

## *Factor Analysis*

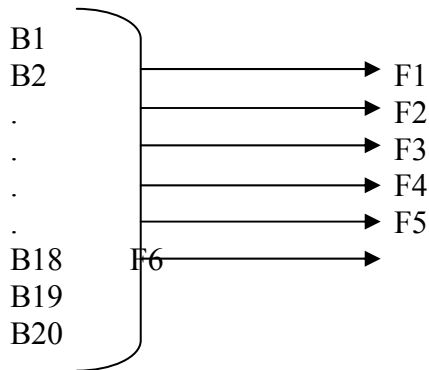
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### I. MODEL:

From the Humor and Public Opinion Study 2010

Public Opinion measures:



For items B1-B12, 0=strongly disagree, 10=strongly agree:

B1. Barack Obama is doing a good job as president.

B2. I believe that O.J. Simpson is innocent of murder.

B3. Affirmative action is still necessary to help minorities and other groups.

B4. The Internet provides me with lots of information I need.

B5. I like finding unexpected linkages on the Internet.

B6. Abortion should remain legal.

B7. All human cloning should be banned.

B8. I favor the death penalty for a person convicted of murder.

B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages.

B10. The laws covering the sale of firearms should be made more strict.

B11. The problem of drugs in the United States is extremely serious.

B12. The U.S. healthcare system today is in a state of crisis.

For items B13-B18, 0=very dissatisfied, 10=very satisfied:

B13. How satisfied are you with the way women are treated [in society]?

B14. How about Blacks?

B15. Asians?

B16. How satisfied are you with the way Arabs are treated?

B17. How about immigrants?

B18. Hispanics?

For item B19, 0=not worried at all, 10=very worried:

B19. How worried are you that you or someone in your family will become a victim of terrorism?

For item B20, 0=too little regulation, 10=too much regulation:

B20. In general, do you think there is too much or too little government regulation of business and industry?

## II. RUNNING SPSS

ANALYZE → DIMENSION REDUCTION [DATA REDUCTION] → FACTOR

DESCRIPTIVES → STATISTICS →  $\checkmark$  UNIVARIATE DESCRIPTIVES,  
 $\checkmark$  INITIAL SOLUTION  
 → CORRELATION MATRIX →  $\checkmark$  COEFFICIENTS,  
 $\checkmark$  SIGNIFICANCE LEVELS,  
 $\checkmark$  KMO & BARTLETT'S

CONTINUE

The screenshot shows the IBM SPSS Statistics Data Editor interface. The main window displays a list of variables with columns for Name, Type, and Role. Overlaid on this is the 'Factor Analysis' dialog box. The 'Variables' list contains B1 through B7. The 'Statistics' section has 'Univariate descriptives' and 'Initial solution' checked. The 'Correlation Matrix' section has 'Coefficients', 'Significance levels', and 'KMO and Bartlett's test of sphericity' checked. A 'Factor Analysis: Descriptives' sub-dialog box is also open, showing the same 'Statistics' and 'Correlation Matrix' options.

| Name   | Type    | Role |
|--------|---------|------|
| 1 ID   | Numeric |      |
| 2 A1   | String  |      |
| 3 A2   | String  |      |
| 4 A3   | String  |      |
| 5 A4   | String  |      |
| 6 A5   | Numeric |      |
| 7 A6   | Numeric |      |
| 8 A7   | Numeric |      |
| 9 A8   | Numeric |      |
| 10 A9  | Numeric |      |
| 11 A10 | Numeric |      |
| 12 A11 | Numeric |      |
| 13 A12 | Numeric |      |
| 14 A13 | Numeric |      |
| 15 A14 | Numeric |      |
| 16 A15 | Numeric |      |
| 17 A16 | Numeric |      |
| 18 A17 | Numeric |      |
| 19 A18 | Numeric |      |
| 20 A19 | Numeric |      |
| 21 A20 | Numeric |      |
| 22 A21 | Numeric |      |
| 23 A22 | Numeric |      |
| 24 B1  | Numeric |      |
| 25 B2  | Numeric |      |

EXTRACTION → METHOD → PRINCIPAL COMPONENTS  
 → ANALYZE → CORRELATION MATRIX  
 → DISPLAY →  $\checkmark$  UNROTATED FACTOR SOLUTION,  
 $\checkmark$  SCREE PLOT  
 → EXTRACT → EIGENVALUES GREATER THAN 1  
 → MAXIMUM ITERATIONS FOR CONVERGENCE 100

CONTINUE

The screenshot displays the IBM SPSS Statistics Data Editor interface. The main window shows a dataset with variables A12 through B2. Two dialog boxes are open over the data:

- Factor Analysis Dialog:**
  - Variables:** B1. Barack Obama..., B2. I believe that..., B3. Affirmative ac..., B4. The Internet..., B5. I like finding..., B6. Abortion sho..., B7. All human cl...
  - Buttons:** Descriptives..., Extraction..., Rotation..., Scores..., Options...
  - Selection Variable:** (Empty field)
  - Buttons:** OK, Paste, Reset, Cancel, Help
- Factor Analysis: Extraction Dialog:**
  - Method:** Principal components
  - Analyze:**
    - Correlation matrix
    - Covariance matrix
  - Display:**
    - Unrotated factor solution
    - Scree plot
  - Extract:**
    - Based on Eigenvalue
      - Eigenvales greater than: 1
    - Fixed number of factors
      - Factors to extract: (Empty field)
  - Maximum iterations for convergence:** 100
  - Buttons:** Continue, Cancel, Help

The background data table is partially visible, showing variables A12 through B2 with their respective scales and roles.

ROTATION → METHOD → VARIMAX  
 → DISPLAY → ✓ ROTATED SOLUTION  
 → MAXIMUM ITERATIONS FOR CONVERGENCE 100

CONTINUE

The screenshot displays the IBM SPSS Statistics Data Editor interface. The main window shows a list of variables in Variable View. Two dialog boxes are open over the data:

- Factor Analysis Dialog Box:**
  - Variables:** B1. Barack Obama..., B2. I believe that..., B3. Affirmative ac..., B4. The Internet..., B5. I like finding..., B6. Abortion sho..., B7. All human cl...
  - Buttons:** Descriptives..., Extraction..., Rotation..., Scores..., Options...
  - Selection Variable:** (Empty field)
  - Buttons:** OK, Paste, Reset, Cancel, Help
- Factor Analysis: Rotation Dialog Box:**
  - Method:**
    - None
    - Varimax
    - Direct Oblimin
    - Quartimax
    - Equamax
    - Promax
  - Delta:** 0
  - Kappa:** 4
  - Display:**
    - Rotated solution
    - Loading plot(s)
  - Maximum Iterations for Convergence:** 100
  - Buttons:** Continue, Cancel, Help

The background data table shows variables A12 through B2 with their respective scales and roles.

| Variable | Scale   | Role  |
|----------|---------|-------|
| A12      | Numeric | Input |
| A13      | Numeric | Input |
| A14      | Numeric | Input |
| A15      | Numeric | Input |
| A16      | Numeric | Input |
| A17      | Numeric | Input |
| A18      | Numeric | Input |
| A19      | Numeric | Input |
| A20      | Numeric | Input |
| A21      | Numeric | Input |
| A22      | Numeric | Input |
| B1       | Numeric | Input |
| B2       | Numeric | Input |

SCORES → SAVE AS VARIABLES → METHOD → REGRESSION  
→ ✓ DISPLAY FACTOR SCORE COEFFICIENT MATRIX

CONTINUE

The screenshot shows the IBM SPSS Statistics Data Editor interface. The main window displays a dataset with columns for variable names, measures, and roles. Two dialog boxes are open over the data:

- Factor Analysis**: This dialog box is used to select variables for the analysis. The 'Variables' list includes B1 through B7. The 'Scores...' button is highlighted, leading to the next dialog.
- Factor Analysis: Factor Scores**: This dialog box allows for saving factor scores as variables. The 'Method' is set to 'Regression', and the checkbox for 'Display factor score coefficient matrix' is checked.

The background data table is partially visible, showing columns for variable names (e.g., A12, A13, A14, A15, A16, A17, A18, A19, A20, A21, A22, B1, B2), their measures (e.g., None, Numeric), and roles (e.g., Input).

OPTIONS → MISSING VALUES → EXCLUDE CASES LISTWISE  
 → COEFFICIENT DISPLAY FORMAT →  $\checkmark$  SORTED BY SIZE

CONTINUE

OK

The screenshot displays the IBM SPSS Statistics Data Editor interface. The main window shows a data table with variables A12 through B2. Two dialog boxes are open over the data table:

- Factor Analysis:** This dialog box is open, showing a list of variables (C8 through C18) on the left and a list of variables (B1 through B7) in the 'Variables:' list. Buttons for 'Descriptives...', 'Extraction...', 'Rotation...', 'Scores...', and 'Options...' are visible.
- Factor Analysis: Options:** This dialog box is open, showing the 'Missing Values' section with 'Exclude cases listwise' selected. The 'Coefficient Display Format' section has 'Sorted by size' checked and 'Suppress small coefficients' unchecked. The 'Absolute value below:' field is set to .10.

The background data table is as follows:

| Variable | Type    | Width | Decimals | Label                                | Measure | Role  |
|----------|---------|-------|----------|--------------------------------------|---------|-------|
| A12      | Numeric | 6     | 0        | A12. In the pa...                    | None    | Input |
| A13      | Numeric | 6     | 0        | A13. How man...                      | None    | Input |
| A14      | Numeric | 6     | 0        | A14. How man...                      | None    | Input |
| A15      | Numeric | 6     | 0        | A15. How man...                      | None    | Input |
| A16      | Numeric | 6     | 0        | A16. Yesterda...                     | None    | Input |
| A17      | Numeric | 6     | 0        | A17. Yesterda...                     | None    | Input |
| A18      | Numeric | 6     | 0        | A18. Yesterda...                     | None    | Input |
| A19      | Numeric | 6     | 0        | A19. During an...                    | None    | Input |
| A20      | Numeric | 6     | 0        | A20. During an...                    | None    | Input |
| A21      | Numeric | 6     | 0        | A21. Do you re... {1, 1-Yes}...      | None    | Input |
| A22      | Numeric | 6     | 0        | A22. Do you h... {1, 1-Yes}...       | None    | Input |
| B1       | Numeric | 6     | 0        | B1. Barack Ob... {0, 0-Strongl...    | None    | Input |
| B2       | Numeric | 6     | 0        | B2. I believe th... {0, 0-Strongl... | None    | Input |

### III. SPSS OUTPUT

NOTE: Correlations shown here are from a separate run of the Correlations procedure, just because the correlation matrix provided by the Factor procedure did not survive the translation to Word very well!

#### CORRELATIONS

```

/VARIABLES=B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 B12 B13 B14 B15 B16 B17 B18 B19 B20
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

#### Correlations

|  |                     | Correlations                                       |  |  |   |   |                                   |   |   |
|--|---------------------|--|--|--|---|---|-----------------------------------|---|---|
|  |                     | B1. Barack Obama is doing a good job as president. | B2. I believe that O.J. Simpson is innocent of murder. | B3. Affirmative action is still necessary to help minorities and other groups. | B4. The Internet provides me with lots of information I need. | B5. I like finding unexpected linkages on the Internet. | B6. Abortion should remain legal. | B7. All human cloning should be banned. | B8. I favor the death penalty for a person convicted of murder. |
| B1. Barack Obama is doing a good job as president.                             | Pearson Correlation | 1  | .169*  | .431**   | .158*   | .115  | .268**                            | .005                                    | -.244   |
|  | Sig. (2-tailed)     |  | .005   | .000   | .008  | .056  | .000                              | .937                                    | .000  |
|  | N                   | 280  | 279  | 280  | 277   | 277   | 277                               | 278                                     | 277   |
| B2. I believe that O.J. Simpson is innocent of murder.                         | Pearson Correlation | .169*  | 1  | .309**   | .009  | -.015   | .014                              | .167**                                  | -.129*  |
|  | Sig. (2-tailed)     | .005   |  | .000   | .886  | .810  | .819                              | .005                                    | .032  |
|  | N                   | 279  | 279  | 279  | 276   | 276   | 276                               | 277                                     | 276   |
| B3. Affirmative action is still necessary to help minorities and other groups. | Pearson Correlation | .431**   | .309**   | 1  | .156**  | .118  | .116                              | .114                                    | -.208**   |
|  | Sig. (2-tailed)     | .000   | .000   |  | .009  | .050  | .053                              | .058                                    | .000  |
|  | N                   | 280  | 279  | 280  | 277   | 277   | 277                               | 278                                     | 277   |
| B4. The Internet provides me with lots of information I need.                  | Pearson Correlation | .158*  | .009   | .156**   | 1   | .311**  | -.015                             | .005                                    | -.010   |
|  | Sig. (2-tailed)     | .008   | .886   | .009   |   | .000  | .806                              | .930                                    | .866  |
|  | N                   | 277  | 276  | 277  | 277   | 274   | 274                               | 275                                     | 274   |
| B5. I like finding unexpected linkages on the Internet.                        | Pearson Correlation | .115   | -.015  | .118*  | .311**  | 1   | .042                              | -.120*                                  | -.072   |
|  | Sig. (2-tailed)     | .056   | .810   | .050   | .000  |   | .487                              | .046                                    | .235  |
|  | N                   | 277  | 276  | 277  | 274   | 277   | 274                               | 275                                     | 274   |
| B6. Abortion should remain legal.  | Pearson Correlation | .268**   | .014   | .116   | -.015   | .042  | 1                                 | -.088                                   | .001  |
|  | Sig. (2-tailed)     | .000   | .819   | .053   | .806  | .487  |                                   | .144                                    | .987  |
|  | N                   | 277  | 276  | 277  | 274   | 274   | 277                               | 275                                     | 274   |
| B7. All human cloning should   | Pearson Correlation | .005   | .167**   | .114   | .005  | -.120*  | -.088                             | 1                                       | -.013   |



|   |                     |         |         |         |        |        |        |         |        |
|---|---------------------|---------|---------|---------|--------|--------|--------|---------|--------|
| be banned.  | Sig. (2-tailed)     | .937    | .005    | .058    | .930   | .046   | .144   |         | .832   |
|   | N                   | 278     | 277     | 278     | 275    | 275    | 275    | 278     | 275    |
| B8. I favor the death penalty for a person convicted of murder.   | Pearson Correlation | -.244** | -.129*  | -.208** | -.010  | -.072  | .001   | -.013   | 1      |
|   | Sig. (2-tailed)     | .000    | .032    | .000    | .866   | .235   | .987   | .832    |        |
|   | N                   | 277     | 276     | 277     | 274    | 274    | 274    | 275     | 277    |
| B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages. | Pearson Correlation | .177**  | -.066   | .009    | .017   | .157** | .367** | -.257** | .000   |
|   | Sig. (2-tailed)     | .003    | .271    | .878    | .775   | .009   | .000   | .000    | .998   |
|   | N                   | 280     | 279     | 280     | 277    | 277    | 277    | 278     | 277    |
| B10. The laws covering the sale of firearms should be made more strict.   | Pearson Correlation | .306**  | .039    | .182**  | .169   | .079   | .129   | .160**  | .045   |
|   | Sig. (2-tailed)     | .000    | .520    | .002    | .005   | .188   | .032   | .008    | .454   |
|   | N                   | 279     | 278     | 279     | 276    | 276    | 276    | 277     | 276    |
| B11. The problem of drugs in the United States is extremely serious.  | Pearson Correlation | .102    | .121*   | .155**  | .109   | .041   | -.020  | .203**  | .076   |
|   | Sig. (2-tailed)     | .090    | .045    | .009    | .070   | .497   | .745   | .001    | .206   |
|   | N                   | 279     | 278     | 279     | 276    | 276    | 276    | 277     | 276    |
| B12. The U.S. healthcare system today is in a state of crisis.  | Pearson Correlation | .361**  | .021    | .238**  | .236** | .205** | .130   | -.021   | -.131* |
|   | Sig. (2-tailed)     | .000    | .730    | .000    | .000   | .001   | .031   | .727    | .030   |
|   | N                   | 278     | 277     | 278     | 275    | 275    | 276    | 276     | 275    |
| B13. How satisfied are you with the way women are treated?  | Pearson Correlation | -.210** | -.045   | -.251** | .061   | -.074  | -.065  | .019    | .199** |
|   | Sig. (2-tailed)     | .000    | .454    | .000    | .311   | .220   | .281   | .746    | .001   |
|   | N                   | 280     | 279     | 280     | 277    | 277    | 277    | 278     | 277    |
| B14. How about Blacks?  | Pearson Correlation | -.209** | -.224** | -.355** | .043   | .048   | -.116  | -.056   | .257** |
|   | Sig. (2-tailed)     | .000    | .000    | .000    | .475   | .427   | .054   | .355    | .000   |
|   | N                   | 280     | 279     | 280     | 277    | 277    | 277    | 278     | 277    |
| B15. Asians?  | Pearson Correlation | -.089   | -.083   | -.216** | .132*  | .068   | -.072  | -.007   | .208** |
|   | Sig. (2-tailed)     | .143    | .172    | .000    | .030   | .269   | .236   | .908    | .001   |
|   | N                   | 273     | 272     | 273     | 270    | 270    | 270    | 271     | 270    |
| B16. How satisfied are you with the way Arabs are treated?  | Pearson Correlation | -.200** | -.026   | -.241** | .028   | -.017  | -.056  | .079    | .274** |
|   | Sig. (2-tailed)     | .001    | .661    | .000    | .642   | .777   | .357   | .187    | .000   |
|   | N                   | 280     | 279     | 280     | 277    | 277    | 277    | 278     | 277    |
| B17. How about immigrants?  | Pearson Correlation | -.223** | -.033   | -.237** | .097   | -.007  | -.037  | .003    | .259** |
|   | Sig. (2-tailed)     | .000    | .581    | .000    | .108   | .911   | .545   | .956    | .000   |
|   | N                   | 279     | 278     | 279     | 276    | 276    | 276    | 277     | 276    |
| B18. Hispanics?   | Pearson Correlation | -.170** | -.063   | -.269** | .024   | .048   | -.067  | .037    | .172** |
|   | Sig. (2-tailed)     | .004    | .296    | .000    | .692   | .428   | .271   | .544    | .004   |



|   |                     |         |       |         |       |       |         |      |        |
|---|---------------------|---------|-------|---------|-------|-------|---------|------|--------|
|   | N                   | 278     | 277   | 278     | 275   | 275   | 275     | 276  | 275    |
| B19. How worried are you that you or someone in your family will become a victim of terrorism?                | Pearson Correlation | .033    | .015  | .086    | .011  | -.009 | -.042   | .023 | .095   |
|   | Sig. (2-tailed)     | .582    | .808  | .153    | .853  | .884  | .491    | .706 | .115   |
|   | N                   | 280     | 279   | 280     | 277   | 277   | 277     | 278  | 277    |
| B20. In general, do you think there is too much or too little government regulation of business and industry? | Pearson Correlation | -.309** | -.084 | -.177** | -.088 | -.023 | -.175** | .016 | .220** |
|   | Sig. (2-tailed)     | .000    | .162  | .003    | .145  | .700  | .003    | .793 | .000   |
|   | N                   | 280     | 279   | 280     | 277   | 277   | 277     | 278  | 277    |

### Correlations

|  |                     | B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages. | B10. The laws covering the sale of firearms should be made more strict. | B11. The problem of drugs in the United States is extremely serious. | B12. The U.S. healthcare system today is in a state of crisis. | B13. How satisfied are you with the way women are treated? | B14. How about Blacks? | B15. Asians? | B16. How satisfied are you with the way Arabs are treated? |
|--|---------------------|---|---|--|--|--|------------------------|--------------|--|
| B1. Barack Obama is doing a good job as president.                             | Pearson Correlation | .177  | .306  | .102   | .361   | -.210  | -.209                  | -.089        | -.200  |
|  | Sig. (2-tailed)     | .003  | .000  | .090   | .000   | .000   | .000                   | .143         | .001   |
|  | N                   | 280   | 279   | 279  | 278  | 280  | 280                    | 273          | 280  |
| B2. I believe that O.J. Simpson is innocent of murder.                         | Pearson Correlation | -.066   | .039  | .121   | .021   | -.045  | -.224                  | -.083        | -.026  |
|  | Sig. (2-tailed)     | .271  | .520  | .045   | .730   | .454   | .000                   | .172         | .661   |
|  | N                   | 279   | 278   | 278  | 277  | 279  | 279                    | 272          | 279  |
| B3. Affirmative action is still necessary to help minorities and other groups. | Pearson Correlation | .009  | .182**  | .155**   | .238**   | -.251**  | -.355**                | -.216*       | -.241**  |
|  | Sig. (2-tailed)     | .878  | .002  | .009   | .000   | .000   | .000                   | .000         | .000   |
|  | N                   | 280   | 279   | 279  | 278  | 280  | 280                    | 273          | 280  |
| B4. The Internet provides me with lots of information I need.                  | Pearson Correlation | .017  | .169**  | .109   | .236**   | .061   | .043                   | .132         | .028   |
|  | Sig. (2-tailed)     | .775  | .005  | .070   | .000   | .311   | .475                   | .030         | .642   |
|  | N                   | 277   | 276   | 276  | 275  | 277  | 277                    | 270          | 277  |
| B5. I like finding   | Pearson Correlation | .157**  | .079  | .041   | .205**   | -.074  | .048                   | .068         | -.017  |

|   |   |                        |                       |                        |                        |                        |                        |                        |                        |
|---|---|------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| unexpected linkages on the Internet.  | Sig. (2-tailed)<br>N                        | .009<br>277            | .188<br>276           | .497<br>276            | .001<br>275            | .220<br>277            | .427<br>277            | .269<br>270            | .777<br>277            |
| B6. Abortion should remain legal.   | Pearson Correlation<br>Sig. (2-tailed)<br>N | .367**<br>.000<br>277  | .129<br>.032<br>276   | -.020<br>.745<br>276   | .130<br>.031<br>276    | -.065<br>.281<br>277   | -.116<br>.054<br>277   | -.072<br>.236<br>270   | -.056<br>.357<br>277   |
| B7. All human cloning should be banned.   | Pearson Correlation<br>Sig. (2-tailed)<br>N | -.257**<br>.000<br>278 | .160**<br>.008<br>277 | .203**<br>.001<br>277  | -.021<br>.727<br>276   | .019<br>.746<br>278    | -.056<br>.355<br>278   | -.007<br>.908<br>271   | .079<br>.187<br>278    |
| B8. I favor the death penalty for a person convicted of murder.   | Pearson Correlation<br>Sig. (2-tailed)<br>N | .000<br>.998<br>277    | .045<br>.454<br>276   | .076<br>.206<br>276    | -.131*<br>.030<br>275  | .199**<br>.001<br>277  | .257**<br>.000<br>277  | .208**<br>.001<br>270  | .274**<br>.000<br>277  |
| B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages. | Pearson Correlation<br>Sig. (2-tailed)<br>N | 1<br>280               | .198**<br>.001<br>279 | -.161**<br>.007<br>279 | .119<br>.047<br>278    | -.107<br>.073<br>280   | -.066<br>.273<br>280   | -.098<br>.107<br>273   | -.103<br>.086<br>280   |
| B10. The laws covering the sale of firearms should be made more strict.   | Pearson Correlation<br>Sig. (2-tailed)<br>N | .198**<br>.001<br>279  | 1<br>279              | .324**<br>.000<br>278  | .282**<br>.000<br>277  | -.111<br>.064<br>279   | -.119*<br>.047<br>279  | -.153*<br>.012<br>272  | -.165**<br>.006<br>279 |
| B11. The problem of drugs in the United States is extremely serious.  | Pearson Correlation<br>Sig. (2-tailed)<br>N | -.161**<br>.007<br>279 | .324**<br>.000<br>278 | 1<br>279               | .379**<br>.000<br>277  | -.082<br>.172<br>279   | -.074<br>.215<br>279   | -.084<br>.166<br>272   | .040<br>.504<br>279    |
| B12. The U.S. healthcare system today is in a state of crisis.  | Pearson Correlation<br>Sig. (2-tailed)<br>N | .119*<br>.047<br>278   | .282**<br>.000<br>277 | .379**<br>.000<br>277  | 1<br>278               | -.246**<br>.000<br>278 | -.208**<br>.000<br>278 | -.183**<br>.002<br>271 | -.142*<br>.018<br>278  |
| B13. How satisfied are you with the way women are treated?  | Pearson Correlation<br>Sig. (2-tailed)<br>N | -.107<br>.073<br>280   | -.111<br>.064<br>279  | -.082<br>.172<br>279   | -.246**<br>.000<br>278 | 1<br>280               | .640**<br>.000<br>280  | .588**<br>.000<br>273  | .445**<br>.000<br>280  |
| B14. How about Blacks?  | Pearson Correlation<br>Sig. (2-tailed)<br>N | -.066<br>.273<br>280   | -.119*<br>.047<br>279 | -.074<br>.215<br>279   | -.208**<br>.000<br>278 | .640**<br>.000<br>280  | 1<br>280               | .703**<br>.000<br>273  | .621**<br>.000<br>280  |
| B15. Asians?  | Pearson Correlation<br>Sig. (2-tailed)<br>N | -.098<br>.107<br>273   | -.153*<br>.012<br>272 | -.084<br>.166<br>272   | -.183**<br>.002<br>271 | .588**<br>.000<br>273  | .703**<br>.000<br>273  | 1<br>273               | .532**<br>.000<br>273  |
| B16. How satisfied are you with the way Arabs are   | Pearson Correlation<br>Sig. (2-tailed)      | -.103<br>.086          | -.165**<br>.006       | .040<br>.504           | -.142*<br>.018         | .445**<br>.000         | .621**<br>.000         | .532**<br>.000         | 1                      |

|   |                     |       |         |        |         |        |        |        |        |
|---|---------------------|-------|---------|--------|---------|--------|--------|--------|--------|
| treated?  | N                   | 280   | 279     | 279    | 278     | 280    | 280    | 273    | 280    |
| B17. How about immigrants?  | Pearson Correlation | -.096 | -.144   | -.026  | -.198** | .466** | .604   | .487** | .759** |
|   | Sig. (2-tailed)     | .111  | .016    | .662   | .001    | .000   | .000   | .000   | .000   |
|   | N                   | 279   | 278     | 278    | 277     | 279    | 279    | 272    | 279    |
| B18. Hispanics?   | Pearson Correlation | -.045 | -.114   | -.075  | -.224** | .532** | .736** | .619** | .643** |
|   | Sig. (2-tailed)     | .455  | .057    | .214   | .000    | .000   | .000   | .000   | .000   |
|   | N                   | 278   | 277     | 277    | 276     | 278    | 278    | 271    | 278    |
| B19. How worried are you that you or someone in your family will become a victim of terrorism?                | Pearson Correlation | .019  | .146*   | .177** | .050    | -.054  | .017   | -.079  | .033   |
|   | Sig. (2-tailed)     | .755  | .015    | .003   | .410    | .369   | .773   | .190   | .577   |
|   | N                   | 280   | 279     | 279    | 278     | 280    | 280    | 273    | 280    |
| B20. In general, do you think there is too much or too little government regulation of business and industry? | Pearson Correlation | -.153 | -.294** | -.137* | -.214** | .146   | .198** | .157** | .205** |
|   | Sig. (2-tailed)     | .010  | .000    | .022   | .000    | .014   | .001   | .009   | .001   |
|   | N                   | 280   | 279     | 279    | 278     | 280    | 280    | 273    | 280    |

**Correlations**

|  |                     | B17. How about immigrants? | B18. Hispanics? | B19. How worried are you that you or someone in your family will become a victim of terrorism? | B20. In general, do you think there is too much or too little government regulation of business and industry? |
|--|---------------------|----------------------------|-----------------|--|---|
| B1. Barack Obama is doing a good job as president.                             | Pearson Correlation | -.223                      | -.170*          | .033   | -.309*  |
|  | Sig. (2-tailed)     | .000                       | .004            | .582   | .000  |
|  | N                   | 279                        | 278             | 280  | 280   |
| B2. I believe that O.J. Simpson is innocent of murder.                         | Pearson Correlation | -.033                      | -.063           | .015   | -.084   |
|  | Sig. (2-tailed)     | .581                       | .296            | .808   | .162  |
|  | N                   | 278                        | 277             | 279  | 279   |
| B3. Affirmative action is still necessary to help minorities and other groups. | Pearson Correlation | -.237**                    | -.269**         | .086   | -.177**   |
|  | Sig. (2-tailed)     | .000                       | .000            | .153   | .003  |
|  | N                   | 279                        | 278             | 280  | 280   |
| B4. The Internet provides me with lots of information I need.                  | Pearson Correlation | .097                       | .024            | .011   | -.088   |
|  | Sig. (2-tailed)     | .108                       | .692            | .853   | .145  |
|  | N                   | 276                        | 275             | 277  | 277   |
| B5. I like finding unexpected linkages on the Internet.                        | Pearson Correlation | -.007                      | .048            | -.009  | -.023   |
|  | Sig. (2-tailed)     | .911                       | .428            | .884   | .700  |
|  | N                   | 276                        | 275             | 277  | 277   |
| B6. Abortion should remain legal.  | Pearson Correlation | -.037                      | -.067           | -.042  | -.175**   |
|  | Sig. (2-tailed)     | .545                       | .271            | .491   | .003  |
|  | N                   | 276                        | 275             | 277  | 277   |
| B7. All human cloning should be banned.  | Pearson Correlation | .003                       | .037            | .023   | .016  |
|  | Sig. (2-tailed)     | .956                       | .544            | .706   | .793  |
|  | N                   | 277                        | 276             | 278  | 278   |
| B8. I favor the death penalty for a person                                     | Pearson Correlation | .259**                     | .172**          | .095   | .220**  |
|  | Sig. (2-tailed)     | .000                       | .004            | .115   | .000  |

|   |                     |         |         |        |         |
|---|---------------------|---------|---------|--------|---------|
| convicted of murder.  | N                   | 276     | 275     | 277    | 277     |
| B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages. | Pearson Correlation | -.096   | -.045   | .019   | -.153   |
|   | Sig. (2-tailed)     | .111    | .455    | .755   | .010    |
|   | N                   | 279     | 278     | 280    | 280     |
| B10. The laws covering the sale of firearms should be made more strict.   | Pearson Correlation | -.144*  | -.114   | .146*  | -.294** |
|   | Sig. (2-tailed)     | .016    | .057    | .015   | .000    |
|   | N                   | 278     | 277     | 279    | 279     |
| B11. The problem of drugs in the United States is extremely serious.  | Pearson Correlation | -.026   | -.075   | .177** | -.137*  |
|   | Sig. (2-tailed)     | .662    | .214    | .003   | .022    |
|   | N                   | 278     | 277     | 279    | 279     |
| B12. The U.S. healthcare system today is in a state of crisis.  | Pearson Correlation | -.198** | -.224** | .050   | -.214** |
|   | Sig. (2-tailed)     | .001    | .000    | .410   | .000    |
|   | N                   | 277     | 276     | 278    | 278     |
| B13. How satisfied are you with the way women are treated?  | Pearson Correlation | .466**  | .532**  | -.054  | .146    |
|   | Sig. (2-tailed)     | .000    | .000    | .369   | .014    |
|   | N                   | 279     | 278     | 280    | 280     |
| B14. How about Blacks?  | Pearson Correlation | .604**  | .736**  | .017   | .198**  |
|   | Sig. (2-tailed)     | .000    | .000    | .773   | .001    |
|   | N                   | 279     | 278     | 280    | 280     |
| B15. Asians?  | Pearson Correlation | .487**  | .619**  | -.079  | .157**  |
|   | Sig. (2-tailed)     | .000    | .000    | .190   | .009    |
|   | N                   | 272     | 271     | 273    | 273     |
| B16. How satisfied are you with the way Arabs are treated?  | Pearson Correlation | .759**  | .643**  | .033   | .205**  |
|   | Sig. (2-tailed)     | .000    | .000    | .577   | .001    |
|   | N                   | 279     | 278     | 280    | 280     |
| B17. How about immigrants?  | Pearson Correlation | .1      | .740**  | .059   | .225**  |
|   | Sig. (2-tailed)     |         | .000    | .326   | .000    |
|   | N                   | 279     | 277     | 279    | 279     |
| B18. Hispanics?   | Pearson Correlation | .740**  | .1      | -.052  | .186**  |
|   | Sig. (2-tailed)     | .000    |         | .386   | .002    |
|   | N                   | 277     | 278     | 278    | 278     |
| B19. How worried are you that you or someone in your family will become a victim of terrorism?                                  | Pearson Correlation | .059    | -.052   | .1     | .048    |
|   | Sig. (2-tailed)     | .326    | .386    |        | .424    |
|   | N                   | 279     | 278     | 280    | 280     |
| B20. In general, do you think there is too much or too little government regulation of business and industry?                   | Pearson Correlation | .225**  | .186**  | .048   | .1      |
|   | Sig. (2-tailed)     | .000    | .002    | .424   |         |
|   | N                   | 279     | 278     | 280    | 280     |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

FACTOR

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/VARIABLES B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 B12 B13 B14 B15 B16 B17 B18 B19 B20
/MISSING LISTWISE
/ANALYSIS B1 B2 B3 B4 B5 B6 B7 B8 B9 B10 B11 B12 B13 B14 B15 B16 B17 B18 B19 B20
/PRINT UNIVARIATE INITIAL KMO EXTRACTION ROTATION FSCORE
/FORMAT SORT
/PLOT EIGEN
/CRITERIA MINEIGEN(1) ITERATE(100)
/EXTRACTION PC
/CRITERIA ITERATE(100)
/ROTATION VARIMAX
/SAVE REG(ALL)
/METHOD=CORRELATION.
    
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**Factor Analysis**

**Descriptive Statistics**

|   | Mean | Std. Deviation | Analysis N |
|---|------|----------------|------------|
| B1. Barack Obama is doing a good job as president.  | 5.75 | 2.774          | 252        |
| B2. I believe that O.J. Simpson is innocent of murder.  | 2.52 | 2.620          | 252        |
| B3. Affirmative action is still necessary to help minorities and other groups.  | 5.00 | 3.049          | 252        |
| B4. The Internet provides me with lots of information I need.   | 8.50 | 1.963          | 252        |
| B5. I like finding unexpected linkages on the Internet.   | 5.79 | 3.149          | 252        |
| B6. Abortion should remain legal.   | 6.45 | 3.465          | 252        |
| B7. All human cloning should be banned.   | 4.83 | 3.479          | 252        |
| B8. I favor the death penalty for a person convicted of murder.   | 5.66 | 3.468          | 252        |
| B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages. | 6.88 | 3.643          | 252        |
| B10. The laws covering the sale of firearms should be made more strict.   | 6.59 | 3.225          | 252        |
| B11. The problem of drugs in the United States is extremely serious.  | 6.27 | 2.984          | 252        |
| B12. The U.S. healthcare system today is in a state of crisis.  | 7.14 | 2.475          | 252        |
| B13. How satisfied are you with the way women are treated?  | 5.44 | 2.583          | 252        |
| B14. How about Blacks?  | 5.21 | 2.693          | 252        |
| B15. Asians?  | 5.81 | 2.443          | 252        |
| B16. How satisfied are you with the way Arabs are treated?  | 4.40 | 2.739          | 252        |
| B17. How about immigrants?  | 4.51 | 2.705          | 252        |
| B18. Hispanics?   | 5.11 | 2.575          | 252        |
| B19. How worried are you that you or someone in your family will become a victim of terrorism?                                  | 2.53 | 2.684          | 252        |
| B20. In general, do you think there is too much or too little government regulation of business and industry?                   | 5.03 | 2.453          | 252        |

**KMO and Bartlett's Test**

|  |                    |
|--|--------------------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | .796               |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square |
|  | 1568.335           |
|  | df                 |
|  | 190                |
|  | Sig.               |
|  | .000               |

**Communalities**

|   | Initial | Extraction |
|---|---------|------------|
| B1. Barack Obama is doing a good job as president.  | 1.000   | .579       |
| B2. I believe that O.J. Simpson is innocent of murder.  | 1.000   | .638       |
| B3. Affirmative action is still necessary to help minorities and other groups.  | 1.000   | .576       |
| B4. The Internet provides me with lots of information I need.   | 1.000   | .556       |
| B5. I like finding unexpected linkages on the Internet.   | 1.000   | .622       |
| B6. Abortion should remain legal.   | 1.000   | .614       |
| B7. All human cloning should be banned.   | 1.000   | .495       |
| B8. I favor the death penalty for a person convicted of murder.   | 1.000   | .540       |
| B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages. | 1.000   | .675       |
| B10. The laws covering the sale of firearms should be made more strict.   | 1.000   | .601       |
| B11. The problem of drugs in the United States is extremely serious.  | 1.000   | .626       |
| B12. The U.S. healthcare system today is in a state of crisis.  | 1.000   | .499       |
| B13. How satisfied are you with the way women are treated?  | 1.000   | .577       |
| B14. How about Blacks?  | 1.000   | .811       |
| B15. Asians?  | 1.000   | .667       |
| B16. How satisfied are you with the way Arabs are treated?  | 1.000   | .685       |
| B17. How about immigrants?  | 1.000   | .715       |
| B18. Hispanics?   | 1.000   | .755       |
| B19. How worried are you that you or someone in your family will become a victim of terrorism?                                  | 1.000   | .509       |
| B20. In general, do you think there is too much or too little government regulation of business and industry?                   | 1.000   | .547       |

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

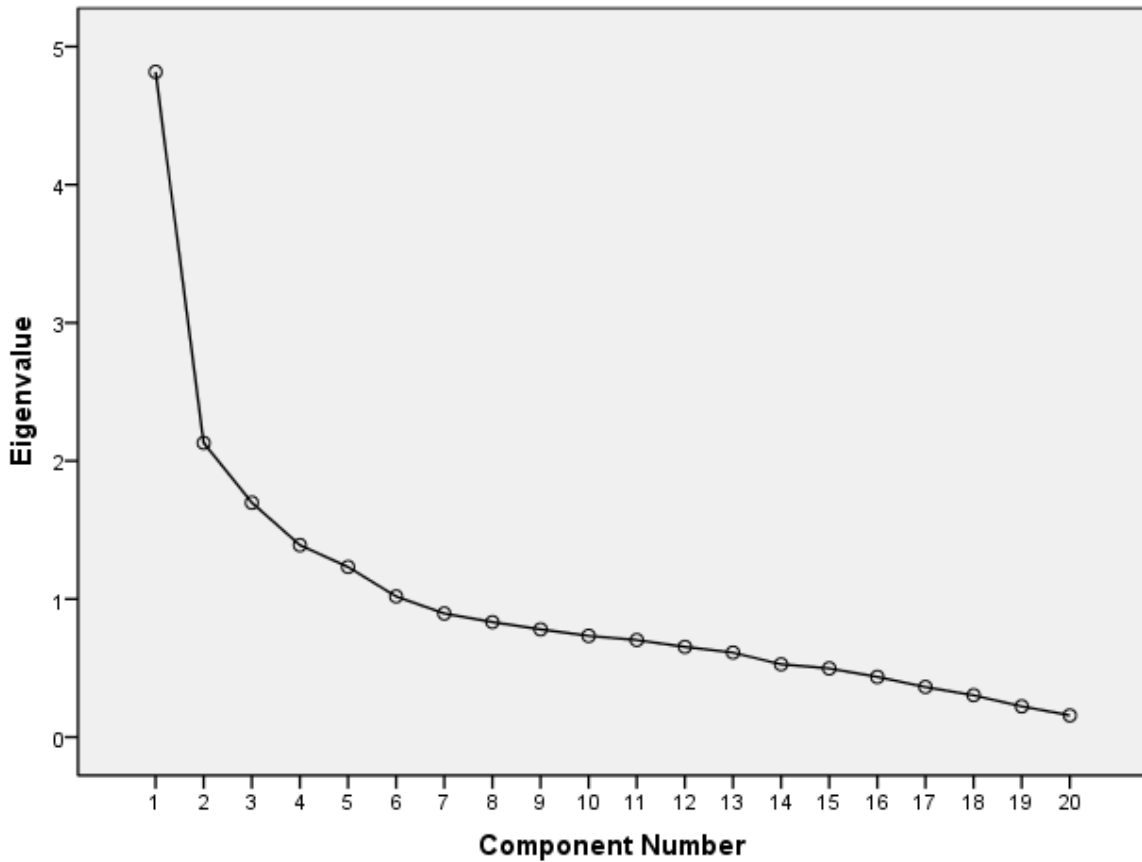
| Component | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
|           | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % |
| 1         | 4.817               | 24.085        | 24.085       | 4.817                               | 24.085        | 24.085       |
| 2         | 2.130               | 10.649        | 34.734       | 2.130                               | 10.649        | 34.734       |
| 3         | 1.698               | 8.488         | 43.222       | 1.698                               | 8.488         | 43.222       |
| 4         | 1.390               | 6.950         | 50.173       | 1.390                               | 6.950         | 50.173       |
| 5         | 1.232               | 6.160         | 56.332       | 1.232                               | 6.160         | 56.332       |
| 6         | 1.018               | 5.092         | 61.425       | 1.018                               | 5.092         | 61.425       |
| 7         | .895                | 4.476         | 65.901       |                                     |               |              |
| 8         | .833                | 4.164         | 70.066       |                                     |               |              |
| 9         | .780                | 3.901         | 73.967       |                                     |               |              |
| 10        | .733                | 3.666         | 77.633       |                                     |               |              |
| 11        | .703                | 3.513         | 81.145       |                                     |               |              |
| 12        | .654                | 3.268         | 84.413       |                                     |               |              |
| 13        | .612                | 3.060         | 87.474       |                                     |               |              |
| 14        | .527                | 2.634         | 90.108       |                                     |               |              |
| 15        | .497                | 2.487         | 92.595       |                                     |               |              |
| 16        | .436                | 2.181         | 94.775       |                                     |               |              |
| 17        | .363                | 1.814         | 96.589       |                                     |               |              |
| 18        | .303                | 1.515         | 98.105       |                                     |               |              |
| 19        | .222                | 1.111         | 99.215       |                                     |               |              |
| 20        | .157                | .785          | 100.000      |                                     |               |              |

**Total Variance Explained**

| Component | Rotation Sums of Squared Loadings |               |              |
|-----------|-----------------------------------|---------------|--------------|
|           | Total                             | % of Variance | Cumulative % |
| 1         | 4.238                             | 21.190        | 21.190       |
| 2         | 2.041                             | 10.204        | 31.395       |
| 3         | 1.599                             | 7.994         | 39.389       |
| 4         | 1.536                             | 7.679         | 47.068       |
| 5         | 1.508                             | 7.539         | 54.607       |
| 6         | 1.364                             | 6.818         | 61.425       |
| 7         |                                   |               |              |
| 8         |                                   |               |              |
| 9         |                                   |               |              |
| 10        |                                   |               |              |
| 11        |                                   |               |              |
| 12        |                                   |               |              |
| 13        |                                   |               |              |
| 14        |                                   |               |              |
| 15        |                                   |               |              |
| 16        |                                   |               |              |
| 17        |                                   |               |              |
| 18        |                                   |               |              |
| 19        |                                   |               |              |
| 20        |                                   |               |              |

Extraction Method: Principal Component Analysis.

**Scree Plot**





Component Matrix<sup>a</sup>

|   | Component |       |       |       |
|---|-----------|-------|-------|-------|
|   | 1         | 2     | 3     | 4     |
| B14. How about Blacks?  | .849      | .226  | -.099 | .022  |
| B18. Hispanics?   | .811      | .260  | -.114 | -.048 |
| B17. How about immigrants?  | .786      | .223  | .036  | .021  |
| B16. How satisfied are you with the way Arabs are treated?  | .762      | .266  | .089  | .045  |
| B15. Asians?  | .726      | .270  | -.139 | -.187 |
| B13. How satisfied are you with the way women are treated?  | .701      | .167  | -.049 | -.057 |
| B3. Affirmative action is still necessary to help minorities and other groups.  | -.510     | .319  | .143  | -.276 |
| B1. Barack Obama is doing a good job as president.  | -.471     | .464  | -.192 | -.138 |
| B10. The laws covering the sale of firearms should be made more strict.   | -.312     | .551  | .037  | .418  |
| B4. The Internet provides me with lots of information I need.   | -.015     | .535  | -.113 | -.338 |
| B12. The U.S. healthcare system today is in a state of crisis.  | -.386     | .513  | -.006 | .078  |
| B11. The problem of drugs in the United States is extremely serious.  | -.125     | .506  | .494  | .284  |
| B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages. | -.195     | .097  | -.674 | .338  |
| B7. All human cloning should be banned.   | -.036     | .220  | .557  | -.037 |
| B6. Abortion should remain legal.   | -.207     | .138  | -.472 | .293  |
| B8. I favor the death penalty for a person convicted of murder.   | .412      | -.017 | .108  | .503  |
| B19. How worried are you that you or someone in your family will become a victim of terrorism?                                  | -.067     | .148  | .316  | .419  |
| B5. I like finding unexpected linkages on the Internet.   | -.067     | .350  | -.307 | -.338 |
| B2. I believe that O.J. Simpson is innocent of murder.  | -.240     | .160  | .296  | -.353 |
| B20. In general, do you think there is too much or too little government regulation of business and industry?                   | .396      | -.342 | .216  | -.078 |

Component Matrix<sup>a</sup>

|   | Component |       |
|---|-----------|-------|
|   | 5         | 6     |
| B14. How about Blacks?  | -.018     | -.168 |
| B18. Hispanics?   | .117      | .011  |
| B17. How about immigrants?  | .042      | .210  |
| B16. How satisfied are you with the way Arabs are treated?  | .087      | .125  |
| B15. Asians?  | .085      | -.070 |
| B13. How satisfied are you with the way women are treated?  | .196      | -.115 |
| B3. Affirmative action is still necessary to help minorities and other groups.  | .130      | .318  |
| B1. Barack Obama is doing a good job as president.  | .291      | .004  |
| B10. The laws covering the sale of firearms should be made more strict.   | .078      | -.132 |
| B4. The Internet provides me with lots of information I need.   | -.368     | .083  |
| B12. The U.S. healthcare system today is in a state of crisis.  | -.233     | -.164 |
| B11. The problem of drugs in the United States is extremely serious.  | -.115     | -.127 |
| B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages. | .038      | .241  |
| B7. All human cloning should be banned.   | .355      | -.083 |
| B6. Abortion should remain legal.   | .418      | .262  |
| B8. I favor the death penalty for a person convicted of murder.   | -.103     | .307  |
| B19. How worried are you that you or someone in your family will become a victim of terrorism?                                  | -.334     | .309  |
| B5. I like finding unexpected linkages on the Internet.   | -.513     | .152  |
| B2. I believe that O.J. Simpson is innocent of murder.  | .345      | .472  |
| B20. In general, do you think there is too much or too little government regulation of business and industry?                   | -.214     | .418  |

Extraction Method: Principal Component Analysis.

a. 6 components extracted.

Rotated Component Matrix<sup>a</sup>

|   | Component |       |       |       |
|---|-----------|-------|-------|-------|
|   | 1         | 2     | 3     | 4     |
| B18. Hispanics?   | .861      | -.084 | .012  | -.075 |
| B14. How about Blacks?  | .848      | -.026 | -.092 | -.284 |
| B17. How about immigrants?  | .794      | -.137 | -.027 | .025  |
| B16. How satisfied are you with the way Arabs are treated?  | .794      | -.040 | -.068 | .026  |
| B15. Asians?  | .790      | -.081 | -.047 | -.066 |
| B13. How satisfied are you with the way women are treated?  | .740      | -.055 | -.058 | -.084 |
| B10. The laws covering the sale of firearms should be made more strict.   | -.076     | .732  | .212  | .048  |
| B11. The problem of drugs in the United States is extremely serious.  | .009      | .660  | -.281 | .120  |
| B12. The U.S. healthcare system today is in a state of crisis.  | -.203     | .574  | .019  | .010  |
| B20. In general, do you think there is too much or too little government regulation of business and industry?                   | .168      | -.548 | -.204 | .050  |
| B1. Barack Obama is doing a good job as president.  | -.162     | .411  | .312  | .381  |
| B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages. | -.101     | .040  | .787  | -.147 |
| B6. Abortion should remain legal.   | -.027     | .113  | .745  | .151  |
| B2. I believe that O.J. Simpson is innocent of murder.  | -.082     | -.065 | -.024 | .791  |
| B3. Affirmative action is still necessary to help minorities and other groups.  | -.303     | .183  | .059  | .627  |
| B7. All human cloning should be banned.   | .092      | .323  | -.336 | .413  |
| B5. I like finding unexpected linkages on the Internet.   | .002      | -.012 | .060  | -.007 |
| B4. The Internet provides me with lots of information I need.   | .137      | .184  | -.059 | .136  |
| B19. How worried are you that you or someone in your family will become a victim of terrorism?                                  | -.117     | .204  | -.047 | .024  |
| B8. I favor the death penalty for a person convicted of murder.   | .307      | -.048 | .121  | -.141 |

Rotated Component Matrix<sup>a</sup>

|   | Component |       |
|---|-----------|-------|
|   | 5         | 6     |
| B18. Hispanics?   | .033      | .016  |
| B14. How about Blacks?  | .038      | .020  |
| B17. How about immigrants?  | .026      | .252  |
| B16. How satisfied are you with the way Arabs are treated?  | -.026     | .216  |
| B15. Asians?  | .119      | -.121 |
| B13. How satisfied are you with the way women are treated?  | -.094     | -.088 |
| B10. The laws covering the sale of firearms should be made more strict.   | .000      | .110  |
| B11. The problem of drugs in the United States is extremely serious.  | .012      | .310  |
| B12. The U.S. healthcare system today is in a state of crisis.  | .359      | -.008 |
| B20. In general, do you think there is too much or too little government regulation of business and industry?                   | .000      | .418  |
| B1. Barack Obama is doing a good job as president.  | .171      | -.336 |
| B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages. | .141      | .042  |
| B6. Abortion should remain legal.   | -.139     | -.054 |
| B2. I believe that O.J. Simpson is innocent of murder.  | .002      | -.002 |
| B3. Affirmative action is still necessary to help minorities and other groups.  | .229      | -.053 |
| B7. All human cloning should be banned.   | -.315     | -.012 |
| B5. I like finding unexpected linkages on the Internet.   | .786      | -.019 |
| B4. The Internet provides me with lots of information I need.   | .693      | -.036 |
| B19. How worried are you that you or someone in your family will become a victim of terrorism?                                  | .069      | .668  |
| B8. I favor the death penalty for a person convicted of murder.   | -.172     | .616  |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 9 iterations.

**Component Transformation Matrix**

| Component | 1     | 2     | 3     | 4     | 5     | 6     |
|-----------|-------|-------|-------|-------|-------|-------|
| 1         | .895  | -.296 | -.156 | -.239 | -.080 | .153  |
| 2         | .382  | .739  | .110  | .304  | .450  | .013  |
| 3         | -.067 | .188  | -.770 | .361  | -.317 | .370  |
| 4         | -.051 | .396  | .374  | -.405 | -.442 | .584  |
| 5         | .213  | .071  | .304  | .474  | -.681 | -.411 |
| 6         | .000  | -.411 | .372  | .575  | .178  | .574  |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

**Component Score Coefficient Matrix**

|   | Component |       |       |       |
|---|-----------|-------|-------|-------|
|   | 1         | 2     | 3     | 4     |
| B1. Barack Obama is doing a good job as president.  | .059      | .145  | .163  | .203  |
| B2. I believe that O.J. Simpson is innocent of murder.  | .045      | -.169 | .045  | .600  |
| B3. Affirmative action is still necessary to help minorities and other groups.  | -.011     | -.042 | .042  | .411  |
| B4. The Internet provides me with lots of information I need.   | .046      | .023  | -.072 | .057  |
| B5. I like finding unexpected linkages on the Internet.   | -.014     | -.096 | -.003 | -.025 |
| B6. Abortion should remain legal.   | .067      | .010  | .506  | .153  |
| B7. All human cloning should be banned.   | .073      | .184  | -.193 | .252  |
| B8. I favor the death penalty for a person convicted of murder.   | .033      | -.006 | .159  | -.013 |
| B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages. | .002      | -.028 | .505  | -.067 |
| B10. The laws covering the sale of firearms should be made more strict.   | .038      | .391  | .105  | -.064 |
| B11. The problem of drugs in the United States is extremely serious.  | .018      | .363  | -.192 | -.015 |
| B12. The U.S. healthcare system today is in a state of crisis.  | -.023     | .276  | -.055 | -.114 |
| B13. How satisfied are you with the way women are treated?  | .198      | .051  | -.001 | .006  |
| B14. How about Blacks?  | .198      | .088  | -.031 | -.140 |
| B15. Asians?  | .211      | .013  | -.001 | .021  |
| B16. How satisfied are you with the way Arabs are treated?  | .199      | .022  | .028  | .110  |
| B17. How about immigrants?  | .191      | -.044 | .063  | .129  |
| B18. Hispanics?   | .224      | .017  | .059  | .037  |
| B19. How worried are you that you or someone in your family will become a victim of terrorism?                                  | -.072     | .066  | .010  | .015  |
| B20. In general, do you think there is too much or too little government regulation of business and industry?                   | -.030     | -.323 | -.049 | .154  |

**Component Score Coefficient Matrix**

|   | Component |       |
|---|-----------|-------|
|   | 5         | 6     |
| B1. Barack Obama is doing a good job as president.  | .026      | -.207 |
| B2. I believe that O.J. Simpson is innocent of murder.  | -.014     | .061  |
| B3. Affirmative action is still necessary to help minorities and other groups.  | .120      | .037  |
| B4. The Internet provides me with lots of information I need.   | .460      | .005  |
| B5. I like finding unexpected linkages on the Internet.   | .550      | .047  |
| B6. Abortion should remain legal.   | -.157     | .023  |
| B7. All human cloning should be banned.   | -.256     | -.059 |
| B8. I favor the death penalty for a person convicted of murder.   | -.080     | .456  |
| B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages. | .063      | .113  |
| B10. The laws covering the sale of firearms should be made more strict.   | -.084     | .077  |
| B11. The problem of drugs in the United States is extremely serious.  | -.032     | .193  |
| B12. The U.S. healthcare system today is in a state of crisis.  | .191      | .008  |
| B13. How satisfied are you with the way women are treated?  | -.077     | -.141 |
| B14. How about Blacks?  | .026      | -.073 |
| B15. Asians?  | .071      | -.152 |
| B16. How satisfied are you with the way Arabs are treated?  | -.013     | .106  |
| B17. How about immigrants?  | .034      | .147  |

|   |      |       |
|---|------|-------|
| B18. Hispanics?   | .016 | -.050 |
| B19. How worried are you that you or someone in your family will become a victim of terrorism?                | .079 | .529  |
| B20. In general, do you think there is too much or too little government regulation of business and industry? | .097 | .332  |

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 Component Scores.

**Component Score Covariance Matrix**

| Component | 1     | 2     | 3     | 4     | 5     | 6     |
|-----------|-------|-------|-------|-------|-------|-------|
| 1         | 1.000 | .000  | .000  | .000  | .000  | .000  |
| 2         | .000  | 1.000 | .000  | .000  | .000  | .000  |
| 3         | .000  | .000  | 1.000 | .000  | .000  | .000  |
| 4         | .000  | .000  | .000  | 1.000 | .000  | .000  |
| 5         | .000  | .000  | .000  | .000  | 1.000 | .000  |
| 6         | .000  | .000  | .000  | .000  | .000  | 1.000 |

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.  
 Component Scores.

## IV. TABLING RESULTS

Table 1. Principal Components Factor Analysis of Public Opinion Measures (Orthogonal Rotation).

|   | Factor Loadings           |                                |                          |                                 |                |             | Communalities |
|---|---------------------------|--------------------------------|--------------------------|---------------------------------|----------------|-------------|---------------|
|   | 1:<br>Subpop<br>treatment | 2:<br>Reform &<br>intervention | 3:<br>Sexual<br>freedoms | 4:<br>Still issues<br>for AfAms | 5:<br>Internet | 6:<br>Fear  |               |
| B18. Hispanics?   | <b>.861</b>               | -.084                          | .012                     | -.075                           | .033           | .016        | .722          |
| B14. How about Blacks?  | <b>.848</b>               | -.026                          | -.092                    | -.284                           | .038           | .020        | .620          |
| B17. How about immigrants?  | <b>.794</b>               | -.137                          | -.027                    | .025                            | .026           | .252        | .614          |
| B16. How satisfied are you with the way Arabs are treated?  | <b>.794</b>               | -.040                          | -.068                    | .026                            | -.026          | .216        | .575          |
| B15. Asians?  | <b>.790</b>               | -.081                          | -.047                    | -.066                           | .119           | -.121       | .630          |
| B13. How satisfied are you with the way women are treated?  | <b>.740</b>               | -.055                          | -.058                    | -.084                           | -.094          | -.088       | .472          |
| B10. The laws covering the sale of firearms should be made more strict.   | -.076                     | <b>.732</b>                    | .212                     | .048                            | .000           | .110        | .654          |
| B11. The problem of drugs in the United States is extremely serious.  | .009                      | <b>.660</b>                    | -.281                    | .120                            | .012           | .310        | .588          |
| B12. The U.S. healthcare system today is in a state of crisis.  | -.203                     | <b>.574</b>                    | .019                     | .010                            | .359           | -.008       | .392          |
| B20. In general, do you think there is too much or too little government regulation of business and industry? [higher score = too much] | .168                      | <b>-.548</b>                   | -.204                    | .050                            | .000           | .418        | .542          |
| B1. Barack Obama is doing a good job as president.  | -.162                     | <b>.411</b>                    | .312                     | .381                            | .171           | -.336       | .594          |
| B9. Marriages between same-sex couples should be recognized by the law as valid, with the same rights as traditional marriages.         | -.101                     | .040                           | <b>.787</b>              | -.147                           | .141           | .042        | .676          |
| B6. Abortion should remain legal.   | -.027                     | .113                           | <b>.745</b>              | .151                            | -.139          | -.054       | .694          |
| B2. I believe that O.J. Simpson is innocent of murder.  | -.082                     | -.065                          | -.024                    | <b>.791</b>                     | .002           | -.002       | .706          |
| B3. Affirmative action is still necessary to help minorities and other groups.  | -.303                     | .183                           | .059                     | <b>.627</b>                     | .229           | -.053       | .671          |
| B7. All human cloning should be banned.   | .092                      | .323                           | -.336                    | <b>.413</b>                     | -.315          | -.012       | .626          |
| B5. I like finding unexpected linkages on the Internet.   | .002                      | -.012                          | .060                     | -.007                           | <b>.786</b>    | -.019       | .559          |
| B4. The Internet provides me with lots of information I need.   | .137                      | .184                           | -.059                    | .136                            | <b>.693</b>    | -.036       | .639          |
| B19. How worried are you that you or someone in your family will become a victim of terrorism?  | -.117                     | .204                           | -.047                    | .024                            | .069           | <b>.668</b> | .718          |
| B8. I favor the death penalty for a person convicted of murder.   | .307                      | -.048                          | .121                     | -.141                           | -.172          | <b>.616</b> | .556          |
| Eigenvalue  | 4.238                     | 2.041                          | 1.599                    | 1.536                           | 1.508          | 1.364       | [12.286]      |
| Percent of Total Variance   | 21.190%                   | 10.204%                        | 7.994%                   | 7.679%                          | 7.539%         | 6.818%      | 61.43%        |
| Percent of Common Variance  | 34.5%                     | 16.6%                          | 13.0%                    | 12.5%                           | 12.3%          | 11.1%       | 100.0%        |

KMO measure of sampling adequacy = .796

Bartlett's test of sphericity: approx. chi-square = 1568.335, df = 190,  $p < .001$

$n = 252$ ;

## V. WRITEUP OF RESULTS

### Factor Analysis Writeup

A set of 20 public opinion measures were submitted to an exploratory factor analysis, with principal components factoring, orthogonal rotation and an extraction cutoff of eigenvalue=1.0 (i.e., latent root criterion). The measure of sampling adequacy (MSA) was .796 (i.e., “middling” according to Kaiser, just shy of “meritorious”; see Hair et al.) and the Bartlett’s test of sphericity resulted in a highly significant chi-square (1568.335,  $p < .001$ ), indicating the appropriateness of factor analysis for this set of 20 items. Communalities ranged from a low of .392 to a high of .722, indicating a moderate amount of shared variance for all items.

The analysis resulted in six factors with eigenvalues ranging from 4.238 (21.190% of total variance) to 1.364 (6.818% of total variance). The full six-factor solution explained 61.43% of the total variance of the pool of 20 items. The six factors were given labels based on those items loading highly and cleanly on each factor. Factor 1 was titled “Subpopulation Treatment” due to high loadings by all six items that measured perceived positive treatment of various groups in society (i.e., Hispanics, Blacks, immigrants, Arabs, Asians, women). Factor 2, “[Political] Reform and Intervention,” was given that label because of high loadings by items measuring support for gun control, perceptions of the seriousness of drug problems in the U.S., perceiving a crisis in the healthcare system, perceptions of too much government regulation (a negative loading), and the opinion that Obama is doing a good job as President. Factor 3 was called “Sexual Freedoms” due to its dependence on items measuring support of same-sex marriage and abortion. Factor 4 was a “Still Issues for African Americans” factor—its high-loadings by perceiving O.J. Simpson innocent of murder and perceiving a need for continued Affirmation Action are joined by an unexpected primary loading by support for a ban on human cloning. Factor 5 was labeled “Internet” because it represents two positive perceptions of the Internet. Finally, Factor 6, “Fear,” seems to represent a general fear of crime and terrorism, with two main loadings by worry over being a victim of terrorism and support for capital punishment.

Given an  $n$  of 252, any factor loading of at least .35 may be considered significant. On that basis, only one item, B1, “Barack Obama is doing a good job as president,” was shown to have a cross-loading: A loading of .411 on Factor 2, and a loading of .381 on Factor 4. This may indicate that respondents reacted to this question in at least two distinctly different ways (i.e., with regard to political “Reform and Intervention,” and with regard to “Issue re African Americans”).