

How Do I Create a Correspondence Analysis?

Correspondence analysis offers a pictorial representation of a Crosstab, showing data plotted according to the relationships (correlation) to one another. It is a method of identifying the factors that differentiate between people in a market. The program can be used to help understand and explain brands or media in a market (usually using lifestyle statements). The correspondence analysis provides the following

- A chart for presentation and it is possible to overlay data e.g. Demographics as passive rows
- A full set of statistics are available and should be used to find the words to describe the market. It is far easier to understand the market using the statistics, than by trying to interpret the chart.
- The statistics can also be used for choosing lifestyle statements, prior to running a cluster analysis. You can simply run a report sorted by %Inf to list the most "discriminating" or "important" lifestyle statements.



TIP: Always start your correspondence analysis in TNT+

Step 1:

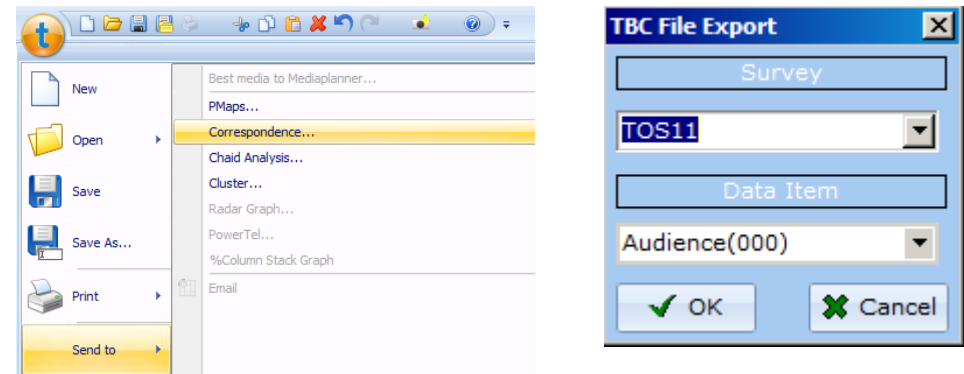
Open TNT+v5.0 and select your survey. In this example we have used GB TGI 2012 Q1. Input frequency of reading, Almost Always, for each national daily publication into the columns e.g. **'Almost Always Read Daily Express'**

0 Tables		15 Columns		0 Rows	
		15 Columns			
Title	Code				
1 Daily Express	DEXPFLAL				
2 Daily Mail	DMLNFLAL				
3 Daily Mirror	DMROFLAL				
4 Daily Record	DRCOFLAL				
5 Daily Star	DSTAFALAL				

Step 2:

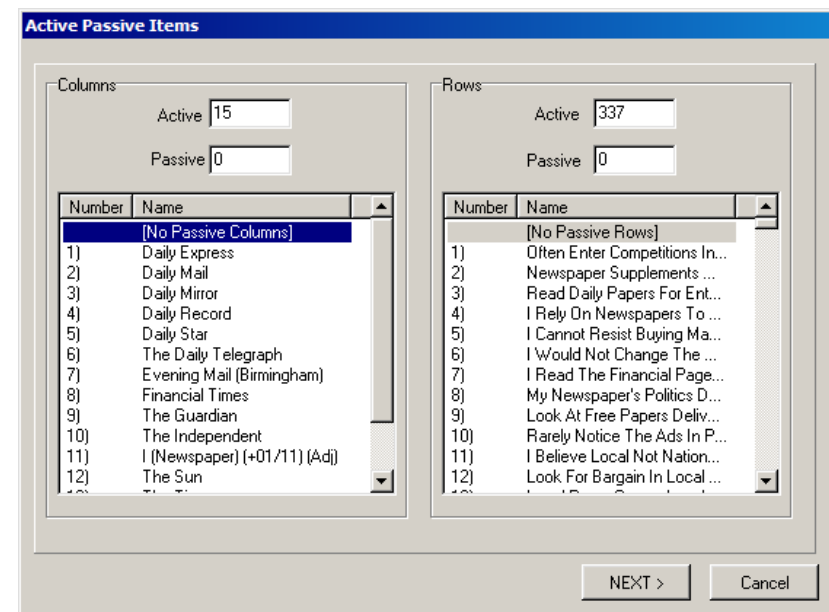
Input **'Lifestyle: Statements For Correspondence'** into your rows. Then click on the small **'t'** button in the top left corner and click on **'Send to'** and then select **'Correspondence'**.

The **TBC File Export** window will appear, select the **OK** button, name the file and then click on **Save**.



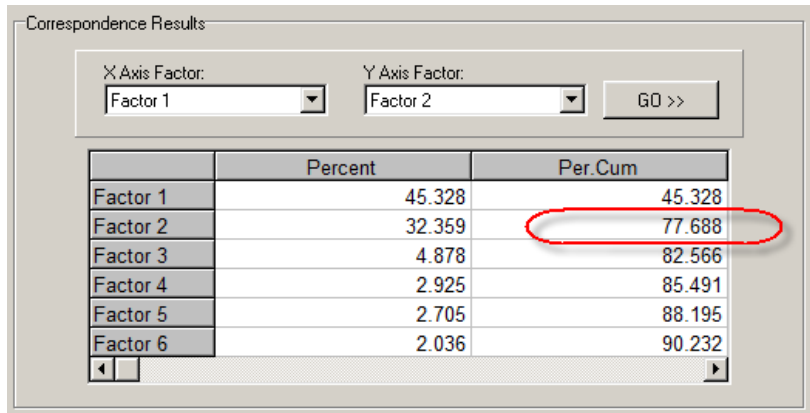
Step 3:

The summary of variables will appear in 2 tables. Your column input will appear in the left box and your lifestyle statements will appear on the right side. Click on the **next** button.



Step 4:

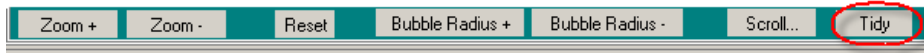
The correspondence results will now appear. Ideally the **Per.Cum** for factor 1 and 2 should be over 70%, this means that the lifestyle statements have explained the market well. If the Per.Cum is lower than 70%, check that your inputs make sense and use with caution. If very low, please call the Telmar helpdesk to discuss why. The example below is 77%. Now click on the **GO>>** button.



Step 5:

At first your correspondence map will appear very 'busy' and hard to interpret, click on the tidy button located at the bottom of the screen.

This will tidy up your map, the publications are in red represented by circles and the lifestyle statements are in green represented by squares.



TIP: You can move an item e.g. an overlapping label, by dragging it.

Taking a close look at the correspondence analysis we can see from the map alone the following



'It's worth paying more for organic food' and 'Like different people, cultures, ideas & lifestyles around me' correlate highly with the Financial Times and The Independent.

Please always click on the Stats button to review the statistics in order to truly understand the chart. There is a separate 'How do I' guide on how to interpret a correspondence analysis.

