# 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 | 0.17309 | 9.64% |
| 2 | 0.14647 | 8.16% |
| 3 | 0.13214 | 7.36% |
| 4 | 0.09238 | 5.14% |
| 5 | 0.0782 | 4.35% |

Table: Eigenvalues associated with the first five axes

# Representation of the individuals

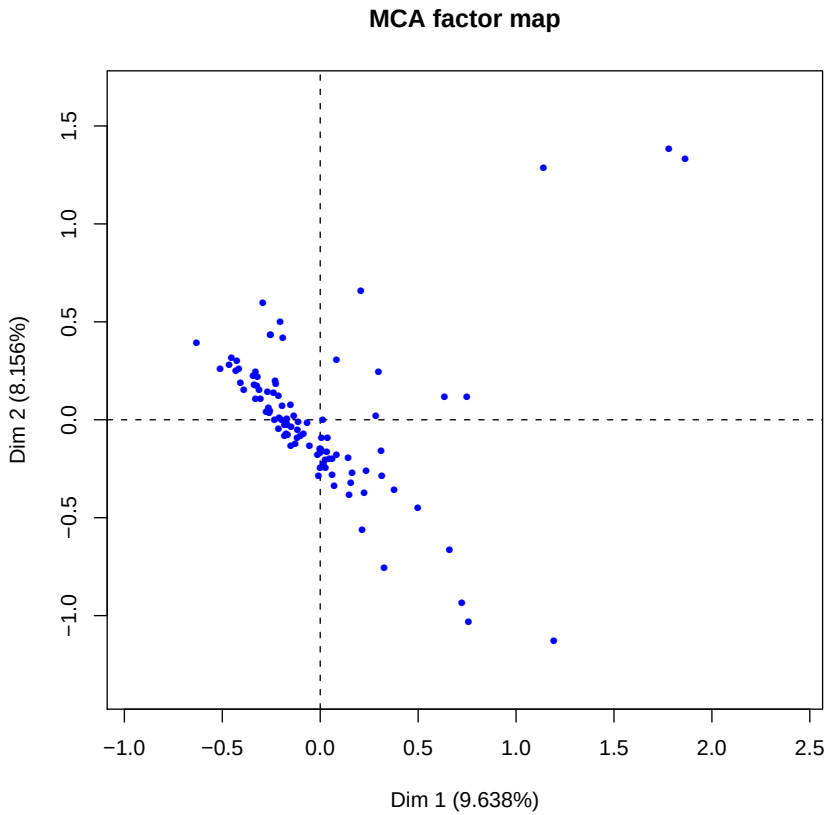


Figure: Raw representation of the individuals on axes 1 and 2

# Representation of the categories

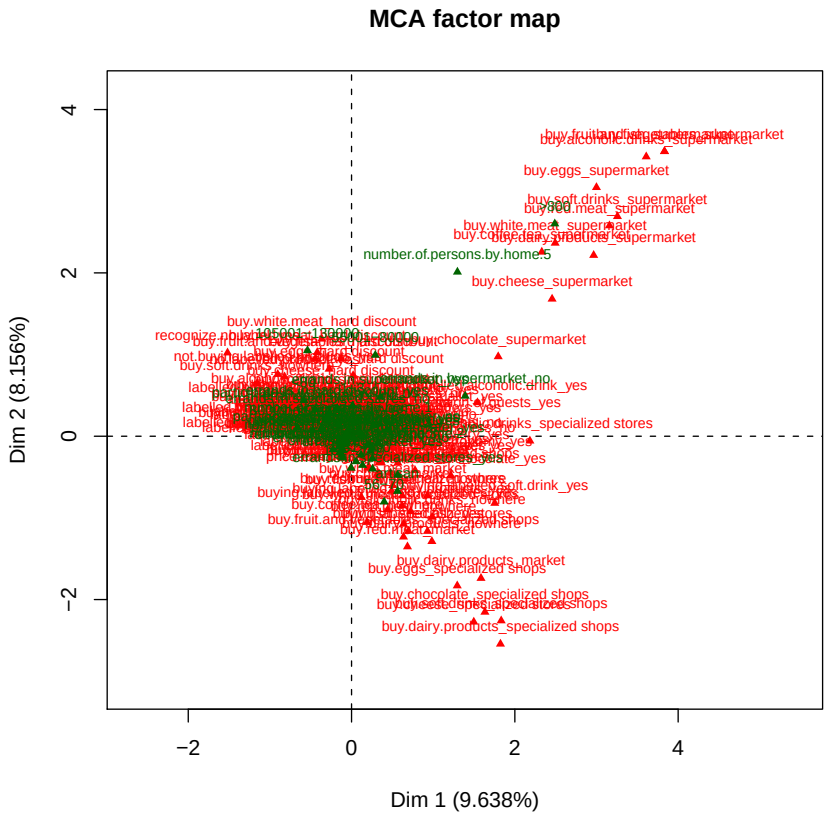


Figure: Raw representation of the categories on axes 1 and 2

# Simplified representation of the categories

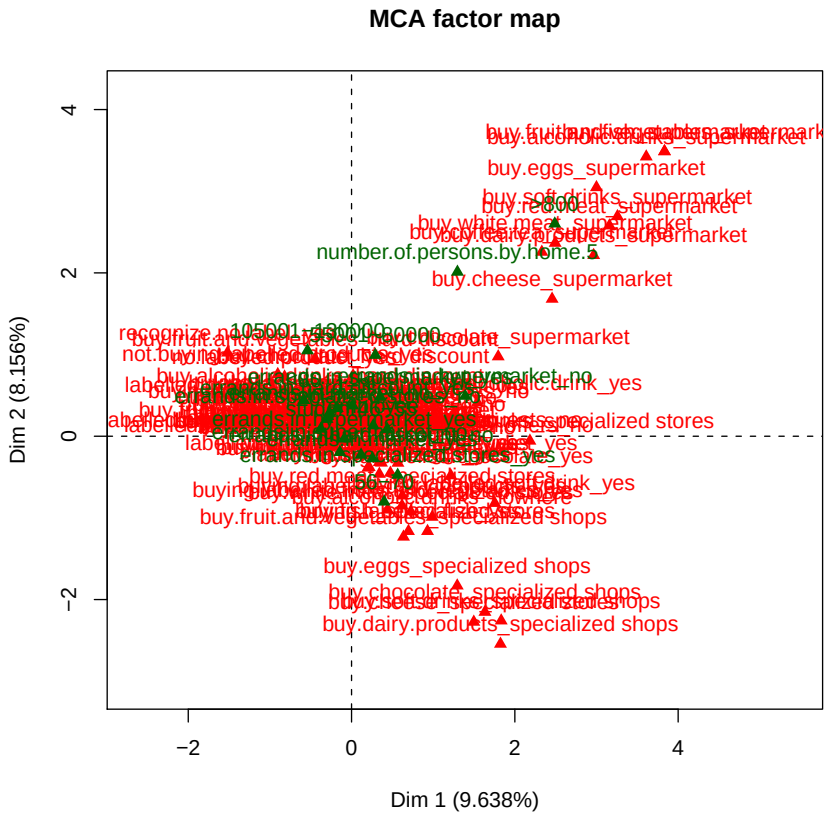


Figure: Simplified representation of the categories on axes 1 and 2

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

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

- buy.fruit.and.vegetables_supermarket
- buy.soft.drinks_supermarket
- buy.fish_supermarket
- buy.eggs_supermarket
- buy.red.meat_supermarket
- buy.dairy.products_supermarket
- buy.alcoholic.drinks_supermarket
- buy.cheese_supermarket
- buying.labelled.alcoholic.drink_yes
- buy.white.meat_supermarket

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

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

- buying.labelled.soft.drink_yes
- buy.coffee.tea_supermarket
- buying.labelled.cheese_yes
- no.labelled.product_no
- labelled.products.as.part.of.daily.diet_yes
- buy.chocolate_supermarket
- buying.labelled.chocolate_yes
- not.buying.labelled.products_no
- buy.soft.drinks_specialized shops
- buying.labelled.eggs_yes

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

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

- buying.labelled.dairy.products_yes
- buying.labelled.red.meat_yes
- buy.chocolate_specialized shops
- buy.alcoholic.drinks_specialized stores
- label.local.products_yes
- label.decisive.criterion_yes
- buy.eggs_specialized shops
- buying.labelled.coffee.tea_yes
- buy.cheese_specialized stores
- buying.labelled.fruits.and.vegetables_yes

# Description of the first axis: positive side ( 4 / 4 )

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

- price.margin.for.the.industrialist_yes
- labelled.products.as.part.of.reception.of.guests_yes
- label.a.specification_yes
- label.a.preservation.of.the.gastronomy_yes
- buying.labelled.white.meat_yes
- buy.dairy.products_specialized shops
- labelled.products.as.part.of.discovery_yes
- label.certainty.on.the.origin_yes

# Description of the first axis: negative side ( 1 / 5 )

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

- buy.dairy.products_hypermarket
- buy.alcoholic.drinks_hypermarket
- buy.fruit.and.vegetables_hypermarket
- buy.eggs_hypermarket
- buy.dairy.products_hard discount
- buy.red.meat_hypermarket
- buy.fish_hypermarket
- buy.white.meat_hypermarket
- buy.soft.drinks_hypermarket
- buy.alcoholic.drinks_hard discount

# Description of the first axis: negative side ( 2 / 5 )

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

- buy.cheese_hypermarket
- buying.labelled.alcoholic.drink_no
- buy.fruit.and.vegetables_hard discount
- buy.coffee.tea_hypermarket
- buying.labelled.soft.drink_no
- buy.soft.drinks_nowhere
- buying.labelled.cheese_no
- no.labelled.product_yes
- buy.soft.drinks_hard discount
- labelled.products.as.part.of.daily.diet_no

# Description of the first axis: negative side ( 3 / 5 )

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

- buy.eggs_hard discount
- buying.labelled.chocolate_no
- not.buying.labelled.products_yes
- buy.fruit.and.vegetables_market
- buy.cheese_hard discount
- buy.red.meat_hard discount
- buy.chocolate_hypermarket
- buying.labelled.eggs_no
- buying.labelled.dairy.products_no
- buying.labelled.red.meat_no

# Description of the first axis: negative side ( 4 / 5 )

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

- label.local.products_no
- buy.white.meat_hard discount
- label.decisive.criterion_no
- buy.coffee.tea_hard discount
- buying.labelled.coffee.tea_no
- buying.labelled.fruits.and.vegetables_no
- price.margin.for.the.industrialist_no
- labelled.products.as.part.of.reception.of.guests_no
- buy.eggs_market
- label.a.specification_no

# Description of the first axis: negative side ( 5 / 5 )

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

- buy.eggs_nowhere
- label.a.preservation.of.the.gastronomy_no
- buying.labelled.white.meat_no
- buy.fish_hard discount
- labelled.products.as.part.of.discovery_no
- buy.fish_market
- label.certainty.on.the.origin_no
- buy.chocolate_nowhere

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

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

- buy.eggs_supermarket
- buy.fruit.and.vegetables_supermarket
- buy.dairy.products_supermarket
- buy.fish_supermarket
- buy.soft.drinks_supermarket
- buy.red.meat_supermarket
- buy.white.meat_supermarket
- buying.labelled.fruits.and.vegetables_no
- buy.alcoholic.drinks_supermarket
- buy.cheese_supermarket

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

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

- buy.coffee.tea_supermarket
- buying.labelled.dairy.products_no
- buy.dairy.products_hard discount
- buying.labelled.white.meat_no
- no.labelled.product_yes
- label.decisive.criterion_no
- labelled.products.as.part.of.daily.diet_no
- buying.labelled.eggs_no
- buying.labelled.fish_no
- not.buying.labelled.products_yes

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

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

- label.a.specification_no
- buy.cheese_hard discount
- buying.labelled.red.meat_no
- buy.chocolate_supermarket
- buy.red.meat_hard discount
- buy.chocolate_hard discount
- buy.eggs_hard discount
- buy.white.meat_hard discount
- price.earnings.for.the.producer_no
- buying.labelled.cheese_no

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

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

- `buy.dairy.products_hypermarket`
- `buying.labelled.soft.drink_no`

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

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

- buy.eggs_specialized shops
- buy.soft.drinks_specialized shops
- buy.fruit.and.vegetables_specialized shops
- buy.fruit.and.vegetables_market
- buying.labelled.fruits.and.vegetables_yes
- buy.cheese_specialized stores
- buy.dairy.products_specialized shops
- buy.fish_specialized stores
- buy.chocolate_specialized shops
- buying.labelled.dairy.products_yes

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

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

- buy.white.meat_specialized stores
- buy.alcoholic.drinks_nowhere
- buying.labelled.white.meat_yes
- buy.red.meat_specialized stores
- no.labelled.product_no
- label.decisive.criterion_yes
- buy.red.meat_market
- buy.fruit.and.vegetables_hypermarket
- labelled.products.as.part.of.daily.diet_yes
- buy.eggs_market

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

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

- buying.labelled.eggs_yes
- buy.fish_market
- buying.labelled.fish_yes
- not.buying.labelled.products_no
- label.a.specification_yes
- buy.eggs_hypermarket
- buy.alcoholic.drinks_hypermarket
- buying.labelled.red.meat_yes
- buy.red.meat_nowhere
- buy.white.meat_market

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

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

- buy.coffee.tea_nowhere
- buy.white.meat_nowhere
- price.earnings.for.the.producer_yes
- buying.labelled.cheese_yes
- buy.soft.drinks_hypermarket
- buy.coffee.tea_specialized shops
- buy.fish_nowhere
- buying.labelled.soft.drink_yes
- buy.dairy.products_nowhere
- buy.dairy.products_market

# EnQuireR: Multivariate Exploratory Analysis of Questionnaires

# Number of clusters chosen by the analyst

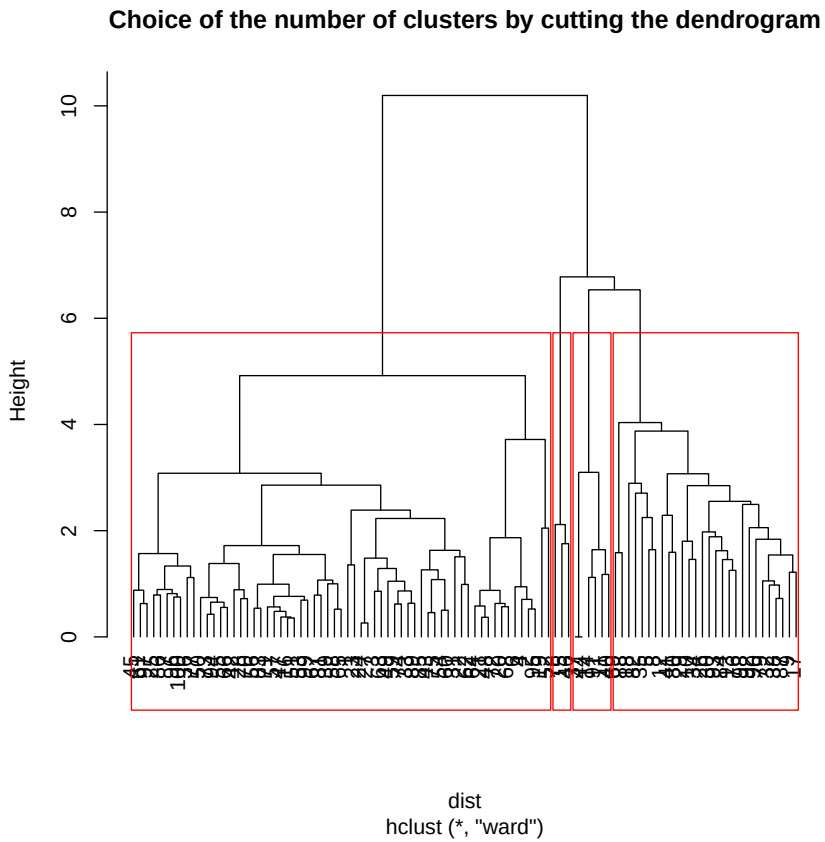


Figure: A number of clusters is chosen

# Representation of the individuals according to the group they belong to

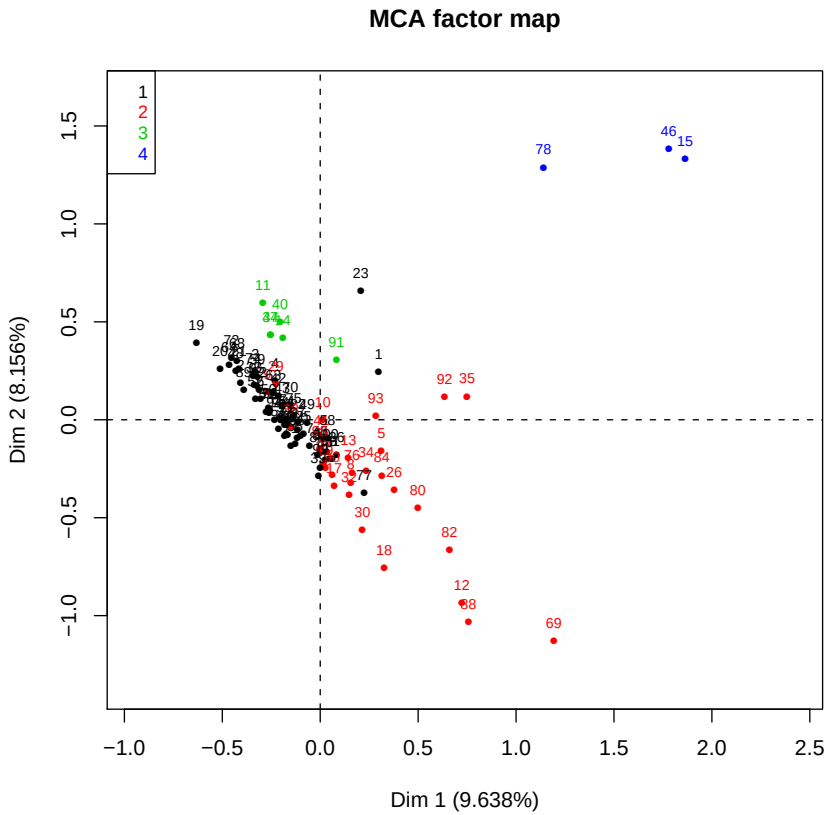


Figure: Correspondence map displaying clusters

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

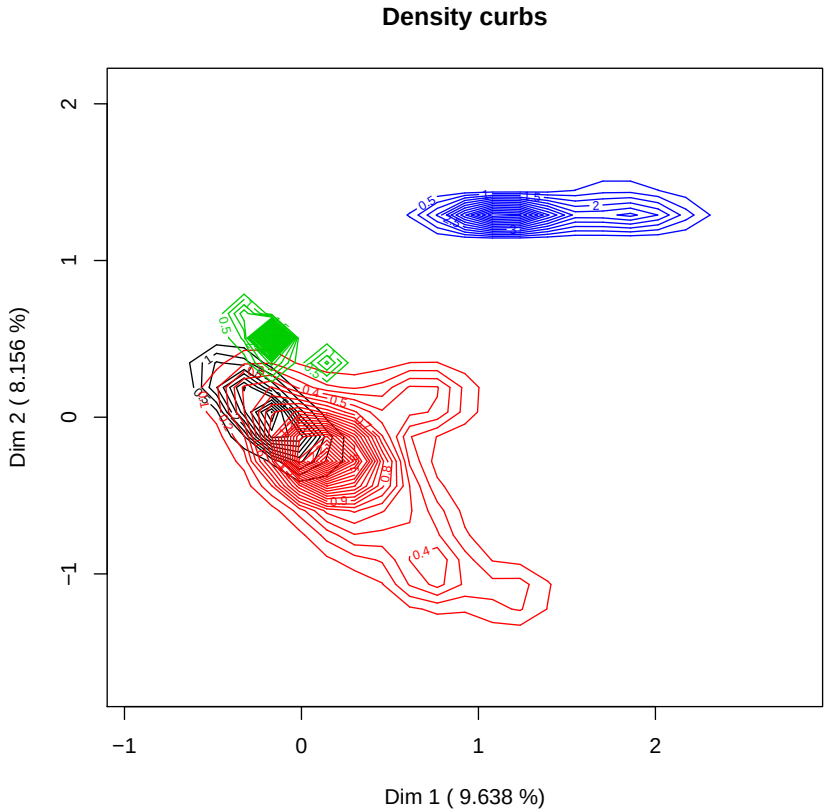


Figure: Levelling curves around each cluster

# Representation of the barycenter of each group enhanced with confidence ellipses

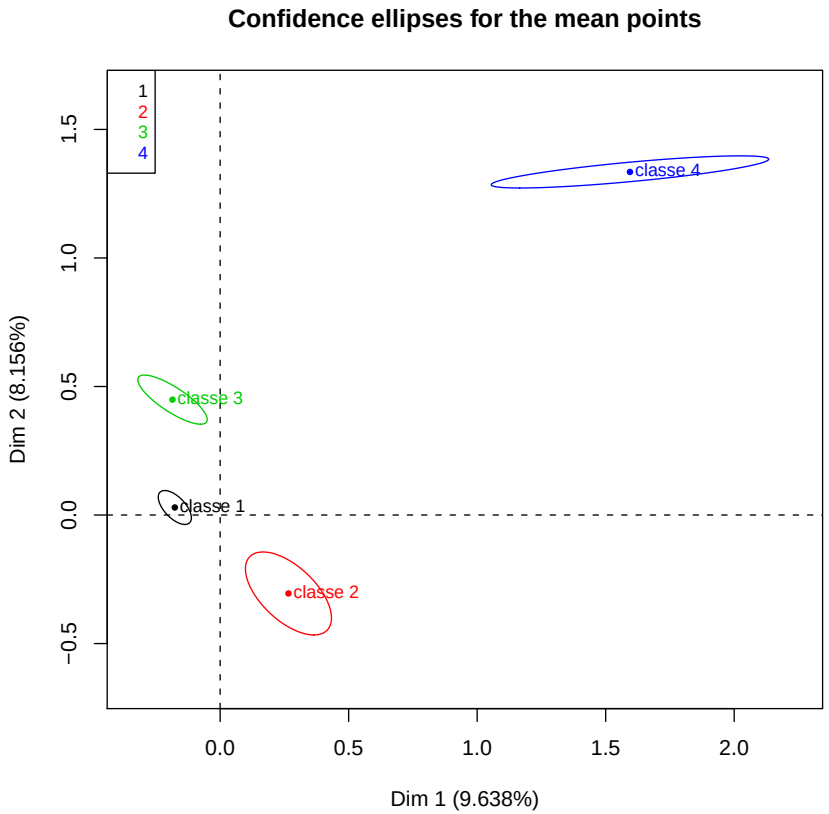


Figure: Confidence ellipses around each cluster

# Number of individuals per cluster

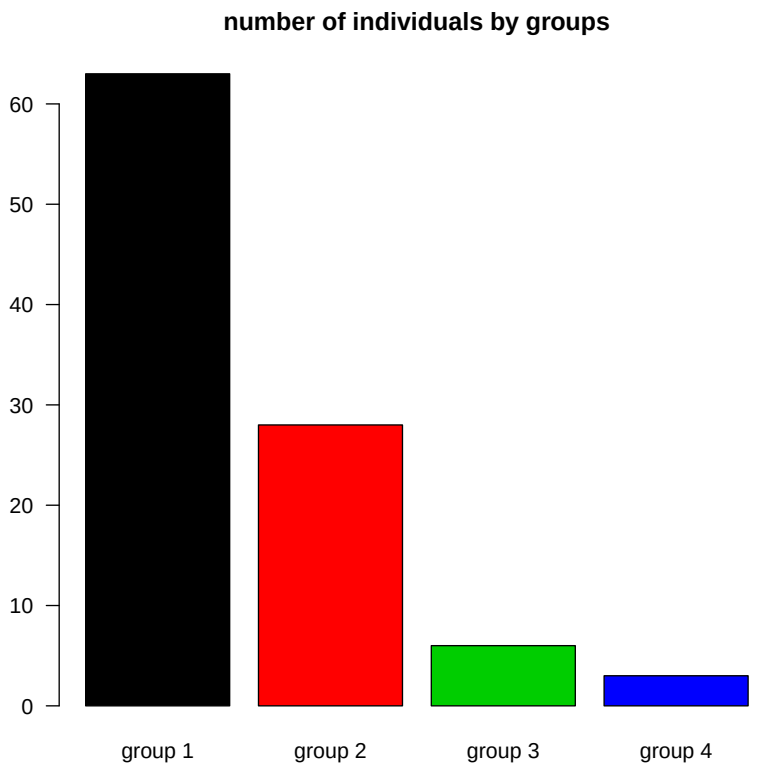


Figure: Number of individuals by cluster

# Distribution of the individuals per cluster for the variable buy.fruit.and.vegetables

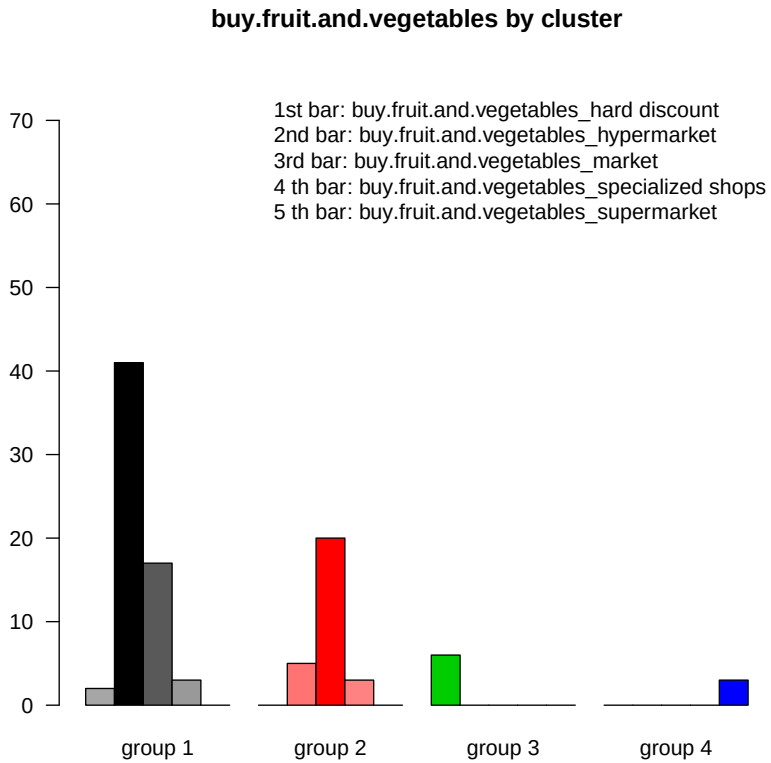


Figure: Variable buy.fruit.and.vegetables

# Distribution of the individuals per cluster for the variable buy.eggs

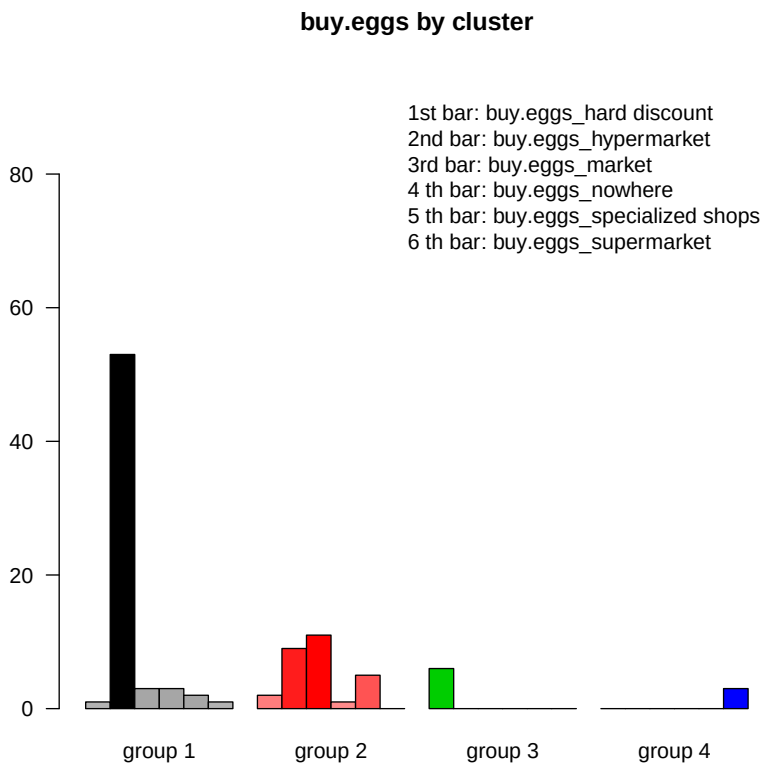


Figure: Variable buy.eggs

# Distribution of the individuals per cluster for the variable buy.white.meat

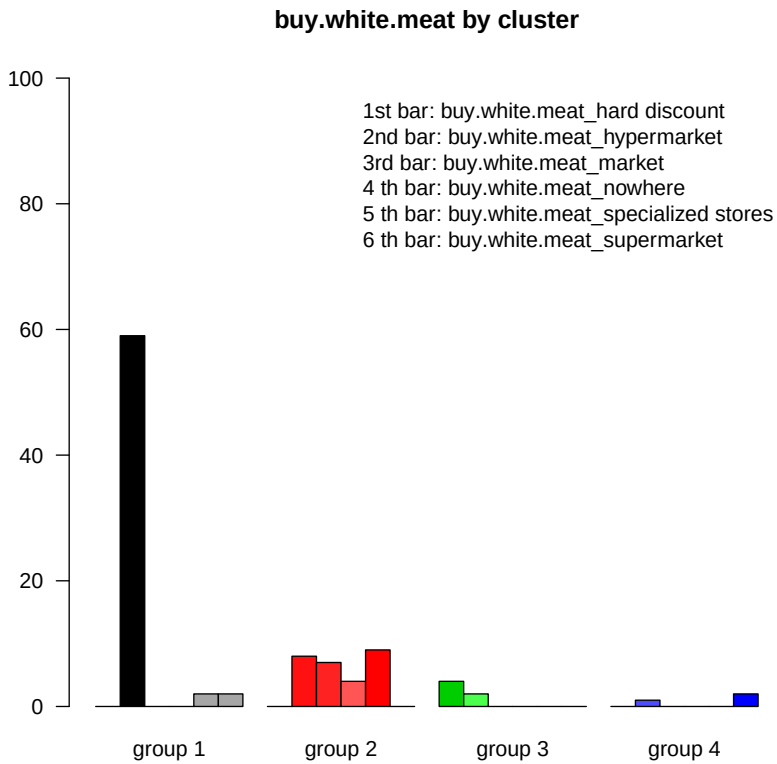


Figure: Variable buy.white.meat

# Distribution of the individuals per cluster for the variable buy.red.meat

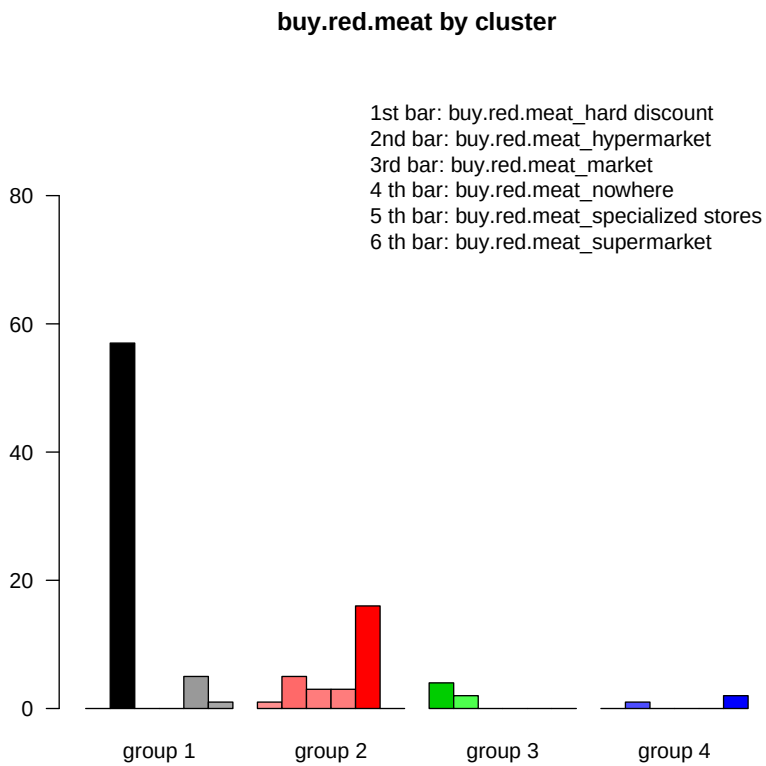


Figure: Variable buy.red.meat

# Distribution of the individuals per cluster for the variable buy.fish

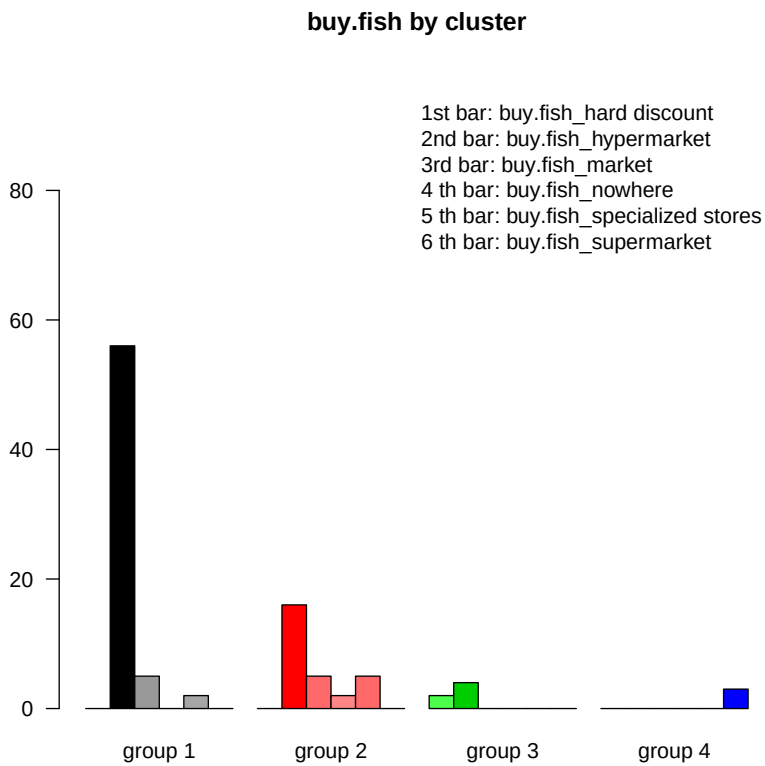


Figure: Variable buy.fish

# Distribution of the individuals per cluster for the variable buy.cheese

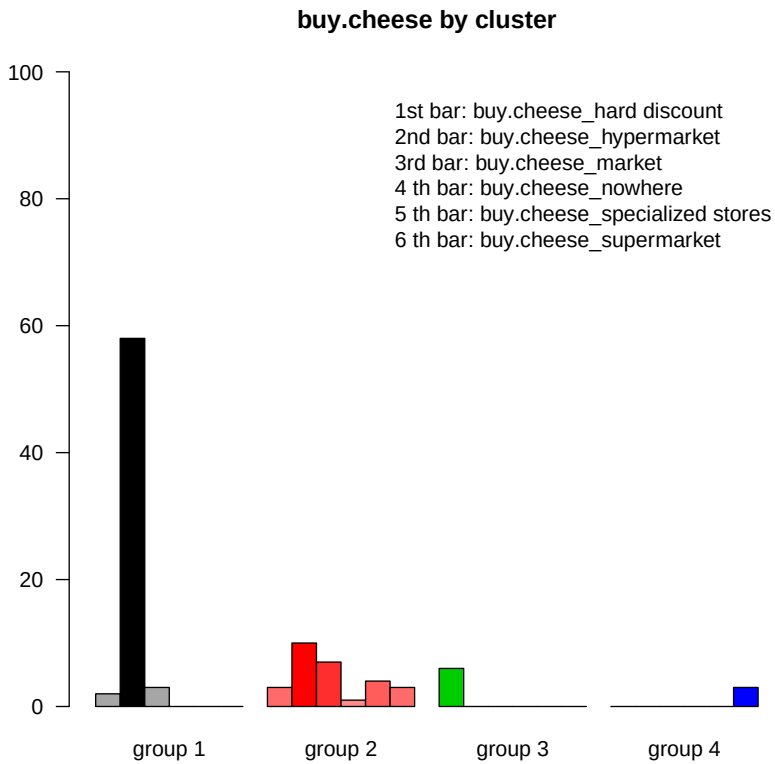


Figure: Variable buy.cheese

# Distribution of the individuals per cluster for the variable buy.dairy.products

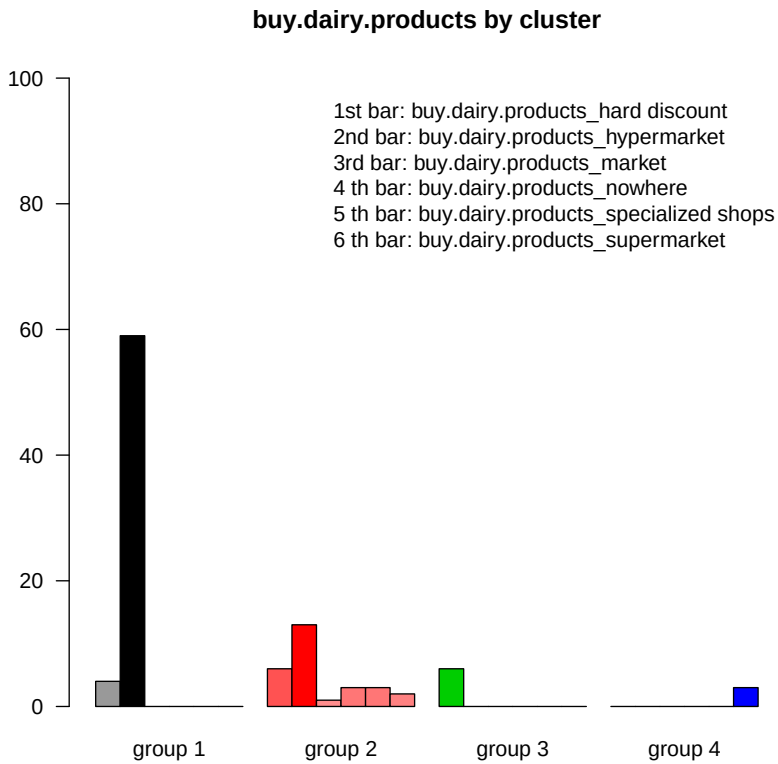


Figure: Variable buy.dairy.products

# Distribution of the individuals per cluster for the variable buy.alcoholic.drinks

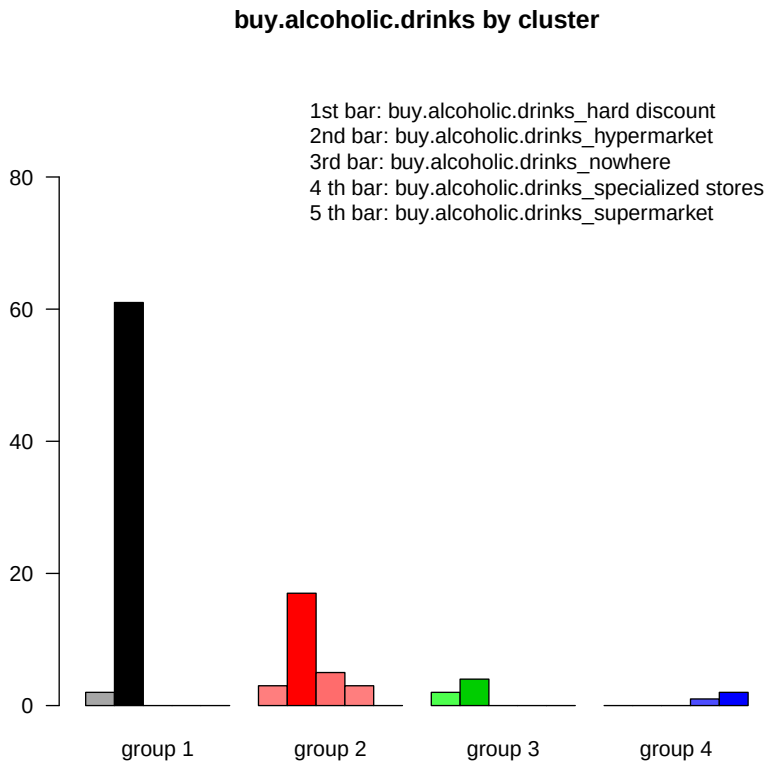


Figure: Variable buy.alcoholic.drinks

# Distribution of the individuals per cluster for the variable buy.soft.drinks

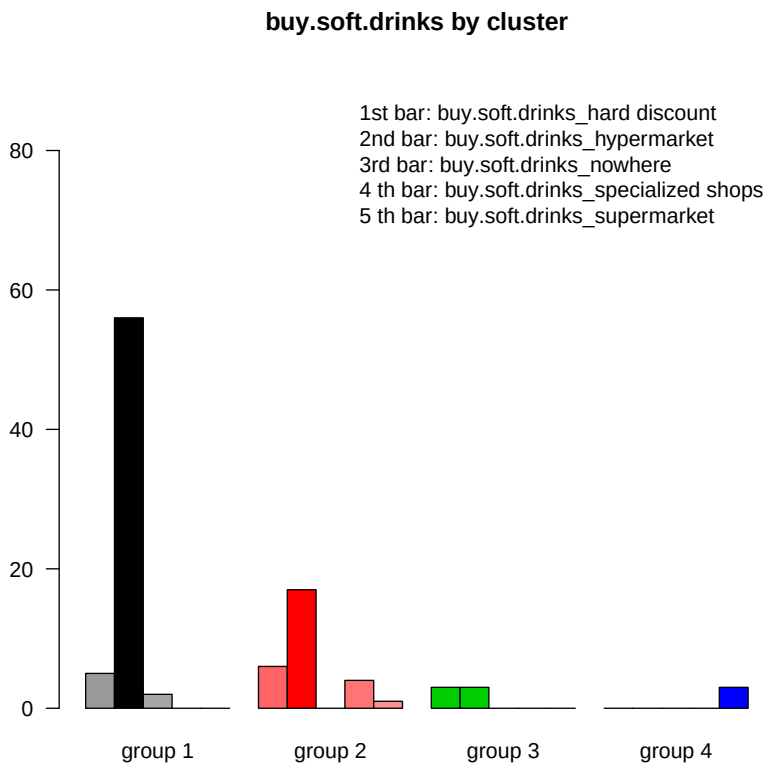


Figure: Variable buy.soft.drinks

# Distribution of the individuals per cluster for the variable buy.chocolate

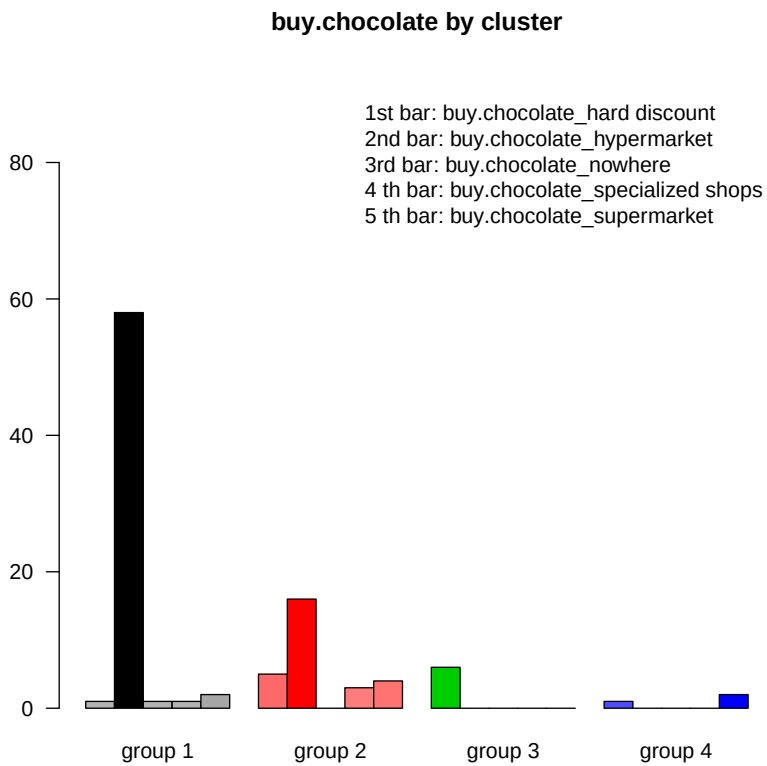


Figure: Variable buy.chocolate

# Description of cluster 1 ( 1 / 5 )

The following modalities are meaningful for cluster 1 :

- buy.red.meat=buy.red.meat_hypermarket
  65 % of the individuals possess this category in the global population versus 90.48% of the individuals within cluster 1;

  87.69 % individuals possessing this category belong to cluster 1
- buy.cheese=buy.cheese_hypermarket
  68 % of the individuals possess this category in the global population versus 92.06% of the individuals within cluster 1;

  85.29 % individuals possessing this category belong to cluster 1
- buy.white.meat=buy.white.meat_hypermarket
  70 % of the individuals possess this category in the global population versus 93.65% of the individuals within cluster 1;

  84.29 % individuals possessing this category belong to cluster 1
- buy.dairy.products=buy.dairy.products_hypermarket
  72 % of the individuals possess this category in the global population versus 93.65% of the individuals within cluster 1;

  81.94 % individuals possessing this category belong to cluster 1
- buy.eggs=buy.eggs_hypermarket
  62 % of the individuals possess this category in the global population versus 84.13% of the individuals within cluster 1;

  85.48 % individuals possessing this category belong to cluster 1

# Description of cluster 1 ( 2 / 5 )

The following modalities are meaningful for cluster 1 :

- buy.coffee.tea=buy.coffee.tea_hypermarket
  67 % of the individuals possess this category in the global population versus 87.3% of the individuals within cluster 1;

  82.09 % individuals possessing this category belong to cluster 1
- buy.chocolate=buy.chocolate_hypermarket
  74 % of the individuals possess this category in the global population versus 92.06% of the individuals within cluster 1;

  78.38 % individuals possessing this category belong to cluster 1
- buy.fruit.and.vegetables=buy.fruit.and.vegetables_hypermarket
  46 % of the individuals possess this category in the global population versus 65.08% of the individuals within cluster 1;

  89.13 % individuals possessing this category belong to cluster 1
- buy.alcoholic.drinks=buy.alcoholic.drinks_hypermarket
  82 % of the individuals possess this category in the global population versus 96.83% of the individuals within cluster 1;

  74.39 % individuals possessing this category belong to cluster 1
- errands.in.specialized.stores=errands.in.specialized.stores_no
  66 % of the individuals possess this category in the global population versus 82.54% of the individuals within cluster 1;

  78.79 % individuals possessing this category belong to cluster 1

# Description of cluster 1 ( 3 / 5 )

The following modalities are meaningful for cluster 1 :

- buy.soft.drinks=buy.soft.drinks_hypermarket
  76 % of the individuals possess this category in the global population versus 88.89% of the individuals within cluster 1;

  73.68 % individuals possessing this category belong to cluster 1
- buy.fish=buy.fish_hypermarket
  76 % of the individuals possess this category in the global population versus 88.89% of the individuals within cluster 1;

  73.68 % individuals possessing this category belong to cluster 1
- labelled.products.as.part.of.daily.diet=labelled.products.as.part.of.
  46 % of the individuals possess this category in the global population versus 60.32% of the individuals within cluster 1;

  82.61 % individuals possessing this category belong to cluster 1
- buying.labelled.fruits.and.vegetables=buying.labelled.fruits.and.vegeta
  74 % of the individuals possess this category in the global population versus 85.71% of the individuals within cluster 1;

  72.97 % individuals possessing this category belong to cluster 1
- price.unjustified.superiority=price.unjustified.superiority_no
  84 % of the individuals possess this category in the global population versus 93.65% of the individuals within cluster 1;

  70.24 % individuals possessing this category belong to cluster 1

# Description of cluster 1 ( 4 / 5 )

The following modalities are meaningful for cluster 1 :

- errands.in.hypermarket=errands.in.hypermarket_yes
94 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 1;

67.02 % individuals possessing this category belong to cluster 1

- label.a.quality.product=label.a.quality.product_yes
69 % of the individuals possess this category in the global population versus 79.37% of the individuals within cluster 1;

72.46 % individuals possessing this category belong to cluster 1

- buying.labelled.soft.drink=buying.labelled.soft.drink_no
93 % of the individuals possess this category in the global population versus 98.41% of the individuals within cluster 1;

66.67 % individuals possessing this category belong to cluster 1

- label.a.lifestyle=label.a.lifestyle_no
78 % of the individuals possess this category in the global population versus 85.71% of the individuals within cluster 1;

69.23 % individuals possessing this category belong to cluster 1

- buying.labelled.dairy.products=buying.labelled.dairy.products_no
78 % of the individuals possess this category in the global population versus 85.71% of the individuals within cluster 1;

69.23 % individuals possessing this category belong to cluster 1

# Description of cluster 1 ( 5 / 5 )

The following modalities are meaningful for cluster 1 :

- `limited.budget=limited.budget_yes`
  47 % of the individuals possess this category in the global population versus 55.56% of the individuals within cluster 1;

  74.47 % individuals possessing this category belong to cluster 1
- `label.decisive.criterion=label.decisive.criterion_no`
  60 % of the individuals possess this category in the global population versus 68.25% of the individuals within cluster 1;

  71.67 % individuals possessing this category belong to cluster 1
- `buying.labelled.eggs=buying.labelled.eggs_no`
  65 % of the individuals possess this category in the global population versus 73.02% of the individuals within cluster 1;

  70.77 % individuals possessing this category belong to cluster 1

# Description of cluster 2 ( 1 / 6 )

The following modalities are meaningful for cluster 2 :

- errands.in.specialized.stores=errands.in.specialized.stores_yes
  34 % of the individuals possess this category in the global population versus 75% of the individuals within cluster 2;

  61.76 % individuals possessing this category belong to cluster 2
- buy.red.meat=buy.red.meat_specialized stores
  21 % of the individuals possess this category in the global population versus 57.14% of the individuals within cluster 2;

  76.19 % individuals possessing this category belong to cluster 2
- buying.labelled.fruits.and.vegetables=buying.labelled.fruits.and.veget
  26 % of the individuals possess this category in the global population versus 60.71% of the individuals within cluster 2;

  65.38 % individuals possessing this category belong to cluster 2
- buy.fruit.and.vegetables=buy.fruit.and.vegetables_market
  37 % of the individuals possess this category in the global population versus 71.43% of the individuals within cluster 2;

  54.05 % individuals possessing this category belong to cluster 2
- buy.eggs=buy.eggs_market
  14 % of the individuals possess this category in the global population versus 39.29% of the individuals within cluster 2;

  78.57 % individuals possessing this category belong to cluster 2

# Description of cluster 2 ( 2 / 6 )

The following modalities are meaningful for cluster 2 :

- la-belled.products.as.part.of.daily.diet=labelled.products.as.part.of.
  54 % of the individuals possess this category in the global population versus 85.71% of the individuals within cluster 2;

  44.44 % individuals possessing this category belong to cluster 2
- buy.white.meat=buy.white.meat_market
  7 % of the individuals possess this category in the global population versus 25% of the individuals within cluster 2;

  100 % individuals possessing this category belong to cluster 2
- errands.in.market=errands.in.market_yes
  51 % of the individuals possess this category in the global population versus 82.14% of the individuals within cluster 2;

  45.1 % individuals possessing this category belong to cluster 2
- buy.white.meat=buy.white.meat_specialized stores
  11 % of the individuals possess this category in the global population versus 32.14% of the individuals within cluster 2;

  81.82 % individuals possessing this category belong to cluster 2
- label.decisive.criterion=label.decisive.criterion_yes
  40 % of the individuals possess this category in the global population versus 67.86% of the individuals within cluster 2;

  47.5 % individuals possessing this category belong to cluster 2

# Description of cluster 2 ( 3 / 6 )

The following modalities are meaningful for cluster 2 :

- buy-ing.labelled.dairy.products=buying.labelled.dairy.products_yes
  22 % of the individuals possess this category in the global population versus 46.43% of the individuals within cluster 2;

  59.09 % individuals possessing this category belong to cluster 2
- buy.alcoholic.drinks=buy.alcoholic.drinks_nowhere
  5 % of the individuals possess this category in the global population versus 17.86% of the individuals within cluster 2;

  100 % individuals possessing this category belong to cluster 2
- buy.coffee.tea=buy.coffee.tea_specialized shops
  16 % of the individuals possess this category in the global population versus 35.71% of the individuals within cluster 2;

  62.5 % individuals possessing this category belong to cluster 2
- no.labelled.product=no.labelled.product_no
  78 % of the individuals possess this category in the global population versus 96.43% of the individuals within cluster 2;

  34.62 % individuals possessing this category belong to cluster 2
- not.buying.labelled.products=not.buying.labelled.products_no
  85 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 2;

  32.94 % individuals possessing this category belong to cluster 2

# Description of cluster 2 ( 4 / 6 )

The following modalities are meaningful for cluster 2 :

- **buy.cheese=buy.cheese_market**
  10 % of the individuals possess this category in the global population versus 25% of the individuals within cluster 2;

  70 % individuals possessing this category belong to cluster 2
- **buy.soft.drinks=buy.soft.drinks_specialized shops**
  4 % of the individuals possess this category in the global population versus 14.29% of the individuals within cluster 2;

  100 % individuals possessing this category belong to cluster 2
- **buy.white.meat=buy.white.meat_nowhere**
  4 % of the individuals possess this category in the global population versus 14.29% of the individuals within cluster 2;

  100 % individuals possessing this category belong to cluster 2
- **buy.cheese=buy.cheese_specialized stores**
  4 % of the individuals possess this category in the global population versus 14.29% of the individuals within cluster 2;

  100 % individuals possessing this category belong to cluster 2
- **buying.labelled.cheese=buying.labelled.cheese_yes**
  39 % of the individuals possess this category in the global population versus 60.71% of the individuals within cluster 2;

  43.59 % individuals possessing this category belong to cluster 2

# Description of cluster 2 ( 5 / 6 )

The following modalities are meaningful for cluster 2 :

- label.a.quality.product=label.a.quality.product_no
  31 % of the individuals possess this category in the global population versus 50% of the individuals within cluster 2;

  45.16 % individuals possessing this category belong to cluster 2
- buying.labelled.eggs=buying.labelled.eggs_yes
  35 % of the individuals possess this category in the global population versus 53.57% of the individuals within cluster 2;

  42.86 % individuals possessing this category belong to cluster 2
- buy.eggs=buy.eggs_specialized shops
  7 % of the individuals possess this category in the global population versus 17.86% of the individuals within cluster 2;

  71.43 % individuals possessing this category belong to cluster 2
- buy.fish=buy.fish_specialized stores
  7 % of the individuals possess this category in the global population versus 17.86% of the individuals within cluster 2;

  71.43 % individuals possessing this category belong to cluster 2
- buy.dairy.products=buy.dairy.products_specialized shops
  3 % of the individuals possess this category in the global population versus 10.71% of the individuals within cluster 2;

  100 % individuals possessing this category belong to cluster 2

# Description of cluster 2 ( 6 / 6 )

The following modalities are meaningful for cluster 2 :

- `buy.dairy.products=buy.dairy.products_nowhere`
  3 % of the individuals possess this category in the global population versus 10.71% of the individuals within cluster 2;

  100 % individuals possessing this category belong to cluster 2
- `buy.red.meat=buy.red.meat_nowhere`
  3 % of the individuals possess this category in the global population versus 10.71% of the individuals within cluster 2;

  100 % individuals possessing this category belong to cluster 2
- `buy.red.meat=buy.red.meat_market`
  3 % of the individuals possess this category in the global population versus 10.71% of the individuals within cluster 2;

  100 % individuals possessing this category belong to cluster 2
- `profession=noactif`
  5 % of the individuals possess this category in the global population versus 14.29% of the individuals within cluster 2;

  80 % individuals possessing this category belong to cluster 2

# Description of cluster 3 ( 1 / 3 )

The following modalities are meaningful for cluster 3 :

- buy.fruit.and.vegetables=buy.fruit.and.vegetables_hard discount
  8 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 3;

  75 % individuals possessing this category belong to cluster 3
- buy.eggs=buy.eggs_hard discount
  9 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 3;

  66.67 % individuals possessing this category belong to cluster 3
- buy.cheese=buy.cheese_hard discount
  11 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 3;

  54.55 % individuals possessing this category belong to cluster 3
- buy.chocolate=buy.chocolate_hard discount
  13 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 3;

  46.15 % individuals possessing this category belong to cluster 3
- buy.white.meat=buy.white.meat_hard discount
  4 % of the individuals possess this category in the global population versus 66.67% of the individuals within cluster 3;

  100 % individuals possessing this category belong to cluster 3

# Description of cluster 3 ( 2 / 3 )

The following modalities are meaningful for cluster 3 :

- buy.dairy.products=buy.dairy.products_hard discount
16 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 3;

37.5 % individuals possessing this category belong to cluster 3

- buy.red.meat=buy.red.meat_hard discount
5 % of the individuals possess this category in the global population versus 66.67% of the individuals within cluster 3;

80 % individuals possessing this category belong to cluster 3

- price.unjustified.superiority=price.unjustified.superiority_yes
16 % of the individuals possess this category in the global population versus 83.33% of the individuals within cluster 3;

31.25 % individuals possessing this category belong to cluster 3

- buy.fish=buy.fish_hard discount
2 % of the individuals possess this category in the global population versus 33.33% of the individuals within cluster 3;

100 % individuals possessing this category belong to cluster 3

- errands.in.hard.discount=errands.in.hard.discount_yes
40 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 3;

15 % individuals possessing this category belong to cluster 3

# Description of cluster 3 ( 3 / 3 )

The following modalities are meaningful for cluster 3 :

- `errands.in.market=errands.in.market_no`
  49 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 3;

  12.24 % individuals possessing this category belong to cluster 3

- `buy.coffee.tea=buy.coffee.tea_hard discount`
  10 % of the individuals possess this category in the global population versus 50% of the individuals within cluster 3;

  30 % individuals possessing this category belong to cluster 3

# Description of cluster 4 ( 1 / 3 )

The following modalities are meaningful for cluster 4 :

- buy.fruit.and.vegetables=buy.fruit.and.vegetables_supermarket
  3 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 4;

  100 % individuals possessing this category belong to cluster 4
- buy.fish=buy.fish_supermarket
  3 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 4;

  100 % individuals possessing this category belong to cluster 4
- buy.eggs=buy.eggs_supermarket
  4 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 4;

  75 % individuals possessing this category belong to cluster 4
- buy.soft.drinks=buy.soft.drinks_supermarket
  4 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 4;

  75 % individuals possessing this category belong to cluster 4
- buy.dairy.products=buy.dairy.products_supermarket
  5 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 4;

  60 % individuals possessing this category belong to cluster 4

# Description of cluster 4 ( 2 / 3 )

The following modalities are meaningful for cluster 4 :

- buy.cheese=buy.cheese_supermarket
  6 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 4;

  50 % individuals possessing this category belong to cluster 4
- buy.alcoholic.drinks=buy.alcoholic.drinks_supermarket
  2 % of the individuals possess this category in the global population versus 66.67% of the individuals within cluster 4;

  100 % individuals possessing this category belong to cluster 4
- buy.red.meat=buy.red.meat_supermarket
  3 % of the individuals possess this category in the global population versus 66.67% of the individuals within cluster 4;

  66.67 % individuals possessing this category belong to cluster 4
- buy.coffee.tea=buy.coffee.tea_supermarket
  4 % of the individuals possess this category in the global population versus 66.67% of the individuals within cluster 4;

  50 % individuals possessing this category belong to cluster 4
- buy.white.meat=buy.white.meat_supermarket
  4 % of the individuals possess this category in the global population versus 66.67% of the individuals within cluster 4;

  50 % individuals possessing this category belong to cluster 4

# Description of cluster 4 ( 3 / 3 )

The following modalities are meaningful for cluster 4 :

- `buy.chocolate=buy.chocolate_supermarket`
  8 % of the individuals possess this category in the global population versus 66.67% of the individuals within cluster 4;

  25 % individuals possessing this category belong to cluster 4

- `errands.in.supermarket=errands.in.supermarket_yes`
  29 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 4;

  10.34 % individuals possessing this category belong to cluster 4