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	0.10837	7.57%
2	0.07655	5.35%
3	0.06696	4.68%
4	0.06143	4.29%
5	0.06055	4.23%

Table: Eigenvalues associated with the first five axes

Representation of the individuals

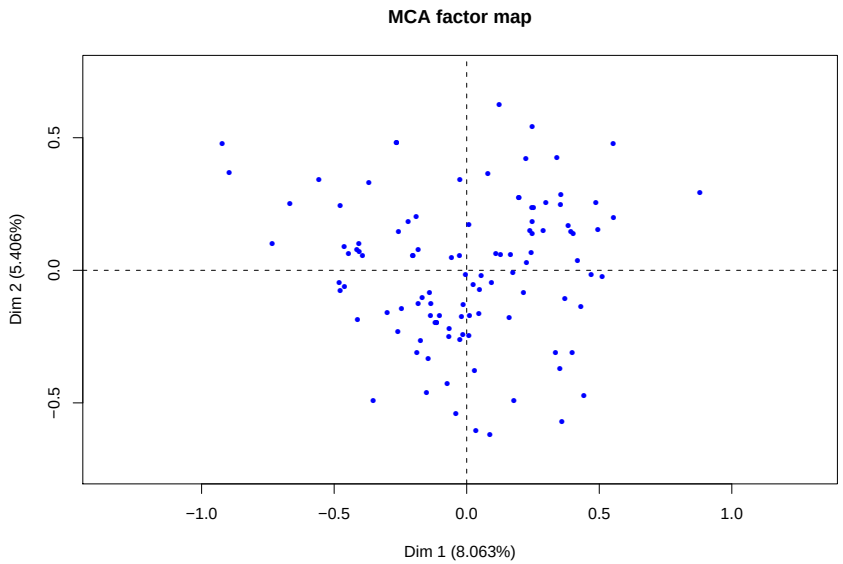

Figure: Raw representation of the individuals on axes 1 and 2

Representation of the categories

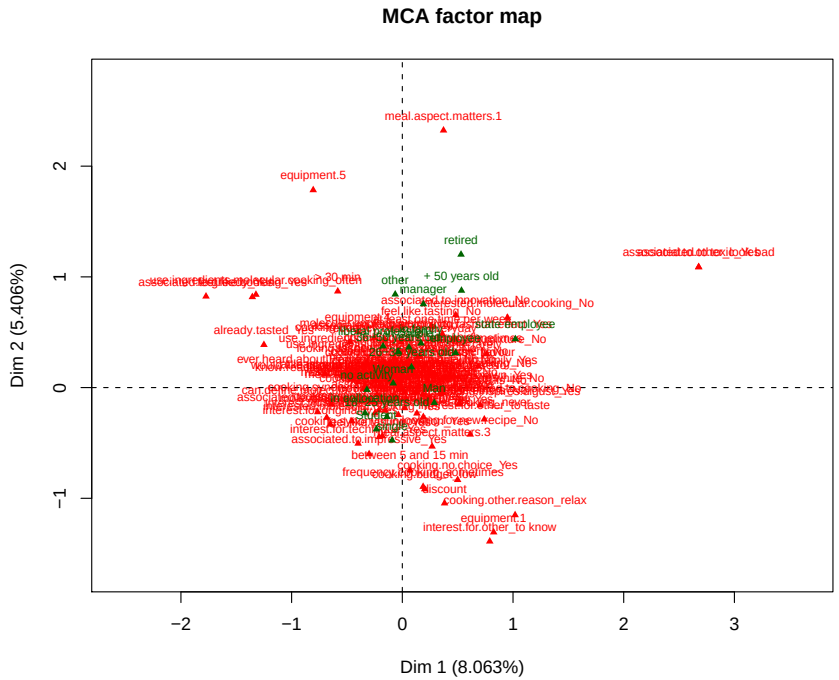

Figure: Raw representation of the categories on axes 1 and 2

Simplified representation of the categories

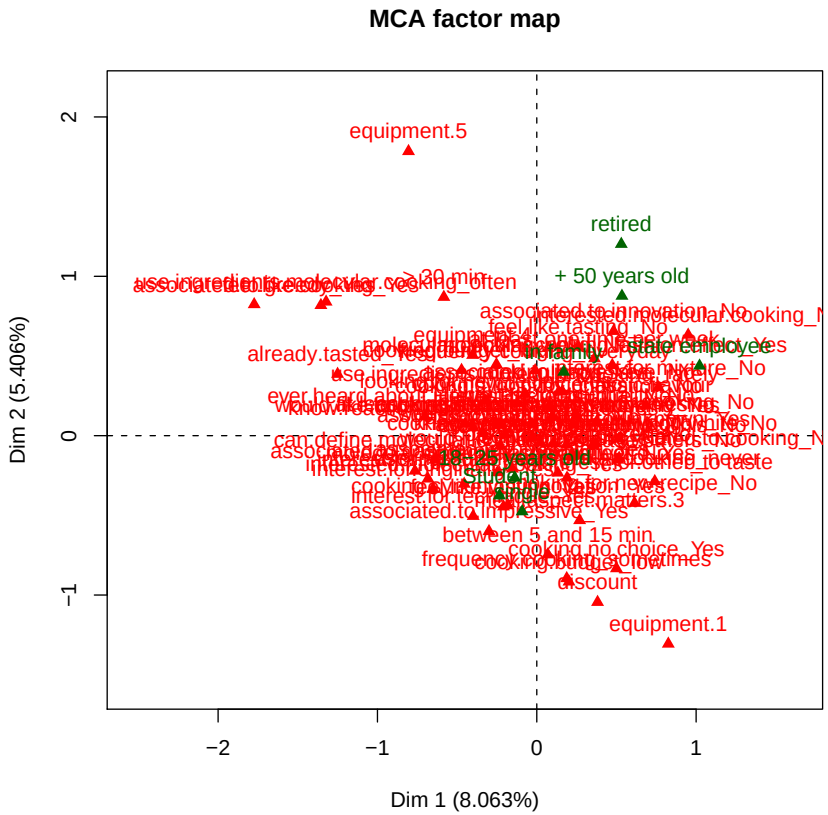

Figure: Simplified representation of the categories on axes 1 and 2

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

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

- interest.for.mixture_Yes
- interested.molecular.cooking_Yes
- feel.like.cooking_Yes
- ever.heard.about.Hervhis_Yes
- can.define.molecular.cooking_Yes
- already.tasted_Yes
- looking.for.new.recipe_Yes
- associated.to.greedy_Yes
- associated.to.gastronomy_Yes
- interest.for.originality_Yes

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

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

- know.reaction.of.beaten.egg.white_Yes
- would.like.to.receive.sth.related.to.cooking_Yes
- use.ingredients.molecular.cooking_often
- cooking.please.others_Yes
- molecular.cooking.fashion.effect_No
- associated.to.unknown_No
- cooking.synonym.meal.with.family_No
- associated.to.innovation_Yes
- > 30 min
- associated.to.other_No

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

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

- `associated.to.toxic_No`
- `cooking.no.choice_No`
- `frequency.restaurant_at least one time per month`
- `feel.like.tasting_Yes`
- `cooking.synonym.discovery_Yes`
- `associated.to.impressive_Yes`
- `interest.for.technique_Yes`

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

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

- interest.for.mixture_No
- interested.molecular.cooking_No
- feel.like.cooking_No
- ever.heard.about.Hervhis_No
- can.define.molecular.cooking_No
- already.tasted_No
- looking.for.new.recipe_No
- associated.to.greedy_No
- associated.to.gastronomy_No
- interest.for.originality_No

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

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

- know.reaction.of.beaten.egg.white_No
- would.like.to.receive.sth.related.to.cooking_No
- cooking.please.others_No
- molecular.cooking.fashion.effect_Yes
- associated.to.unknown_Yes
- cooking.synonym.meal.with.family_Yes
- use.ingredients.molecular.cooking_never
- associated.to.innovation_No
- associated.to.other_look bad
- associated.to.toxic_Yes

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

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

- `cooking.no.choice_Yes`
- `feel.like.tasting_No`
- `cooking.synonym.discovery_No`
- `between 15 and 30 min`
- `associated.to.impressive_No`
- `interest.for.technique_No`

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

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

- safe bet
- feel.like.tasting_No
- interested.molecular.cooking_No
- associated.to.impressive_No
- > 30 min
- cooking.no.choice_No
- frequency.cooking_everyday
- frequency.restaurant_at least one time per week
- interest.for.mixture_No
- molecular.cooking.fashion.effect_Yes

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

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

- specialty food store brand
- molecular.cooking.weird_No
- associated.to.innovation_No
- interest.for.technique_No
- cooking.synonym.innovation_No
- looking.for.new.recipe_Yes
- feel.like.cooking_Yes
- cooking.budget_high
- use.ingredients.molecular.cooking_often
- associated.to.chemistry_No

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

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

- `interest.for.originality_No`
- `interest.for.other_No`

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

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

- feel.like.tasting_Yes
- between 5 and 15 min
- interested.molecular.cooking_Yes
- frequency.cooking_sometimes
- associated.to.impressive_Yes
- cooking.no.choice_Yes
- new flavour
- discount
- classic flavour
- interest.for.mixture_Yes

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

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

- molecular.cooking.fashion.effect_No
- frequency.restaurant_never
- molecular.cooking.weird_Yes
- associated.to.innovation_Yes
- interest.for.technique_Yes
- cooking.synonym.innovation_Yes
- looking.for.new.recipe_No
- feel.like.cooking_No
- interest.for.other_to know
- use.ingredients.molecular.cooking_never

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

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

- `associated.to.chemistry_Yes`
- `interest.for.originality_Yes`

EnQuireR: Multivariate Exploratory Analysis of Questionnaires

Number of clusters chosen by the analyst

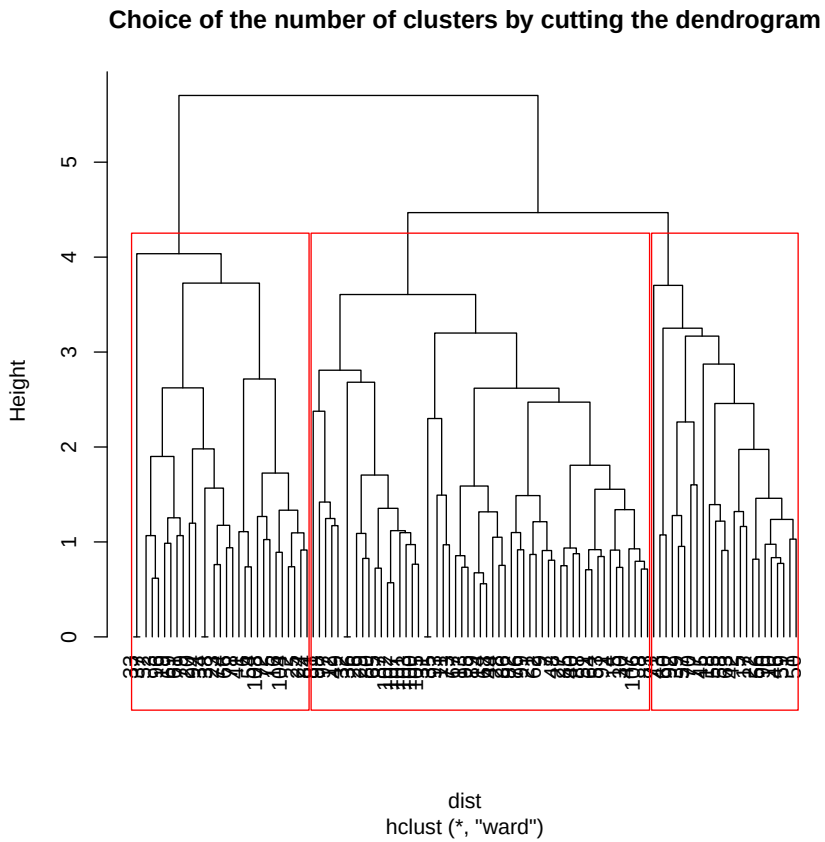

Figure: A number of clusters is chosen

Representation of the individuals according to the group they belong to

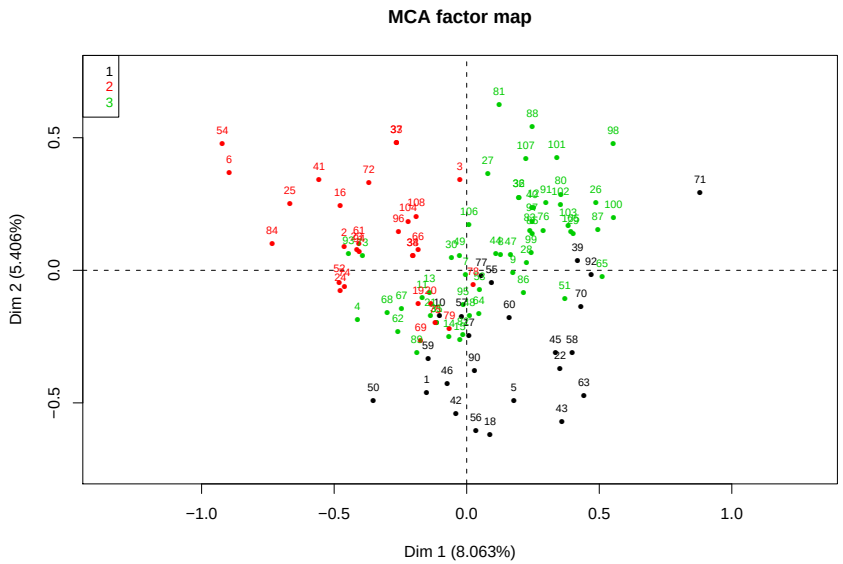

Figure: Correspondence map displaying clusters

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

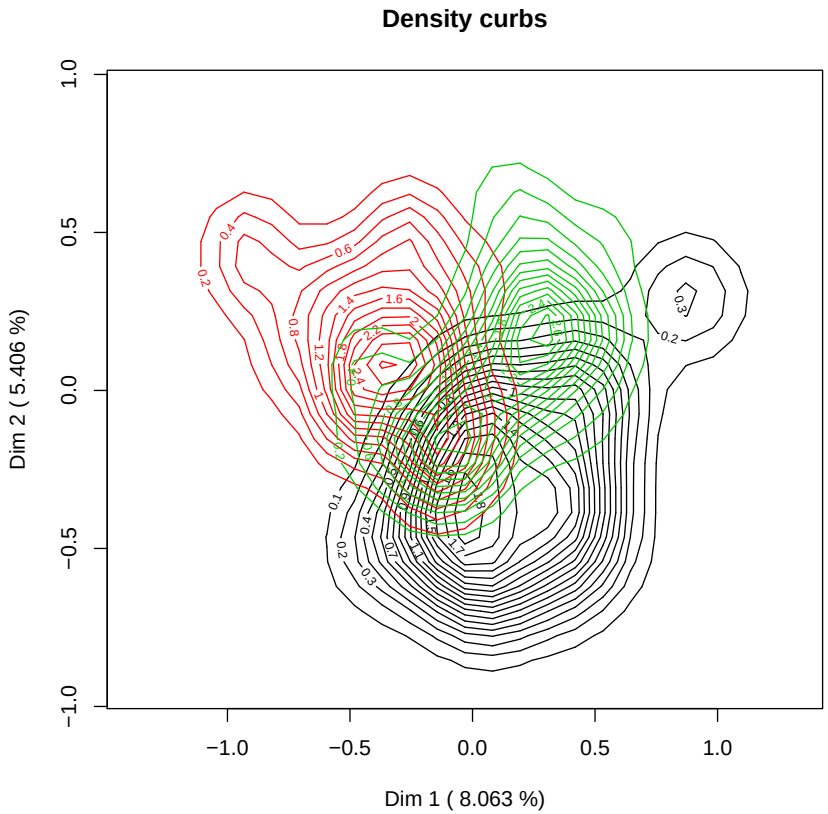

Figure: Levelling curves around each cluster

Representation of the barycenter of each group enhanced with confidence ellipses

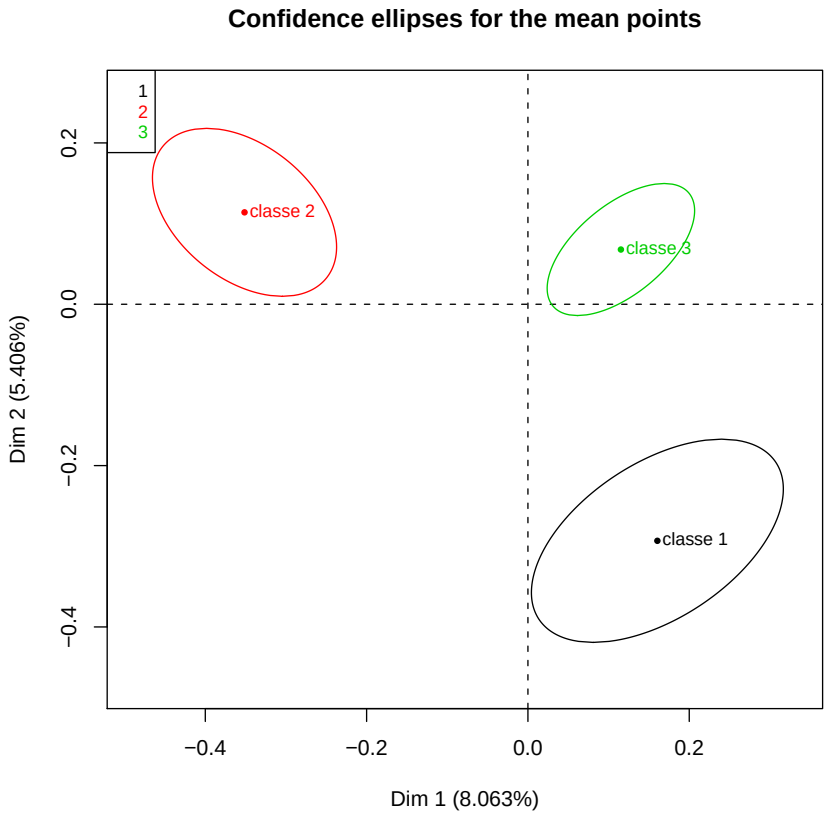

Figure: Confidence ellipses around each cluster

Number of individuals per cluster

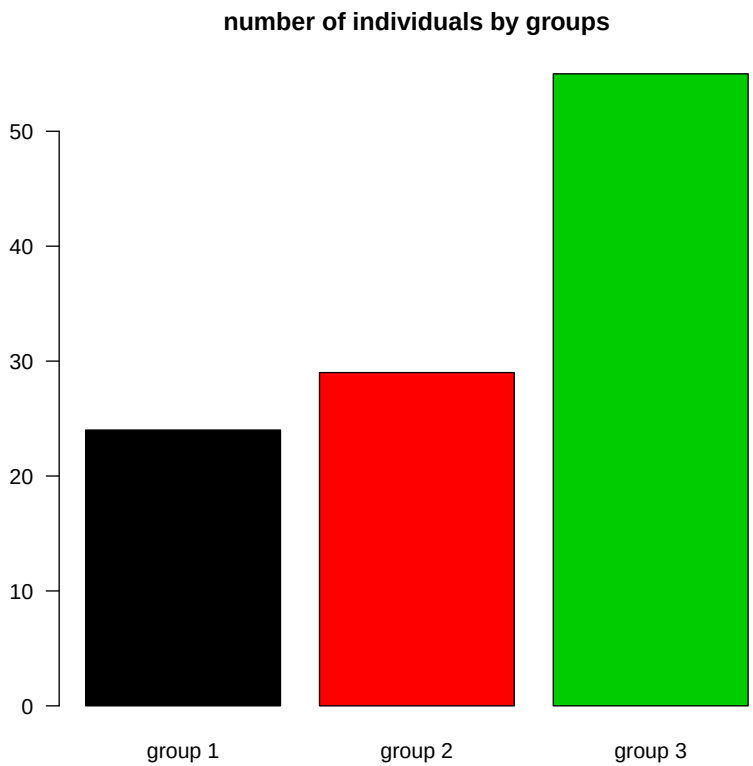

Figure: Number of individuals by cluster

Distribution of the individuals per cluster for the variable frequency.cooking

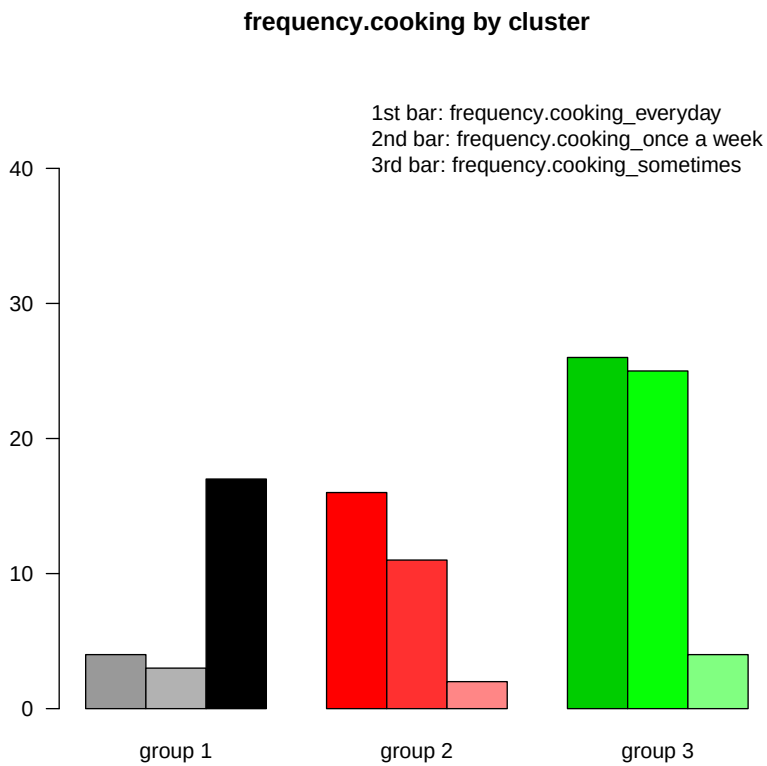

Figure: Variable frequency.cooking

Distribution of the individuals per cluster for the variable feel.like.cooking

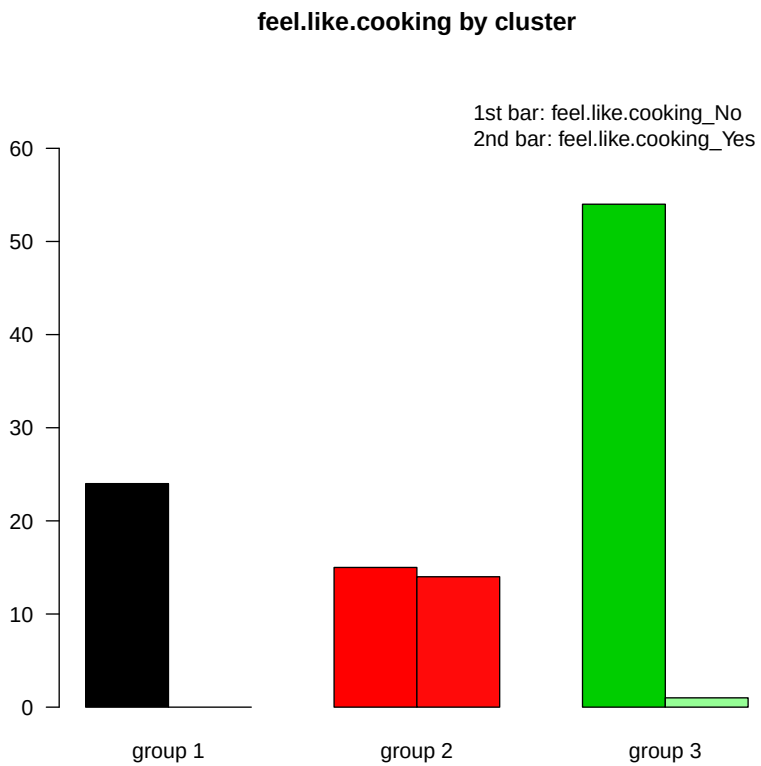

Figure: Variable feel.like.cooking

Distribution of the individuals per cluster for the variable interested.molecular.cooking

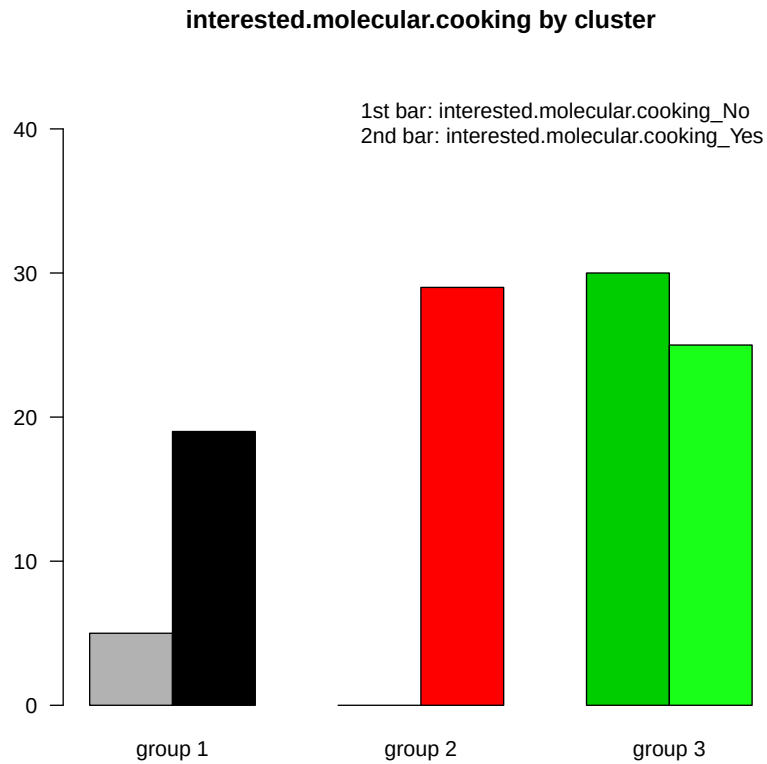

Figure: Variable interested.molecular.cooking

Distribution of the individuals per cluster for the variable looking.for.new.recipe

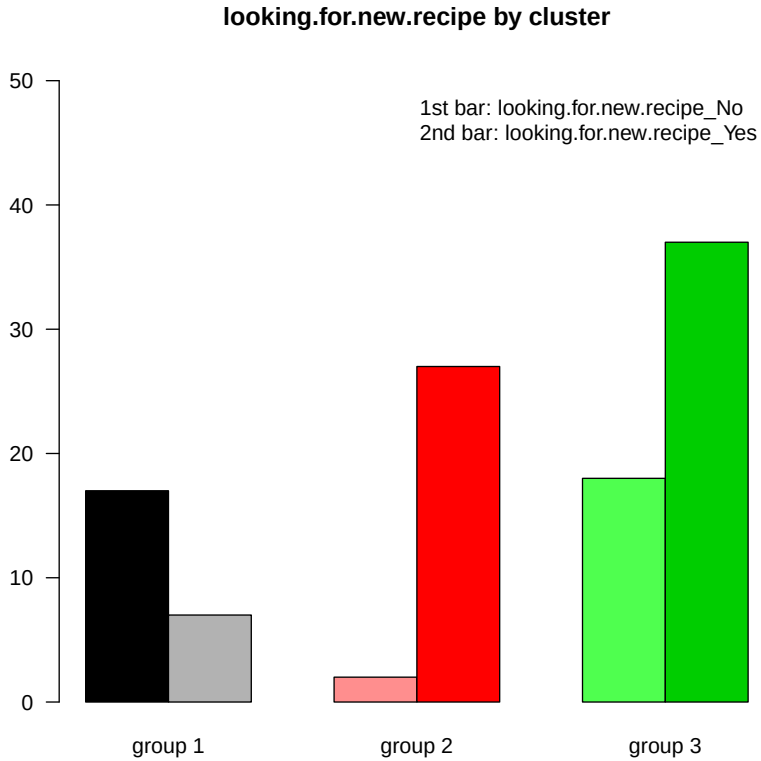

Figure: Variable looking for new recipe

Distribution of the individuals per cluster for the variable interest.for.mixture

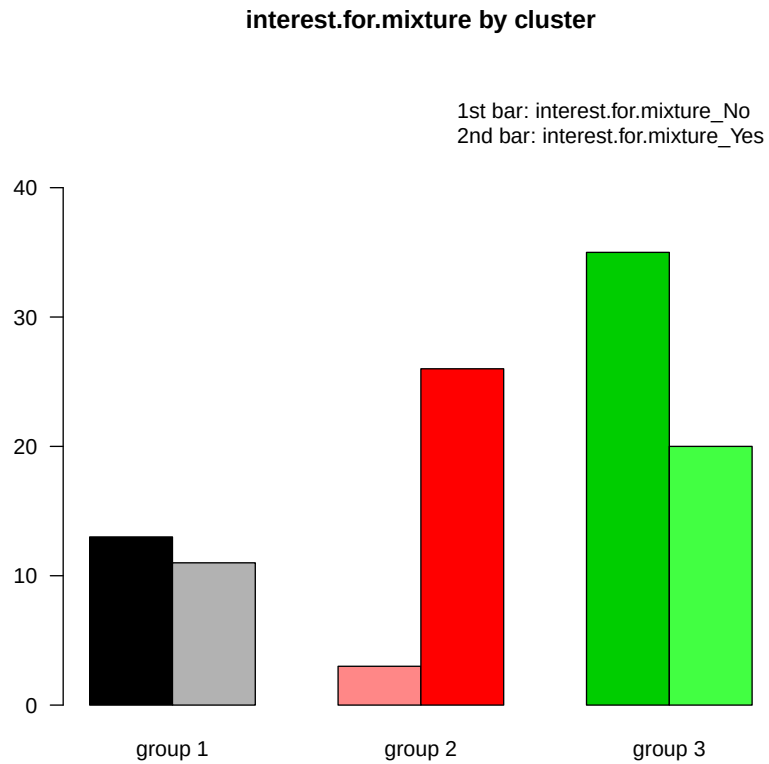

Figure: Variable interest for mixture

Distribution of the individuals per cluster for the variable interest.for.originality

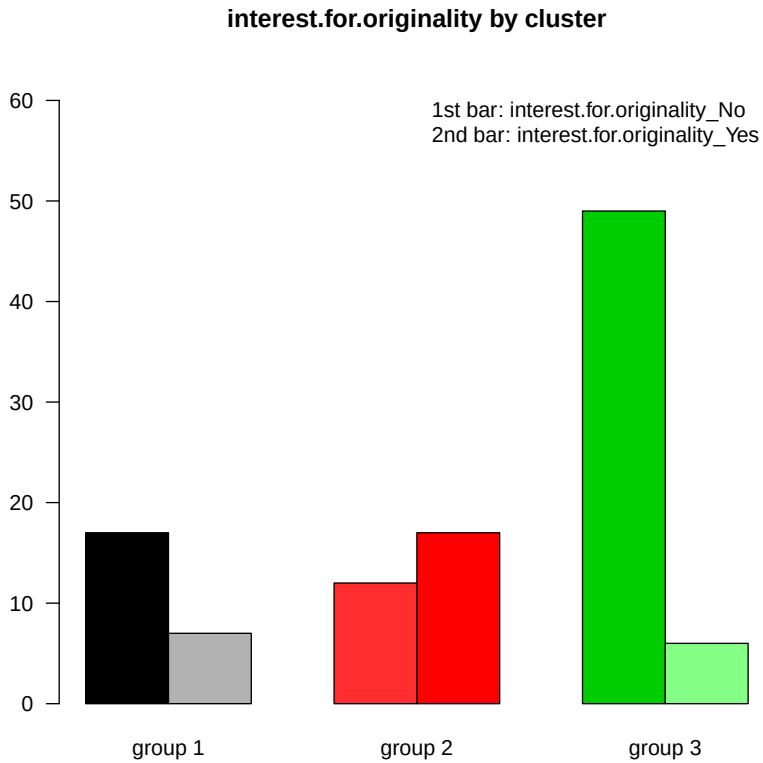

Figure: Variable interest for originality

Distribution of the individuals per cluster for the variable cooking.no.choice

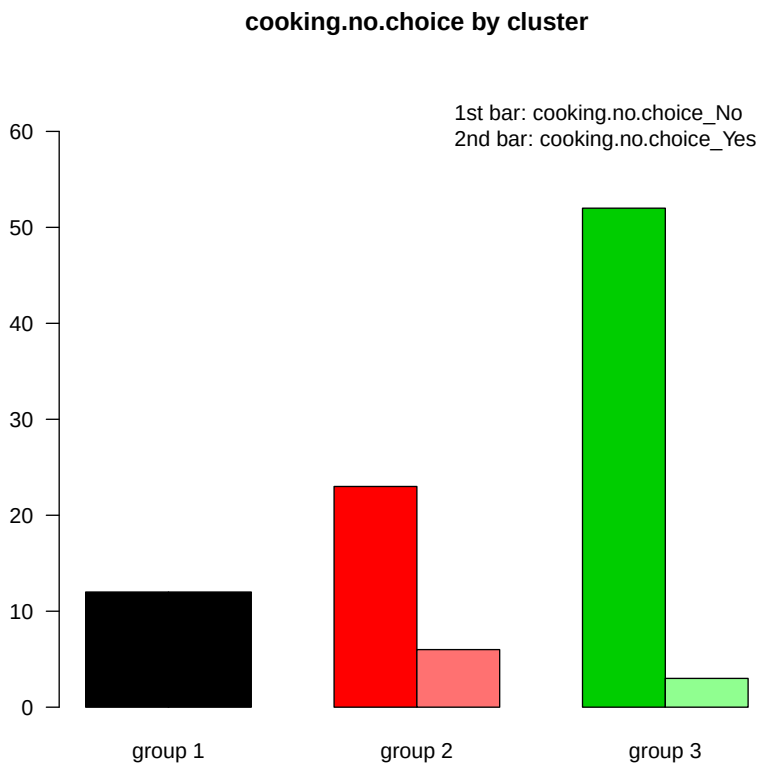

Figure: Variable cooking.no.choice

Distribution of the individuals per cluster for the variable length.cooking

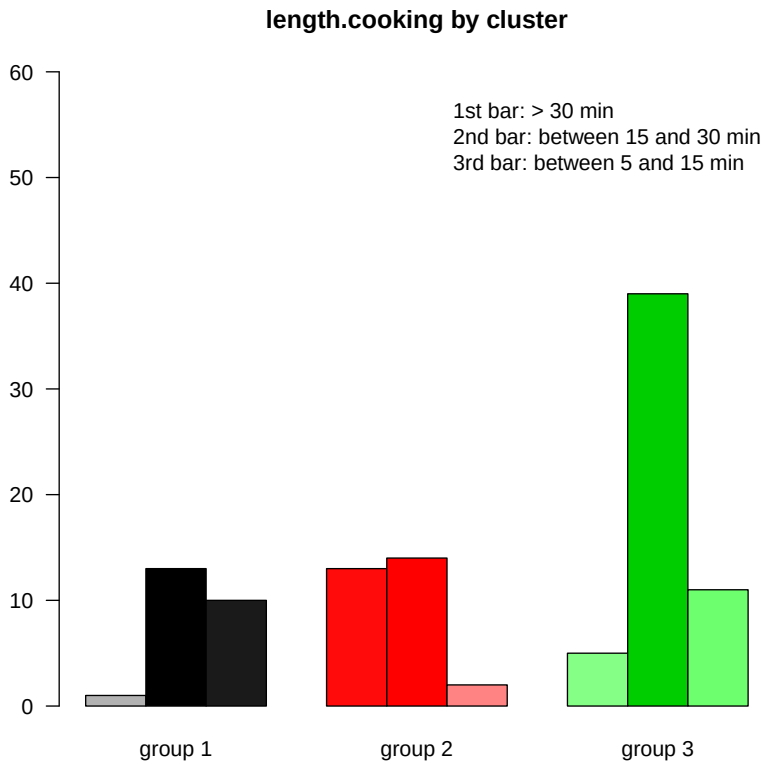

Figure: Variable length.cooking

Distribution of the individuals per cluster for the variable ever.heard.about.Hervhis

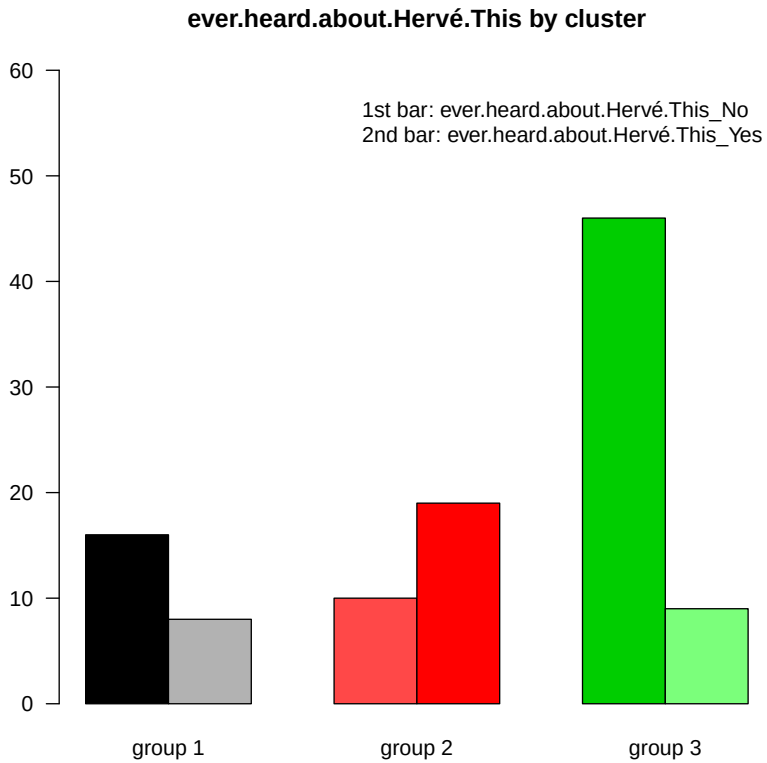

Figure: Variable ever heard about Hervhis

Distribution of the individuals per cluster for the variable cooking.budget

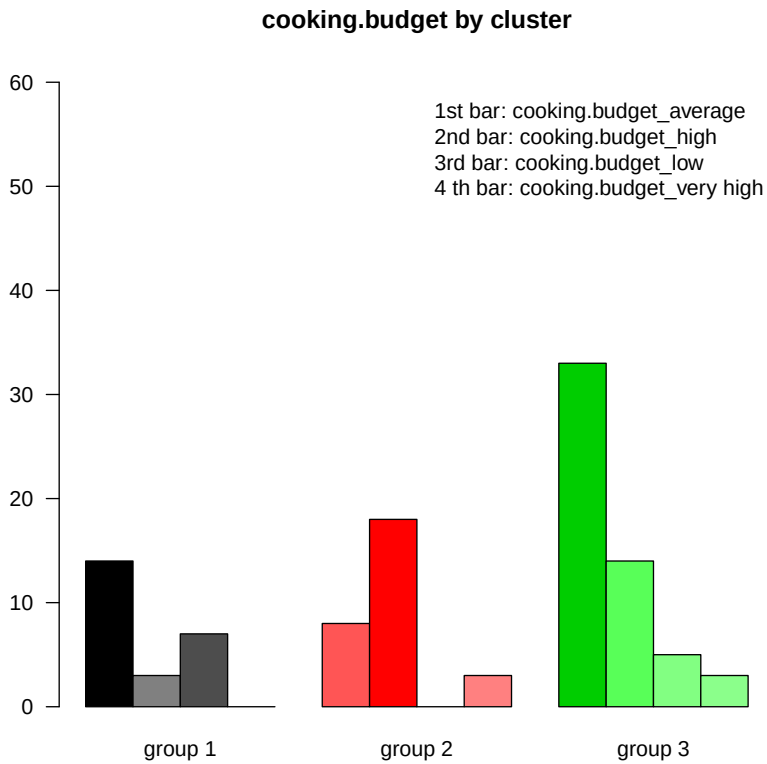

Figure: Variable cooking.budget

Description of cluster 1 (1 / 3)

The following modalities are meaningful for cluster 1 :

- `frequency.cooking=frequency.cooking_sometimes`
  21.3 % of the individuals possess this category in the global population versus 70.83% of the individuals within cluster 1;

  73.91 % individuals possessing this category belong to cluster 1
- `looking.for.new.recipe=looking.for.new.recipe_No`
  34.26 % of the individuals possess this category in the global population versus 70.83% of the individuals within cluster 1;

  45.95 % individuals possessing this category belong to cluster 1
- `cooking.no.choice=cooking.no.choice_Yes`
  19.44 % of the individuals possess this category in the global population versus 50% of the individuals within cluster 1;

  57.14 % individuals possessing this category belong to cluster 1
- `molecular.cooking.inspires.digust=molecular.cooking.inspires.digust_Yes`
  3.7 % of the individuals possess this category in the global population versus 16.67% of the individuals within cluster 1;

  100 % individuals possessing this category belong to cluster 1
- `would.like.to.receive.sth.related.to.cooking=would.like.to.receive`
  32.41 % of the individuals possess this category in the global population versus 58.33% of the individuals within cluster 1;

  40 % individuals possessing this category belong to cluster 1

Description of cluster 1 (2 / 3)

The following modalities are meaningful for cluster 1 :

- `Age=18-25 years old`
  68.52 % of the individuals possess this category in the global population versus 91.67% of the individuals within cluster 1;

  29.73 % individuals possessing this category belong to cluster 1
- `cooking.budget=cooking.budget_low`
  11.11 % of the individuals possess this category in the global population versus 29.17% of the individuals within cluster 1;

  58.33 % individuals possessing this category belong to cluster 1
- `length.cooking=between 5 and 15 min`
  21.3 % of the individuals possess this category in the global population versus 41.67% of the individuals within cluster 1;

  43.48 % individuals possessing this category belong to cluster 1
- `SPC=Student`
  58.33 % of the individuals possess this category in the global population versus 79.17% of the individuals within cluster 1;

  30.16 % individuals possessing this category belong to cluster 1
- `feel.like.cooking=feel.like.cooking_No`
  86.11 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 1;

  25.81 % individuals possessing this category belong to cluster 1

Description of cluster 1 (3 / 3)

The following modalities are meaningful for cluster 1 :

- `frequency.restaurant=some times per year`
  54.63 % of the individuals possess this category in the global population versus 75% of the individuals within cluster 1;

  30.51 % individuals possessing this category belong to cluster 1

Description of cluster 2 (1 / 3)

The following modalities are meaningful for cluster 2 :

- `feel.like.cooking=feel.like.cooking_Yes`
  13.89 % of the individuals possess this category in the global population versus 48.28% of the individuals within cluster 2;

  93.33 % individuals possessing this category belong to cluster 2
- `interested.molecular.cooking=interested.molecular.cooking_Yes`
  67.59 % of the individuals possess this category in the global population versus 100% of the individuals within cluster 2;

  39.73 % individuals possessing this category belong to cluster 2
- `interest.for.mixture=interest.for.mixture_Yes`
  52.78 % of the individuals possess this category in the global population versus 89.66% of the individuals within cluster 2;

  45.61 % individuals possessing this category belong to cluster 2
- `length.cooking=> 30 min`
  17.59 % of the individuals possess this category in the global population versus 44.83% of the individuals within cluster 2;

  68.42 % individuals possessing this category belong to cluster 2
- `ever.heard.about.Hervhis=ever.heard.about.Hervhis_Yes`
  33.33 % of the individuals possess this category in the global population versus 65.52% of the individuals within cluster 2;

  52.78 % individuals possessing this category belong to cluster 2

Description of cluster 2 (2 / 3)

The following modalities are meaningful for cluster 2 :

- `interest.for.originality=interest.for.originality_Yes`
  27.78 % of the individuals possess this category in the global population versus 58.62% of the individuals within cluster 2;

  56.67 % individuals possessing this category belong to cluster 2
- `cooking.budget=cooking.budget_high`
  32.41 % of the individuals possess this category in the global population versus 62.07% of the individuals within cluster 2;

  51.43 % individuals possessing this category belong to cluster 2
- `looking.for.new.recipe=looking.for.new.recipe_Yes`
  65.74 % of the individuals possess this category in the global population versus 93.1% of the individuals within cluster 2;

  38.03 % individuals possessing this category belong to cluster 2
- `shopping.brand=well-known brand`
  19.44 % of the individuals possess this category in the global population versus 41.38% of the individuals within cluster 2;

  57.14 % individuals possessing this category belong to cluster 2
- `can.define.molecular.cooking=can.define.molecular.cooking_Yes`
  37.04 % of the individuals possess this category in the global population versus 62.07% of the individuals within cluster 2;

  45 % individuals possessing this category belong to cluster 2

Description of cluster 2 (3 / 3)

The following modalities are meaningful for cluster 2 :

- use.ingredients.molecular.cooking=use.ingredients.molecular.cookin

  6.48 % of the individuals possess this category in the global population versus 20.69% of the individuals within cluster 2;

  85.71 % individuals possessing this category belong to cluster 2

- associated.to.gastronomy=associated.to.gastronomy_Yes

  23.15 % of the individuals possess this category in the global population versus 44.83% of the individuals within cluster 2;

  52 % individuals possessing this category belong to cluster 2

- type.command.restaurant=new flavour

  75 % of the individuals possess this category in the global population versus 93.1% of the individuals within cluster 2;

  33.33 % individuals possessing this category belong to cluster 2

- know.reaction.of.beaten.egg.white=know.reaction.of.beaten.egg.whit

  48.15 % of the individuals possess this category in the global population versus 65.52% of the individuals within cluster 2;

  36.54 % individuals possessing this category belong to cluster 2

Description of cluster 3 (1 / 3)

The following modalities are meaningful for cluster 3 :

- `interested.molecular.cooking=interested.molecular.cooking_No`
  32.41 % of the individuals possess this category in the global population versus 54.55% of the individuals within cluster 3;

  85.71 % individuals possessing this category belong to cluster 3
- `interest.for.originality=interest.for.originality_No`
  72.22 % of the individuals possess this category in the global population versus 89.09% of the individuals within cluster 3;

  62.82 % individuals possessing this category belong to cluster 3
- `ever.heard.about.Hervhis=ever.heard.about.Hervhis_No`
  66.67 % of the individuals possess this category in the global population versus 83.64% of the individuals within cluster 3;

  63.89 % individuals possessing this category belong to cluster 3
- `cooking.no.choice=cooking.no.choice_No`
  80.56 % of the individuals possess this category in the global population versus 94.55% of the individuals within cluster 3;

  59.77 % individuals possessing this category belong to cluster 3
- `feel.like.cooking=feel.like.cooking_No`
  86.11 % of the individuals possess this category in the global population versus 98.18% of the individuals within cluster 3;

  58.06 % individuals possessing this category belong to cluster 3

Description of cluster 3 (2 / 3)

The following modalities are meaningful for cluster 3 :

- interest.for.mixture=interest.for.mixture_No
  47.22 % of the individuals possess this category in the global population versus 63.64% of the individuals within cluster 3;

  68.63 % individuals possessing this category belong to cluster 3
- cooking.habit=cooking.habit_Yes
  25.93 % of the individuals possess this category in the global population versus 38.18% of the individuals within cluster 3;

  75 % individuals possessing this category belong to cluster 3
- associated.to.gastronomy=associated.to.gastronomy_No
  76.85 % of the individuals possess this category in the global population versus 87.27% of the individuals within cluster 3;

  57.83 % individuals possessing this category belong to cluster 3
- associated.to.innovation=associated.to.innovation_No
  24.07 % of the individuals possess this category in the global population versus 34.55% of the individuals within cluster 3;

  73.08 % individuals possessing this category belong to cluster 3
- can.define.molecular.cooking=can.define.molecular.cooking_No
  62.96 % of the individuals possess this category in the global population versus 74.55% of the individuals within cluster 3;

  60.29 % individuals possessing this category belong to cluster 3

Description of cluster 3 (3 / 3)

The following modalities are meaningful for cluster 3 :

- `associated.to.impressive=associated.to.impressive_No`
  68.52 % of the individuals possess this category in the global population versus 78.18% of the individuals within cluster 3;

  58.11 % individuals possessing this category belong to cluster 3