

This report was generated by the EnQuireR package

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EnQuireR: Multivariate Exploratory Analysis of Questionnaires

Multivariate exploration of the questionnaire

How is my dataset “structured”?

How does my dataset look like?

How can the main axes of variability be interpreted?

Typology of the individuals

How many groups are there in my dataset?

How can the groups be displayed?

How different are the groups?

How can the groups be described?



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Percentages of variance explained by the first five axes

Axis	Eigenvalue	Percentage of variance
1	0.08791	5.42%
2	0.06907	4.26%
3	0.06501	4.01%
4	0.05618	3.46%
5	0.05339	3.29%

Table: Eigenvalues associated with the first five axes

How does my dataset look like?

Representation of the individuals

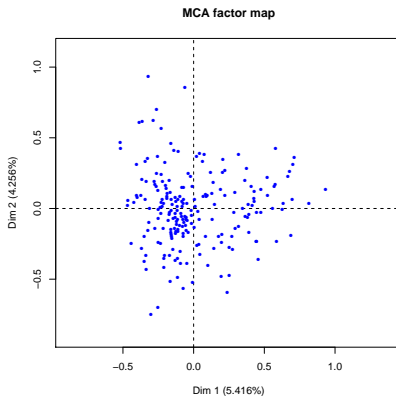
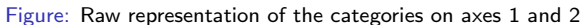


Figure: Raw representation of the individuals on axes 1 and 2

Representation of the categories





How does my dataset look like?

Simplified representation of the categories

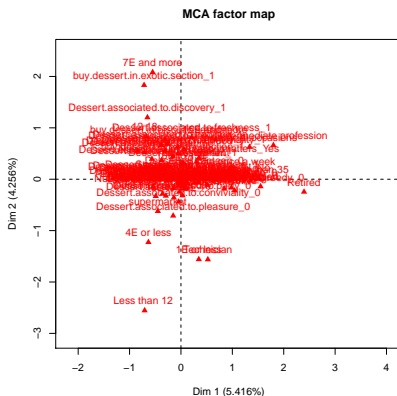


Figure: Simplified representation of the categories on axes 1 and 2



How can the main axes of variability be interpreted?

Description of the first axis: positive side (1 / 3)

The following categories are meaningful for the first axis (positive side):

- More than 35
- Married
- Dessert.associated.to.sweet_0
- Dessert.associated.to.greedy_0
- Dessert.at.canteen_0
- Retired
- Dessert.associated.to.chocolate_0
- Intermediate profession
- Dessert.on.the.go_0
- Dessert.associated.to.excess_0



How can the main axes of variability be interpreted?

Description of the first axis: positive side (2 / 3)

The following categories are meaningful for the first axis (positive side):

- `Dessert.associated.to.fat_0`
- `Dessert.associated.to.discovery_0`
- 26 35
- 15E and more
- Divorced
- an assortment
- `Dessert.associated.to.calory_0`
- `Dessert.associated.to.health_1`
- `for.special.occasions`
- `Dessert.associated.to.beauty_0`



How can the main axes of variability be interpreted?

Description of the first axis: positive side (3 / 3)

The following categories are meaningful for the first axis (positive side):

- `specialized.stores`
- 4E to 6E
- `buy.dessert.in.frozen.food.section_1`
- `Dessert.associated.to.natural_1`
- `Dessert.associated.to.childhood_0`
- `Dessert.associated.to.practical_0`
- `Dessert.at.friends.home_1`
- `buy.dessert.in.refrigerated.section_0`



How can the main axes of variability be interpreted?

Description of the first axis: negative side (1 / 4)

The following categories are meaningful for the first axis (negative side):

- Student
- Single
- Dessert.associated.to.sweet_1
- Dessert.associated.to.greedy_1
- more.than.once.a.day
- Dessert.at.canteen_1
- 18 25
- Cohabitation
- 12 18
- Dessert.associated.to.chocolate_1



How can the main axes of variability be interpreted?

Description of the first axis: negative side (2 / 4)

The following categories are meaningful for the first axis (negative side):

- Dessert.on.the.go_1
- Unemployed
- supermarket
- Dessert.associated.to.excess_1
- Dessert.associated.to.fat_1
- greedy
- Dessert.associated.to.discovery_1
- twice.or.four.times.a.week
- Dessert.associated.to.calory_1
- alone



How can the main axes of variability be interpreted?

Description of the first axis: negative side (3 / 4)

The following categories are meaningful for the first axis (negative side):

- `Dessert.associated.to.health_0`
- `Less than 12`
- `Dessert.associated.to.beauty_1`
- `buy.dessert.in.frozen.food.section_0`
- `1E to 2E`
- `Dessert.associated.to.natural_0`
- `Dessert.associated.to.childhood_1`
- `Dessert.associated.to.practical_1`
- `Dessert.at.friends.home_0`
- `friends`



How can the main axes of variability be interpreted?

Description of the first axis: negative side (4 / 4)

The following categories are meaningful for the first axis (negative side):

- `buy.dessert.in.refrigerated.section_1`
- 4E or less
- 7E and more
- `Dessert.favourite.part.of.meal_Yes`



How can the main axes of variability be interpreted?

Description of the second axis: positive side (1 / 4)

The following categories are meaningful for the second axis (positive side):

- `Dessert.associated.to.conviviality_1`
- `Dessert.associated.to.discovery_1`
- `Dessert.associated.to.party_1`
- 7E and more
- 15E and more
- `Dessert.associated.to.beauty_1`
- `Dessert.associated.to.tradition_1`
- 12 18
- `Dessert.associated.to.childhood_1`
- `buy.dessert.in.biscuits.section_1`



How can the main axes of variability be interpreted?

Description of the second axis: positive side (2 / 4)

The following categories are meaningful for the second axis (positive side):

- `buy.dessert.in.pastery.section_1`
- `buy.dessert.in.exotic.section_1`
- `Dessert.at.restaurant_1`
- `Dessert.associated.to.freshness_1`
- `Dessert.associated.to.pleasure_1`
- `Dessert.at.canteen_0`
- an assortment
- specialized.stores
- 10E to 15E
- `Dessert.associated.to.calory_1`



How can the main axes of variability be interpreted?

Description of the second axis: positive side (3 / 4)

The following categories are meaningful for the second axis (positive side):

- Dessert.associated.to.fruits_1
- Superior intellectual profession
- home made
- Intermediate profession
- Dessert.associated.to.fat_1
- Dessert.at.friends.home_1
- 18 25
- Dessert.on.the.go_1
- Dessert.associated.to.excess_1
- Student



How can the main axes of variability be interpreted?

Description of the second axis: positive side (4 / 4)

The following categories are meaningful for the second axis (positive side):

- `buy.dessert.in.frozen.food.section_1`



How can the main axes of variability be interpreted?

Description of the second axis: negative side (1 / 4)

The following categories are meaningful for the second axis (negative side):

- `Dessert.associated.to.conviviality_0`
- `Dessert.associated.to.discovery_0`
- `Dessert.associated.to.party_0`
- 1E or less
- supermarket
- `Dessert.associated.to.beauty_0`
- Less than 12
- `Dessert.associated.to.tradition_0`
- `Dessert.associated.to.childhood_0`
- `buy.dessert.in.biscuits.section_0`



How can the main axes of variability be interpreted?

Description of the second axis: negative side (2 / 4)

The following categories are meaningful for the second axis (negative side):

- `buy.dessert.in.pastery.section_0`
- `buy.dessert.in.exotic.section_0`
- `Dessert.at.restaurant_0`
- 4E or less
- `Dessert.associated.to.freshness_0`
- `Dessert.associated.to.pleasure_0`
- 1E to 2E
- `Dessert.at.canteen_1`
- `more.than.once.a.day`
- `Dessert.associated.to.calory_0`



How can the main axes of variability be interpreted?

Description of the second axis: negative side (3 / 4)

The following categories are meaningful for the second axis (negative side):

- Dessert.associated.to.fruits_0
- Technician
- Dessert.after.starter.and.meal_2
- Dessert.associated.to.fat_0
- Dessert.at.friends.home_0
- Dessert.on.the.go_0
- Dessert.associated.to.excess_0
- Unemployed
- buy.dessert.in.frozen.food.section_0
- the favourite



How can the main axes of variability be interpreted?

Description of the second axis: negative side (4 / 4)

The following categories are meaningful for the second axis (negative side):

- `Nutritional.information.matters_No`



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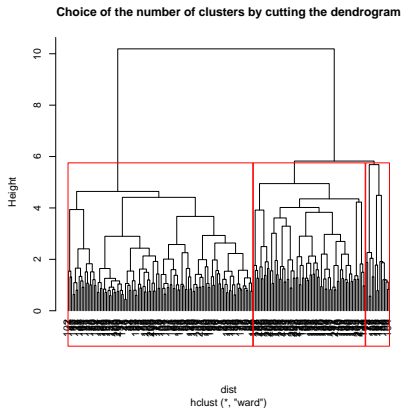


Figure: A number of clusters is chosen

How can the groups be displayed?

Representation of the individuals according to the group they belong to

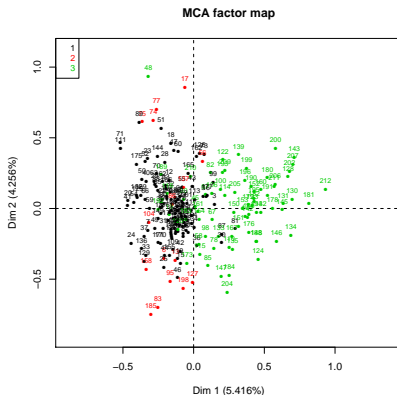


Figure: Correspondence map displaying clusters

How can the groups be displayed?

Simplified representation of the individuals according to the group they belong to



Figure: Levelling curves around each cluster

How can the groups be displayed?

Representation of the barycenter of each group enhanced with confidence ellipses

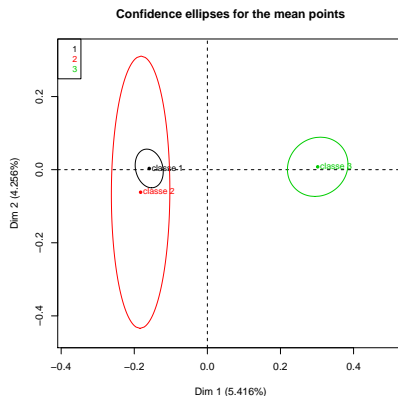


Figure: Confidence ellipses around each cluster

How different are the groups?

Number of individuals per cluster

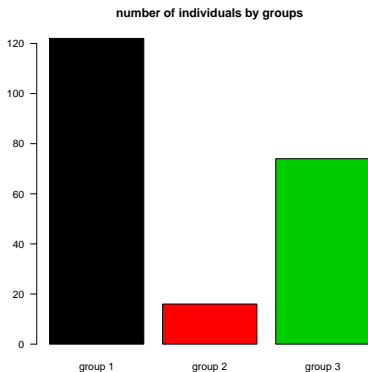


Figure: Number of individuals by cluster

100

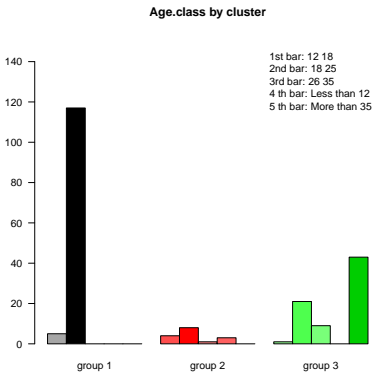


Figure: Variable Age.class

How different are the groups?

Distribution of the individuals per cluster for the variable Budget.familial.dessert

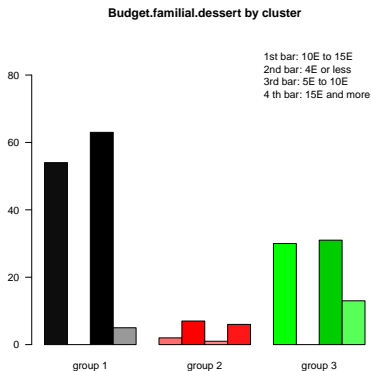


Figure: Variable Budget familial dessert

Distribution of the individuals per cluster for the variable SPC



100

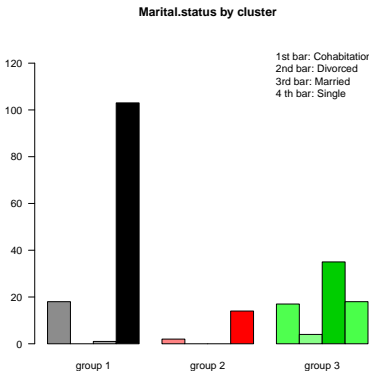


Figure: Variable Marital.status

How different are the groups?

Distribution of the individuals per cluster for the variable Budget.individual.dessert

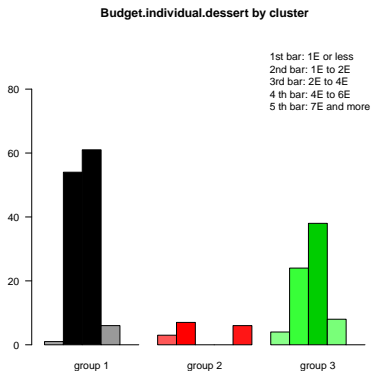


Figure: Variable Budget individual dessert

How different are the groups?

Distribution of the individuals per cluster for the variable Dessert.associated.to.natural

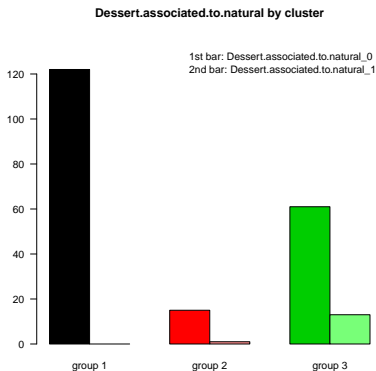
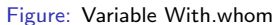


Figure: Variable Dessert associated to natural

Distribution of the individuals per cluster for the variable With.whom



How different are the groups?

Distribution of the individuals per cluster for the variable Dessert.associated.to.health

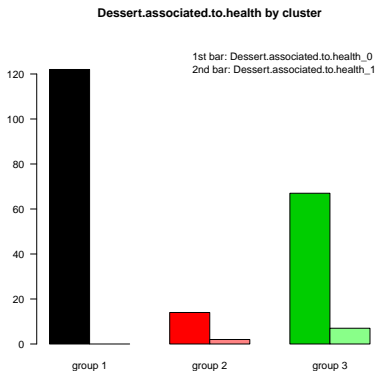


Figure: Variable Dessert associated to health



How different are the groups?

Distribution of the individuals per cluster for the variable Dessert.associated.to.greedy

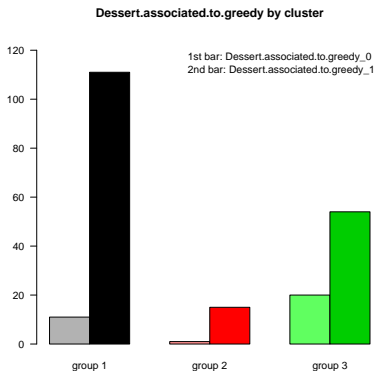


Figure: Variable Dessert associated to greedy

How different are the groups?

Distribution of the individuals per cluster for the variable Frequency.eat.desserts

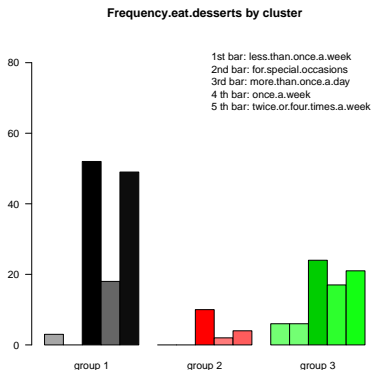


Figure: Variable Frequency.eat.desserts



How can the groups be described?

Description of cluster 1 (1 / 4)

The following modalities are meaningful for cluster 1 :

- **Age.class=18 25**
68.87 % of the individuals possess this category in the global population versus 95.9% of the individuals within cluster 1;
80.14 % individuals possessing this category belong to cluster 1
- **SPC=Student**
66.51 % of the individuals possess this category in the global population versus 93.44% of the individuals within cluster 1;
80.85 % individuals possessing this category belong to cluster 1
- **Marital.status=Single**
63.68 % of the individuals possess this category in the global population versus 84.43% of the individuals within cluster 1;
76.3 % individuals possessing this category belong to cluster 1
- **Dessert.associated.to.natural=Dessert.associated.to.natural_0**
93.4 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 1;
61.62 % individuals possessing this category belong to cluster 1
- **Dessert.associated.to.health=Dessert.associated.to.health_0**
95.75 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 1;
60.1 % individuals possessing this category belong to cluster 1



How can the groups be described?

Description of cluster 1 (2 / 4)

The following modalities are meaningful for cluster 1 :

- **Dessert.at.canteen=Dessert.at.canteen_1**
 34.91 % of the individuals possess this category in the global population versus 43.44% of the individuals within cluster 1;
 71.62 % individuals possessing this category belong to cluster 1
- **Dessert.on.the.go=Dessert.on.the.go_1**
 10.38 % of the individuals possess this category in the global population versus 15.57% of the individuals within cluster 1;
 86.36 % individuals possessing this category belong to cluster 1
- **Dessert.associated.to.greedy=Dessert.associated.to.greedy_1**
 84.91 % of the individuals possess this category in the global population versus 90.98% of the individuals within cluster 1;
 61.67 % individuals possessing this category belong to cluster 1
- **With.whom=friends**
 26.42 % of the individuals possess this category in the global population versus 33.61% of the individuals within cluster 1;
 73.21 % individuals possessing this category belong to cluster 1
- **With.whom=alone**
 11.32 % of the individuals possess this category in the global population versus 16.39% of the individuals within cluster 1;
 83.33 % individuals possessing this category belong to cluster 1



How can the groups be described?

Description of cluster 1 (3 / 4)

The following modalities are meaningful for cluster 1 :

- **Dessert.at.friends.home=Dessert.at.friends.home_0**
97.64 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 1;
58.94 % individuals possessing this category belong to cluster 1
- **Budget.familial.dessert=5E to 10E**
44.81 % of the individuals possess this category in the global population versus 51.64% of the individuals within cluster 1;
66.32 % individuals possessing this category belong to cluster 1
- **Dessert.associated.to.sweet=Dessert.associated.to.sweet_1**
59.91 % of the individuals possess this category in the global population versus 66.39% of the individuals within cluster 1;
63.78 % individuals possessing this category belong to cluster 1
- **Dessert.after.starter.and.meal=Dessert.after.starter.and.meal_2**
33.96 % of the individuals possess this category in the global population versus 40.16% of the individuals within cluster 1;
68.06 % individuals possessing this category belong to cluster 1
- **Dessert.associated.to.calory=Dessert.associated.to.calory_1**
24.06 % of the individuals possess this category in the global population versus 29.51% of the individuals within cluster 1;
70.59 % individuals possessing this category belong to cluster 1



How can the groups be described?

Description of cluster 1 (4 / 4)

The following modalities are meaningful for cluster 1 :

- **Dessert.bought=greedy**

20.28 % of the individuals possess this category in the global population versus 25.41% of the individuals within cluster 1;

72.09 % individuals possessing this category belong to cluster 1



buy.dessert.in.frozen.food.section=buy.dessert.in.frozen.food.sect

93.4 % of the individuals possess this category in the global population versus 96.72% of the individuals within cluster 1;

59.6 % individuals possessing this category belong to cluster 1



How can the groups be described?

Description of cluster 2 (1 / 2)

The following modalities are meaningful for cluster 2 :

- Budget.familial.dessert=4E or less**
 3.3 % of the individuals possess this category in the global population versus 43.75% of the individuals within cluster 2;
 100 % individuals possessing this category belong to cluster 2
- Budget.individual.dessert=7E and more**
 2.83 % of the individuals possess this category in the global population versus 37.5% of the individuals within cluster 2;
 100 % individuals possessing this category belong to cluster 2
- Age.class=Less than 12**
 1.42 % of the individuals possess this category in the global population versus 18.75% of the individuals within cluster 2;
 100 % individuals possessing this category belong to cluster 2
- Purchase.place=supermarket**
 26.89 % of the individuals possess this category in the global population versus 62.5% of the individuals within cluster 2;
 17.54 % individuals possessing this category belong to cluster 2
- SPC=Unemployed**
 2.36 % of the individuals possess this category in the global population versus 18.75% of the individuals within cluster 2;
 60 % individuals possessing this category belong to cluster 2

Description of cluster 2 (2 / 2)

The following modalities are meaningful for cluster 2 :

- **Age.class=12 18**

4.72 % of the individuals possess this category in the global population versus 25% of the individuals within cluster 2;

40 % individuals possessing this category belong to cluster 2

- **Budget.familial.dessert=15E and more**

11.32 % of the individuals possess this category in the global population versus 37.5% of the individuals within cluster 2;

25 % individuals possessing this category belong to cluster 2



- **Dessert.after.starter.and.meal=Dessert.after.starter.and.meal_3**

16.04 % of the individuals possess this category in the global population versus 43.75% of the individuals within cluster 2;

20.59 % individuals possessing this category belong to cluster 2

- **Budget.individual.dessert=1E or less**

3.77 % of the individuals possess this category in the global population versus 18.75% of the individuals within cluster 2;

37.5 % individuals possessing this category belong to cluster 2

Description of cluster 3 (1 / 6)

The following modalities are meaningful for cluster 3 :

- **Age.class=More than 35**
20.28 % of the individuals possess this category in the global population versus 58.11% of the individuals within cluster 3;
100 % individuals possessing this category belong to cluster 3
- **Marital.status=Married**
16.98 % of the individuals possess this category in the global population versus 47.3% of the individuals within cluster 3;
97.22 % individuals possessing this category belong to cluster 3
- **SPC=Executive**
10.38 % of the individuals possess this category in the global population versus 24.32% of the individuals within cluster 3;
81.82 % individuals possessing this category belong to cluster 3
- **Dessert.associated.to.natural=Dessert.associated.to.natural_1**
6.6 % of the individuals possess this category in the global population versus 17.57% of the individuals within cluster 3;
92.86 % individuals possessing this category belong to cluster 3
- **SPC=Employee**
8.49 % of the individuals possess this category in the global population versus 18.92% of the individuals within cluster 3;
77.78 % individuals possessing this category belong to cluster 3

Description of cluster 3 (2 / 6)

The following modalities are meaningful for cluster 3 :

- **SPC=Intermediate profession**
 3.77 % of the individuals possess this category in the global population versus 10.81% of the individuals within cluster 3;
 100 % individuals possessing this category belong to cluster 3
- **Age.class=26 35**
 4.72 % of the individuals possess this category in the global population versus 12.16% of the individuals within cluster 3;
 90 % individuals possessing this category belong to cluster 3
- **Dessert.associated.to.greedy=Dessert.associated.to.greedy_0**
 15.09 % of the individuals possess this category in the global population versus 27.03% of the individuals within cluster 3;
 62.5 % individuals possessing this category belong to cluster 3
- **Dessert.at.canteen=Dessert.at.canteen_0**
 65.09 % of the individuals possess this category in the global population versus 79.73% of the individuals within cluster 3;
 42.75 % individuals possessing this category belong to cluster 3
- **SPC=Superior intellectual profession**
 2.83 % of the individuals possess this category in the global population versus 8.11% of the individuals within cluster 3;
 100 % individuals possessing this category belong to cluster 3

Description of cluster 3 (3 / 6)

The following modalities are meaningful for cluster 3 :

- **Frequency.eat.desserts=for.special.occasions**
 2.83 % of the individuals possess this category in the global population versus 8.11% of the individuals within cluster 3;
 100 % individuals possessing this category belong to cluster 3
- **Dessert.on.the.go=Dessert.on.the.go_0**
 89.62 % of the individuals possess this category in the global population versus 97.3% of the individuals within cluster 3;
 37.89 % individuals possessing this category belong to cluster 3
- **With.whom=boyfriend/girlfriend**
 7.55 % of the individuals possess this category in the global population versus 14.86% of the individuals within cluster 3;
 68.75 % individuals possessing this category belong to cluster 3
- **Dessert.at.friends.home=Dessert.at.friends.home_1**
 2.36 % of the individuals possess this category in the global population versus 6.76% of the individuals within cluster 3;
 100 % individuals possessing this category belong to cluster 3
- **Dessert.associated.to.sweet=Dessert.associated.to.sweet_0**
 40.09 % of the individuals possess this category in the global population versus 52.7% of the individuals within cluster 3;
 45.88 % individuals possessing this category belong to cluster 3

Description of cluster 3 (4 / 6)

The following modalities are meaningful for cluster 3 :



Dessert.associated.to.chocolate=Dessert.associated.to.chocolate_0

44.34 % of the individuals possess this category in the global population versus 56.76% of the individuals within cluster 3;

44.68 % individuals possessing this category belong to cluster 3



Dessert.associated.to.fat=Dessert.associated.to.fat_0

88.21 % of the individuals possess this category in the global population versus 95.95% of the individuals within cluster 3;

37.97 % individuals possessing this category belong to cluster 3



Dessert.associated.to.discovery=Dessert.associated.to.discovery_0

86.79 % of the individuals possess this category in the global population versus 94.59% of the individuals within cluster 3;

38.04 % individuals possessing this category belong to cluster 3



Dessert.associated.to.health=Dessert.associated.to.health_1

4.25 % of the individuals possess this category in the global population versus 9.46% of the individuals within cluster 3;

77.78 % individuals possessing this category belong to cluster 3



Dessert.bought=an assortment

34.91 % of the individuals possess this category in the global population versus 45.95% of the individuals within cluster 3;

45.95 % individuals possessing this category belong to cluster 3

Description of cluster 3 (5 / 6)

The following modalities are meaningful for cluster 3 :

- **SPC=top executive**

1.89 % of the individuals possess this category in the global population versus 5.41% of the individuals within cluster 3;

100 % individuals possessing this category belong to cluster 3

- **SPC=Technician**

1.89 % of the individuals possess this category in the global population versus 5.41% of the individuals within cluster 3;

100 % individuals possessing this category belong to cluster 3

- **SPC=Retired**

1.89 % of the individuals possess this category in the global population versus 5.41% of the individuals within cluster 3;

100 % individuals possessing this category belong to cluster 3

- **Marital.status=Divorced**

1.89 % of the individuals possess this category in the global population versus 5.41% of the individuals within cluster 3;

100 % individuals possessing this category belong to cluster 3

-

Dessert.associated.to.freshness=Dessert.associated.to.freshness_1

9.43 % of the individuals possess this category in the global population versus 16.22% of the individuals within cluster 3;

60 % individuals possessing this category belong to cluster 3

Description of cluster 3 (6 / 6)

The following modalities are meaningful for cluster 3 :

- `Dessert.associated.to.calory=Dessert.associated.to.calory_0`

75.94 % of the individuals possess this category in the global population versus 85.14% of the individuals within cluster 3;

39.13 % individuals possessing this category belong to cluster 3



`buy.dessert.in.frozen.food.section=buy.dessert.in.frozen.food.sect`

6.6 % of the individuals possess this category in the global population versus 12.16% of the individuals within cluster 3;

64.29 % individuals possessing this category belong to cluster 3