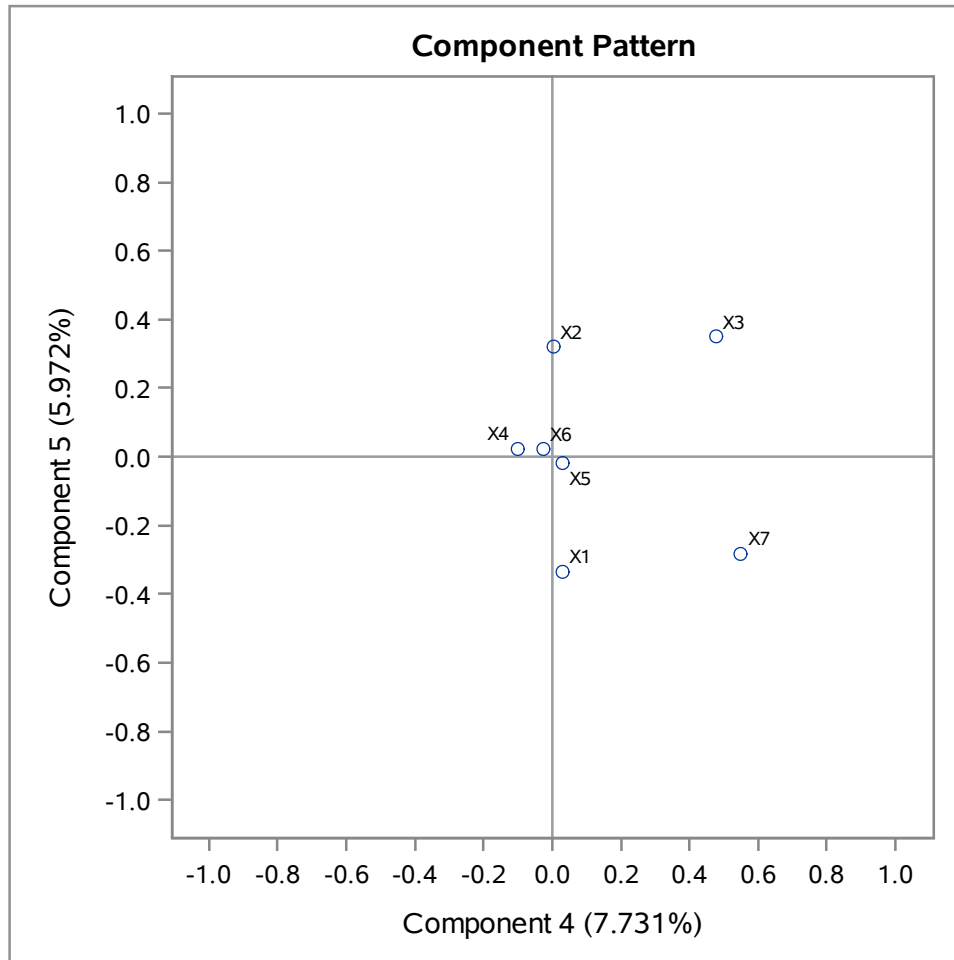


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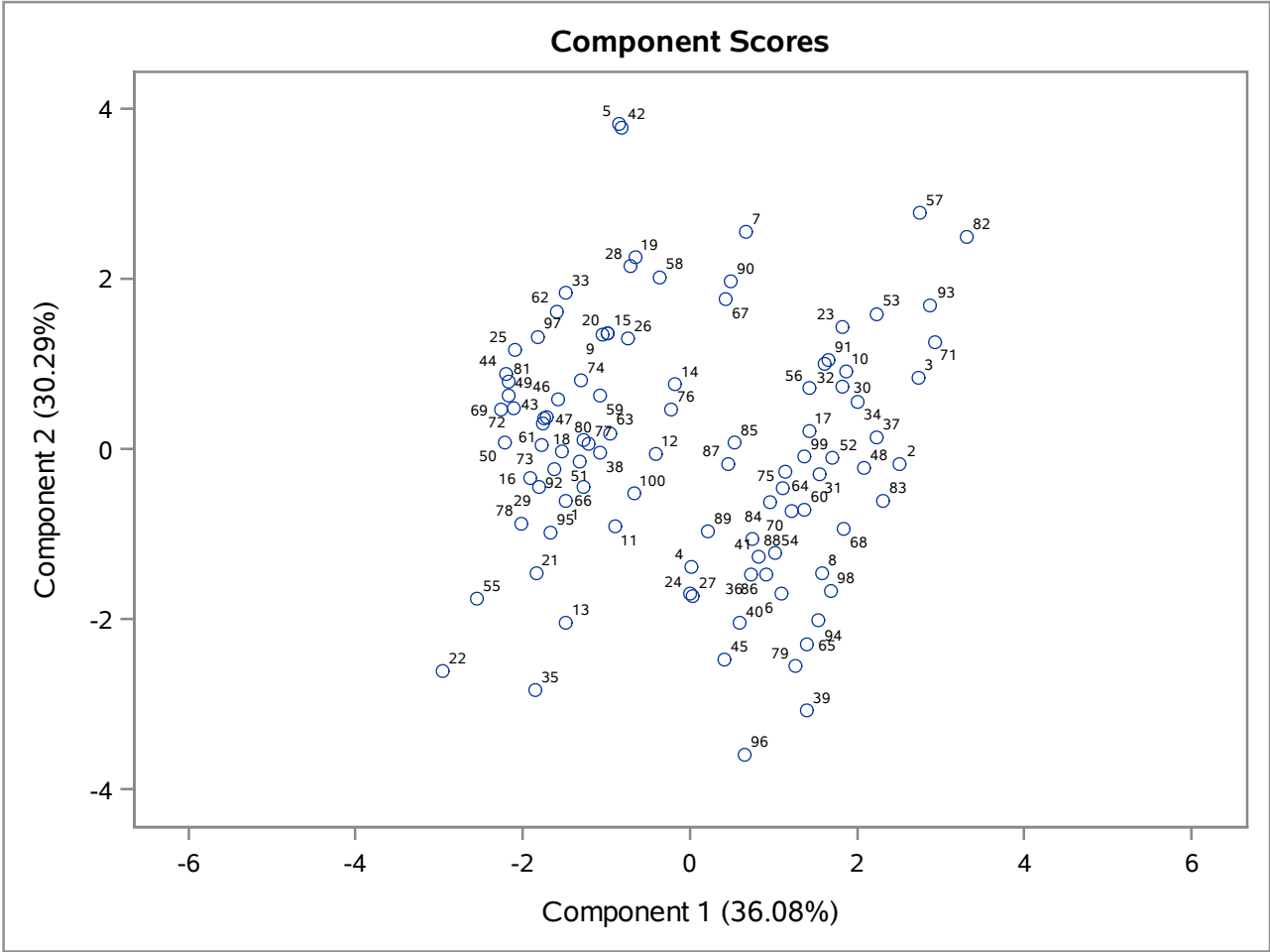




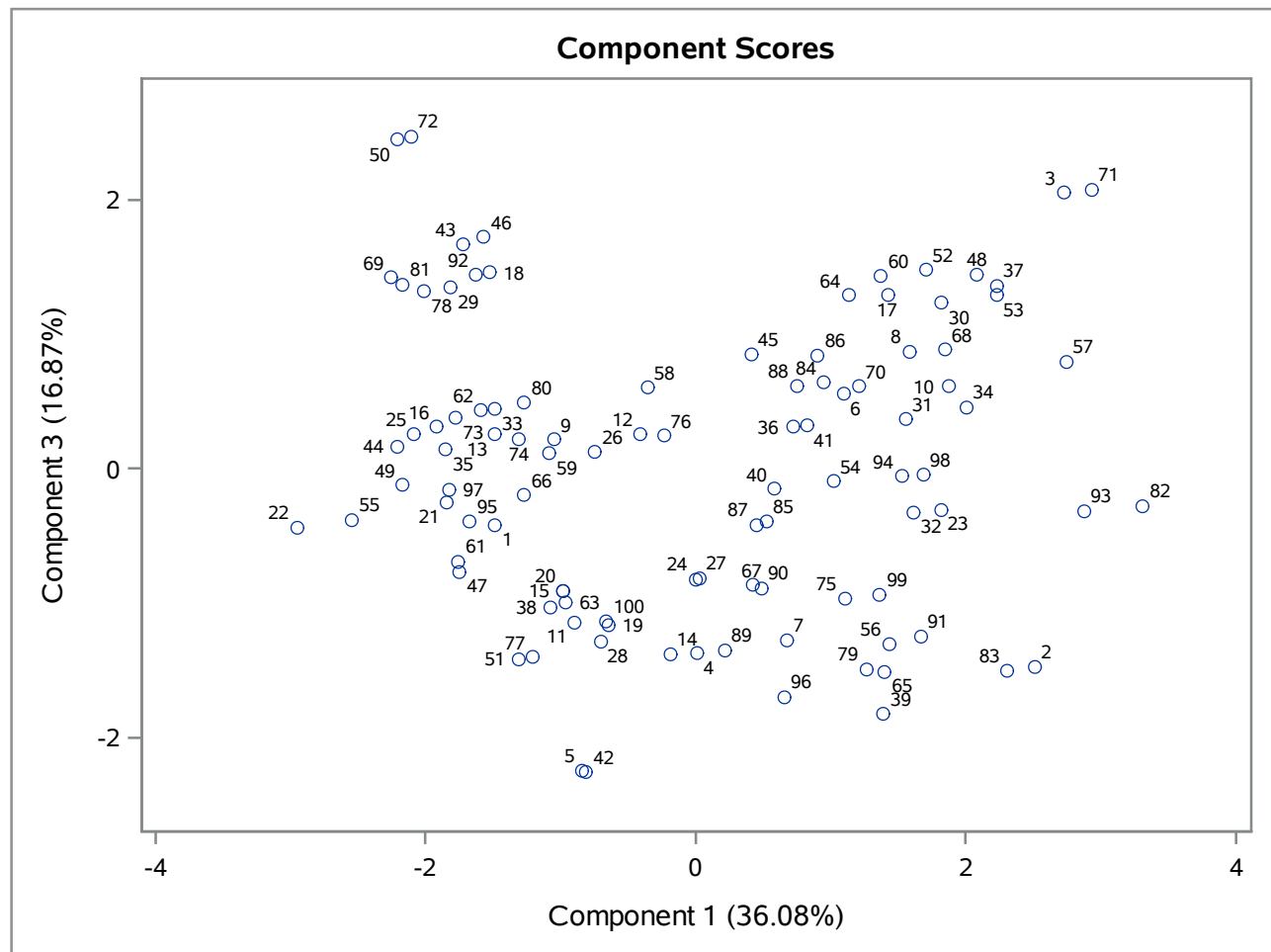
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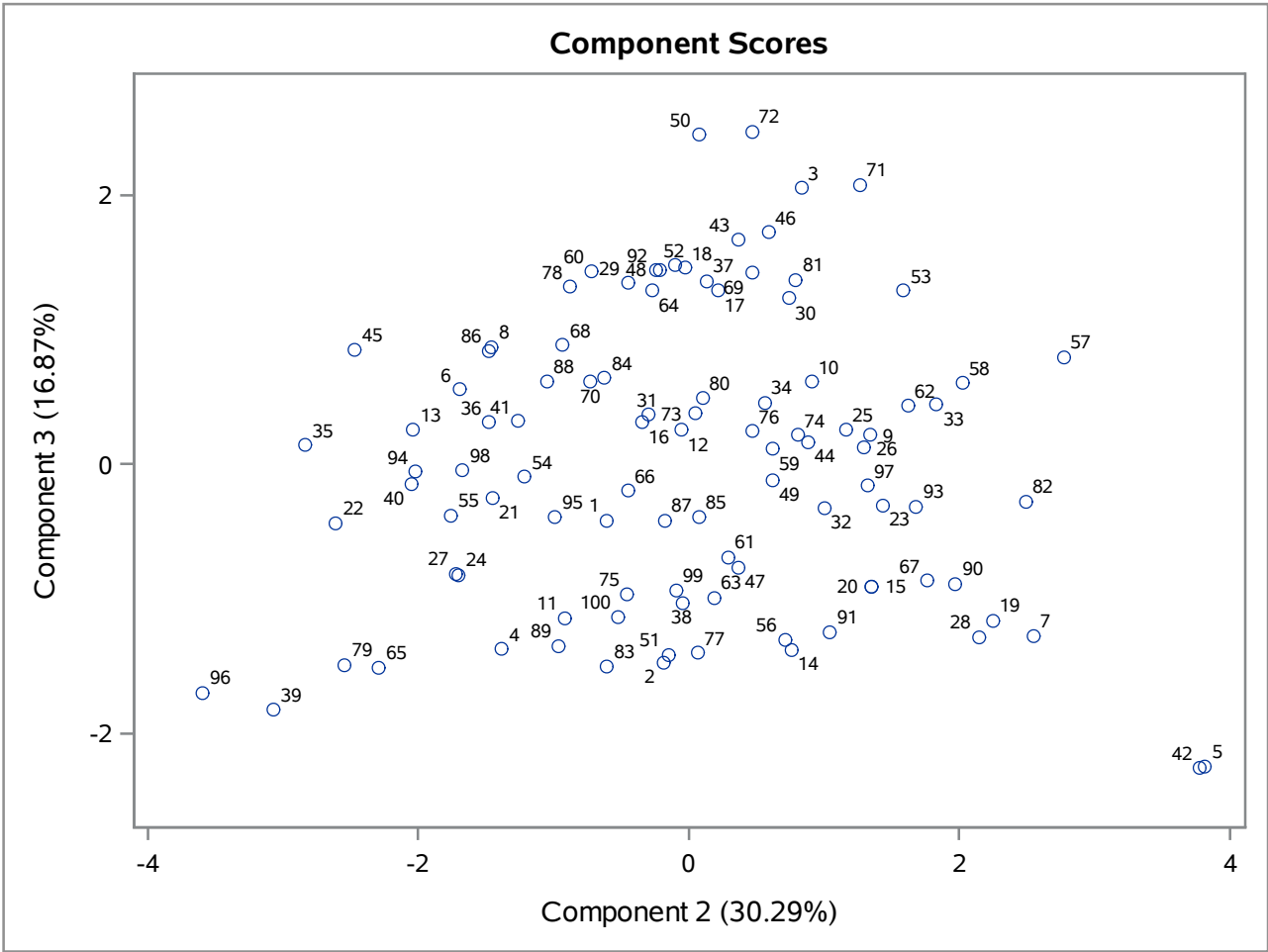
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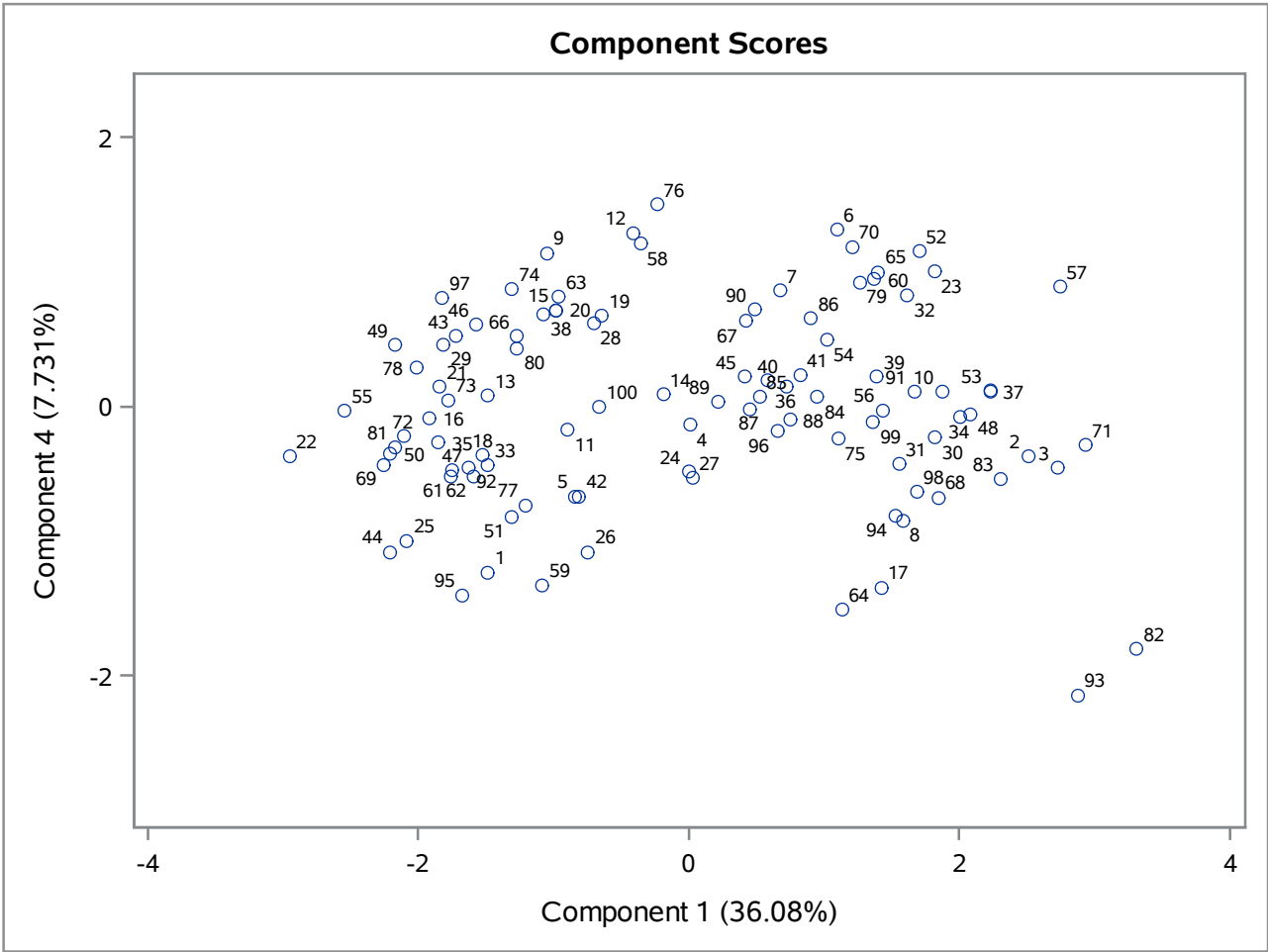
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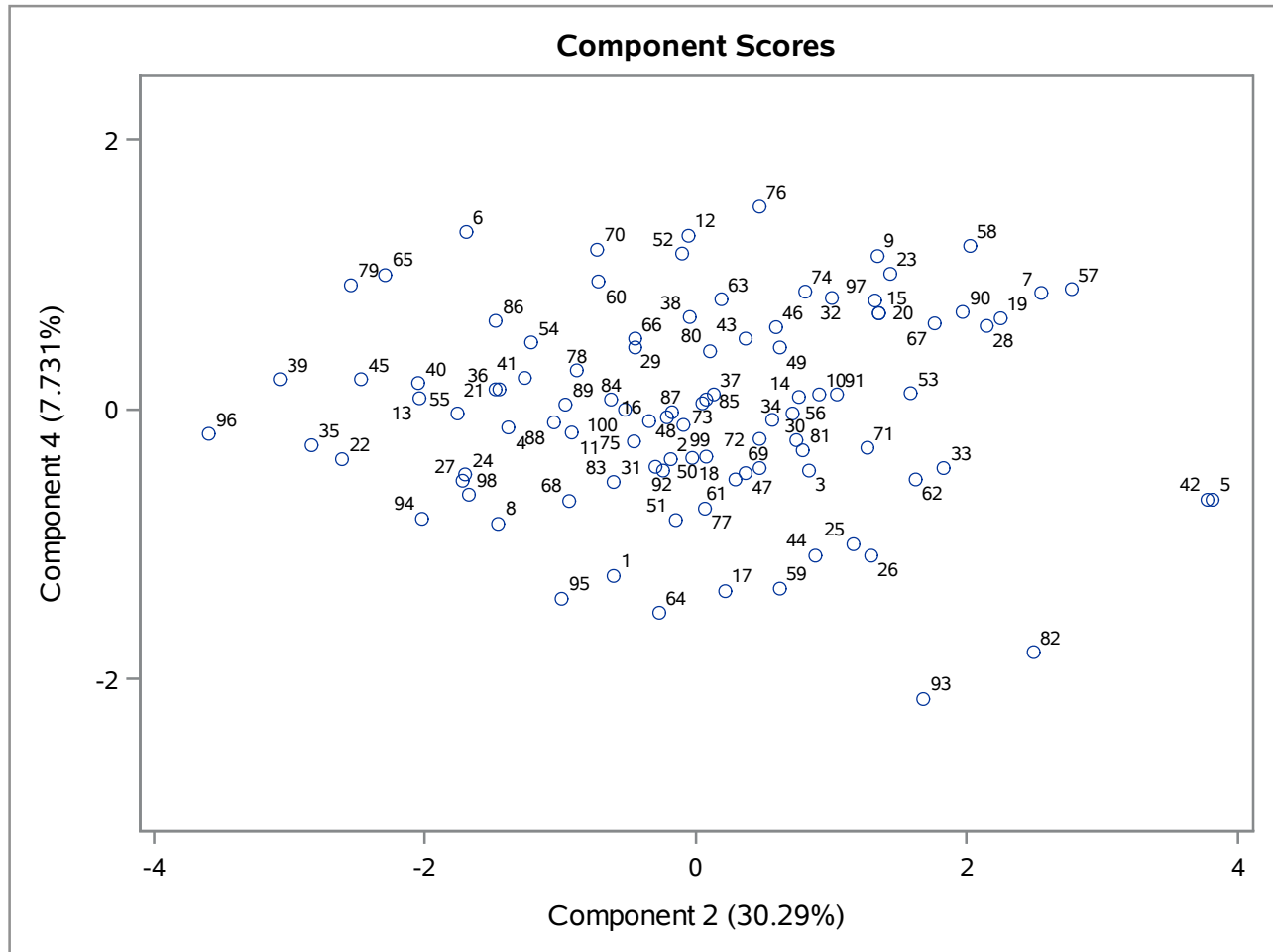
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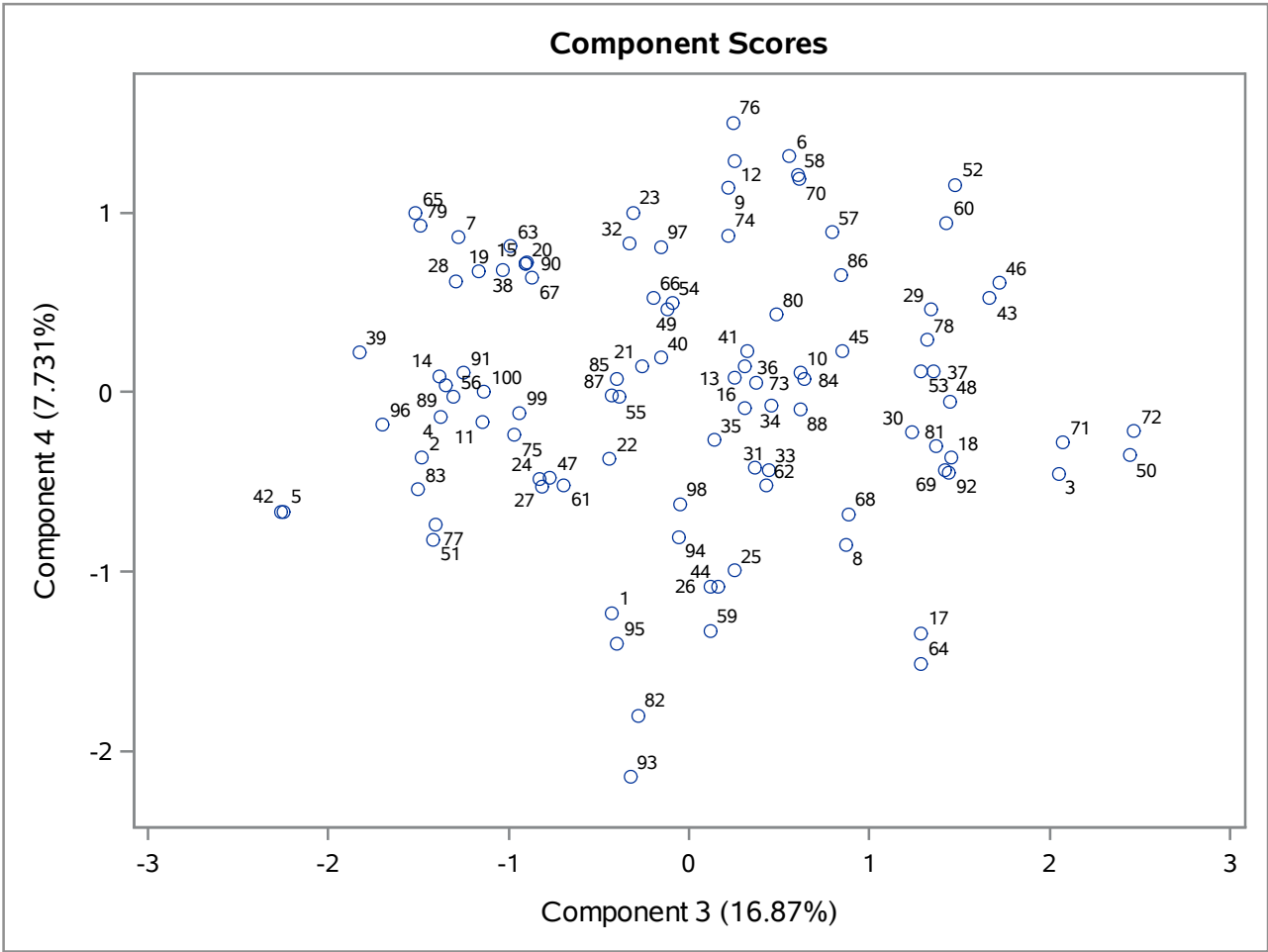
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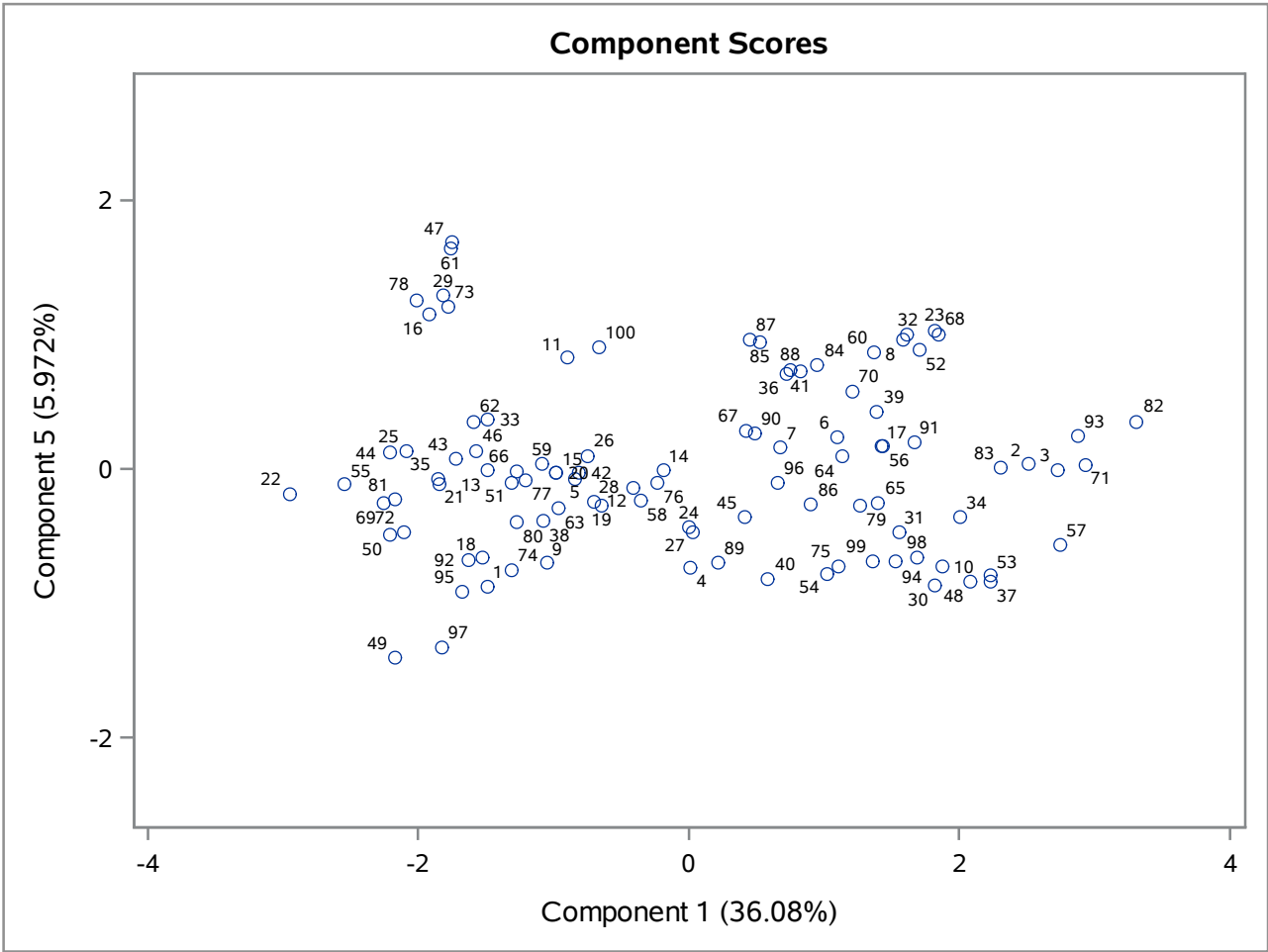
## The PRINCOMP Procedure



The PRINCOMP Procedure

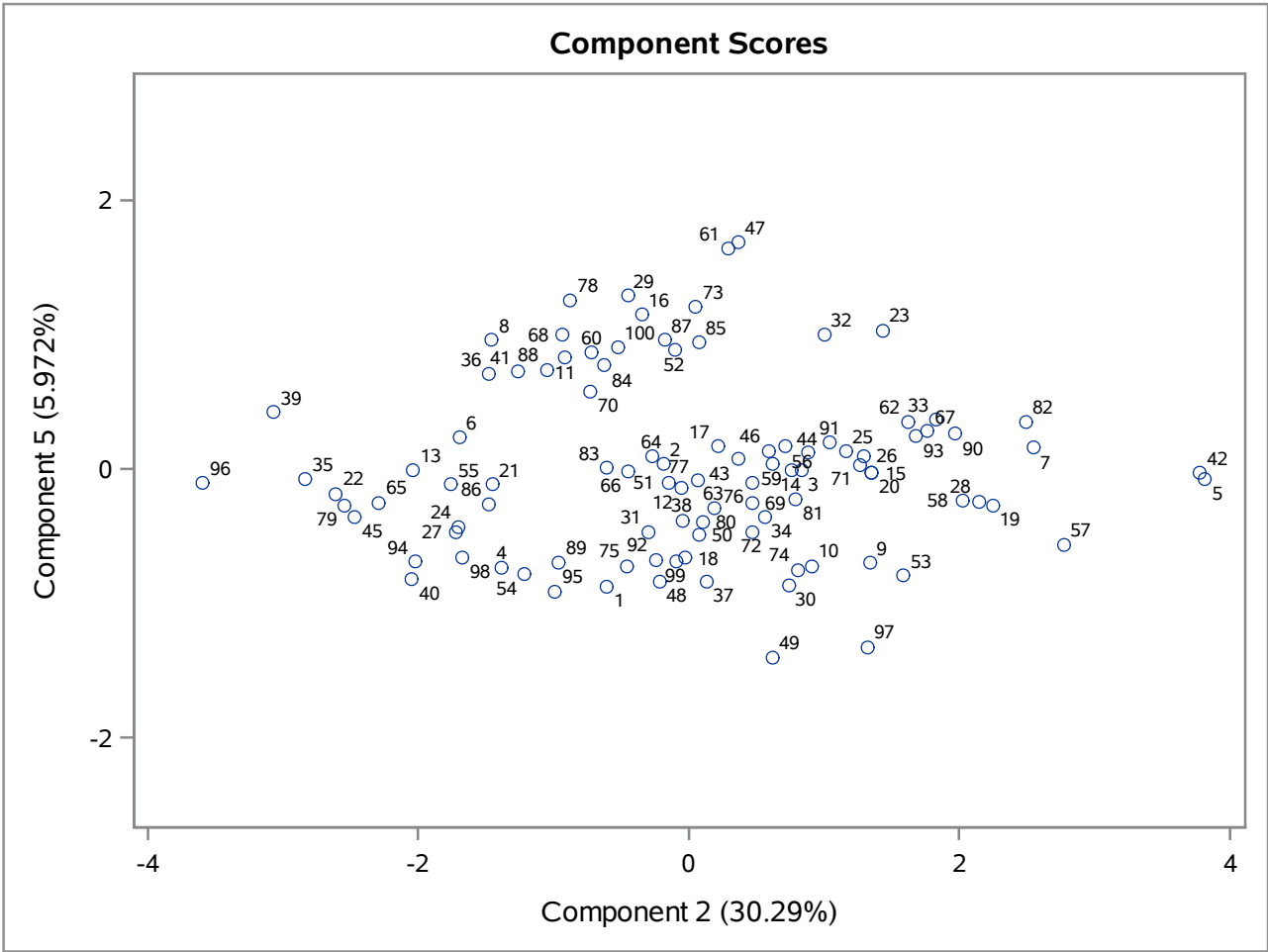


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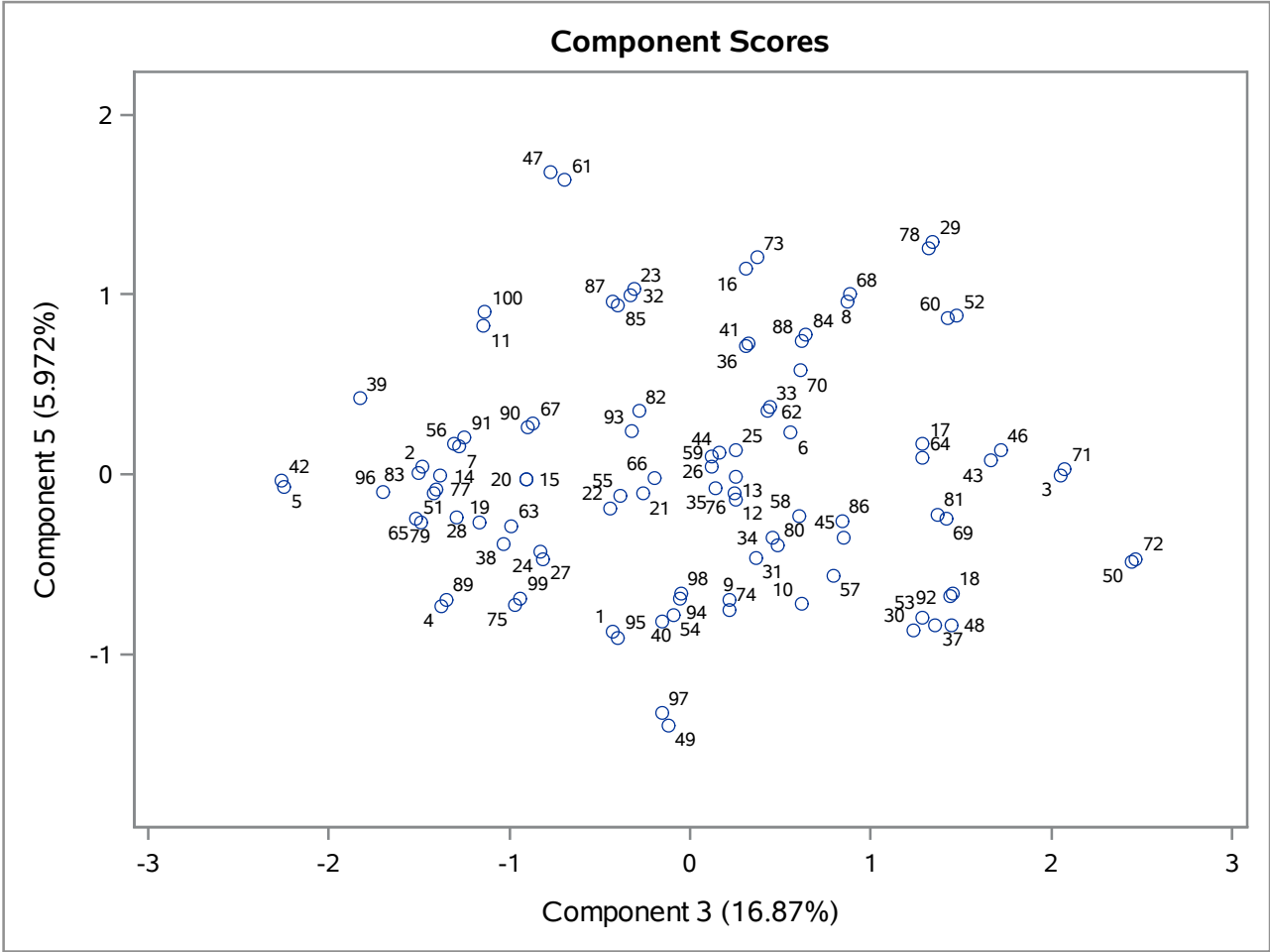




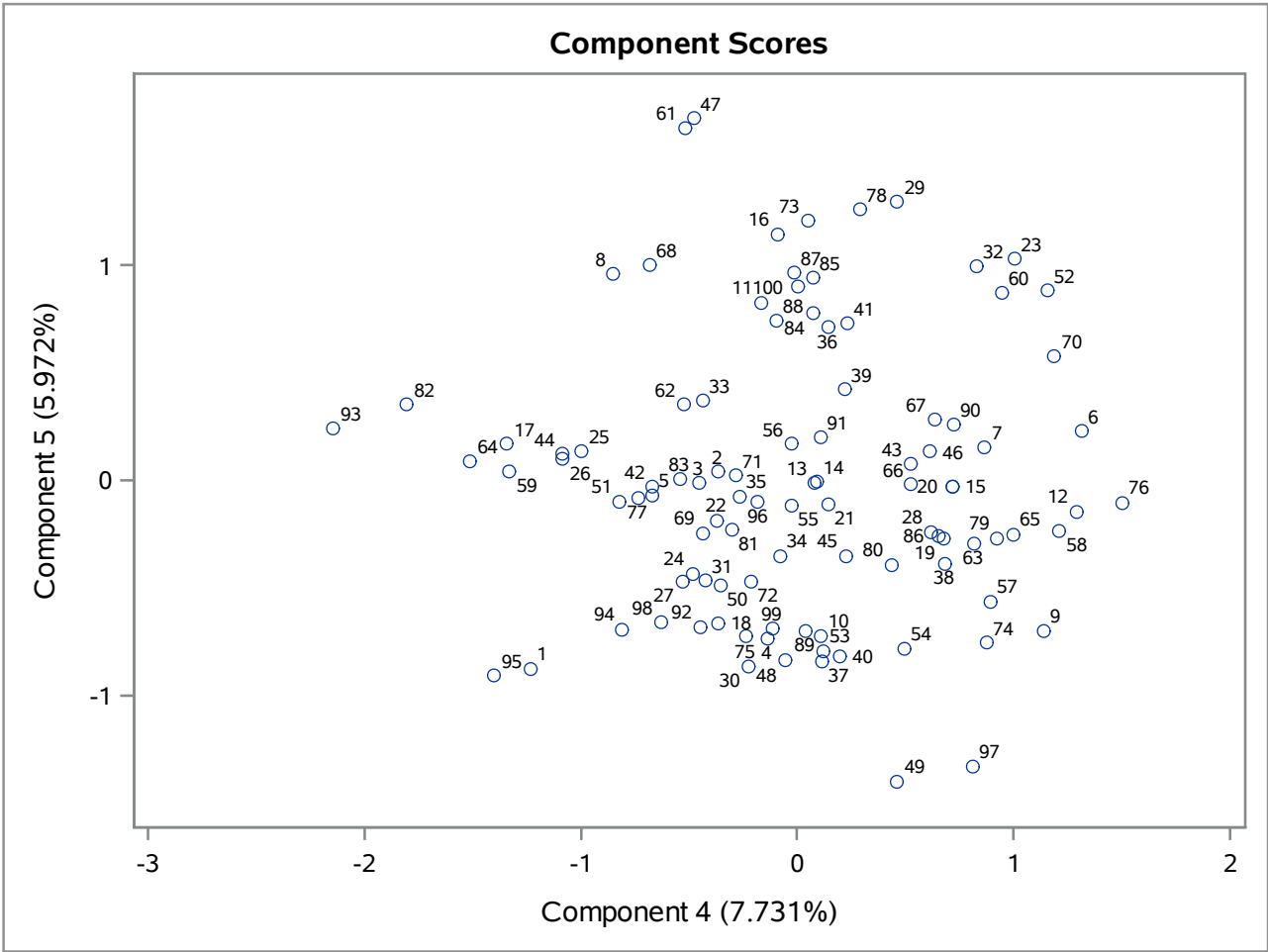
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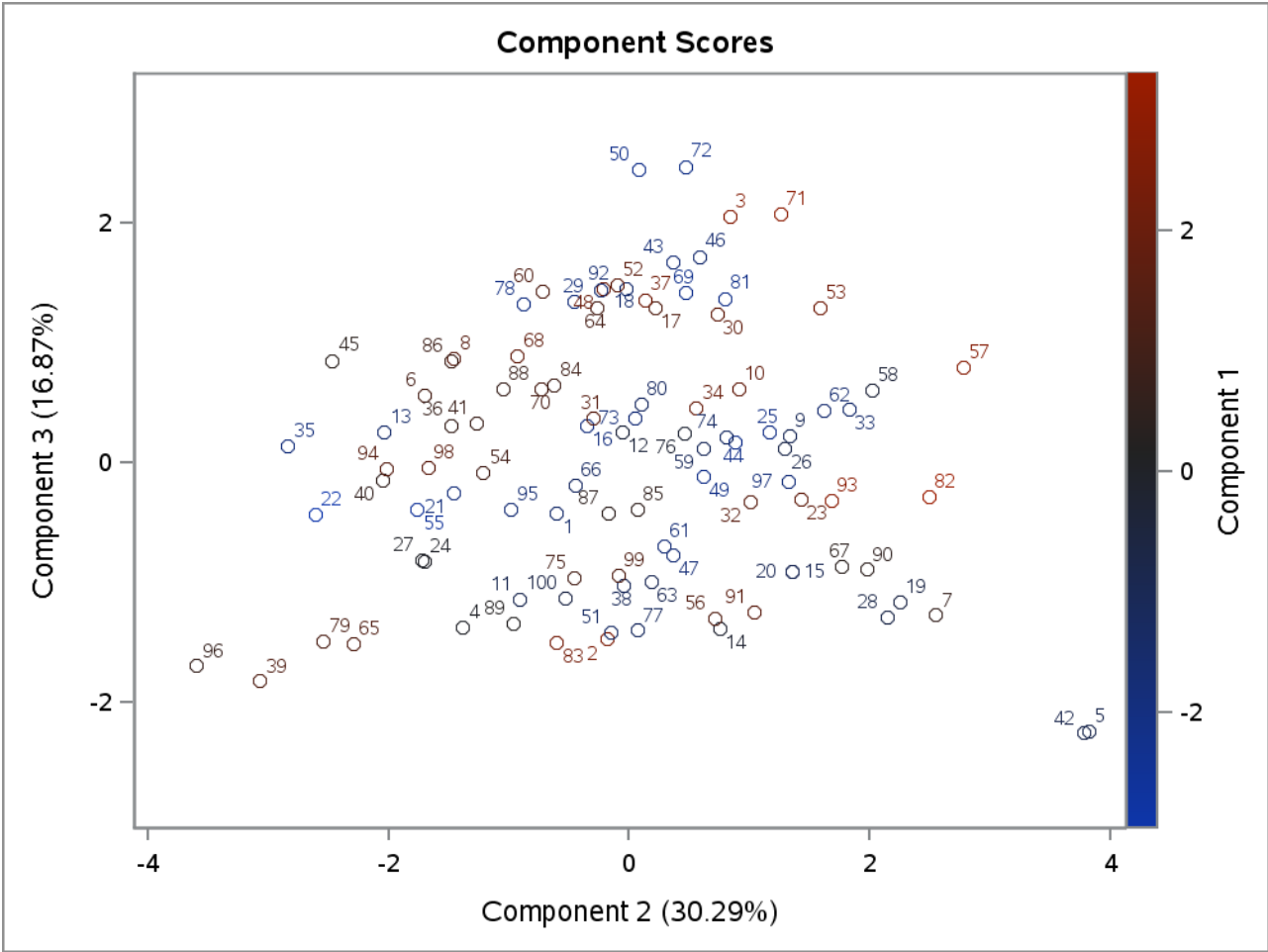
The PRINCOMP Procedure



The PRINCOMP Procedure



The PRINCOMP Procedure



**The FACTOR Procedure**

<b>Input Data Type</b>	Raw Data
<b>Number of Records Read</b>	100
<b>Number of Records Used</b>	100
<b>N for Significance Tests</b>	100

<b>Means and Standard Deviations from 100 Observations</b>		
<b>Variable</b>	<b>Mean</b>	<b>Std Dev</b>
<b>X1</b>	3.5150000	1.3207264
<b>X2</b>	2.3640000	1.1956588
<b>X3</b>	7.8940000	1.3865020
<b>X4</b>	5.2480000	1.1314137
<b>X5</b>	2.9160000	0.7512575
<b>X6</b>	2.6650000	0.7708548
<b>X7</b>	6.9710000	1.5852410

**The FACTOR Procedure**  
**Initial Factor Method: Principal Components**

Partial Correlations Controlling all other Variables								
		X1	X2	X3	X4	X5	X6	X7
<b>X1</b>	X1 - Delivery Speed	1.00000	-0.95686	-0.01825	-0.14858	0.97751	0.06005	0.01615
<b>X2</b>	X2 - Price Level	-0.95686	1.00000	-0.15511	-0.13383	0.97533	0.04478	0.14112
<b>X3</b>	X3 - Price Flexibility	-0.01825	-0.15511	1.00000	-0.09514	0.09126	0.08520	-0.13965
<b>X4</b>	X4 - Manufacturer Image	-0.14858	-0.13383	-0.09514	1.00000	0.17284	0.76581	0.03903
<b>X5</b>	X5 - Service	0.97751	0.97533	0.09126	0.17284	1.00000	-0.05171	-0.08762
<b>X6</b>	X6 - Salesforce Image	0.06005	0.04478	0.08520	0.76581	-0.05171	1.00000	0.09186
<b>X7</b>	X7 - Product Quality	0.01615	0.14112	-0.13965	0.03903	-0.08762	0.09186	1.00000

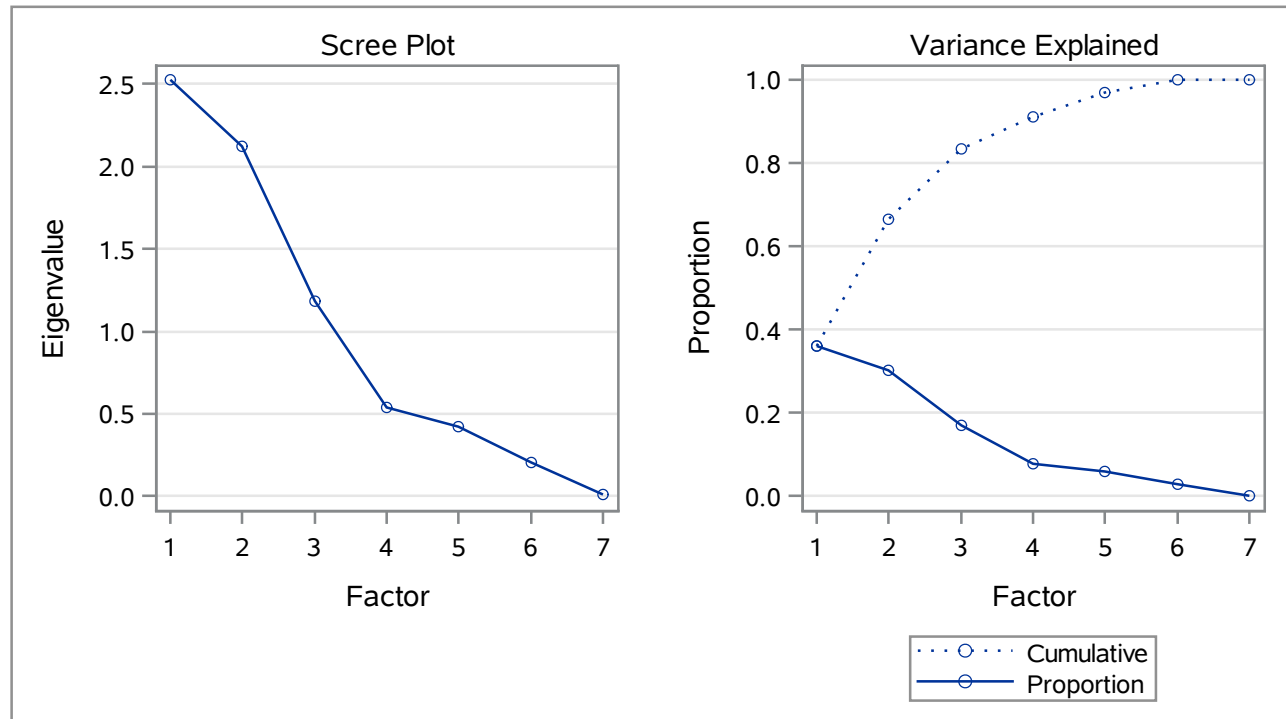
Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.44575749						
X1	X2	X3	X4	X5	X6	X7
0.34449968	0.33022045	0.91271581	0.55761636	0.28834070	0.55212502	0.92709654

**Prior Communality Estimates: ONE**

Eigenvalues of the Correlation Matrix: Total = 7 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
<b>1</b>	2.52577310	0.40538754	0.3608	0.3608
<b>2</b>	2.12038556	0.93929608	0.3029	0.6637
<b>3</b>	1.18108947	0.63992060	0.1687	0.8325
<b>4</b>	0.54116887	0.12313874	0.0773	0.9098
<b>5</b>	0.41803012	0.21363820	0.0597	0.9695
<b>6</b>	0.20439193	0.19523096	0.0292	0.9987
<b>7</b>	0.00916096		0.0013	1.0000

**3 factors will be retained by the NFACTOR criterion.**

**The FACTOR Procedure**  
**Initial Factor Method: Principal Components**



Factor Pattern				
		Factor1	Factor2	Factor3
<b>X2</b>	X2 - Price Level	0.79237	0.09306	0.50810
<b>X7</b>	X7 - Product Quality	0.73859	-0.26981	-0.00543
<b>X3</b>	X3 - Price Flexibility	-0.69204	0.37449	-0.17268
<b>X5</b>	X5 - Service	0.18582	0.77890	0.59489
<b>X1</b>	X1 - Delivery Speed	-0.52796	0.75151	0.20244
<b>X6</b>	X6 - Salesforce Image	0.49210	0.60398	-0.54181
<b>X4</b>	X4 - Manufacturer Image	0.56397	0.60202	-0.45238

Variance Explained by Each Factor		
Factor1	Factor2	Factor3
2.5257731	2.1203856	1.1810895

Final Communality Estimates: Total = 5.827248						
X1	X2	X3	X4	X5	X6	X7
0.88449825	0.89467182	0.64898245	0.88513366	0.99511293	0.90051237	0.61833663

**The FACTOR Procedure**

<b>Input Data Type</b>	Raw Data
<b>Number of Records Read</b>	100
<b>Number of Records Used</b>	100
<b>N for Significance Tests</b>	100

<b>Means and Standard Deviations from 100 Observations</b>		
<b>Variable</b>	<b>Mean</b>	<b>Std Dev</b>
<b>X1</b>	3.5150000	1.3207264
<b>X2</b>	2.3640000	1.1956588
<b>X3</b>	7.8940000	1.3865020
<b>X4</b>	5.2480000	1.1314137
<b>X6</b>	2.6650000	0.7708548
<b>X7</b>	6.9710000	1.5852410

<b>Correlations</b>							
		<b>X1</b>	<b>X2</b>	<b>X3</b>	<b>X4</b>	<b>X6</b>	<b>X7</b>
<b>X1</b>	X1 - Delivery Speed	1.00000	-0.34923	0.50930	0.05041	0.07712	-0.48263
<b>X2</b>	X2 - Price Level	-0.34923	1.00000	-0.48721	0.27219	0.18624	0.46975
<b>X3</b>	X3 - Price Flexibility	0.50930	-0.48721	1.00000	-0.11610	-0.03432	-0.44811
<b>X4</b>	X4 - Manufacturer Image	0.05041	0.27219	-0.11610	1.00000	0.78822	0.19998
<b>X6</b>	X6 - Salesforce Image	0.07712	0.18624	-0.03432	0.78822	1.00000	0.17729
<b>X7</b>	X7 - Product Quality	-0.48263	0.46975	-0.44811	0.19998	0.17729	1.00000



**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 - Manufacturer 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

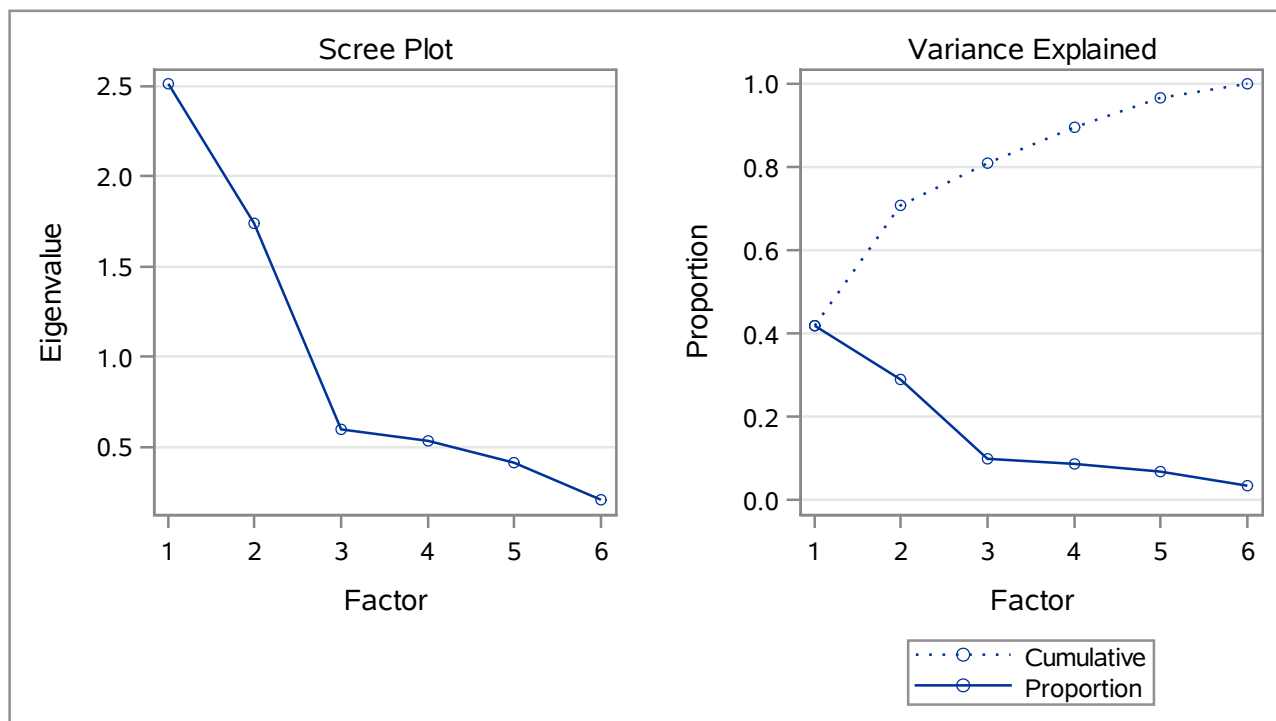
Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.66456568					
X1	X2	X3	X4	X6	X7
0.72112839	0.78717673	0.74807048	0.54222348	0.53211529	0.77920539

**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.**

**The FACTOR Procedure**  
**Initial Factor Method: Principal Components**



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 - Manufacturer 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 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
<b>X6</b>	X6 - Salesforce Image	0.94523	-0.02529	0.01698
<b>X4</b>	X4 - Manufacturer Image	0.92642	-0.01040	0.15533
<b>X1</b>	X1 - Delivery Speed	0.13563	0.87205	-0.17935
<b>X7</b>	X7 - Product Quality	0.21919	-0.76169	0.27913
<b>X2</b>	X2 - Price Level	0.17564	-0.18593	0.89754
<b>X3</b>	X3 - Price Flexibility	0.02443	0.49313	-0.66460

Variance Explained by Each Factor		
Factor1	Factor2	Factor3
1.8496093	1.6191283	1.3817546

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

**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
<b>X6</b>	X6 - Salesforce Image	0.53683	-0.06798	-0.16170
<b>X4</b>	X4 - Manufacturer Image	0.50097	0.02997	0.00857
<b>X1</b>	X1 - Delivery Speed	0.05843	0.69959	0.29419
<b>X7</b>	X7 - Product Quality	0.11978	-0.55710	-0.17633
<b>X2</b>	X2 - Price Level	-0.04680	0.35427	0.88297
<b>X3</b>	X3 - Price Flexibility	0.10214	0.06094	-0.46780

**The FACTOR Procedure**

<b>Input Data Type</b>	Raw Data
<b>Number of Records Read</b>	100
<b>Number of Records Used</b>	100
<b>N for Significance Tests</b>	100

<b>Means and Standard Deviations from 100 Observations</b>		
<b>Variable</b>	<b>Mean</b>	<b>Std Dev</b>
<b>X1</b>	3.5150000	1.3207264
<b>X2</b>	2.3640000	1.1956588
<b>X3</b>	7.8940000	1.3865020
<b>X4</b>	5.2480000	1.1314137
<b>X6</b>	2.6650000	0.7708548
<b>X7</b>	6.9710000	1.5852410

<b>Correlations</b>							
		<b>X1</b>	<b>X2</b>	<b>X3</b>	<b>X4</b>	<b>X6</b>	<b>X7</b>
<b>X1</b>	X1 - Delivery Speed	1.00000	-0.34923	0.50930	0.05041	0.07712	-0.48263
<b>X2</b>	X2 - Price Level	-0.34923	1.00000	-0.48721	0.27219	0.18624	0.46975
<b>X3</b>	X3 - Price Flexibility	0.50930	-0.48721	1.00000	-0.11610	-0.03432	-0.44811
<b>X4</b>	X4 - Manufacturer Image	0.05041	0.27219	-0.11610	1.00000	0.78822	0.19998
<b>X6</b>	X6 - Salesforce Image	0.07712	0.18624	-0.03432	0.78822	1.00000	0.17729
<b>X7</b>	X7 - Product Quality	-0.48263	0.46975	-0.44811	0.19998	0.17729	1.00000

**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 - Manufacturer 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

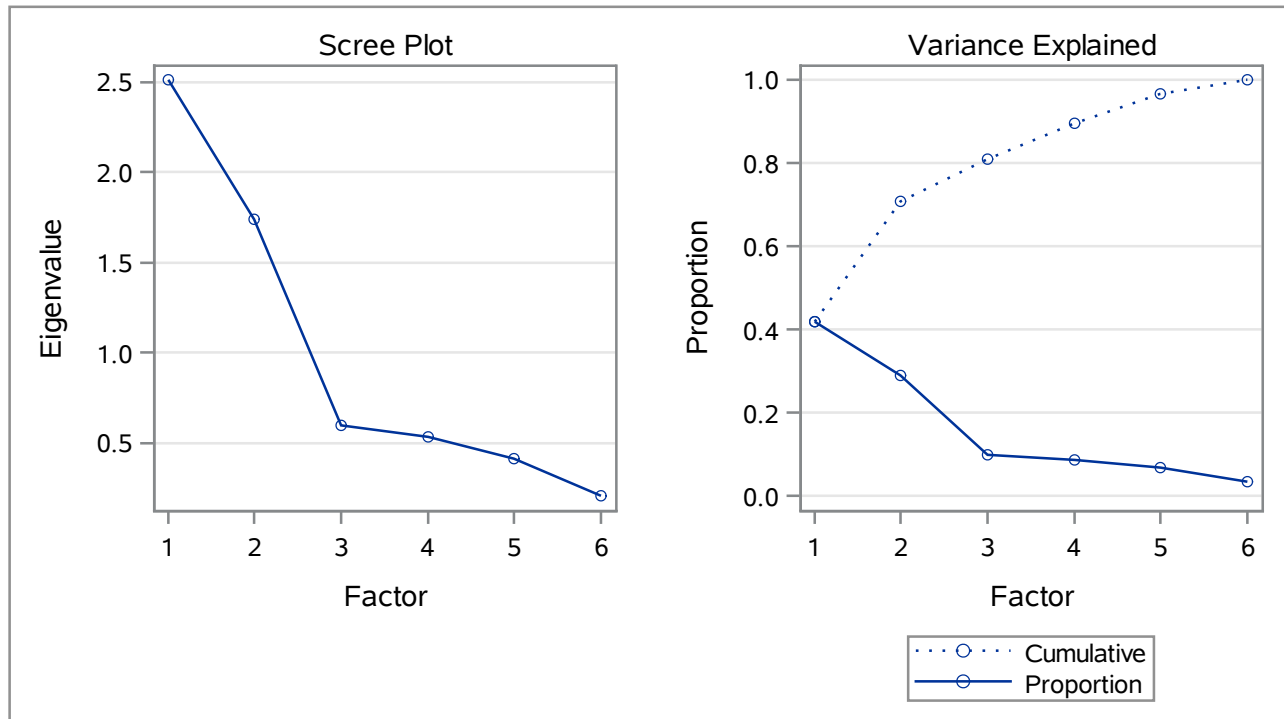
Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.66456568					
X1	X2	X3	X4	X6	X7
0.72112839	0.78717673	0.74807048	0.54222348	0.53211529	0.77920539

**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

**2 factors will be retained by the NFACTOR criterion.**

**The FACTOR Procedure**  
**Initial Factor Method: Principal Components**



Factor Pattern			
		Factor1	Factor2
<b>X7</b>	X7 - Product Quality	0.76651	-0.16759
<b>X2</b>	X2 - Price Level	0.75864	-0.06790
<b>X1</b>	X1 - Delivery Speed	-0.62689	0.51442
<b>X3</b>	X3 - Price Flexibility	-0.72967	0.33664
<b>X6</b>	X6 - Salesforce Image	0.42514	0.83162
<b>X4</b>	X4 - Manufacturer Image	0.49422	0.79830

Variance Explained by Each Factor	
Factor1	Factor2
2.5134900	1.7395171

Final Community Estimates: Total = 4.253007					
X1	X2	X3	X4	X6	X7
0.65761959	0.58014828	0.64574116	0.88153510	0.87233453	0.61562846

**The FACTOR Procedure**  
**Rotation Method: Varimax**

Orthogonal Transformation Matrix		
	1	2
1	-0.90243	0.43084
2	0.43084	0.90243

Rotated Factor Pattern			
		Factor1	Factor2
X3	X3 - Price Flexibility	0.80351	-0.01058
X1	X1 - Delivery Speed	0.78736	0.19414
X2	X2 - Price Level	-0.71388	0.26557
X7	X7 - Product Quality	-0.76393	0.17900
X6	X6 - Salesforce Image	-0.02537	0.93364
X4	X4 - Manufacturer Image	-0.10206	0.93334

Variance Explained by Each Factor	
Factor1	Factor2
2.3698247	1.8831824

Final Communality Estimates: Total = 4.253007					
X1	X2	X3	X4	X6	X7
0.65761959	0.58014828	0.64574116	0.88153510	0.87233453	0.61562846



**The FACTOR Procedure**  
**Rotation Method: Varimax**

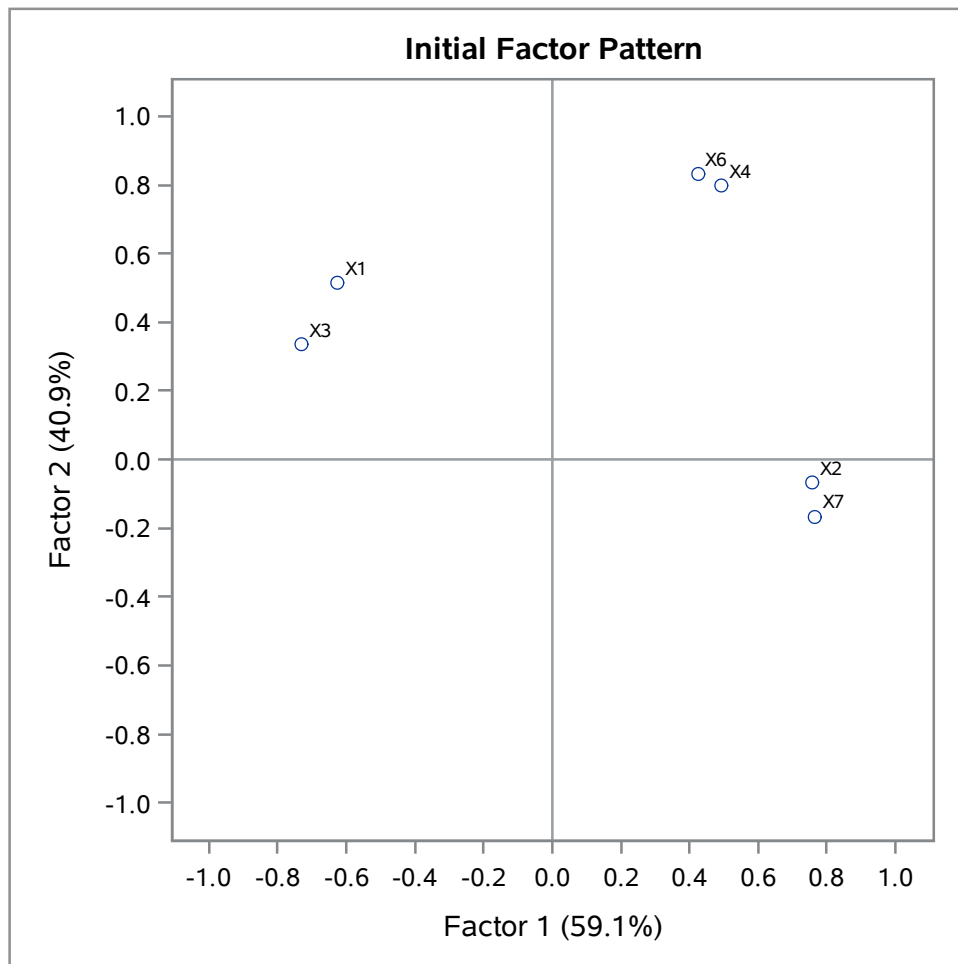
**Scoring Coefficients Estimated by Regression**

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

Standardized Scoring Coefficients			
		Factor1	Factor2
<b>X3</b>	X3 - Price Flexibility	0.34535	0.04957
<b>X1</b>	X1 - Delivery Speed	0.35249	0.15941
<b>X2</b>	X2 - Price Level	-0.28920	0.09481
<b>X7</b>	X7 - Product Quality	-0.31671	0.04445
<b>X6</b>	X6 - Salesforce Image	0.05333	0.50430
<b>X4</b>	X4 - Manufacturer Image	0.02028	0.49886

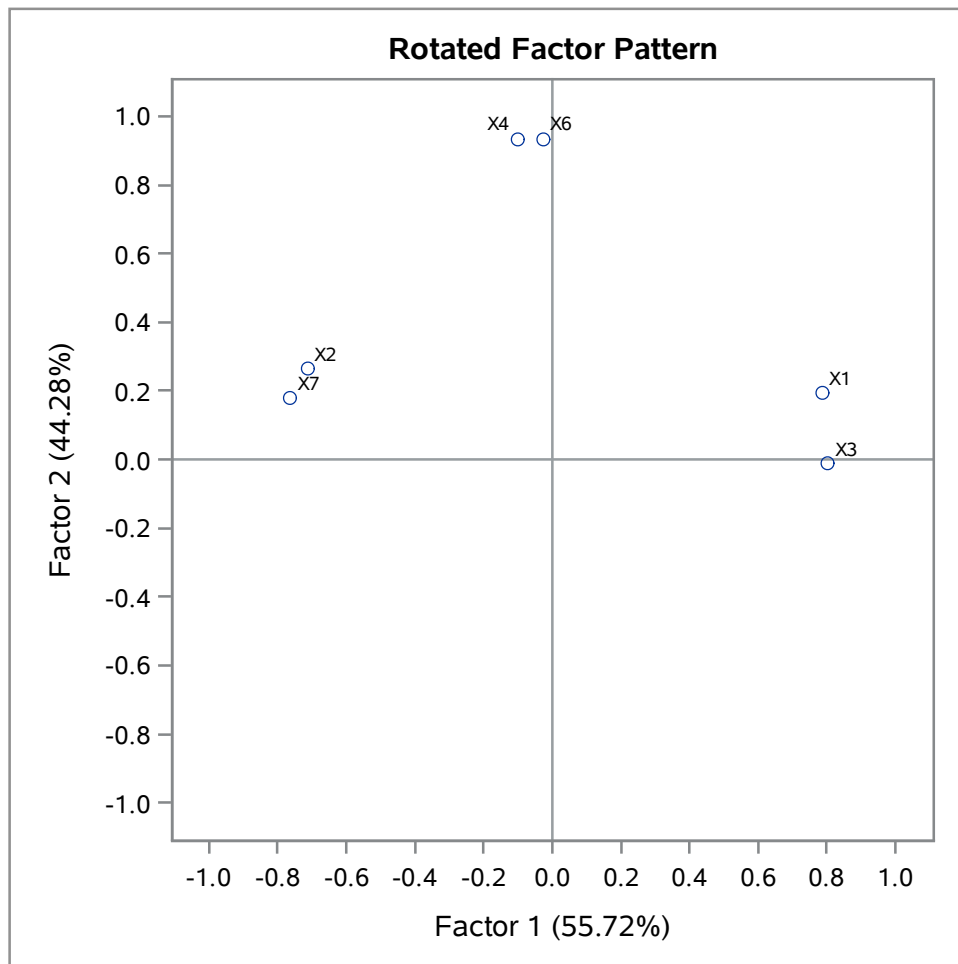
**HATCO Factor Scores and Summated Scales**

**The FACTOR Procedure**  
**Initial Factor Method: Principal Components**



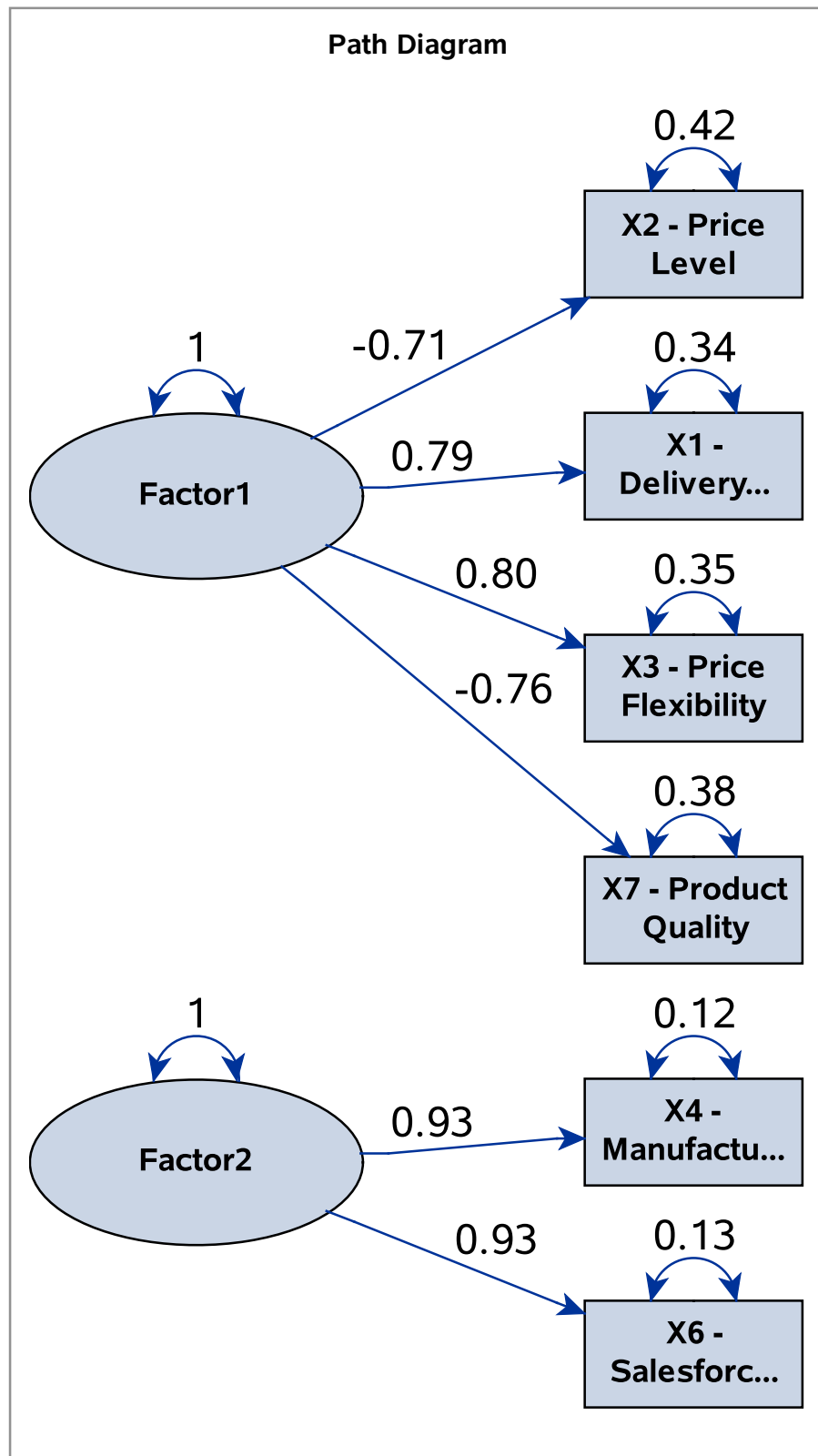
**HATCO Factor Scores and Summated Scales**

**The FACTOR Procedure**  
**Rotation Method: Varimax**



**HATCO Factor Scores and Summated Scales**

The FACTOR Procedure  
Rotation Method: Varimax



**HATCO Factor Scores and Summated Scales**

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		0.658	0.580	0.646	0.882	0.872	0.616
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	TRANSFOR	Factor1	-0.902	0.431	.	.	.	.
16	TRANSFOR	Factor2	0.431	0.902	.	.	.	.
17	PATTERN	Factor1	0.787	-0.714	0.804	-0.102	-0.025	-0.764
18	PATTERN	Factor2	0.194	0.266	-0.011	0.933	0.934	0.179
19	SCORE	Factor1	0.352	-0.289	0.345	0.020	0.053	-0.317
20	SCORE	Factor2	0.159	0.095	0.050	0.499	0.504	0.044

**HATCO Factor Scores and Summated Scales**

Obs	X1	X2	X3	X4	X5	X6	X7	Factor1	Factor2
1	4.1	0.6	6.9	4.7	2.4	2.3	5.2	0.65395	-0.63487
2	1.8	3.0	6.3	6.6	2.5	4.0	8.4	-1.17748	1.29600
3	3.4	5.2	5.7	6.0	4.3	2.7	8.2	-1.49277	0.52149
4	2.7	1.0	7.1	5.9	1.8	2.3	7.8	-0.26456	-0.16299
5	6.0	0.9	9.6	7.8	3.4	4.6	4.5	2.11554	2.56668
6	1.9	3.3	7.9	4.8	2.6	1.9	9.7	-1.26210	-0.74199
7	4.6	2.4	9.5	6.6	3.5	4.5	7.6	0.70641	2.00546
8	1.3	4.2	6.2	5.1	2.8	2.2	6.9	-1.47782	-0.55378
9	5.5	1.6	9.4	4.7	3.5	3.0	7.6	0.97737	0.22803
10	4.0	3.5	6.5	6.0	3.7	3.2	8.7	-0.78749	0.82883
11	2.4	1.6	8.8	4.8	2.0	2.8	5.8	0.34814	-0.30482
12	3.9	2.2	9.1	4.6	3.0	2.5	8.3	0.15426	-0.27982
13	2.8	1.4	8.1	3.8	2.1	1.4	6.6	0.05430	-1.63180
14	3.7	1.5	8.6	5.7	2.7	3.7	6.7	0.56806	0.84786
15	4.7	1.3	9.9	6.7	3.0	2.6	6.8	1.12896	0.72327
16	3.4	2.0	9.7	4.7	2.7	1.7	4.8	0.86435	-0.91198
17	3.2	4.1	5.7	5.1	3.6	2.9	6.2	-0.88280	0.08807
18	4.9	1.8	7.7	4.3	3.4	1.5	5.9	0.57411	-1.09466
19	5.3	1.4	9.7	6.1	3.3	3.9	6.8	1.29428	1.38239
20	4.7	1.3	9.9	6.7	3.0	2.6	6.8	1.12896	0.72327
21	3.3	0.9	8.6	4.0	2.1	1.8	6.3	0.52442	-1.25177
22	3.4	0.4	8.3	2.5	1.2	1.7	5.2	0.78328	-2.04771
23	3.0	4.0	9.1	7.1	3.5	3.4	8.4	-0.43421	1.44817
24	2.4	1.5	6.7	4.8	1.9	2.5	7.2	-0.45120	-0.54484
25	5.1	1.4	8.7	4.8	3.3	2.6	3.8	1.47794	-0.18527
26	4.6	2.1	7.9	5.8	3.4	2.8	4.7	0.82787	0.37827
27	2.4	1.5	6.6	4.8	1.9	2.5	7.2	-0.47611	-0.54841
28	5.2	1.3	9.7	6.1	3.2	3.9	6.7	1.31176	1.35959
29	3.5	2.8	9.9	3.5	3.1	1.7	5.4	0.60597	-1.34160
30	4.1	3.7	5.9	5.5	3.9	3.0	8.4	-0.92149	0.47560
31	3.0	3.2	6.0	5.3	3.1	3.0	8.0	-0.99289	0.20736
32	2.8	3.8	8.9	6.9	3.3	3.2	8.2	-0.46649	1.17639
33	5.2	2.0	9.3	5.9	3.7	2.4	4.6	1.35500	0.27242
34	3.4	3.7	6.4	5.7	3.5	3.4	8.4	-0.95251	0.75885
35	2.4	1.0	7.7	3.4	1.7	1.1	6.2	-0.00335	-2.10995
36	1.8	3.3	7.5	4.5	2.5	2.4	7.6	-0.93965	-0.63240
37	3.6	4.0	5.8	5.8	3.7	2.5	9.3	-1.36143	0.26587

**HATCO Factor Scores and Summated Scales**

Obs	X1	X2	X3	X4	X5	X6	X7	Factor1	Factor2
38	4.0	0.9	9.1	5.4	2.4	2.6	7.3	0.71643	0.01928
39	0.0	2.1	6.9	5.4	1.1	2.6	8.9	-1.50901	-0.40216
40	2.4	2.0	6.4	4.5	2.1	2.2	8.8	-0.99266	-0.79959
41	1.9	3.4	7.6	4.6	2.6	2.5	7.7	-0.92351	-0.49651
42	5.9	0.9	9.6	7.8	3.4	4.6	4.5	2.08885	2.55461
43	4.9	2.3	9.3	4.5	3.6	1.3	6.2	0.78152	-1.03206
44	5.0	1.3	8.6	4.7	3.1	2.5	3.7	1.46180	-0.32117
45	2.0	2.6	6.5	3.7	2.4	1.7	8.5	-1.20862	-1.48497
46	5.0	2.5	9.4	4.6	3.7	1.4	6.3	0.77347	-0.88824
47	3.1	1.9	10.0	4.5	2.6	3.2	3.8	1.18318	-0.08030
48	3.4	3.9	5.6	5.6	3.6	2.3	9.1	-1.41790	0.00201
49	5.8	0.2	8.8	4.5	3.0	2.4	6.7	1.38132	-0.37417
50	5.4	2.1	8.0	3.0	3.8	1.4	5.2	0.81935	-1.65803
51	3.7	0.7	8.2	6.0	2.1	2.5	5.2	0.88395	0.07529
52	2.6	4.8	8.2	5.0	3.6	2.5	9.0	-1.17841	-0.06674
53	4.5	4.1	6.3	5.9	4.3	3.4	8.8	-0.85692	1.01917
54	2.8	2.4	6.7	4.9	2.5	2.6	9.2	-0.95300	-0.25960
55	3.8	0.8	8.7	2.9	1.6	2.1	5.6	0.84785	-1.50414
56	2.9	2.6	7.7	7.0	2.8	3.6	7.7	-0.31910	1.34216
57	4.9	4.4	7.4	6.9	4.6	4.0	9.6	-0.64913	1.98643
58	5.4	2.5	9.6	5.5	4.0	3.0	7.7	0.77717	0.65001
59	4.3	1.8	7.6	5.4	3.1	2.5	4.4	0.77766	-0.07349
60	2.3	4.5	8.0	4.7	3.3	2.2	8.7	-1.20193	-0.47084
61	3.1	1.9	9.9	4.5	2.6	3.1	3.8	1.15135	-0.14930
62	5.1	1.9	9.2	5.8	3.6	2.3	4.5	1.33886	0.13653
63	4.1	1.1	9.3	5.5	2.5	2.7	7.4	0.73329	0.16668
64	3.0	3.8	5.5	4.9	3.4	2.6	6.0	-0.89782	-0.25706
65	1.1	2.0	7.2	4.7	1.6	3.2	10.0	-1.30732	-0.15186
66	3.7	1.4	9.0	4.5	2.6	2.3	6.8	0.55353	-0.58796
67	4.2	2.5	9.2	6.2	3.3	3.9	7.3	0.51200	1.37708
68	1.6	4.5	6.4	5.3	3.0	2.5	7.1	-1.43611	-0.19658
69	5.3	1.7	8.5	3.7	3.5	1.9	4.8	1.14101	-1.05941
70	2.3	3.7	8.3	5.2	3.0	2.3	9.1	-0.99774	-0.22646
71	3.6	5.4	5.9	6.2	4.5	2.9	8.4	-1.46049	0.79328
72	5.6	2.2	8.2	3.1	4.0	1.6	5.3	0.89401	-1.44107
73	3.6	2.2	9.9	4.8	2.9	1.9	4.9	0.91482	-0.68710
74	5.2	1.3	9.1	4.5	3.3	2.7	7.3	0.93074	-0.13556

**HATCO Factor Scores and Summated Scales**

Obs	X1	X2	X3	X4	X5	X6	X7	Factor1	Factor2
75	3.0	2.0	6.6	6.6	2.4	2.7	8.2	-0.59061	0.51619
76	4.2	2.4	9.4	4.9	3.2	2.7	8.5	0.23994	0.05170
77	3.8	0.8	8.3	6.1	2.2	2.6	5.3	0.90010	0.21118
78	3.3	2.6	9.7	3.3	2.9	1.5	5.2	0.57369	-1.61338
79	1.0	1.9	7.1	4.5	1.5	3.1	9.9	-1.32525	-0.33185
80	4.5	1.6	8.7	4.6	3.1	2.1	6.8	0.63189	-0.57301
81	5.5	1.8	8.7	3.8	3.6	2.1	4.9	1.21567	-0.84245
82	3.4	4.6	5.5	8.2	4.0	4.4	6.3	-0.86082	2.49567
83	1.6	2.8	6.1	6.4	2.3	3.8	8.2	-1.20977	1.02421
84	2.3	3.7	7.6	5.0	3.0	2.5	7.4	-0.82221	-0.25649
85	2.6	3.0	8.5	6.0	2.8	2.8	6.8	-0.19011	0.37675
86	2.5	3.1	7.0	4.2	2.8	2.2	9.0	-1.12791	-0.80551
87	2.4	2.9	8.4	5.9	2.7	2.7	6.7	-0.23294	0.22879
88	2.1	3.5	7.4	4.8	2.8	2.3	7.2	-0.85449	-0.52827
89	2.9	1.2	7.3	6.1	2.0	2.5	8.0	-0.23228	0.10880
90	4.3	2.5	9.3	6.3	3.4	4.0	7.4	0.55233	1.50504
91	3.0	2.8	7.8	7.1	3.0	3.8	7.9	-0.34020	1.55420
92	4.8	1.7	7.6	4.2	3.3	1.4	5.8	0.55797	-1.23055
93	3.1	4.2	5.1	7.8	3.6	4.0	5.9	-0.89870	1.96417
94	1.9	2.7	5.0	4.9	2.2	2.5	8.2	-1.49633	-0.49868
95	4.0	0.5	6.7	4.5	2.2	2.1	5.0	0.62417	-0.88665
96	0.6	1.6	6.4	5.0	0.7	2.1	8.4	-1.29435	-0.90475
97	6.1	0.5	9.2	4.8	3.3	2.8	7.1	1.44159	0.10530
98	2.0	2.8	5.2	5.0	2.4	2.7	8.4	-1.46834	-0.29099
99	3.1	2.2	6.7	6.8	2.6	2.9	8.4	-0.60992	0.77232
100	2.5	1.8	9.0	5.0	2.2	3.0	6.0	0.35374	-0.04511



### HATCO Factor Scores and Summated Scales

Obs	X1	X2	X3	X4	X5	X6	X7	Factor1	Factor2	SumScale1	SumScale2
1	4.1	0.6	6.9	4.7	2.4	2.3	5.2	0.65395	-0.63487	6.300	3.50
2	1.8	3.0	6.3	6.6	2.5	4.0	8.4	-1.17748	1.29600	4.175	5.30
3	3.4	5.2	5.7	6.0	4.3	2.7	8.2	-1.49277	0.52149	3.925	4.35
4	2.7	1.0	7.1	5.9	1.8	2.3	7.8	-0.26456	-0.16299	5.250	4.10
5	6.0	0.9	9.6	7.8	3.4	4.6	4.5	2.11554	2.56668	7.550	6.20
6	1.9	3.3	7.9	4.8	2.6	1.9	9.7	-1.26210	-0.74199	4.200	3.35
7	4.6	2.4	9.5	6.6	3.5	4.5	7.6	0.70641	2.00546	6.025	5.55
8	1.3	4.2	6.2	5.1	2.8	2.2	6.9	-1.47782	-0.55378	4.100	3.65
9	5.5	1.6	9.4	4.7	3.5	3.0	7.6	0.97737	0.22803	6.425	3.85
10	4.0	3.5	6.5	6.0	3.7	3.2	8.7	-0.78749	0.82883	4.575	4.60
11	2.4	1.6	8.8	4.8	2.0	2.8	5.8	0.34814	-0.30482	5.950	3.80
12	3.9	2.2	9.1	4.6	3.0	2.5	8.3	0.15426	-0.27982	5.625	3.55
13	2.8	1.4	8.1	3.8	2.1	1.4	6.6	0.05430	-1.63180	5.725	2.60
14	3.7	1.5	8.6	5.7	2.7	3.7	6.7	0.56806	0.84786	6.025	4.70
15	4.7	1.3	9.9	6.7	3.0	2.6	6.8	1.12896	0.72327	6.625	4.65
16	3.4	2.0	9.7	4.7	2.7	1.7	4.8	0.86435	-0.91198	6.575	3.20
17	3.2	4.1	5.7	5.1	3.6	2.9	6.2	-0.88280	0.08807	4.650	4.00
18	4.9	1.8	7.7	4.3	3.4	1.5	5.9	0.57411	-1.09466	6.225	2.90
19	5.3	1.4	9.7	6.1	3.3	3.9	6.8	1.29428	1.38239	6.700	5.00
20	4.7	1.3	9.9	6.7	3.0	2.6	6.8	1.12896	0.72327	6.625	4.65
21	3.3	0.9	8.6	4.0	2.1	1.8	6.3	0.52442	-1.25177	6.175	2.90
22	3.4	0.4	8.3	2.5	1.2	1.7	5.2	0.78328	-2.04771	6.525	2.10
23	3.0	4.0	9.1	7.1	3.5	3.4	8.4	-0.43421	1.44817	4.925	5.25
24	2.4	1.5	6.7	4.8	1.9	2.5	7.2	-0.45120	-0.54484	5.100	3.65
25	5.1	1.4	8.7	4.8	3.3	2.6	3.8	1.47794	-0.18527	7.150	3.70
26	4.6	2.1	7.9	5.8	3.4	2.8	4.7	0.82787	0.37827	6.425	4.30
27	2.4	1.5	6.6	4.8	1.9	2.5	7.2	-0.47611	-0.54841	5.075	3.65
28	5.2	1.3	9.7	6.1	3.2	3.9	6.7	1.31176	1.35959	6.725	5.00
29	3.5	2.8	9.9	3.5	3.1	1.7	5.4	0.60597	-1.34160	6.300	2.60
30	4.1	3.7	5.9	5.5	3.9	3.0	8.4	-0.92149	0.47560	4.475	4.25
31	3.0	3.2	6.0	5.3	3.1	3.0	8.0	-0.99289	0.20736	4.450	4.15
32	2.8	3.8	8.9	6.9	3.3	3.2	8.2	-0.46649	1.17639	4.925	5.05
33	5.2	2.0	9.3	5.9	3.7	2.4	4.6	1.35500	0.27242	6.975	4.15
34	3.4	3.7	6.4	5.7	3.5	3.4	8.4	-0.95251	0.75885	4.425	4.55
35	2.4	1.0	7.7	3.4	1.7	1.1	6.2	-0.00335	-2.10995	5.725	2.25
36	1.8	3.3	7.5	4.5	2.5	2.4	7.6	-0.93965	-0.63240	4.600	3.45
37	3.6	4.0	5.8	5.8	3.7	2.5	9.3	-1.36143	0.26587	4.025	4.15

**HATCO Factor Scores and Summated Scales**

Obs	X1	X2	X3	X4	X5	X6	X7	Factor1	Factor2	SumScale1	SumScale2
38	4.0	0.9	9.1	5.4	2.4	2.6	7.3	0.71643	0.01928	6.225	4.00
39	0.0	2.1	6.9	5.4	1.1	2.6	8.9	-1.50901	-0.40216	3.975	4.00
40	2.4	2.0	6.4	4.5	2.1	2.2	8.8	-0.99266	-0.79959	4.500	3.35
41	1.9	3.4	7.6	4.6	2.6	2.5	7.7	-0.92351	-0.49651	4.600	3.55
42	5.9	0.9	9.6	7.8	3.4	4.6	4.5	2.08885	2.55461	7.525	6.20
43	4.9	2.3	9.3	4.5	3.6	1.3	6.2	0.78152	-1.03206	6.425	2.90
44	5.0	1.3	8.6	4.7	3.1	2.5	3.7	1.46180	-0.32117	7.150	3.60
45	2.0	2.6	6.5	3.7	2.4	1.7	8.5	-1.20862	-1.48497	4.350	2.70
46	5.0	2.5	9.4	4.6	3.7	1.4	6.3	0.77347	-0.88824	6.400	3.00
47	3.1	1.9	10.0	4.5	2.6	3.2	3.8	1.18318	-0.08030	6.850	3.85
48	3.4	3.9	5.6	5.6	3.6	2.3	9.1	-1.41790	0.00201	4.000	3.95
49	5.8	0.2	8.8	4.5	3.0	2.4	6.7	1.38132	-0.37417	6.925	3.45
50	5.4	2.1	8.0	3.0	3.8	1.4	5.2	0.81935	-1.65803	6.525	2.20
51	3.7	0.7	8.2	6.0	2.1	2.5	5.2	0.88395	0.07529	6.500	4.25
52	2.6	4.8	8.2	5.0	3.6	2.5	9.0	-1.17841	-0.06674	4.250	3.75
53	4.5	4.1	6.3	5.9	4.3	3.4	8.8	-0.85692	1.01917	4.475	4.65
54	2.8	2.4	6.7	4.9	2.5	2.6	9.2	-0.95300	-0.25960	4.475	3.75
55	3.8	0.8	8.7	2.9	1.6	2.1	5.6	0.84785	-1.50414	6.525	2.50
56	2.9	2.6	7.7	7.0	2.8	3.6	7.7	-0.31910	1.34216	5.075	5.30
57	4.9	4.4	7.4	6.9	4.6	4.0	9.6	-0.64913	1.98643	4.575	5.45
58	5.4	2.5	9.6	5.5	4.0	3.0	7.7	0.77717	0.65001	6.200	4.25
59	4.3	1.8	7.6	5.4	3.1	2.5	4.4	0.77766	-0.07349	6.425	3.95
60	2.3	4.5	8.0	4.7	3.3	2.2	8.7	-1.20193	-0.47084	4.275	3.45
61	3.1	1.9	9.9	4.5	2.6	3.1	3.8	1.15135	-0.14930	6.825	3.80
62	5.1	1.9	9.2	5.8	3.6	2.3	4.5	1.33886	0.13653	6.975	4.05
63	4.1	1.1	9.3	5.5	2.5	2.7	7.4	0.73329	0.16668	6.225	4.10
64	3.0	3.8	5.5	4.9	3.4	2.6	6.0	-0.89782	-0.25706	4.675	3.75
65	1.1	2.0	7.2	4.7	1.6	3.2	10.0	-1.30732	-0.15186	4.075	3.95
66	3.7	1.4	9.0	4.5	2.6	2.3	6.8	0.55353	-0.58796	6.125	3.40
67	4.2	2.5	9.2	6.2	3.3	3.9	7.3	0.51200	1.37708	5.900	5.05
68	1.6	4.5	6.4	5.3	3.0	2.5	7.1	-1.43611	-0.19658	4.100	3.90
69	5.3	1.7	8.5	3.7	3.5	1.9	4.8	1.14101	-1.05941	6.825	2.80
70	2.3	3.7	8.3	5.2	3.0	2.3	9.1	-0.99774	-0.22646	4.450	3.75
71	3.6	5.4	5.9	6.2	4.5	2.9	8.4	-1.46049	0.79328	3.925	4.55
72	5.6	2.2	8.2	3.1	4.0	1.6	5.3	0.89401	-1.44107	6.575	2.35
73	3.6	2.2	9.9	4.8	2.9	1.9	4.9	0.91482	-0.68710	6.600	3.35
74	5.2	1.3	9.1	4.5	3.3	2.7	7.3	0.93074	-0.13556	6.425	3.60

### HATCO Factor Scores and Summated Scales

Obs	X1	X2	X3	X4	X5	X6	X7	Factor1	Factor2	SumScale1	SumScale2
75	3.0	2.0	6.6	6.6	2.4	2.7	8.2	-0.59061	0.51619	4.850	4.65
76	4.2	2.4	9.4	4.9	3.2	2.7	8.5	0.23994	0.05170	5.675	3.80
77	3.8	0.8	8.3	6.1	2.2	2.6	5.3	0.90010	0.21118	6.500	4.35
78	3.3	2.6	9.7	3.3	2.9	1.5	5.2	0.57369	-1.61338	6.300	2.40
79	1.0	1.9	7.1	4.5	1.5	3.1	9.9	-1.32525	-0.33185	4.075	3.80
80	4.5	1.6	8.7	4.6	3.1	2.1	6.8	0.63189	-0.57301	6.200	3.35
81	5.5	1.8	8.7	3.8	3.6	2.1	4.9	1.21567	-0.84245	6.875	2.95
82	3.4	4.6	5.5	8.2	4.0	4.4	6.3	-0.86082	2.49567	4.500	6.30
83	1.6	2.8	6.1	6.4	2.3	3.8	8.2	-1.20977	1.02421	4.175	5.10
84	2.3	3.7	7.6	5.0	3.0	2.5	7.4	-0.82221	-0.25649	4.700	3.75
85	2.6	3.0	8.5	6.0	2.8	2.8	6.8	-0.19011	0.37675	5.325	4.40
86	2.5	3.1	7.0	4.2	2.8	2.2	9.0	-1.12791	-0.80551	4.350	3.20
87	2.4	2.9	8.4	5.9	2.7	2.7	6.7	-0.23294	0.22879	5.300	4.30
88	2.1	3.5	7.4	4.8	2.8	2.3	7.2	-0.85449	-0.52827	4.700	3.55
89	2.9	1.2	7.3	6.1	2.0	2.5	8.0	-0.23228	0.10880	5.250	4.30
90	4.3	2.5	9.3	6.3	3.4	4.0	7.4	0.55233	1.50504	5.925	5.15
91	3.0	2.8	7.8	7.1	3.0	3.8	7.9	-0.34020	1.55420	5.025	5.45
92	4.8	1.7	7.6	4.2	3.3	1.4	5.8	0.55797	-1.23055	6.225	2.80
93	3.1	4.2	5.1	7.8	3.6	4.0	5.9	-0.89870	1.96417	4.525	5.90
94	1.9	2.7	5.0	4.9	2.2	2.5	8.2	-1.49633	-0.49868	4.000	3.70
95	4.0	0.5	6.7	4.5	2.2	2.1	5.0	0.62417	-0.88665	6.300	3.30
96	0.6	1.6	6.4	5.0	0.7	2.1	8.4	-1.29435	-0.90475	4.250	3.55
97	6.1	0.5	9.2	4.8	3.3	2.8	7.1	1.44159	0.10530	6.925	3.80
98	2.0	2.8	5.2	5.0	2.4	2.7	8.4	-1.46834	-0.29099	4.000	3.85
99	3.1	2.2	6.7	6.8	2.6	2.9	8.4	-0.60992	0.77232	4.800	4.85
100	2.5	1.8	9.0	5.0	2.2	3.0	6.0	0.35374	-0.04511	5.925	4.00

## HATCO Factor Scores and Summated Scales

### The MEANS Procedure

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
Factor1		100	5.218048E-17	1.0000000	-1.5090071	2.1155400
Factor2		100	-6.84175E-17	1.0000000	-2.1099481	2.5666779
SumScale1	SumScale1 - Purchase Value	100	5.5185000	1.0596098	3.9250000	7.5500000
SumScale2	SumScale2 - Marketing	100	3.9565000	0.9012801	2.1000000	6.3000000

# HATCO Factor Scores and Summated Scales

## The CORR Procedure

<b>4 Variables:</b>	Factor1	Factor2	SumScale1	SumScale2
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Simple Statistics							
Variable	N	Mean	Std Dev	Sum	Minimum	Maximum	Label
Factor1	100	0	1.00000	0	-1.50901	2.11554	
Factor2	100	0	1.00000	0	-2.10995	2.56668	
SumScale1	100	5.51850	1.05961	551.85000	3.92500	7.55000	SumScale1 - Purchase Value
SumScale2	100	3.95650	0.90128	395.65000	2.10000	6.30000	SumScale2 - Marketing

Pearson Correlation Coefficients, N = 100 Prob >  r  under H0: Rho=0				
	Factor1	Factor2	SumScale1	SumScale2
<b>Factor1</b>	1.00000	0.00000 1.0000	0.99530 <.0001	-0.07491 0.4589
<b>Factor2</b>	0.00000 1.0000	1.00000	-0.08484 0.4014	0.98510 <.0001
<b>SumScale1</b> SumScale1 - Purchase Value	0.99530 <.0001	-0.08484 0.4014	1.00000	-0.15447 0.1249
<b>SumScale2</b> SumScale2 - Marketing	-0.07491 0.4589	0.98510 <.0001	-0.15447 0.1249	1.00000