

Telmar guide to the Factor analysis How Do I's

Telmar have created some How Do I guides that explain how to do the following,

- Run a factor analysis report in Telmar
- Interpret the report
- Name the factors
- Sort the report
- Export the report to excel

| | Factor1 | Factor2 | Factor3 | Factor4 | Factor5 |
|---|---------|---------|---------|---------|---------|
| Variance explained (%) | 10 | 20 | 29.9 | 38.9 | 45.6 |
| Variance explained cumulative (%) | 10 | 20 | 29.9 | 38.9 | 45.6 |
| 10 For News And Current Affairs - Main Reason For Watching TV | 0.732 | -0.063 | -0.052 | 0.028 | -0.05 |
| 9 To Keep Up To Date - Main Reason For Watching TV | 0.589 | 0.085 | 0.036 | 0.184 | 0.087 |
| 12 For Sports News And Commentary - Main Reason For Watching TV | 0.543 | 0.089 | 0.06 | -0.144 | 0.194 |
| 13 For Education/Information - Main Reason For Watching TV | 0.528 | 0.017 | 0.186 | 0.057 | -0.198 |
| 11 For Practical Advice - Main Reason For Watching TV | 0.351 | 0.135 | 0.439 | 0.072 | 0.076 |
| 5 To Talk About It With Friends/Family As I Am Watching It | 0.069 | 0.811 | 0.049 | 0.055 | -0.068 |
| 4 To Spend Time With Friends/Family - Main Reason For Watching TV | -0.028 | 0.739 | 0.068 | 0.045 | 0.037 |
| 6 To Give Me Something To Talk About With Friends/Family | 0.105 | 0.593 | 0.141 | 0.122 | 0.077 |
| 16 To Make Me Feel Better - Main Reason For Watching TV | -0.026 | 0.22 | 0.605 | 0.242 | 0.055 |
| 7 To Stimulate My Imagination - Main Reason For Watching TV | 0.21 | -0.015 | 0.569 | 0.07 | -0.008 |
| 17 Other - Main Reason For Watching TV | -0.205 | 0.019 | 0.526 | -0.162 | -0.34 |
| 8 To Treat/Reward Myself - Main Reason For Watching TV | 0.076 | 0.139 | 0.519 | 0.098 | 0.311 |
| 11 For Practical Advice - Main Reason For Watching TV | 0.351 | 0.135 | 0.439 | 0.072 | 0.076 |
| 2 To Relax/Escape - Main Reason For Watching TV | -0.078 | -0.065 | 0.3 | 0.139 | 0.544 |
| 3 Force Of Habit - Main Reason For Watching TV | 0.043 | 0.142 | -0.074 | 0.706 | -0.068 |
| 15 As Background - Main Reason For Watching TV | 0.008 | 0.089 | 0.106 | 0.672 | 0.081 |
| 14 To Keep Me Company - Main Reason For Watching TV | 0.065 | -0.013 | 0.28 | 0.613 | 0.046 |
| 1 For Entertainment - Main Reason For Watching TV | 0.025 | 0.079 | -0.08 | -0.08 | 0.736 |
| 2 To Relax/Escape - Main Reason For Watching TV | -0.078 | -0.065 | 0.3 | 0.139 | 0.544 |
| 17 Other - Main Reason For Watching TV | -0.205 | 0.019 | 0.526 | -0.162 | -0.34 |
| 8 To Treat/Reward Myself - Main Reason For Watching TV | 0.076 | 0.139 | 0.519 | 0.098 | 0.311 |

This How Do I guide explains how to create the above report. The document explains what factor analysis is and how to do the following:

- ✓ Inputs (i.e. target audience entered as a table base and variables entered in rows)
- ✓ Sort the factor loading matrix
- ✓ Once you have analysed the report, you can give the factors a descriptive name
- ✓ Export the report to excel as per the example in column 2

This How Do I guide explains how to create the report below using Telmar's factor analysis program in conjunction with excel. The document explains what factor analysis is and how to do the following:

| Channel 4 - Top Quintile (Most Time Spent) | news/info | talk/people | reward/cheer up | noise | entertain/relax |
|---|-----------|-------------|-----------------|---------|-----------------|
| Touchpoints 12 | Factor1 | Factor2 | Factor3 | Factor4 | Factor5 |
| Variance explained (%) | 10 | 10 | 9.9 | 9 | 6.7 |
| Variance explained cumulative (%) | 10 | 20 | 29.9 | 38.9 | 45.6 |
| 10 For News And Current Affairs - Main Reason For Watching TV | 0.732 | -0.063 | -0.052 | 0.028 | -0.05 |
| 9 To Keep Up To Date - Main Reason For Watching TV | 0.589 | 0.085 | 0.036 | 0.184 | 0.087 |
| 12 For Sports News And Commentary - Main Reason For Watching TV | 0.543 | 0.089 | 0.06 | -0.144 | 0.194 |
| 13 For Education/Information - Main Reason For Watching TV | 0.528 | 0.017 | 0.186 | 0.057 | -0.198 |
| 11 For Practical Advice - Main Reason For Watching TV | 0.351 | 0.135 | 0.439 | 0.072 | 0.076 |
| 5 To Talk About It With Friends/Family As I Am Watching It | 0.069 | 0.811 | 0.049 | 0.055 | -0.068 |
| 4 To Spend Time With Friends/Family - Main Reason For Watching TV | -0.028 | 0.739 | 0.068 | 0.045 | 0.037 |
| 6 To Give Me Something To Talk About With Friends/Family | 0.105 | 0.593 | 0.141 | 0.122 | 0.077 |
| 16 To Make Me Feel Better - Main Reason For Watching TV | -0.026 | 0.22 | 0.605 | 0.242 | 0.055 |
| 7 To Stimulate My Imagination - Main Reason For Watching TV | 0.21 | -0.015 | 0.569 | 0.07 | -0.008 |
| 17 Other - Main Reason For Watching TV | -0.205 | 0.019 | 0.526 | -0.162 | -0.34 |
| 8 To Treat/Reward Myself - Main Reason For Watching TV | 0.076 | 0.139 | 0.519 | 0.098 | 0.311 |
| 11 For Practical Advice - Main Reason For Watching TV | 0.351 | 0.135 | 0.439 | 0.072 | 0.076 |
| 2 To Relax/Escape - Main Reason For Watching TV | -0.078 | -0.065 | 0.3 | 0.139 | 0.544 |
| 3 Force Of Habit - Main Reason For Watching TV | 0.043 | 0.142 | -0.074 | 0.706 | -0.068 |
| 15 As Background - Main Reason For Watching TV | 0.008 | 0.089 | 0.106 | 0.672 | 0.081 |
| 14 To Keep Me Company - Main Reason For Watching TV | 0.065 | -0.013 | 0.28 | 0.613 | 0.046 |
| 1 For Entertainment - Main Reason For Watching TV | 0.025 | 0.079 | -0.08 | -0.08 | 0.736 |
| 2 To Relax/Escape - Main Reason For Watching TV | -0.078 | -0.065 | 0.3 | 0.139 | 0.544 |
| 17 Other - Main Reason For Watching TV | -0.205 | 0.019 | 0.526 | -0.162 | -0.34 |
| 8 To Treat/Reward Myself - Main Reason For Watching TV | 0.076 | 0.139 | 0.519 | 0.098 | 0.311 |

- ✓ Inputs (target audience and variables – table base and rows)
- ✓ As described above, the program has functionality that allows you to sort the variables in the report before exporting them to excel
- ✓ The steps to export the report into excel and obtain the above layout of report

There is also a How Do I guide that explains how to read and interpret the above report.

How do I run a factor analysis, analyse the factors, name and export the factors as weighted target audiences for analysis in CrossTab?

| | Total | newsy top scorers | social top scorers | treat top scorers | company top scorers | entertainment top scorers |
|--|---------------|-------------------|--------------------|-------------------|---------------------|---------------------------|
| Total | Audience(000) | 5,326 | 412 | 326 | **37 | 356 |
| | Resps | 5,570 | 450 | 311 | 38 | 359 |
| | %Col | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| | %Row | 100.0 | 7.7 | 6.1 | 0.7 | 6.7 |
| | Index | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| For News And Current Affairs - Main Reason For Watching TV | Audience(000) | 3,651 | 406 | 223 | 30 | 247 |
| | Resps | 3,920 | 444 | 196 | 31 | 261 |
| | %Col | 68.6 | 98.6 | 68.5 | 80.8 | 69.4 |
| | %Row | 100.0 | 11.1 | 6.1 | 0.8 | 6.8 |
| | Index | 100.0 | 143.8 | 99.9 | 117.8 | 101.3 |
| To Relax/Escape - Main Reason For Watching TV | Audience(000) | 3,404 | 264 | 235 | 27 | 308 |
| | Resps | 3,603 | 289 | 223 | 28 | 326 |
| | %Col | 63.9 | 64.1 | 72.3 | 72.6 | 86.6 |
| | %Row | 100.0 | 7.8 | 6.9 | 0.8 | 9.1 |
| | Index | 100.0 | 100.3 | 113.1 | 113.4 | 135.4 |
| To Keep Up To Date - Main Reason For Watching TV | Audience(000) | 3,155 | 401 | 297 | 21 | 266 |
| | Resps | 3,371 | 437 | 247 | 17 | 274 |
| | %Col | 59.2 | 97.3 | 79.0 | 55.5 | 74.6 |
| | %Row | 100.0 | 12.7 | 8.2 | 0.7 | 8.4 |
| | Index | 100.0 | 164.3 | 133.3 | 93.7 | 126.9 |
| Force Of Habit - Main Reason For Watching TV | Audience(000) | 1,886 | 188 | 189 | 15 | 313 |
| | Resps | 2,024 | 211 | 195 | 16 | 317 |
| | %Col | 35.4 | 45.8 | 57.9 | 41.4 | 87.8 |
| | %Row | 100.0 | 10.0 | 10.0 | 0.8 | 16.6 |
| | Index | 100.0 | 125.2 | 163.6 | 116.9 | 247.9 |
| For Sports News And Commentary - Main Reason For Watching TV | Audience(000) | 1,397 | 328 | 134 | 25 | 94 |
| | Resps | 1,467 | 352 | 117 | 21 | 112 |
| | %Col | 26.2 | 79.8 | 41.2 | 66.6 | 26.3 |
| | %Row | 100.0 | 23.5 | 9.6 | 1.8 | 6.7 |
| | Index | 100.0 | 304.1 | 157.2 | 253.7 | 100.1 |
| As Background - Main Reason For Watching TV | Audience(000) | 1,353 | 88 | 124 | 25 | 345 |
| | Resps | 1,424 | 117 | 107 | 21 | 352 |
| | %Col | 25.4 | 21.5 | 38.2 | 66.6 | 96.9 |
| | %Row | 100.0 | 6.5 | 9.2 | 1.8 | 25.5 |
| | Index | 100.0 | 64.6 | 150.4 | 262.0 | 381.6 |

This How Do I guide explains how to create factor based target audiences for analysis within CrossTab. The document explains what factor analysis is and how to do the following:

- ✓ inputs (target audience and variables – table base and rows)
- ✓ Name the factors
- ✓ Export the factors as target audiences into CrossTab for further analysis

In addition, there is also a How Do I guide that explains how to read and interpret the above report created from CrossTab.

