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 - Manufactures 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 - Salesforces 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

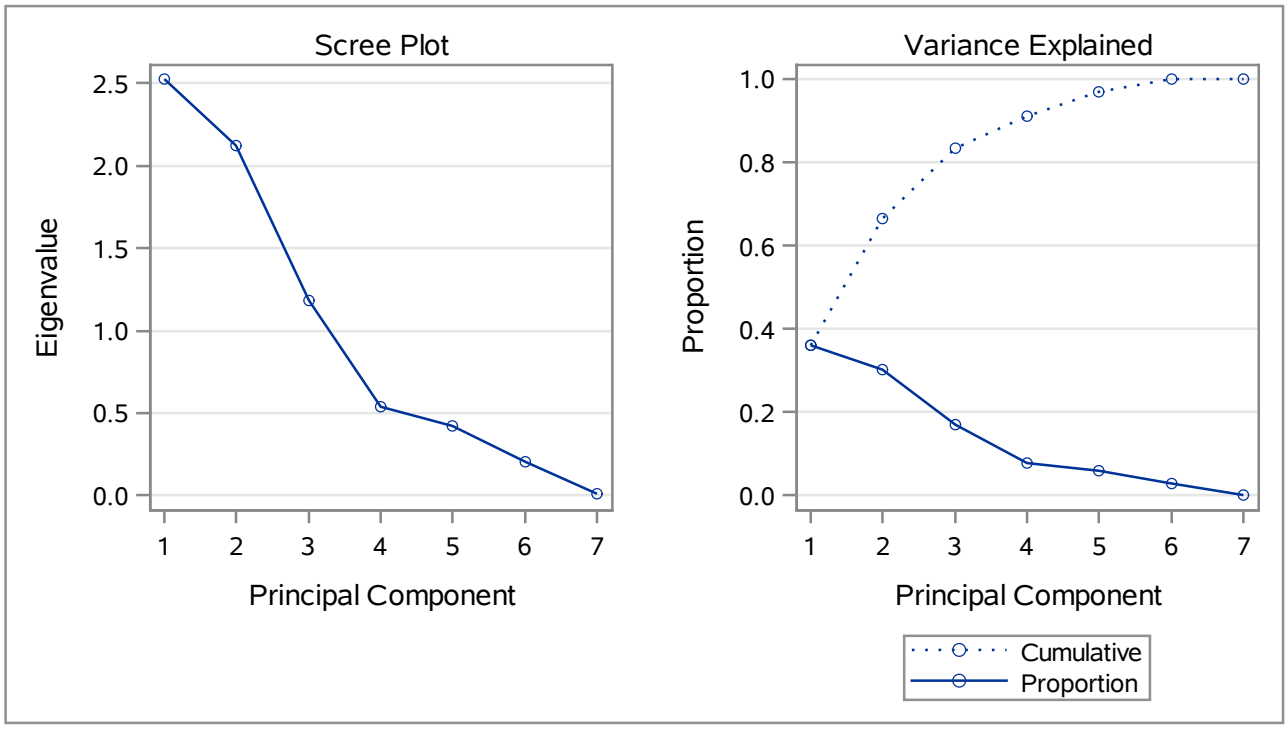
Eigenvalues of the Correlation Matrix

	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 - Manufactures 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 - Salesforces 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



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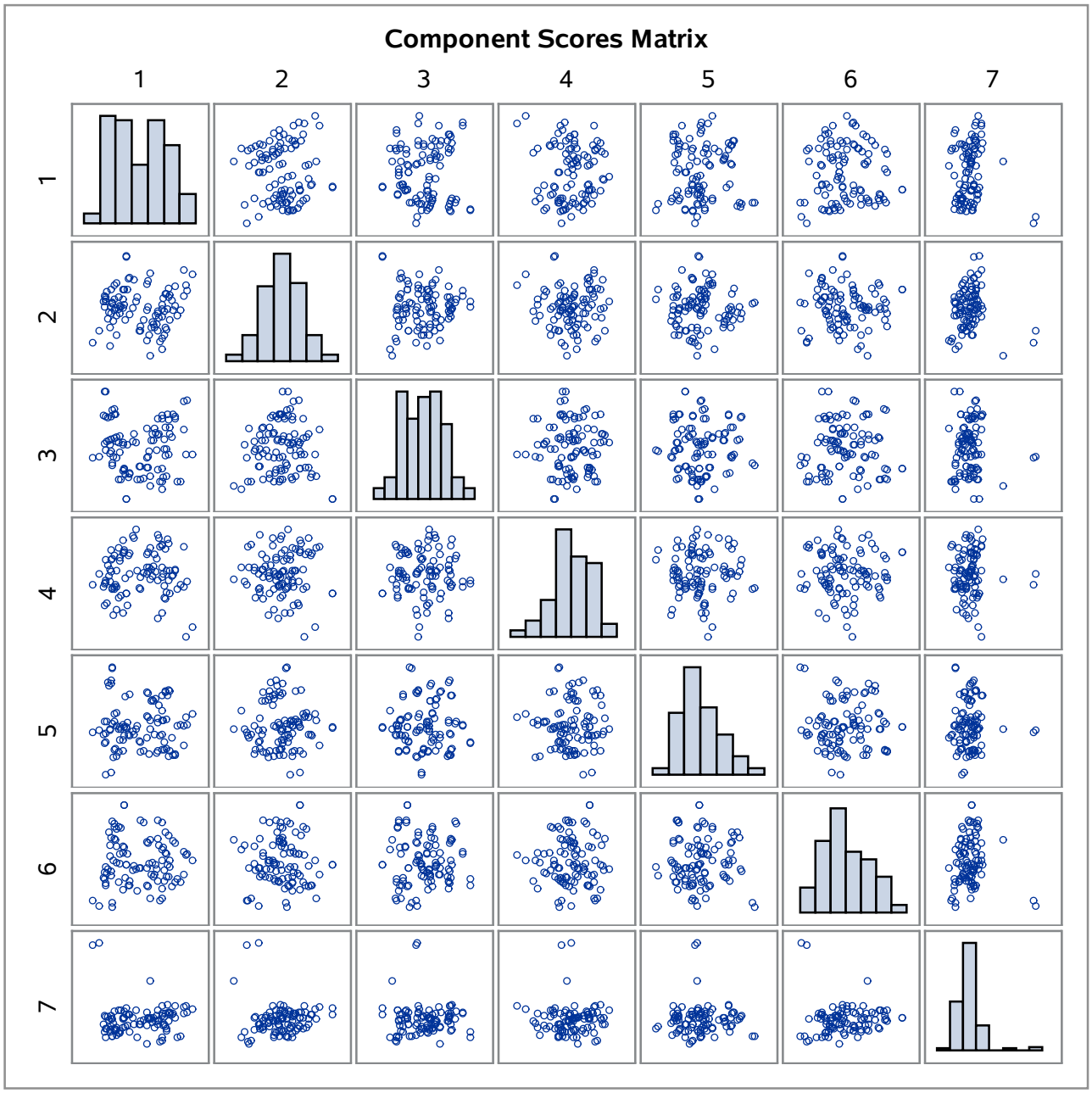

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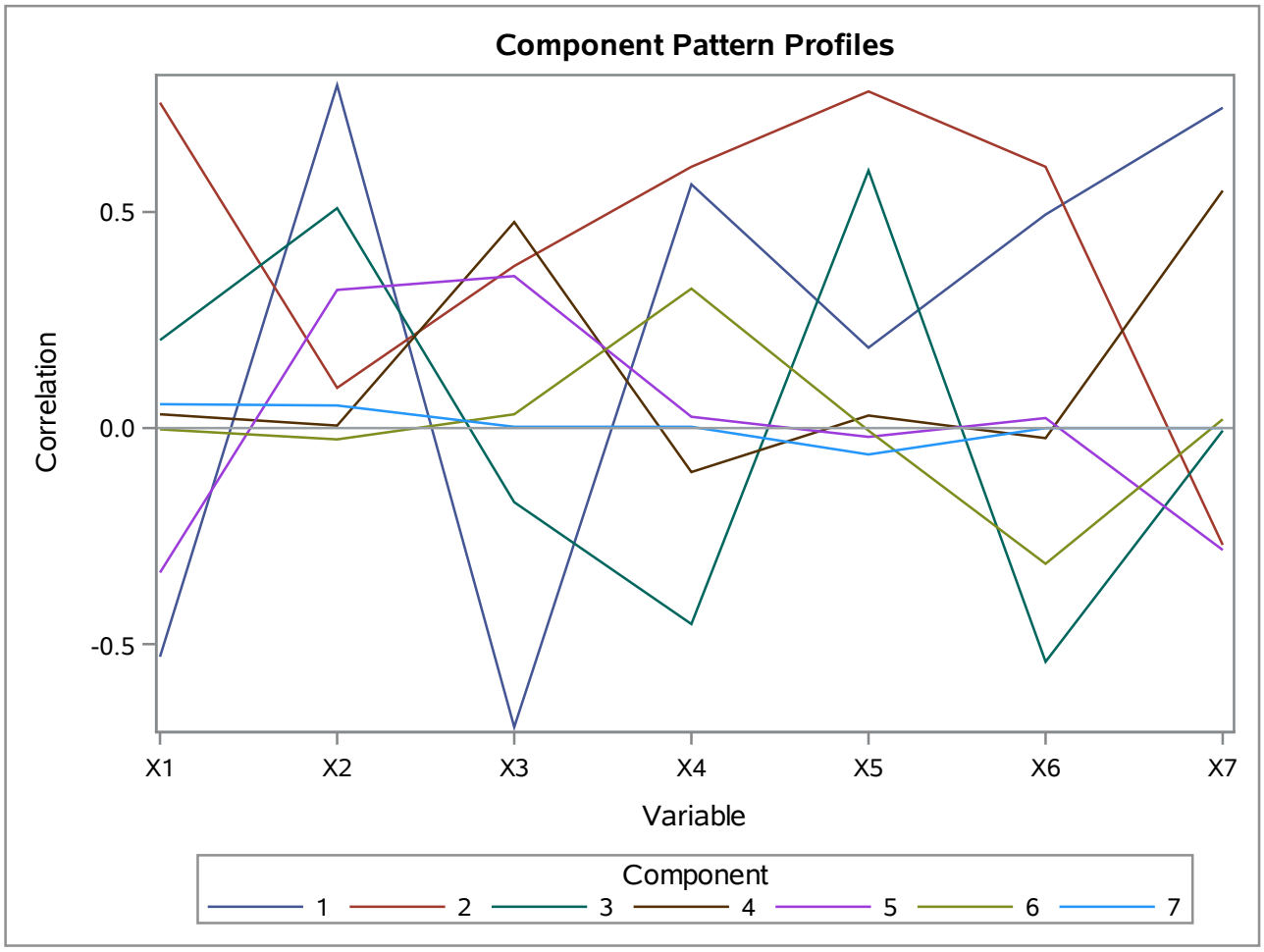

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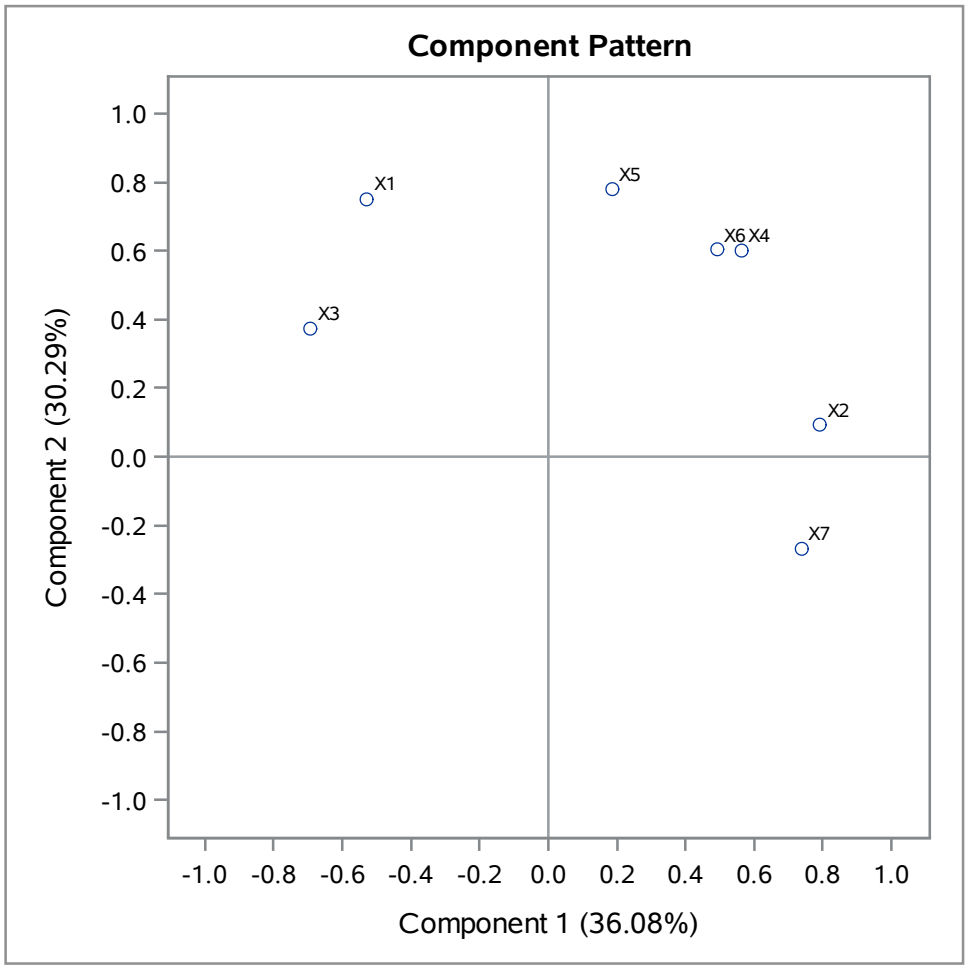

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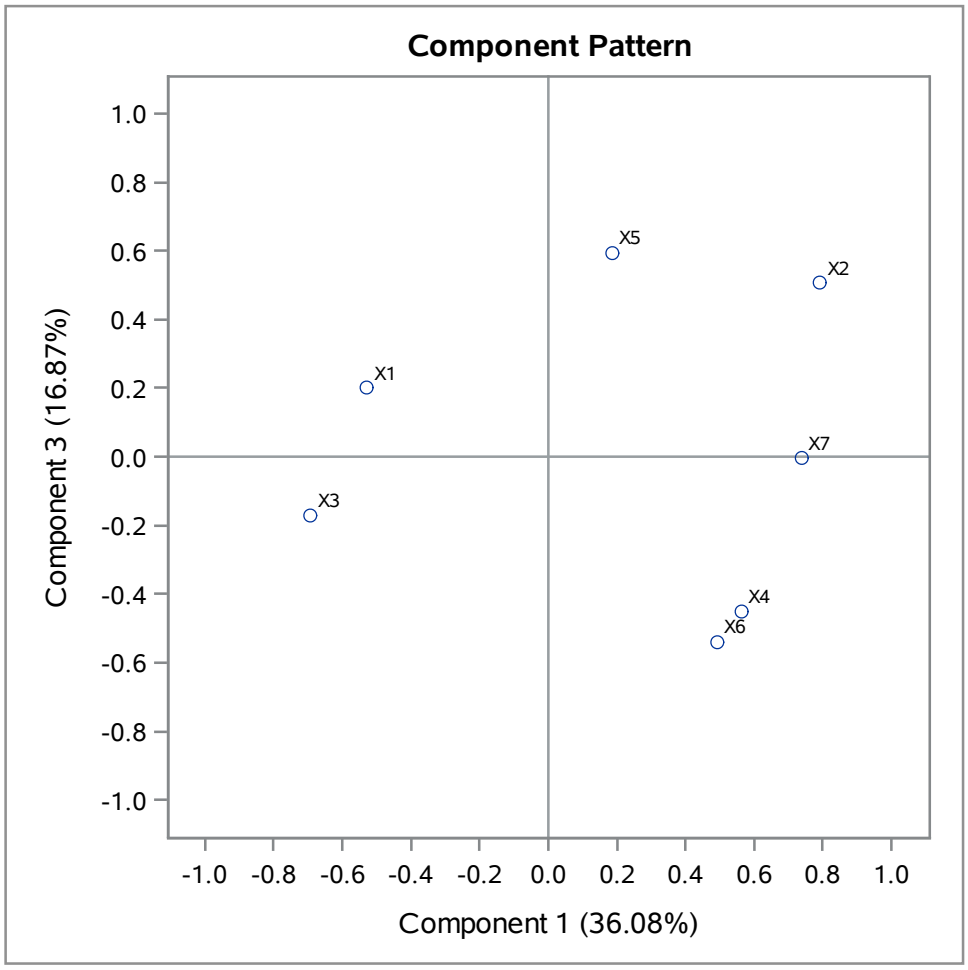

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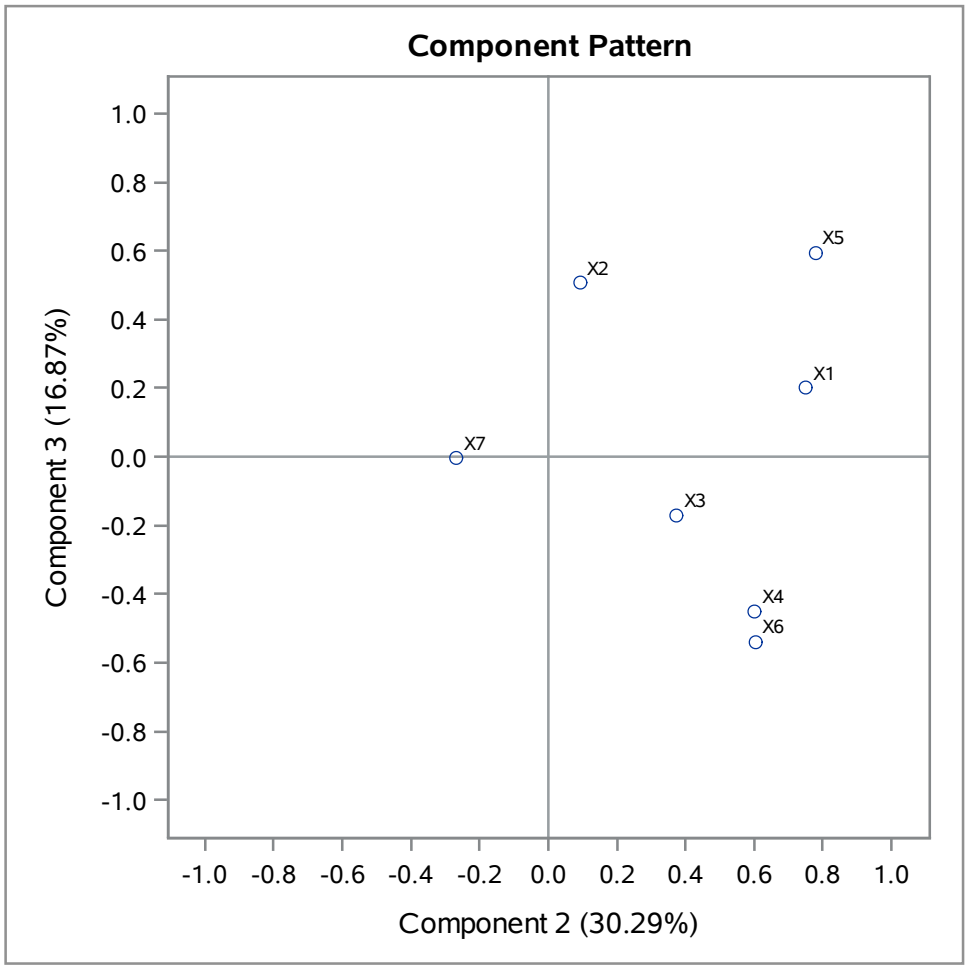

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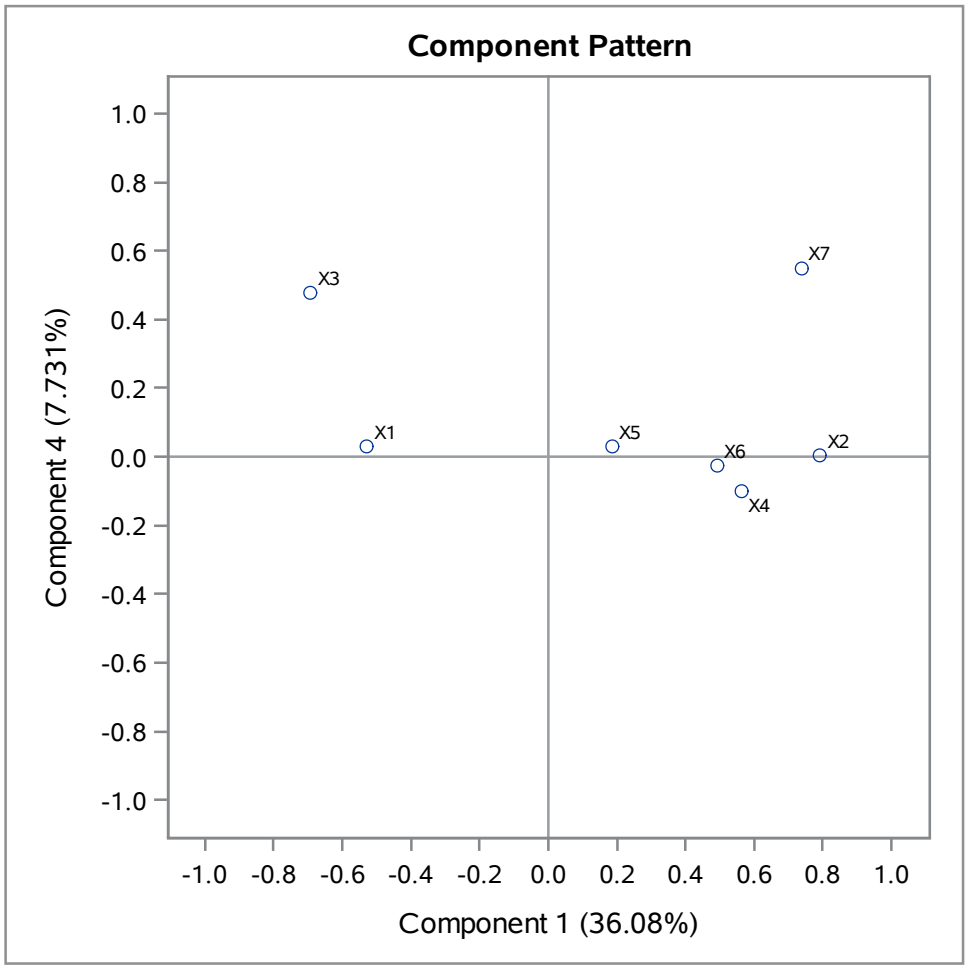

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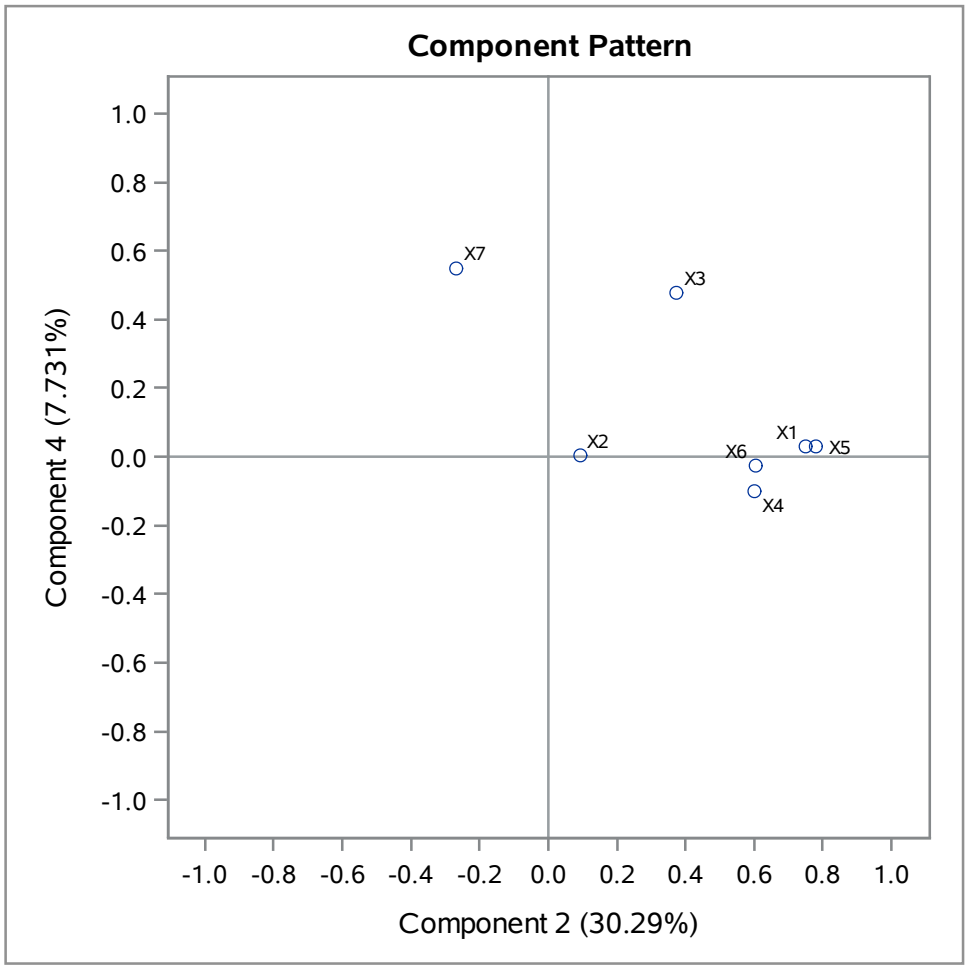

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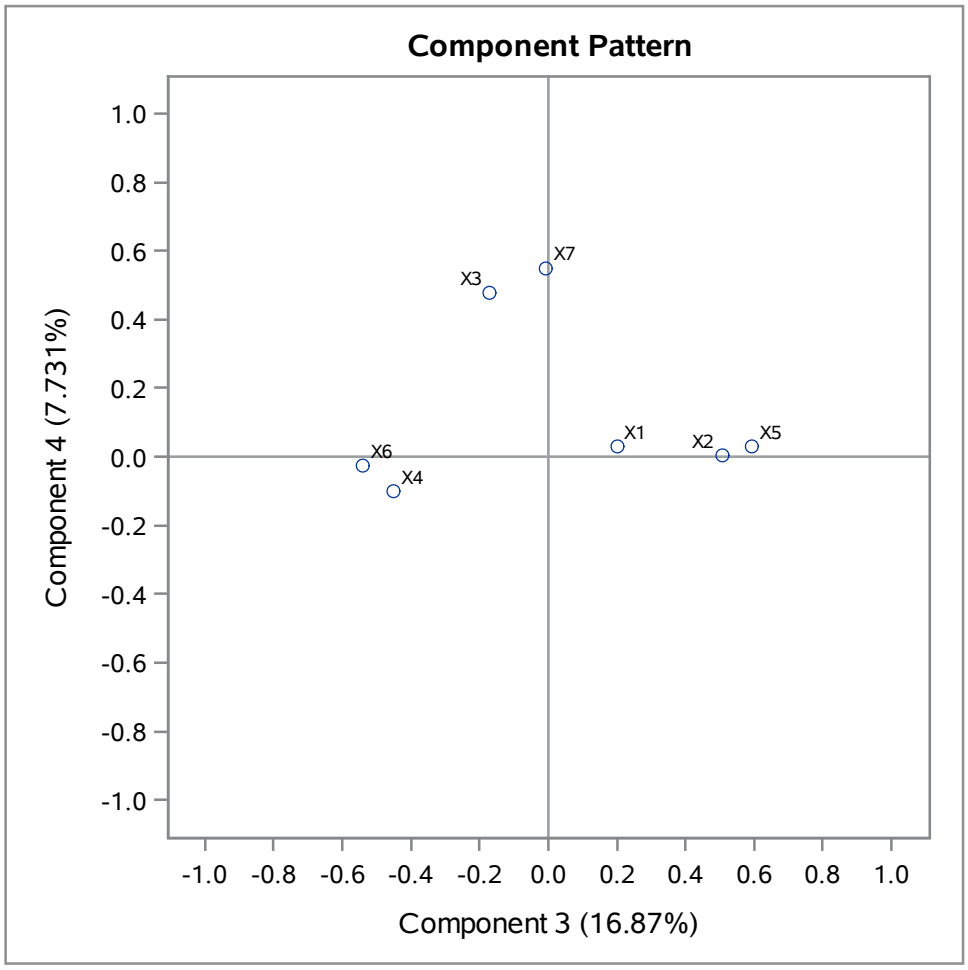

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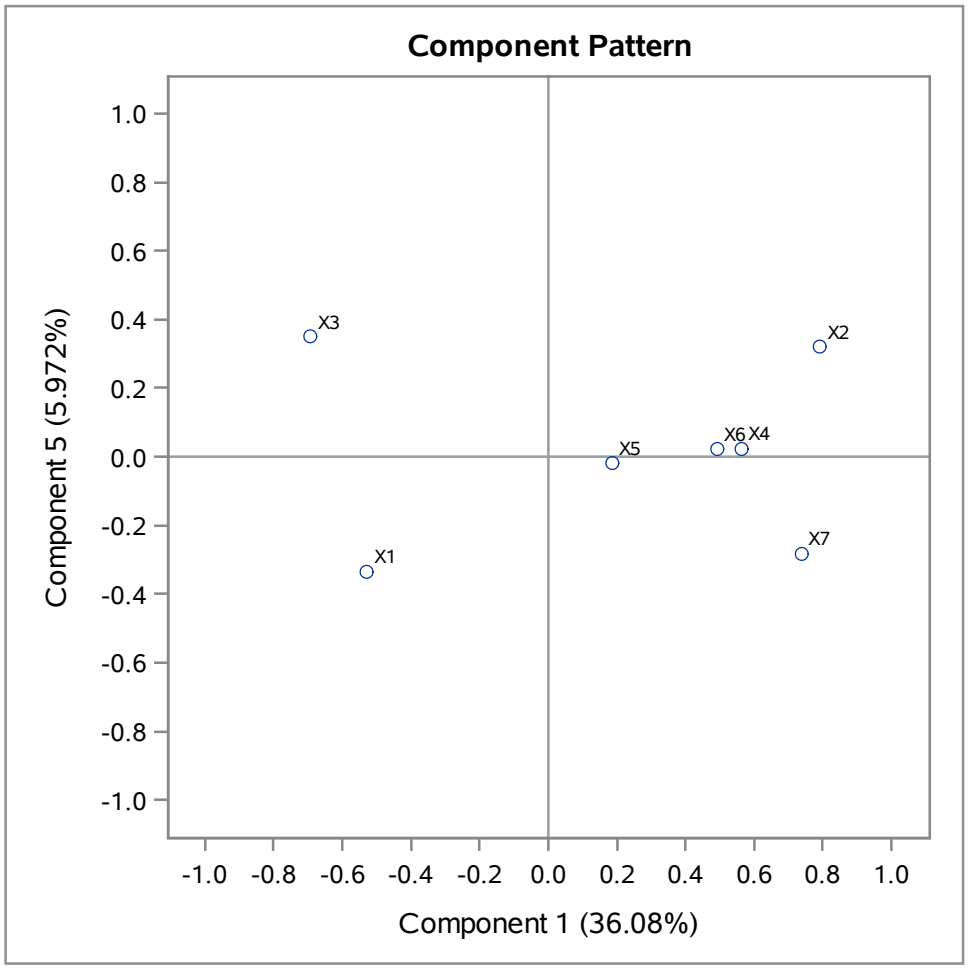

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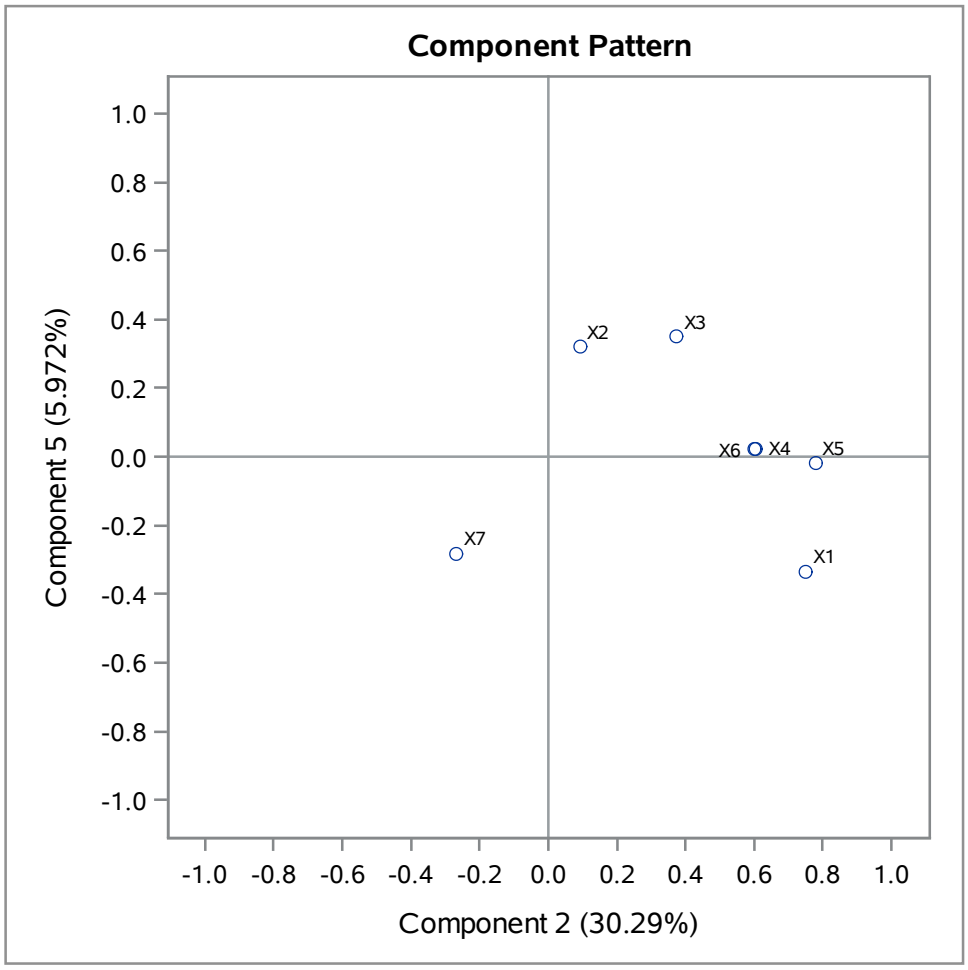

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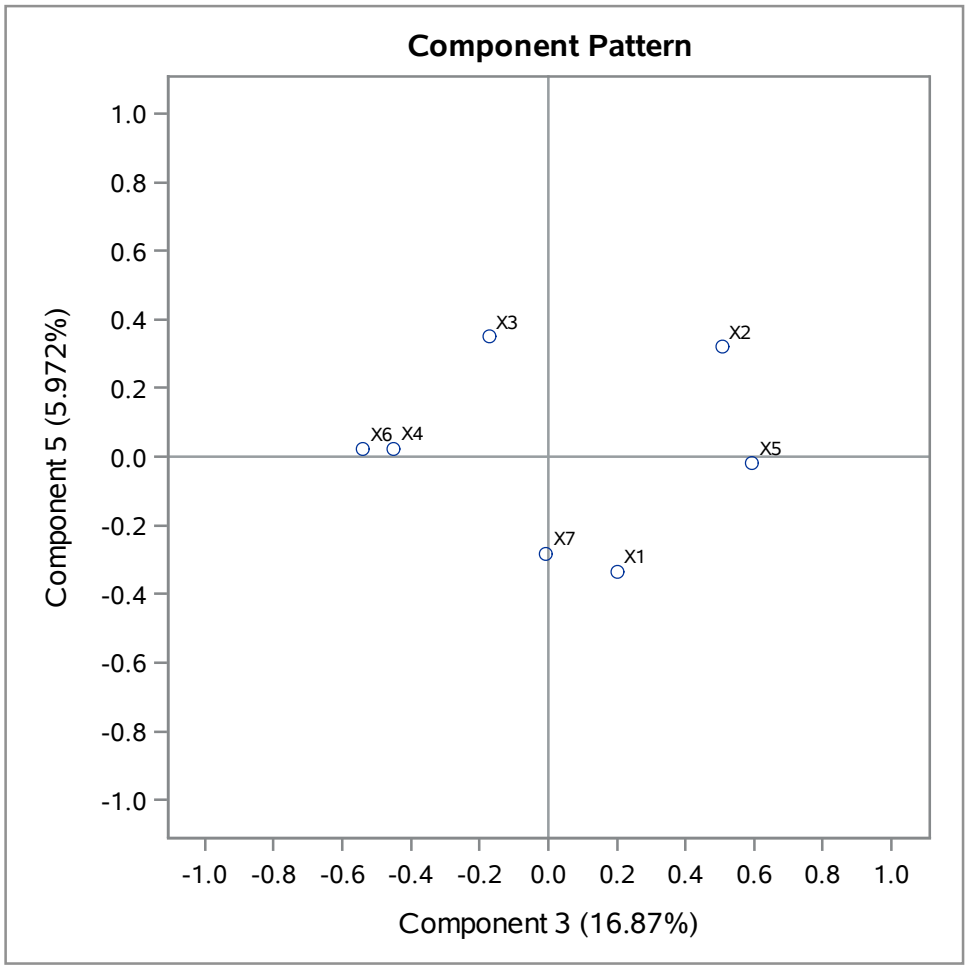

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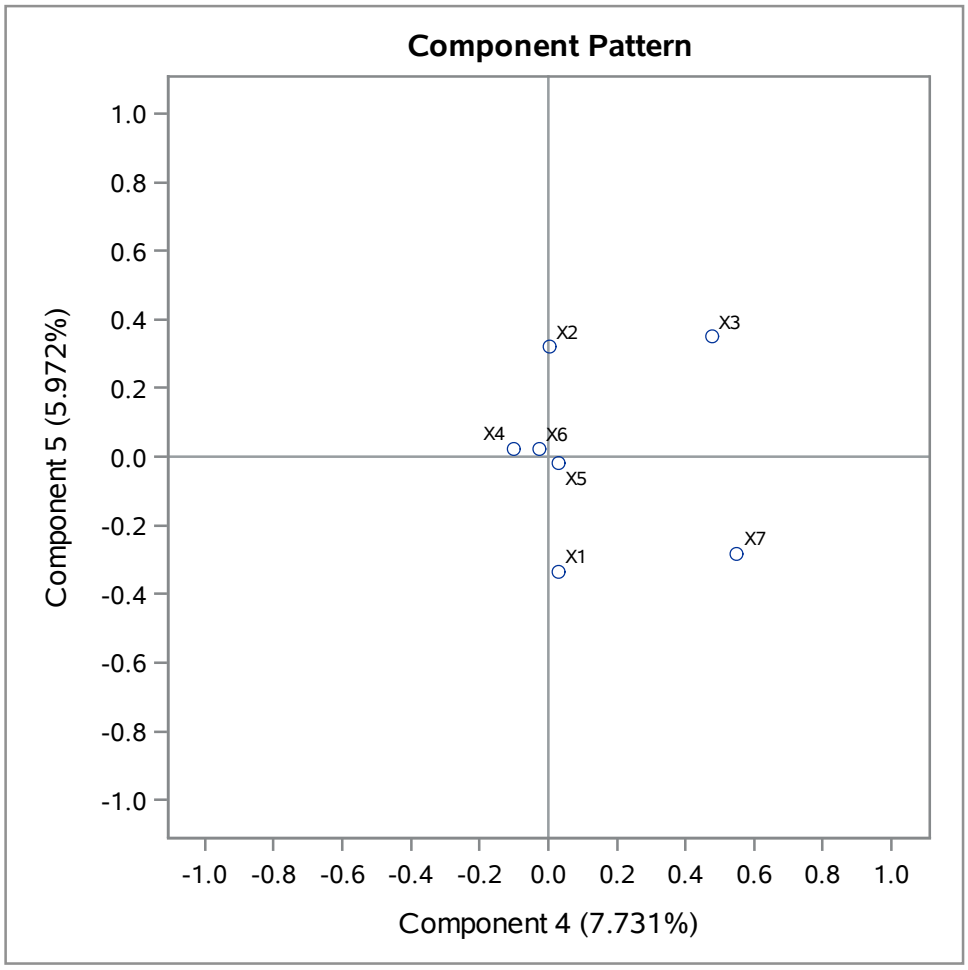

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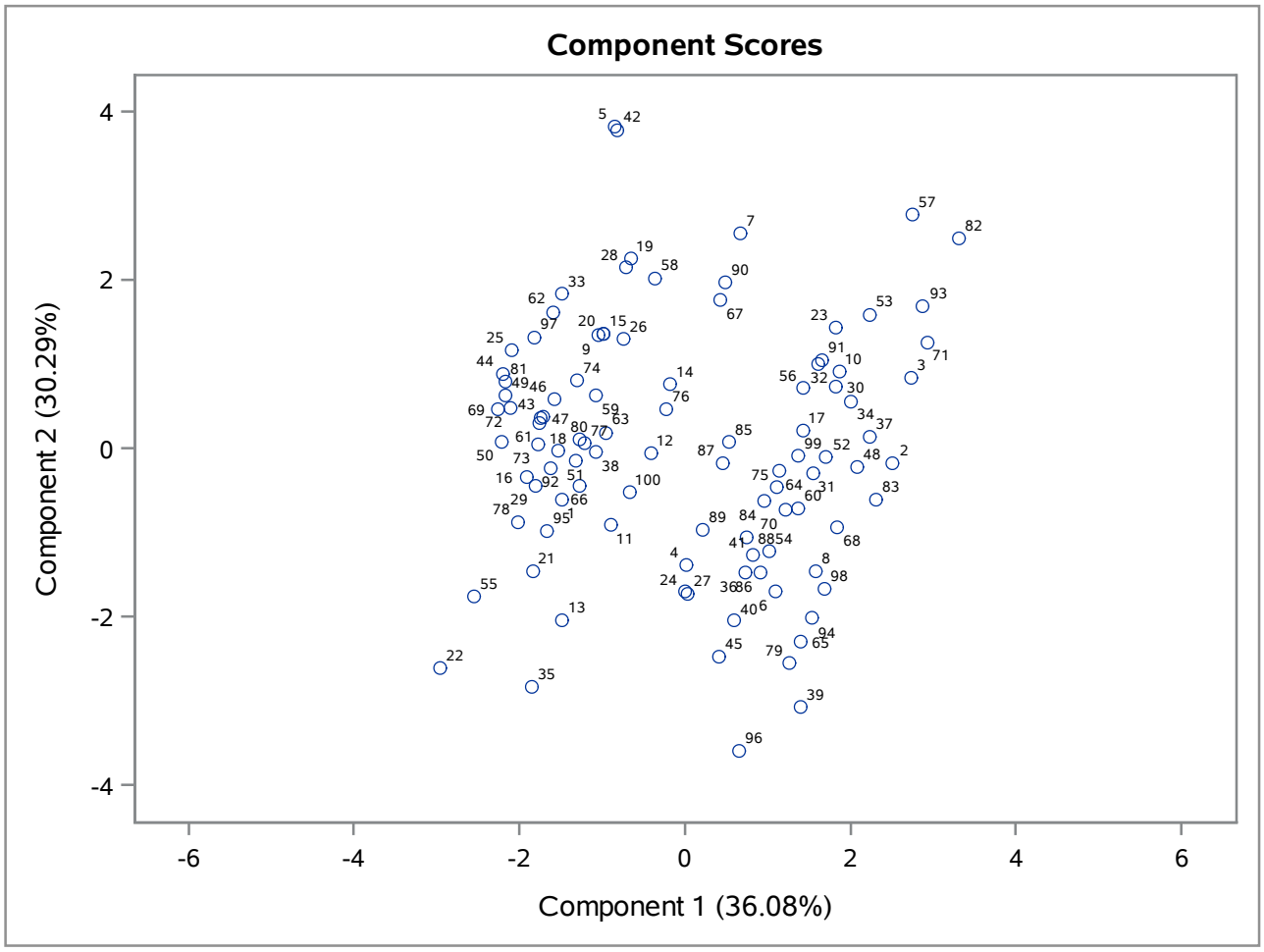

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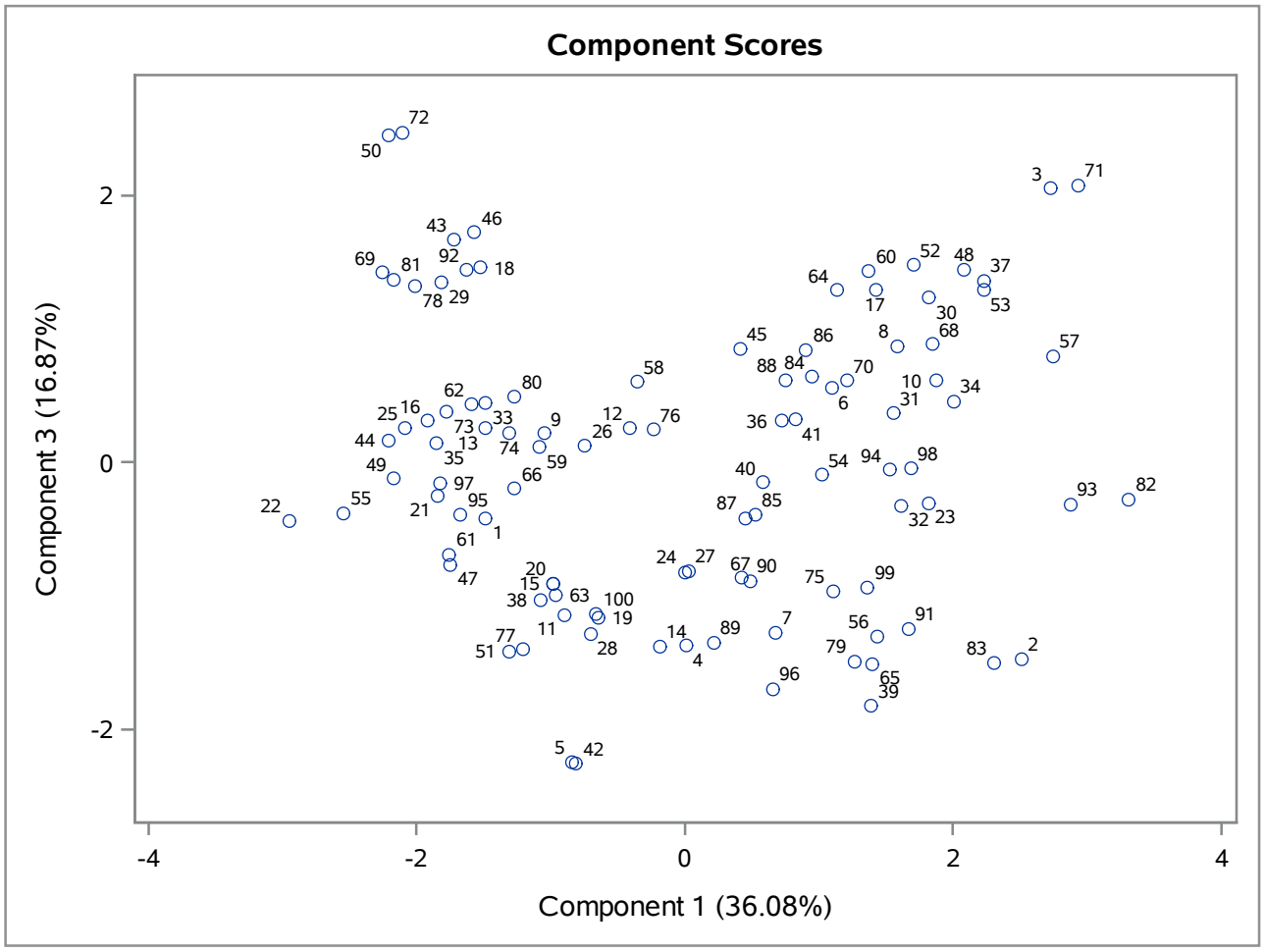

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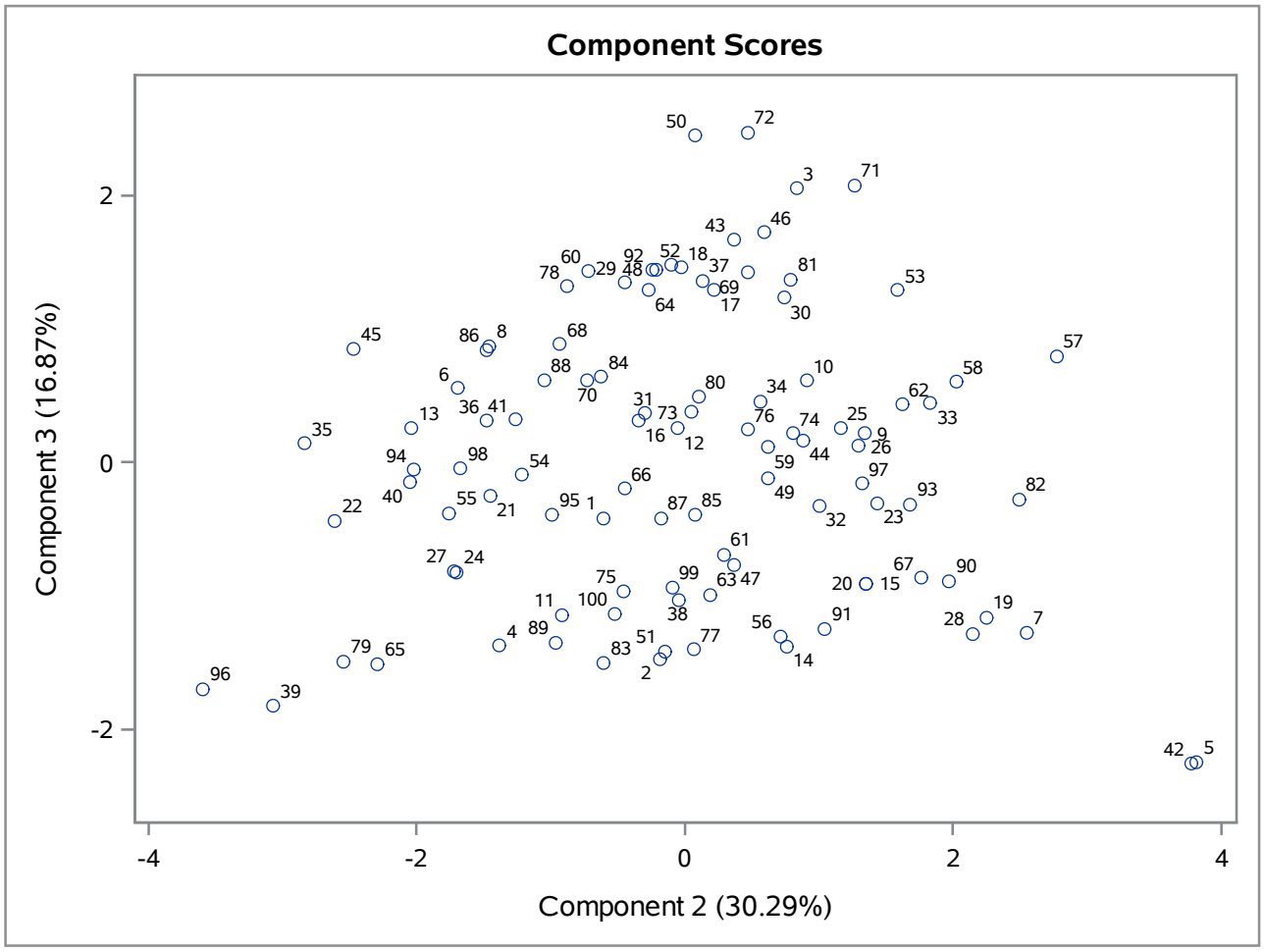

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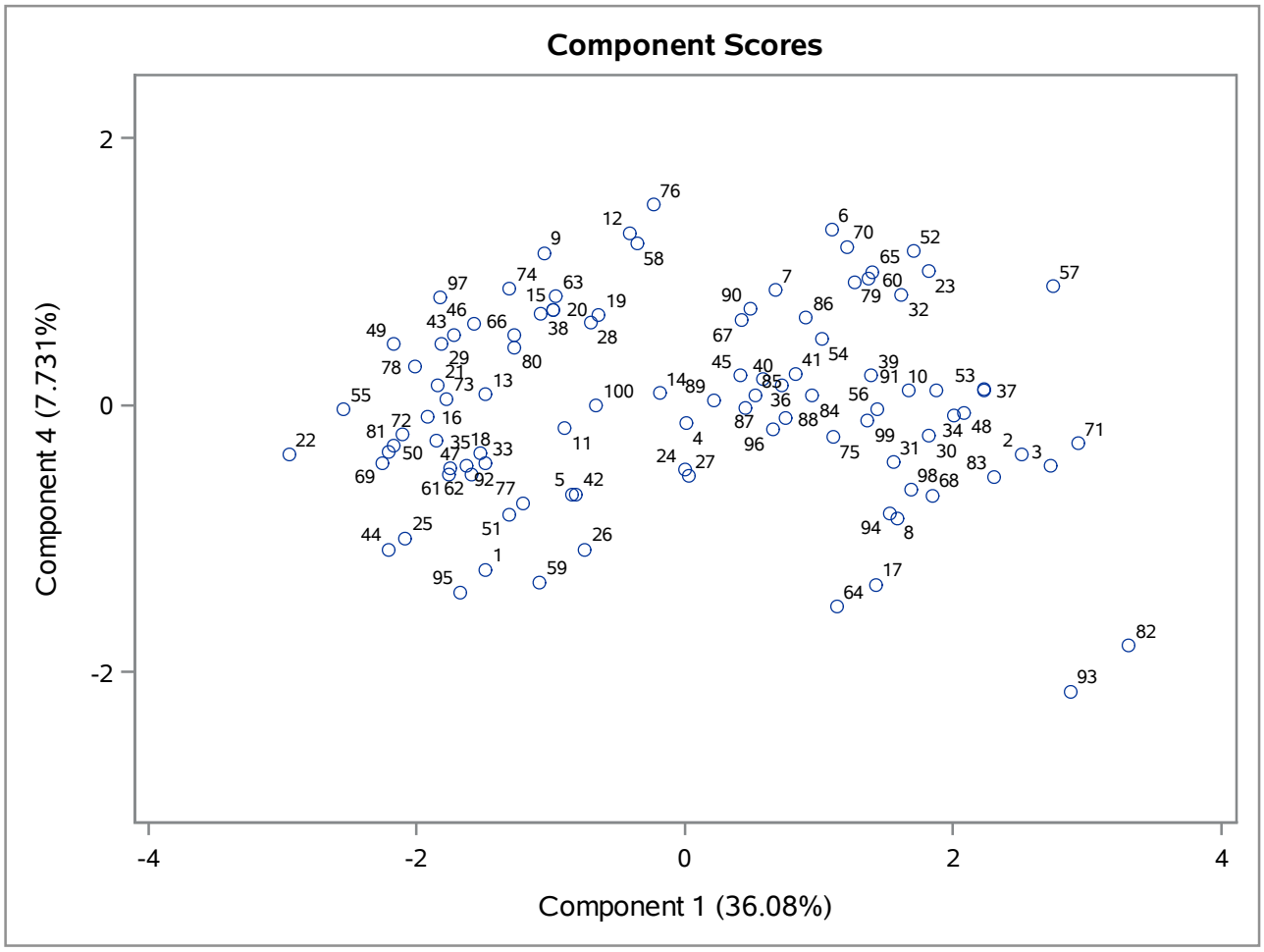

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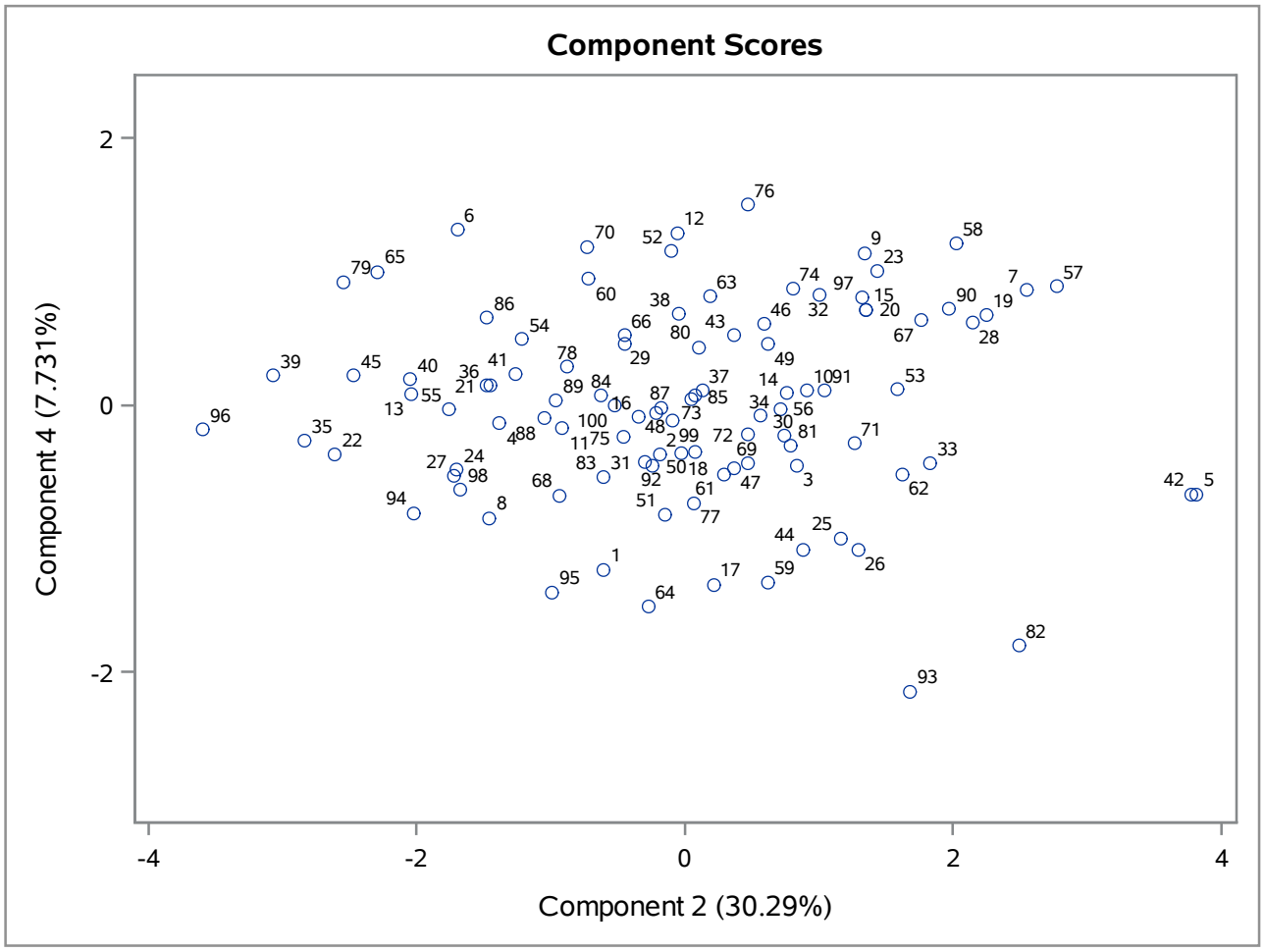

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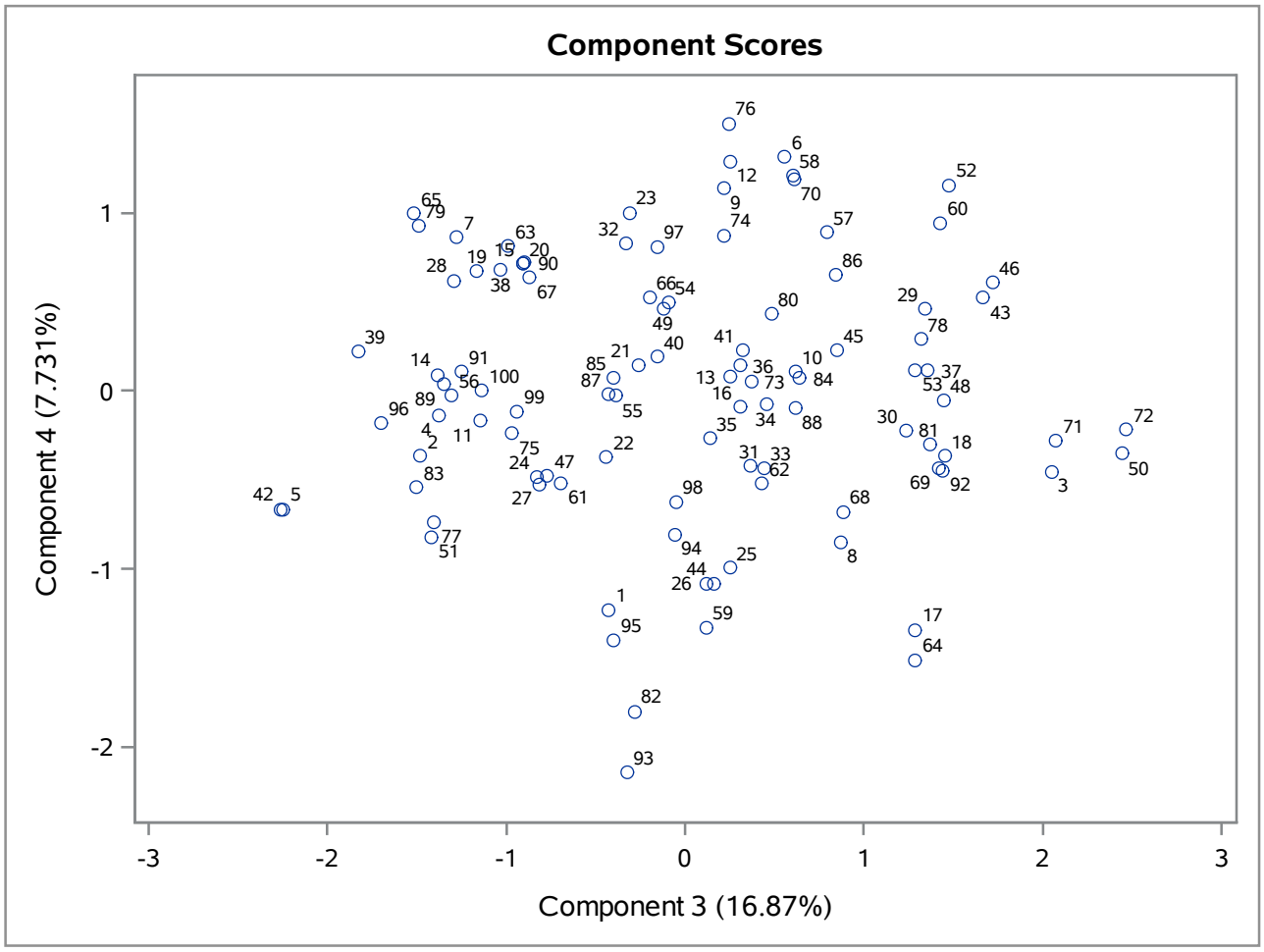

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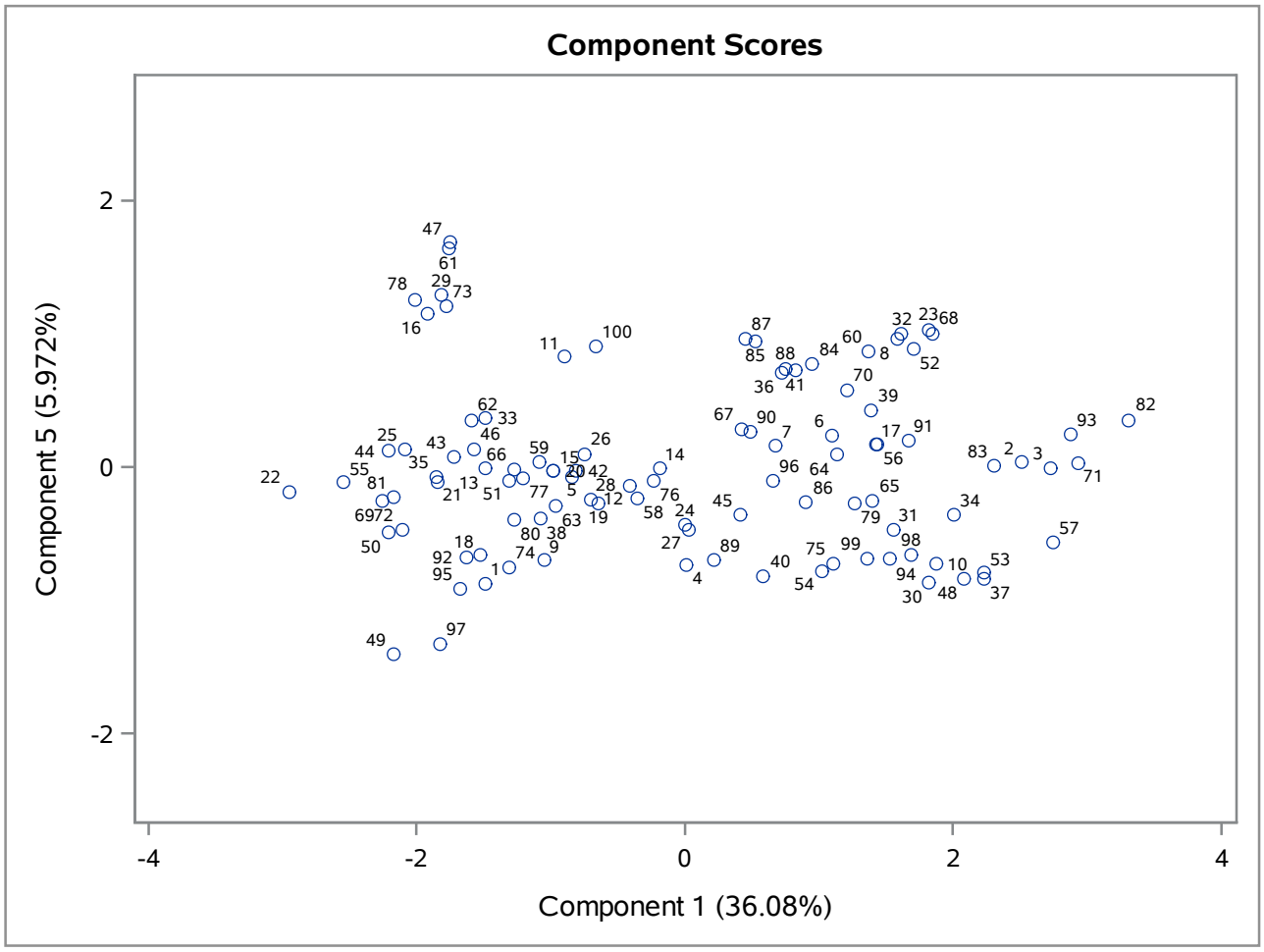

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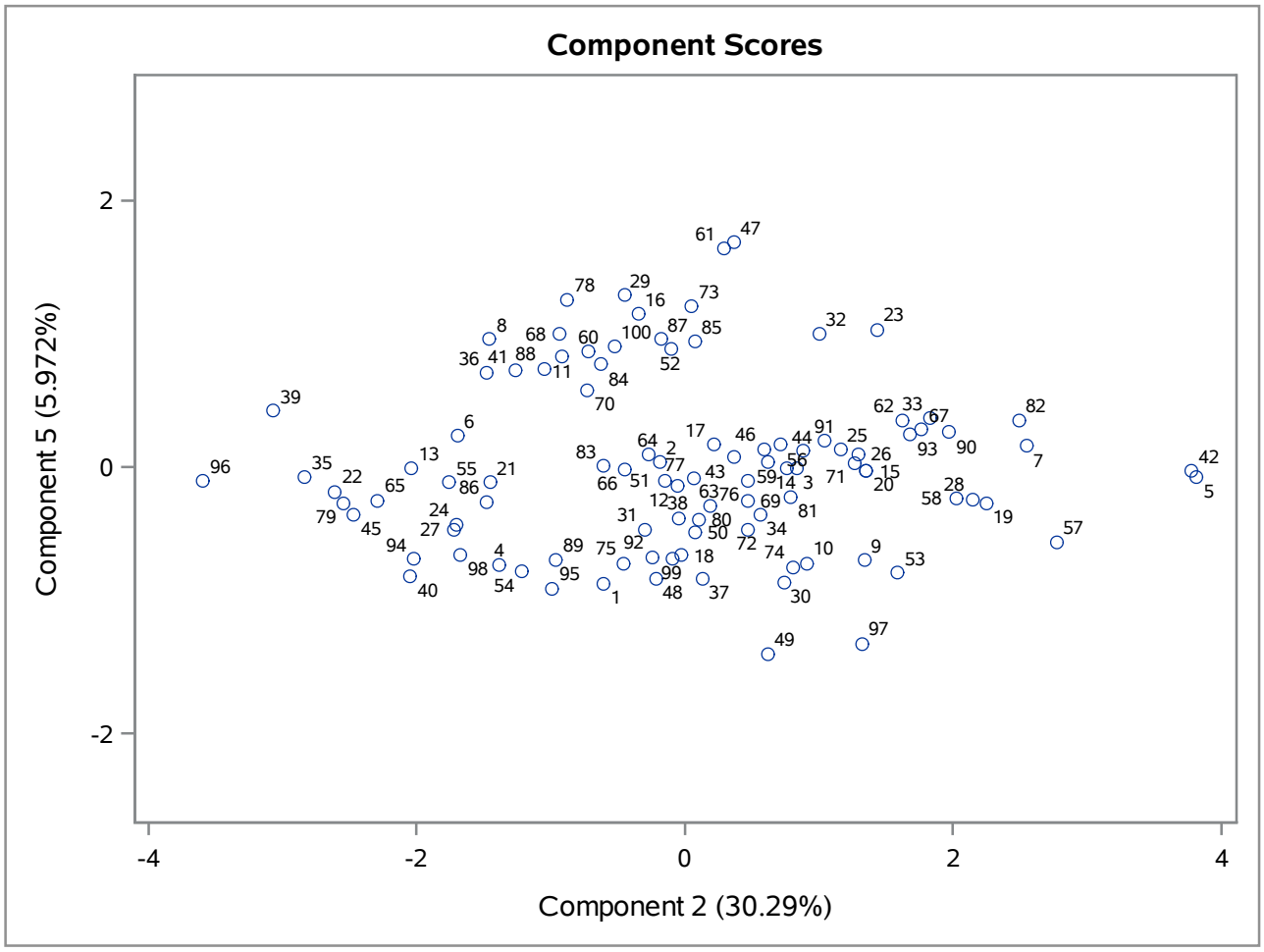

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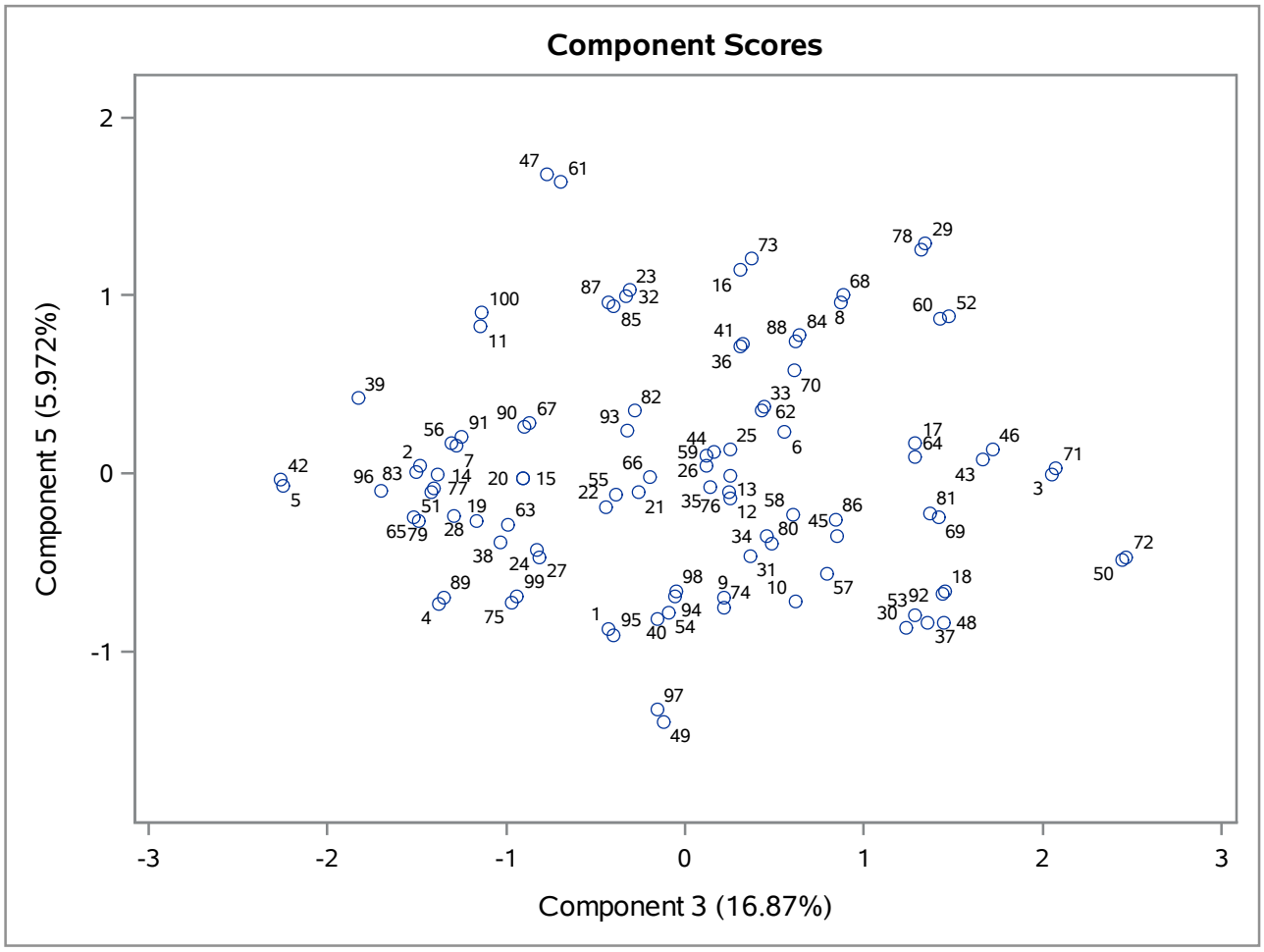

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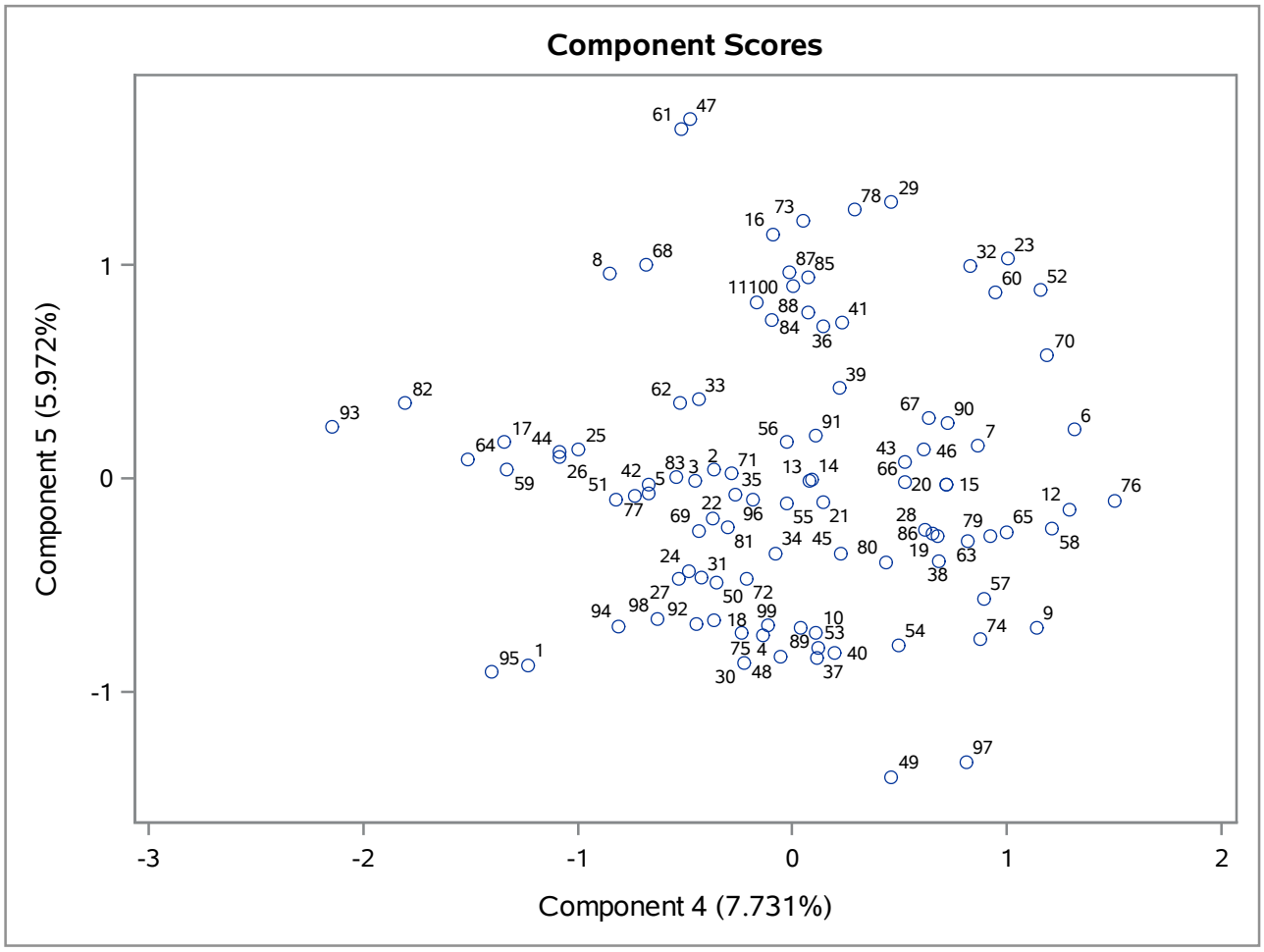

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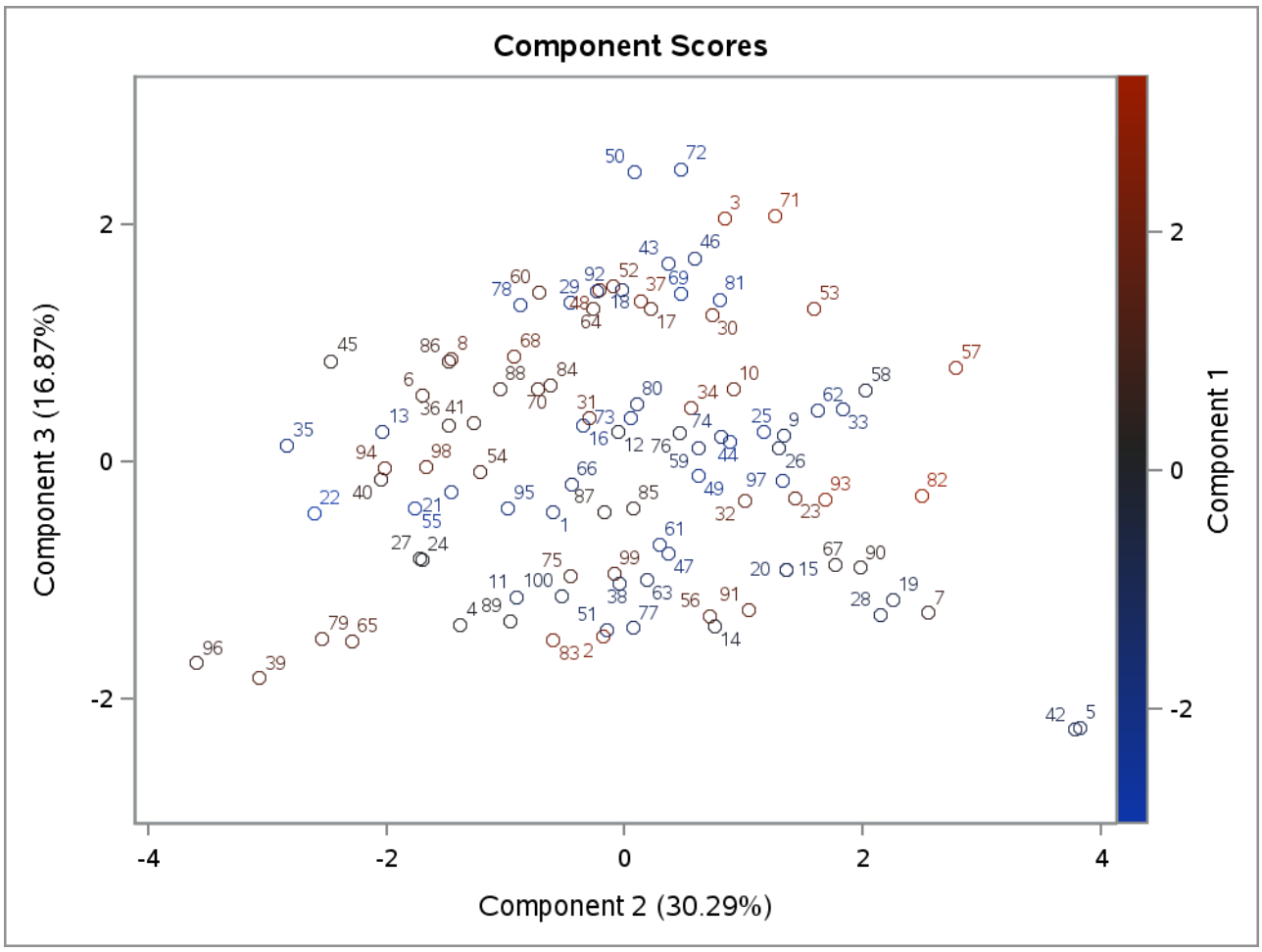


The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations

Variable	Mean	Std Dev
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X4	5.2480000	1.1314137
X5	2.9160000	0.7512575
X6	2.6650000	0.7708548
X7	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
X1	X1 - Delivery Speed	1.00000	-0.95686	-0.01825	-0.14858	0.97751	0.06005	0.01615
X2	X2 - Price Level	-0.95686	1.00000	-0.15511	-0.13383	0.97533	0.04478	0.14112
X3	X3 - Price Flexibility	-0.01825	-0.15511	1.00000	-0.09514	0.09126	0.08520	-0.13965
X4	X4 - Manufactures Image	-0.14858	-0.13383	-0.09514	1.00000	0.17284	0.76581	0.03903
X5	X5 - Service	0.97751	0.97533	0.09126	0.17284	1.00000	-0.05171	-0.08762
X6	X6 - Salesforces Image	0.06005	0.04478	0.08520	0.76581	-0.05171	1.00000	0.09186
X7	X7 - Product Quality	0.01615	0.14112	-0.13965	0.03903	-0.08762	0.09186	1.00000

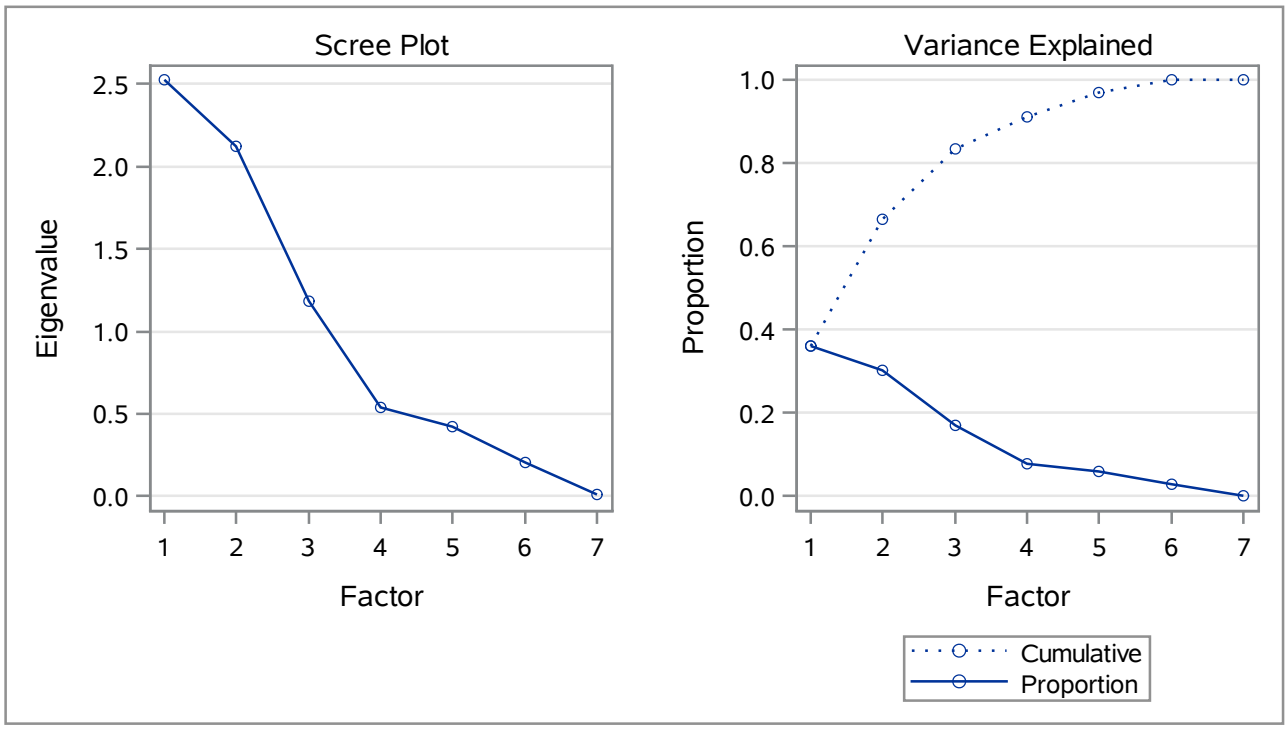
Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.44575749						
X1	X2	X3	X4	X5	X6	X7
0.34449968	0.33022045	0.91271581	0.55761636	0.28834070	0.55212502	0.92709654

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 7 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
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

5 factors will be retained by the NFACTOR criterion.

The FACTOR Procedure
Initial Factor Method: Principal Components



Factor Pattern						
		Factor1	Factor2	Factor3	Factor4	Factor5
X2	X2 - Price Level	0.79237	0.09306	0.50810	0.00543	0.31949
X7	X7 - Product Quality	0.73859	-0.26981	-0.00543	0.54939	-0.28195
X3	X3 - Price Flexibility	-0.69204	0.37449	-0.17268	0.47608	0.35120
X5	X5 - Service	0.18582	0.77890	0.59489	0.02826	-0.01967
X1	X1 - Delivery Speed	-0.52796	0.75151	0.20244	0.03120	-0.33403
X6	X6 - Salesforces Image	0.49210	0.60398	-0.54181	-0.02484	0.02378
X4	X4 - Manufactures Image	0.56397	0.60202	-0.45238	-0.10136	0.02435

Variance Explained by Each Factor				
Factor1	**Factor2**	**Factor3**	**Factor4**	**Factor5**
2.5257731	2.1203856	1.1810895	0.5411689	0.4180301

Final Communality Estimates: Total = 6.786447						
X1	**X2**	**X3**	**X4**	**X5**	**X6**	**X7**
0.99704849	0.99677372	0.99897515	0.89599978	0.99629833	0.90169470	0.99965694

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations

Variable	Mean	Std Dev
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X4	5.2480000	1.1314137
X5	2.9160000	0.7512575
X6	2.6650000	0.7708548
X7	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
X1	X1 - Delivery Speed	1.00000	-0.95686	-0.01825	-0.14858	0.97751	0.06005	0.01615
X2	X2 - Price Level	-0.95686	1.00000	-0.15511	-0.13383	0.97533	0.04478	0.14112
X3	X3 - Price Flexibility	-0.01825	-0.15511	1.00000	-0.09514	0.09126	0.08520	-0.13965
X4	X4 - Manufactures Image	-0.14858	-0.13383	-0.09514	1.00000	0.17284	0.76581	0.03903
X5	X5 - Service	0.97751	0.97533	0.09126	0.17284	1.00000	-0.05171	-0.08762
X6	X6 - Salesforces Image	0.06005	0.04478	0.08520	0.76581	-0.05171	1.00000	0.09186
X7	X7 - Product Quality	0.01615	0.14112	-0.13965	0.03903	-0.08762	0.09186	1.00000

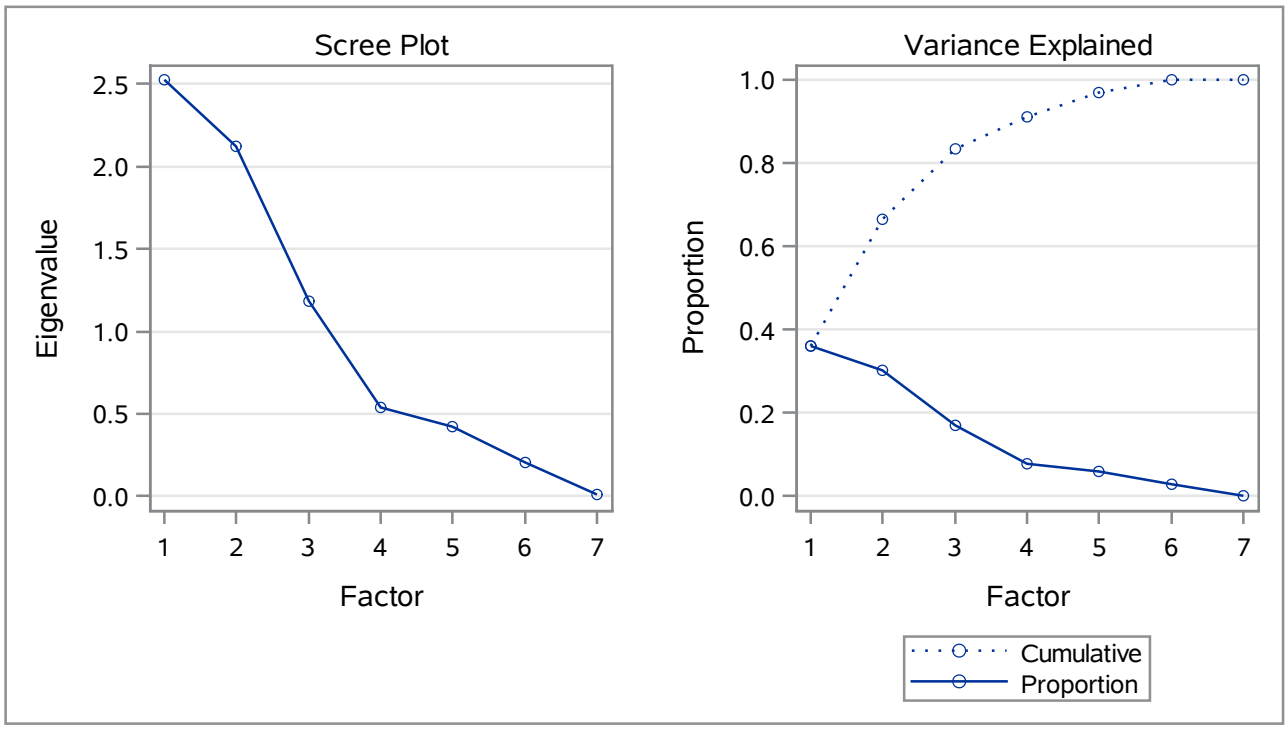
Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.44575749						
X1	X2	X3	X4	X5	X6	X7
0.34449968	0.33022045	0.91271581	0.55761636	0.28834070	0.55212502	0.92709654

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 7 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
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

5 factors will be retained by the NFACTOR criterion.

The FACTOR Procedure
Initial Factor Method: Principal Components



Factor Pattern						
		Factor1	Factor2	Factor3	Factor4	Factor5
X2	X2 - Price Level	0.79237	0.09306	0.50810	0.00543	0.31949
X7	X7 - Product Quality	0.73859	-0.26981	-0.00543	0.54939	-0.28195
X3	X3 - Price Flexibility	-0.69204	0.37449	-0.17268	0.47608	0.35120
X5	X5 - Service	0.18582	0.77890	0.59489	0.02826	-0.01967
X1	X1 - Delivery Speed	-0.52796	0.75151	0.20244	0.03120	-0.33403
X6	X6 - Salesforces Image	0.49210	0.60398	-0.54181	-0.02484	0.02378
X4	X4 - Manufactures Image	0.56397	0.60202	-0.45238	-0.10136	0.02435

Variance Explained by Each Factor				
Factor1	**Factor2**	**Factor3**	**Factor4**	**Factor5**
2.5257731	2.1203856	1.1810895	0.5411689	0.4180301

Final Communality Estimates: Total = 6.786447						
X1	**X2**	**X3**	**X4**	**X5**	**X6**	**X7**
0.99704849	0.99677372	0.99897515	0.89599978	0.99629833	0.90169470	0.99965694

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix					
	1	2	3	4	5
1	0.48242	-0.22052	0.53076	-0.45761	0.47699
2	0.59789	0.71129	0.16099	0.26595	-0.19984
3	-0.62846	0.45811	0.60495	-0.17056	0.01063
4	-0.11051	0.05743	0.01194	0.65051	0.74912
5	0.05113	-0.48194	0.57120	0.51730	-0.41382

Rotated Factor Pattern						
		Factor1	Factor2	Factor3	Factor4	Factor5
X6	X6 - Salesforces Image	0.94298	0.06000	0.04394	0.02399	0.07982
X4	X4 - Manufactures Image	0.92876	0.07905	0.13529	-0.07416	0.05789
X1	X1 - Delivery Speed	0.04687	0.90649	-0.22720	0.25444	-0.23826
X5	X5 - Service	0.17735	0.79668	0.57300	0.02887	-0.03139
X2	X2 - Price Level	0.13431	-0.02944	0.92547	-0.25570	0.23662
X3	X3 - Price Flexibility	-0.03608	0.19796	-0.20520	0.93711	-0.19547
X7	X7 - Product Quality	0.12328	-0.18984	0.19080	-0.19729	0.93439

Variance Explained by Each Factor				
Factor1	Factor2	Factor3	Factor4	Factor5
1.8200033	1.5423638	1.3351892	1.0541272	1.0347636

Final Communality Estimates: Total = 6.786447						
X1	X2	X3	X4	X5	X6	X7
0.99704849	0.99677372	0.99897515	0.89599978	0.99629833	0.90169470	0.99965694

The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor				
Factor1	**Factor2**	**Factor3**	**Factor4**	**Factor5**
1.0000000	1.0000000	1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients						
		Factor1	**Factor2**	**Factor3**	**Factor4**	**Factor5**
X6	X6 - Salesforces Image	0.56057745	-0.0805564	-0.0963051	0.06440349	-0.0267906
X4	X4 - Manufactures Image	0.54185889	-0.0615826	-0.0364489	-0.0530469	-0.1187158
X1	X1 - Delivery Speed	-0.0438788	0.76512553	-0.4059335	-0.2151714	0.2051456
X5	X5 - Service	-0.0695987	0.50147554	0.37663662	-0.0122414	0.02562486
X2	X2 - Price Level	-0.0548132	-0.2086409	0.87048931	0.1966263	-0.1633113
X3	X3 - Price Flexibility	0.0110425	-0.2353022	0.28494583	1.20416423	0.14381072
X7	X7 - Product Quality	-0.0787909	0.22625512	-0.241197	0.14461687	1.20446599

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	**Mean**	**Std Dev**
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X5	2.9160000	0.7512575
X6	2.6650000	0.7708548
X7	6.9710000	1.5852410

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables							
		X1	X2	X3	X5	X6	X7
X1	X1 - Delivery Speed	1.00000	-0.95610	-0.00418	0.97723	-0.08449	0.01048
X2	X2 - Price Level	-0.95610	1.00000	-0.14432	0.97553	-0.09055	0.13723
X3	X3 - Price Flexibility	-0.00418	-0.14432	1.00000	0.07631	0.01928	-0.14413
X5	X5 - Service	0.97723	0.97553	0.07631	1.00000	0.12733	-0.08217
X6	X6 - Salesforces Image	-0.08449	-0.09055	0.01928	0.12733	1.00000	0.18946
X7	X7 - Product Quality	0.01048	0.13723	-0.14413	-0.08217	0.18946	1.00000

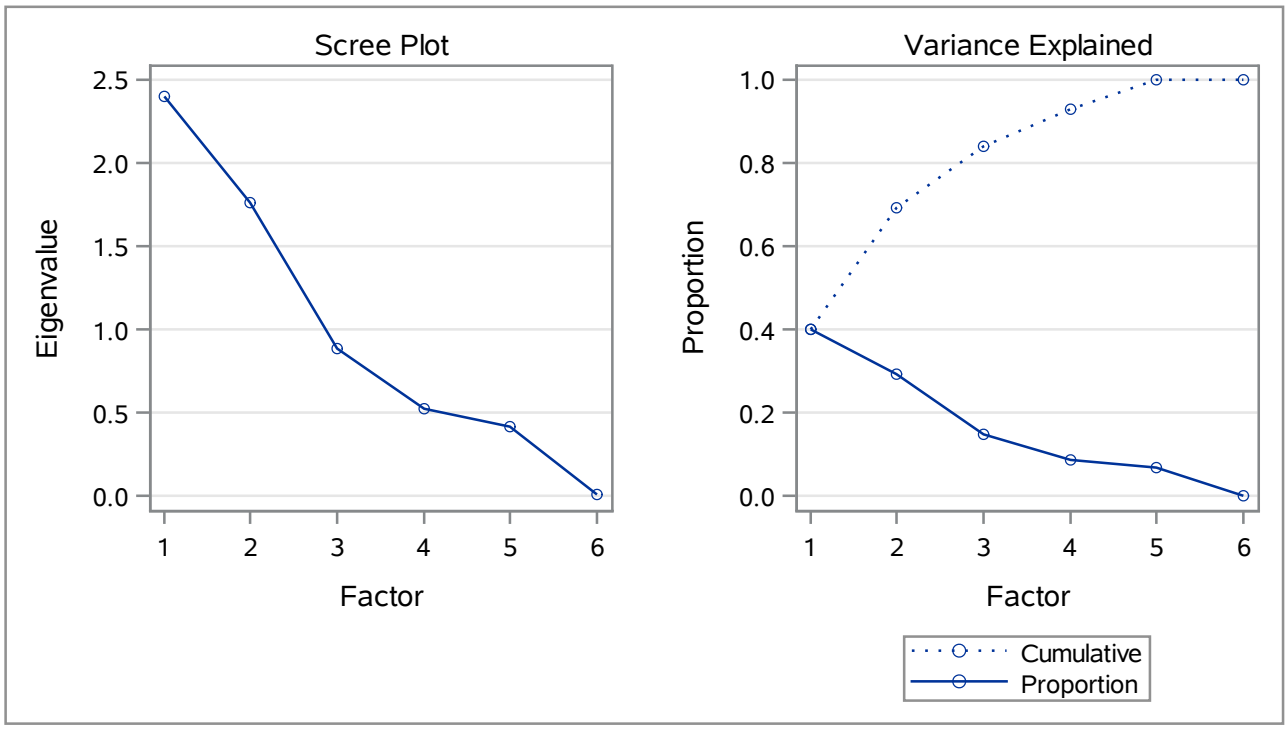
Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.40897187					
X1	X2	X3	X5	X6	X7
0.34644457	0.31446918	0.93633242	0.26645942	0.65929389	0.89320696

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 6 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.39953182	0.63748350	0.3999	0.3999
2	1.76204832	0.87520095	0.2937	0.6936
3	0.88684737	0.36193315	0.1478	0.8414
4	0.52491422	0.10765011	0.0875	0.9289
5	0.41726411	0.40786996	0.0695	0.9984
6	0.00939415		0.0016	1.0000

4 factors will be retained by the NFACTOR criterion.

The FACTOR Procedure
Initial Factor Method: Principal Components



Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X3	X3 - Price Flexibility	0.79292	0.00508	0.18167	0.47301
X1	X1 - Delivery Speed	0.78314	0.51837	-0.05604	0.01863
X2	X2 - Price Level	-0.70881	0.56677	-0.26772	0.02715
X7	X7 - Product Quality	-0.78563	0.06718	0.17103	0.51292
X5	X5 - Service	0.12575	0.95380	-0.26272	0.03572
X6	X6 - Salesforces Image	-0.14850	0.50778	0.82508	-0.18902

Variance Explained by Each Factor			
Factor1	**Factor2**	**Factor3**	**Factor4**
2.3995318	1.7620483	0.8868474	0.5249142

Final Communality Estimates: Total = 5.573342					
X1	**X2**	**X3**	**X5**	**X6**	**X7**
0.88550108	0.89606428	0.88548707	0.99584716	0.99637429	0.91406787

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations

Variable	Mean	Std Dev
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X5	2.9160000	0.7512575
X6	2.6650000	0.7708548
X7	6.9710000	1.5852410

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables							
		X1	X2	X3	X5	X6	X7
X1	X1 - Delivery Speed	1.00000	-0.95610	-0.00418	0.97723	-0.08449	0.01048
X2	X2 - Price Level	-0.95610	1.00000	-0.14432	0.97553	-0.09055	0.13723
X3	X3 - Price Flexibility	-0.00418	-0.14432	1.00000	0.07631	0.01928	-0.14413
X5	X5 - Service	0.97723	0.97553	0.07631	1.00000	0.12733	-0.08217
X6	X6 - Salesforces Image	-0.08449	-0.09055	0.01928	0.12733	1.00000	0.18946
X7	X7 - Product Quality	0.01048	0.13723	-0.14413	-0.08217	0.18946	1.00000

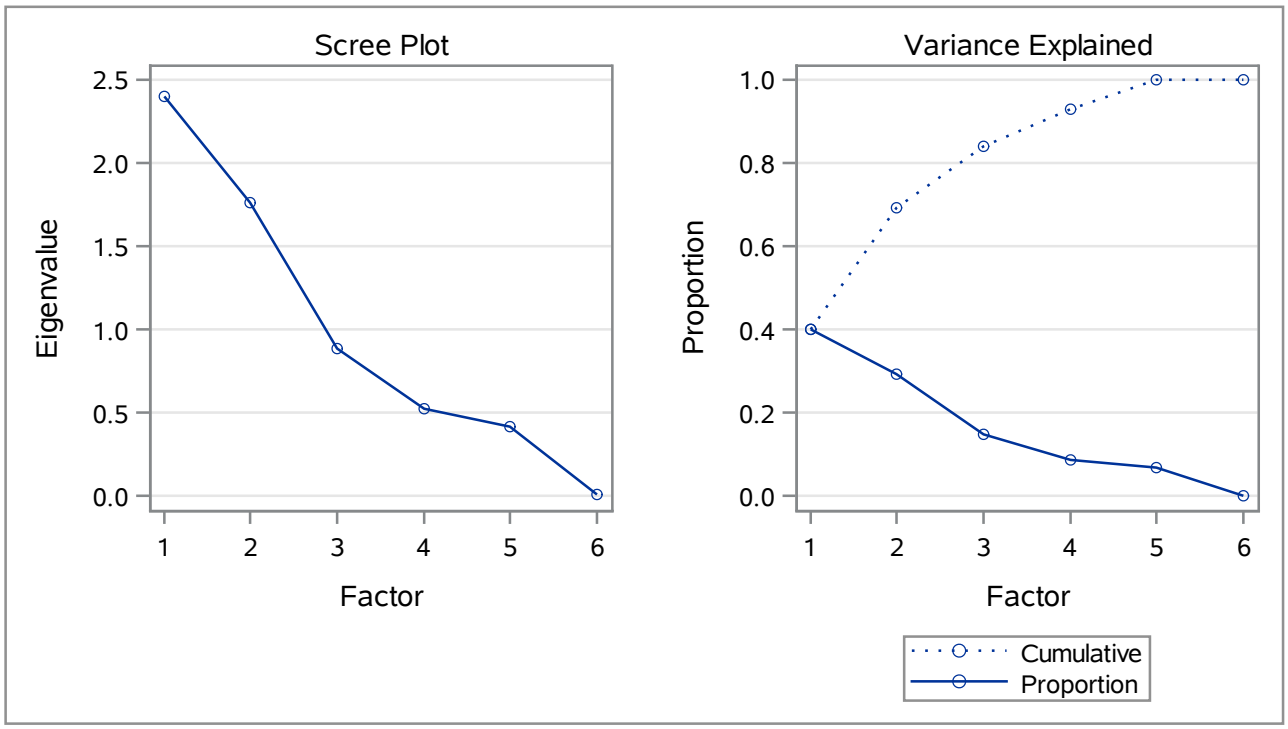
Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.40897187					
X1	X2	X3	X5	X6	X7
0.34644457	0.31446918	0.93633242	0.26645942	0.65929389	0.89320696

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 6 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.39953182	0.63748350	0.3999	0.3999
2	1.76204832	0.87520095	0.2937	0.6936
3	0.88684737	0.36193315	0.1478	0.8414
4	0.52491422	0.10765011	0.0875	0.9289
5	0.41726411	0.40786996	0.0695	0.9984
6	0.00939415		0.0016	1.0000

4 factors will be retained by the NFACTOR criterion.

The FACTOR Procedure
Initial Factor Method: Principal Components



Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X3	X3 - Price Flexibility	0.79292	0.00508	0.18167	0.47301
X1	X1 - Delivery Speed	0.78314	0.51837	-0.05604	0.01863
X2	X2 - Price Level	-0.70881	0.56677	-0.26772	0.02715
X7	X7 - Product Quality	-0.78563	0.06718	0.17103	0.51292
X5	X5 - Service	0.12575	0.95380	-0.26272	0.03572
X6	X6 - Salesforces Image	-0.14850	0.50778	0.82508	-0.18902

Variance Explained by Each Factor			
Factor1	**Factor2**	**Factor3**	**Factor4**
2.3995318	1.7620483	0.8868474	0.5249142

Final Communality Estimates: Total = 5.573342					
X1	**X2**	**X3**	**X5**	**X6**	**X7**
0.88550108	0.89606428	0.88548707	0.99584716	0.99637429	0.91406787

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix				
	1	2	3	4
1	0.09459	0.72819	-0.67316	-0.08750
2	0.91563	-0.01528	0.06050	0.39716
3	-0.38380	0.26387	0.11751	0.87708
4	0.07336	0.63236	0.72759	-0.25563

Rotated Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X5	X5 - Service	0.98867	0.03026	-0.03182	0.12825
X1	X1 - Delivery Speed	0.57158	0.55935	-0.48884	0.08344
X3	X3 - Price Flexibility	0.04463	0.92437	-0.16795	-0.02894
X2	X2 - Price Level	0.55665	-0.57829	0.49973	0.04536
X7	X7 - Product Quality	-0.04081	-0.20363	0.92621	0.11431
X6	X6 - Salesforces Image	0.12036	-0.01771	0.09011	0.98664

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
1.6321778	1.5444368	1.3839019	1.0128252

Final Communality Estimates: Total = 5.573342					
X1	X2	X3	X5	X6	X7
0.88550108	0.89606428	0.88548707	0.99584716	0.99637429	0.91406787

The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
X5	X5 - Service	0.6192761	-0.0052462	0.01217494	-0.0668265
X1	X1 - Delivery Speed	0.32708731	0.23894132	-0.183496	0.0237867
X3	X3 - Price Flexibility	0.02137761	0.86446523	0.45744727	-0.0784579
X2	X2 - Price Level	0.38623251	-0.266969	0.22047092	-0.1244031
X7	X7 - Product Quality	0.00160447	0.4298027	0.95633724	-0.0368552
X6	X6 - Salesforces Image	-0.1254733	-0.0316882	-0.0935843	1.02790657

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	**Mean**	**Std Dev**
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X5	2.9160000	0.7512575
X7	6.9710000	1.5852410

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables						
		X1	X2	X3	X5	X7
X1	X1 - Delivery Speed	1.00000	-0.95578	-0.00583	0.97789	-0.00565
X2	X2 - Price Level	-0.95578	1.00000	-0.14670	0.97592	0.12280
X3	X3 - Price Flexibility	-0.00583	-0.14670	1.00000	0.07942	-0.14309
X5	X5 - Service	0.97789	0.97592	0.07942	1.00000	-0.05960
X7	X7 - Product Quality	-0.00565	0.12280	-0.14309	-0.05960	1.00000

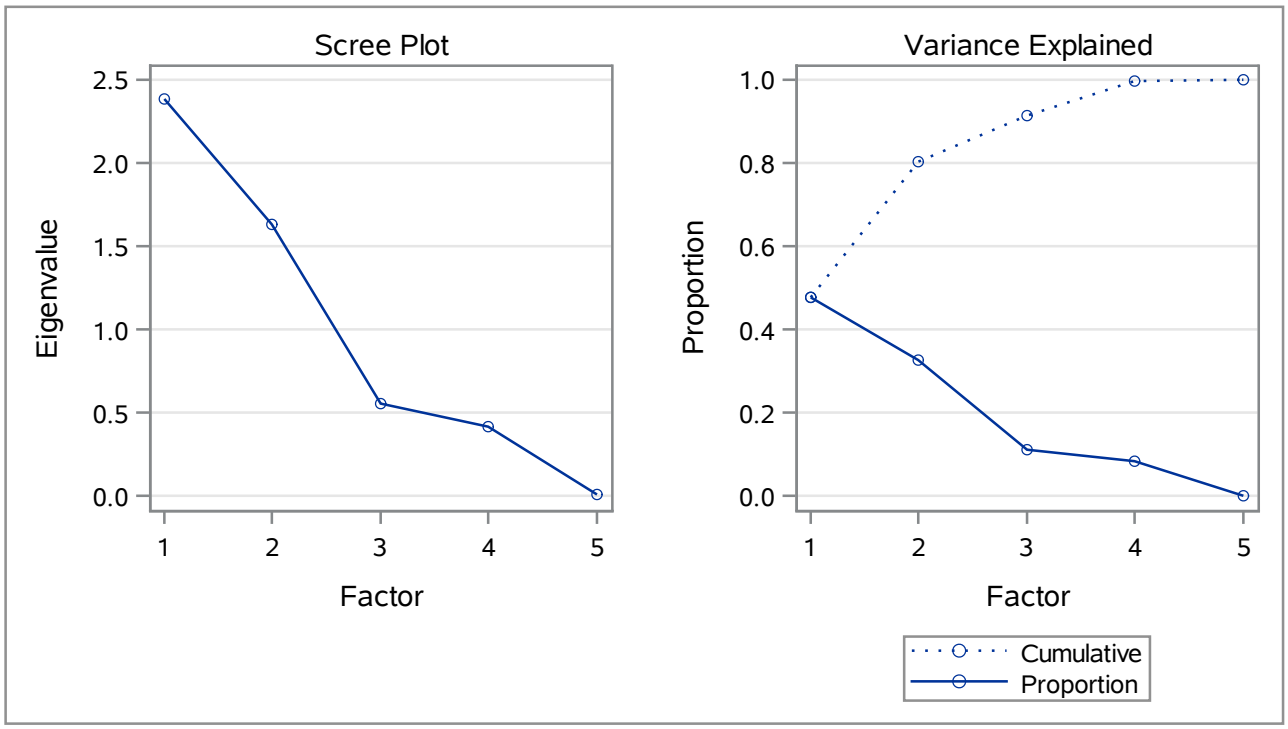
Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.39900512				
X1	X2	X3	X5	X7
0.34587310	0.30708160	0.93557819	0.25161882	0.94381231

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 5 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.38784226	0.75972524	0.4776	0.4776
2	1.62811702	1.07443592	0.3256	0.8032
3	0.55368110	0.13281990	0.1107	0.9139
4	0.42086120	0.41136277	0.0842	0.9981
5	0.00949843		0.0019	1.0000

4 factors will be retained by the NFACTOR criterion.

The FACTOR Procedure
Initial Factor Method: Principal Components



Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X1	X1 - Delivery Speed	0.81044	0.47895	0.04054	-0.33029
X3	X3 - Price Flexibility	0.79575	-0.06853	0.47482	0.36964
X2	X2 - Price Level	-0.68160	0.64950	-0.04681	0.32966
X7	X7 - Product Quality	-0.77641	0.08031	0.56955	-0.25760
X5	X5 - Service	0.17444	0.98271	-0.00226	-0.01008

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
2.3878423	1.6281170	0.5536811	0.4208612

Final Communality Estimates: Total = 4.990502				
X1	X2	X3	X5	X7
0.99694288	0.99730100	0.99999914	0.99625902	0.99999953

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	**Mean**	**Std Dev**
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X5	2.9160000	0.7512575
X7	6.9710000	1.5852410

The FACTOR Procedure
Initial Factor Method: Principal Components

Partial Correlations Controlling all other Variables						
		X1	X2	X3	X5	X7
X1	X1 - Delivery Speed	1.00000	-0.95578	-0.00583	0.97789	-0.00565
X2	X2 - Price Level	-0.95578	1.00000	-0.14670	0.97592	0.12280
X3	X3 - Price Flexibility	-0.00583	-0.14670	1.00000	0.07942	-0.14309
X5	X5 - Service	0.97789	0.97592	0.07942	1.00000	-0.05960
X7	X7 - Product Quality	-0.00565	0.12280	-0.14309	-0.05960	1.00000

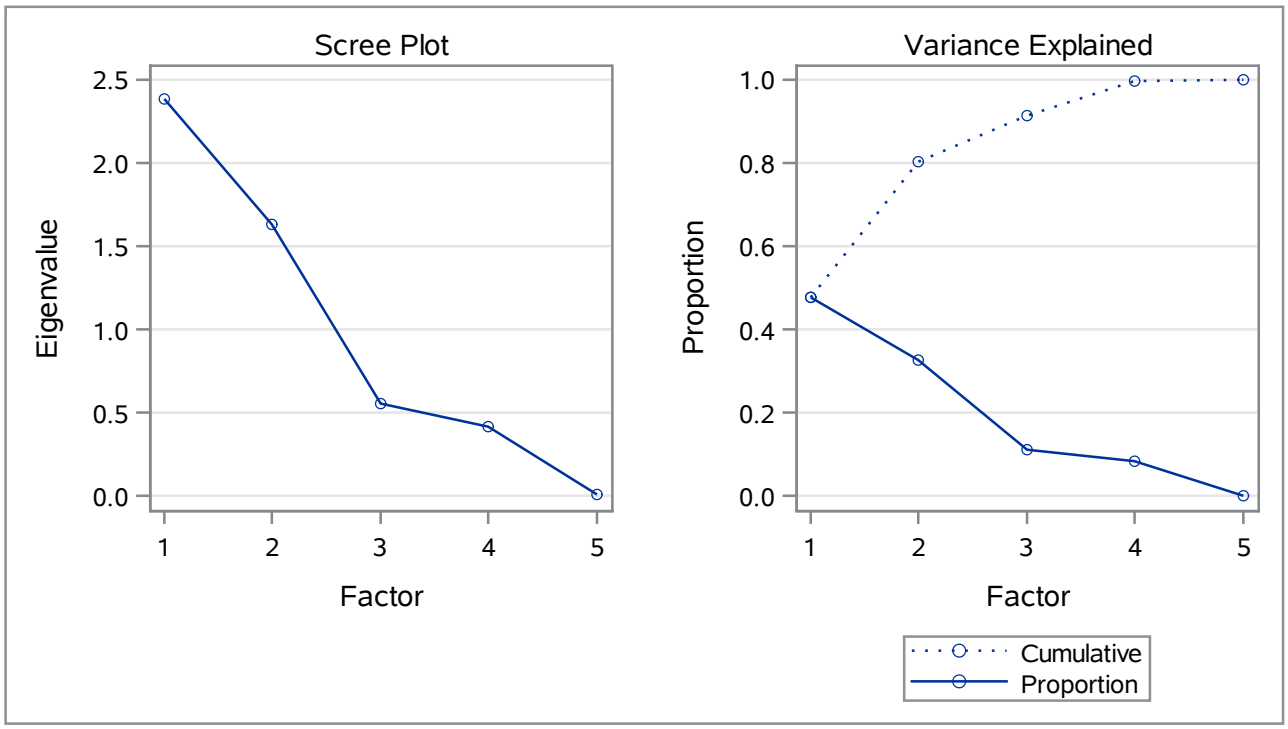
Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.39900512				
X1	X2	X3	X5	X7
0.34587310	0.30708160	0.93557819	0.25161882	0.94381231

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 5 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.38784226	0.75972524	0.4776	0.4776
2	1.62811702	1.07443592	0.3256	0.8032
3	0.55368110	0.13281990	0.1107	0.9139
4	0.42086120	0.41136277	0.0842	0.9981
5	0.00949843		0.0019	1.0000

4 factors will be retained by the NFACTOR criterion.

The FACTOR Procedure
Initial Factor Method: Principal Components



Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X1	X1 - Delivery Speed	0.81044	0.47895	0.04054	-0.33029
X3	X3 - Price Flexibility	0.79575	-0.06853	0.47482	0.36964
X2	X2 - Price Level	-0.68160	0.64950	-0.04681	0.32966
X7	X7 - Product Quality	-0.77641	0.08031	0.56955	-0.25760
X5	X5 - Service	0.17444	0.98271	-0.00226	-0.01008

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
2.3878423	1.6281170	0.5536811	0.4208612

Final Communality Estimates: Total = 4.990502				
X1	X2	X3	X5	X7
0.99694288	0.99730100	0.99999914	0.99625902	0.99999953

The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix				
	1	2	3	4
1	0.48895	-0.42674	0.54381	-0.53206
2	0.72987	0.67773	-0.05817	0.06771
3	0.04868	-0.07324	0.64306	0.76075
4	-0.47523	0.59432	0.53605	-0.36550

Rotated Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X1	X1 - Delivery Speed	0.90478	-0.22052	0.26188	-0.24721
X5	X5 - Service	0.80723	0.58575	0.03085	-0.02431
X2	X2 - Price Level	-0.01816	0.93040	-0.26183	0.25053
X3	X3 - Price Flexibility	0.18652	-0.20111	0.94021	-0.20191
X7	X7 - Product Quality	-0.17086	0.19094	-0.19872	0.94597

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
1.5345512	1.3342841	1.0615697	1.0600966

Final Communality Estimates: Total = 4.990502				
X1	X2	X3	X5	X7
0.99694288	0.99730100	0.99999914	0.99625902	0.99999953

The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
X1	X1 - Delivery Speed	0.75718769	-0.4172515	-0.2061564	0.18188121
X5	X5 - Service	0.48744373	0.36396125	-0.0108376	0.00765338
X2	X2 - Price Level	-0.2247648	0.86389927	0.18709236	-0.1717253
X3	X3 - Price Flexibility	-0.2434184	0.28843882	1.20595682	0.15121591
X7	X7 - Product Quality	0.2179711	-0.2669186	0.15370459	1.18260152

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	**Mean**	**Std Dev**
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X7	6.9710000	1.5852410

Correlations					
		X1	**X2**	**X3**	**X7**
X1	X1 - Delivery Speed	1.00000	-0.34923	0.50930	-0.48263
X2	X2 - Price Level	-0.34923	1.00000	-0.48721	0.46975
X3	X3 - Price Flexibility	0.50930	-0.48721	1.00000	-0.44811
X7	X7 - Product Quality	-0.48263	0.46975	-0.44811	1.00000

The FACTOR Procedure
Initial Factor Method: Principal Components

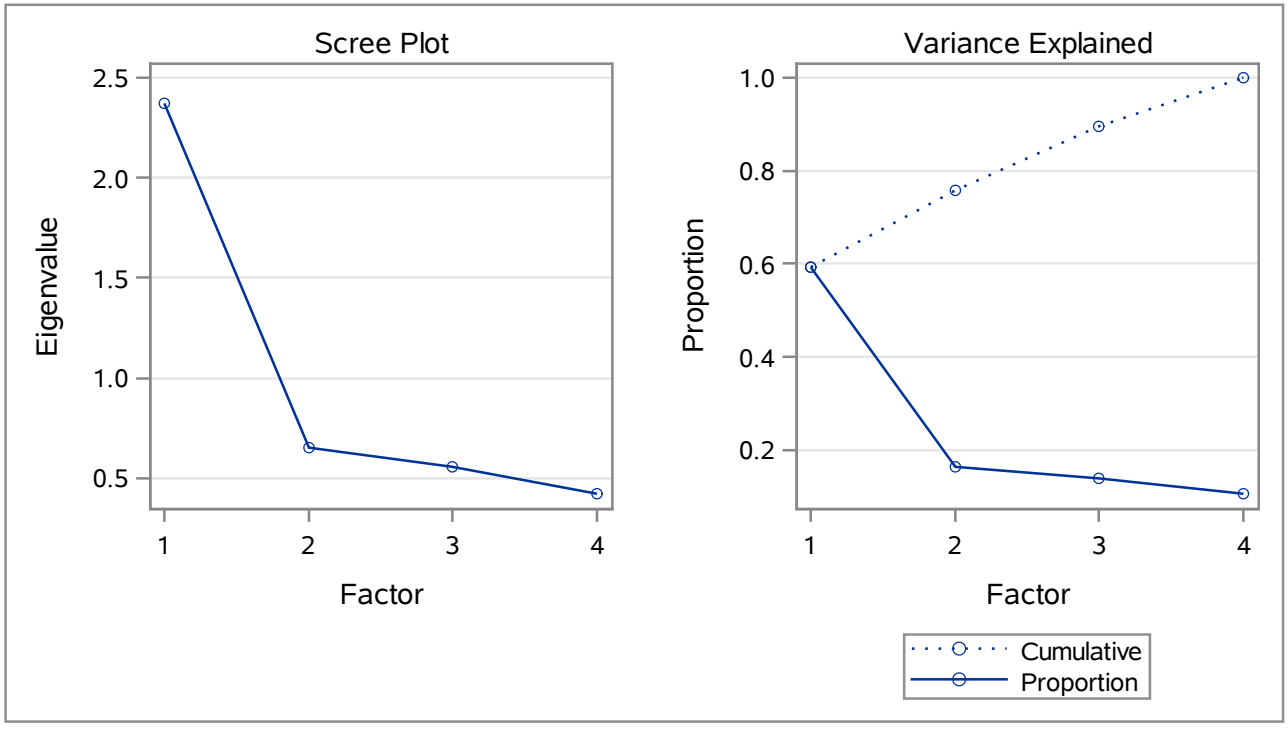
Partial Correlations Controlling all other Variables					
		X1	X2	X3	X7
X1	X1 - Delivery Speed	1.00000	-0.03136	0.34465	-0.30632
X2	X2 - Price Level	-0.03136	1.00000	-0.31817	0.29681
X3	X3 - Price Flexibility	0.34465	-0.31817	1.00000	-0.14856
X7	X7 - Product Quality	-0.30632	0.29681	-0.14856	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.74972446			
X1	X2	X3	X7
0.74199374	0.75293912	0.74236549	0.76235102

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 4 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.37458493	1.72313354	0.5936	0.5936
2	0.65145139	0.09782544	0.1629	0.7565
3	0.55362595	0.13328822	0.1384	0.8949
4	0.42033773		0.1051	1.0000

4 factors will be retained by the NFACTOR criterion.



The FACTOR Procedure
Initial Factor Method: Principal Components

Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X3	X3 - Price Flexibility	0.79881	0.03756	0.47369	0.36894
X1	X1 - Delivery Speed	0.75871	0.54589	0.02840	-0.35433
X2	X2 - Price Level	-0.74265	0.59332	-0.06049	0.30462
X7	X7 - Product Quality	-0.78059	0.00455	0.56989	-0.25667

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
2.3745849	0.6514514	0.5536260	0.4203377

Final Communality Estimates: Total = 4.000000			
X1	X2	X3	X7
1.0000000	1.0000000	1.0000000	1.0000000

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	**Mean**	**Std Dev**
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X7	6.9710000	1.5852410

Correlations					
		X1	**X2**	**X3**	**X7**
X1	X1 - Delivery Speed	1.00000	-0.34923	0.50930	-0.48263
X2	X2 - Price Level	-0.34923	1.00000	-0.48721	0.46975
X3	X3 - Price Flexibility	0.50930	-0.48721	1.00000	-0.44811
X7	X7 - Product Quality	-0.48263	0.46975	-0.44811	1.00000

The FACTOR Procedure
Initial Factor Method: Principal Components

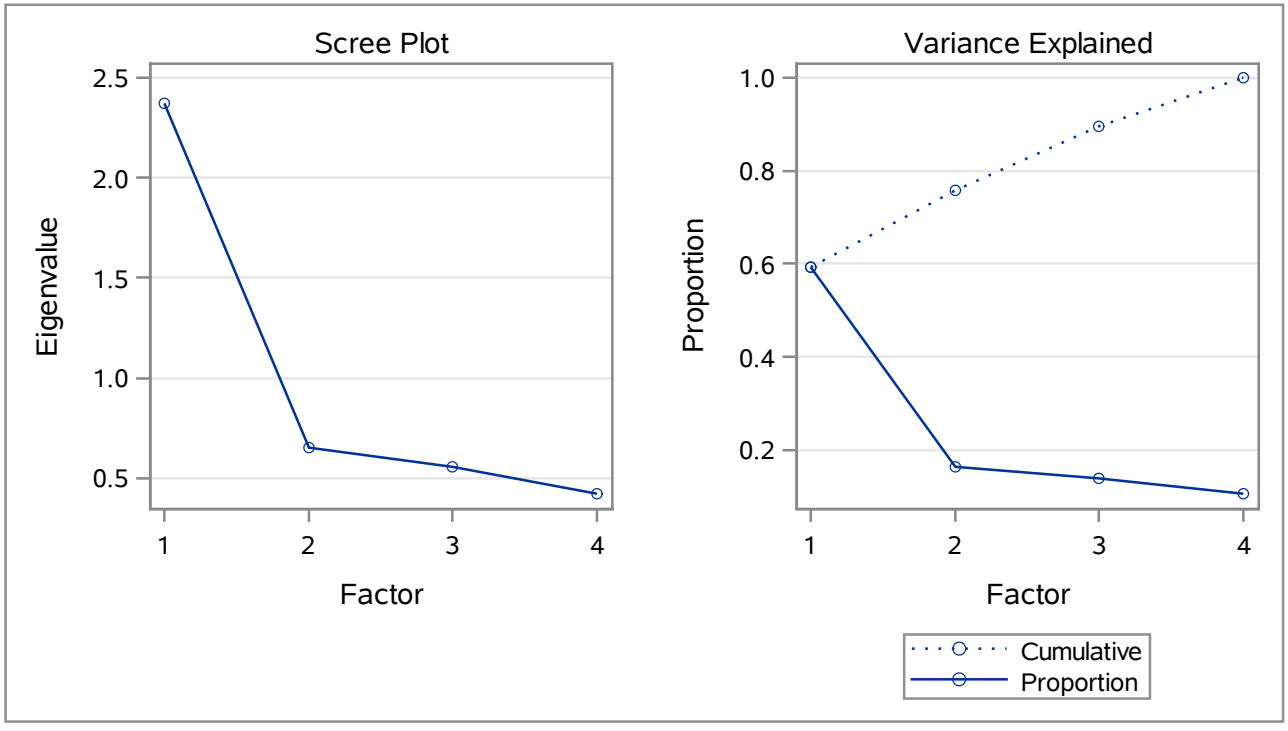
Partial Correlations Controlling all other Variables					
		X1	X2	X3	X7
X1	X1 - Delivery Speed	1.00000	-0.03136	0.34465	-0.30632
X2	X2 - Price Level	-0.03136	1.00000	-0.31817	0.29681
X3	X3 - Price Flexibility	0.34465	-0.31817	1.00000	-0.14856
X7	X7 - Product Quality	-0.30632	0.29681	-0.14856	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.74972446			
X1	X2	X3	X7
0.74199374	0.75293912	0.74236549	0.76235102

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 4 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.37458493	1.72313354	0.5936	0.5936
2	0.65145139	0.09782544	0.1629	0.7565
3	0.55362595	0.13328822	0.1384	0.8949
4	0.42033773		0.1051	1.0000

4 factors will be retained by the NFACTOR criterion.



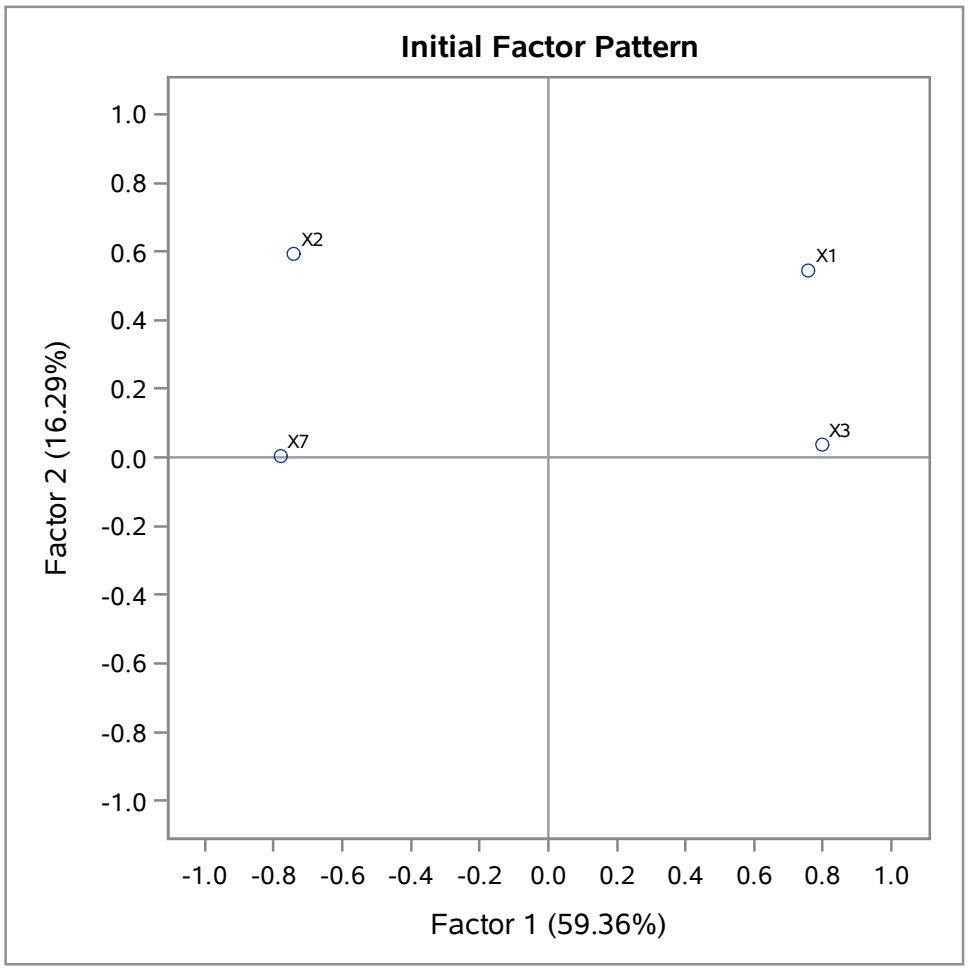
The FACTOR Procedure
Initial Factor Method: Principal Components

Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X3	X3 - Price Flexibility	0.79881	0.03756	0.47369	0.36894
X1	X1 - Delivery Speed	0.75871	0.54589	0.02840	-0.35433
X2	X2 - Price Level	-0.74265	0.59332	-0.06049	0.30462
X7	X7 - Product Quality	-0.78059	0.00455	0.56989	-0.25667

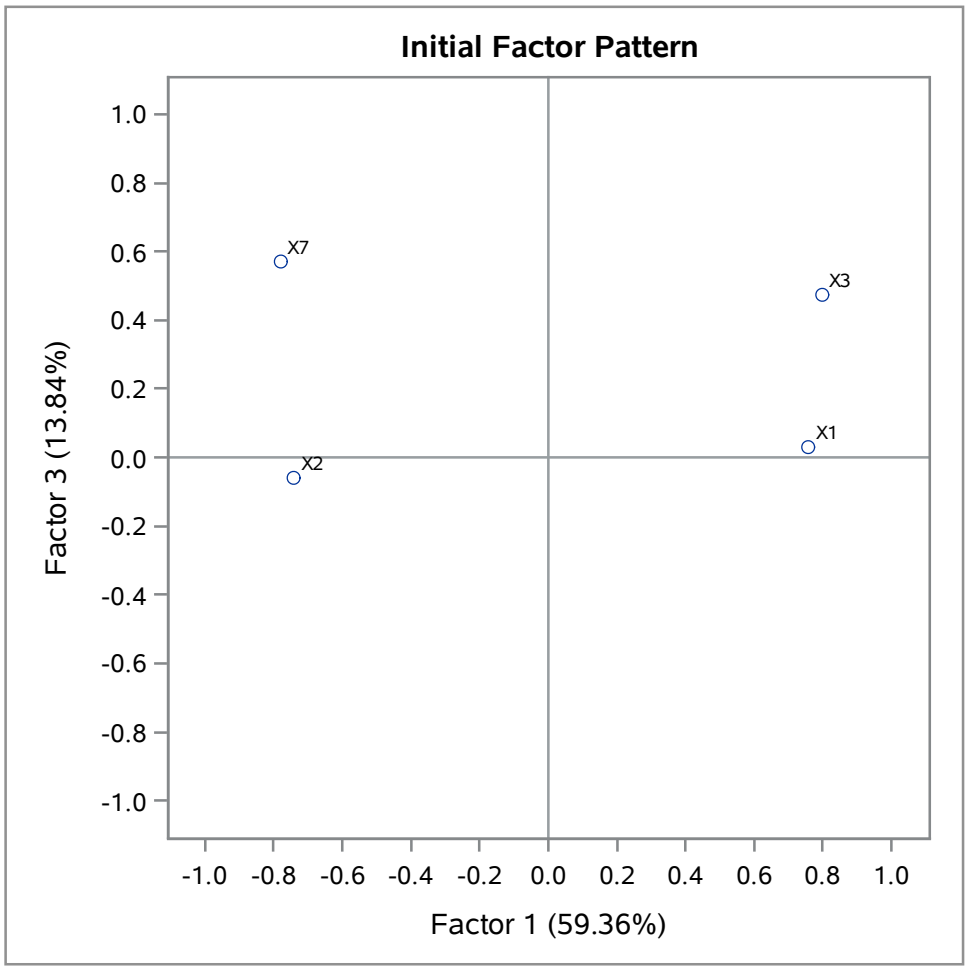
Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
2.3745849	0.6514514	0.5536260	0.4203377

Final Communality Estimates: Total = 4.000000			
X1	X2	X3	X7
1.0000000	1.0000000	1.0000000	1.0000000

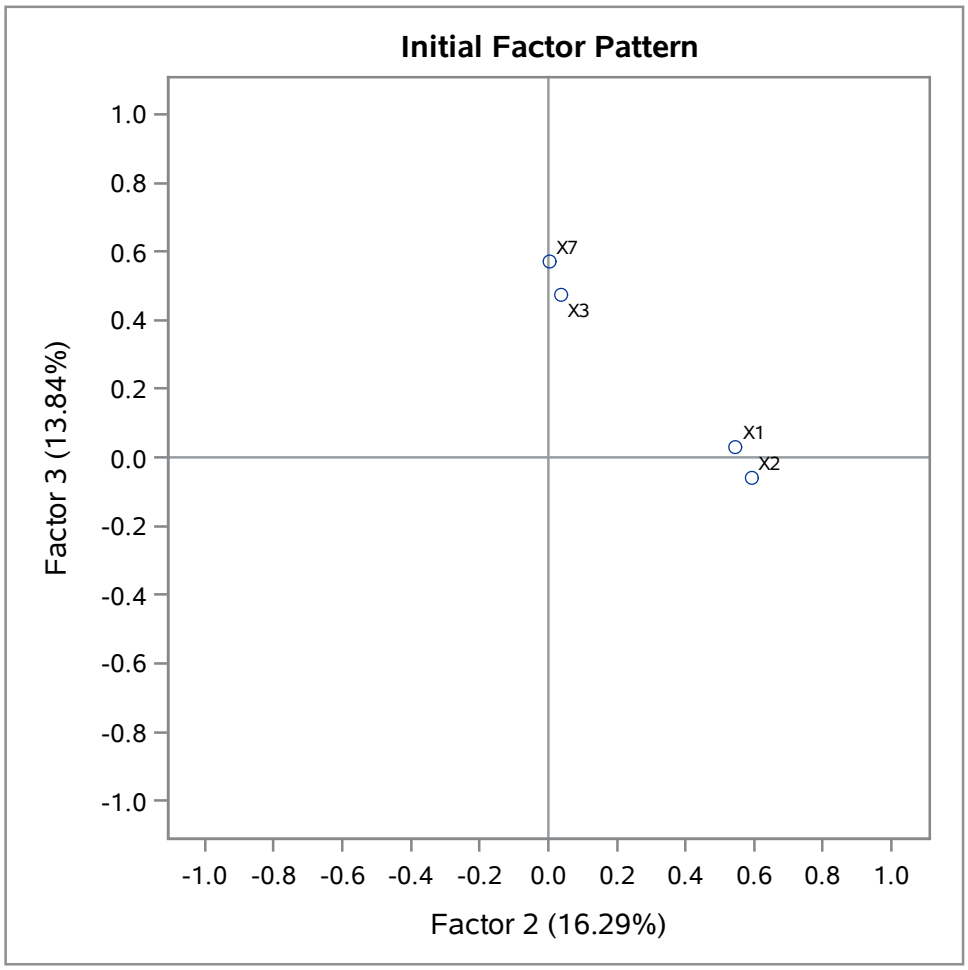
The FACTOR Procedure
Initial Factor Method: Principal Components



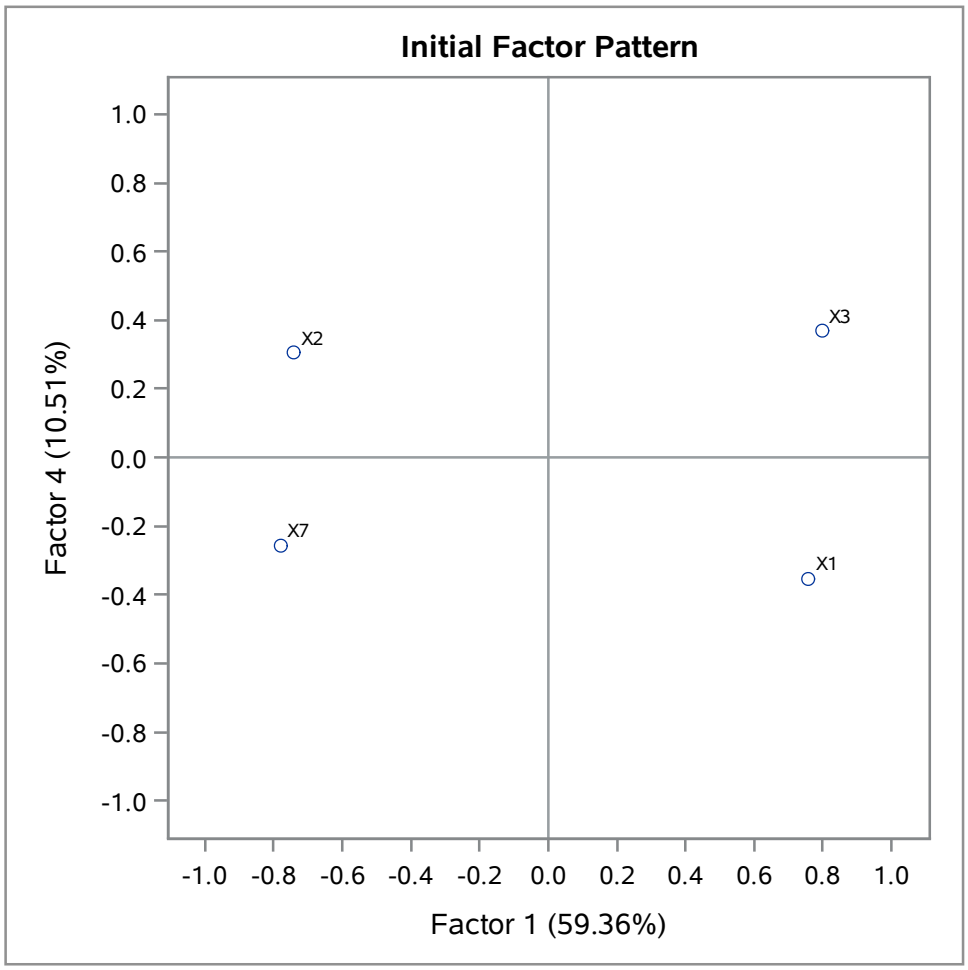
The FACTOR Procedure
Initial Factor Method: Principal Components



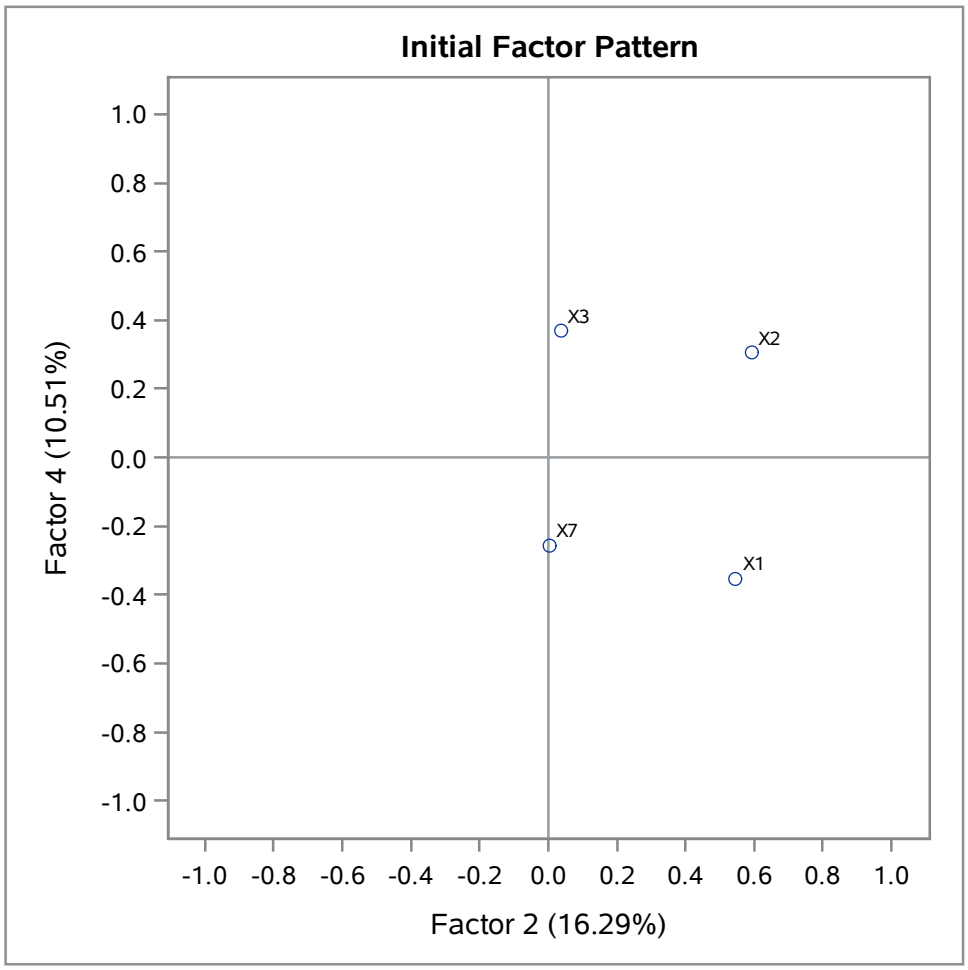
The FACTOR Procedure
Initial Factor Method: Principal Components



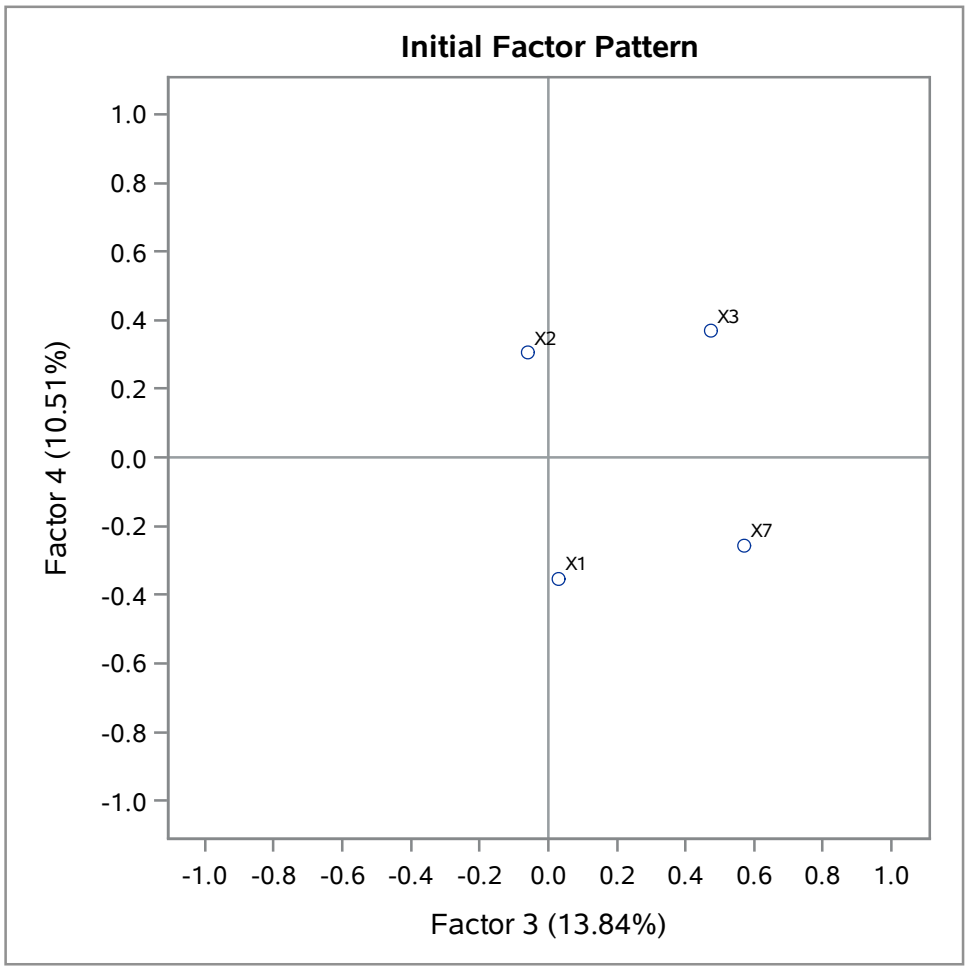
The FACTOR Procedure
Initial Factor Method: Principal Components



The FACTOR Procedure
Initial Factor Method: Principal Components



The FACTOR Procedure
Initial Factor Method: Principal Components



The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix				
	1	2	3	4
1	-0.48654	0.49515	-0.50501	0.51291
2	0.73453	0.67688	0.00444	0.04770
3	-0.08251	0.03963	0.76537	0.63705
4	0.46576	-0.54322	-0.39895	0.57343

Rotated Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X2	X2 - Price Level	0.94401	-0.13400	0.20985	-0.21646
X1	X1 - Delivery Speed	-0.13554	0.93879	-0.21764	0.23010
X7	X7 - Product Quality	0.21656	-0.22142	0.93280	-0.18429
X3	X3 - Price Flexibility	-0.22831	0.23931	-0.18787	0.92483

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0085496	1.0055667	0.9968145	0.9890692

Final Communality Estimates: Total = 4.000000			
X1	X2	X3	X7
1.0000000	1.0000000	1.0000000	1.0000000

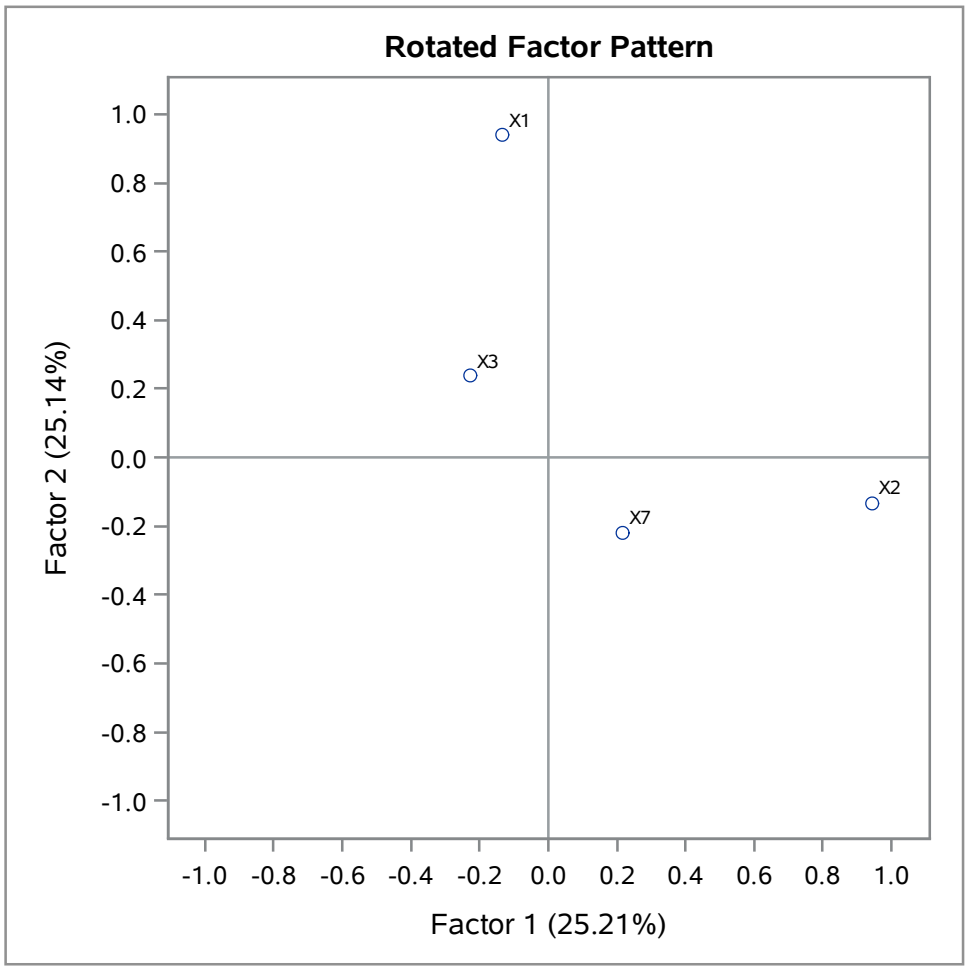
The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

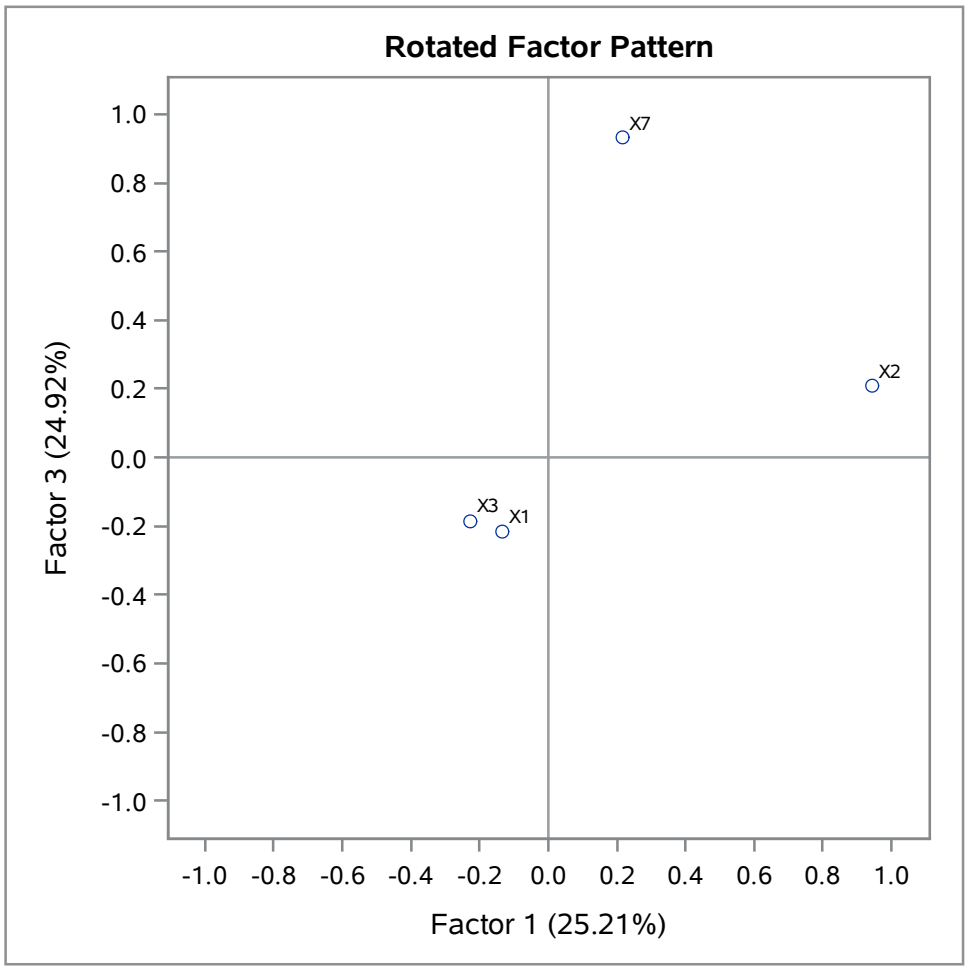
Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
X2	X2 - Price Level	1.16770255	0.06360668	-0.210756	0.22900143
X1	X1 - Delivery Speed	0.06320542	1.18535604	0.21792097	-0.2468527
X7	X7 - Product Quality	-0.2042721	0.21446108	1.1975057	0.1373401
X3	X3 - Price Flexibility	0.21687761	-0.2372931	0.13507617	1.22366518

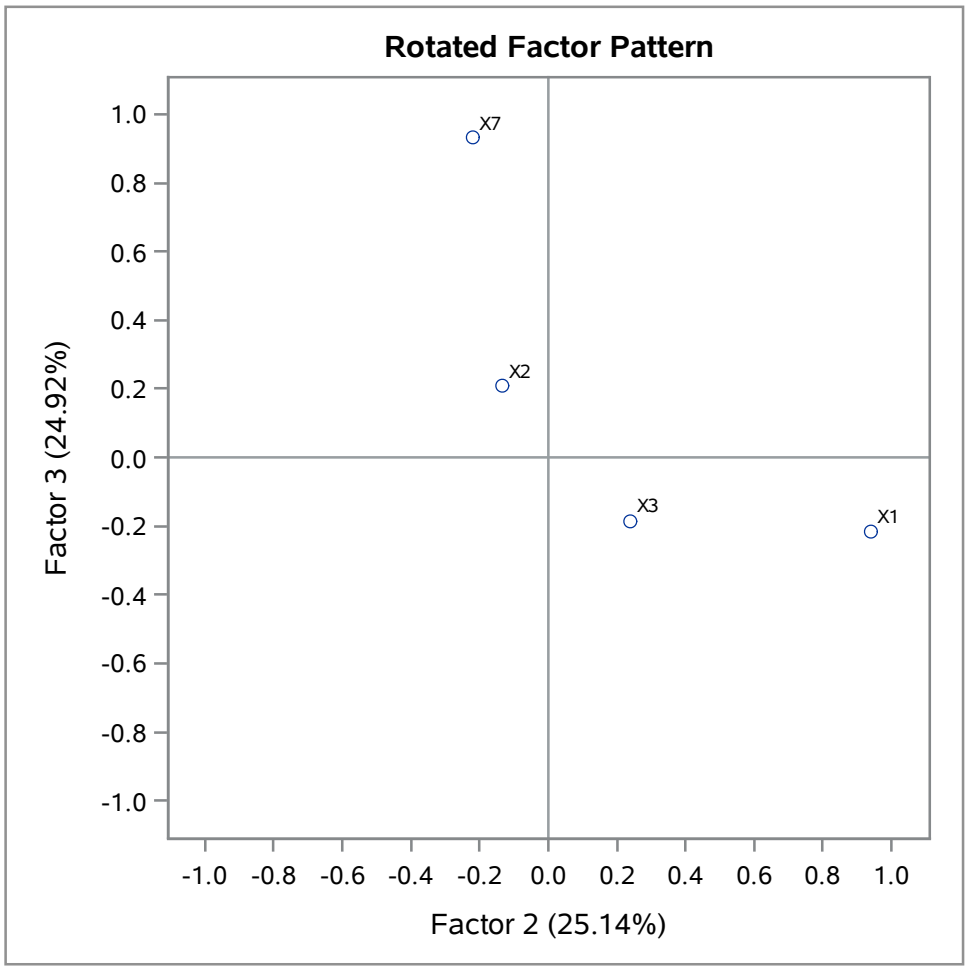
The FACTOR Procedure
Rotation Method: Varimax



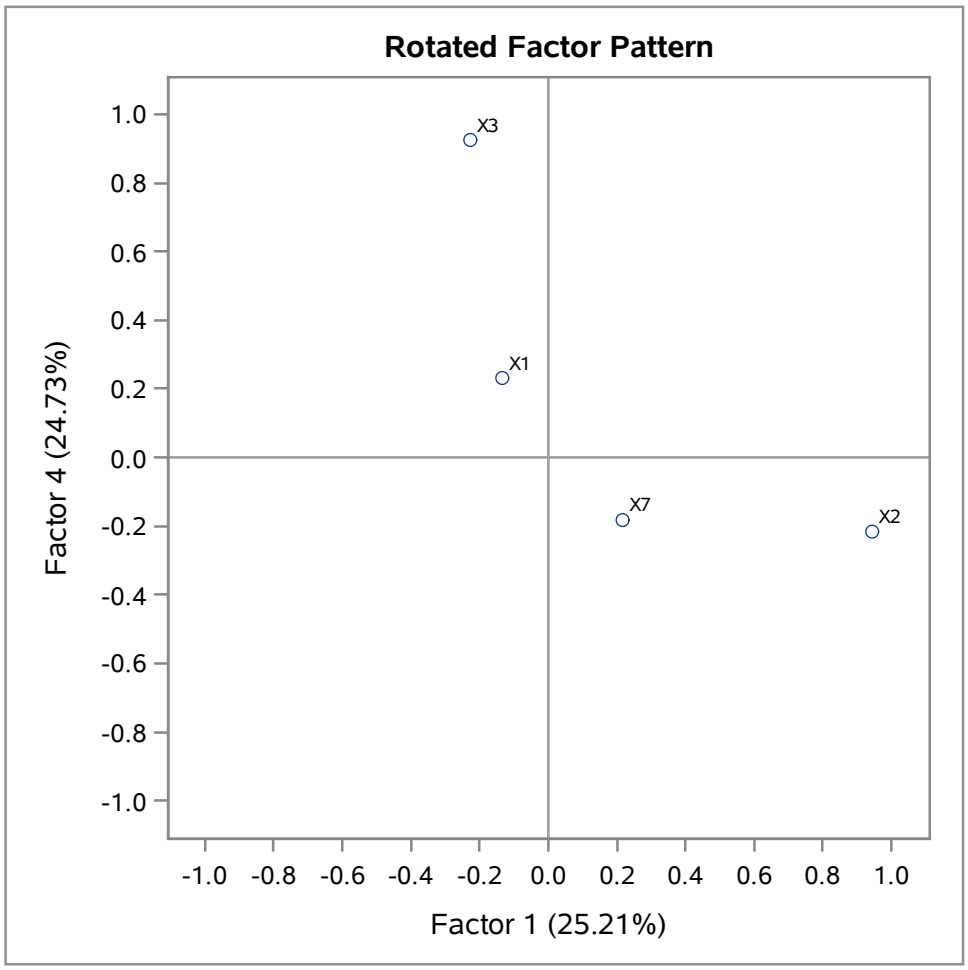
The FACTOR Procedure
Rotation Method: Varimax



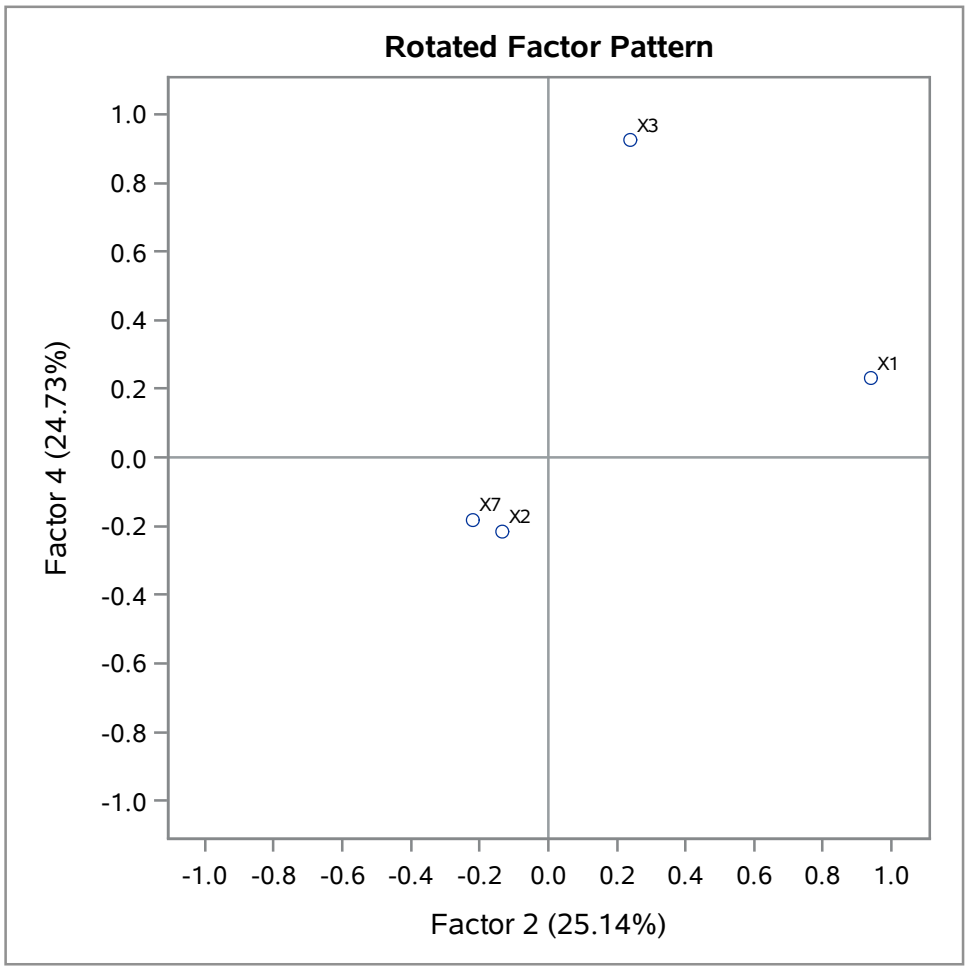
The FACTOR Procedure
Rotation Method: Varimax



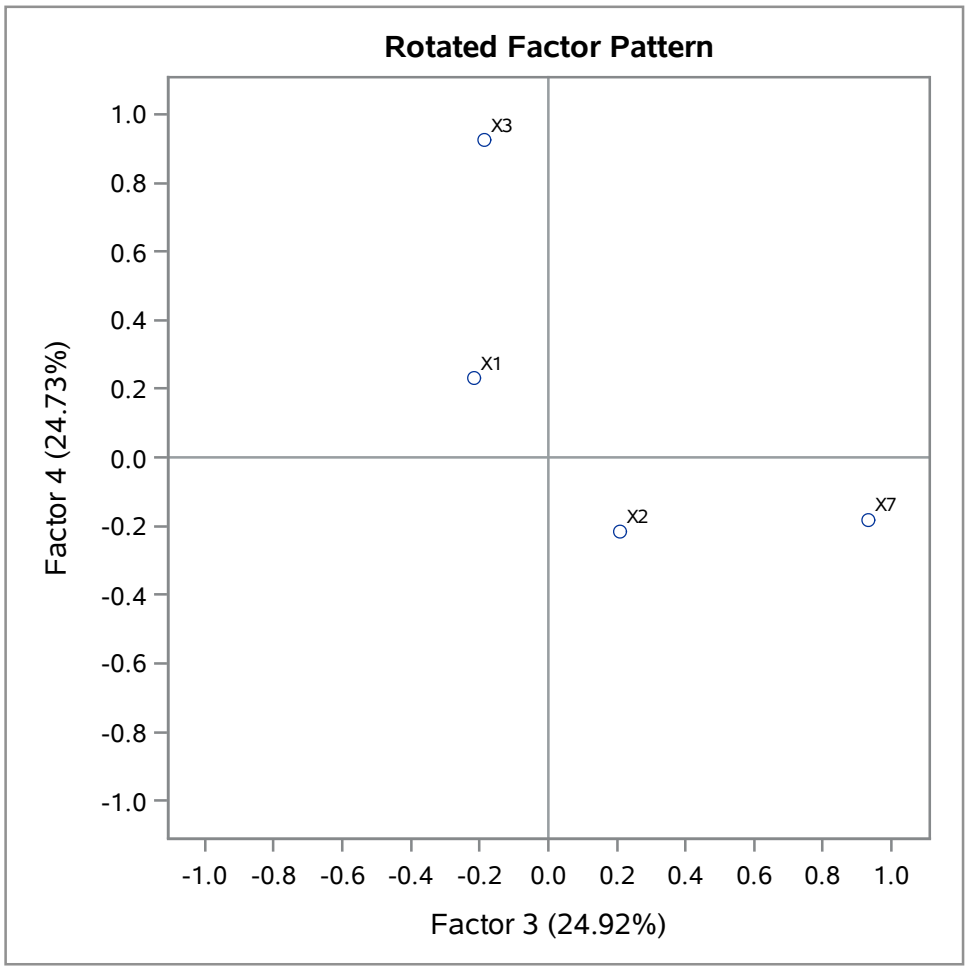
The FACTOR Procedure
Rotation Method: Varimax



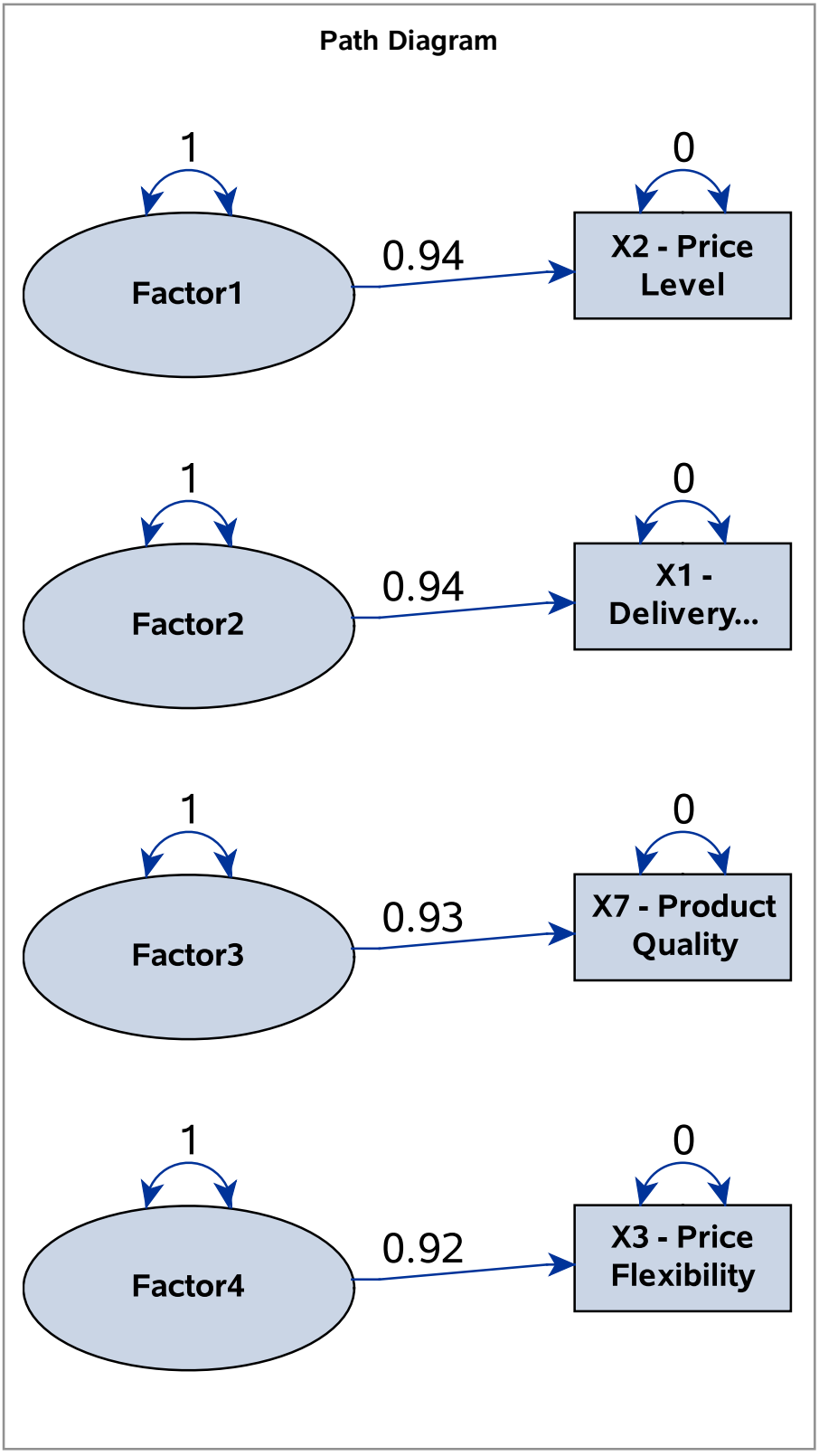
The FACTOR Procedure
Rotation Method: Varimax



The FACTOR Procedure
Rotation Method: Varimax



The FACTOR Procedure
Rotation Method: Varimax



The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	**Mean**	**Std Dev**
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X7	6.9710000	1.5852410

The FACTOR Procedure
Initial Factor Method: Principal Components

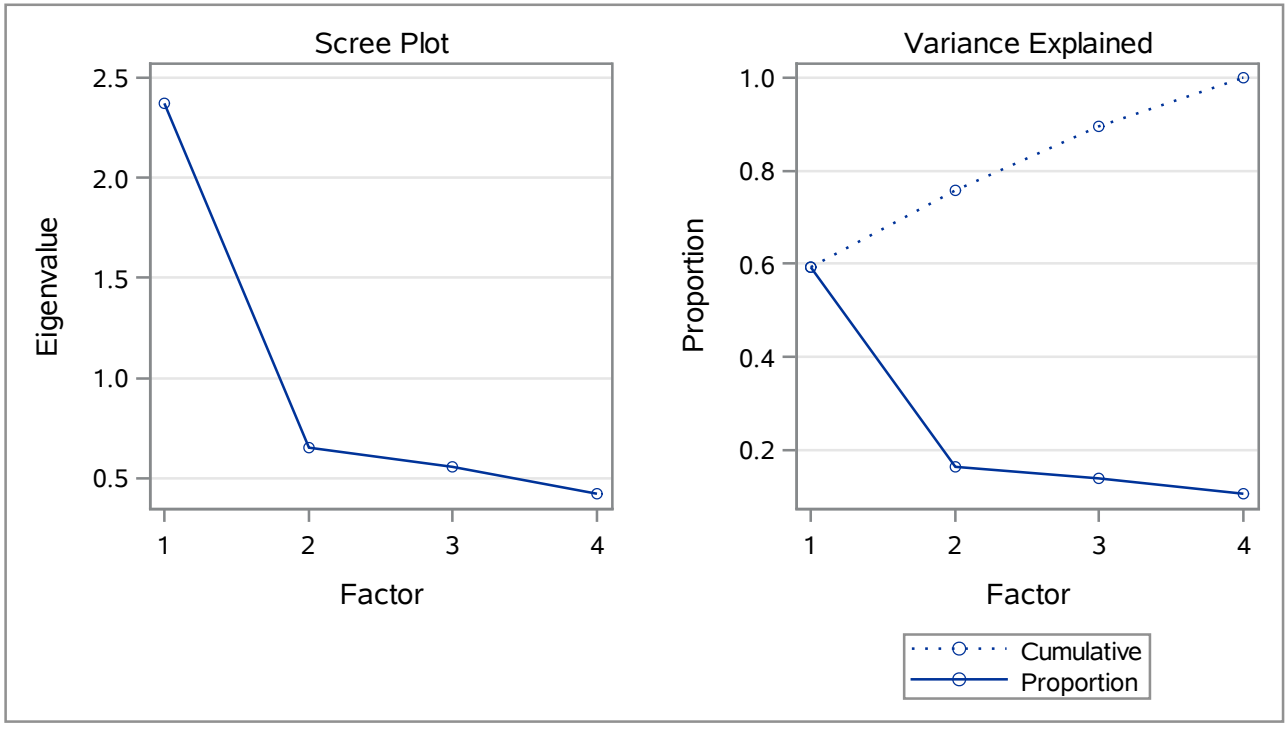
Partial Correlations Controlling all other Variables					
		X1	X2	X3	X7
X1	X1 - Delivery Speed	1.00000	-0.03136	0.34465	-0.30632
X2	X2 - Price Level	-0.03136	1.00000	-0.31817	0.29681
X3	X3 - Price Flexibility	0.34465	-0.31817	1.00000	-0.14856
X7	X7 - Product Quality	-0.30632	0.29681	-0.14856	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.74972446			
X1	X2	X3	X7
0.74199374	0.75293912	0.74236549	0.76235102

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 4 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.37458493	1.72313354	0.5936	0.5936
2	0.65145139	0.09782544	0.1629	0.7565
3	0.55362595	0.13328822	0.1384	0.8949
4	0.42033773		0.1051	1.0000

4 factors will be retained by the NFACTOR criterion.



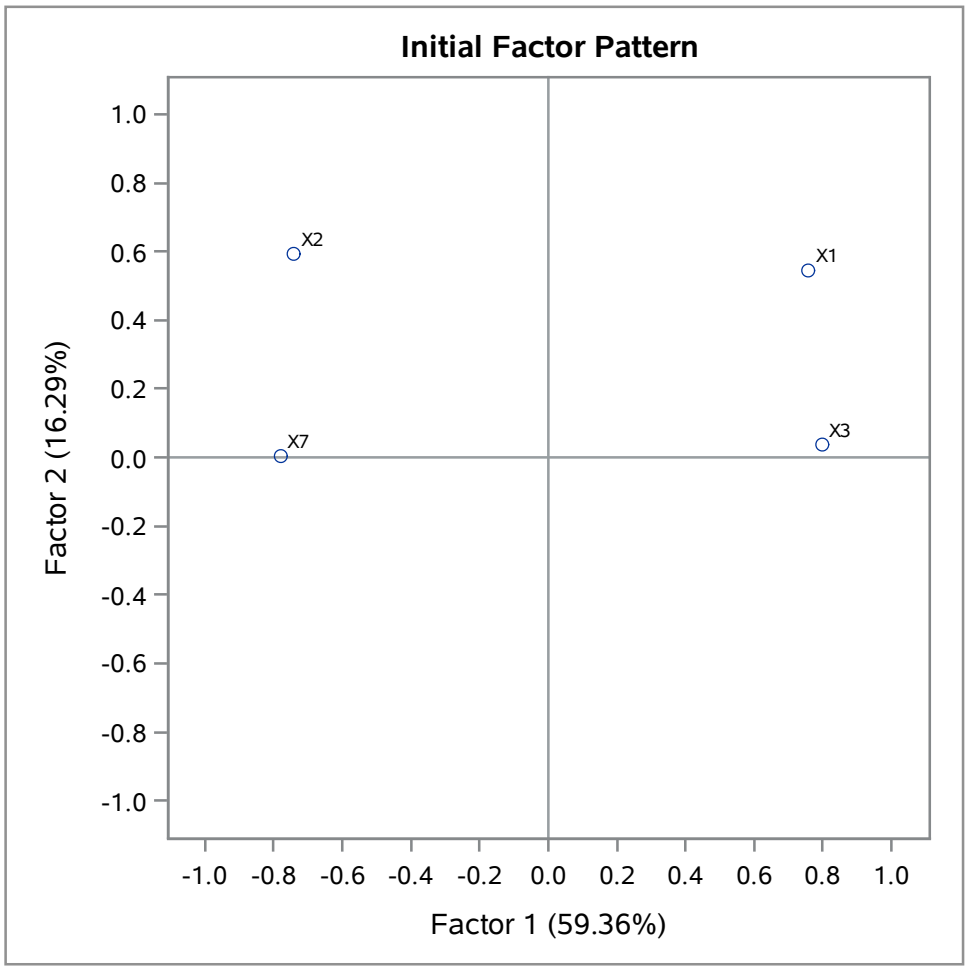
The FACTOR Procedure
Initial Factor Method: Principal Components

Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X3	X3 - Price Flexibility	0.79881	0.03756	0.47369	0.36894
X1	X1 - Delivery Speed	0.75871	0.54589	0.02840	-0.35433
X2	X2 - Price Level	-0.74265	0.59332	-0.06049	0.30462
X7	X7 - Product Quality	-0.78059	0.00455	0.56989	-0.25667

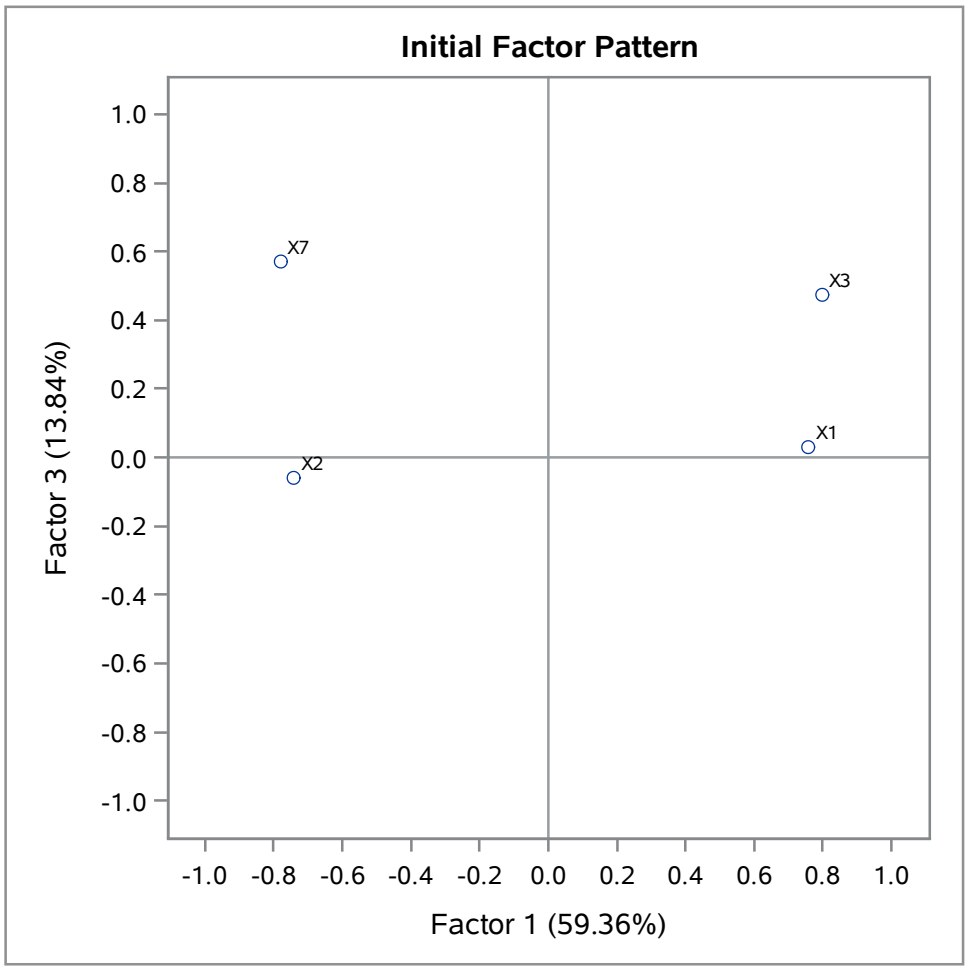
Variance Explained by Each Factor			
Factor1	**Factor2**	**Factor3**	**Factor4**
2.3745849	0.6514514	0.5536260	0.4203377

Final Communality Estimates: Total = 4.000000			
X1	**X2**	**X3**	**X7**
1.0000000	1.0000000	1.0000000	1.0000000

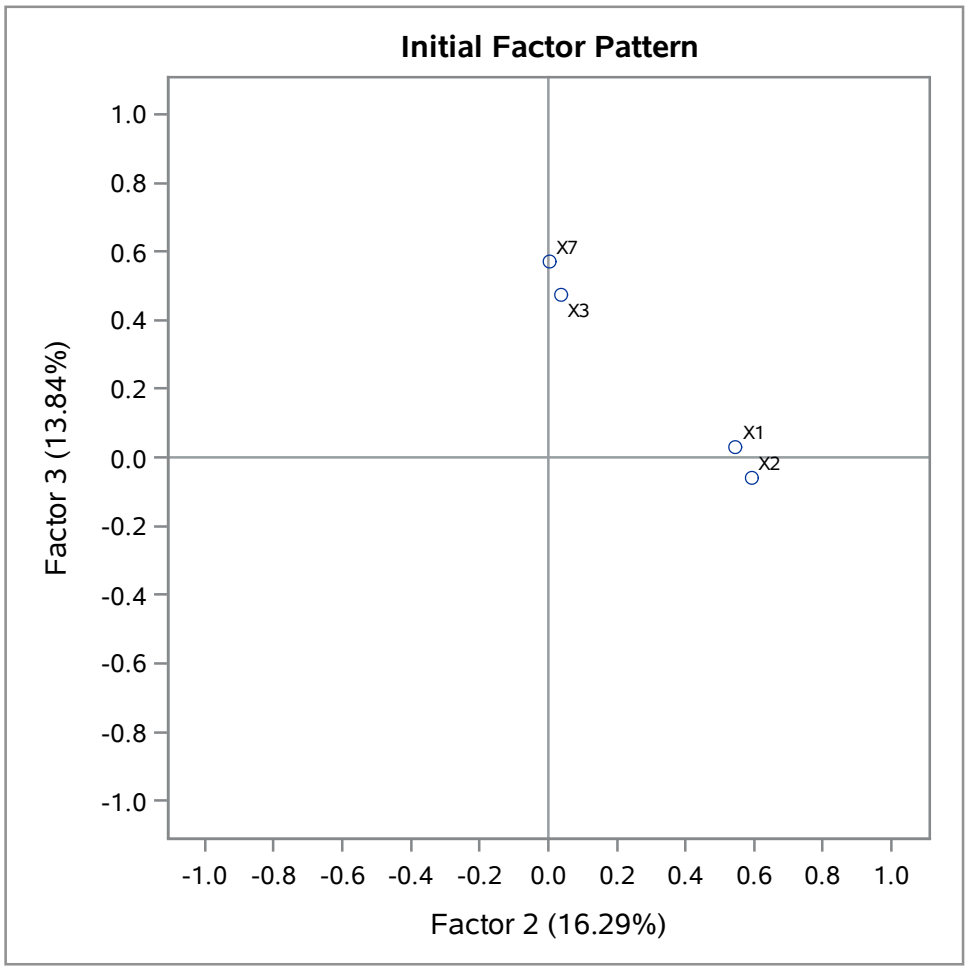
The FACTOR Procedure
Initial Factor Method: Principal Components



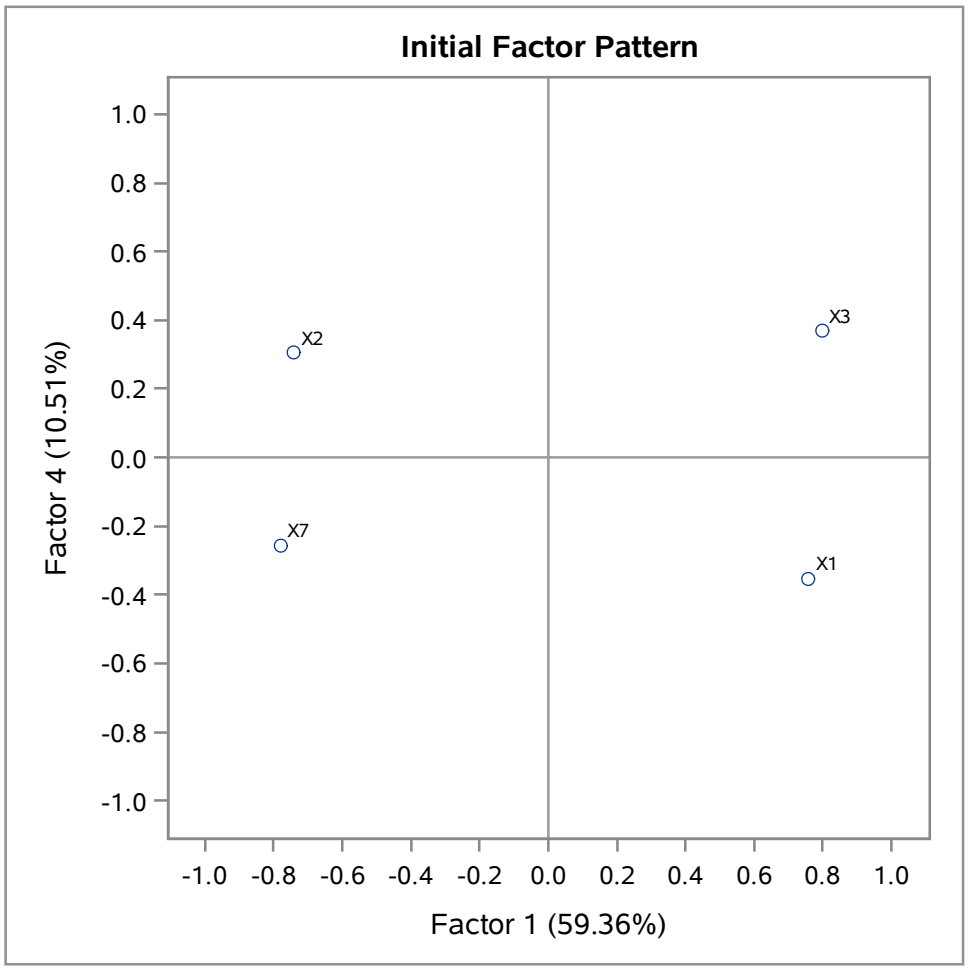
The FACTOR Procedure
Initial Factor Method: Principal Components



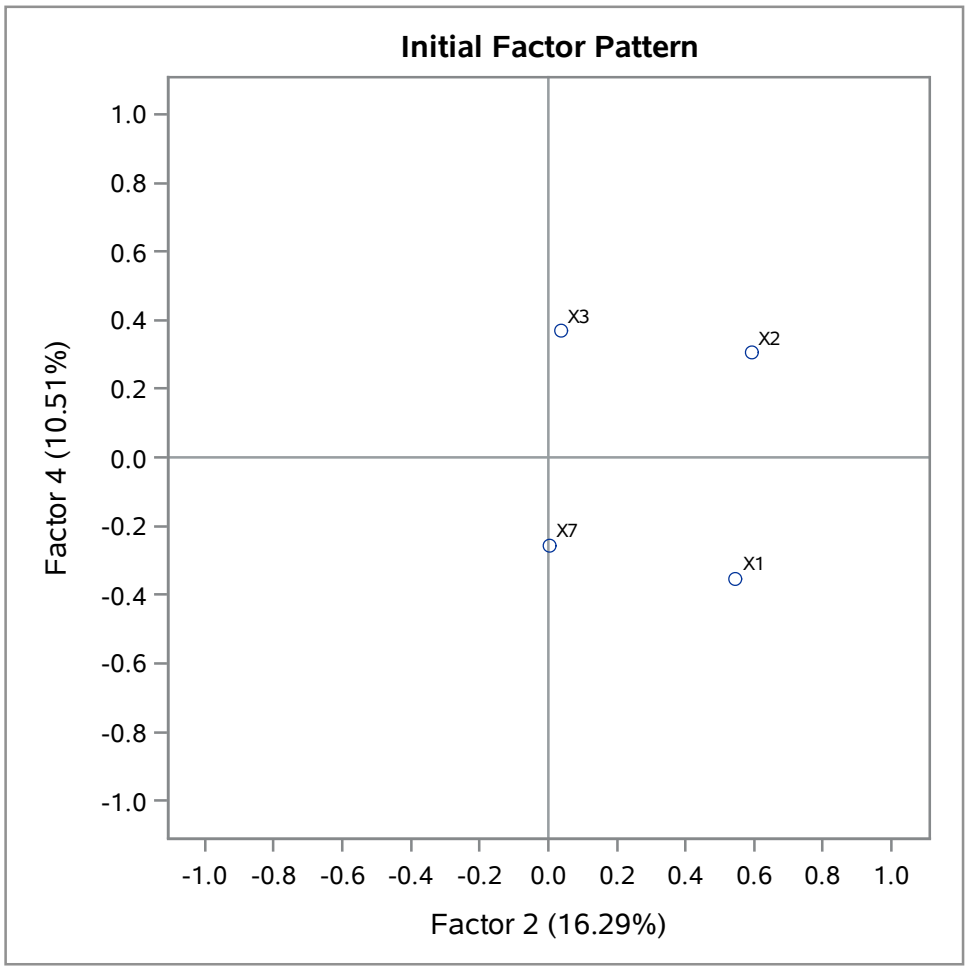
The FACTOR Procedure
Initial Factor Method: Principal Components



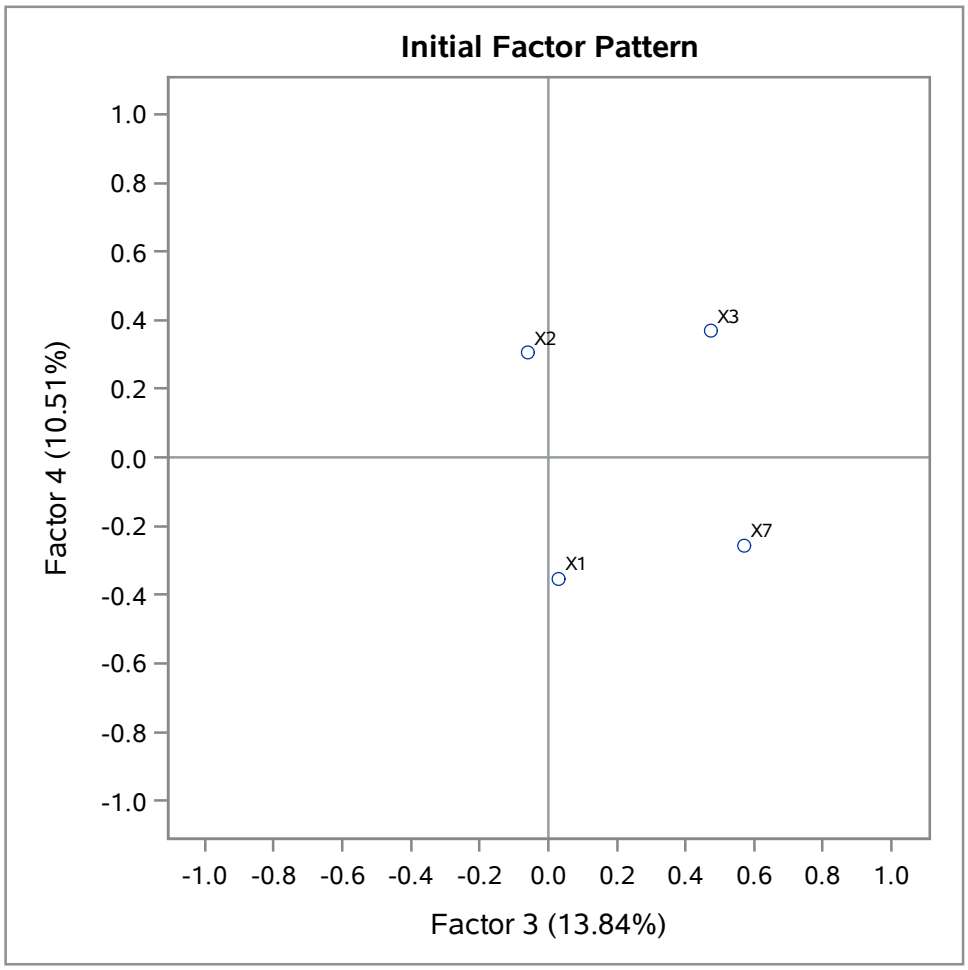
The FACTOR Procedure
Initial Factor Method: Principal Components



The FACTOR Procedure
Initial Factor Method: Principal Components



The FACTOR Procedure
Initial Factor Method: Principal Components



The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix				
	1	2	3	4
1	-0.48654	0.49515	-0.50501	0.51291
2	0.73453	0.67688	0.00444	0.04770
3	-0.08251	0.03963	0.76537	0.63705
4	0.46576	-0.54322	-0.39895	0.57343

Rotated Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X2	X2 - Price Level	0.94401	-0.13400	0.20985	-0.21646
X1	X1 - Delivery Speed	-0.13554	0.93879	-0.21764	0.23010
X7	X7 - Product Quality	0.21656	-0.22142	0.93280	-0.18429
X3	X3 - Price Flexibility	-0.22831	0.23931	-0.18787	0.92483

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0085496	1.0055667	0.9968145	0.9890692

Final Communality Estimates: Total = 4.000000			
X1	X2	X3	X7
1.0000000	1.0000000	1.0000000	1.0000000

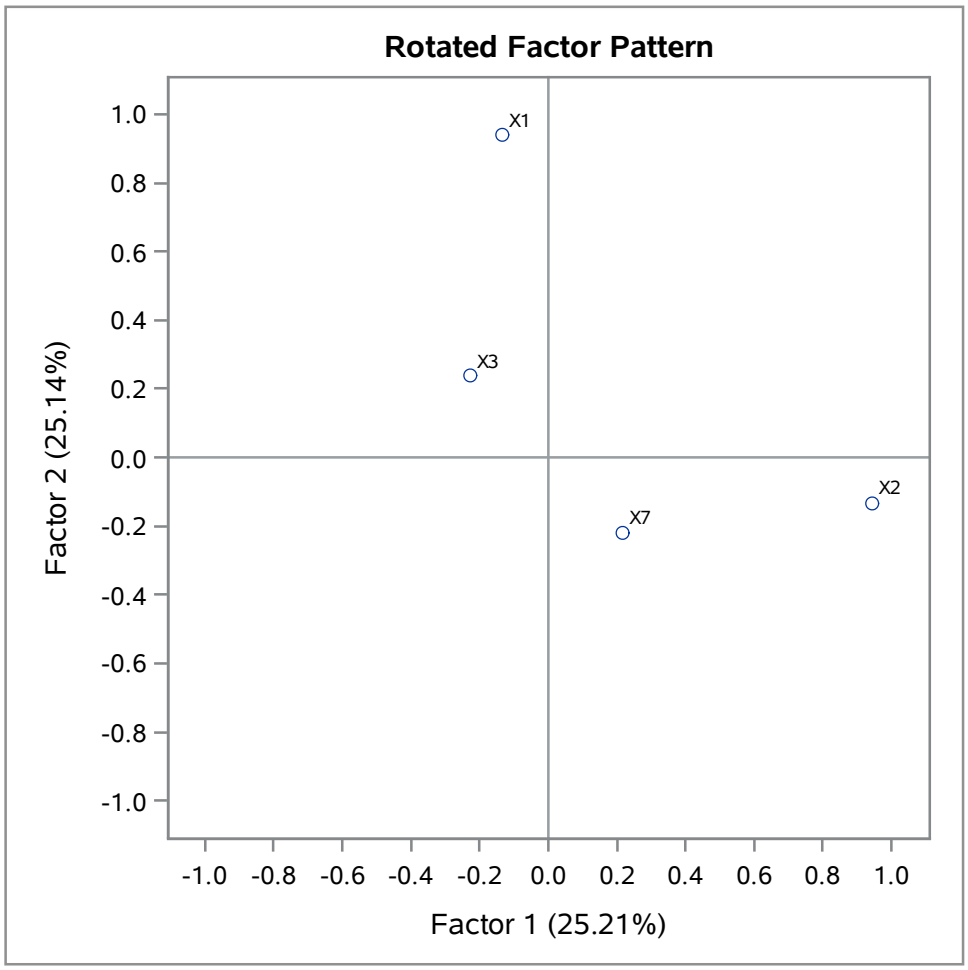
The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

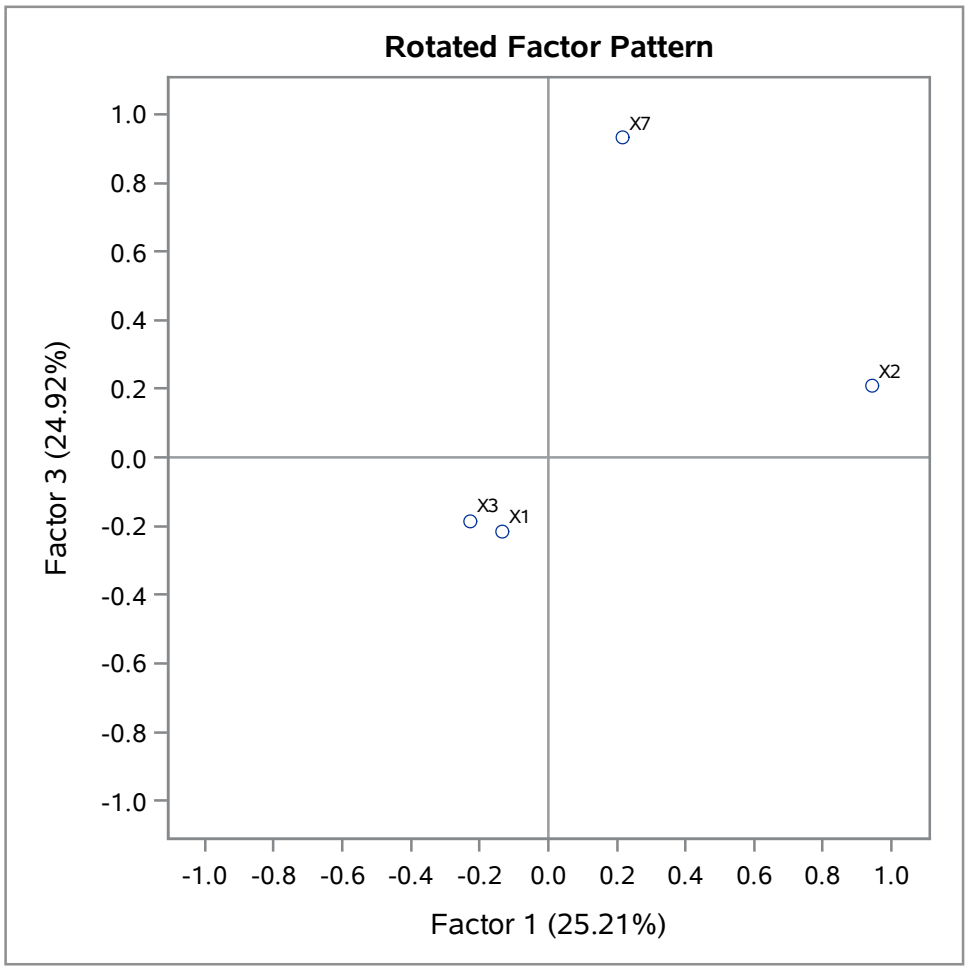
Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
X2	X2 - Price Level	1.16770255	0.06360668	-0.210756	0.22900143
X1	X1 - Delivery Speed	0.06320542	1.18535604	0.21792097	-0.2468527
X7	X7 - Product Quality	-0.2042721	0.21446108	1.1975057	0.1373401
X3	X3 - Price Flexibility	0.21687761	-0.2372931	0.13507617	1.22366518

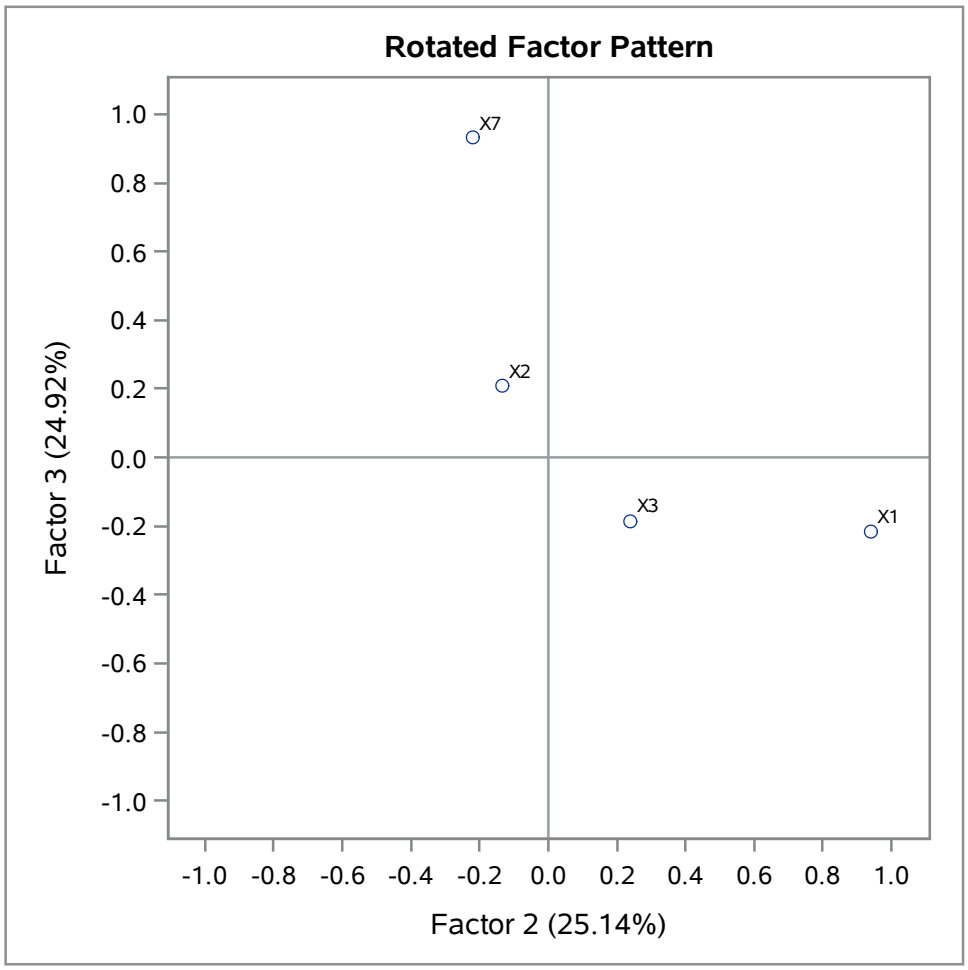
The FACTOR Procedure
Rotation Method: Varimax



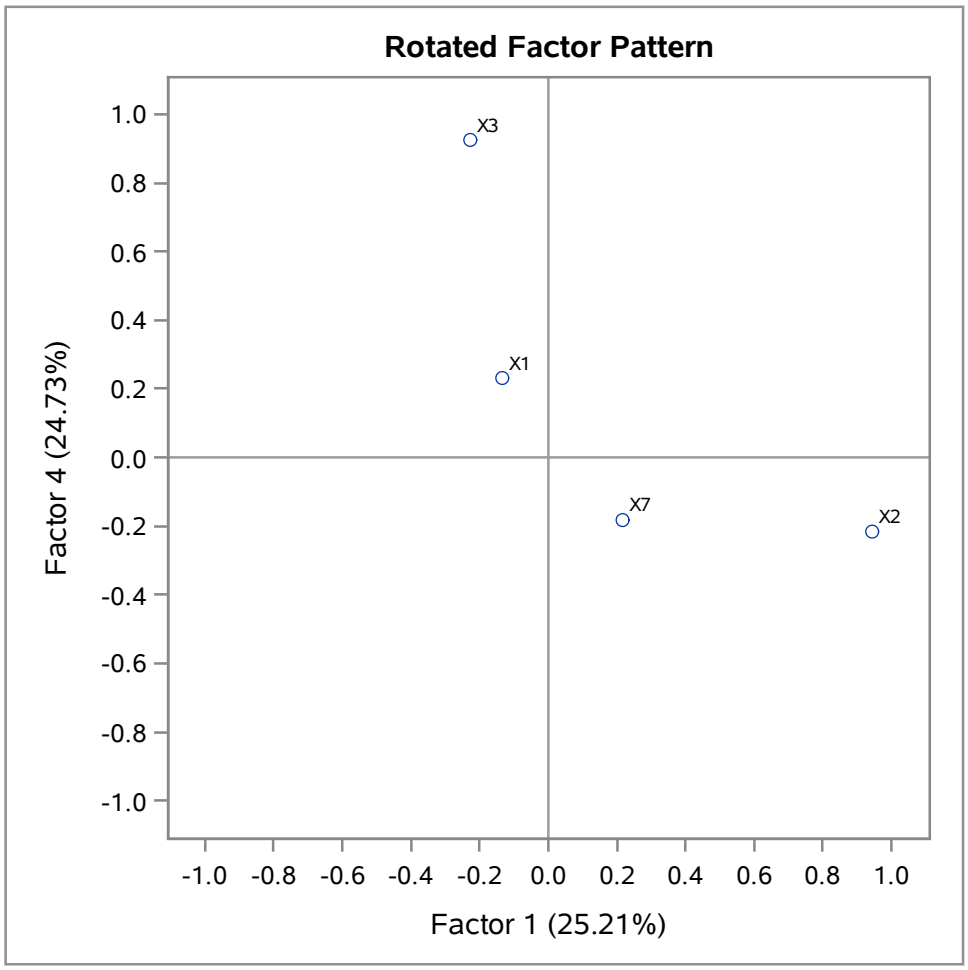
The FACTOR Procedure
Rotation Method: Varimax



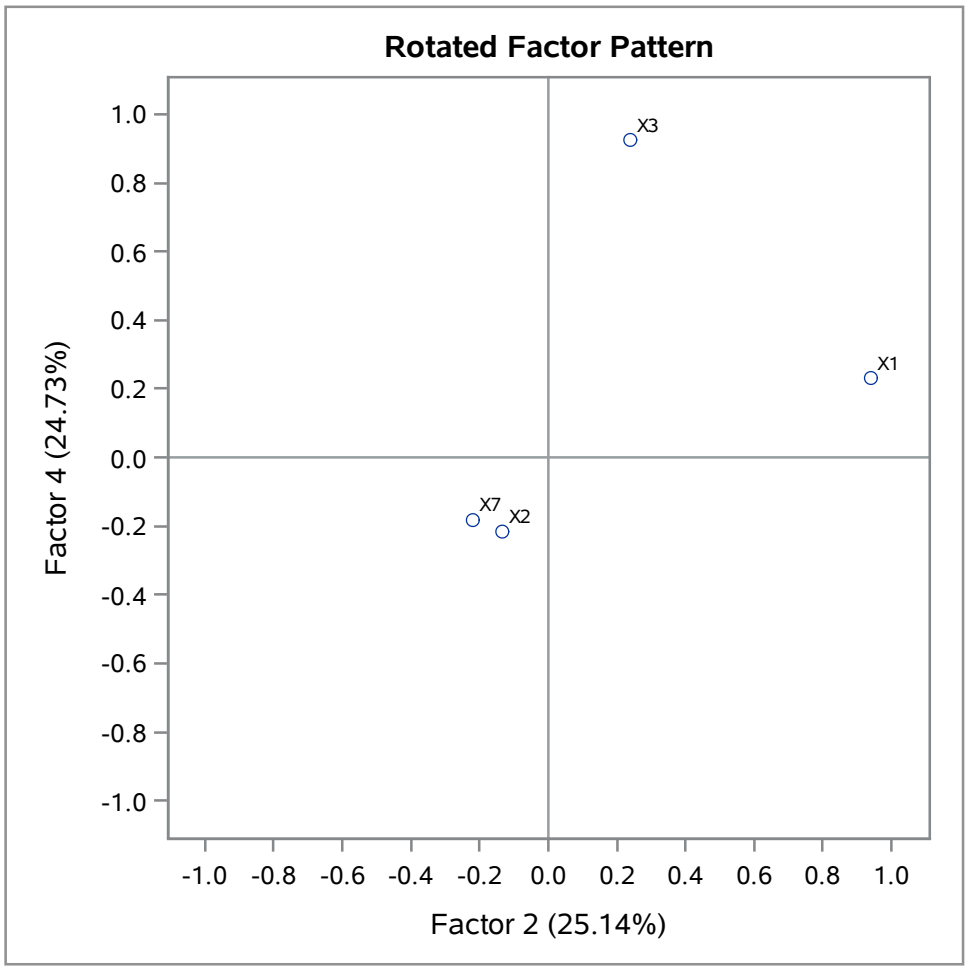
The FACTOR Procedure
Rotation Method: Varimax



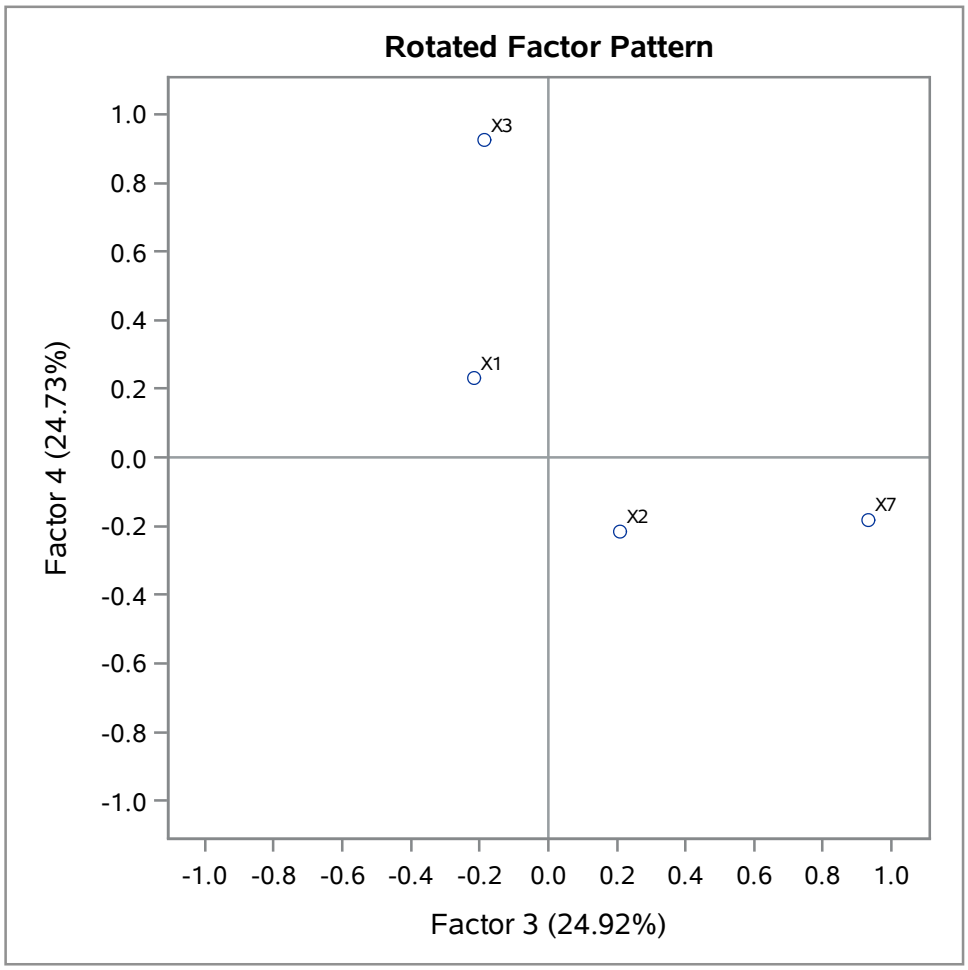
The FACTOR Procedure
Rotation Method: Varimax



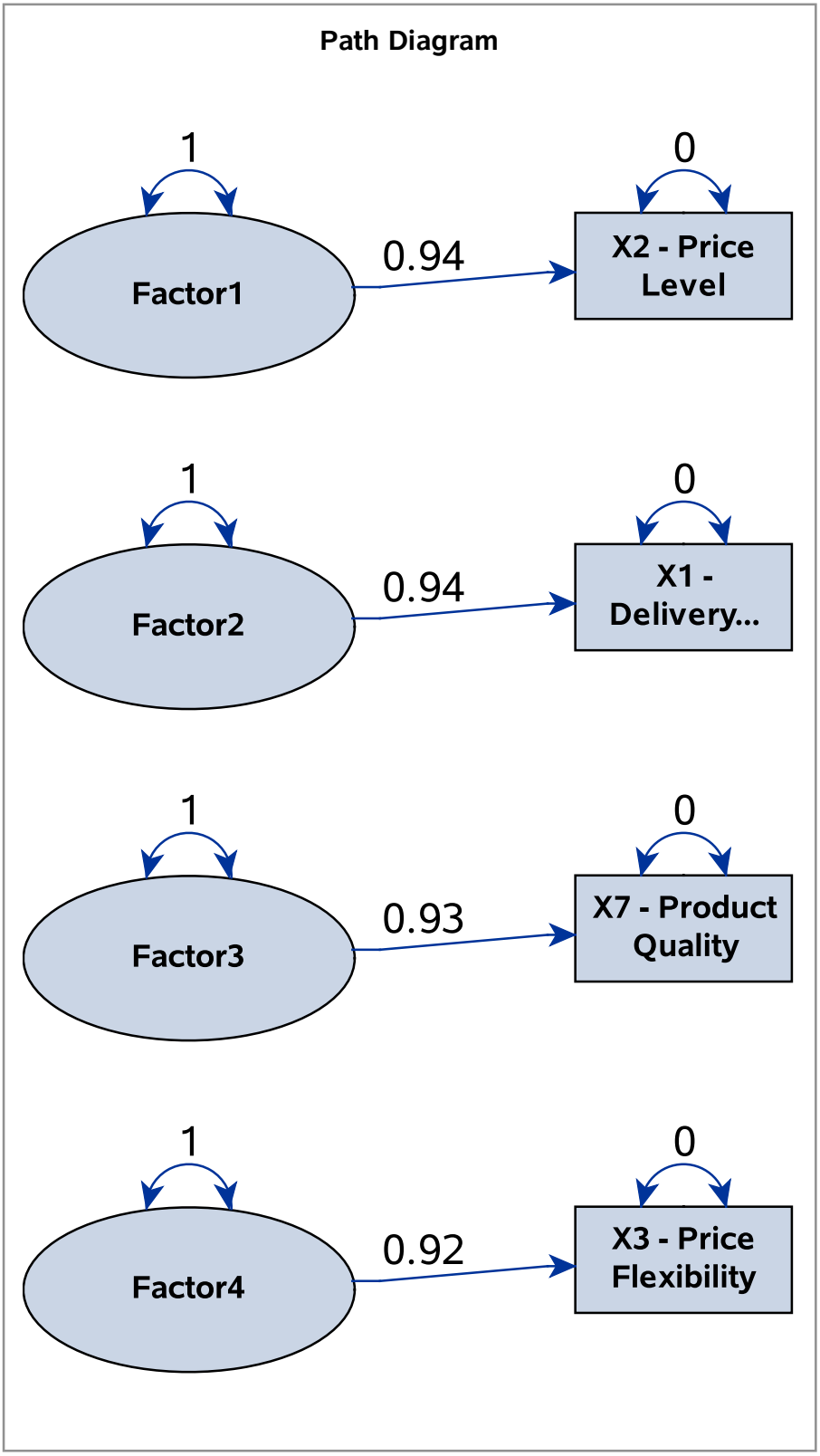
The FACTOR Procedure
Rotation Method: Varimax



The FACTOR Procedure
Rotation Method: Varimax



The FACTOR Procedure
Rotation Method: Varimax



Obs	_TYPE_	_NAME_	X1	X2	X3	X7
1	MEAN		3.515	2.364	7.894	6.971
2	STD		1.321	1.196	1.387	1.585
3	N		100.000	100.000	100.000	100.000
4	CORR	X1	1.000	-0.349	0.509	-0.483
5	CORR	X2	-0.349	1.000	-0.487	0.470
6	CORR	X3	0.509	-0.487	1.000	-0.448
7	CORR	X7	-0.483	0.470	-0.448	1.000
8	COMMUNAL		1.000	1.000	1.000	1.000
9	PRIORS		1.000	1.000	1.000	1.000
10	EIGENVAL		2.375	0.651	0.554	0.420
11	UNROTATE	Factor1	0.759	-0.743	0.799	-0.781
12	UNROTATE	Factor2	0.546	0.593	0.038	0.005
13	UNROTATE	Factor3	0.028	-0.060	0.474	0.570
14	UNROTATE	Factor4	-0.354	0.305	0.369	-0.257
15	TRANSFOR	Factor1	-0.487	0.735	-0.083	0.466
16	TRANSFOR	Factor2	0.495	0.677	0.040	-0.543
17	TRANSFOR	Factor3	-0.505	0.004	0.765	-0.399
18	TRANSFOR	Factor4	0.513	0.048	0.637	0.573
19	PATTERN	Factor1	-0.136	0.944	-0.228	0.217
20	PATTERN	Factor2	0.939	-0.134	0.239	-0.221
21	PATTERN	Factor3	-0.218	0.210	-0.188	0.933
22	PATTERN	Factor4	0.230	-0.216	0.925	-0.184
23	SCORE	Factor1	0.063	1.168	0.217	-0.204
24	SCORE	Factor2	1.185	0.064	-0.237	0.214
25	SCORE	Factor3	0.218	-0.211	0.135	1.198
26	SCORE	Factor4	-0.247	0.229	1.224	0.137

Obs	X1	X2	X3	X4	X5	X6	X7	Factor1	Factor2	Factor3	Factor4
1	4.1	0.6	6.9	4.7	2.4	2.3	5.2	-1.62203	0.36172	-1.02721	-1.47789
2	1.8	3.0	6.3	6.6	2.5	4.0	8.4	0.10558	-1.03925	0.52911	-0.84063
3	3.4	5.2	5.7	6.0	4.3	2.7	8.2	2.26263	0.58942	0.19578	-1.26518
4	2.7	1.0	7.1	5.9	1.8	2.3	7.8	-1.60213	-0.55599	0.65483	-0.73784
5	6.0	0.9	9.6	7.8	3.4	4.6	4.5	-0.72558	1.52615	-1.03233	0.54670
6	1.9	3.3	7.9	4.8	2.6	1.9	9.7	0.48611	-1.03151	1.63063	0.72285
7	4.6	2.4	9.5	6.6	3.5	4.5	7.6	0.25724	0.78594	0.80429	1.27598
8	1.3	4.2	6.2	5.1	2.8	2.2	6.9	1.43124	-1.60998	-0.90777	-0.73556
9	5.5	1.6	9.4	4.7	3.5	3.0	7.6	-0.49662	1.56825	1.08407	0.86629
10	4.0	3.5	6.5	6.0	3.7	3.2	8.7	0.69180	0.96821	1.05008	-0.95356
11	2.4	1.6	8.8	4.8	2.0	2.8	5.8	-0.50689	-1.35484	-0.84563	0.76022
12	3.9	2.2	9.1	4.6	3.0	2.5	8.3	-0.12435	0.31021	1.21386	1.07613
13	2.8	1.4	8.1	3.8	2.1	1.4	6.6	-0.89565	-0.77844	-0.20824	0.09867
14	3.7	1.5	8.6	5.7	2.7	3.7	6.7	-0.68959	-0.03742	0.04688	0.39955
15	4.7	1.3	9.9	6.7	3.0	2.6	6.8	-0.64660	0.64049	0.44933	1.33032
16	3.4	2.0	9.7	4.7	2.7	1.7	4.8	0.20126	-0.72537	-1.41886	1.35759
17	3.2	4.1	5.7	5.1	3.6	2.9	6.2	1.43650	0.08083	-1.15414	-1.61176
18	4.9	1.8	7.7	4.3	3.4	1.5	5.9	-0.37687	1.10135	-0.50000	-0.63089
19	5.3	1.4	9.7	6.1	3.3	3.9	6.8	-0.55151	1.21854	0.51122	1.06082
20	4.7	1.3	9.9	6.7	3.0	2.6	6.8	-0.64660	0.64049	0.44933	1.33032
21	3.3	0.9	8.6	4.0	2.1	1.8	6.3	-1.24316	-0.48245	-0.21552	0.32474
22	3.4	0.4	8.3	2.5	1.2	1.7	5.2	-1.63187	-0.51677	-0.97106	-0.14978
23	3.0	4.0	9.1	7.1	3.5	3.4	8.4	1.57761	-0.38826	0.82362	1.59776
24	2.4	1.5	6.7	4.8	1.9	2.5	7.2	-1.11343	-0.81135	0.02499	-0.99101
25	5.1	1.4	8.7	4.8	3.3	2.6	3.8	-0.33092	0.80432	-1.88543	-0.04426
26	4.6	2.1	7.9	5.8	3.4	2.8	4.7	0.08767	0.65148	-1.48939	-0.44481
27	2.4	1.5	6.6	4.8	1.9	2.5	7.2	-1.12908	-0.79424	0.01524	-1.07927
28	5.2	1.3	9.7	6.1	3.2	3.9	6.7	-0.64107	1.10994	0.43680	1.05169
29	3.5	2.8	9.9	3.5	3.1	1.7	5.4	0.94130	-0.54612	-1.07065	1.72061
30	4.1	3.7	5.9	5.5	3.9	3.0	8.4	0.83672	1.13070	0.74625	-1.48947
31	3.0	3.2	6.0	5.3	3.1	3.0	8.0	0.36295	0.04562	0.36046	-1.32604
32	2.8	3.8	8.9	6.9	3.3	3.2	8.2	1.36720	-0.57123	0.65531	1.40300
33	5.2	2.0	9.3	5.9	3.7	2.4	4.6	0.25060	0.93154	-1.31191	0.65080
34	3.4	3.7	6.4	5.7	3.5	3.4	8.4	0.88143	0.41687	0.67946	-0.91736
35	2.4	1.0	7.7	3.4	1.7	1.1	6.2	-1.31646	-1.14438	-0.54487	-0.29086
36	1.8	3.3	7.5	4.5	2.5	2.4	7.6	0.68936	-1.33690	-0.01119	0.20658
37	3.6	4.0	5.8	5.8	3.7	2.5	9.3	0.97416	0.83678	1.28100	-1.34884
38	4.0	0.9	9.1	5.4	2.4	2.6	7.3	-1.26031	0.19552	0.70410	0.72182

Obs	X1	X2	X3	X4	X5	X6	X7	Factor1	Factor2	Factor3	Factor4
39	0.0	2.1	6.9	5.4	1.1	2.6	8.9	-0.83009	-2.73768	0.82690	-0.10372
40	2.4	2.0	6.4	4.5	2.1	2.2	8.8	-0.87822	-0.51695	1.11628	-1.02139
41	1.9	3.4	7.6	4.6	2.6	2.5	7.7	0.79456	-1.24541	0.07296	0.30396
42	5.9	0.9	9.6	7.8	3.4	4.6	4.5	-0.73037	1.43640	-1.04883	0.56539
43	4.9	2.3	9.3	4.5	3.6	1.3	6.2	0.32306	0.89470	-0.20564	0.90295
44	5.0	1.3	8.6	4.7	3.1	2.5	3.7	-0.43613	0.71284	-1.96959	-0.14165
45	2.0	2.6	6.5	3.7	2.4	1.7	8.5	-0.25710	-0.90173	0.72764	-0.76945
46	5.0	2.5	9.4	4.6	3.7	1.4	6.3	0.52592	0.99151	-0.13911	1.01949
47	3.1	1.9	10.0	4.5	2.6	3.2	3.8	0.26502	-1.18657	-2.17692	1.57263
48	3.4	3.9	5.6	5.6	3.6	2.3	9.1	0.86141	0.65913	1.09506	-1.52445
49	5.8	0.2	8.8	4.5	3.0	2.4	6.7	-1.82741	1.74395	0.64202	-0.06543
50	5.4	2.1	8.0	3.0	3.8	1.4	5.2	0.07717	1.42002	-0.96994	-0.46277
51	3.7	0.7	8.2	6.0	2.1	2.5	5.2	-1.34017	-0.21445	-0.98418	-0.23665
52	2.6	4.8	8.2	5.0	3.6	2.5	9.0	2.12166	-0.46950	0.98217	1.08343
53	4.5	4.1	6.3	5.9	4.3	3.4	8.8	1.25753	1.49664	1.08288	-1.09995
54	2.8	2.4	6.7	4.9	2.5	2.6	9.2	-0.47305	-0.13390	1.44316	-0.72012
55	3.8	0.8	8.7	2.9	1.6	2.1	5.6	-1.21105	-0.15083	-0.63444	0.23974
56	2.9	2.6	7.7	7.0	2.8	3.6	7.7	0.07677	-0.40758	0.38872	0.05209
57	4.9	4.4	7.4	6.9	4.6	4.0	9.6	1.63864	1.79157	1.80749	-0.07713
58	5.4	2.5	9.6	5.5	4.0	3.0	7.7	0.39595	1.50568	1.00395	1.24253
59	4.3	1.8	7.6	5.4	3.1	2.5	4.4	-0.22794	0.37703	-1.74186	-0.73696
60	2.3	4.5	8.0	4.7	3.3	2.2	8.7	1.82170	-0.76107	0.73945	0.87954
61	3.1	1.9	9.9	4.5	2.6	3.1	3.8	0.24938	-1.16946	-2.18666	1.48438
62	5.1	1.9	9.2	5.8	3.6	2.3	4.5	0.14540	0.84005	-1.39607	0.55342
63	4.1	1.1	9.3	5.5	2.5	2.7	7.4	-1.04180	0.27520	0.78037	0.92661
64	3.0	3.8	5.5	4.9	3.4	2.6	6.0	1.12843	-0.10746	-1.30483	-1.82567
65	1.1	2.0	7.2	4.7	1.6	3.2	10.0	-0.96993	-1.65828	1.88621	0.03159
66	3.7	1.4	9.0	4.5	2.6	2.3	6.8	-0.73757	-0.09767	0.17902	0.74208
67	4.2	2.5	9.2	6.2	3.3	3.9	7.3	0.32749	0.44302	0.46482	1.07914
68	1.6	4.5	6.4	5.3	3.0	2.5	7.1	1.74410	-1.33194	-0.74059	-0.54033
69	5.3	1.7	8.5	3.7	3.5	1.9	4.8	-0.18851	1.16930	-1.16939	-0.11406
70	2.3	3.7	8.3	5.2	3.0	2.3	9.1	1.03578	-0.80085	1.21185	1.02574
71	3.6	5.4	5.9	6.2	4.5	2.9	8.4	2.47304	0.77238	0.36410	-1.07042
72	5.6	2.2	8.2	3.1	4.0	1.6	5.3	0.20280	1.58414	-0.85954	-0.29582
73	3.6	2.2	9.9	4.8	2.9	1.9	4.9	0.42455	-0.55593	-1.32609	1.54368
74	5.2	1.3	9.1	4.5	3.3	2.7	7.3	-0.81223	1.29380	0.83160	0.57414
75	3.0	2.0	6.6	6.6	2.4	2.7	8.2	-0.74091	-0.09385	0.78152	-1.00901
76	4.2	2.4	9.4	4.9	3.2	2.7	8.5	0.10648	0.56581	1.40842	1.34046

Obs	X1	X2	X3	X4	X5	X6	X7	Factor1	Factor2	Factor3	Factor4
77	3.8	0.8	8.3	6.1	2.2	2.6	5.3	-1.23496	-0.12296	-0.90003	-0.13927
78	3.3	2.6	9.7	3.3	2.9	1.5	5.2	0.73090	-0.72909	-1.23896	1.52585
79	1.0	1.9	7.1	4.5	1.5	3.1	9.9	-1.07514	-1.74976	1.80205	-0.06579
80	4.5	1.6	8.7	4.6	3.1	2.1	6.8	-0.55089	0.68232	0.24654	0.36609
81	5.5	1.8	8.7	3.8	3.6	2.1	4.9	-0.06288	1.33342	-1.05899	0.05288
82	3.4	4.6	5.5	8.2	4.0	4.4	6.3	1.89021	0.33468	-1.15322	-1.72122
83	1.6	2.8	6.1	6.4	2.3	3.8	8.2	-0.10483	-1.22222	0.36079	-1.03540
84	2.3	3.7	7.6	5.0	3.0	2.5	7.4	1.14535	-0.91104	-0.14054	0.26067
85	2.6	3.0	8.5	6.0	2.8	2.8	6.8	0.69417	-0.91423	-0.33322	0.81284
86	2.5	3.1	7.0	4.2	2.8	2.2	9.0	0.26892	-0.44431	1.14842	-0.28254
87	2.4	2.9	8.4	5.9	2.7	2.7	6.7	0.58418	-1.09546	-0.43388	0.73415
88	2.1	3.5	7.4	4.8	2.8	2.3	7.2	0.93494	-1.09401	-0.30885	0.06591
89	2.9	1.2	7.3	6.1	2.0	2.5	8.0	-1.39173	-0.37302	0.82315	-0.54308
90	4.3	2.5	9.3	6.3	3.4	4.0	7.4	0.33503	0.52918	0.56660	1.15737
91	3.0	2.8	7.8	7.1	3.0	3.8	7.9	0.26675	-0.29725	0.53079	0.17729
92	4.8	1.7	7.6	4.2	3.3	1.4	5.8	-0.48207	1.00986	-0.58416	-0.72827
93	3.1	4.2	5.1	7.8	3.6	4.0	5.9	1.47418	0.05850	-1.47334	-2.12944
94	1.9	2.7	5.0	4.9	2.2	2.5	8.2	-0.36019	-0.77003	0.32076	-2.08143
95	4.0	0.5	6.7	4.5	2.2	2.1	5.0	-1.72999	0.27383	-1.19665	-1.67219
96	0.6	1.6	6.4	5.0	0.7	2.1	8.4	-1.30347	-2.20785	0.58762	-0.79623
97	6.1	0.5	9.2	4.8	3.3	2.8	7.1	-1.50905	2.01482	0.97977	0.32363
98	2.0	2.8	5.2	5.0	2.4	2.7	8.4	-0.25223	-0.68213	0.49020	-1.88713
99	3.1	2.2	6.7	6.8	2.6	2.9	8.4	-0.55093	0.01648	0.92359	-0.88381
100	2.5	1.8	9.0	5.0	2.2	3.0	6.0	-0.30126	-1.26162	-0.69381	0.97367

Obs	X1	X2	X3	X4	X5	X6	X7	Factor1	Factor2	Factor3	Factor4	SumScale1	SumScale2	SumScale3	SumScale4
1	4.1	0.6	6.9	4.7	2.4	2.3	5.2	-1.62203	0.36172	-1.02721	-1.47789	0.6	4.1	5.2	6.9
2	1.8	3.0	6.3	6.6	2.5	4.0	8.4	0.10558	-1.03925	0.52911	-0.84063	3.0	1.8	8.4	6.3
3	3.4	5.2	5.7	6.0	4.3	2.7	8.2	2.26263	0.58942	0.19578	-1.26518	5.2	3.4	8.2	5.7
4	2.7	1.0	7.1	5.9	1.8	2.3	7.8	-1.60213	-0.55599	0.65483	-0.73784	1.0	2.7	7.8	7.1
5	6.0	0.9	9.6	7.8	3.4	4.6	4.5	-0.72558	1.52615	-1.03233	0.54670	0.9	6.0	4.5	9.6
6	1.9	3.3	7.9	4.8	2.6	1.9	9.7	0.48611	-1.03151	1.63063	0.72285	3.3	1.9	9.7	7.9
7	4.6	2.4	9.5	6.6	3.5	4.5	7.6	0.25724	0.78594	0.80429	1.27598	2.4	4.6	7.6	9.5
8	1.3	4.2	6.2	5.1	2.8	2.2	6.9	1.43124	-1.60998	-0.90777	-0.73556	4.2	1.3	6.9	6.2
9	5.5	1.6	9.4	4.7	3.5	3.0	7.6	-0.49662	1.56825	1.08407	0.86629	1.6	5.5	7.6	9.4
10	4.0	3.5	6.5	6.0	3.7	3.2	8.7	0.69180	0.96821	1.05008	-0.95356	3.5	4.0	8.7	6.5
11	2.4	1.6	8.8	4.8	2.0	2.8	5.8	-0.50689	-1.35484	-0.84563	0.76022	1.6	2.4	5.8	8.8
12	3.9	2.2	9.1	4.6	3.0	2.5	8.3	-0.12435	0.31021	1.21386	1.07613	2.2	3.9	8.3	9.1
13	2.8	1.4	8.1	3.8	2.1	1.4	6.6	-0.89565	-0.77844	-0.20824	0.09867	1.4	2.8	6.6	8.1
14	3.7	1.5	8.6	5.7	2.7	3.7	6.7	-0.68959	-0.03742	0.04688	0.39955	1.5	3.7	6.7	8.6
15	4.7	1.3	9.9	6.7	3.0	2.6	6.8	-0.64660	0.64049	0.44933	1.33032	1.3	4.7	6.8	9.9
16	3.4	2.0	9.7	4.7	2.7	1.7	4.8	0.20126	-0.72537	-1.41886	1.35759	2.0	3.4	4.8	9.7
17	3.2	4.1	5.7	5.1	3.6	2.9	6.2	1.43650	0.08083	-1.15414	-1.61176	4.1	3.2	6.2	5.7
18	4.9	1.8	7.7	4.3	3.4	1.5	5.9	-0.37687	1.10135	-0.50000	-0.63089	1.8	4.9	5.9	7.7
19	5.3	1.4	9.7	6.1	3.3	3.9	6.8	-0.55151	1.21854	0.51122	1.06082	1.4	5.3	6.8	9.7
20	4.7	1.3	9.9	6.7	3.0	2.6	6.8	-0.64660	0.64049	0.44933	1.33032	1.3	4.7	6.8	9.9
21	3.3	0.9	8.6	4.0	2.1	1.8	6.3	-1.24316	-0.48245	-0.21552	0.32474	0.9	3.3	6.3	8.6
22	3.4	0.4	8.3	2.5	1.2	1.7	5.2	-1.63187	-0.51677	-0.97106	-0.14978	0.4	3.4	5.2	8.3
23	3.0	4.0	9.1	7.1	3.5	3.4	8.4	1.57761	-0.38826	0.82362	1.59776	4.0	3.0	8.4	9.1
24	2.4	1.5	6.7	4.8	1.9	2.5	7.2	-1.11343	-0.81135	0.02499	-0.99101	1.5	2.4	7.2	6.7
25	5.1	1.4	8.7	4.8	3.3	2.6	3.8	-0.33092	0.80432	-1.88543	-0.04426	1.4	5.1	3.8	8.7
26	4.6	2.1	7.9	5.8	3.4	2.8	4.7	0.08767	0.65148	-1.48939	-0.44481	2.1	4.6	4.7	7.9
27	2.4	1.5	6.6	4.8	1.9	2.5	7.2	-1.12908	-0.79424	0.01524	-1.07927	1.5	2.4	7.2	6.6
28	5.2	1.3	9.7	6.1	3.2	3.9	6.7	-0.64107	1.10994	0.43680	1.05169	1.3	5.2	6.7	9.7
29	3.5	2.8	9.9	3.5	3.1	1.7	5.4	0.94130	-0.54612	-1.07065	1.72061	2.8	3.5	5.4	9.9
30	4.1	3.7	5.9	5.5	3.9	3.0	8.4	0.83672	1.13070	0.74625	-1.48947	3.7	4.1	8.4	5.9
31	3.0	3.2	6.0	5.3	3.1	3.0	8.0	0.36295	0.04562	0.36046	-1.32604	3.2	3.0	8.0	6.0
32	2.8	3.8	8.9	6.9	3.3	3.2	8.2	1.36720	-0.57123	0.65531	1.40300	3.8	2.8	8.2	8.9
33	5.2	2.0	9.3	5.9	3.7	2.4	4.6	0.25060	0.93154	-1.31191	0.65080	2.0	5.2	4.6	9.3
34	3.4	3.7	6.4	5.7	3.5	3.4	8.4	0.88143	0.41687	0.67946	-0.91736	3.7	3.4	8.4	6.4
35	2.4	1.0	7.7	3.4	1.7	1.1	6.2	-1.31646	-1.14438	-0.54487	-0.29086	1.0	2.4	6.2	7.7
36	1.8	3.3	7.5	4.5	2.5	2.4	7.6	0.68936	-1.33690	-0.01119	0.20658	3.3	1.8	7.6	7.5
37	3.6	4.0	5.8	5.8	3.7	2.5	9.3	0.97416	0.83678	1.28100	-1.34884	4.0	3.6	9.3	5.8
38	4.0	0.9	9.1	5.4	2.4	2.6	7.3	-1.26031	0.19552	0.70410	0.72182	0.9	4.0	7.3	9.1

Obs	X1	X2	X3	X4	X5	X6	X7	Factor1	Factor2	Factor3	Factor4	SumScale1	SumScale2	SumScale3	SumScale4
39	0.0	2.1	6.9	5.4	1.1	2.6	8.9	-0.83009	-2.73768	0.82690	-0.10372	2.1	0.0	8.9	6.9
40	2.4	2.0	6.4	4.5	2.1	2.2	8.8	-0.87822	-0.51695	1.11628	-1.02139	2.0	2.4	8.8	6.4
41	1.9	3.4	7.6	4.6	2.6	2.5	7.7	0.79456	-1.24541	0.07296	0.30396	3.4	1.9	7.7	7.6
42	5.9	0.9	9.6	7.8	3.4	4.6	4.5	-0.73037	1.43640	-1.04883	0.56539	0.9	5.9	4.5	9.6
43	4.9	2.3	9.3	4.5	3.6	1.3	6.2	0.32306	0.89470	-0.20564	0.90295	2.3	4.9	6.2	9.3
44	5.0	1.3	8.6	4.7	3.1	2.5	3.7	-0.43613	0.71284	-1.96959	-0.14165	1.3	5.0	3.7	8.6
45	2.0	2.6	6.5	3.7	2.4	1.7	8.5	-0.25710	-0.90173	0.72764	-0.76945	2.6	2.0	8.5	6.5
46	5.0	2.5	9.4	4.6	3.7	1.4	6.3	0.52592	0.99151	-0.13911	1.01949	2.5	5.0	6.3	9.4
47	3.1	1.9	10.0	4.5	2.6	3.2	3.8	0.26502	-1.18657	-2.17692	1.57263	1.9	3.1	3.8	10.0
48	3.4	3.9	5.6	5.6	3.6	2.3	9.1	0.86141	0.65913	1.09506	-1.52445	3.9	3.4	9.1	5.6
49	5.8	0.2	8.8	4.5	3.0	2.4	6.7	-1.82741	1.74395	0.64202	-0.06543	0.2	5.8	6.7	8.8
50	5.4	2.1	8.0	3.0	3.8	1.4	5.2	0.07717	1.42002	-0.96994	-0.46277	2.1	5.4	5.2	8.0
51	3.7	0.7	8.2	6.0	2.1	2.5	5.2	-1.34017	-0.21445	-0.98418	-0.23665	0.7	3.7	5.2	8.2
52	2.6	4.8	8.2	5.0	3.6	2.5	9.0	2.12166	-0.46950	0.98217	1.08343	4.8	2.6	9.0	8.2
53	4.5	4.1	6.3	5.9	4.3	3.4	8.8	1.25753	1.49664	1.08288	-1.09995	4.1	4.5	8.8	6.3
54	2.8	2.4	6.7	4.9	2.5	2.6	9.2	-0.47305	-0.13390	1.44316	-0.72012	2.4	2.8	9.2	6.7
55	3.8	0.8	8.7	2.9	1.6	2.1	5.6	-1.21105	-0.15083	-0.63444	0.23974	0.8	3.8	5.6	8.7
56	2.9	2.6	7.7	7.0	2.8	3.6	7.7	0.07677	-0.40758	0.38872	0.05209	2.6	2.9	7.7	7.7
57	4.9	4.4	7.4	6.9	4.6	4.0	9.6	1.63864	1.79157	1.80749	-0.07713	4.4	4.9	9.6	7.4
58	5.4	2.5	9.6	5.5	4.0	3.0	7.7	0.39595	1.50568	1.00395	1.24253	2.5	5.4	7.7	9.6
59	4.3	1.8	7.6	5.4	3.1	2.5	4.4	-0.22794	0.37703	-1.74186	-0.73696	1.8	4.3	4.4	7.6
60	2.3	4.5	8.0	4.7	3.3	2.2	8.7	1.82170	-0.76107	0.73945	0.87954	4.5	2.3	8.7	8.0
61	3.1	1.9	9.9	4.5	2.6	3.1	3.8	0.24938	-1.16946	-2.18666	1.48438	1.9	3.1	3.8	9.9
62	5.1	1.9	9.2	5.8	3.6	2.3	4.5	0.14540	0.84005	-1.39607	0.55342	1.9	5.1	4.5	9.2
63	4.1	1.1	9.3	5.5	2.5	2.7	7.4	-1.04180	0.27520	0.78037	0.92661	1.1	4.1	7.4	9.3
64	3.0	3.8	5.5	4.9	3.4	2.6	6.0	1.12843	-0.10746	-1.30483	-1.82567	3.8	3.0	6.0	5.5
65	1.1	2.0	7.2	4.7	1.6	3.2	10.0	-0.96993	-1.65828	1.88621	0.03159	2.0	1.1	10.0	7.2
66	3.7	1.4	9.0	4.5	2.6	2.3	6.8	-0.73757	-0.09767	0.17902	0.74208	1.4	3.7	6.8	9.0
67	4.2	2.5	9.2	6.2	3.3	3.9	7.3	0.32749	0.44302	0.46482	1.07914	2.5	4.2	7.3	9.2
68	1.6	4.5	6.4	5.3	3.0	2.5	7.1	1.74410	-1.33194	-0.74059	-0.54033	4.5	1.6	7.1	6.4
69	5.3	1.7	8.5	3.7	3.5	1.9	4.8	-0.18851	1.16930	-1.16939	-0.11406	1.7	5.3	4.8	8.5
70	2.3	3.7	8.3	5.2	3.0	2.3	9.1	1.03578	-0.80085	1.21185	1.02574	3.7	2.3	9.1	8.3
71	3.6	5.4	5.9	6.2	4.5	2.9	8.4	2.47304	0.77238	0.36410	-1.07042	5.4	3.6	8.4	5.9
72	5.6	2.2	8.2	3.1	4.0	1.6	5.3	0.20280	1.58414	-0.85954	-0.29582	2.2	5.6	5.3	8.2
73	3.6	2.2	9.9	4.8	2.9	1.9	4.9	0.42455	-0.55593	-1.32609	1.54368	2.2	3.6	4.9	9.9
74	5.2	1.3	9.1	4.5	3.3	2.7	7.3	-0.81223	1.29380	0.83160	0.57414	1.3	5.2	7.3	9.1
75	3.0	2.0	6.6	6.6	2.4	2.7	8.2	-0.74091	-0.09385	0.78152	-1.00901	2.0	3.0	8.2	6.6
76	4.2	2.4	9.4	4.9	3.2	2.7	8.5	0.10648	0.56581	1.40842	1.34046	2.4	4.2	8.5	9.4

Obs	X1	X2	X3	X4	X5	X6	X7	Factor1	Factor2	Factor3	Factor4	SumScale1	SumScale2	SumScale3	SumScale4
77	3.8	0.8	8.3	6.1	2.2	2.6	5.3	-1.23496	-0.12296	-0.90003	-0.13927	0.8	3.8	5.3	8.3
78	3.3	2.6	9.7	3.3	2.9	1.5	5.2	0.73090	-0.72909	-1.23896	1.52585	2.6	3.3	5.2	9.7
79	1.0	1.9	7.1	4.5	1.5	3.1	9.9	-1.07514	-1.74976	1.80205	-0.06579	1.9	1.0	9.9	7.1
80	4.5	1.6	8.7	4.6	3.1	2.1	6.8	-0.55089	0.68232	0.24654	0.36609	1.6	4.5	6.8	8.7
81	5.5	1.8	8.7	3.8	3.6	2.1	4.9	-0.06288	1.33342	-1.05899	0.05288	1.8	5.5	4.9	8.7
82	3.4	4.6	5.5	8.2	4.0	4.4	6.3	1.89021	0.33468	-1.15322	-1.72122	4.6	3.4	6.3	5.5
83	1.6	2.8	6.1	6.4	2.3	3.8	8.2	-0.10483	-1.22222	0.36079	-1.03540	2.8	1.6	8.2	6.1
84	2.3	3.7	7.6	5.0	3.0	2.5	7.4	1.14535	-0.91104	-0.14054	0.26067	3.7	2.3	7.4	7.6
85	2.6	3.0	8.5	6.0	2.8	2.8	6.8	0.69417	-0.91423	-0.33322	0.81284	3.0	2.6	6.8	8.5
86	2.5	3.1	7.0	4.2	2.8	2.2	9.0	0.26892	-0.44431	1.14842	-0.28254	3.1	2.5	9.0	7.0
87	2.4	2.9	8.4	5.9	2.7	2.7	6.7	0.58418	-1.09546	-0.43388	0.73415	2.9	2.4	6.7	8.4
88	2.1	3.5	7.4	4.8	2.8	2.3	7.2	0.93494	-1.09401	-0.30885	0.06591	3.5	2.1	7.2	7.4
89	2.9	1.2	7.3	6.1	2.0	2.5	8.0	-1.39173	-0.37302	0.82315	-0.54308	1.2	2.9	8.0	7.3
90	4.3	2.5	9.3	6.3	3.4	4.0	7.4	0.33503	0.52918	0.56660	1.15737	2.5	4.3	7.4	9.3
91	3.0	2.8	7.8	7.1	3.0	3.8	7.9	0.26675	-0.29725	0.53079	0.17729	2.8	3.0	7.9	7.8
92	4.8	1.7	7.6	4.2	3.3	1.4	5.8	-0.48207	1.00986	-0.58416	-0.72827	1.7	4.8	5.8	7.6
93	3.1	4.2	5.1	7.8	3.6	4.0	5.9	1.47418	0.05850	-1.47334	-2.12944	4.2	3.1	5.9	5.1
94	1.9	2.7	5.0	4.9	2.2	2.5	8.2	-0.36019	-0.77003	0.32076	-2.08143	2.7	1.9	8.2	5.0
95	4.0	0.5	6.7	4.5	2.2	2.1	5.0	-1.72999	0.27383	-1.19665	-1.67219	0.5	4.0	5.0	6.7
96	0.6	1.6	6.4	5.0	0.7	2.1	8.4	-1.30347	-2.20785	0.58762	-0.79623	1.6	0.6	8.4	6.4
97	6.1	0.5	9.2	4.8	3.3	2.8	7.1	-1.50905	2.01482	0.97977	0.32363	0.5	6.1	7.1	9.2
98	2.0	2.8	5.2	5.0	2.4	2.7	8.4	-0.25223	-0.68213	0.49020	-1.88713	2.8	2.0	8.4	5.2
99	3.1	2.2	6.7	6.8	2.6	2.9	8.4	-0.55093	0.01648	0.92359	-0.88381	2.2	3.1	8.4	6.7
100	2.5	1.8	9.0	5.0	2.2	3.0	6.0	-0.30126	-1.26162	-0.69381	0.97367	1.8	2.5	6.0	9.0

The MEANS Procedure

Variable	Label	N	Mean	Std Dev	Minimum	Maximum
Factor1		100	8.548717E-17	1.0000000	-1.8274124	2.4730397
Factor2		100	2.753353E-16	1.0000000	-2.7376825	2.0148208
Factor3		100	-3.9968E-17	1.0000000	-2.1866609	1.8862080
Factor4		100	-2.42029E-16	1.0000000	-2.1294378	1.7206098
SumScale1	SumScale1 - Price Level	100	2.3640000	1.1956588	0.2000000	5.4000000
SumScale2	SumScale2 - Delivery Speed	100	3.5150000	1.3207264	0	6.1000000
SumScale3	SumScale3 - Product Quality	100	6.9710000	1.5852410	3.7000000	10.0000000
SumScale4	SumScale4 - Price Flexibility	100	7.8940000	1.3865020	5.0000000	10.0000000

The CORR Procedure

8 Variables:	Factor1 Factor2 Factor3 Factor4 SumScale1 SumScale2 SumScale3 SumScale4

Simple Statistics							
Variable	N	Mean	Std Dev	Sum	Minimum	Maximum	Label
Factor1	100	0	1.00000	0	-1.82741	2.47304	
Factor2	100	0	1.00000	0	-2.73768	2.01482	
Factor3	100	0	1.00000	0	-2.18666	1.88621	
Factor4	100	0	1.00000	0	-2.12944	1.72061	
SumScale1	100	2.36400	1.19566	236.40000	0.20000	5.40000	SumScale1 - Price Level
SumScale2	100	3.51500	1.32073	351.50000	0	6.10000	SumScale2 - Delivery Speed
SumScale3	100	6.97100	1.58524	697.10000	3.70000	10.00000	SumScale3 - Product Quality
SumScale4	100	7.89400	1.38650	789.40000	5.00000	10.00000	SumScale4 - Price Flexibility

Pearson Correlation Coefficients, N = 100 Prob > |r| under H0: Rho=0								
	Factor1	**Factor2**	**Factor3**	**Factor4**	**SumScale1**	**SumScale2**	**SumScale3**	**SumScale4**
Factor1	1.00000	0.00000 1.0000	0.00000 1.0000	0.00000 1.0000	0.94401 <.0001	-0.13554 0.1788	0.21656 0.0305	-0.22831 0.0223
Factor2	0.00000 1.0000	1.00000	0.00000 1.0000	0.00000 1.0000	-0.13400 0.1838	0.93879 <.0001	-0.22142 0.0268	0.23931 0.0165
Factor3	0.00000 1.0000	0.00000 1.0000	1.00000	0.00000 1.0000	0.20985 0.0361	-0.21764 0.0296	0.93280 <.0001	-0.18787 0.0612
Factor4	0.00000 1.0000	0.00000 1.0000	0.00000 1.0000	1.00000	-0.21646 0.0305	0.23010 0.0213	-0.18429 0.0664	0.92483 <.0001
SumScale1 SumScale1 - Price Level	0.94401 <.0001	-0.13400 0.1838	0.20985 0.0361	-0.21646 0.0305	1.00000	-0.34923 0.0004	0.46975 <.0001	-0.48721 <.0001
SumScale2 SumScale2 - Delivery Speed	-0.13554 0.1788	0.93879 <.0001	-0.21764 0.0296	0.23010 0.0213	-0.34923 0.0004	1.00000	-0.48263 <.0001	0.50930 <.0001
SumScale3 SumScale3 - Product Quality	0.21656 0.0305	-0.22142 0.0268	0.93280 <.0001	-0.18429 0.0664	0.46975 <.0001	-0.48263 <.0001	1.00000	-0.44811 <.0001
SumScale4 SumScale4 - Price Flexibility	-0.22831 0.0223	0.23931 0.0165	-0.18787 0.0612	0.92483 <.0001	-0.48721 <.0001	0.50930 <.0001	-0.44811 <.0001	1.00000

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	**Mean**	**Std Dev**
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X7	6.9710000	1.5852410

Correlations					
		X1	**X2**	**X3**	**X7**
X1	X1 - Delivery Speed	1.00000	-0.34923	0.50930	-0.48263
X2	X2 - Price Level	-0.34923	1.00000	-0.48721	0.46975
X3	X3 - Price Flexibility	0.50930	-0.48721	1.00000	-0.44811
X7	X7 - Product Quality	-0.48263	0.46975	-0.44811	1.00000

The FACTOR Procedure
Initial Factor Method: Principal Components

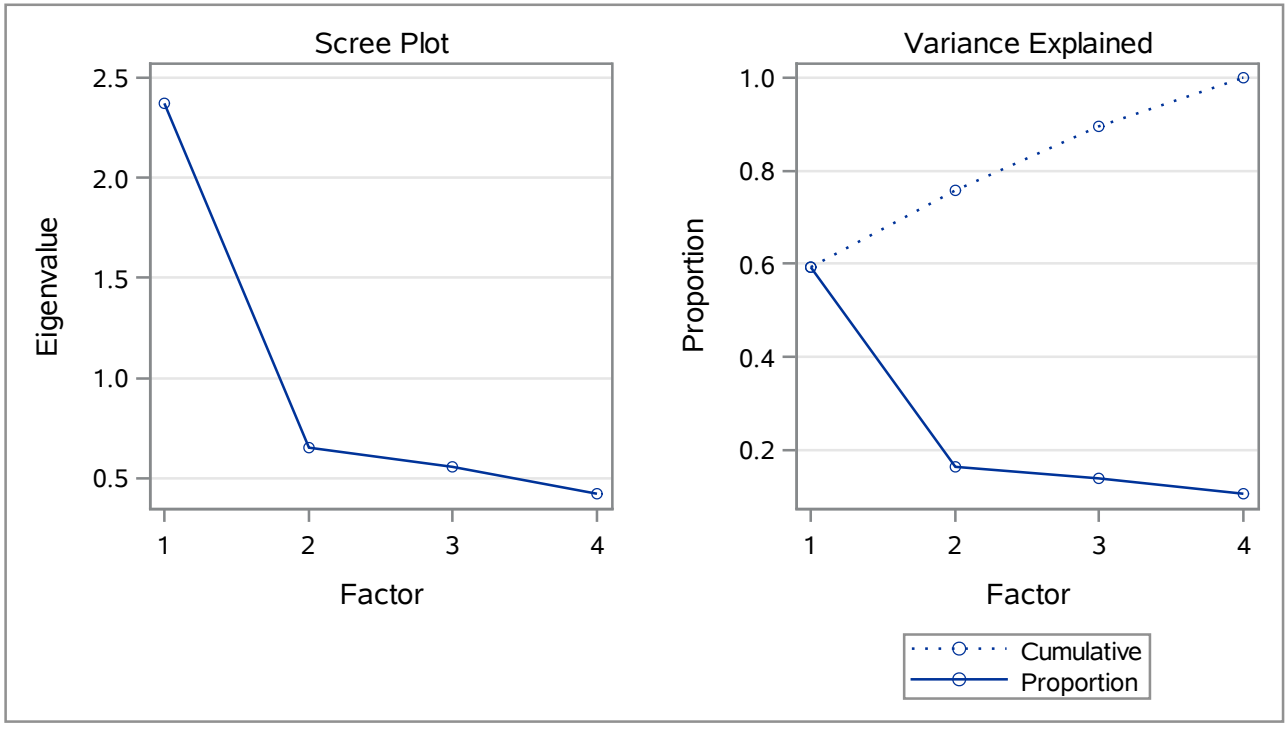
Partial Correlations Controlling all other Variables					
		X1	X2	X3	X7
X1	X1 - Delivery Speed	1.00000	-0.03136	0.34465	-0.30632
X2	X2 - Price Level	-0.03136	1.00000	-0.31817	0.29681
X3	X3 - Price Flexibility	0.34465	-0.31817	1.00000	-0.14856
X7	X7 - Product Quality	-0.30632	0.29681	-0.14856	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.74972446			
X1	X2	X3	X7
0.74199374	0.75293912	0.74236549	0.76235102

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 4 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.37458493	1.72313354	0.5936	0.5936
2	0.65145139	0.09782544	0.1629	0.7565
3	0.55362595	0.13328822	0.1384	0.8949
4	0.42033773		0.1051	1.0000

4 factors will be retained by the NFACTOR criterion.



The FACTOR Procedure
Initial Factor Method: Principal Components

Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X3	X3 - Price Flexibility	0.79881	0.03756	0.47369	0.36894
X1	X1 - Delivery Speed	0.75871	0.54589	0.02840	-0.35433
X2	X2 - Price Level	-0.74265	0.59332	-0.06049	0.30462
X7	X7 - Product Quality	-0.78059	0.00455	0.56989	-0.25667

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
2.3745849	0.6514514	0.5536260	0.4203377

Final Communality Estimates: Total = 4.000000			
X1	X2	X3	X7
1.0000000	1.0000000	1.0000000	1.0000000

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	**Mean**	**Std Dev**
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X7	6.9710000	1.5852410

Correlations					
		X1	**X2**	**X3**	**X7**
X1	X1 - Delivery Speed	1.00000	-0.34923	0.50930	-0.48263
X2	X2 - Price Level	-0.34923	1.00000	-0.48721	0.46975
X3	X3 - Price Flexibility	0.50930	-0.48721	1.00000	-0.44811
X7	X7 - Product Quality	-0.48263	0.46975	-0.44811	1.00000

The FACTOR Procedure
Initial Factor Method: Principal Components

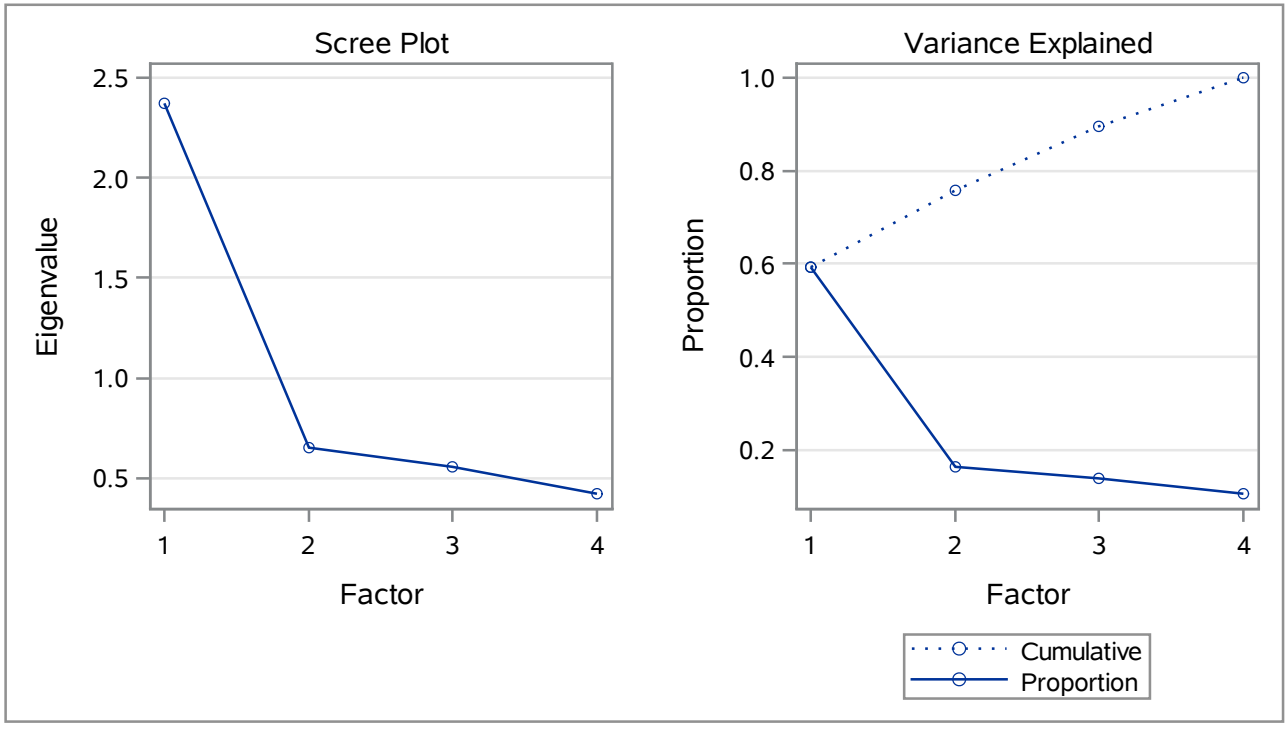
Partial Correlations Controlling all other Variables					
		X1	X2	X3	X7
X1	X1 - Delivery Speed	1.00000	-0.03136	0.34465	-0.30632
X2	X2 - Price Level	-0.03136	1.00000	-0.31817	0.29681
X3	X3 - Price Flexibility	0.34465	-0.31817	1.00000	-0.14856
X7	X7 - Product Quality	-0.30632	0.29681	-0.14856	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.74972446			
X1	X2	X3	X7
0.74199374	0.75293912	0.74236549	0.76235102

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 4 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.37458493	1.72313354	0.5936	0.5936
2	0.65145139	0.09782544	0.1629	0.7565
3	0.55362595	0.13328822	0.1384	0.8949
4	0.42033773		0.1051	1.0000

4 factors will be retained by the NFACTOR criterion.



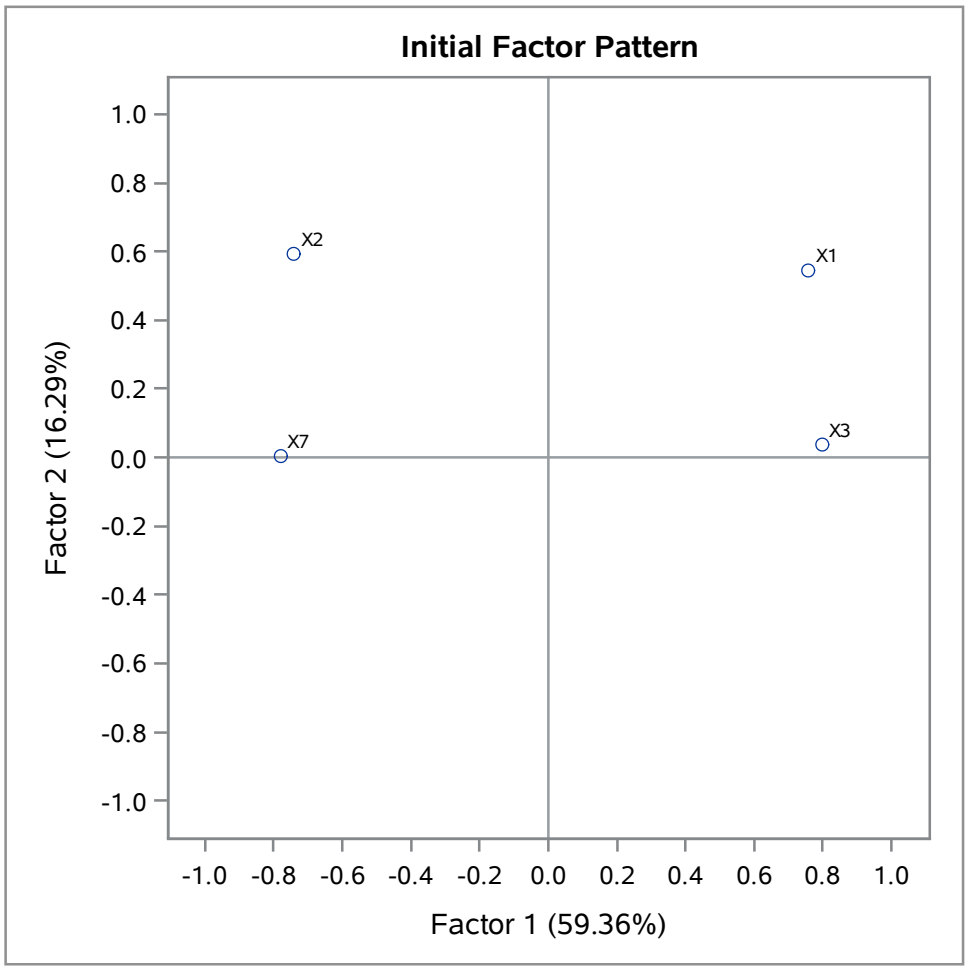
The FACTOR Procedure
Initial Factor Method: Principal Components

Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X3	X3 - Price Flexibility	0.79881	0.03756	0.47369	0.36894
X1	X1 - Delivery Speed	0.75871	0.54589	0.02840	-0.35433
X2	X2 - Price Level	-0.74265	0.59332	-0.06049	0.30462
X7	X7 - Product Quality	-0.78059	0.00455	0.56989	-0.25667

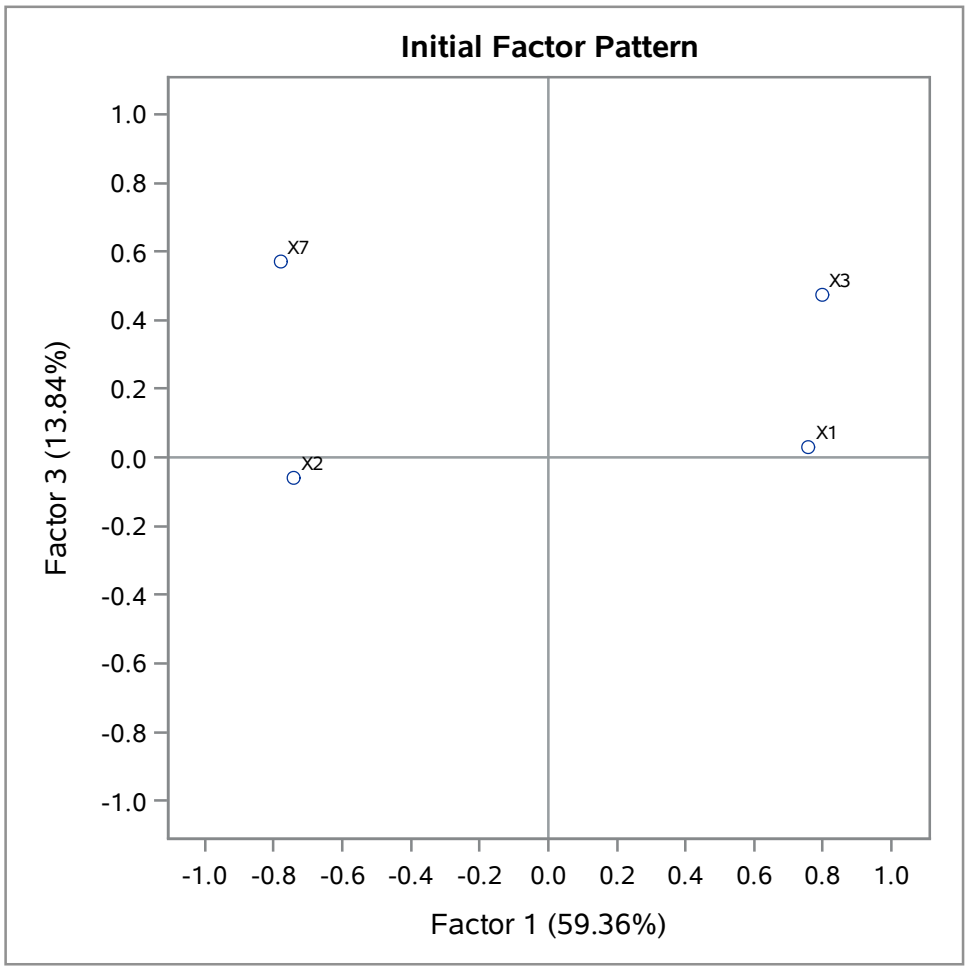
Variance Explained by Each Factor			
Factor1	**Factor2**	**Factor3**	**Factor4**
2.3745849	0.6514514	0.5536260	0.4203377

Final Communality Estimates: Total = 4.000000			
X1	**X2**	**X3**	**X7**
1.0000000	1.0000000	1.0000000	1.0000000

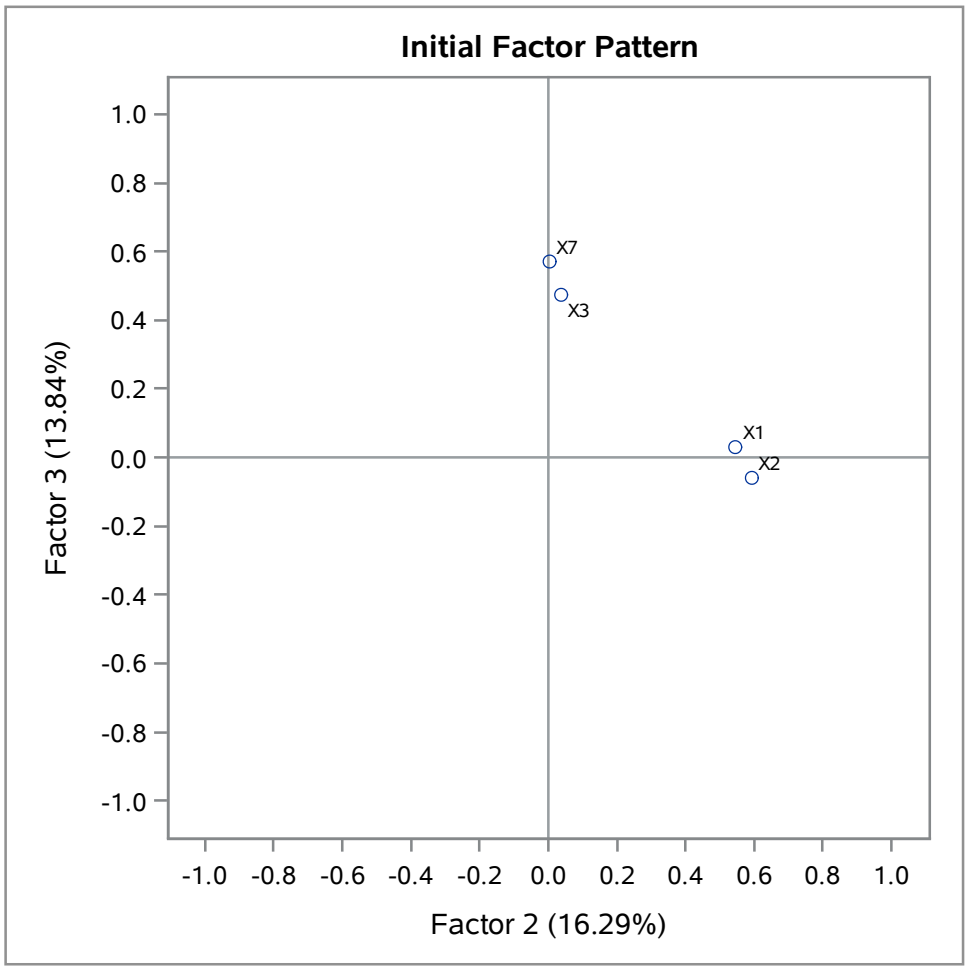
The FACTOR Procedure
Initial Factor Method: Principal Components



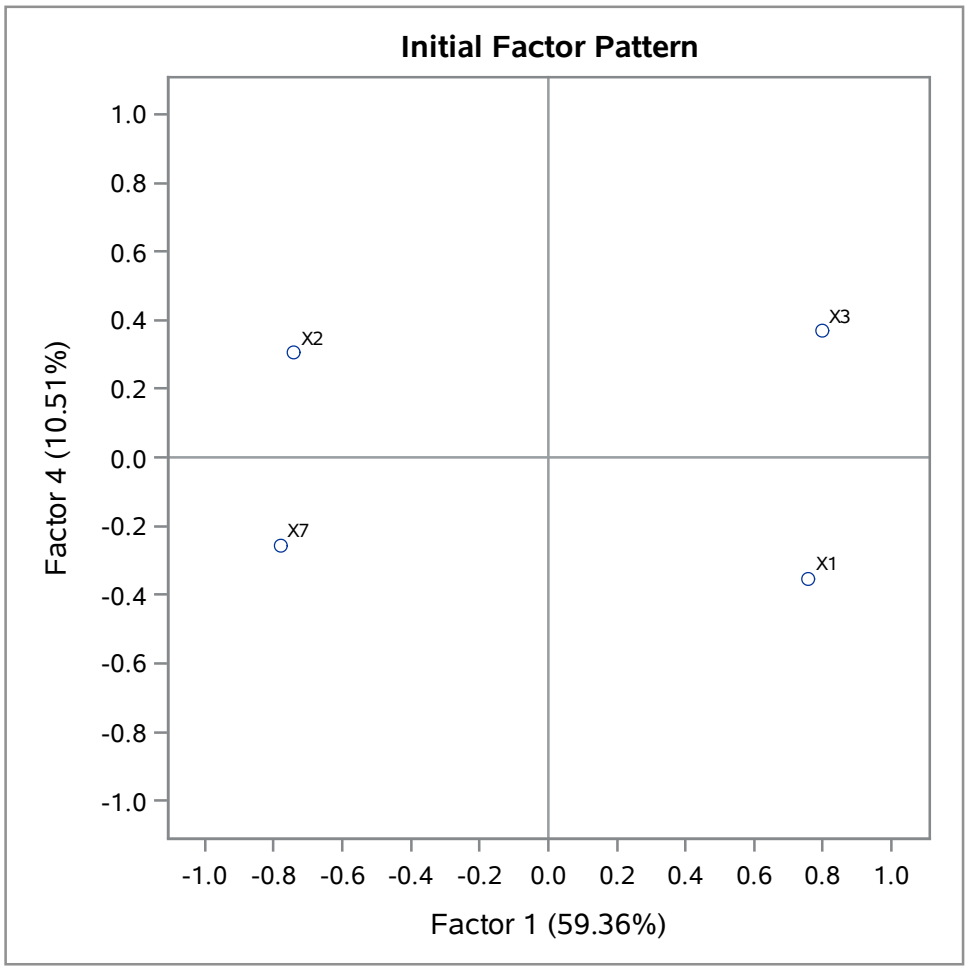
The FACTOR Procedure
Initial Factor Method: Principal Components



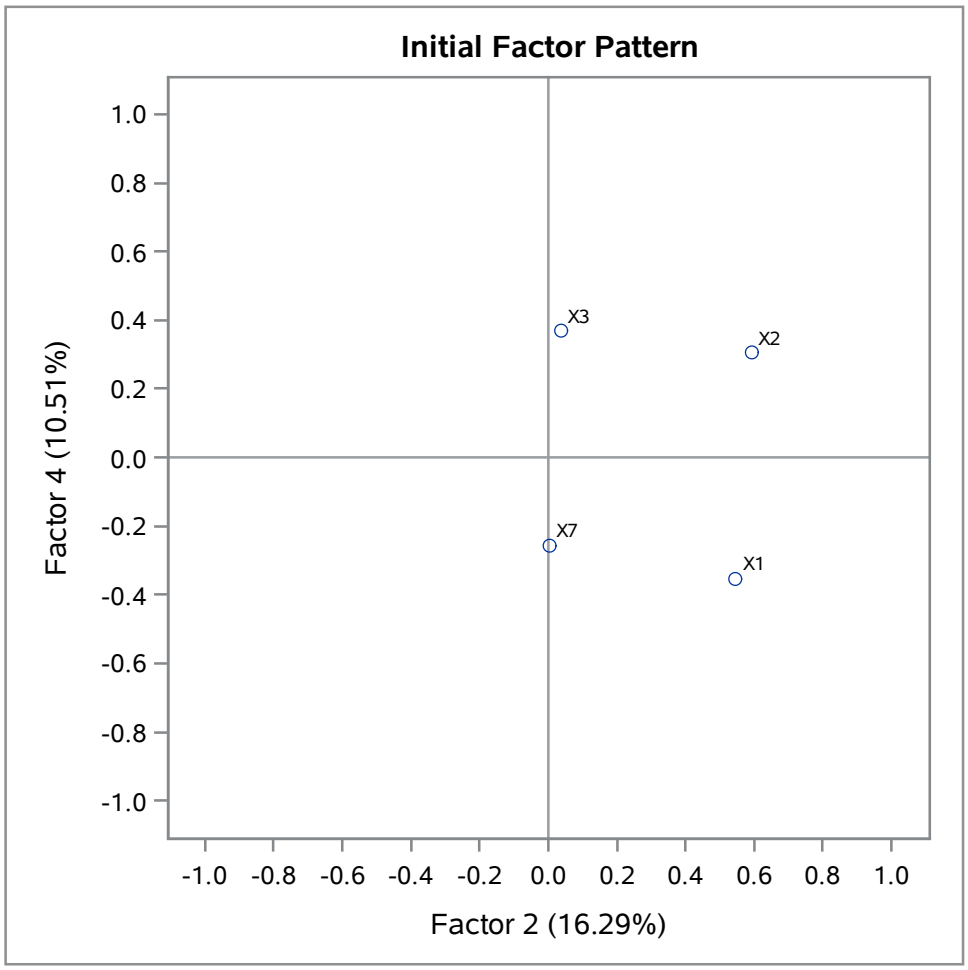
The FACTOR Procedure
Initial Factor Method: Principal Components



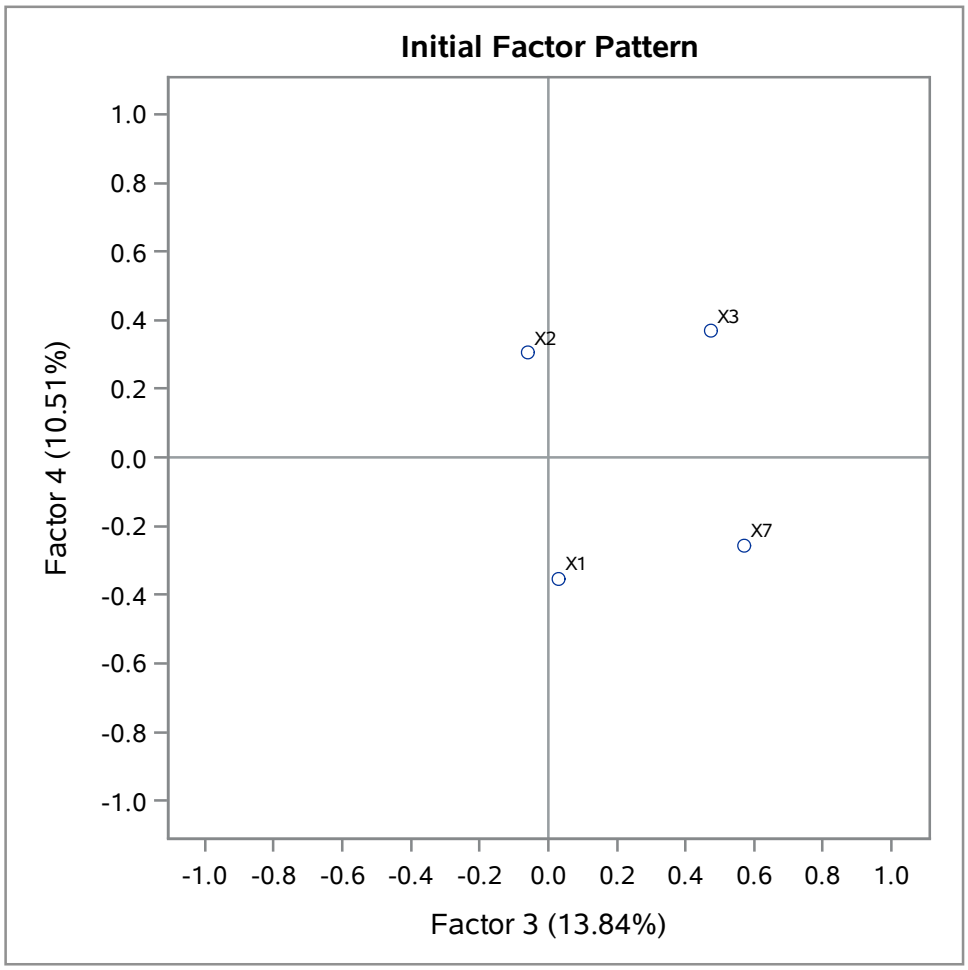
The FACTOR Procedure
Initial Factor Method: Principal Components



The FACTOR Procedure
Initial Factor Method: Principal Components



The FACTOR Procedure
Initial Factor Method: Principal Components



The FACTOR Procedure
Rotation Method: Varimax

Orthogonal Transformation Matrix				
	1	2	3	4
1	-0.48654	0.49515	-0.50501	0.51291
2	0.73453	0.67688	0.00444	0.04770
3	-0.08251	0.03963	0.76537	0.63705
4	0.46576	-0.54322	-0.39895	0.57343

Rotated Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X2	X2 - Price Level	0.94401	-0.13400	0.20985	-0.21646
X1	X1 - Delivery Speed	-0.13554	0.93879	-0.21764	0.23010
X7	X7 - Product Quality	0.21656	-0.22142	0.93280	-0.18429
X3	X3 - Price Flexibility	-0.22831	0.23931	-0.18787	0.92483

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0085496	1.0055667	0.9968145	0.9890692

Final Communality Estimates: Total = 4.000000			
X1	X2	X3	X7
1.0000000	1.0000000	1.0000000	1.0000000

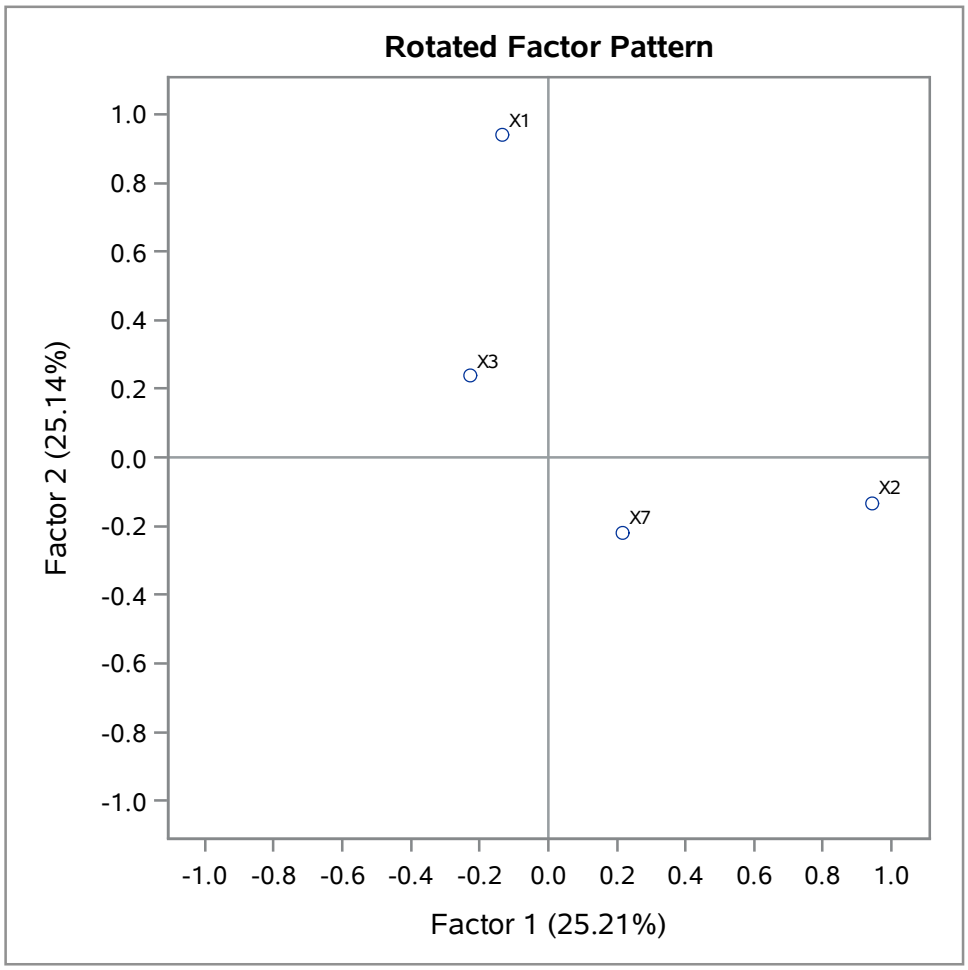
The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

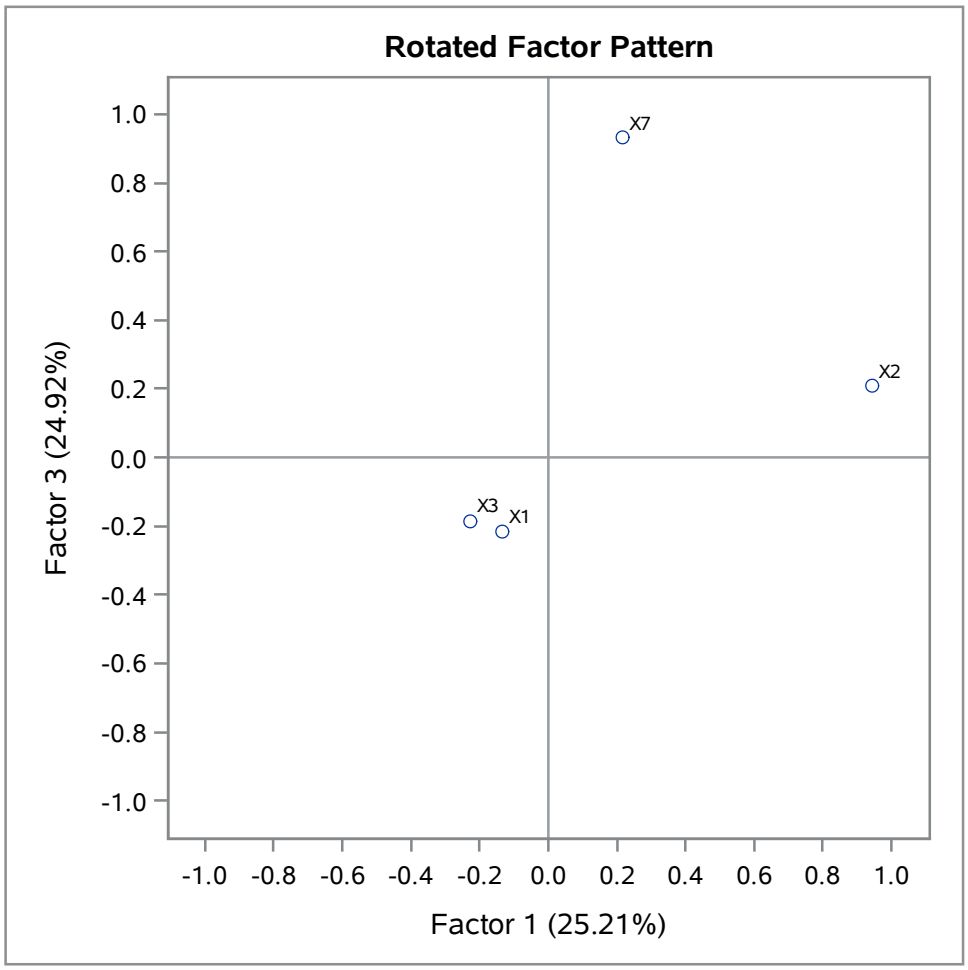
Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
X2	X2 - Price Level	1.16770255	0.06360668	-0.210756	0.22900143
X1	X1 - Delivery Speed	0.06320542	1.18535604	0.21792097	-0.2468527
X7	X7 - Product Quality	-0.2042721	0.21446108	1.1975057	0.1373401
X3	X3 - Price Flexibility	0.21687761	-0.2372931	0.13507617	1.22366518

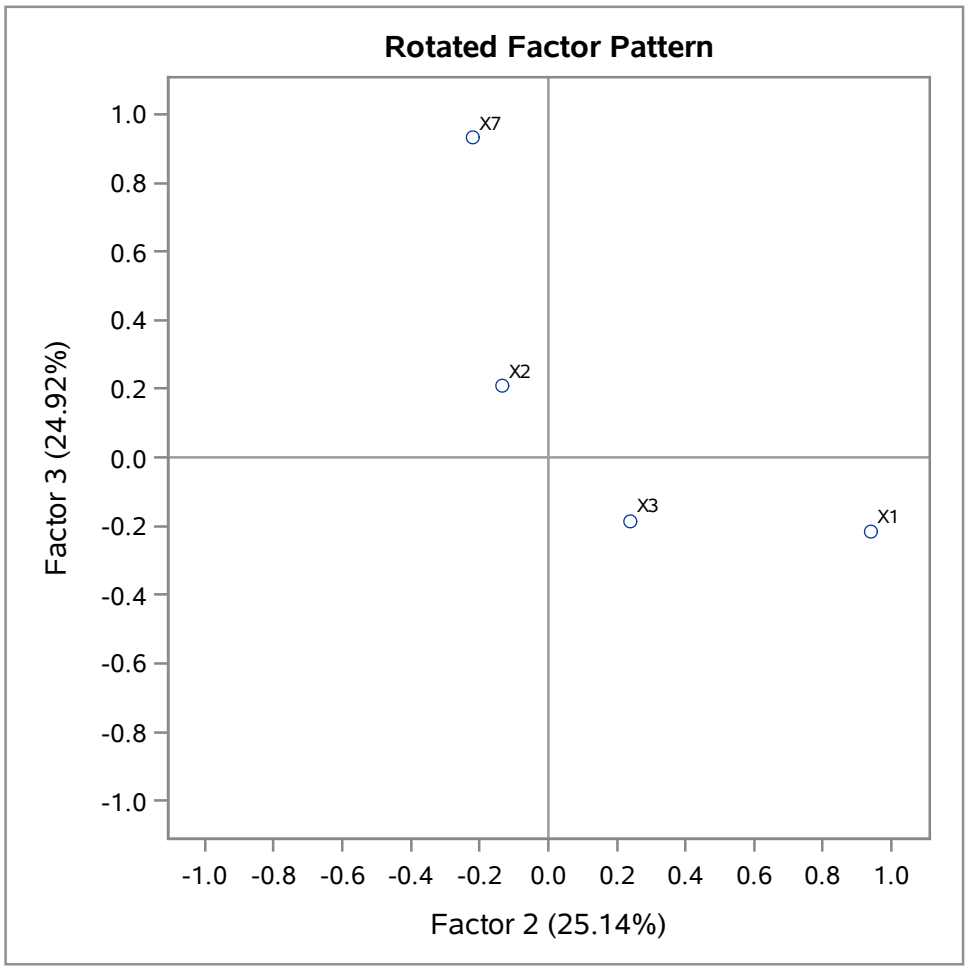
The FACTOR Procedure
Rotation Method: Varimax



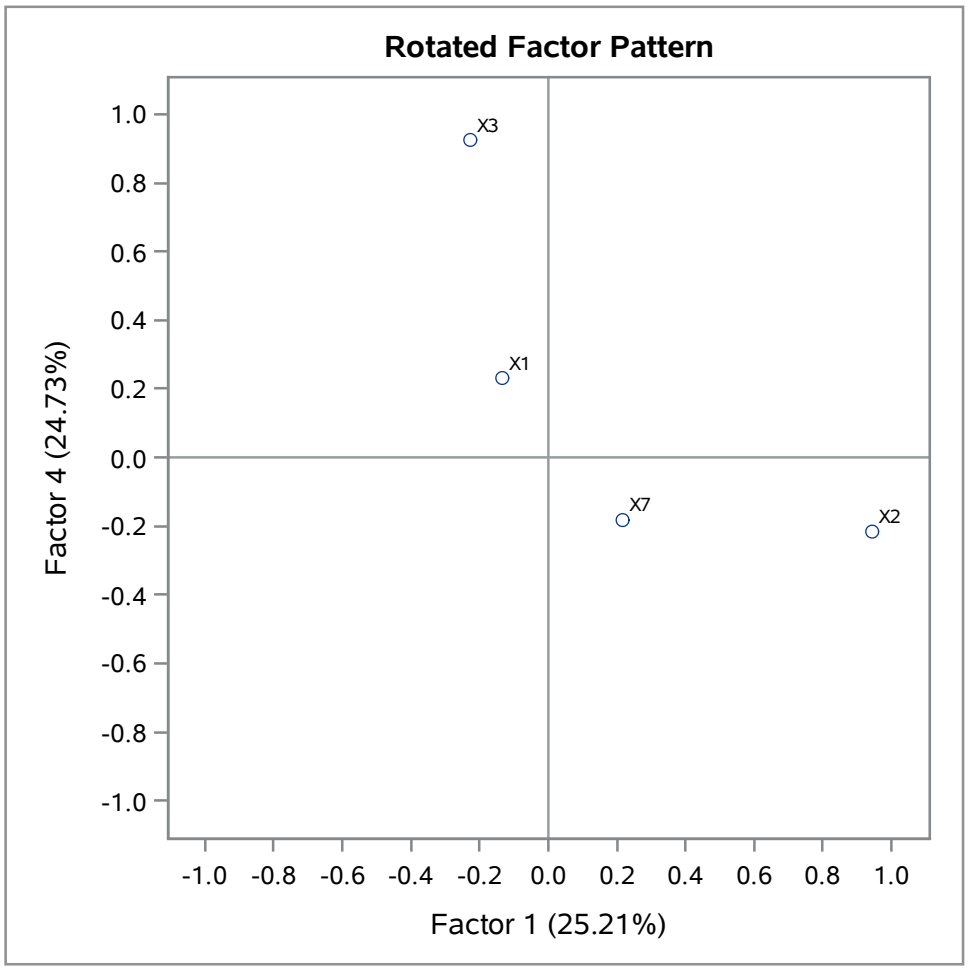
The FACTOR Procedure
Rotation Method: Varimax



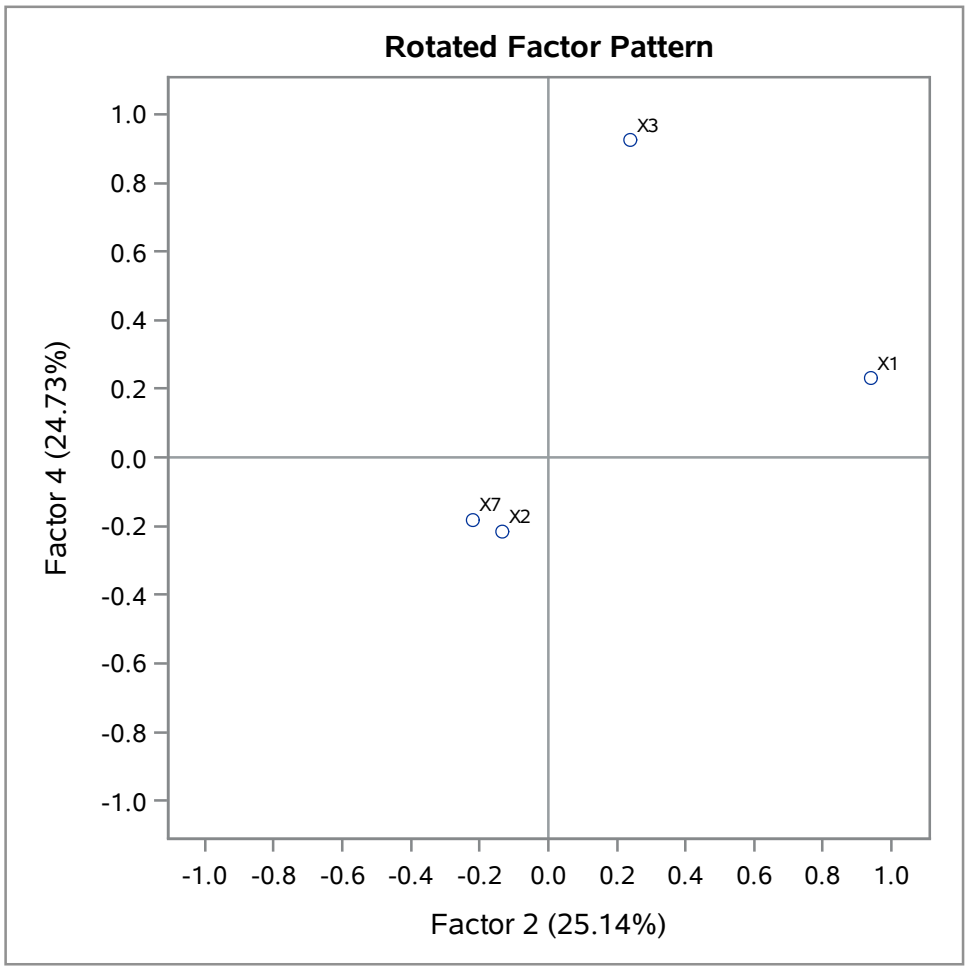
The FACTOR Procedure
Rotation Method: Varimax



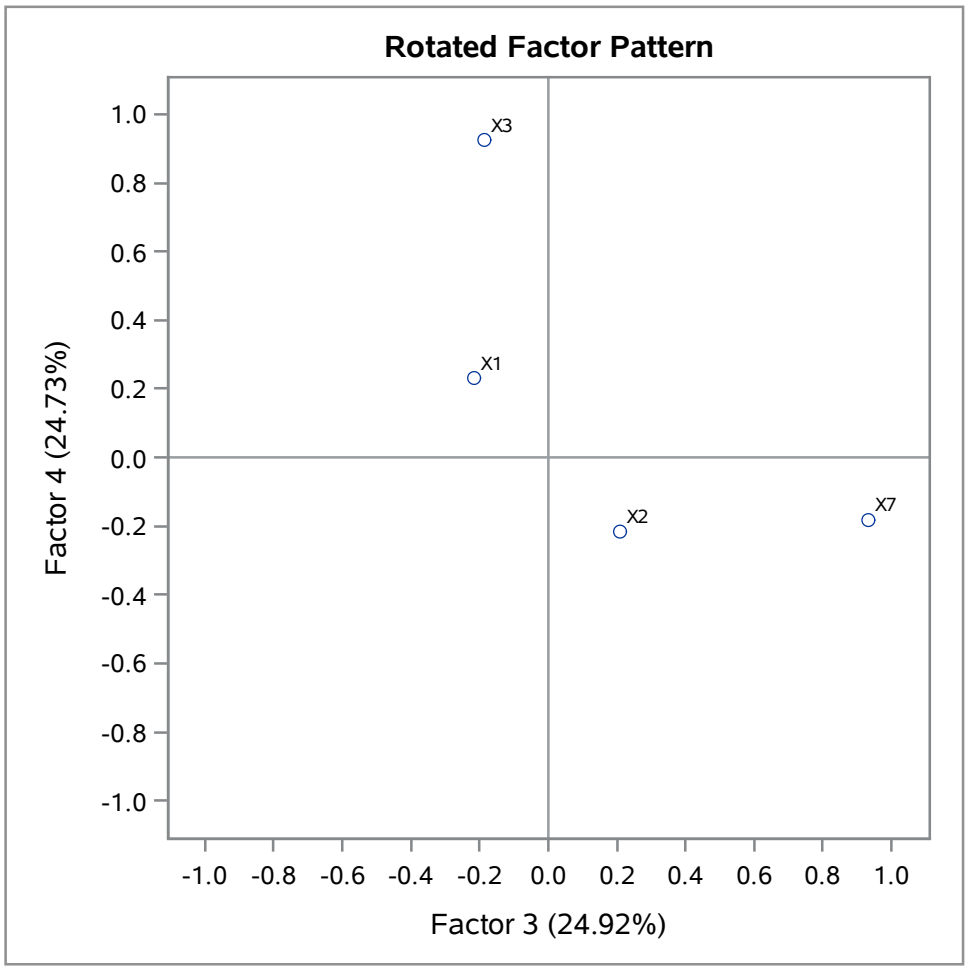
The FACTOR Procedure
Rotation Method: Varimax



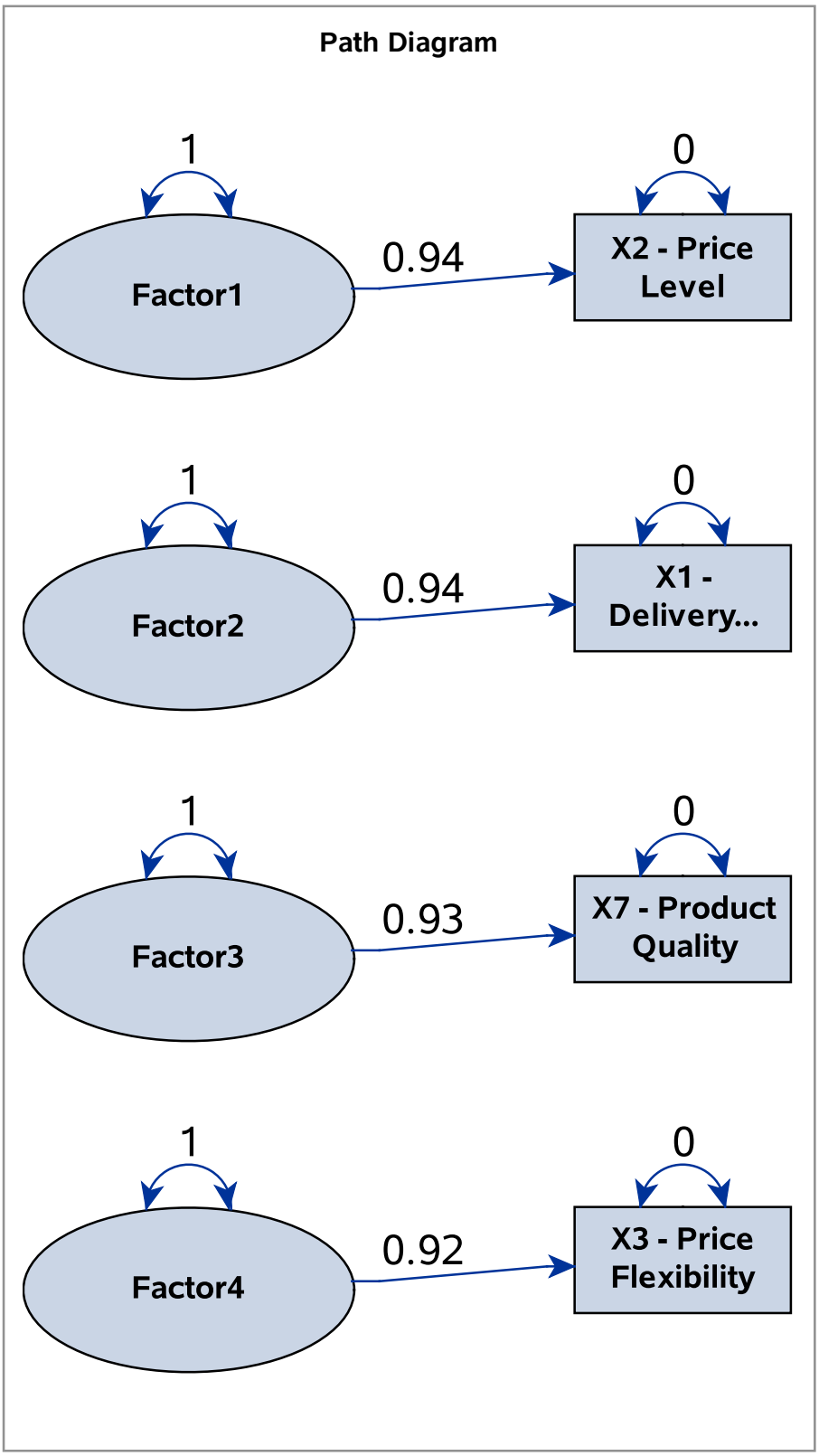
The FACTOR Procedure
Rotation Method: Varimax



The FACTOR Procedure
Rotation Method: Varimax



The FACTOR Procedure
Rotation Method: Varimax



The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	**Mean**	**Std Dev**
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X7	6.9710000	1.5852410

Correlations					
		X1	**X2**	**X3**	**X7**
X1	X1 - Delivery Speed	1.00000	-0.34923	0.50930	-0.48263
X2	X2 - Price Level	-0.34923	1.00000	-0.48721	0.46975
X3	X3 - Price Flexibility	0.50930	-0.48721	1.00000	-0.44811
X7	X7 - Product Quality	-0.48263	0.46975	-0.44811	1.00000

The FACTOR Procedure
Initial Factor Method: Principal Components

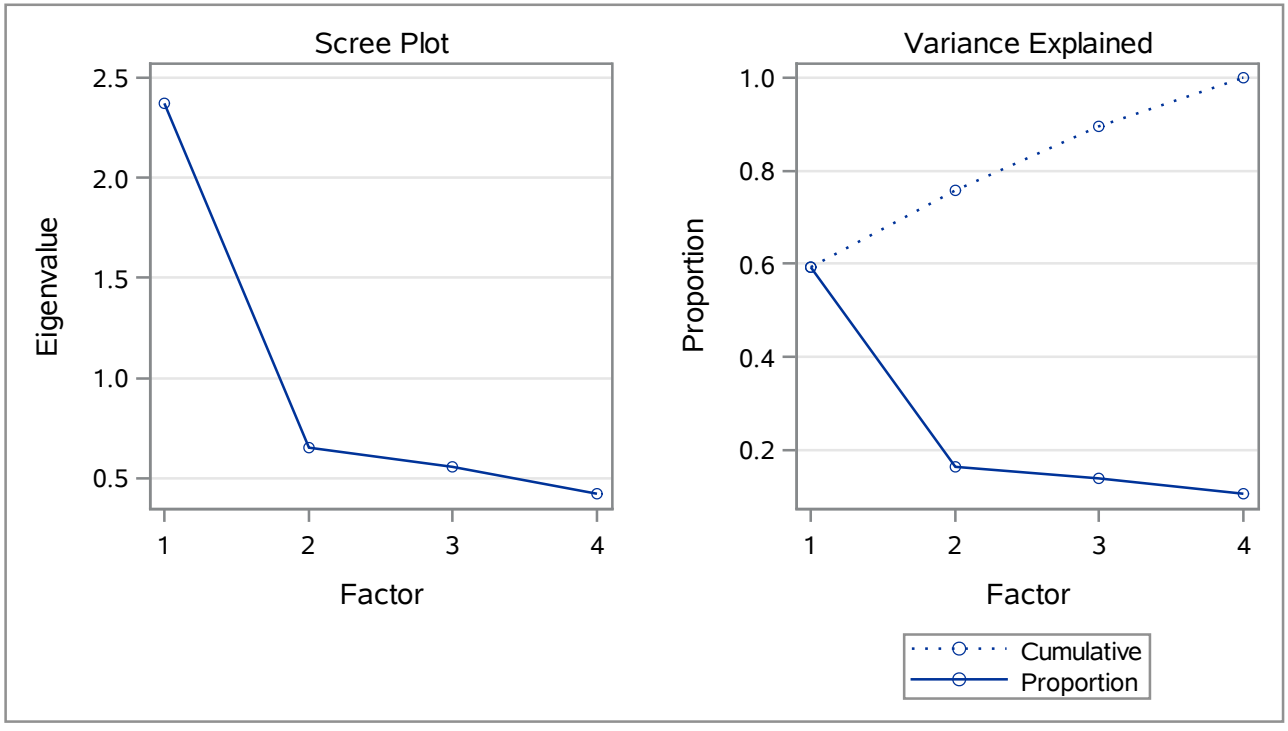
Partial Correlations Controlling all other Variables					
		X1	X2	X3	X7
X1	X1 - Delivery Speed	1.00000	-0.03136	0.34465	-0.30632
X2	X2 - Price Level	-0.03136	1.00000	-0.31817	0.29681
X3	X3 - Price Flexibility	0.34465	-0.31817	1.00000	-0.14856
X7	X7 - Product Quality	-0.30632	0.29681	-0.14856	1.00000

Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.74972446			
X1	X2	X3	X7
0.74199374	0.75293912	0.74236549	0.76235102

Prior Communality Estimates: ONE

Eigenvalues of the Correlation Matrix: Total = 4 Average = 1				
	Eigenvalue	Difference	Proportion	Cumulative
1	2.37458493	1.72313354	0.5936	0.5936
2	0.65145139	0.09782544	0.1629	0.7565
3	0.55362595	0.13328822	0.1384	0.8949
4	0.42033773		0.1051	1.0000

4 factors will be retained by the NFACTOR criterion.



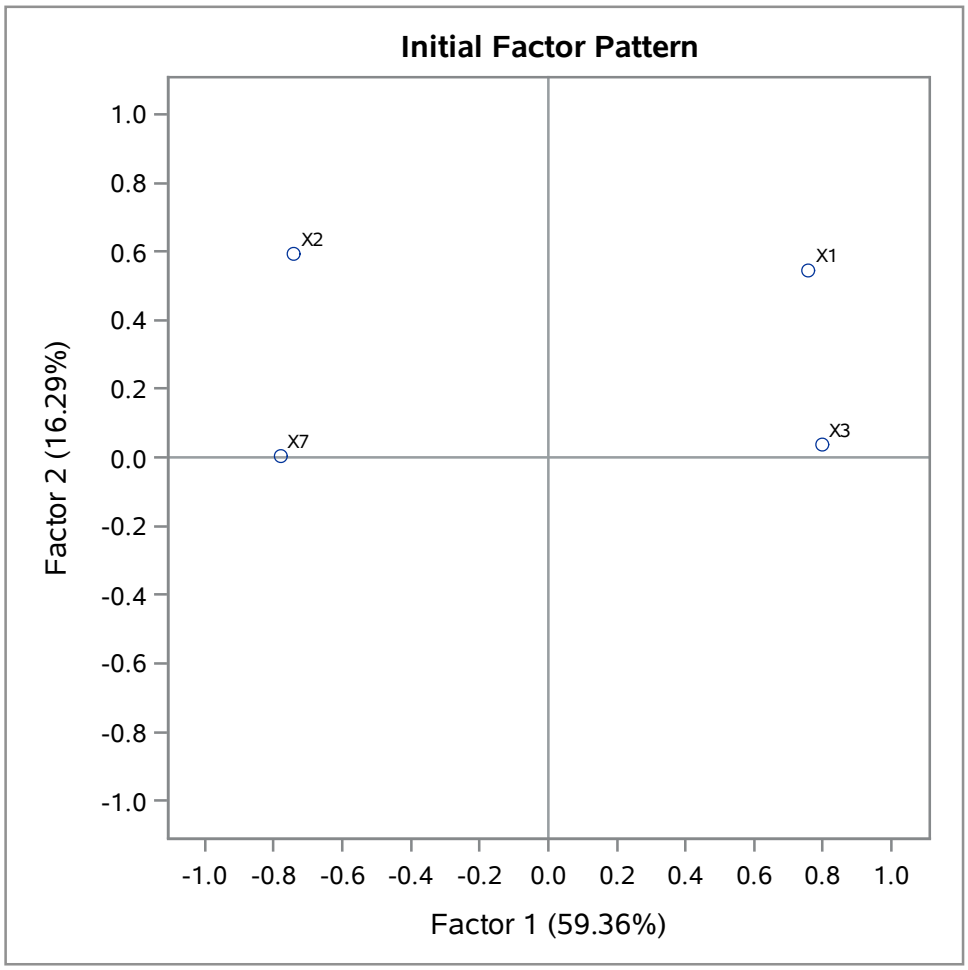
The FACTOR Procedure
Initial Factor Method: Principal Components

Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X3	X3 - Price Flexibility	0.79881	0.03756	0.47369	0.36894
X1	X1 - Delivery Speed	0.75871	0.54589	0.02840	-0.35433
X2	X2 - Price Level	-0.74265	0.59332	-0.06049	0.30462
X7	X7 - Product Quality	-0.78059	0.00455	0.56989	-0.25667

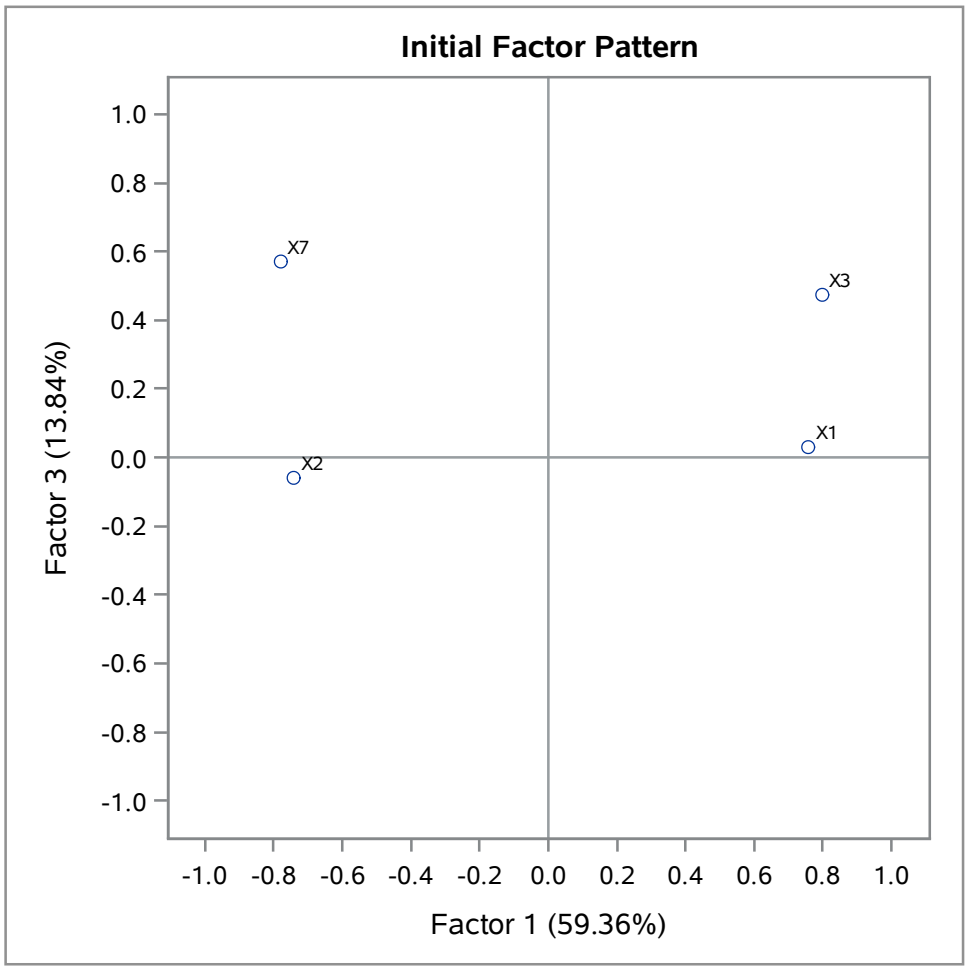
Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
2.3745849	0.6514514	0.5536260	0.4203377

Final Communality Estimates: Total = 4.000000			
X1	X2	X3	X7
1.0000000	1.0000000	1.0000000	1.0000000

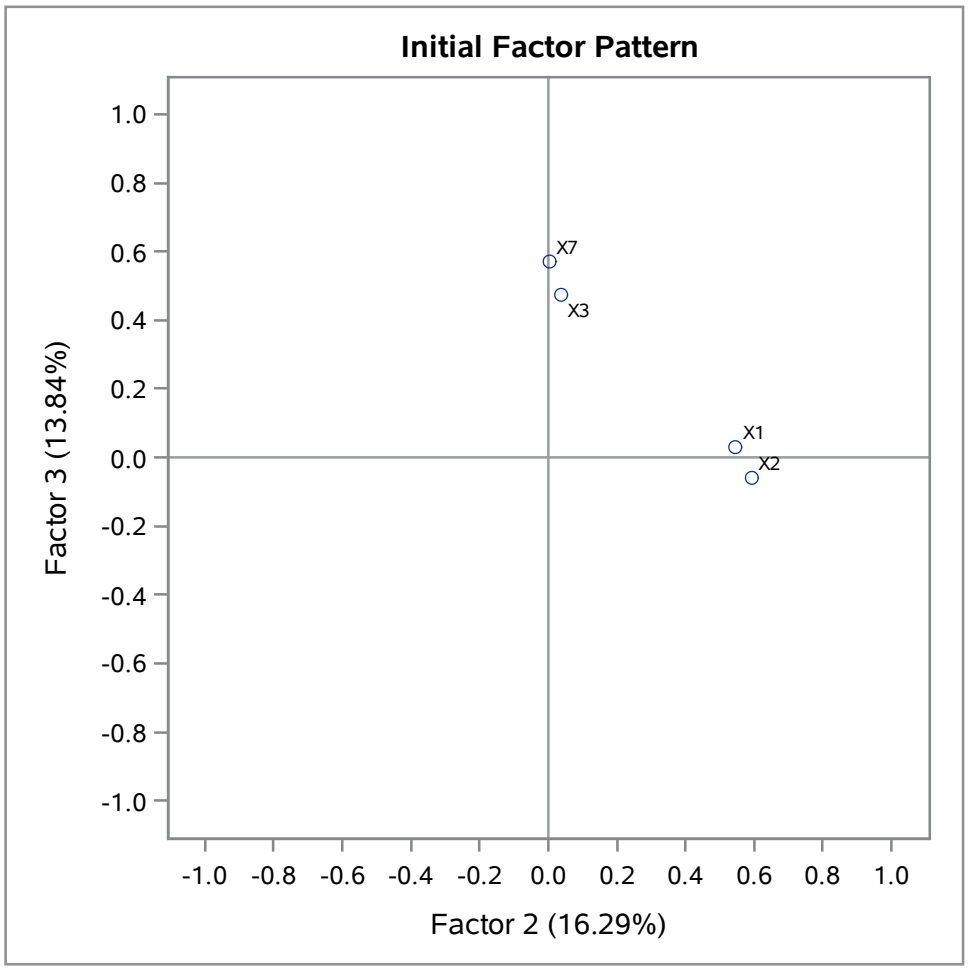
The FACTOR Procedure
Initial Factor Method: Principal Components



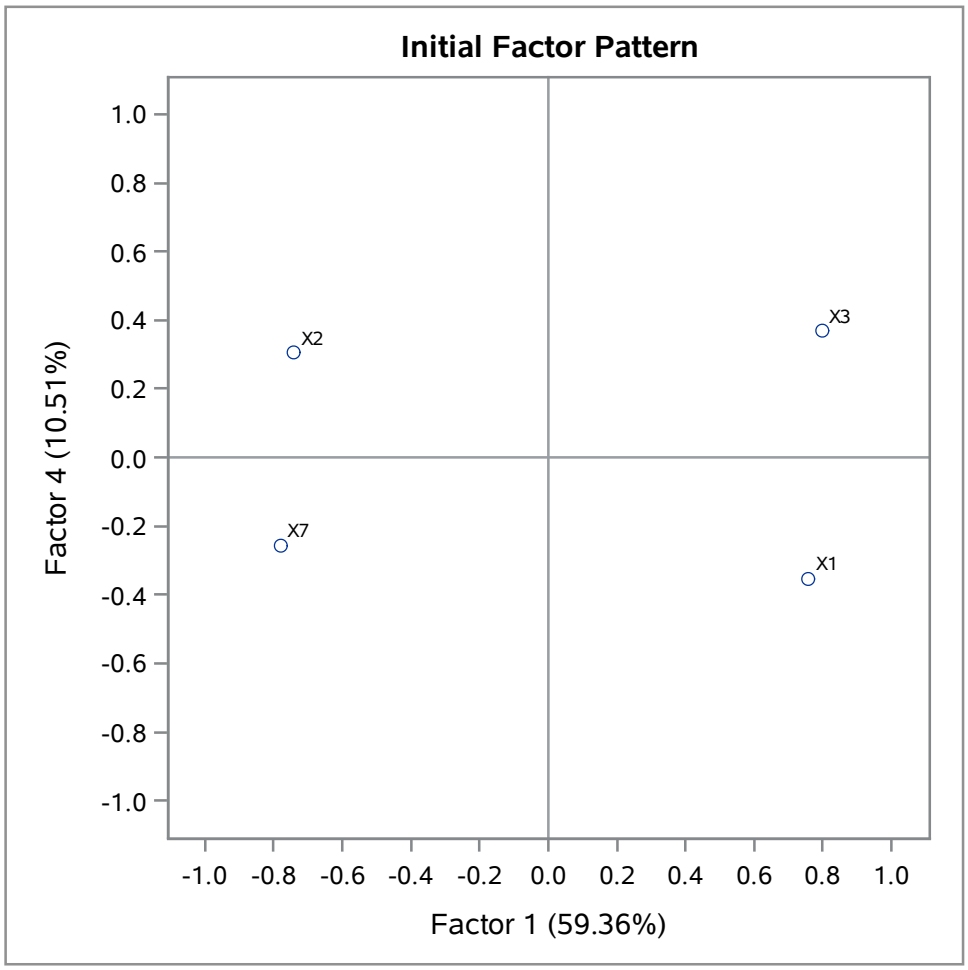
The FACTOR Procedure
Initial Factor Method: Principal Components



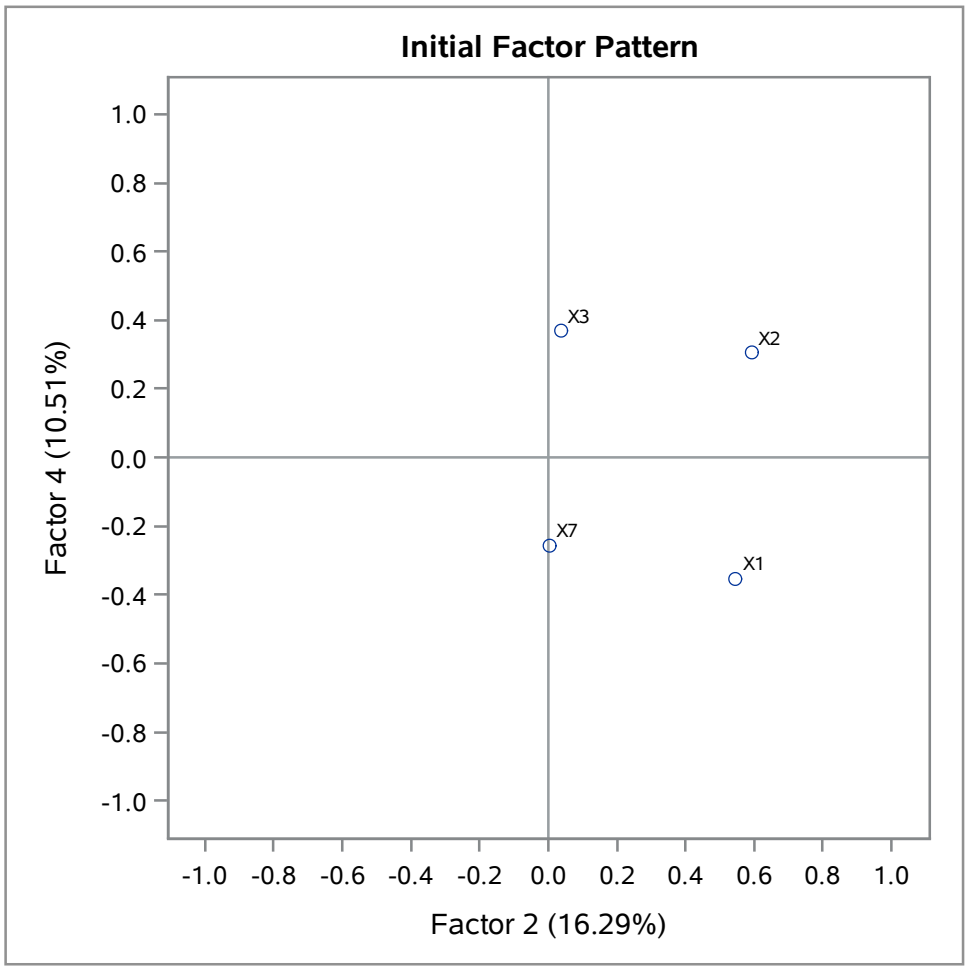
The FACTOR Procedure
Initial Factor Method: Principal Components



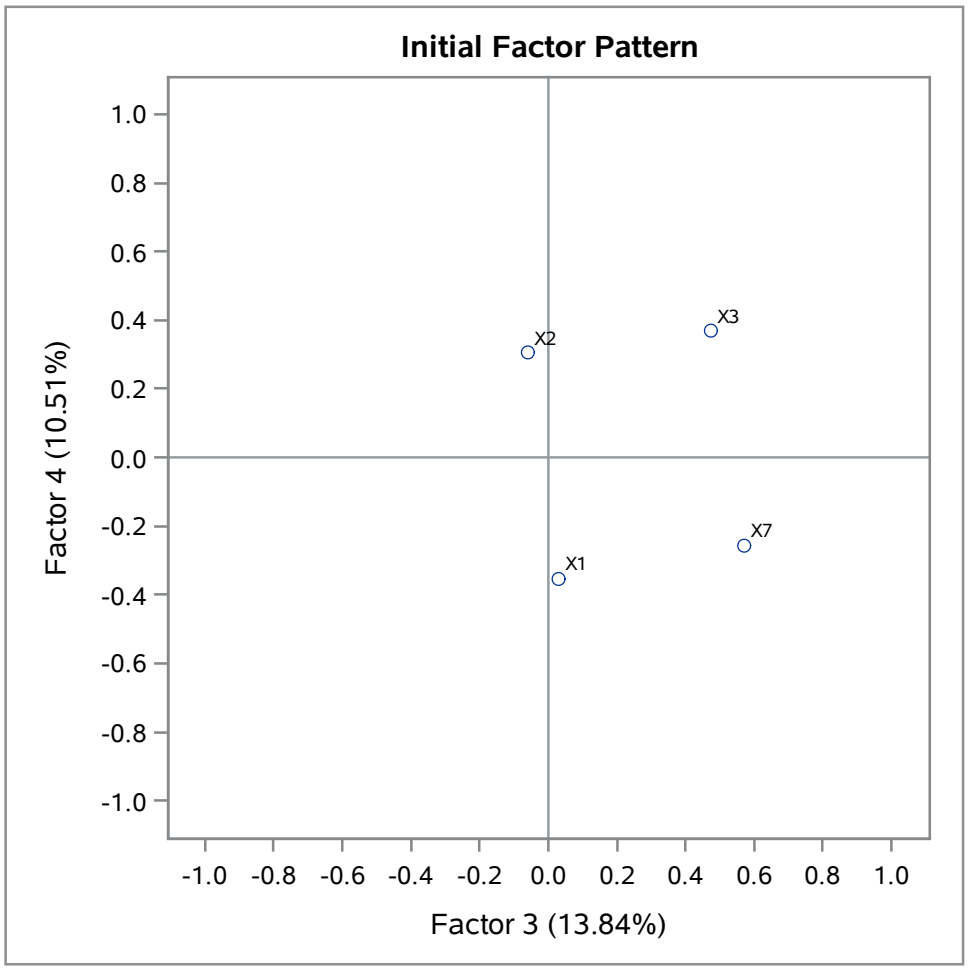
The FACTOR Procedure
Initial Factor Method: Principal Components



The FACTOR Procedure
Initial Factor Method: Principal Components



The FACTOR Procedure
Initial Factor Method: Principal Components



The FACTOR Procedure
Prerotation Method: Varimax

Orthogonal Transformation Matrix				
	1	2	3	4
1	-0.48654	0.49515	-0.50501	0.51291
2	0.73453	0.67688	0.00444	0.04770
3	-0.08251	0.03963	0.76537	0.63705
4	0.46576	-0.54322	-0.39895	0.57343

Rotated Factor Pattern					
		Factor1	Factor2	Factor3	Factor4
X2	X2 - Price Level	0.94401	-0.13400	0.20985	-0.21646
X1	X1 - Delivery Speed	-0.13554	0.93879	-0.21764	0.23010
X7	X7 - Product Quality	0.21656	-0.22142	0.93280	-0.18429
X3	X3 - Price Flexibility	-0.22831	0.23931	-0.18787	0.92483

Variance Explained by Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0085496	1.0055667	0.9968145	0.9890692

Final Communality Estimates: Total = 4.000000			
X1	X2	X3	X7
1.0000000	1.0000000	1.0000000	1.0000000

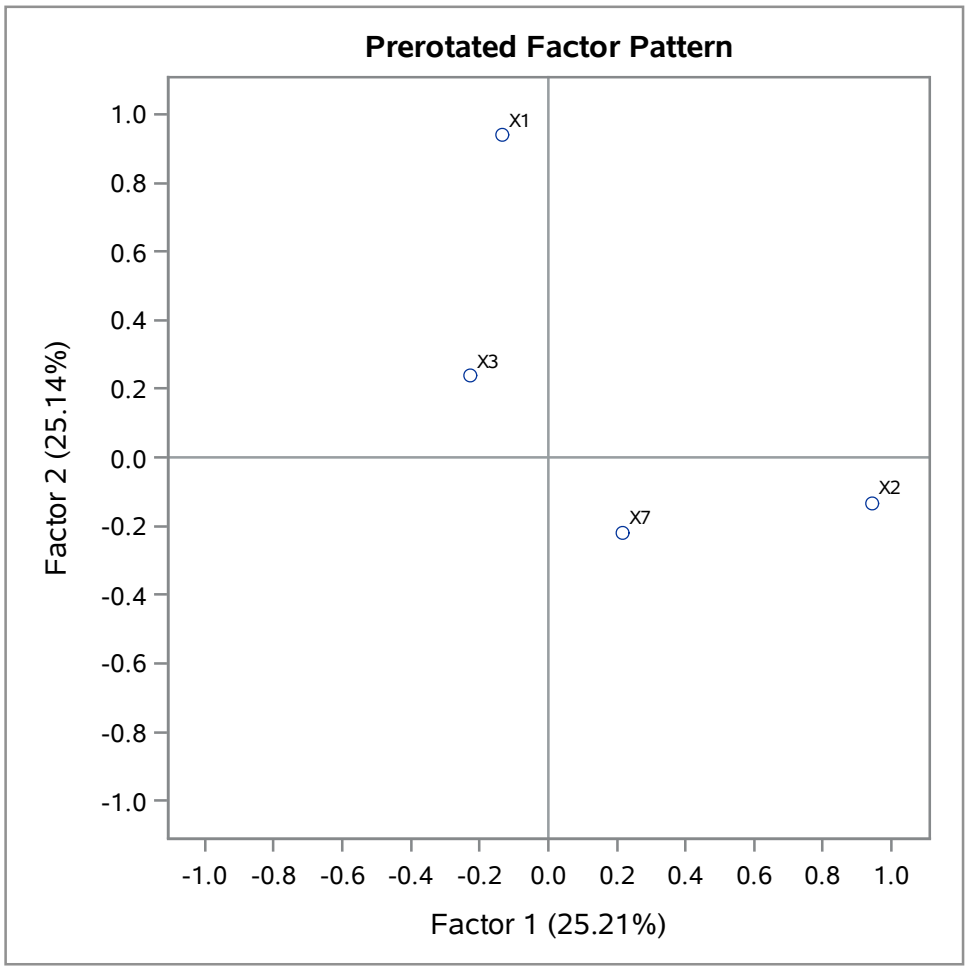
The FACTOR Procedure
Prerotation Method: Varimax

Scoring Coefficients Estimated by Regression

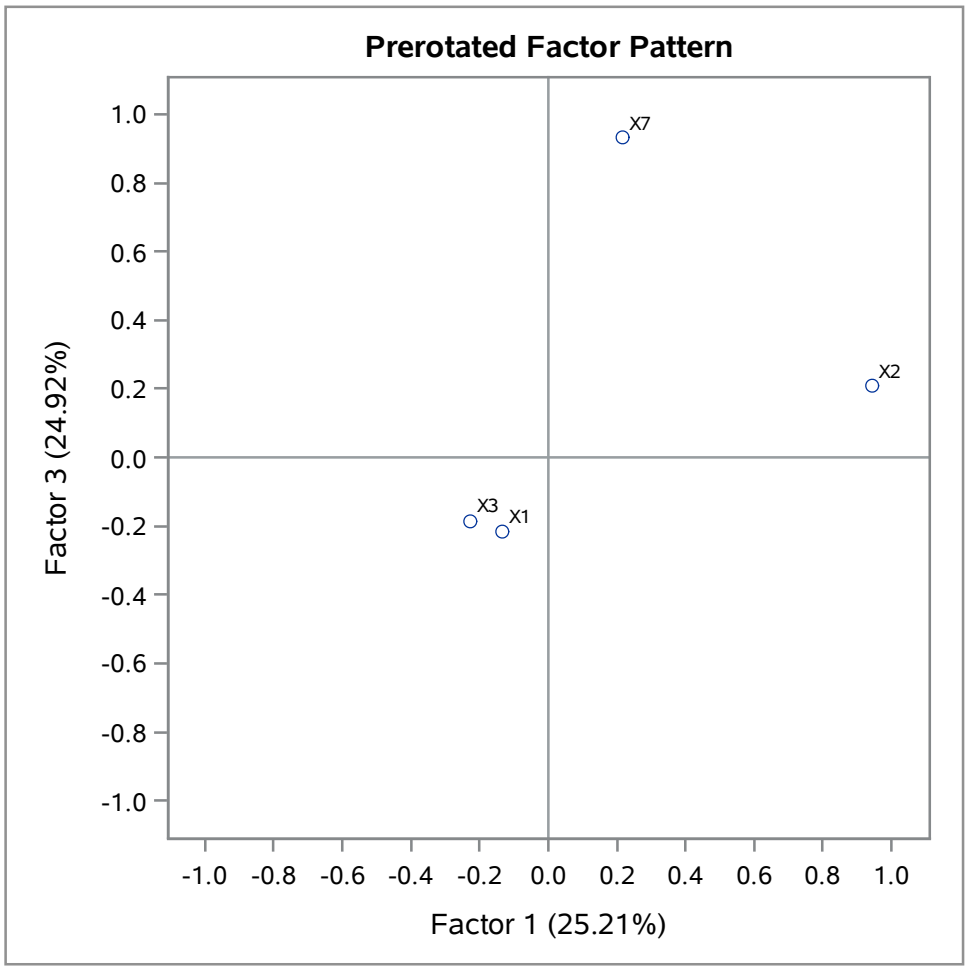
Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
X2	X2 - Price Level	1.16770255	0.06360668	-0.210756	0.22900143
X1	X1 - Delivery Speed	0.06320542	1.18535604	0.21792097	-0.2468527
X7	X7 - Product Quality	-0.2042721	0.21446108	1.1975057	0.1373401
X3	X3 - Price Flexibility	0.21687761	-0.2372931	0.13507617	1.22366518

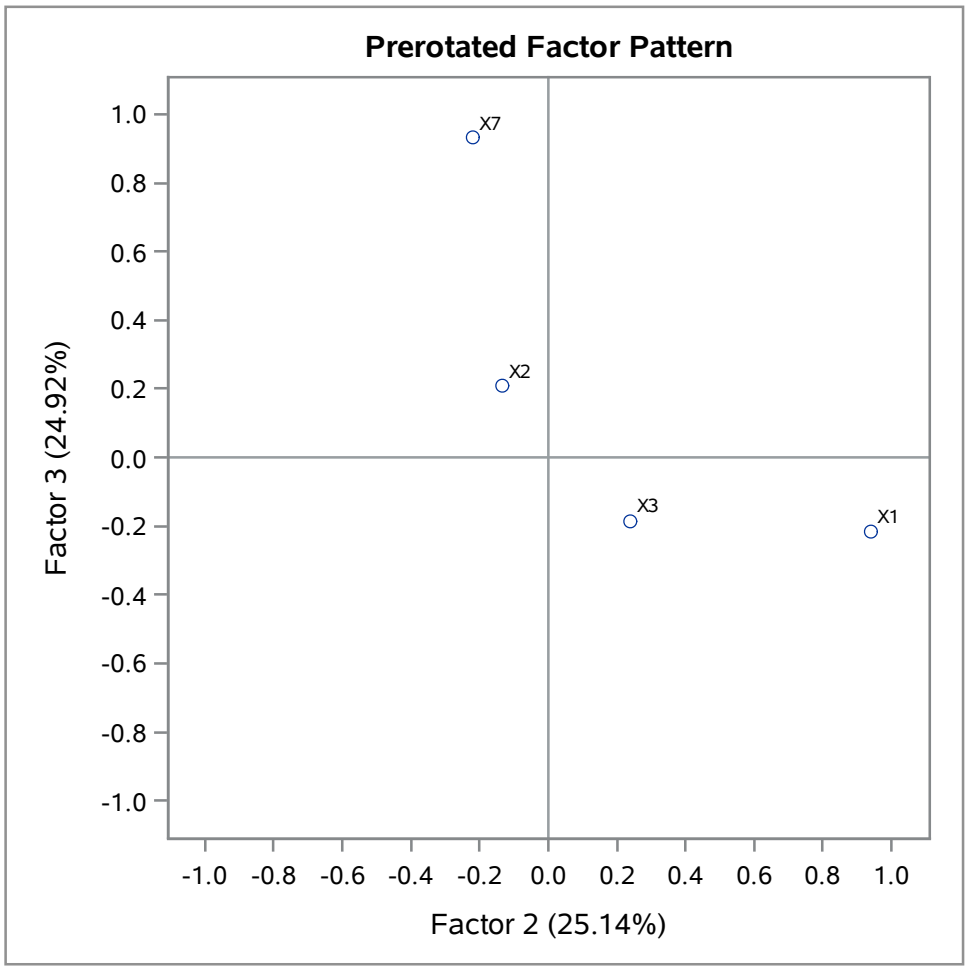
The FACTOR Procedure
Prerotation Method: Varimax



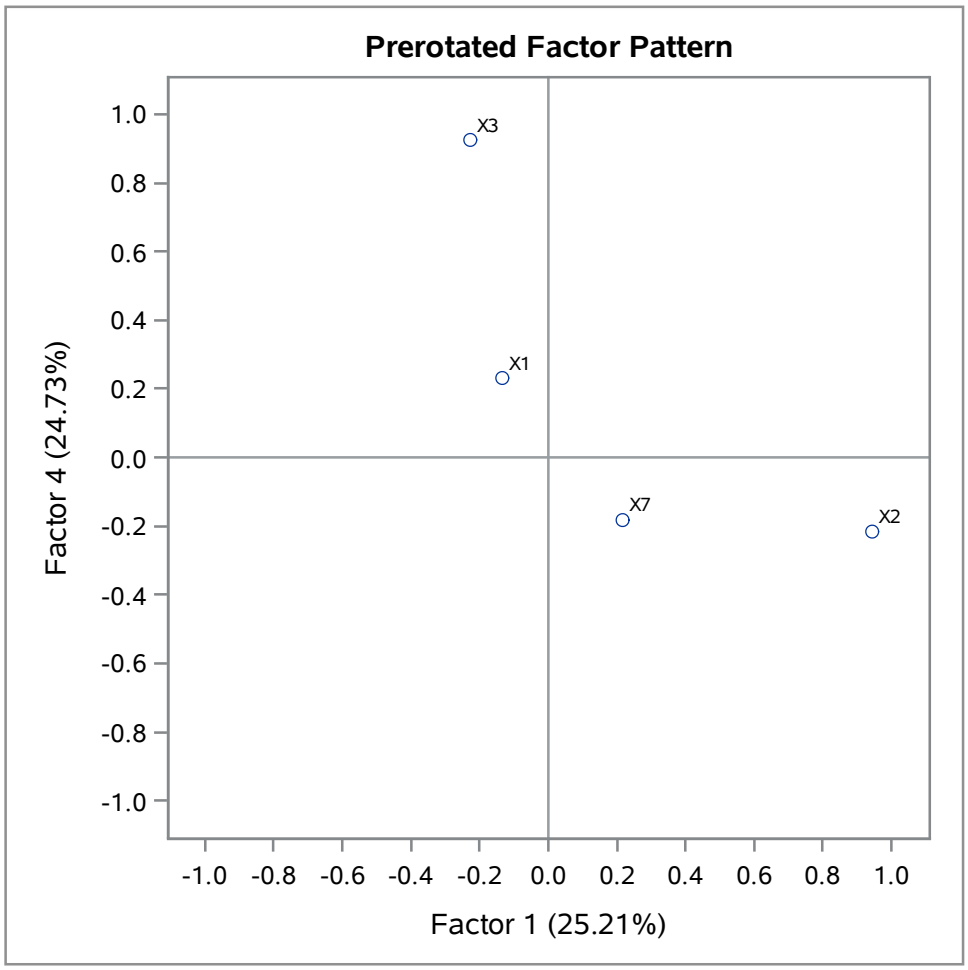
The FACTOR Procedure
Prerotation Method: Varimax



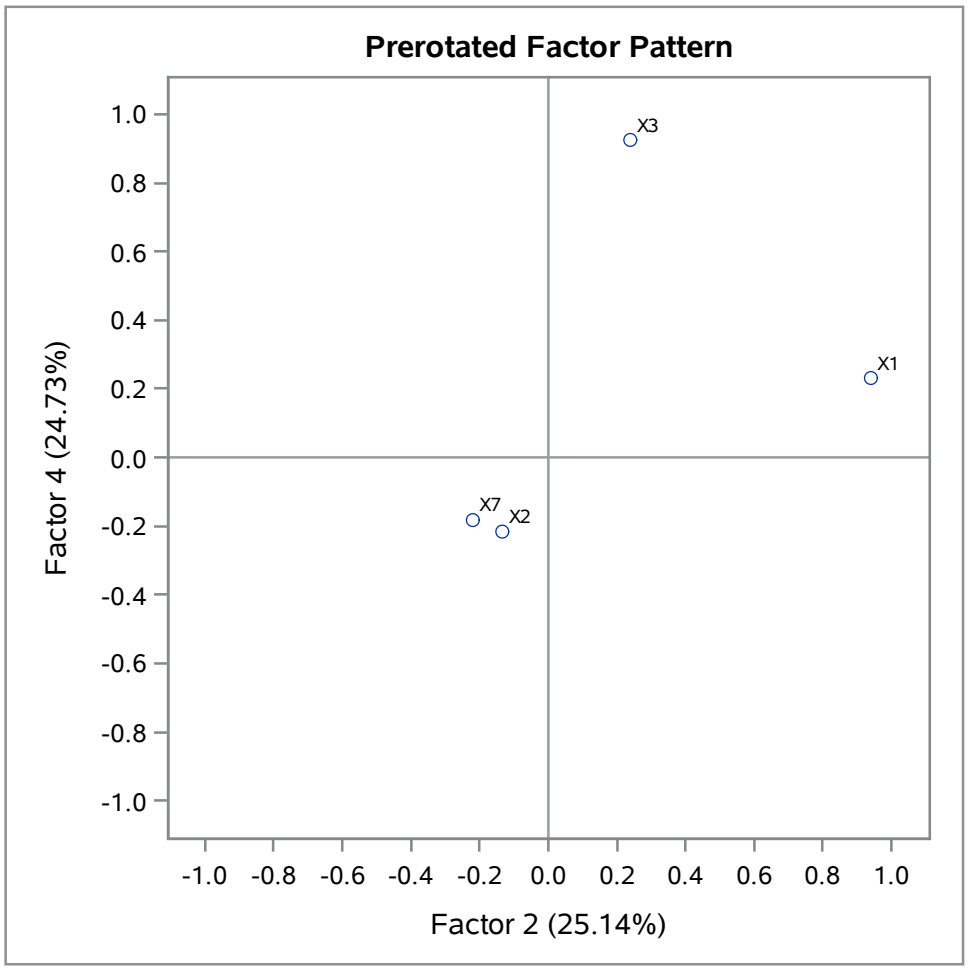
The FACTOR Procedure
Prerotation Method: Varimax



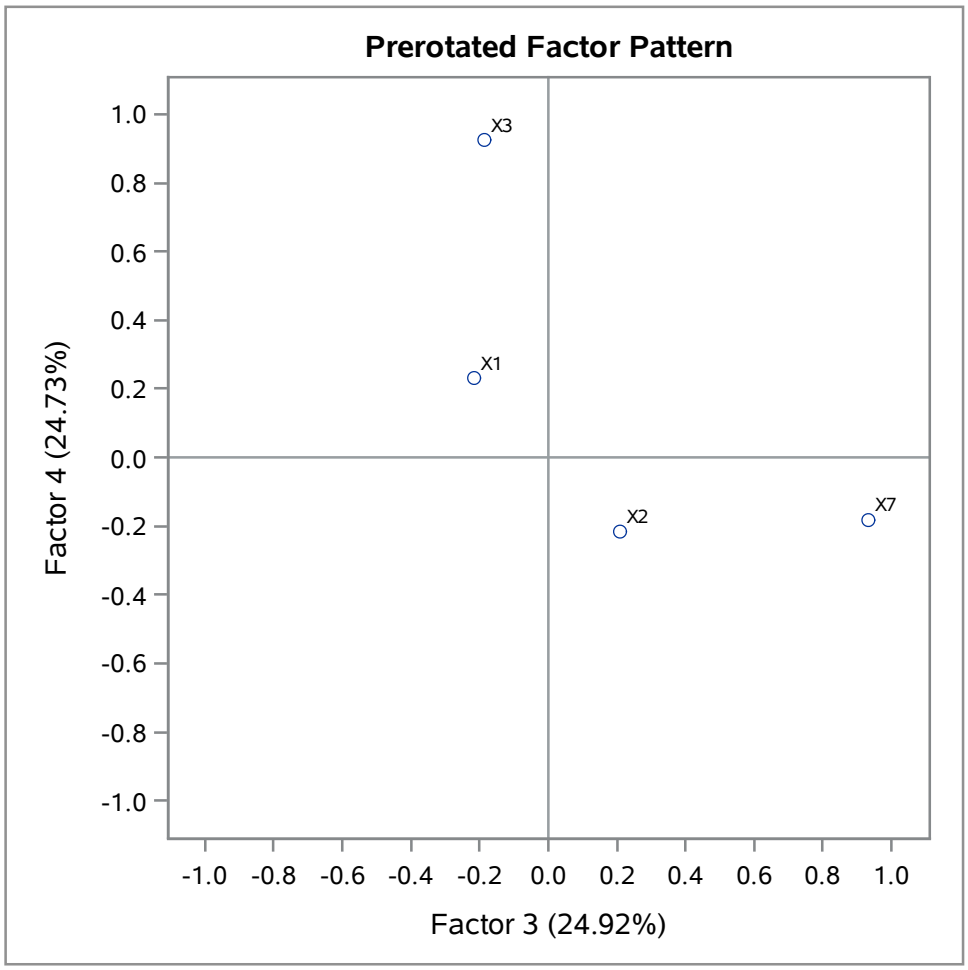
The FACTOR Procedure
Prerotation Method: Varimax



The FACTOR Procedure
Prerotation Method: Varimax



The FACTOR Procedure
Prerotation Method: Varimax



The FACTOR Procedure
Rotation Method: Promax (power = 3)

Target Matrix for Procrustean Transformation					
		Factor1	Factor2	Factor3	Factor4
X2	X2 - Price Level	1.00000	-0.00291	0.01139	-0.01282
X1	X1 - Delivery Speed	-0.00296	1.00000	-0.01270	0.01540
X7	X7 - Product Quality	0.01207	-0.01312	1.00000	-0.00791
X3	X3 - Price Flexibility	-0.01415	0.01656	-0.00817	1.00000

Procrustean Transformation Matrix				
	1	2	3	4
1	1.16198105	0.06608248	-0.193551	0.20449491
2	0.06604417	1.17842669	0.20206886	-0.2215499
3	-0.1988546	0.20506034	1.19123462	0.13165958
4	0.21407862	-0.2290506	0.13308558	1.21584045

Normalized Oblique Transformation Matrix				
	1	2	3	4
1	-0.3185931	0.32565015	-0.3341204	0.34169911
2	0.89677158	0.8243827	0.00615106	0.05777013
3	-0.1077866	0.05154405	1.00552609	0.83444416
4	0.69901678	-0.8109207	-0.5900536	0.84486263

Inter-Factor Correlations				
	Factor1	Factor2	Factor3	Factor4
Factor1	1.00000	-0.32811	0.44392	-0.45927
Factor2	-0.32811	1.00000	-0.45494	0.47831
Factor3	0.44392	-0.45494	1.00000	-0.42052
Factor4	-0.45927	0.47831	-0.42052	1.00000

Rotated Factor Pattern (Standardized Regression Coefficients)					
		Factor1	Factor2	Factor3	Factor4
X2	X2 - Price Level	0.98813	-0.00287	0.01122	-0.01259
X1	X1 - Delivery Speed	-0.00292	0.98590	-0.01251	0.01513
X7	X7 - Product Quality	0.01193	-0.01293	0.98533	-0.00777
X3	X3 - Price Flexibility	-0.01398	0.01633	-0.00805	0.98209

The FACTOR Procedure
Rotation Method: Promax (power = 3)

Reference Axis Correlations				
	Factor1	**Factor2**	**Factor3**	**Factor4**
Factor1	1.00000	0.04428	-0.28432	0.30242
Factor2	0.04428	1.00000	0.29251	-0.32486
Factor3	-0.28432	0.29251	1.00000	0.15113
Factor4	0.30242	-0.32486	0.15113	1.00000

Reference Structure (Semipartial Correlations)					
		Factor1	**Factor2**	**Factor3**	**Factor4**
X2	X2 - Price Level	0.83335	-0.00238	0.00925	-0.01018
X1	X1 - Delivery Speed	-0.00247	0.81990	-0.01032	0.01223
X7	X7 - Product Quality	0.01006	-0.01076	0.81243	-0.00628
X3	X3 - Price Flexibility	-0.01179	0.01358	-0.00664	0.79392

Variance Explained by Each Factor Eliminating Other Factors			
Factor1	**Factor2**	**Factor3**	**Factor4**
0.69472228	0.67254299	0.66028229	0.63060900

Factor Structure (Correlations)					
		Factor1	**Factor2**	**Factor3**	**Factor4**
X2	X2 - Price Level	0.99983	-0.33821	0.45647	-0.47250
X1	X1 - Delivery Speed	-0.33891	0.99978	-0.46870	0.49329
X7	X7 - Product Quality	0.45715	-0.46883	0.99978	-0.43379
X3	X3 - Price Flexibility	-0.47396	0.49432	-0.43467	0.99971

Variance Explained by Each Factor Ignoring Other Factors			
Factor1	**Factor2**	**Factor3**	**Factor4**
1.5481461	1.5781114	1.6165377	1.6541767

Final Communality Estimates: Total = 4.000000			
X1	**X2**	**X3**	**X7**
1.0000000	1.0000000	1.0000000	1.0000000

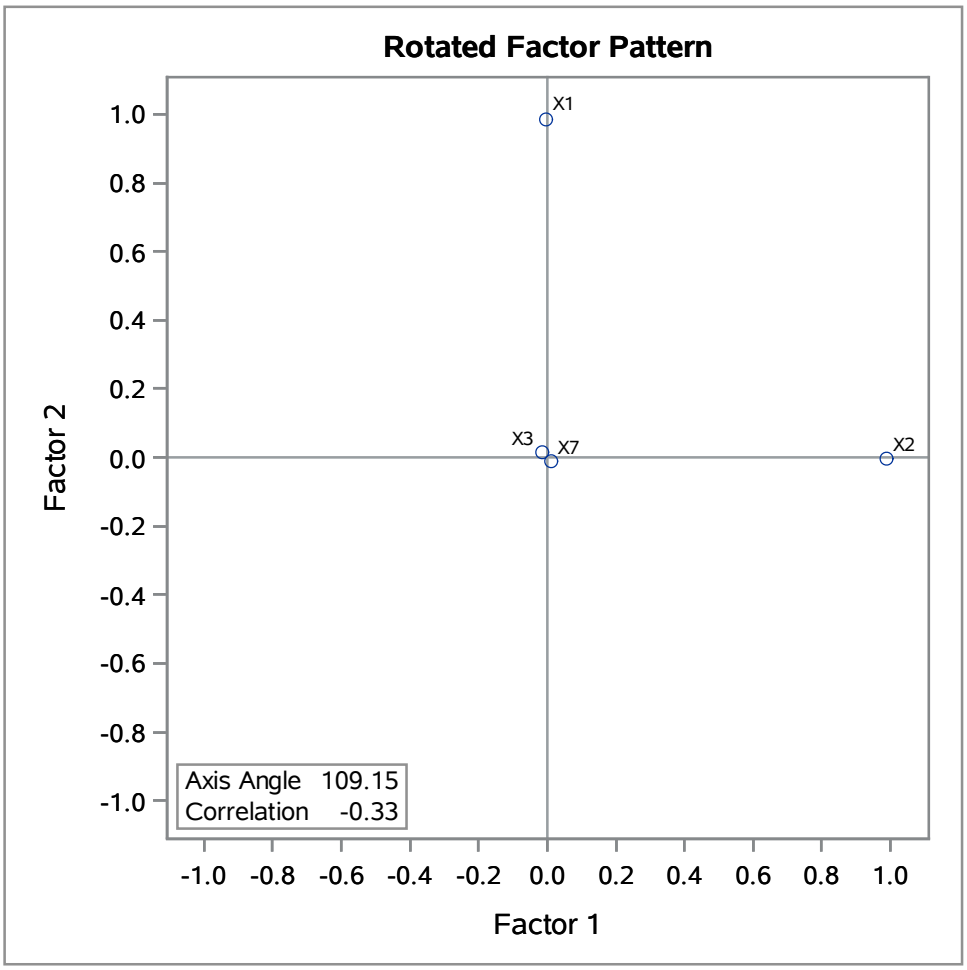
The FACTOR Procedure
Rotation Method: Promax (power = 3)

Scoring Coefficients Estimated by Regression

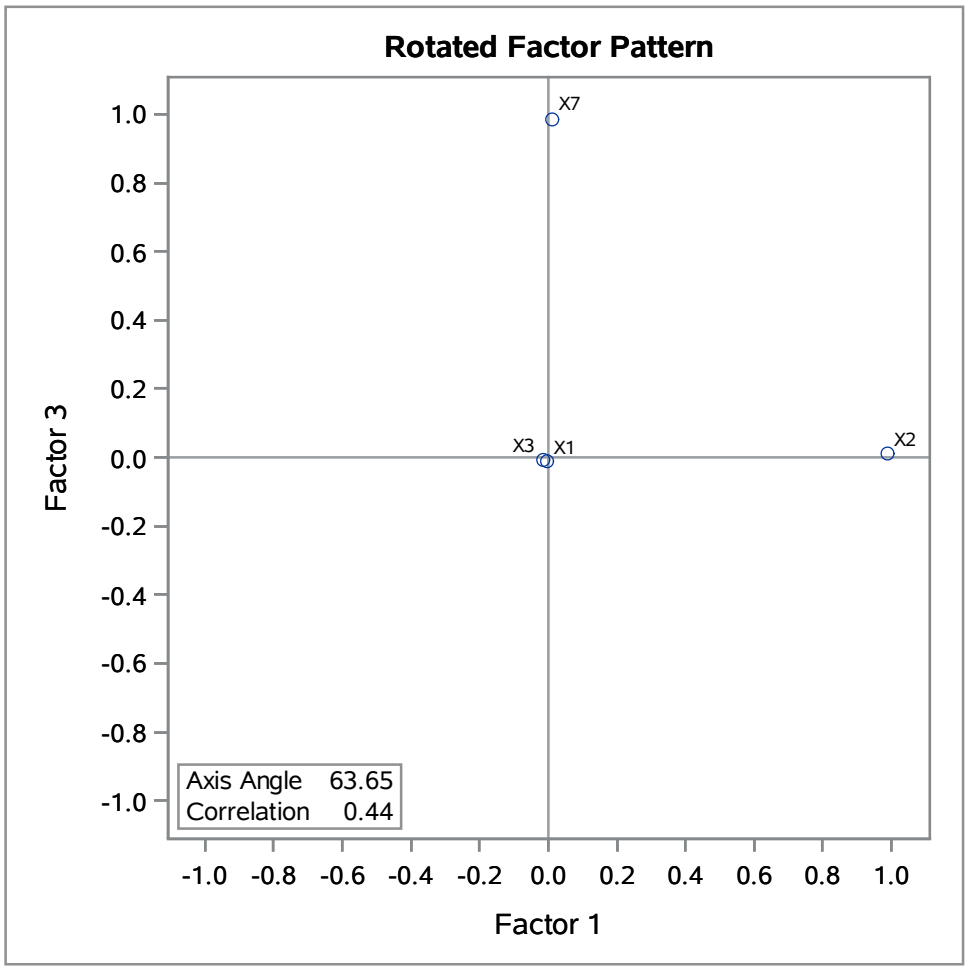
Squared Multiple Correlations of the Variables with Each Factor			
Factor1	Factor2	Factor3	Factor4
1.0000000	1.0000000	1.0000000	1.0000000

Standardized Scoring Coefficients					
		Factor1	Factor2	Factor3	Factor4
X2	X2 - Price Level	1.01234321	0.0026308	-0.0121096	0.01426698
X1	X1 - Delivery Speed	0.00258143	1.0147374	0.01315756	-0.0167295
X7	X7 - Product Quality	-0.011389	0.01273158	1.01525608	0.00794809
X3	X3 - Price Flexibility	0.0128505	-0.0154934	0.00767517	1.01873992

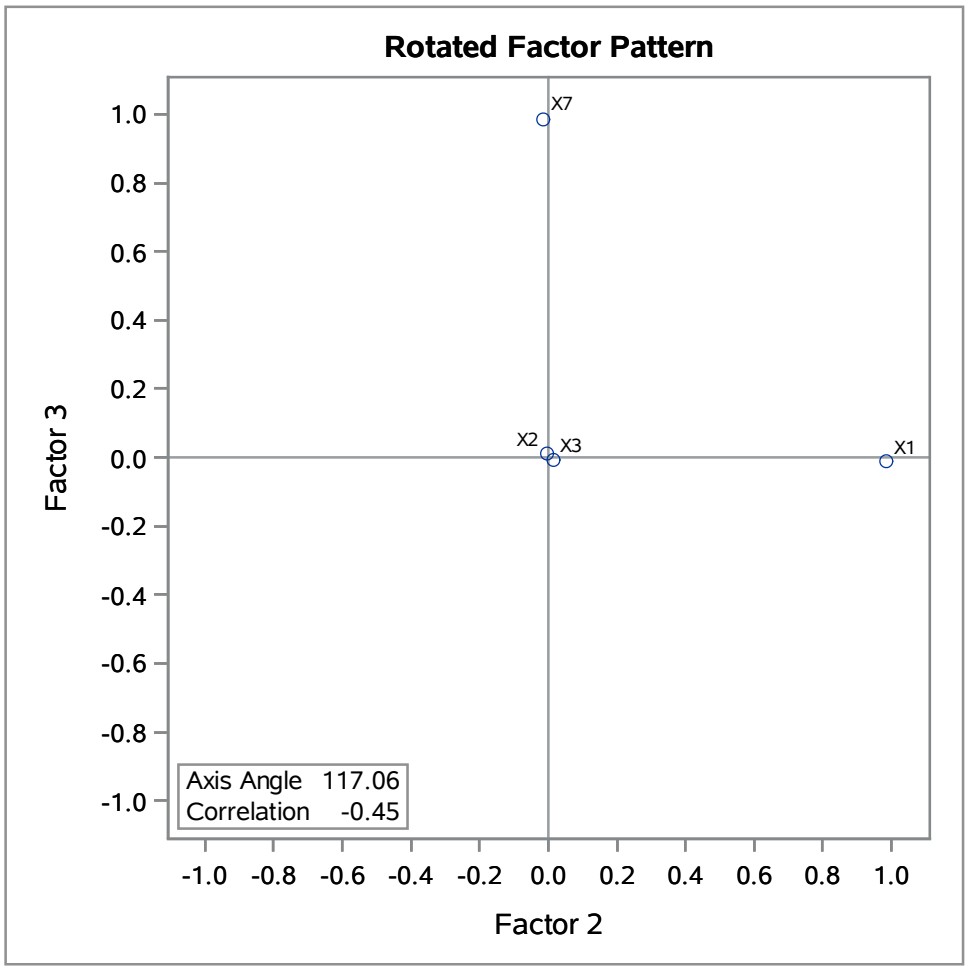
The FACTOR Procedure
Rotation Method: Promax (power = 3)



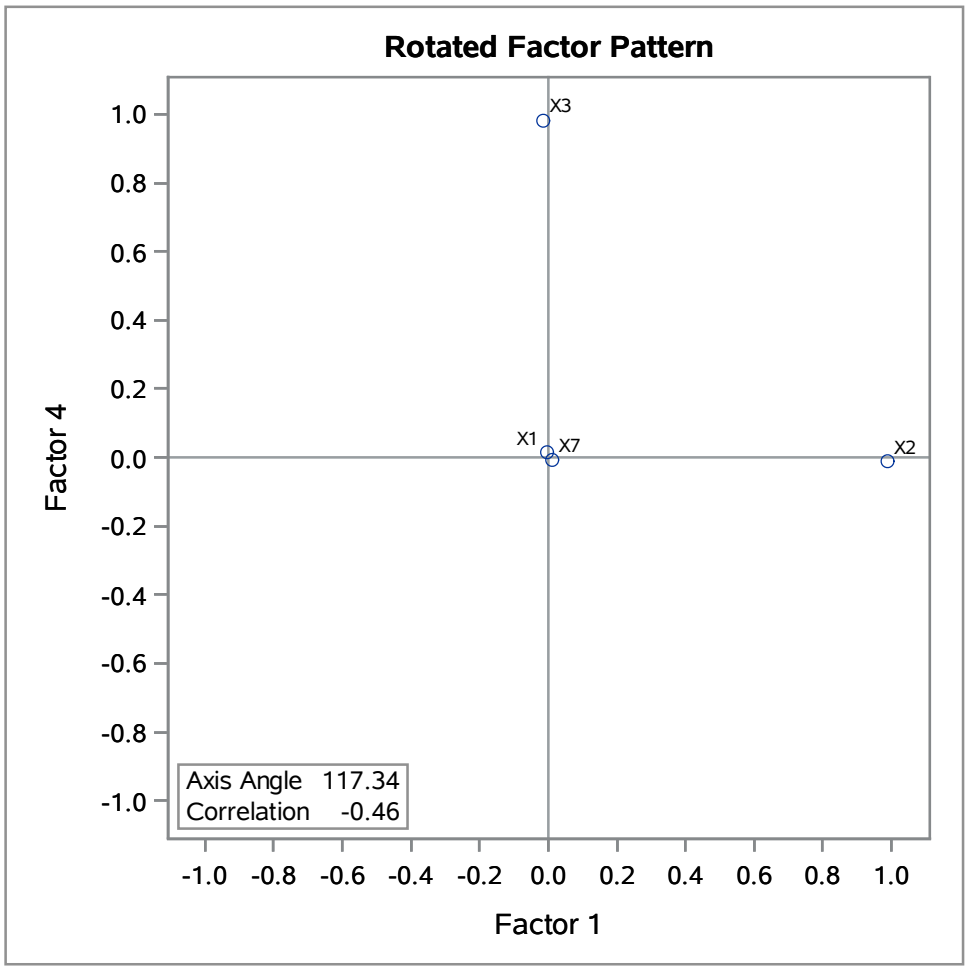
The FACTOR Procedure
Rotation Method: Promax (power = 3)



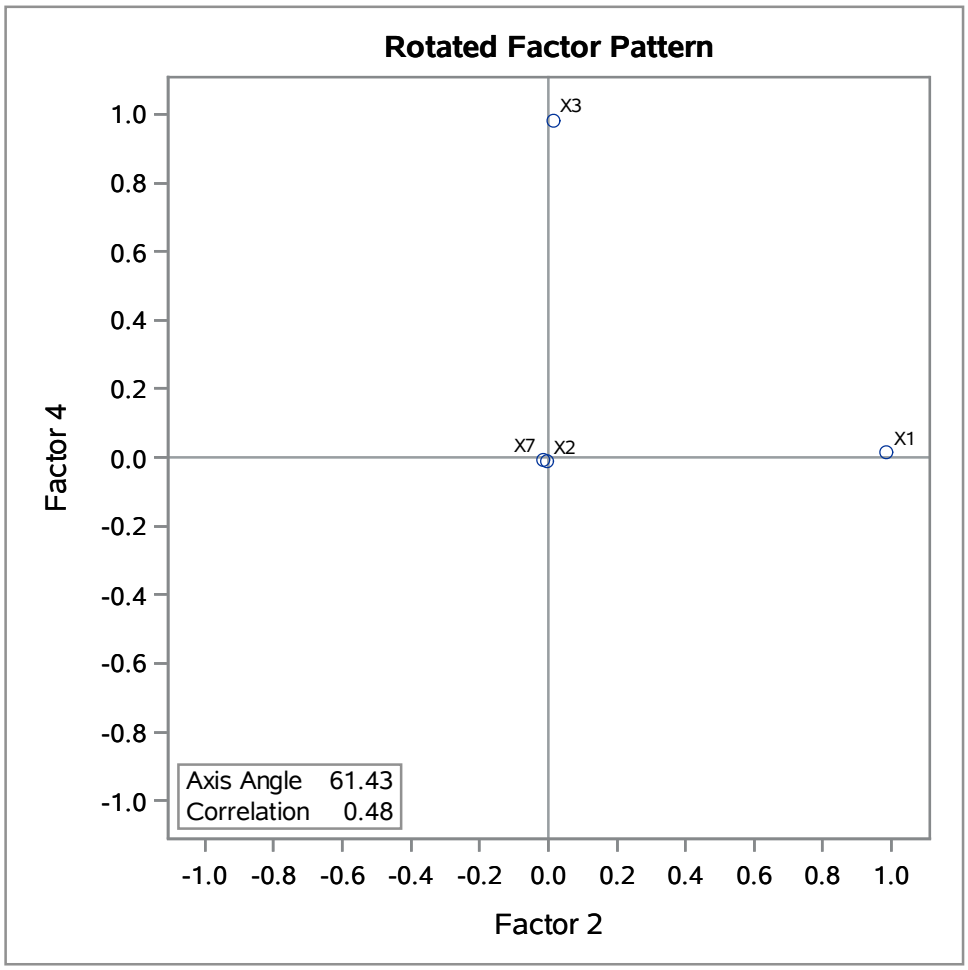
The FACTOR Procedure
Rotation Method: Promax (power = 3)



The FACTOR Procedure
Rotation Method: Promax (power = 3)



The FACTOR Procedure
Rotation Method: Promax (power = 3)



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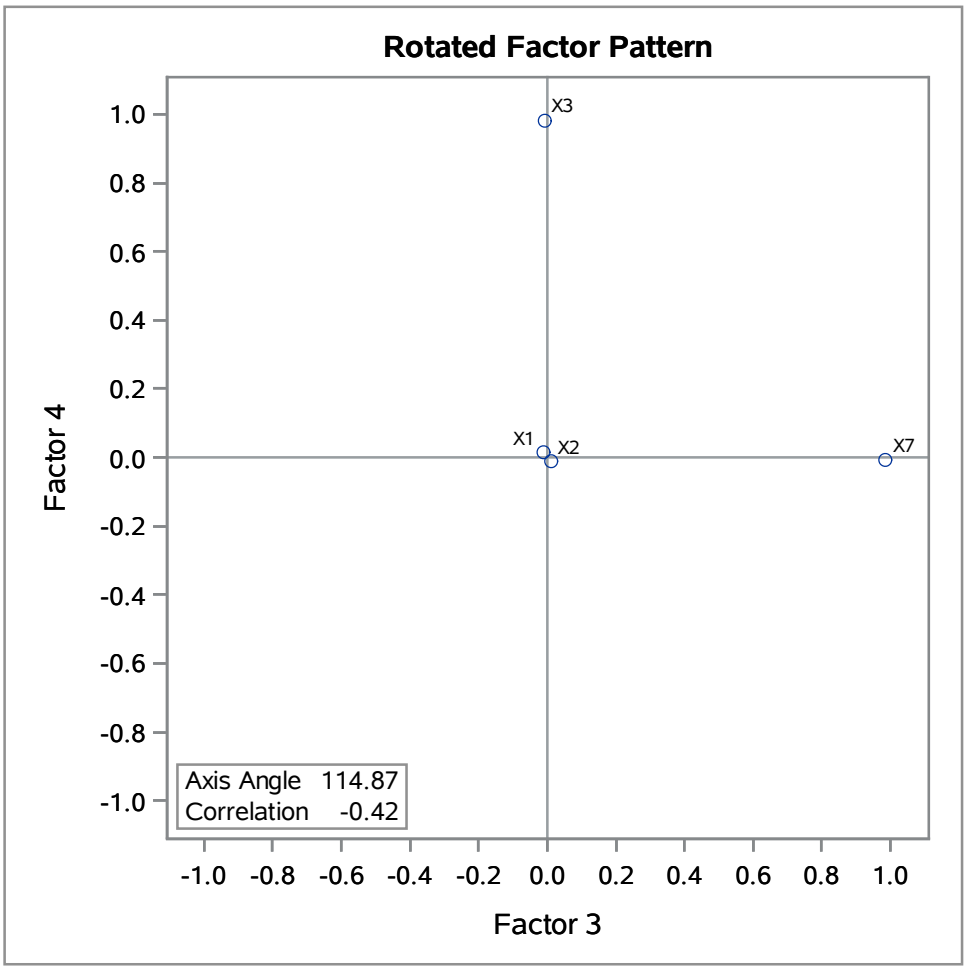

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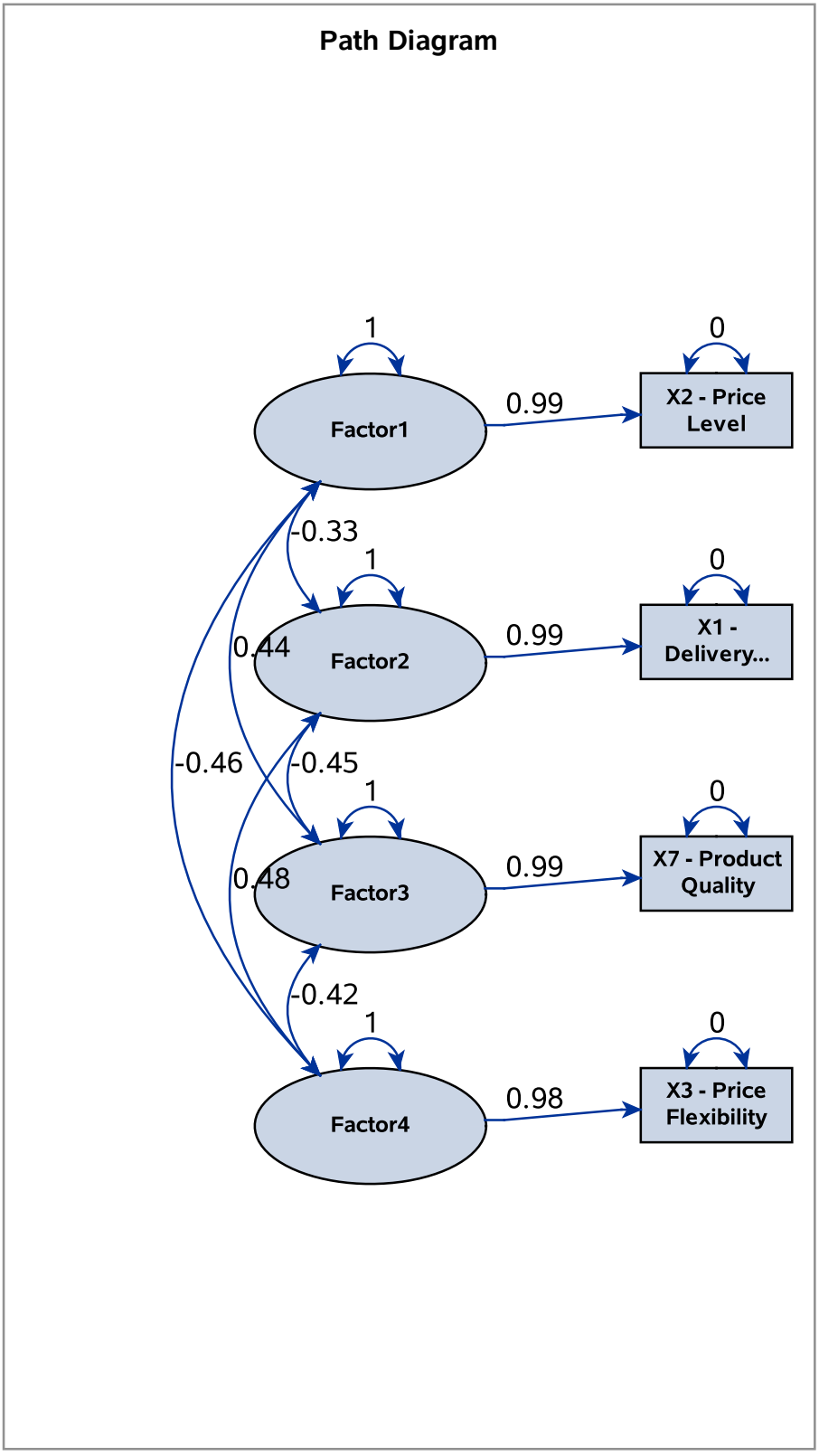
Rotation Method: Promax (power = 3)



The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
N for Significance Tests	100

Means and Standard Deviations from 100 Observations		
Variable	**Mean**	**Std Dev**
X1	3.5150000	1.3207264
X2	2.3640000	1.1956588
X3	7.8940000	1.3865020
X7	6.9710000	1.5852410

Correlations					
		X1	**X2**	**X3**	**X7**
X1	X1 - Delivery Speed	1.00000	-0.34923	0.50930	-0.48263
X2	X2 - Price Level	-0.34923	1.00000	-0.48721	0.46975
X3	X3 - Price Flexibility	0.50930	-0.48721	1.00000	-0.44811
X7	X7 - Product Quality	-0.48263	0.46975	-0.44811	1.00000

The FACTOR Procedure
Initial Factor Method: Iterated Principal Factor Analysis

Partial Correlations Controlling all other Variables					
		X1	X2	X3	X7
X1	X1 - Delivery Speed	1.00000	-0.03136	0.34465	-0.30632
X2	X2 - Price Level	-0.03136	1.00000	-0.31817	0.29681
X3	X3 - Price Flexibility	0.34465	-0.31817	1.00000	-0.14856
X7	X7 - Product Quality	-0.30632	0.29681	-0.14856	1.00000

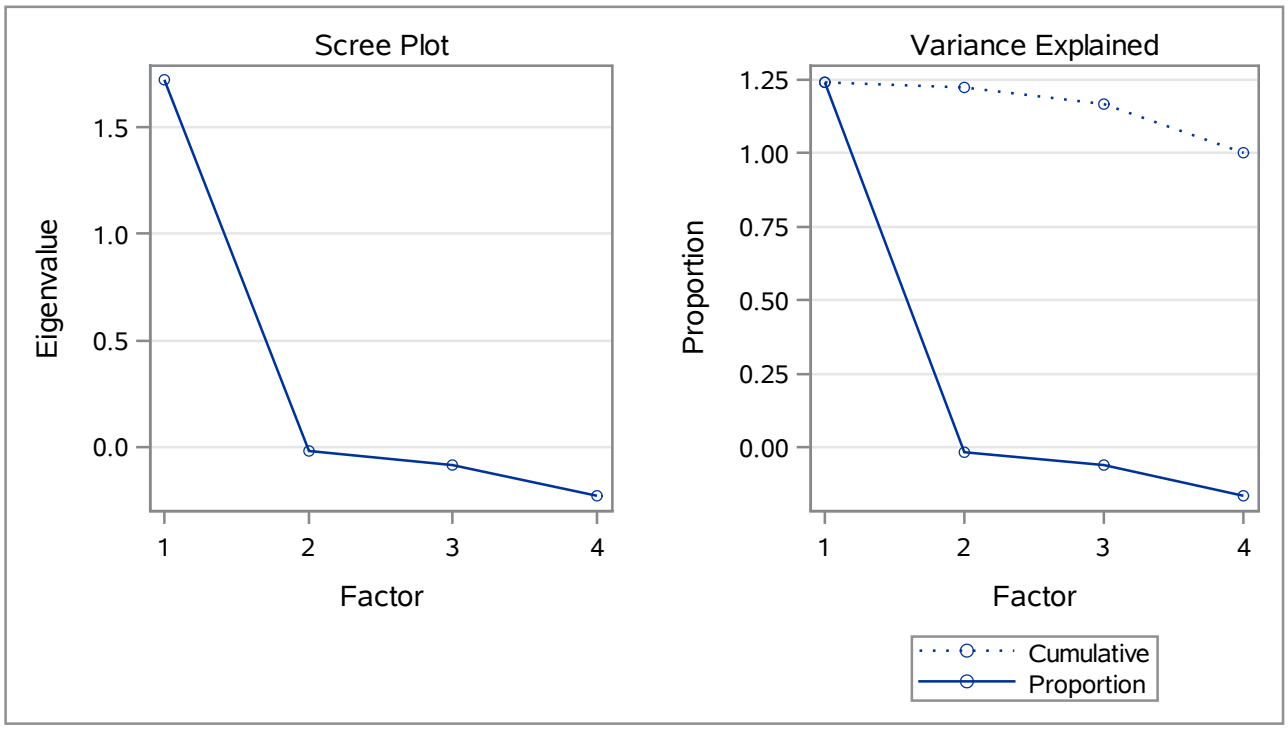
Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.74972446			
X1	X2	X3	X7
0.74199374	0.75293912	0.74236549	0.76235102

Prior Communality Estimates: SMC			
X1	X2	X3	X7
0.34101692	0.31714270	0.38231415	0.35090344

Preliminary Eigenvalues: Total = 1.39137721 Average = 0.3478443				
	Eigenvalue	Difference	Proportion	Cumulative
1	1.72398210	1.74404460	1.2390	1.2390
2	-.02006249	0.06191474	-0.0144	1.2246
3	-.08197723	0.14858793	-0.0589	1.1657
4	-.23056517		-0.1657	1.0000

1 factor will be retained by the MINEIGEN criterion.

The FACTOR Procedure
Initial Factor Method: Iterated Principal Factor Analysis



Iteration	Change	Communalities			
1	0.0973	0.41505	0.38675	0.47965	0.44253
2	0.0304	0.43095	0.39954	0.51002	0.46759
3	0.0108	0.43361	0.40060	0.52087	0.47470
4	0.0044	0.43363	0.39989	0.52531	0.47675
5	0.0020	0.43332	0.39927	0.52734	0.47731
6	0.0010	0.43307	0.39891	0.52834	0.47743
7	0.0005	0.43293	0.39872	0.52886	0.47743

Convergence criterion satisfied.

Eigenvalues of the Reduced Correlation Matrix: Total = 1.83775944 Average = 0.45943986				
	Eigenvalue	Difference	Proportion	Cumulative
1	1.83794375	1.77025249	1.0001	1.0001
2	0.06769127	0.01480745	0.0368	1.0369
3	0.05288381	0.17364321	0.0288	1.0657
4	-.12075939		-0.0657	1.0000

The FACTOR Procedure
Initial Factor Method: Iterated Principal Factor Analysis

Factor Pattern		
		Factor1
X3	X3 - Price Flexibility	0.72723
X1	X1 - Delivery Speed	0.65798
X2	X2 - Price Level	-0.63145
X7	X7 - Product Quality	-0.69096

Variance Explained by Each Factor
Factor1
1.8379438

Final Communality Estimates: Total = 1.837944			
X1	X2	X3	X7
0.43293220	0.39872294	0.52886308	0.47742554

The FACTOR Procedure

Input Data Type	Raw Data
Number of Records Read	100
Number of Records Used	100
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Means and Standard Deviations from 100 Observations		
Variable	**Mean**	**Std Dev**
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Correlations					
		X1	**X2**	**X3**	**X7**
X1	X1 - Delivery Speed	1.00000	-0.34923	0.50930	-0.48263
X2	X2 - Price Level	-0.34923	1.00000	-0.48721	0.46975
X3	X3 - Price Flexibility	0.50930	-0.48721	1.00000	-0.44811
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The FACTOR Procedure
Initial Factor Method: Iterated Principal Factor Analysis

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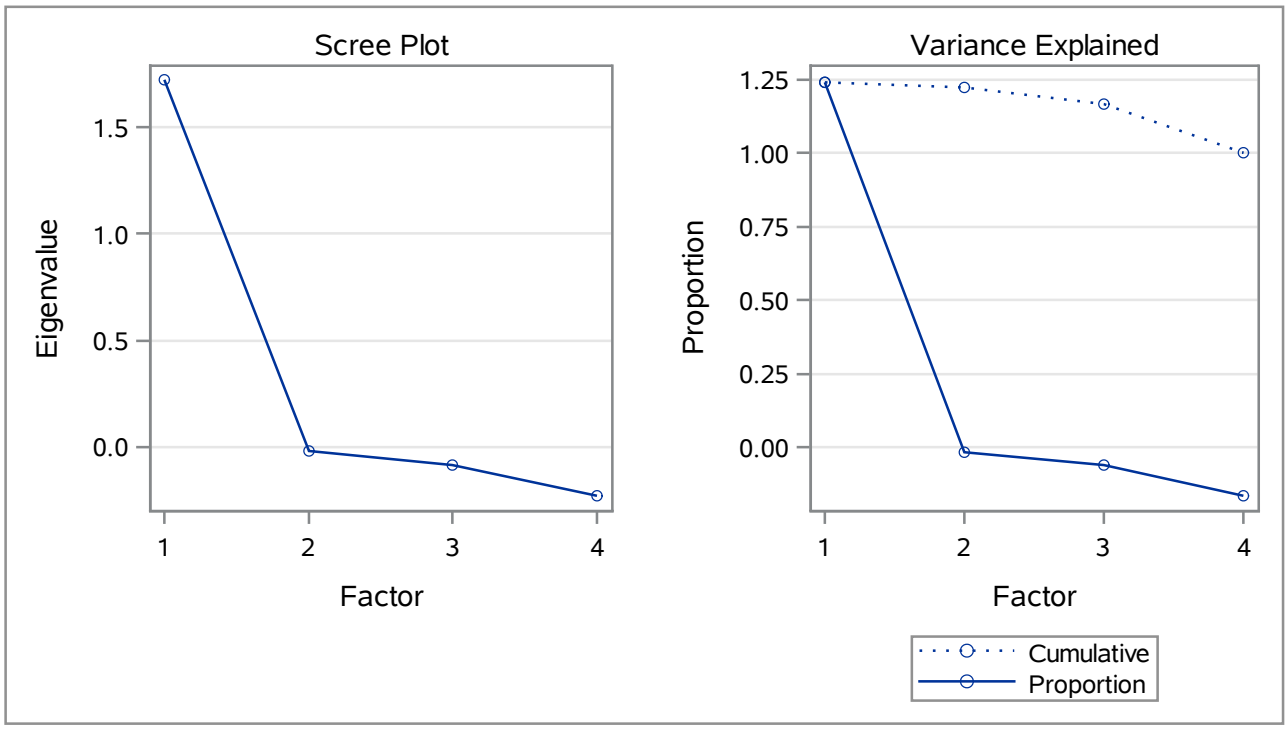
1 factor will be retained by the MINEIGEN criterion.

The FACTOR Procedure
Initial Factor Method: Iterated Principal Factor Analysis



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7	0.0005	0.43293	0.39872	0.52886	0.47743

Convergence criterion satisfied.

Eigenvalues of the Reduced Correlation Matrix: Total = 1.83775944 Average = 0.45943986

	Eigenvalue	Difference	Proportion	Cumulative
1	1.83794375	1.77025249	1.0001	1.0001
2	0.06769127	0.01480745	0.0368	1.0369
3	0.05288381	0.17364321	0.0288	1.0657
4	-.12075939		-0.0657	1.0000

The FACTOR Procedure
Initial Factor Method: Iterated Principal Factor Analysis

Factor Pattern		
		Factor1
X3	X3 - Price Flexibility	0.72723
X1	X1 - Delivery Speed	0.65798
X2	X2 - Price Level	-0.63145
X7	X7 - Product Quality	-0.69096

Variance Explained by Each Factor
Factor1
1.8379438

Final Communality Estimates: Total = 1.837944			
X1	X2	X3	X7
0.43293220	0.39872294	0.52886308	0.47742554

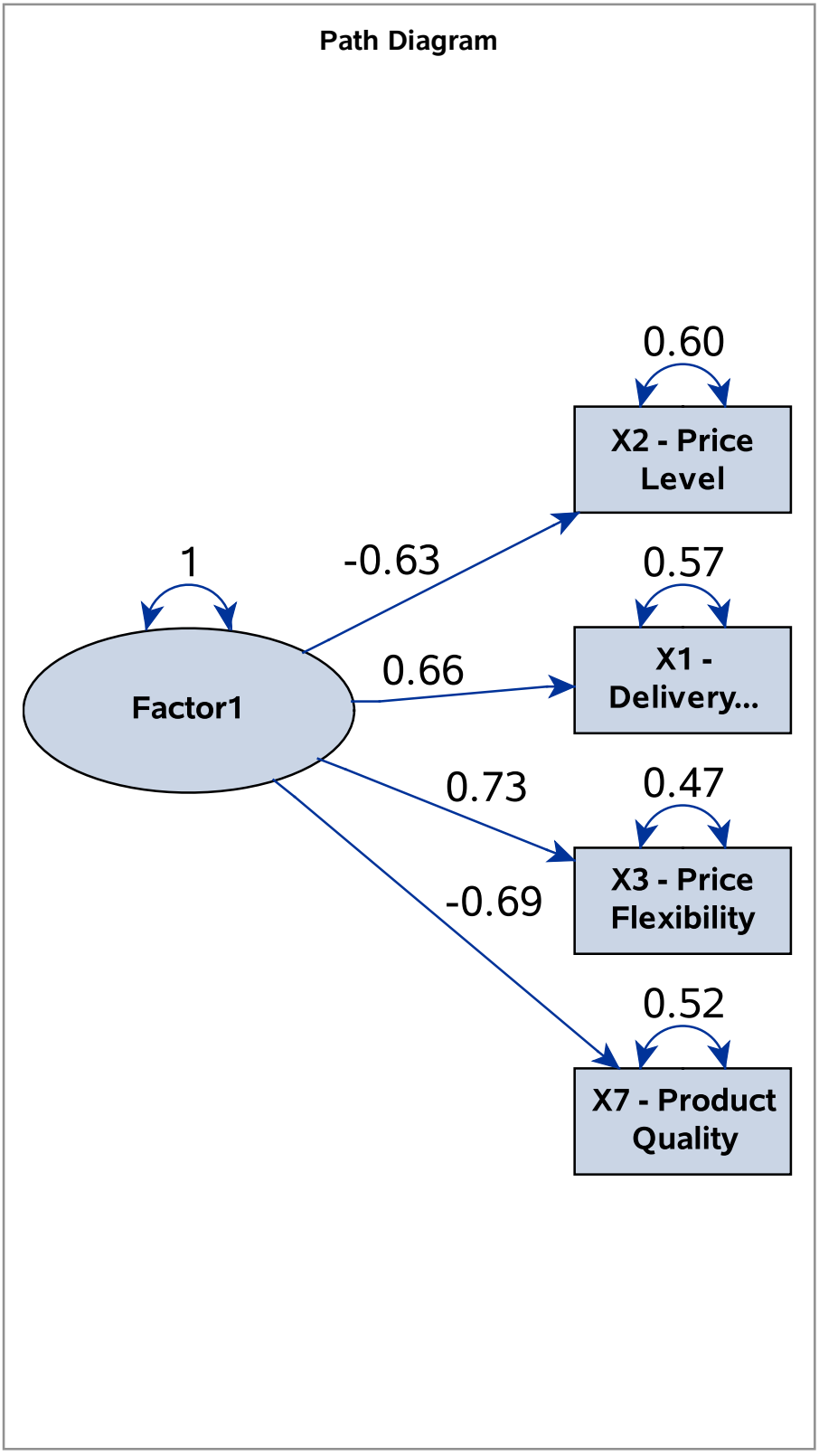
The FACTOR Procedure
Rotation Method: Varimax

Note: Rotation not possible with 1 factor.

The FACTOR Procedure
Rotation Method: Varimax

Scoring Coefficients Estimated by Regression

Squared Multiple Correlations of the Variables with Each Factor
Factor1
0.77617229

Standardized Scoring Coefficients		
		Factor1
X3	X3 - Price Flexibility	0.35044
X1	X1 - Delivery Speed	0.25249
X2	X2 - Price Level	-0.22964
X7	X7 - Product Quality	-0.30419

The FACTOR Procedure
Rotation Method: Varimax