

**The SAS System****The FACTOR Procedure**

Input Data Type	Raw Data
Number of Records Read	25439
Number of Records Used	22739
N for Significance Tests	22739

### The SAS System

The FACTOR Procedure  
Initial Factor Method: Principal Components

Partial Correlations Cor			
	COMPANIES_HELP_CONSUMERS_ENVRNMN	ENVIRONMENTALLY_SOUND_GOOD_FOR_B	IMPT_OTHERS_SEE_ME_ENVR
COMPANIES_HELP_CONSUMERS_ENVRNMN	1.00000	0.45676	
ENVIRONMENTALLY_SOUND_GOOD_FOR_B	0.45676	1.00000	
IMPT_OTHERS_SEE_ME_ENVRNMTLLY_C	0.28255	0.01985	
MORE_LIKELY_PRCH_ENVRNMTLLY_FRN	0.23899	0.39854	
EAT_FOODS_I_LIKE_REGARDLESS_OF_C	0.01899	0.03568	
I_OFTEN_SNACK_BETWEEN_MEALS	0.01443	0.01487	
I_FREQUENTLY_EAT_SWEETS	-0.01943	0.01951	

Kaiser's Measure of Sampling Adequacy: Overall MSA =

COMPANIES_HELP_CONSUMERS_ENVRNMN	ENVIRONMENTALLY_SOUND_GOOD_FOR_B	IMPT_OTHERS_SEE_ME_ENVRNMTLLY_C	MORE_LIKELY_PRCH_ENVRNMTLLY_FRN
0.78210701	0.76409204	0.85757980	

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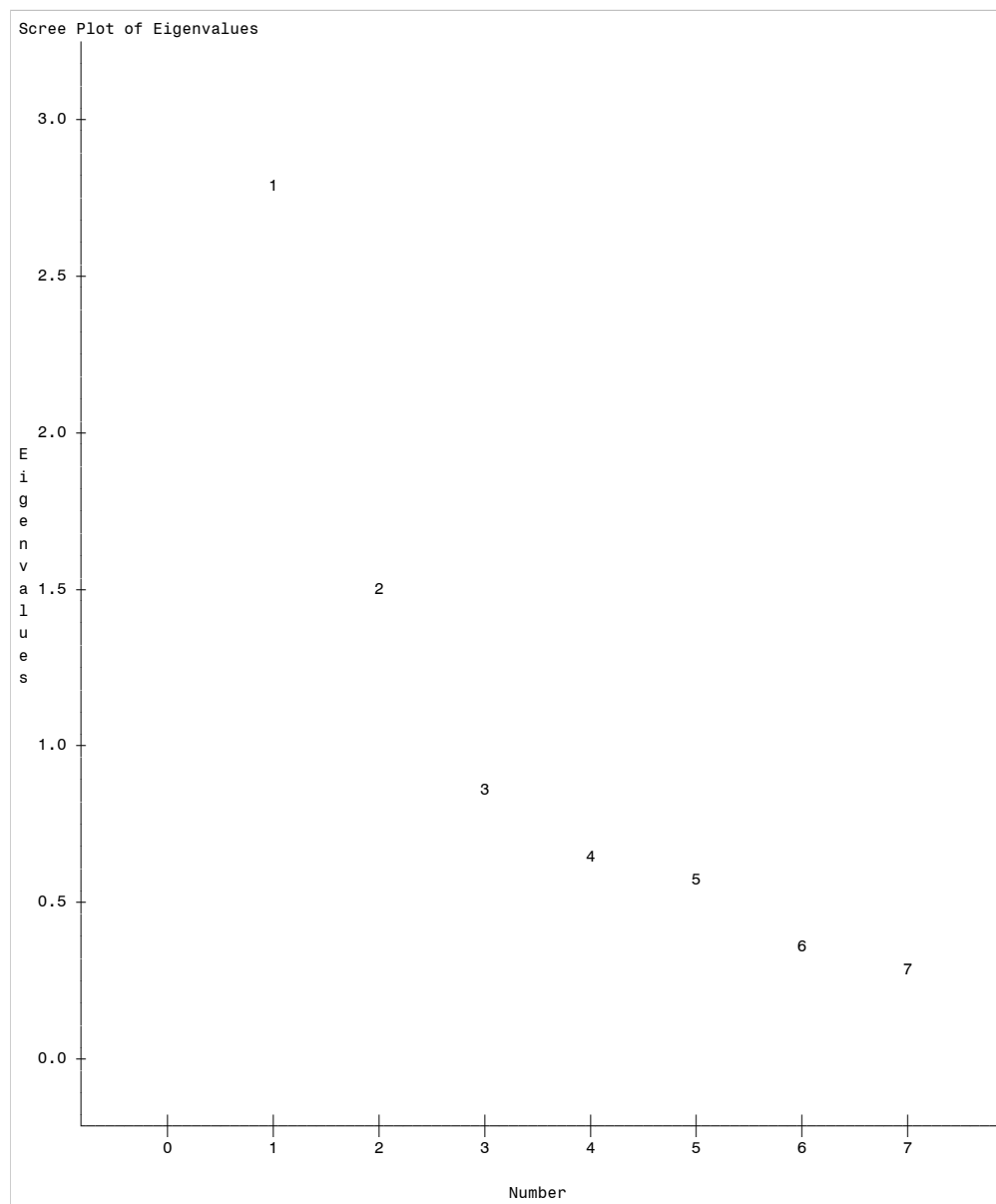
**The SAS System**

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

**Prior Communality Estimates: ONE**

Eigenvalues of the Correlation Matrix: Total = 7 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.80806237	1.31476122	0.4012	0.4012
2	1.49330115	0.62845872	0.2133	0.6145
3	0.86484243	0.21879508	0.1235	0.7380
4	0.64604735	0.07310636	0.0923	0.8303
5	0.57294099	0.22465961	0.0818	0.9122
6	0.34828138	0.08175705	0.0498	0.9619
7	0.26652433		0.0381	1.0000

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



Factor Pattern		
	Factor1	Factor2
COMPANIES_HELP_CONSUMERS_ENVRNMN	0.87897	0.00485
ENVIRONMENTALLY_SOUND_GOOD_FOR_B	0.86394	0.03148
IMPT_OTHERS_SEE_ME_ENVRNMTLLY_C	0.73871	-0.03687
MORE_LIKELY_PRCH_ENVRNMTLLY_FRN	0.85965	-0.02895
EAT_FOODS_I_LIKE_REGARDLESS_OF_C	-0.03497	0.61747
I_OFTEN_SNACK_BETWEEN_MEALS	0.05612	0.69793
I_FREQUENTLY_EAT_SWEETS	0.00391	0.78849

Variance Explained by Each Factor	
Factor1	Factor2
2.8080624	1.4933011

Final Communality Estimates: Total = 4.30136			
COMPANIES_HELP_CONSUMERS_ENVRNMN	ENVIRONMENTALLY_SOUND_GOOD_FOR_B	IMPT_OTHERS_SEE_ME_ENVRNMTLLY_C	MORE_LIKELY_PRCH_ENVRNMN
0.77261096	0.74738137	0.54705024	

### The SAS System

The FACTOR Procedure  
Rotation Method: Varimax

Orthogonal Transformation Matrix		
	1	2
1	0.99995	0.00996
2	-0.00996	0.99995

Rotated Factor Pattern		
	Factor1	Factor2
COMPANIES_HELP_CONSUMERS_ENVRNMN	0.87888	0.01360
ENVIRONMENTALLY_SOUND_GOOD_FOR_B	0.86358	0.04009
IMPT_OTHERS_SEE_ME_ENVRNMTLLY_C	0.73904	-0.02952
MORE_LIKELY_PRCH_ENVRNMTLLY_FRN	0.85990	-0.02038
EAT_FOODS_I_LIKE_REGARDLESS_OF_C	-0.04112	0.61709
I_OFTEN_SNACK_BETWEEN_MEALS	0.04917	0.69845
I_FREQUENTLY_EAT_SWEETS	-0.00394	0.78849

Variance Explained by Each Factor	
Factor1	Factor2
2.8079320	1.4934315

Final Communality Estimates: Total = 4.30136

COMPANIES_HELP_CONSUMERS_ENVRNMN	ENVIRONMENTALLY_SOUND_GOOD_FOR_B	IMPT_OTHERS_SEE_ME_ENVRNMTLLY_C	MORE_LIKELY_PRCH_ENVRNMN
0.77261096	0.74738137	0.54705024	

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**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
COMPANIES_HELP_CONSUMERS_ENVRNMN	0.31297	0.00636
ENVIRONMENTALLY_SOUND_GOOD_FOR_B	0.30744	0.02415
IMPT_OTHERS_SEE_ME_ENVRNMENTLLY_C	0.26330	-0.02207
MORE_LIKELY_PRCH_ENVRNMENTLLY_FRN	0.30632	-0.01633
EAT_FOODS_I_LIKE_REGARDLESS_OF_C	-0.01657	0.41335
I_OFTEN_SNACK_BETWEEN_MEALS	0.01533	0.46755
I_FREQUENTLY_EAT_SWEETS	-0.00386	0.52801