

Standard deviations (1, ..., p=7):

```
[1] 1.0171500 1.0095349 1.0020139 0.9998672 0.9941462 0.9914076 0.9855268
```

Rotation (n x k) = (7 x 7):

	PC1	PC2	PC3	PC4	PC5	PC6	PC7
Population	-0.42821807	0.10369479	0.1182603	0.67198094	0.39704080	0.2279498	0.3615664
Income	0.27260566	0.03833499	-0.7452964	0.28722871	0.39755980	-0.2475279	-0.2587001
Yearly_equip_failure	0.45010862	0.07496910	0.5812055	0.07497691	0.50132417	0.1012222	-0.4321905
Tenure	0.33050896	0.27691339	0.1085178	0.61673009	-0.63170881	-0.1022483	-0.1115345
Email	-0.63918646	0.05331597	0.1266552	0.06734074	-0.04543299	-0.4185054	-0.6251487
Contacts	-0.13975782	0.65143248	-0.2251076	-0.17944700	-0.05298795	0.6255001	-0.2813729
Age	0.04888683	0.69157035	0.1194023	-0.20791281	0.17044350	-0.5474221	0.3648752

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