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	DSTAFLAL

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**.

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New	Best media to Mediaplanner	Survey
	PMaps	
Open 🔸	Correspondence	TOS11
	Chaid Analysis	· ·
Save	Cluster	Data Ite
	Radar Graph	
Save As	PowerTel	Audience(000)
	%Column Stack Graph	
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<u> </u>		V UK
Send to		

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.

Joidinina	Active 15		110003	Active 337	
	Passive 0			Passive 0	
Number	Name		Number	Name	
	[No Passive Columns]			[No Passive Rows]	
1)	Daily Express		1)	Often Enter Competitions In	
2)	Daily Mail		2)	Newspaper Supplements	
3)	Daily Mirror		3)	Read Daily Papers For Ent	
4)	Daily Record		4)	I Rely On Newspapers To	
5)	Daily Star		5)	I Cannot Resist Buying Ma	
6)	The Daily Telegraph		6)	I Would Not Change The	
7)	Evening Mail (Birmingham)		7]	I Read The Financial Page	
8)	Financial Limes		8)	My Newspaper's Politics D	
9) 10)	The Guardian		9)	Look At Free Papers Deliv	
10)	i ne independent L (Navianana) (J. 01 (11) (Adi)		10)	Harely Notice The Ads in P	
10	The Sup		12)	Look For Pargain In Loop!	
12)		_		Look For Bargain in Local	



Cancel

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.

X Axis Factor: Factor 1	Y Axis Factor: Factor 2	▼ G0 >>
	Percent	Per.Cum
Factor 1	45.328	45.328
Factor 2	32.359	77.688
Factor 3	4.878	82.566
Factor 4	2.925	85.491
Factor 5	2.705	88.195
Eactor 6	2.036	90 232

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.



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.



Still having difficulty? Call our helpdesk: 020 7467 2575

