



HOW DO I Cluster using scaled data?

This guide is to explain how to run a cluster analysis using 5 scale questions from the Ipsos Affluent Survey Asia (IAS174C)

Our inputs will be:-

- **Table base = target audience (CNN viewers in past 30 days)**
- **Columns = none**
- **Rows = the psychographic questions for cluster**

1. Switch to the Telmar coding grid this is found to the left of the code book **Figure 1**.
2. Highlight the Table tab **Figure 2** and delete all respondents, then input the target audience you want to segment e.g. CNN viewers. You can find the heading for the section by typing the word **TV** by in the filter box **Figure 3**. Expand the P30D section and select CNN and **>>** **Figure 5** it across to the table base. **Figure 6** shows the table.
3. The next step is to pick the questions, pre-coded by Telmar for clustering. Quickly find them by typing cluster in the filter box **Figure 7**.
4. Select the chosen ones (or select all by clicking on the heading) statements for cluster **Figure 8**
5. **Input them as rows using the >> button Figure 9 and 10**
6. Next click on cluster 4 **Figure 11** and the program will ask how many clusters to run **Figure 12**. The program then asks about exclusion. This question is asked because if a person has answered "not applicable" or "not stated" to say 30% or more of the questions, you can opt to create of group of "not clustered individuals". The reason someone might not answer could be because there are questions not relevant to them, e.g. questions about their children's eating habits, when they don't have children. This group could be of interest for later analysis. We recommend that you ok to this question.
7. The program displays a chart showing the recommended solution **Figure 13**. The program runs an optimisation routine developed by Calinski and Harabasz. This is combined with a determination score (also known as R squared). The chart has hover tips to explain the statistics. You can select the recommended solution or an alternative solution and click on continue. There are hover tips on the solution to help users who might wish to choose another solution. In this example we selected 3.

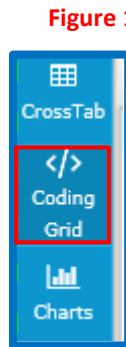


Figure 1

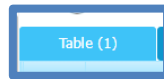


Figure 2



Figure 3



Figure 4



Figure 5

ID	Title
1	CNN ~ Viewership in P30D-Cable/Satellite

Figure 6

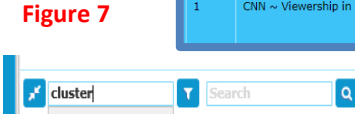


Figure 7



Figure 8



Figure 9

ID	Title
1	

Figure 10

ID	Title
1	I am interested in furthering my education
2	Mobile technology is central to my everyday activities
3	I am very interested in fashion trends

Figure 11

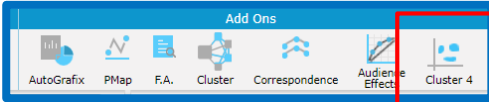


Figure 13

Figure 12

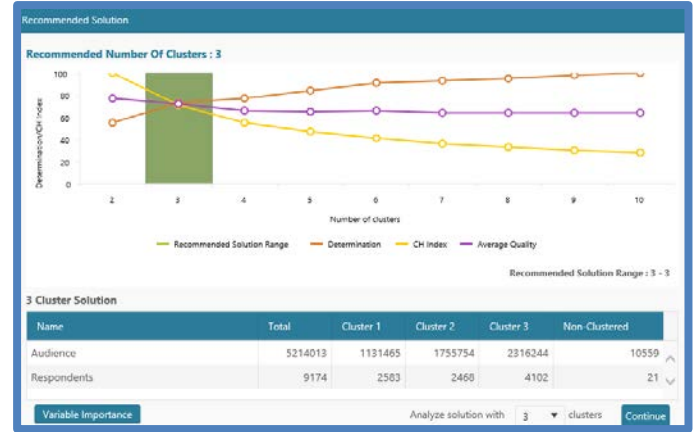
Respondents Exclusion

21 respondents out of a total of 9174 respondents have either not answered your threshold % number of questions, or are not applicable.

Do you want to exclude these respondents?

Don't Exclude Respondents Exclude Respondents

Save this choice as my preference.

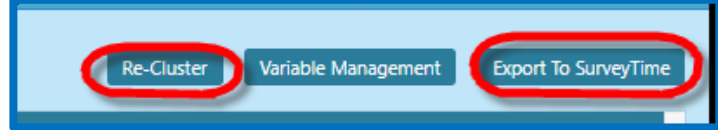


HOW DO I

- Continue takes you to the cluster solution report **Figure 14**. The default view shows the average score for each question. Red indicates high (hot) and blue low (cold). Other data items are available.
- The user can return to the recommended clusters chart by clicking on the chart icon (left hand side red box).
- Also here the user can pick an alternative solution by clicking on another (pink box).
- This is an interactive tool designed for exploring and improving the final solution. The program provides a quality (determination) score for each variable. These scores are sorted in order of importance to aid deselection of variables with a lower score (or lower contribution to quality clusters).
- The user can review and remove variables with low scores by clicking on the cog (see arrow) and then re-cluster **Figure 15**.
- Removal of low scoring variables is recommended because it will result in better quality (i.e. "tight or tidy"). You are aiming to identify groups of people where the variance within groups is as small as possible and the differences between the people across the groups as large as possible.
- Figure 16** shows "tidy" clusters and **Figure 17** ("untidy"). Removing a low determination score can substantially improve the solution.
- When the user is happy with their short list of rows/variables, the client and their chosen cluster solution. The client can **Export to SurveyTime** for further analysis **Figure 15**.
- The chosen cluster solution(s) will be shown in Surveytime under the company or user directory defined.
- More information about the statistics can be found by hovering over the item within the program.

View stats **Figure 14**

Figure 15



Deselect variables

View Results As		Data Items	Highlighting	Variables used : 20 (out of 20)							
Table		Averages	Open	Type	Rank...	Determination	Total	Cluster 1	Cluster 2	Cluster 3	Non-Clustered
Solutions		Variable									
2 Clusters		Audience					5214013	1131465	1755754	2316244	10559
Q 77%		Respondents					9174	2583	2468	4102	21
3 Clusters		1 I am always one of the first to use technologically innovative products ~ Statements For Cluster		Likert, Agree = 1	1	45 %	2.78	1.63	3.67	2.67	
Q 72%		2 I value the elements of high quality and exclusivity as demonstrated by luxury products ~ Statements For Cluster		Likert, Agree = 1	2	42 %	2.62	1.55	3.48	2.49	
4 Clusters		3 I am very interested in fashion trends ~ Statements For Cluster		Likert, Agree = 1	3	42 %	2.64	1.61	3.55	2.46	
Q 66%		4 People come to me for advice before buying new things ~ Statements For Cluster		Likert, Agree = 1	4	40 %	2.76	1.71	3.56	2.67	
5 Clusters		5 I tend to go for premium rather than standard goods/services ~ Statements For Cluster		Likert, Agree = 1	5	39 %	2.45	1.52	3.22	2.33	
Q 65%		6 I am constantly on the lookout for products that can help me look younger ~ Statements For Cluster		Likert, Agree = 1	6	39 %	2.69	1.55	3.52	2.62	
6 Clusters		7 I have expensive tastes ~ Statements For Cluster		Likert, Agree = 1	7	38 %	2.92	1.82	3.75	2.84	
Q 66%		8 I prefer to be a leader of a group rather than a follower ~ Statements For Cluster		Likert, Agree = 1	8	36 %	2.45	1.52	3.22	2.32	
7 Clusters		9 I express who I am with what I wear ~ Statements For Cluster		Likert, Agree = 1	9	35 %	2.46	1.56	3.22	2.31	
Q 64%		10 My car is a status symbol ~ Statements For Cluster		Likert, Agree = 1	10	35 %	3.00	1.85	3.73	3.02	
8 Clusters		11 I am willing to pay more for products that are environmentally friendly ~ Statements For Cluster		Likert, Agree = 1	11	34 %	2.38	1.56	3.13	2.21	
Q 64%		12 I have more confidence in purchasing products/ using services that have been advertised ~ Statements For Cluster		Likert, Agree = 1	12	33 %	2.56	1.62	3.23	2.52	
9 Clusters		13 Mobile technology is central to my everyday activities ~ Statements For Cluster		Likert, Agree = 1	13	27 %	2.18	1.45	2.88	2.00	
Q 64%		14 I feel financially secure ~ Statements For Cluster		Likert, Agree = 1	14	27 %	2.42	1.69	3.10	2.27	
10 Clusters		15 I do exercises to maintain physical fitness ~ Statements For Cluster		Likert, Agree = 1	15	25 %	2.33	1.57	3.00	2.19	
Q 64%		16 Gaining knowledge and becoming better informed is a priority to me ~ Statements For Cluster		Likert, Agree = 1	16	25 %	2.08	1.39	2.68	1.96	
11 Clusters		17 I am interested in furthering my education ~ Statements For Cluster		Likert, Agree = 1	17	24 %	2.48	1.64	3.19	2.35	
Q 64%		18 I am actively involved in the management of my personal finances ~ Statements For Cluster		Likert, Agree = 1	18	22 %	2.05	1.41	2.63	1.92	
12 Clusters		19 I enjoy going to new travel destinations ~ Statements For Cluster		Likert, Agree = 1	19	17 %	1.98	1.40	2.52	1.86	
Q 64%											

Figure 16



Figure 17

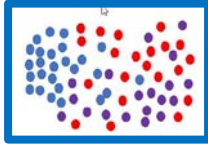


Figure 18

