

This report was generated by the EnQuireR package

Cadoret M., Fournier O., Fournier G., Le Poder F., Bouche J., Lê S.

Agrocampus Ouest

July 28, 2010





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	0.2568	6.58%
2	0.16333	4.19%
3	0.14138	3.63%
4	0.12906	3.31%
5	0.12164	3.12%

Table: Eigenvalues associated with the first five axes

How does my dataset look like?

Representation of the individuals

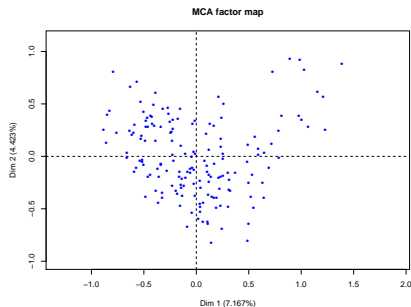


Figure: Raw representation of the individuals on axes 1 and 2

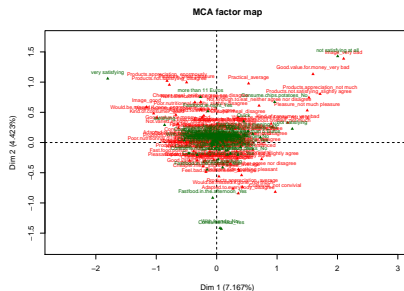
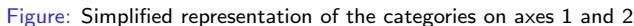


Figure: Raw representation of the categories on axes 1 and 2

Simplified representation of the categories





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):

- Image_very bad
- Kind.of.consumer_very bad
- Products.not.satisfying_agree
- Would.be.missed.if.gone_not at all
- Good.value.for.money_very bad
- Pleasure_no pleasure
- Products.appreciation_not much
- Products.appreciation_not at all
- Not.balanced.meals_well balanced
- Image_bad



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):

- Pleasure_not much pleasure
- Not.varied.enough_agree
- Convivial_not convivial
- Poor.nutritionnal.quality_agree
- Feel.bad.about.oneself_not much
- Fast.food.pollute_agree
- Products.not.satisfying_slightly agree
- Cheaper.meal_disagree
- Not.enough.to.eat_neither agree nor disagree
- Would.be.missed.if.gone_not much



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):

- `Good.value.for.money_bad`
- `Not.enough.to.eat_slightly agree`
- `Kind.of.consumer_bad`
- `Pleasant.side_nothing pleasant`
- `Pleasant.side_average`
- `Poor.nutritionnal.quality_slightly agree`
- `Pleasant.side_few pleasant things`



How can the main axes of variability be interpreted?

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

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

- Products.not.satisfying_slightly disagree
- Products.not.satisfying_disagree
- Products.appreciation_quite a lot
- Products.appreciation_enormously
- Pleasure_quite a lot pleasure
- Image_good
- Pleasure_great pleasure
- Image_very good
- Kind.of.consumer_good
- Convivial_quite convivial



How can the main axes of variability be interpreted?

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

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

- Products.not.satisfying_neither agree nor disagree
- Would.be.missed.if.gone_enormously
- Not.balanced.meals_average
- Good.value.for.money_very good
- Would.be.missed.if.gone_quite a lot
- Not.varied.enough_disagree
- Not.balanced.meals_quite well balanced
- Adapted.to.everybody_slightly agree
- Not.varied.enough_slightly disagree
- Good.value.for.money_good



How can the main axes of variability be interpreted?

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

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

- Pleasure_average
- Products.appreciation_average
- Not.balanced.meals_badly balanced
- Convivial_very convivial
- Kind.of.consumer_very good
- Pleasant.side_a lot of pleasant things
- Image_normal
- Expensive_a little expensive
- Not.enough.to.eat_disagree
- Feel.bad.about.oneself_a little



How can the main axes of variability be interpreted?

Description of the second axis: positive side (1 / 2)

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

- Products.not.satisfying_agree
- Image_very good
- Not.balanced.meals_well balanced
- Kind.of.consumer_very good
- Good.value.for.money_very good
- Would.be.missed.if.gone_enormously
- Practical_average
- Products.appreciation_not at all
- Pleasant.side_a lot of pleasant things
- Pleasure_great pleasure



How can the main axes of variability be interpreted?

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

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

- `Not.enough.to.eat_agree`
- `Cheaper.meal_neither agree nor disagree`
- `Products.appreciation_enormously`
- `Pleasure_no pleasure`
- `Adapted.to.everybody_slightly agree`
- `Not.varied.enough_agree`
- `Image_very bad`
- `never`
- `Adapted.to.everybody_agree`



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):

- `Products.not.satisfying_neither` agree nor disagree
- `Image_bad`
- `Products.appreciation_average`
- `Image_normal`
- `Products.not.satisfying_slightly` disagree
- `Pleasure_average`
- `Good.value.for.money_average`
- `Good.value.for.money_bad`
- `Products.appreciation_quite` a lot
- `Kind.of.consumer_bad`



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):

- Would.be.missed.if.gone_not much
- Not.balanced.meals_not balanced
- Not.balanced.meals_badly balanced
- Kind.of.consumer_normal
- Adapted.to.everybody_disagree
- Pleasure_quite a lot pleasure
- Pleasant.side_nothing pleasant
- Products.not.satisfying_slightly agree
- Cheaper.meal_slightly disagree
- Not.enough.to.eat_slightly agree



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):

- Not.balanced.meals_quite well balanced
- Would.be.missed.if.gone_average
- Good.value.for.money_good
- Feel.bad.about.oneself_average
- Image_good
- Not.enough.to.eat_slightly disagree
- Practical_not much practical
- sometimes
- Not.balanced.meals_average
- often



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):

- Expensive_very expensive
- Not.varied.enough_slightly disagree



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How many groups are there in my dataset?

Number of clusters chosen by the analyst

Choice of the number of clusters by cutting the dendrogram

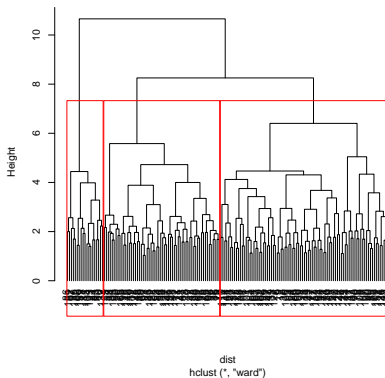


Figure: A number of clusters is chosen

How can the groups be displayed?

Representation of the individuals according to the group they belong to

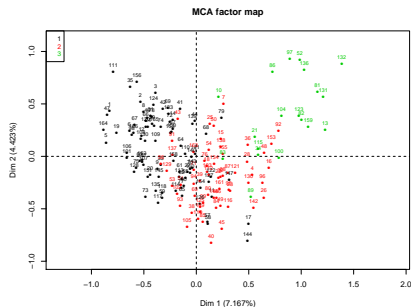


Figure: Correspondence map displaying clusters

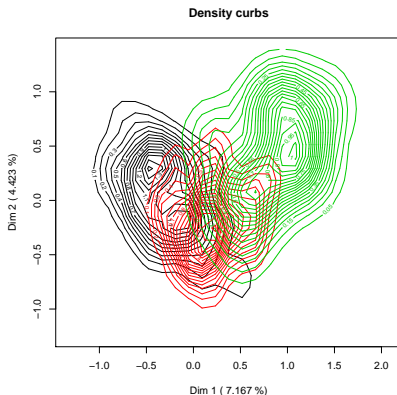


Figure: Levelling curves around each cluster

How can the groups be displayed?

Representation of the barycenter of each group enhanced with confidence ellipses

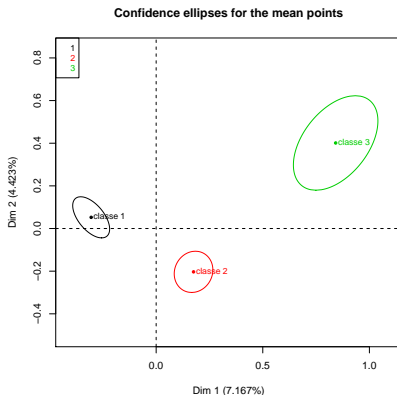


Figure: Confidence ellipses around each cluster

How different are the groups?

Number of individuals per cluster

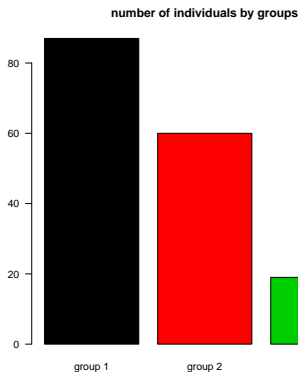


Figure: Number of individuals by cluster

How different are the groups?

Distribution of the individuals per cluster for the variable Products.not.satisfying

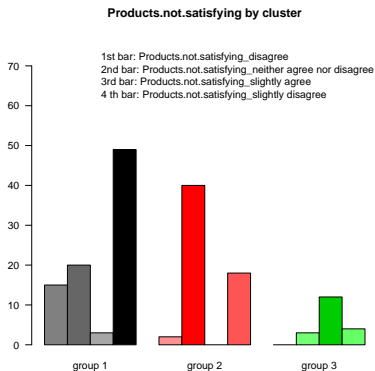


Figure: Variable Products not satisfying

How different are the groups?

Distribution of the individuals per cluster for the variable Global.appreciation

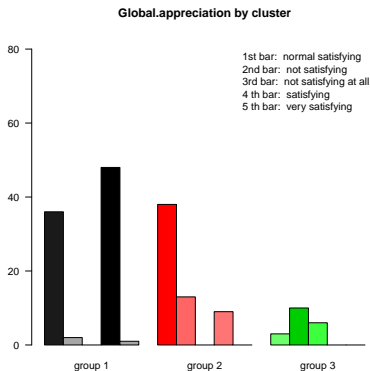


Figure: Variable Global appreciation

How different are the groups?

Distribution of the individuals per cluster for the variable Products.appreciation

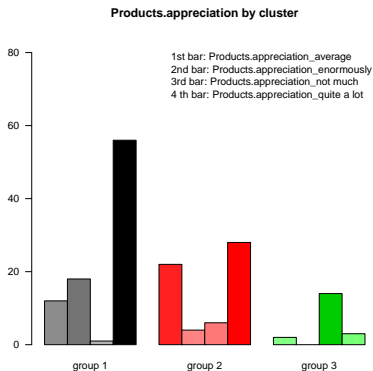


Figure Variable Products appreciation

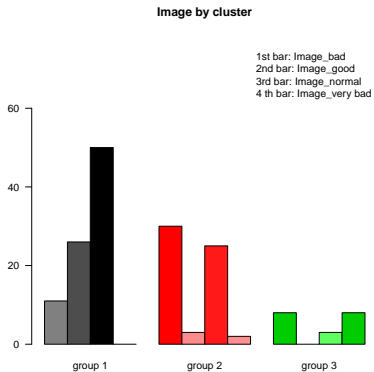


Figure: Variable Image

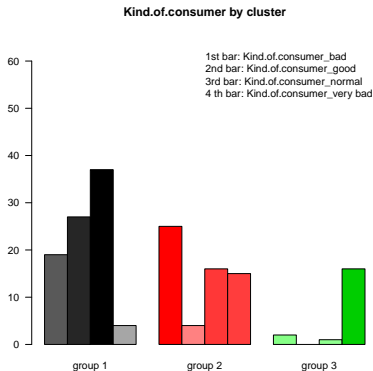


Figure: Variable Kind.of.consumer

How different are the groups?

Distribution of the individuals per cluster for the variable Would.be.missed.if.gone

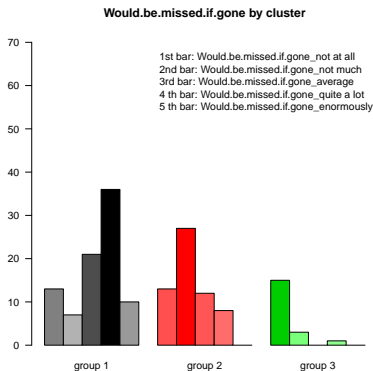


Figure: Variable Would be missed if gone

How different are the groups?

Distribution of the individuals per cluster for the variable Good.value.for.money

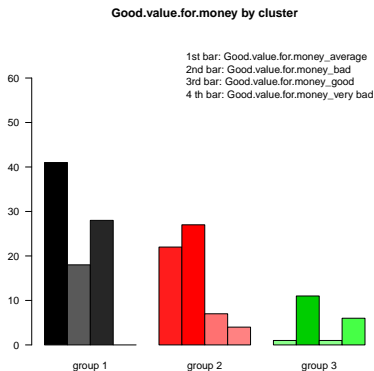
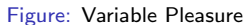


Figure: Variable Good value for money

Distribution of the individuals per cluster for the variable Pleasure



How different are the groups?

Distribution of the individuals per cluster for the variable Poor.nutritionnal.quality

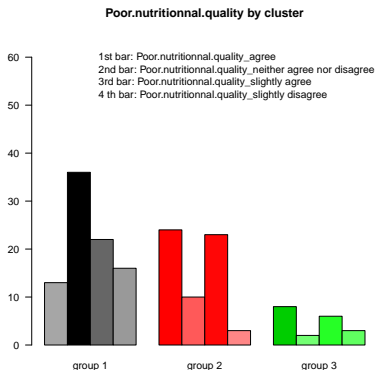


Figure: Variable Poor nutritionnal quality

How different are the groups?

Distribution of the individuals per cluster for the variable Consume.chips.potatoes

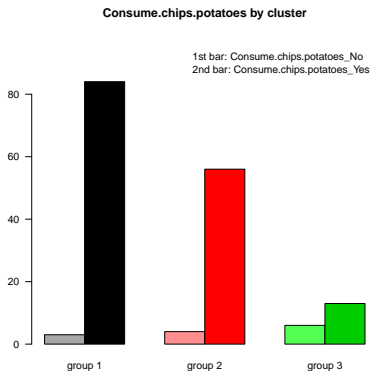


Figure Variable Consume chips potatoes



How can the groups be described?

Description of cluster 1 (1 / 5)

The following modalities are meaningful for cluster 1 :

- **Global.appreciation= satisfying**

34.34 % of the individuals possess this category in the global population versus 55.17% of the individuals within cluster 1;

84.21 % individuals possessing this category belong to cluster 1

- **Image=Image_good**

17.47 % of the individuals possess this category in the global population versus 29.89% of the individuals within cluster 1;

89.66 % individuals possessing this category belong to cluster 1

- **Kind.of.consumer=Kind.of.consumer_good**

18.67 % of the individuals possess this category in the global population versus 31.03% of the individuals within cluster 1;

87.1 % individuals possessing this category belong to cluster 1

- **Would.be.missed.if.gone=Would.be.missed.if.gone_quite a lot**

27.11 % of the individuals possess this category in the global population versus 41.38% of the individuals within cluster 1;

80 % individuals possessing this category belong to cluster 1

-

Poor.nutritionnal.quality=Poor.nutritionnal.quality_neither agree
agree

28.92 % of the individuals possess this category in the global population versus 41.38% of the individuals within cluster 1;

75 % individuals possessing this category belong to cluster 1

Description of cluster 1 (2 / 5)

The following modalities are meaningful for cluster 1 :

- Prod-ucts.not.satisfying=Products.not.satisfying_slightly disagree**
 42.77 % of the individuals possess this category in the global population versus 56.32% of the individuals within cluster 1;
 69.01 % individuals possessing this category belong to cluster 1
- Good.value.for.money=Good.value.for.money_good**
 21.69 % of the individuals possess this category in the global population versus 32.18% of the individuals within cluster 1;
 77.78 % individuals possessing this category belong to cluster 1
- Pleasure=Pleasure_quite a lot pleasure**
 51.81 % of the individuals possess this category in the global population versus 64.37% of the individuals within cluster 1;
 65.12 % individuals possessing this category belong to cluster 1
- Convivial=Convivial_quite convivial**
 34.34 % of the individuals possess this category in the global population versus 45.98% of the individuals within cluster 1;
 70.18 % individuals possessing this category belong to cluster 1
- Adapted.to.everybody=Adapted.to.everybody_slightly agree**
 24.1 % of the individuals possess this category in the global population versus 34.48% of the individuals within cluster 1;
 75 % individuals possessing this category belong to cluster 1

Description of cluster 1 (3 / 5)

The following modalities are meaningful for cluster 1 :

- Products.appreciation=Products.appreciation_quite a lot**
 52.41 % of the individuals possess this category in the global population versus 64.37% of the individuals within cluster 1;
 64.37 % individuals possessing this category belong to cluster 1
- Couple=Couple_Yes**
 25.3 % of the individuals possess this category in the global population versus 35.63% of the individuals within cluster 1;
 73.81 % individuals possessing this category belong to cluster 1
- Consume.fizzy.drinks=Consume.fizzy.drinks_Yes**
 63.25 % of the individuals possess this category in the global population versus 74.71% of the individuals within cluster 1;
 61.9 % individuals possessing this category belong to cluster 1
- Would.be.missed.if.gone=Would.be.missed.if.gone_enormously**
 6.02 % of the individuals possess this category in the global population versus 11.49% of the individuals within cluster 1;
 100 % individuals possessing this category belong to cluster 1
- Products.not.satisfying=Products.not.satisfying_disagree**
 10.24 % of the individuals possess this category in the global population versus 17.24% of the individuals within cluster 1;
 88.24 % individuals possessing this category belong to cluster 1

Description of cluster 1 (4 / 5)

The following modalities are meaningful for cluster 1 :

- Products.appreciation=Products.appreciation_enormously**
 13.25 % of the individuals possess this category in the global population versus 20.69% of the individuals within cluster 1;
 81.82 % individuals possessing this category belong to cluster 1
- Kind.of.consumer=Kind.of.consumer_normal**
 32.53 % of the individuals possess this category in the global population versus 42.53% of the individuals within cluster 1;
 68.52 % individuals possessing this category belong to cluster 1
- Image=Image_normal**
 46.99 % of the individuals possess this category in the global population versus 57.47% of the individuals within cluster 1;
 64.1 % individuals possessing this category belong to cluster 1
- Good.value.for.money=Good.value.for.money_average**
 38.55 % of the individuals possess this category in the global population versus 47.13% of the individuals within cluster 1;
 64.06 % individuals possessing this category belong to cluster 1
- Cheaper.meal=Cheaper.meal_slightly agree**
 20.48 % of the individuals possess this category in the global population versus 27.59% 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 (5 / 5)

The following modalities are meaningful for cluster 1 :

- **With.family=With.family_Yes**

17.47 % of the individuals possess this category in the global population versus 24.14% of the individuals within cluster 1;

72.41 % individuals possessing this category belong to cluster 1

- **Consume.fruit.juice=Consume.fruit.juice_No**

87.35 % of the individuals possess this category in the global population versus 93.1% of the individuals within cluster 1;

55.86 % individuals possessing this category belong to cluster 1

Description of cluster 2 (1 / 4)

The following modalities are meaningful for cluster 2 :

- **Prod-**

ucts.not.satisfying=Products.not.satisfying_neither agree nor disagree

37.95 % of the individuals possess this category in the global population versus 66.67% of the individuals within cluster 2;

63.49 % individuals possessing this category belong to cluster 2

- **Would.be.missed.if.gone=Would.be.missed.if.gone_not much**

22.29 % of the individuals possess this category in the global population versus 45% of the individuals within cluster 2;

72.97 % individuals possessing this category belong to cluster 2

- **Image=Image_bad**

29.52 % of the individuals possess this category in the global population versus 50% of the individuals within cluster 2;

61.22 % individuals possessing this category belong to cluster 2

- **Cheaper.meal=Cheaper.meal_slightly disagree**

36.75 % of the individuals possess this category in the global population versus 55% of the individuals within cluster 2;

54.1 % individuals possessing this category belong to cluster 2

- **Expensive=Expensive_very expensive**

6.02 % of the individuals possess this category in the global population versus 15% of the individuals within cluster 2;

90 % individuals possessing this category belong to cluster 2

Description of cluster 2 (2 / 4)

The following modalities are meaningful for cluster 2 :

- Products.appreciation=Products.appreciation_average**
 21.69 % of the individuals possess this category in the global population versus 36.67% of the individuals within cluster 2;
 61.11 % individuals possessing this category belong to cluster 2
- Global.appreciation= normal satisfying**
 46.39 % of the individuals possess this category in the global population versus 63.33% of the individuals within cluster 2;
 49.35 % individuals possessing this category belong to cluster 2
- Adapted.to.everybody=Adapted.to.everybody_disagree**
 15.66 % of the individuals possess this category in the global population versus 28.33% of the individuals within cluster 2;
 65.38 % individuals possessing this category belong to cluster 2
- Kind.of.consumer=Kind.of.consumer_bad**
 27.71 % of the individuals possess this category in the global population versus 41.67% of the individuals within cluster 2;
 54.35 % individuals possessing this category belong to cluster 2
- Pleasure=Pleasure_average**
 27.11 % of the individuals possess this category in the global population versus 40% of the individuals within cluster 2;
 53.33 % individuals possessing this category belong to cluster 2

Description of cluster 2 (3 / 4)

The following modalities are meaningful for cluster 2 :

- Poor.nutritionnal.quality=**`Poor.nutritionnal.quality_agree`
 27.11 % of the individuals possess this category in the global population versus 40% of the individuals within cluster 2;
 53.33 % individuals possessing this category belong to cluster 2
- Not.enough.to.eat=**`Not.enough.to.eat_slightly agree`
 7.23 % of the individuals possess this category in the global population versus 15% of the individuals within cluster 2;
 75 % individuals possessing this category belong to cluster 2
- Diet.after.fastfood=**`sometimes`
 19.28 % of the individuals possess this category in the global population versus 30% of the individuals within cluster 2;
 56.25 % individuals possessing this category belong to cluster 2
- Practical=**`Practical_quite practical`
 50.6 % of the individuals possess this category in the global population versus 63.33% of the individuals within cluster 2;
 45.24 % individuals possessing this category belong to cluster 2
- Not.balanced.meals=**`Not.balanced.meals_not balanced`
 36.14 % of the individuals possess this category in the global population versus 48.33% of the individuals within cluster 2;
 48.33 % individuals possessing this category belong to cluster 2

Description of cluster 2 (4 / 4)

The following modalities are meaningful for cluster 2 :

- Consume.fizzy.drinks=Consume.fizzy.drinks_No**
 36.75 % of the individuals possess this category in the global population versus 48.33% of the individuals within cluster 2;
 47.54 % individuals possessing this category belong to cluster 2
- Good.value.for.money=Good.value.for.money_bad**
 33.73 % of the individuals possess this category in the global population versus 45% of the individuals within cluster 2;
 48.21 % individuals possessing this category belong to cluster 2
- Fast.food.pollute=Fast.food.pollute_agree**
 30.72 % of the individuals possess this category in the global population versus 41.67% of the individuals within cluster 2;
 49.02 % individuals possessing this category belong to cluster 2
- Not.varied.enough=Not.varied.enough_slightly agree**
 22.29 % of the individuals possess this category in the global population versus 31.67% of the individuals within cluster 2;
 51.35 % individuals possessing this category belong to cluster 2

Description of cluster 3 (1 / 4)

The following modalities are meaningful for cluster 3 :

- Products.appreciation=Products.appreciation_not much**
 12.65 % of the individuals possess this category in the global population versus 73.68% of the individuals within cluster 3;
 66.67 % individuals possessing this category belong to cluster 3
- Prod-ucts.not.satisfying=Products.not.satisfying_slightly agree**
 9.04 % of the individuals possess this category in the global population versus 63.16% of the individuals within cluster 3;
 80 % individuals possessing this category belong to cluster 3
- Kind.of.consumer=Kind.of.consumer_very bad**
 21.08 % of the individuals possess this category in the global population versus 84.21% of the individuals within cluster 3;
 45.71 % individuals possessing this category belong to cluster 3
- Would.be.missed.if.gone=Would.be.missed.if.gone_not at all**
 24.7 % of the individuals possess this category in the global population versus 78.95% of the individuals within cluster 3;
 36.59 % individuals possessing this category belong to cluster 3
- Image=Image_very bad**
 6.02 % of the individuals possess this category in the global population versus 42.11% of the individuals within cluster 3;
 80 % individuals possessing this category belong to cluster 3

Description of cluster 3 (2 / 4)

The following modalities are meaningful for cluster 3 :

- **Global.appreciation= not satisfying at all**
 3.61 % of the individuals possess this category in the global population versus 31.58% of the individuals within cluster 3;
 100 % individuals possessing this category belong to cluster 3
- **Pleasure=Pleasure_not much pleasure**
 9.04 % of the individuals possess this category in the global population versus 47.37% of the individuals within cluster 3;
 60 % individuals possessing this category belong to cluster 3
- **Global.appreciation= not satisfying**
 15.06 % of the individuals possess this category in the global population versus 52.63% of the individuals within cluster 3;
 40 % individuals possessing this category belong to cluster 3
- **Good.value.for.money=Good.value.for.money_very bad**
 6.02 % of the individuals possess this category in the global population versus 31.58% of the individuals within cluster 3;
 60 % individuals possessing this category belong to cluster 3
- **Consume.chips.potatoes=Consume.chips.potatoes_No**
 7.83 % of the individuals possess this category in the global population versus 31.58% of the individuals within cluster 3;
 46.15 % individuals possessing this category belong to cluster 3

Description of cluster 3 (3 / 4)

The following modalities are meaningful for cluster 3 :

- **Couple=Couple_No**

74.7 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 3;

15.32 % individuals possessing this category belong to cluster 3

- **Feel.bad.about.oneself=Feel.bad.about.oneself_not_much**

6.63 % of the individuals possess this category in the global population versus 26.32% of the individuals within cluster 3;

45.45 % individuals possessing this category belong to cluster 3

- **Practical=Practical_average**

10.84 % of the individuals possess this category in the global population versus 31.58% of the individuals within cluster 3;

33.33 % individuals possessing this category belong to cluster 3

- **Good.value.for.money=Good.value.for.money_bad**

33.73 % of the individuals possess this category in the global population versus 57.89% of the individuals within cluster 3;

19.64 % individuals possessing this category belong to cluster 3

- **With.family=With.family_No**

82.53 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 3;

13.87 % individuals possessing this category belong to cluster 3



How can the groups be described?

Description of cluster 3 (4 / 4)

The following modalities are meaningful for cluster 3 :

- **Budget=less than 5 Euros**

3.61 % of the individuals possess this category in the global population versus 15.79% of the individuals within cluster 3;

50 % individuals possessing this category belong to cluster 3