With an orthogonal rotation, such as the varimax shown above, the factors are not permitted to be correlated (they are orthogonal to one another). Oblique rotations, such as promax, produce both factor pattern and factor structure matrices. For orthogonal rotations, such as varimax and equimax, the factor structure and the factor pattern matrices are the same.  The factor structure matrix represents the correlations between the variables and the factors.  The factor pattern matrix contains the coefficients for the linear combination of the variables.

If it is this the strategy typically preferred, then pattern matrix appears to be the main tool for interpretation. Coefficients of pattern matrix are the unique loads or investments of the given factor into variables. Because it is regression coefficients11. [I insist that it is better to say "factor loads variable" than "variable loads factor".] Structure matrix contains (zero-order) correlations between factors and variables. The more two factors X and Y correlate with each other the greater can be the discrepancy between the pattern loadings and the structure loadings on some variable V. While V ought to correlate higher and higher with both factors, the regression coefficients can rise both or only one of the two. The latter case will mean that it is that part of X which is different from Y what loads V so much; and thence the V-X pattern coefficient is what is highly valuable in interpretation of X.