CHAPTER 5: PRINCIPAL COMPONENTS ANALYSIS

Analysis of TV viewing data

2 Components

Communalities

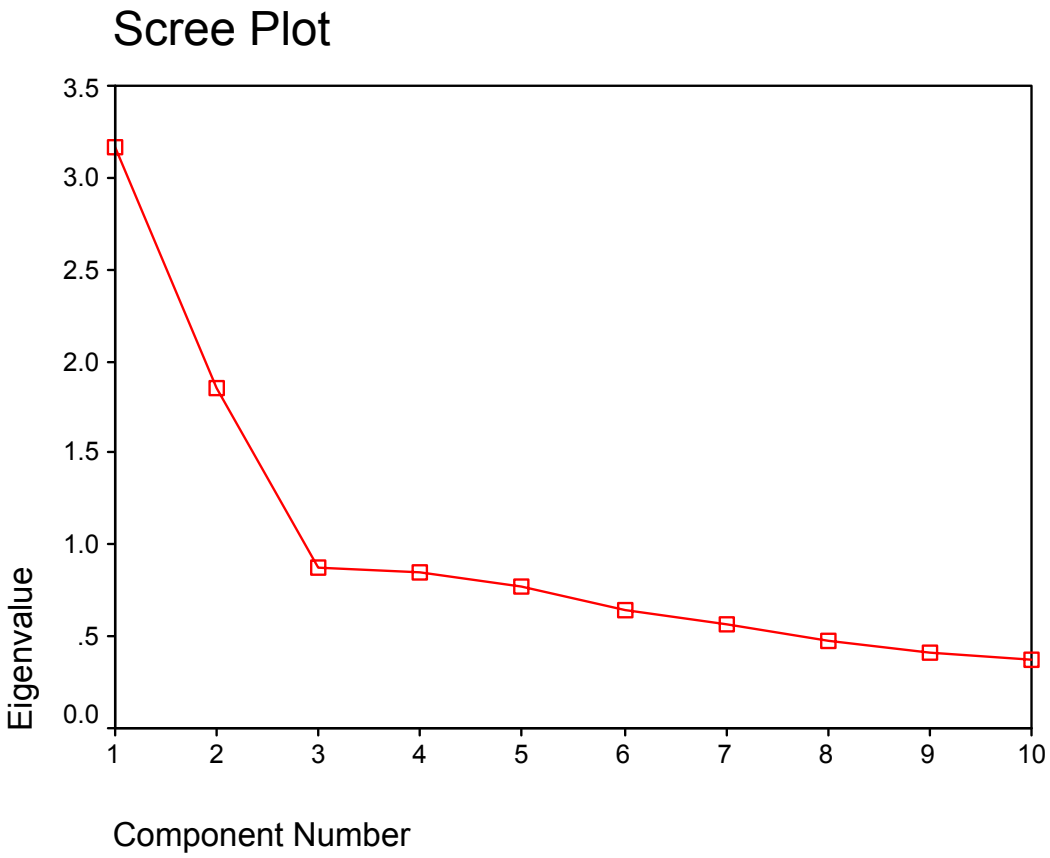
	Initial	Extraction
BOX	1.000	.539
GNDSTND	1.000	.681
HRS24	1.000	.620
LINEUP	1.000	.242
MATCH	1.000	.660
PANOR	1.000	.541
RUGBY	1.000	.300
SPORT	1.000	.672
THISWK	1.000	.483
TODAY	1.000	.281

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.165	31.655	31.655	3.165	31.655	31.655
2	1.853	18.532	50.187	1.853	18.532	50.187
3	.880	8.798	58.985			
4	.854	8.539	67.524			
5	.774	7.738	75.262			
6	.646	6.464	81.726			
7	.570	5.700	87.427			
8	.475	4.746	92.172			
9	.411	4.108	96.281			
10	.372	3.719	100.000			

Extraction Method: Principal Component Analysis.

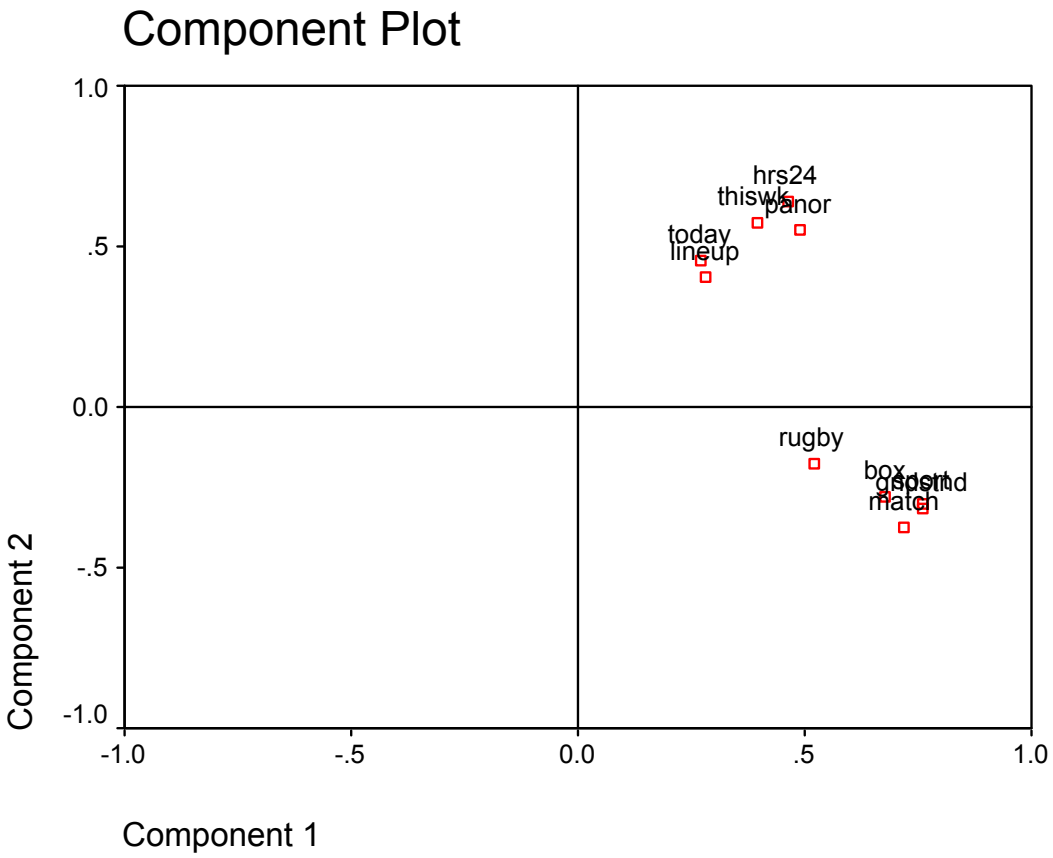


Component Matrix[a]

	Component	
	1	2
BOX	.679	-.278
GNDSTND	.761	-.318
HRS24	.462	.637
LINEUP	.280	.405
MATCH	.721	-.375
PANOR	.487	.551
RUGBY	.519	-.176
SPORT	.761	-.305
THISWK	.394	.572
TODAY	.269	.457

Extraction Method: Principal Component Analysis.

a. 2 components extracted.



Component Score Coefficient Matrix

	Component	
	1	2
BOX	.215	-.150
GNDSTND	.240	-.172
HRS24	.146	.344
LINEUP	.089	.218
MATCH	.228	-.202
PANOR	.154	.297
RUGBY	.164	-.095
SPORT	.240	-.165
THISWK	.124	.309
TODAY	.085	.247

Extraction Method: Principal Component Analysis.