

The SAS System**The FACTOR Procedure**

| Input Data Type | Raw Data |
|--------------------------|----------|
| Number of Records Read | 25439 |
| Number of Records Used | 23261 |
| N for Significance Tests | 23261 |

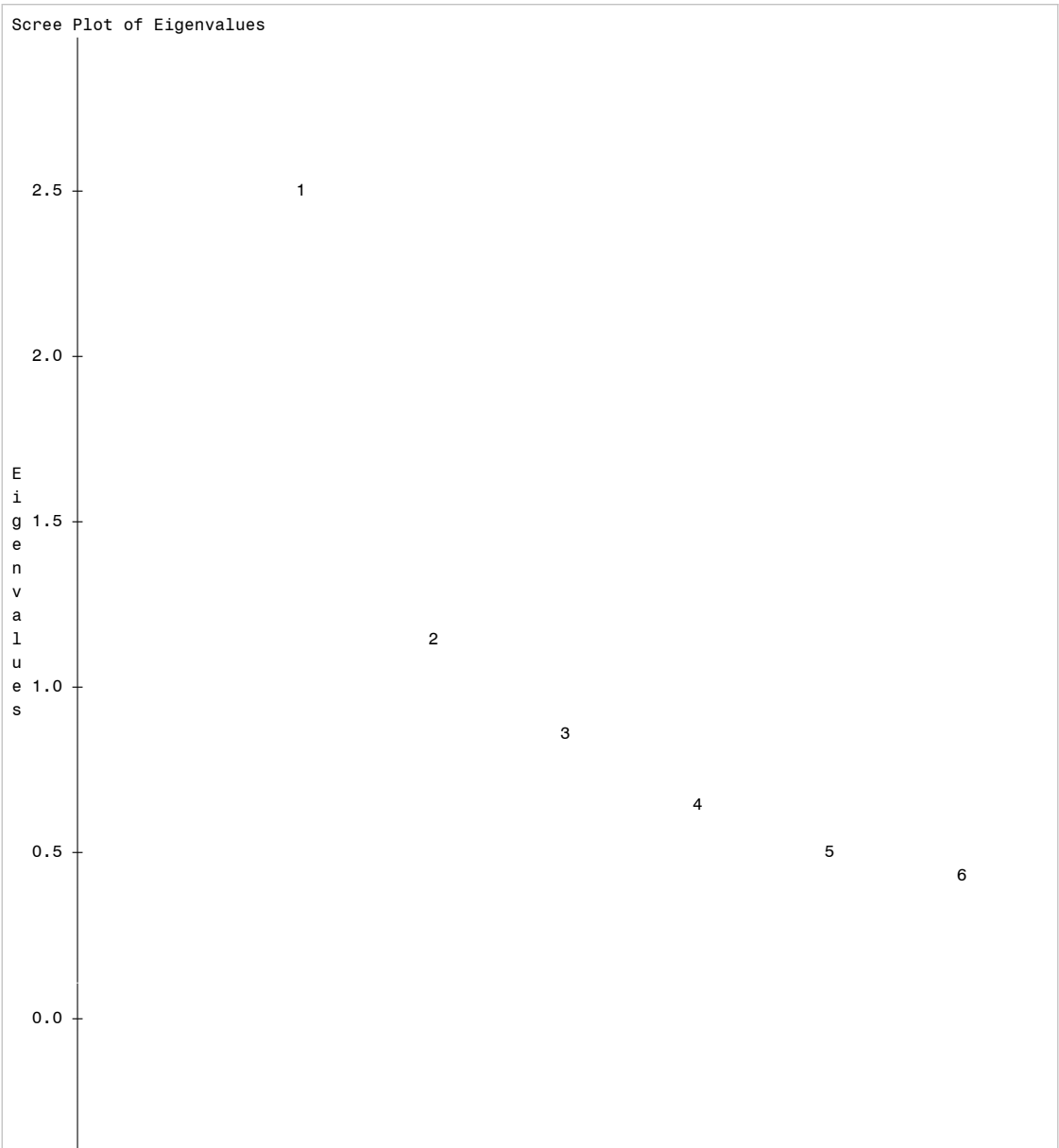
The SAS System

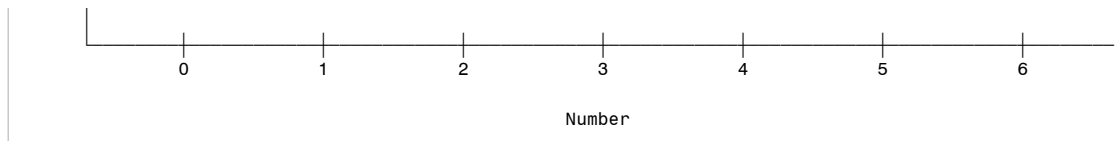
The FACTOR Procedure
Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

| Eigenvalues of the Correlation Matrix: Total = 6 Average = 1 | | | | |
|--|------------|------------|------------|------------|
| | Eigenvalue | Difference | Proportion | Cumulative |
| 1 | 2.47412425 | 1.35557004 | 0.4124 | 0.4124 |
| 2 | 1.11855421 | 0.24011502 | 0.1864 | 0.5988 |
| 3 | 0.87843919 | 0.26698895 | 0.1464 | 0.7452 |
| 4 | 0.61145024 | 0.09528653 | 0.1019 | 0.8471 |
| 5 | 0.51616371 | 0.11489530 | 0.0860 | 0.9331 |
| 6 | 0.40126841 | | 0.0669 | 1.0000 |

2 factors will be retained by the MINEIGEN criterion.





| Factor Pattern | | | |
|-----------------------------------|---|---------|----------|
| | | Factor1 | Factor2 |
| my_diet_healthy_scale | my diet is healthy | 0.66927 | 0.45832 |
| try_eat_healthy_scale | I try to eat healthy | 0.68482 | 0.32159 |
| watch_calories_scale | I try to watch the calories I eat | 0.58418 | 0.48725 |
| pers_resp_eco_scale | I am personally responsible for the environment | 0.64315 | -0.48653 |
| import_see_me_eco_scale | its important for people to see me as eco conscious | 0.68739 | -0.52013 |
| choose_eco_transport_scale | I choose eco friendly transport | 0.57428 | -0.24582 |

| Variance Explained by Each Factor | |
|-----------------------------------|-----------|
| Factor1 | Factor2 |
| 2.4741243 | 1.1185542 |

| Final Commuality Estimates: Total = 3.592678 | | | | | |
|--|------------------------------|-----------------------------|----------------------------|--------------------------------|-----------------------------------|
| my_diet_healthy_scale | try_eat_healthy_scale | watch_calories_scale | pers_resp_eco_scale | import_see_me_eco_scale | choose_eco_transport_scale |
| 0.65797581 | 0.57240147 | 0.57868290 | 0.65035572 | 0.74303574 | 0.39022681 |

The SAS System

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix

| | 1 | 2 |
|---|----------|---------|
| 1 | 0.70964 | 0.70457 |
| 2 | -0.70457 | 0.70964 |

Rotated Factor Pattern

| | | Factor1 | Factor2 |
|-----------------------------------|---|---------|---------|
| my_diet_healthy_scale | my diet is healthy | 0.15202 | 0.79678 |
| try_eat_healthy_scale | I try to eat healthy | 0.25940 | 0.71071 |
| watch_calories_scale | I try to watch the calories I eat | 0.07126 | 0.75737 |
| pers_resp_eco_scale | I am personally responsible for the environment | 0.79920 | 0.10789 |
| import_see_me_eco_scale | its important for people to see me as eco conscious | 0.85426 | 0.11521 |
| choose_eco_transport_scale | I choose eco friendly transport | 0.58073 | 0.23018 |

Variance Explained by Each Factor

| Factor1 | Factor2 |
|-----------|-----------|
| 1.8012001 | 1.7914784 |

Final Commuality Estimates: Total = 3.592678

| my_diet_healthy_scale | try_eat_healthy_scale | watch_calories_scale | pers_resp_eco_scale | import_see_me_eco_scale | choose_eco_transport_scale |
|------------------------------|------------------------------|-----------------------------|----------------------------|--------------------------------|-----------------------------------|
| 0.65797581 | 0.57240147 | 0.57868290 | 0.65035572 | 0.74303574 | 0.39022681 |

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 |
| 1.0000000 | 1.0000000 |

| Standardized Scoring Coefficients | | | |
|-----------------------------------|---|----------|----------|
| | | Factor1 | Factor2 |
| my_diet_healthy_scale | my diet is healthy | -0.09673 | 0.48136 |
| try_eat_healthy_scale | I try to eat healthy | -0.00614 | 0.39904 |
| watch_calories_scale | I try to watch the calories I eat | -0.13936 | 0.47548 |
| pers_resp_eco_scale | I am personally responsible for the environment | 0.49093 | -0.12551 |
| import_see_me_eco_scale | its important for people to see me as eco conscious | 0.52478 | -0.13423 |
| choose_eco_transport_scale | I choose eco friendly transport | 0.31956 | 0.00759 |

The SAS System**The HPCLUS Procedure****Performance Information**

| | |
|--------------------------|----------------|
| Execution Mode | Single-Machine |
| Number of Threads | 4 |

Data Access Information

| Data | Engine | Role | Path |
|-----------------------|---------------|-------------|-------------|
| WORK.CLUSREADY | V9 | Input | On Client |
| WORK.MYCLUSTER | V9 | Output | On Client |

Model Information

| | |
|-------------------------------------|----------------|
| Maximum Iteration | 10 |
| Stop Criterion | Cluster Change |
| Stop Criterion Value | 0 |
| Clusters | 2 |
| Seed Initialization | 12345 |
| Distance | Euclidean |
| Number of Cluster Estimation | ABC |

| | |
|------------------------------------|-------|
| Number of Observations Read | 25439 |
| Number of Observations Used | 22953 |

The SAS System

The HPCLUS Procedure

| ABC Parameters | | | |
|-----------------|-----------------|------------------------------|------------------|
| Minimum Cluster | Maximum Cluster | Reference Distribution Count | Alignment Method |
| 2 | 6 | 20 | PCA |

| ABC Statistics | | | | | |
|--------------------|---------------------------------|-----------|--------|--|---------------------------------|
| Number of Clusters | Logarithm of Within-Cluster SSE | | Gap | Simulation Adjusted Standard Deviation | One Standard Error Adjusted Gap |
| | Input | Reference | | | |
| 2 | 11.1506 | 12.4923 | 1.3417 | 0.0375 | 1.3042 |
| 3 | 11.0020 | 12.2535 | 1.2516 | 0.00865 | 1.2429 |
| 4 | 10.8519 | 12.0875 | 1.2356 | 0.0212 | 1.2144 |
| 5 | 10.6925 | 11.8762 | 1.1838 | 0.0215 | 1.1623 |
| 6 | 10.6040 | 11.6073 | 1.0033 | 0.0219 | 0.9814 |

| Estimated Number of Clusters | |
|------------------------------|--------------------|
| Criterion | Number of Clusters |
| FIRSTPEAK | 2 |

| Cluster Summary | | | | | | | | |
|-----------------|-----------|---|---------|---------|---------|--------------------|-----------------|--------------------------------------|
| Cluster | Frequency | Distance from Cluster Centroid to Observation | | | SSE | Standard Deviation | Nearest Cluster | Distance to Nearest Cluster Centroid |
| | | Maximum | Minimum | Average | | | | |
| 1 | 10880 | 5.3205 | 0.5313 | 1.6977 | 37061.4 | 1.8456 | 2 | 1.9219 |
| 2 | 12073 | 5.0873 | 0.3170 | 1.5149 | 32547.4 | 1.6419 | 1 | 1.9219 |

| Iteration Statistics | |
|----------------------|--------|
| Iteration Number | SSE |
| 0 | 121261 |
| 1 | 80445 |
| 2 | 76202 |
| 3 | 73458 |
| 4 | 71682 |
| 5 | 70658 |
| 6 | 70087 |
| 7 | 69802 |
| 8 | 69677 |
| 9 | 69631 |
| 10 | 69609 |

| Descriptive Statistics | | |
|------------------------------|-----------|--------------------|
| Variable | Mean | Standard Deviation |
| healthy | -0.001785 | 0.998696 |
| ecofriend | -0.001328 | 0.998566 |
| import_attract_opp_sex_scale | 3.329369 | 1.140030 |
| spend_time_family_scale | 4.517187 | 0.811952 |

| Within Cluster Statistics | | | |
|---------------------------|--|--|----------|
| | | | Standard |

| Variable | Cluster | Mean | Deviation |
|------------------------------|---------|---------|-----------|
| healthy | 1 | -0.3182 | 1.9601 |
| | 2 | 0.2834 | 1.9465 |
| ecofriend | 1 | -0.2530 | 1.7546 |
| | 2 | 0.2255 | 1.9652 |
| import_attract_opp_sex_scale | 1 | 2.4309 | 4.3772 |
| | 2 | 4.1391 | 7.1339 |
| spend_time_family_scale | 1 | 4.2909 | 6.9047 |
| | 2 | 4.7211 | 8.0227 |