CLUSTER+

User Manual

2015

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INTRODUCTION

Publishers, broadcasters and advertising agencies often use cluster analysis to target specific groups of consumers who cannot be defined in simple demographic terms.

Telmar's Cluster+ program offers a quick and easy method of grouping people into similar attitudinal or behavioural types. Using a selection of variables, for example TGI Lifestyle statements, it is possible to segment a particular audience into a number of distinct groups, each of which has its own set of attitudes, behaviour patterns and media preferences.

Cluster+ groups respondents together so that they are as similar as possible within groups, yet as different as possible between groups.

Main Features of Cluster+

- Quick and easy to use
- Uses the latest SPSS Cluster calculations
- Graphs can be exported to a PowerPoint presentation
- Allows you to view the statistics of the Cluster groups
- Statistical reports can be exported into Excel
- Easy editing of an existing Cluster file
- Top line analysis of Cluster groups against lifestyle
- Allows you to cluster respondents using a wide range of variables (not only TGI lifestyle)
- Gives you the option of excluding respondents who have answered 'not applicable' or 'not stated' to a certain proportion of the questions

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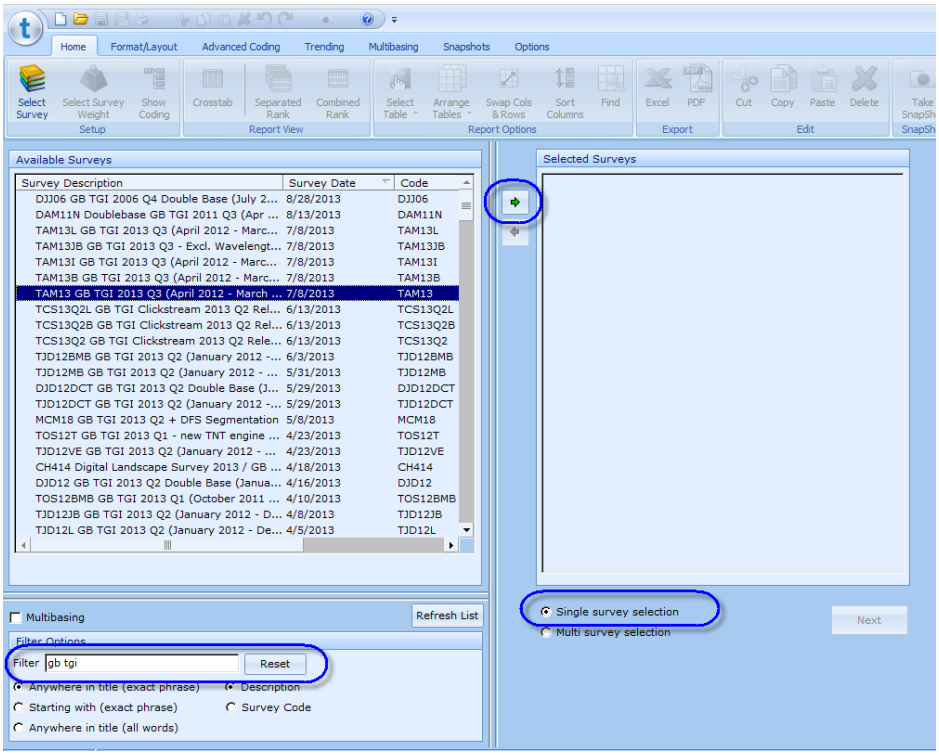
CREATE A NEW CLUSTER

Getting Started

Launch **TNT+ V5.0** from the applications tab or via One Stop.

Step 1 - Select a Survey

Once you have launched TNT+ V5.0, the survey selection screen will appear. Click on '**Single Survey Selection'** in the bottom left corner. To select a survey, highlight the survey name in the **Available Surveys** box and then double click or click on the green arrow located in the middle of the screen. To filter the list of surveys, type in the survey code or description into the **Filter** box e.g. *GB TGI / TAM13 / NRS.* For this example we have used GB TGI 2013 Q3 (April 2012 – March 2013).



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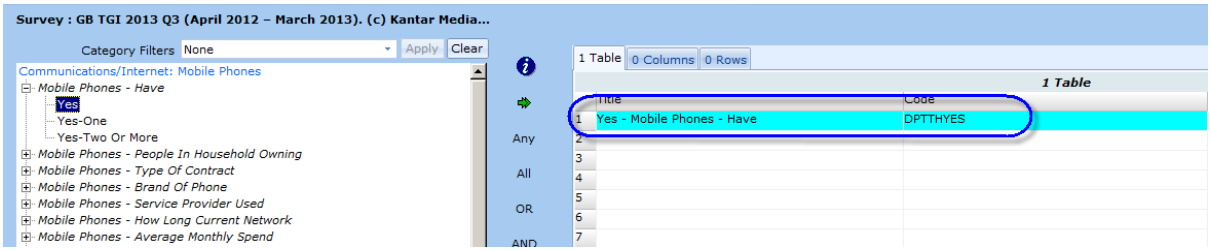
Step 2 - Define the Target Market

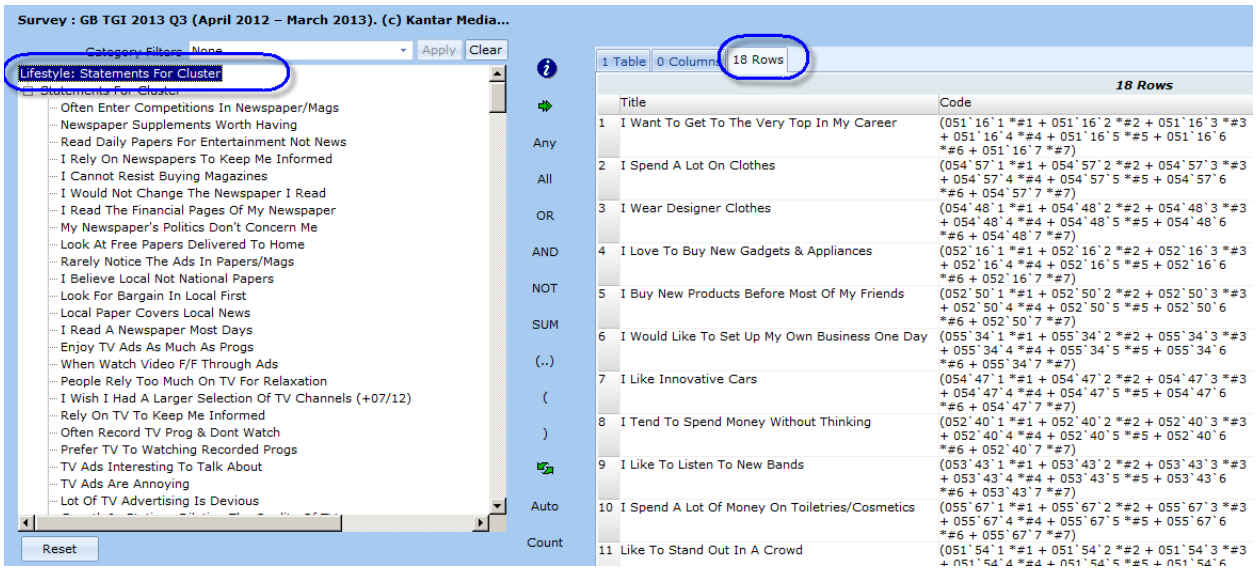
Select the target market or the group of people that you wish to segment into cluster groups. In this example we have chosen to segment the **mobile phone market**. We want to launch a new mobile phone brand aimed at **'young, trendy and fashion conscious'** people. Input your target into the **Table** tab.



Step 3 - Select Cluster Statements

We would advise completing multiple **correspondence** analyses to identify the most influential statements for your target market. For the mobile phone market, we included analyses on mobile phone brands, fashion, mobile features, types of mobile contracts etc. We selected a total of 18 lifestyle statements to use for this example.

We would advise using no more than 20–30 lifestyle statements for your Cluster+ input.
Input your **Lifestyle statements for Cluster** into **Rows** and leave the **Columns** blank.



****Please make sure that you use 'Lifestyle: Statements for Cluster' as your rows input****

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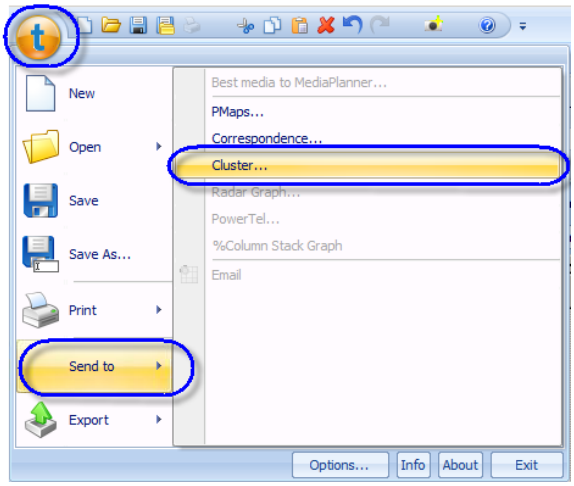
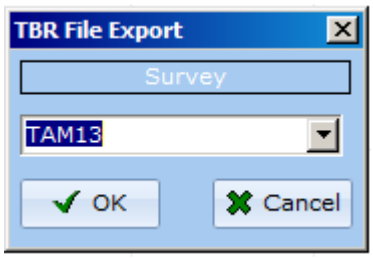
You are now ready to export your crosstab into Cluster+. To launch **Cluster+** click on the small '**t**' in the top left corner, select **'Send to'** and then click on '**Cluster…'** .

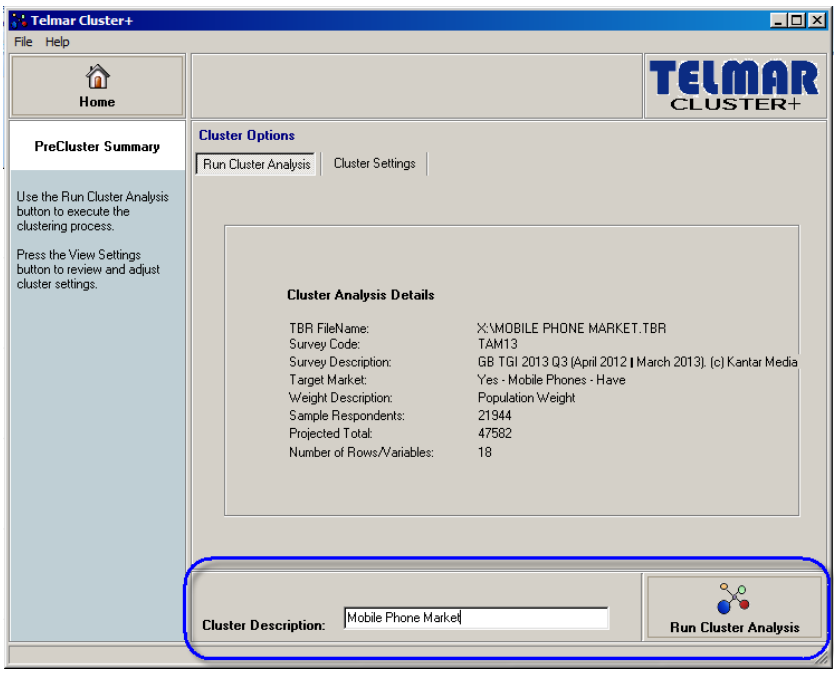


A progress bar will appear while your inputs are being processed and then a **TBR File Export** box will appear confirming the survey code, select **'OK'**. Give your TBR file a name and then click save.
A **TBR** file saves your TNT+ inputs.



Step 4 - View the Pre-Cluster Summary and Name the Cluster File

You are now ready to run your cluster analysis – Type in a cluster description e.g. *Mobile Phone Market* and then click on the **Run Cluster Analysis** button**.**



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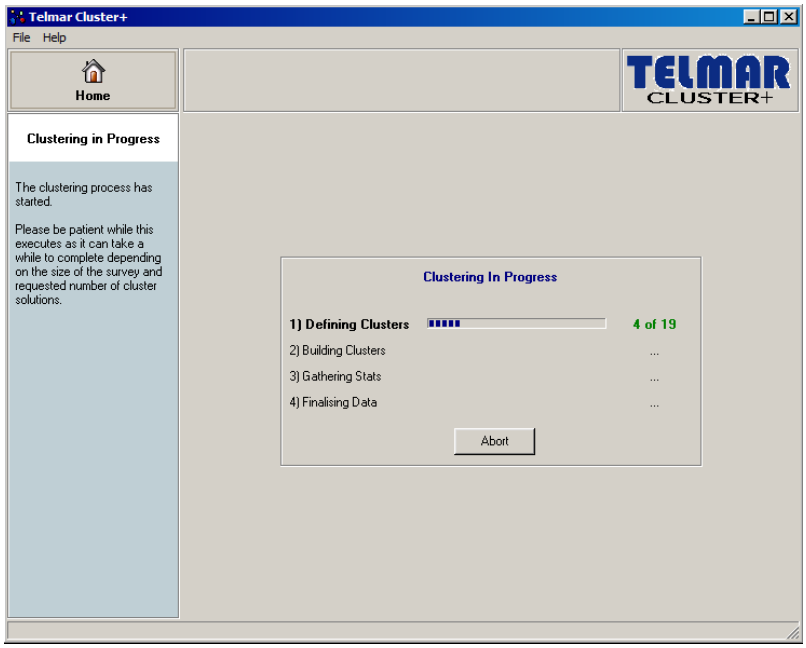
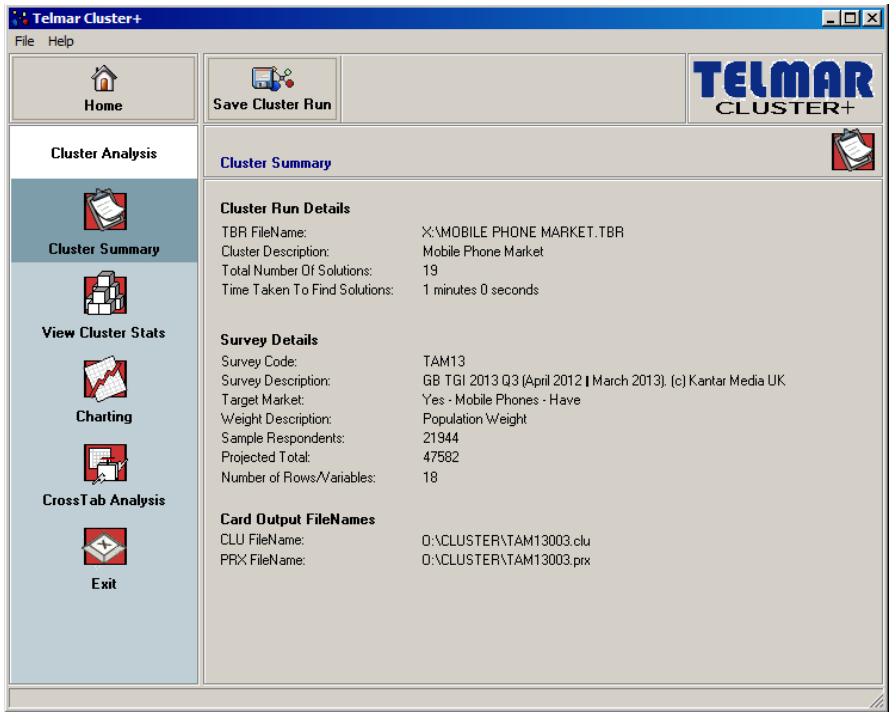
Step 5 - Clustering In Progress

While the analysis is running, a progress bar will show you how far it is through the process.



Step 6 - Cluster Summary

Once your cluster has finished running, the '**Cluster Summary'** will be displayed showing the **Cluster Run Details**, **Survey Details** and the **Card Output Filenames**. Your cluster solutions are automatically saved in **'Own Codes'** within the codebook in TNT+.



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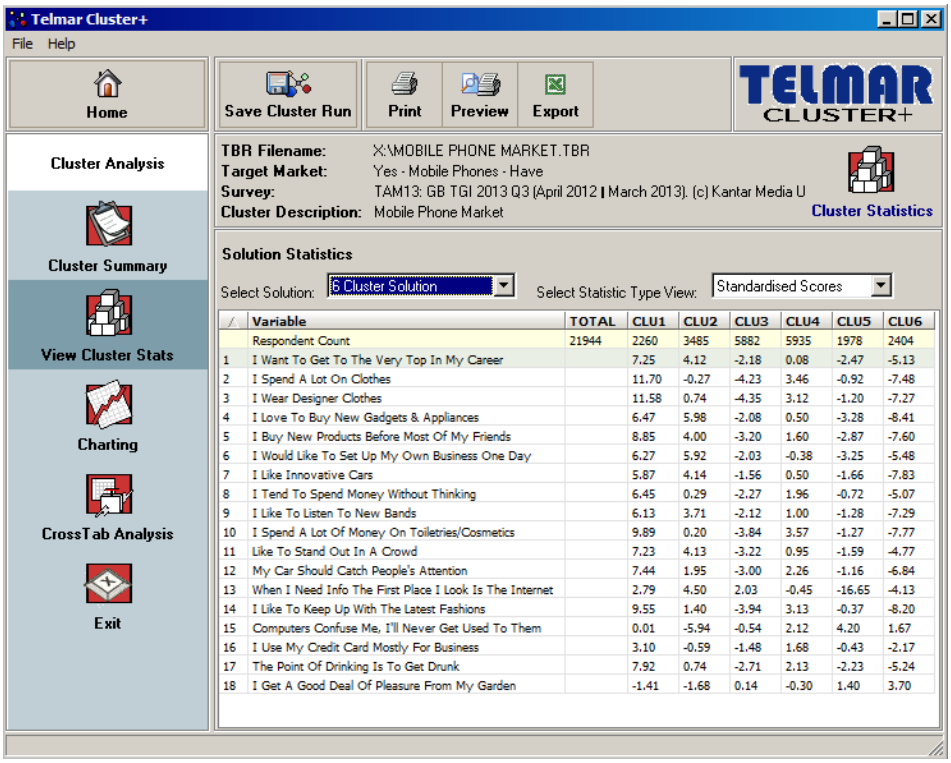
Viewing Cluster Statistics

Click on '**View Cluster Stats'** from the bar at the left side of the screen. You can view three different statistical reports of the cluster groups created; **Standardised Scores**, **Means** and **Standard Deviations.** To change the report, click on the drop down menu, to the right of the **Select Statistic Type View** box and select the statistic type you wish to view.

Standardised Scores

These are the default statistics displayed – these are indices which enable you to compare the mean scores for a particular cluster group with the mean scores for all respondents, for each question under examination.

This report is the most helpful for providing a consistent comparison across all cluster solutions.



	Variable	TOTAL	CLU1	CLU2	CLU3	CLU4	CLU5	CLU6
	Respondent Count	21944	2260	3485	5882	5935	1978	2404
1	I Want To Get To The Very Top In My Career		7.25	4.12	-2.18	0.08	-2.47	-5.13
2	I Spend A Lot On Clothes		11.70	-0.27	-4.23	3.46	-0.92	-7.48
3	I Wear Designer Clothes		11.58	0.74	-4.35	3.12	-1.20	-7.27
4	I Love To Buy New Gadgets & Appliances		6.47	5.98	-2.08	0.50	-3.28	-8.41
5	I Buy New Products Before Most Of My Friends		8.85	4.00	-3.20	1.60	-2.87	-7.60
6	I Would Like To Set Up My Own Business One Day		6.27	5.92	-2.03	-0.38	-3.25	-5.48
7	I Like Innovative Cars		5.87	4.14	-1.56	0.50	-1.66	-7.83
8	I Tend To Spend Money Without Thinking		6.45	0.29	-2.27	1.96	-0.72	-5.07
9	I Like To Listen To New Bands		6.13	3.71	-2.12	1.00	-1.28	-7.29
10	I Spend A Lot Of Money On Toiletries/Cosmetics		9.89	0.20	-3.84	3.57	-1.27	-7.77
11	Like To Stand Out In A Crowd		7.23	4.13	-3.22	0.95	-1.59	-4.77
12	My Car Should Catch People's Attention		7.44	1.95	-3.00	2.26	-1.16	-6.84
13	When I Need Info The First Place I Look Is The Internet		2.79	4.50	2.03	-0.45	-16.65	-4.13
14	I Like To Keep Up With The Latest Fashions		9.55	1.40	-3.94	3.13	-0.37	-8.20
15	Computers Confuse Me, I'll Never Get Used To Them		0.01	-5.94	-0.54	2.12	4.20	1.67
16	I Use My Credit Card Mostly For Business		3.10	-0.59	-1.48	1.68	-0.43	-2.17
17	The Point Of Drinking Is To Get Drunk		7.92	0.74	-2.71	2.13	-2.23	-5.24
18	I Get A Good Deal Of Pleasure From My Garden		-1.41	-1.68	0.14	-0.30	1.40	3.70

When looking at the above report, we generally advise using between **6-8 cluster solutions**. For this example we have chosen 6 cluster solutions. We can see that each score has either a positive or a negative value. A positive score indicates that members of a particular cluster group are more likely than average to agree with a statement, while a negative score indicates the opposite.

As we are targeting '**young, trendy and fashion conscious'** people, to identify which cluster group best explains our target, we look for **positive** scores next to the statements that reflect these people.

For example, if we look at **CLU1 (Cluster Group 1)**, the following statements have high scores that relate to our market

- I spend a lot on clothes **11.70**
- I wear designer clothes **11.58**
- I spend a lot of money on toiletries/cosmetics **9.89**

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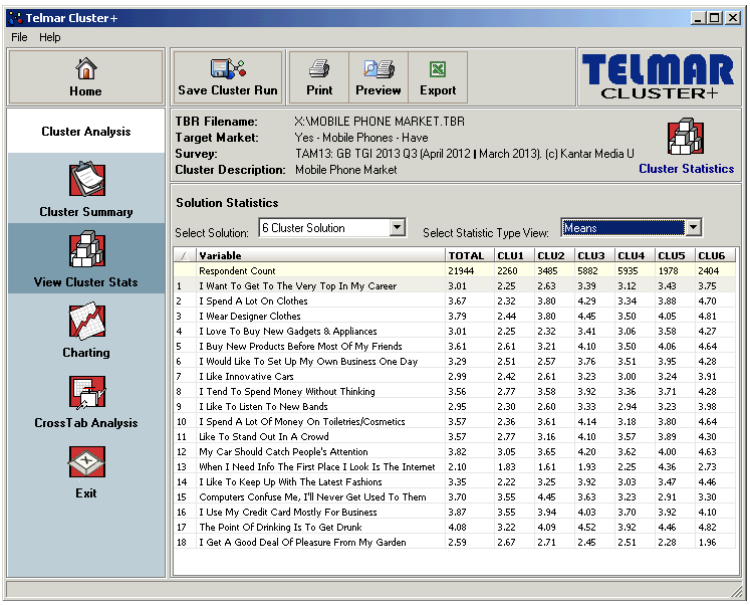
This tells us the statements are particularly important to Group 1; the higher the score, the more discriminatory power it has. A score can be high for two reasons either because it is a long way from the mean or because it is highly representative of a cluster group.

Means

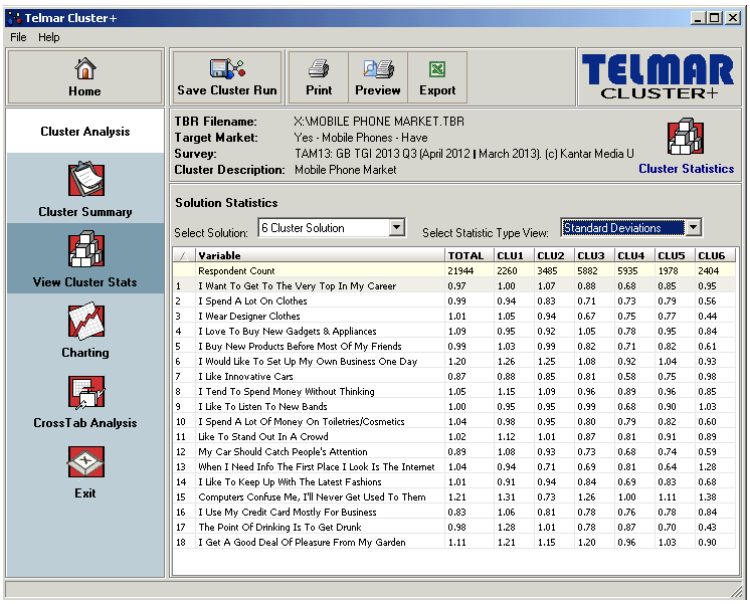
Clusters are defined in terms of their centres or **Means.** The cluster means are the average values of the answers given to questions by the respondents allocated to a particular cluster. A printout of just the cluster means can be difficult to interpret because it does not take into account the extent to which the answers of individual respondents deviate from the mean. The **Standard Deviation** report will give you this information.



	Variable	TOTAL	CLU1	CLU2	CLU3	CLU4	CLU5	CLU6
	Respondent Count	21944	2260	3485	5882	5935	1978	2404
1	I Want To Get To The Very Top In My Career	3.01	2.25	2.63	3.39	3.12	3.43	3.75
2	I Spend A Lot On Clothes	3.67	2.32	3.80	4.29	3.34	3.88	4.70
3	I Wear Designer Clothes	3.79	2.44	3.80	4.45	3.50	4.05	4.81
4	I Love To Buy New Gadgets & Appliances	3.01	2.25	2.32	3.41	3.06	3.58	4.27
5	I Buy New Products Before Most Of My Friends	3.61	2.61	3.21	4.10	3.50	4.06	4.64
6	I Would Like To Set Up My Own Business One Day	3.29	2.51	2.57	3.76	3.51	3.95	4.28
7	I Like Innovative Cars	2.99	2.42	2.61	3.23	3.00	3.24	3.91
8	I Tend To Spend Money Without Thinking	3.56	2.77	3.58	3.92	3.36	3.71	4.28
9	I Like To Listen To New Bands	2.95	2.30	2.60	3.33	2.94	3.23	3.98
10	I Spend A Lot Of Money On Toiletries/Cosmetics	3.57	2.36	3.61	4.14	3.18	3.80	4.64
11	Like To Stand Out In A Crowd	3.57	2.77	3.16	4.10	3.57	3.89	4.30
12	My Car Should Catch People's Attention	3.82	3.05	3.65	4.20	3.62	4.00	4.63
13	When I Need Info The First Place I Look Is The Internet	2.10	1.83	1.61	1.93	2.25	4.36	2.73
14	I Like To Keep Up With The Latest Fashions	3.35	2.22	3.25	3.92	3.03	3.47	4.46
15	Computers Confuse Me, I'll Never Get Used To Them	3.70	3.55	4.45	3.63	3.23	2.91	3.30
16	I Use My Credit Card Mostly For Business	3.87	3.55	3.94	4.03	3.70	3.92	4.10
17	The Point Of Drinking Is To Get Drunk	4.08	3.22	4.09	4.52	3.92	4.46	4.82
18	I Get A Good Deal Of Pleasure From My Garden	2.59	2.67	2.71	2.45	2.51	2.28	1.96

Standard Deviations

A measure of the dispersion of the distribution, the **Standard Deviation** can be used to determine how **tightly** a cluster mean is defined. The lower the standard deviation, the more representative the mean is of the respondents in that cluster.



	Variable	TOTAL	CLU1	CLU2	CLU3	CLU4	CLU5	CLU6
	Respondent Count	21944	2260	3485	5882	5935	1978	2404
1	I Want To Get To The Very Top In My Career	0.97	1.00	1.07	0.88	0.68	0.85	0.95
2	I Spend A Lot On Clothes	0.99	0.94	0.83	0.71	0.73	0.79	0.56
3	I Wear Designer Clothes	1.01	1.05	0.94	0.67	0.75	0.77	0.44
4	I Love To Buy New Gadgets & Appliances	1.09	0.95	0.92	1.05	0.78	0.95	0.84
5	I Buy New Products Before Most Of My Friends	0.99	1.03	0.99	0.82	0.71	0.82	0.61
6	I Would Like To Set Up My Own Business One Day	1.20	1.26	1.25	1.08	0.92	1.04	0.93
7	I Like Innovative Cars	0.87	0.88	0.85	0.81	0.58	0.75	0.98
8	I Tend To Spend Money Without Thinking	1.05	1.15	1.09	0.96	0.89	0.96	0.85
9	I Like To Listen To New Bands	1.00	0.95	0.95	0.99	0.68	0.90	1.03
10	I Spend A Lot Of Money On Toiletries/Cosmetics	1.04	0.98	0.95	0.80	0.79	0.82	0.60
11	Like To Stand Out In A Crowd	1.02	1.12	1.01	0.87	0.81	0.91	0.89
12	My Car Should Catch People's Attention	0.89	1.08	0.93	0.73	0.68	0.74	0.59
13	When I Need Info The First Place I Look Is The Internet	1.04	0.94	0.71	0.69	0.81	0.64	1.28
14	I Like To Keep Up With The Latest Fashions	1.01	0.91	0.94	0.84	0.69	0.83	0.68
15	Computers Confuse Me, I'll Never Get Used To Them	1.21	1.31	0.73	1.26	1.00	1.11	1.38
16	I Use My Credit Card Mostly For Business	0.83	1.06	0.81	0.78	0.76	0.78	0.84
17	The Point Of Drinking Is To Get Drunk	0.98	1.28	1.01	0.78	0.87	0.70	0.43
18	I Get A Good Deal Of Pleasure From My Garden	1.11	1.21	1.15	1.20	0.96	1.03	0.90

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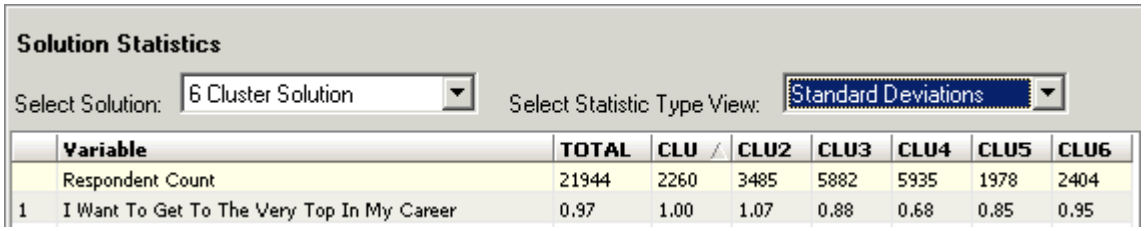


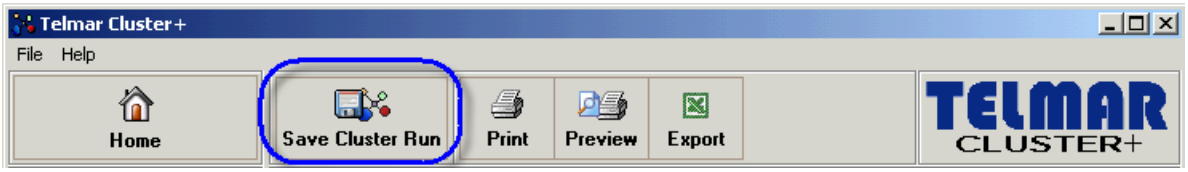
	Variable	TOTAL	CLU	CLU2	CLU3	CLU4	CLU5	CLU6
	Respondent Count	21944	2260	3485	5882	5935	1978	2404
1	I Want To Get To The Very Top In My Career	0.97	1.00	1.07	0.88	0.68	0.85	0.95

Looking at the above standard deviation report, we can see that Cluster Group 4 has the lowest standard deviation (0.68) for the first lifestyle statement (I want to get to the very top in my career). This tells us that the answers given to this question by respondents in Cluster Group 4 are relatively tightly defined.

However, although this report is useful for examining the discriminatory power of a particular question across the clusters, it does not help with a comparison between questions.

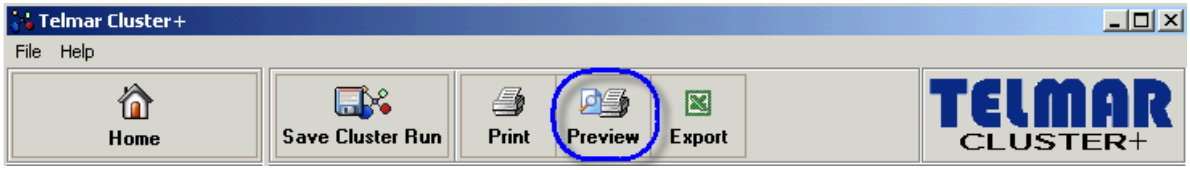
Saving the Cluster Run

Click on '**Save Cluster Run'** at the top of the screen – this saves the run as a **TCL** file in your default Telmar folder.



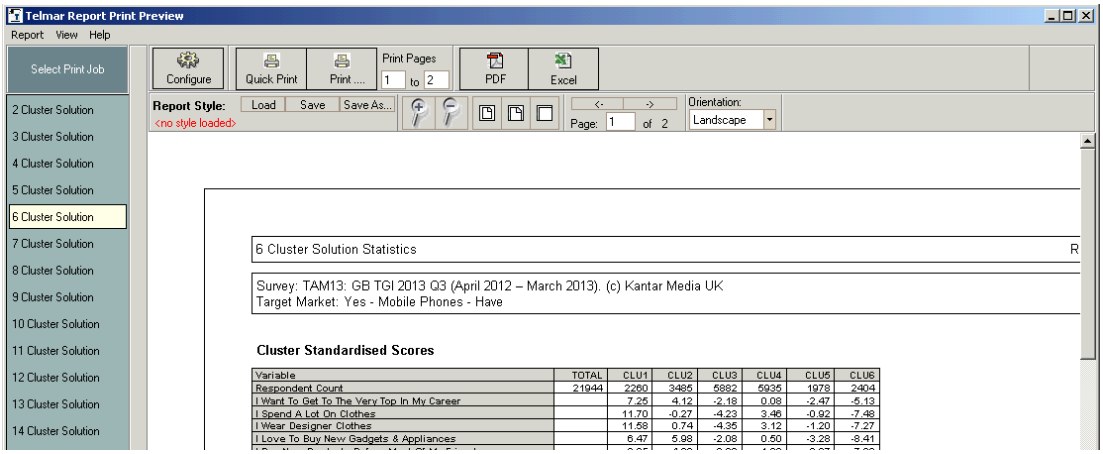
Printing your Cluster statistics

To print any of the statistical reports click on the **Print** button at the top of the screen or you can click on the **File** menu and select **Print**.



Using Print Preview

To preview any of the statistical reports, click on the **Preview** button at the top of the screen or you can click on the **File** menu and select **Print Preview**.



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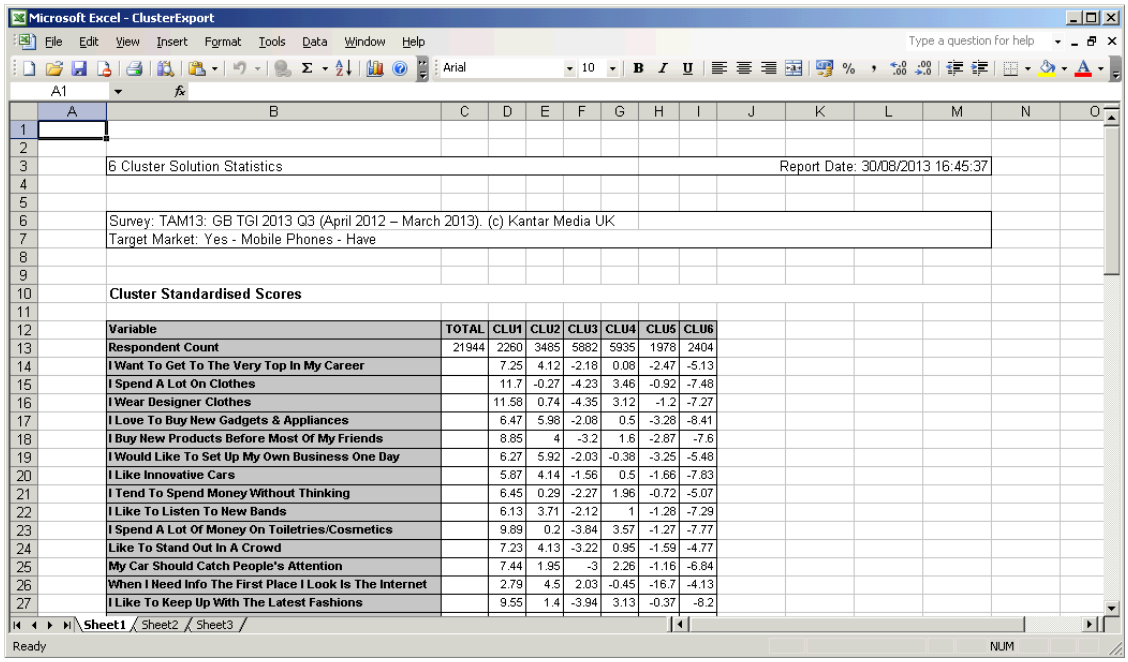
Exporting Cluster Statistics to Excel

To export any of the statistical reports to Excel, click on the Export button at the top of the screen or you can click on the **File** menu and select **Excel Export**.



Microsoft Excel - ClusterExport

6 Cluster Solution Statistics — Report Date: 30/08/2013 16:45:37

Survey: TAM13: GB TGI 2013 Q3 (April 2012 – March 2013). (c) Kantar Media UK
Target Market: Yes - Mobile Phones - Have

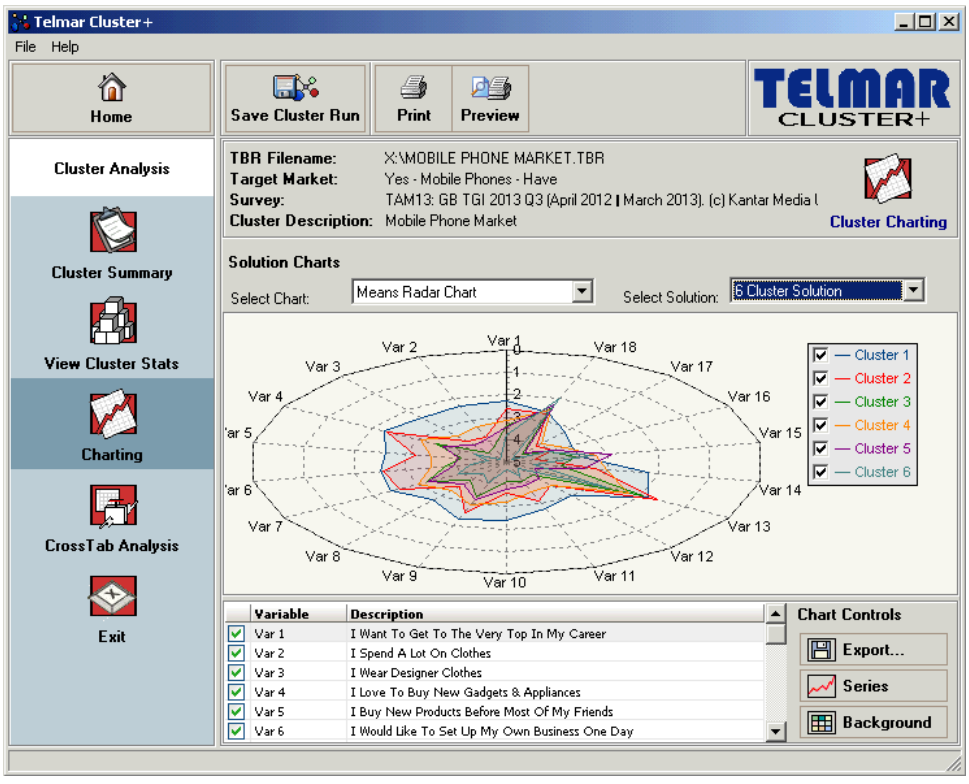
Cluster Standardised Scores

Variable	TOTAL	CLU1	CLU2	CLU3	CLU4	CLU5	CLU6
Respondent Count	21944	2260	3485	5882	5935	1978	2404
I Want To Get To The Very Top In My Career		7.25	4.12	-2.18	0.08	-2.47	-5.13
I Spend A Lot On Clothes		11.7	-0.27	-4.23	3.46	-0.92	-7.48
I Wear Designer Clothes		11.58	0.74	-4.35	3.12	-1.2	-7.27
I Love To Buy New Gadgets & Appliances		6.47	5.98	-2.08	0.5	-3.28	-8.41
I Buy New Products Before Most Of My Friends		8.85	4	-3.2	1.6	-2.87	-7.6
I Would Like To Set Up My Own Business One Day		6.27	5.92	-2.03	-0.38	-3.25	-5.48
I Like Innovative Cars		5.87	4.14	-1.56	0.5	-1.66	-7.83
I Tend To Spend Money Without Thinking		6.45	0.29	-2.27	1.96	-0.72	-5.07
I Like To Listen To New Bands		6.13	3.71	-2.12	1	-1.28	-7.29
I Spend A Lot Of Money On Toiletries/Cosmetics		9.89	0.2	-3.84	3.57	-1.27	-7.77
Like To Stand Out In A Crowd		7.23	4.13	-3.22	0.95	-1.59	-4.77
My Car Should Catch People's Attention		7.44	1.95	-3	2.26	-1.16	-6.84
When I Need Info The First Place I Look Is The Internet		2.79	4.5	2.03	-0.45	-16.7	-4.13
I Like To Keep Up With The Latest Fashions		9.55	1.4	-3.94	3.13	-0.37	-8.2

Sheet1 / Sheet2 / Sheet3 — Ready — NUM

Charting

The Charting feature allows you to view variables on a scale of 1 to 5. In the case of TGI Lifestyle statements, respondents are given a score of 1 to 5 depending on whether they **'definitely agree' (1), 'tend to agree (2), 'neither agree or disagree' (3), 'tend to disagree' (4) or 'definitely disagree (5)** with each statement.



Telmar Cluster+

File Help

Home | Save Cluster Run | Print | Preview | TELMAR CLUSTER+

Cluster Analysis
Cluster Summary
View Cluster Stats
Charting
CrossTab Analysis
Exit

TBR Filename: X:\MOBILE PHONE MARKET.TBR
Target Market: Yes - Mobile Phones - Have
Survey: TAM13: GB TGI 2013 Q3 (April 2012 | March 2013). (c) Kantar Media l
Cluster Description: Mobile Phone Market
Cluster Charting

Solution Charts
Select Chart: Means Radar Chart
Select Solution: 6 Cluster Solution

Var 1 Var 2 Var 3 Var 4 Var 5 Var 6 Var 7 Var 8 Var 9 Var 10 Var 11 Var 12 Var 13 Var 14 Var 15 Var 16 Var 17 Var 18
Cluster 1 Cluster 2 Cluster 3 Cluster 4 Cluster 5 Cluster 6

Variable	Description
Var 1	I Want To Get To The Very Top In My Career
Var 2	I Spend A Lot On Clothes
Var 3	I Wear Designer Clothes
Var 4	I Love To Buy New Gadgets & Appliances
Var 5	I Buy New Products Before Most Of My Friends
Var 6	I Would Like To Set Up My Own Business One Day

Chart Controls: Export... | Series | Background

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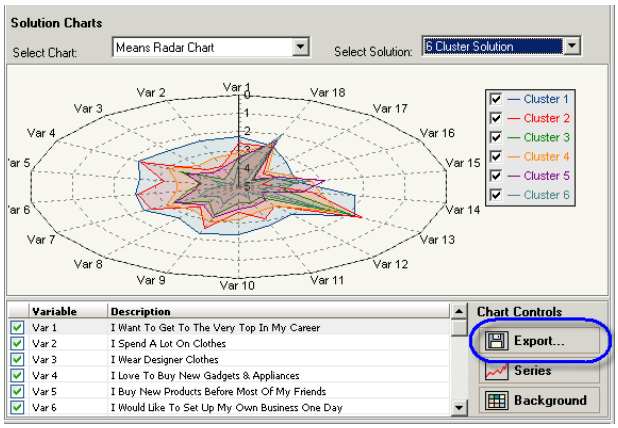
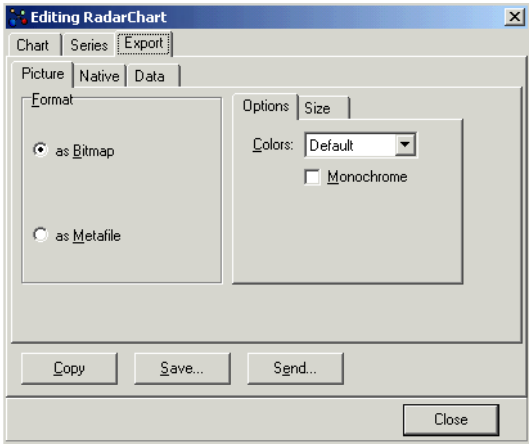
You can view the chart either as a **Means Radar Chart** or as a **Std Deviation Chart** – click on the drop down menu to the right of the **Select Chart** box to choose the type of chart to display.

If you wish to change the number of cluster groups displayed in the chart, click on the drop down menu to the right of the **Select Solution** box and select the cluster solution you wish to view.

Exporting a Chart to PowerPoint

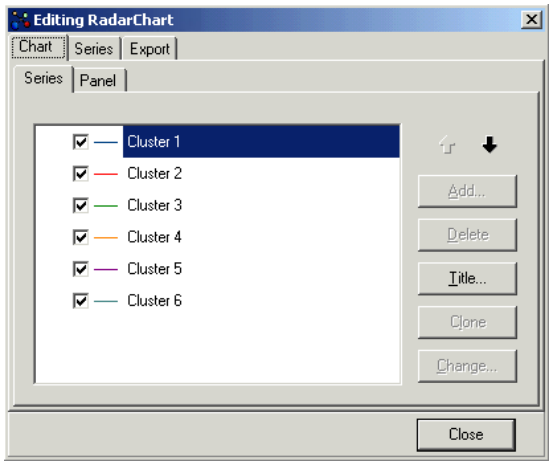
You can export your chart as a **Bitmap** or as a **Metafile** to use in another application e.g. PowerPoint. Click on the **Export** button at the bottom of the chart and then click on the **copy** button. Your chart has now been copied to clipboard so you can paste into another document.





Adding/removing Cluster Groups displayed in Series

You can choose to hide cluster groups from the chart. Click on the **Series** button at the bottom of the chart and the cluster groups will be displayed with ticks against those that are displayed – click on a tick to turn it off, then click on the **Close** button.

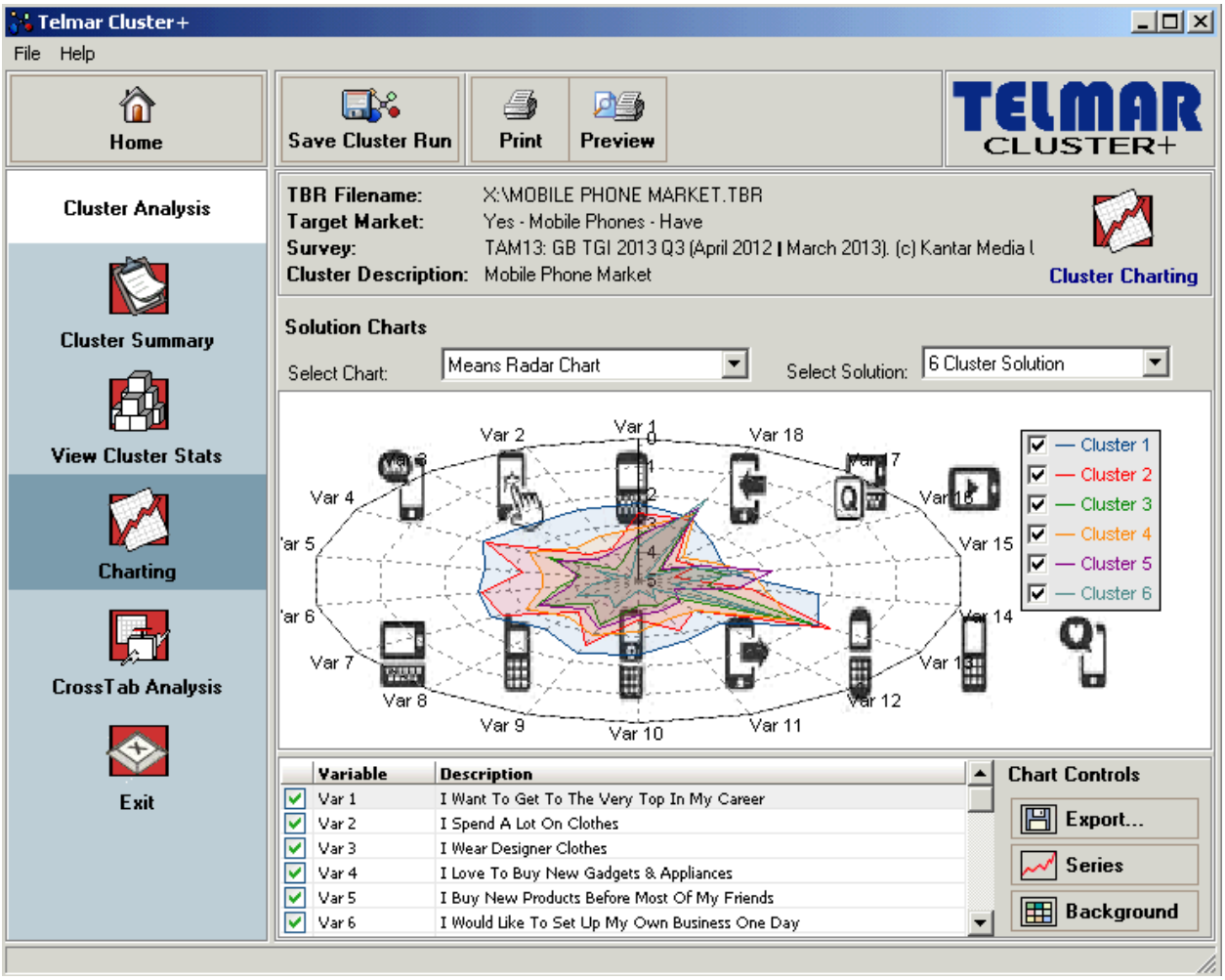


Changing the chart background or adding an image to the background

Click on the **Background** button at the bottom of the chart, then click on the **Colour** button and the colour palette will be displayed – choose a colour, click on **OK** and then click on the **Close** button.

You can also choose to have an image in the background of your chart - click on the **Background** button, then click on the **Browse** button and select the file you wish to load into the background of your chart and then click on **OK**. You can choose to make the image appear inside the background or

transparent. You can also decide if the image appears stretched, tiled or centred – once you are happy with your selection, click on the **Close** button.



To clear an image from the background of your chart, click on the **Background** button and then click on the **Clear** button to remove the picture or logo.

Changing the chart borders

Click on the **Background** button at the bottom of the chart and then click on the **Borders** tab. Choose the **Width** of the border and the appearance of the **Bevel Inner** or **Outer** – once you have made all your selections, click on the **Close** button.

Changing the chart colour gradients

Click on the **Background** button at the bottom of the chart and then click on the **Gradient** tab.

Click on the **Start** button to display the colour palette and choose a starting colour for the gradient, then click on the **End** button and choose an ending colour for the gradient (you can also choose a middle colour by clicking on the **Middle** button) and you can also play around with the colours by using the **Swap** button. Once you have made all your selections, click on the **Close** button.

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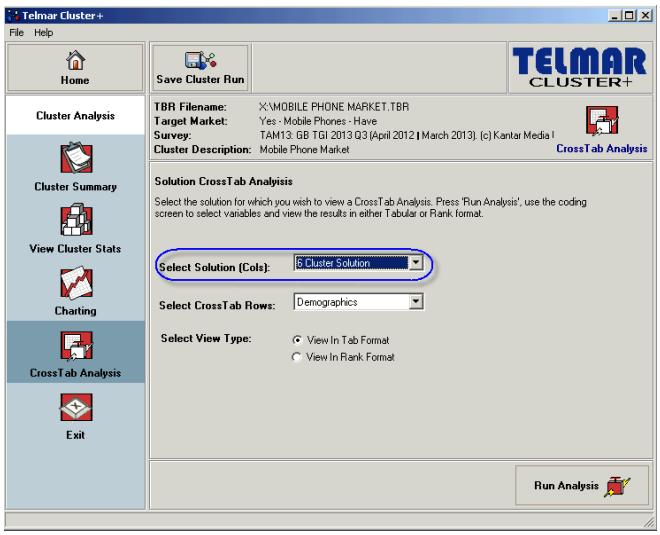
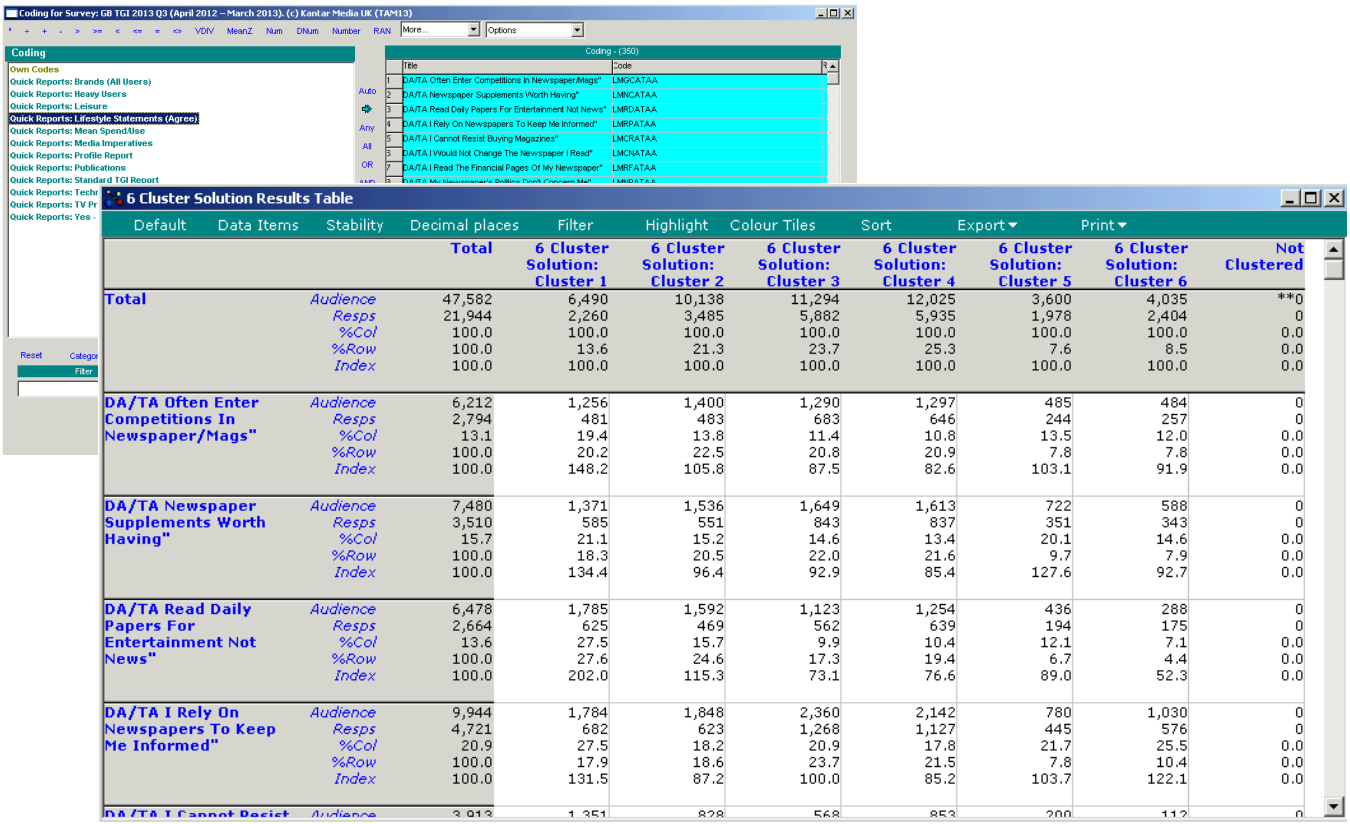
Lifestyle Analysis

This feature allows you to view the cluster solutions in a Crosstab run. Click on the arrow to the right of the **Cluster Solution** box and select the cluster solution you wish to analyse in Crosstab. Select either the **Tab Format** or **Rank Format** option and then click on the '**Run Analysis'** button.



This will create a Crosstab report with the selected Cluster Solution VS. a Quick report of your choice. For this example we have chosen '**Quick Report: Lifestyle Statements (Agree)'.** Once you have input the quick report into the coding grid click on **next** located in the bottom right corner.

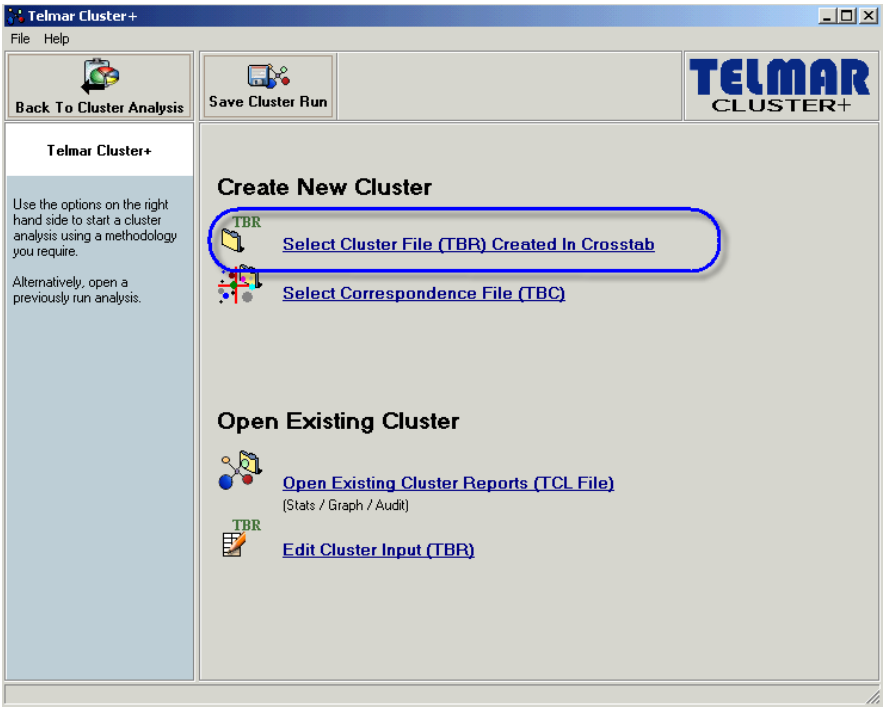


		Total	6 Cluster Solution: Cluster 1	6 Cluster Solution: Cluster 2	6 Cluster Solution: Cluster 3	6 Cluster Solution: Cluster 4	6 Cluster Solution: Cluster 5	6 Cluster Solution: Cluster 6	Not Clustered
Total	Audience	47,582	6,490	10,138	11,294	12,025	3,600	4,035	**0
	Resps	21,944	2,260	3,485	5,882	5,935	1,978	2,404	0
	%Col	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0
	%Row	100.0	13.6	21.3	23.7	25.3	7.6	8.5	0.0
	Index	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0
DA/TA Often Enter Competitions In Newspaper/Mags"	Audience	6,212	1,256	1,400	1,290	1,297	485	484	0
	Resps	2,794	481	483	683	646	244	257	0
	%Col	13.1	19.4	13.8	11.4	10.8	13.5	12.0	0.0
	%Row	100.0	20.2	22.5	20.8	20.9	7.8	7.8	0.0
	Index	100.0	148.2	105.8	87.5	82.6	103.1	91.9	0.0
DA/TA Newspaper Supplements Worth Having"	Audience	7,480	1,371	1,536	1,649	1,613	722	588	0
	Resps	3,510	585	551	843	837	351	343	0
	%Col	15.7	21.1	15.2	14.6	13.4	20.1	14.6	0.0
	%Row	100.0	18.3	20.5	22.0	21.6	9.7	7.9	0.0
	Index	100.0	134.4	96.4	92.9	85.4	127.6	92.7	0.0
DA/TA Read Daily Papers For Entertainment Not News"	Audience	6,478	1,785	1,592	1,123	1,254	436	288	0
	Resps	2,664	625	469	562	639	194	175	0
	%Col	13.6	27.5	15.7	9.9	10.4	12.1	7.1	0.0
	%Row	100.0	27.6	24.6	17.3	19.4	6.7	4.4	0.0
	Index	100.0	202.0	115.3	73.1	76.6	89.0	52.3	0.0
DA/TA I Rely On Newspapers To Keep Me Informed"	Audience	9,944	1,784	1,848	2,360	2,142	780	1,030	0
	Resps	4,721	682	623	1,268	1,127	445	576	0
	%Col	20.9	27.5	18.2	20.9	17.8	21.7	25.5	0.0
	%Row	100.0	17.9	18.6	23.7	21.5	7.8	10.4	0.0
	Index	100.0	131.5	87.2	100.0	85.2	103.7	122.1	0.0
DA/TA I Cannot Resist	Audience	3,913	1,351	828	568	853	200	112	0

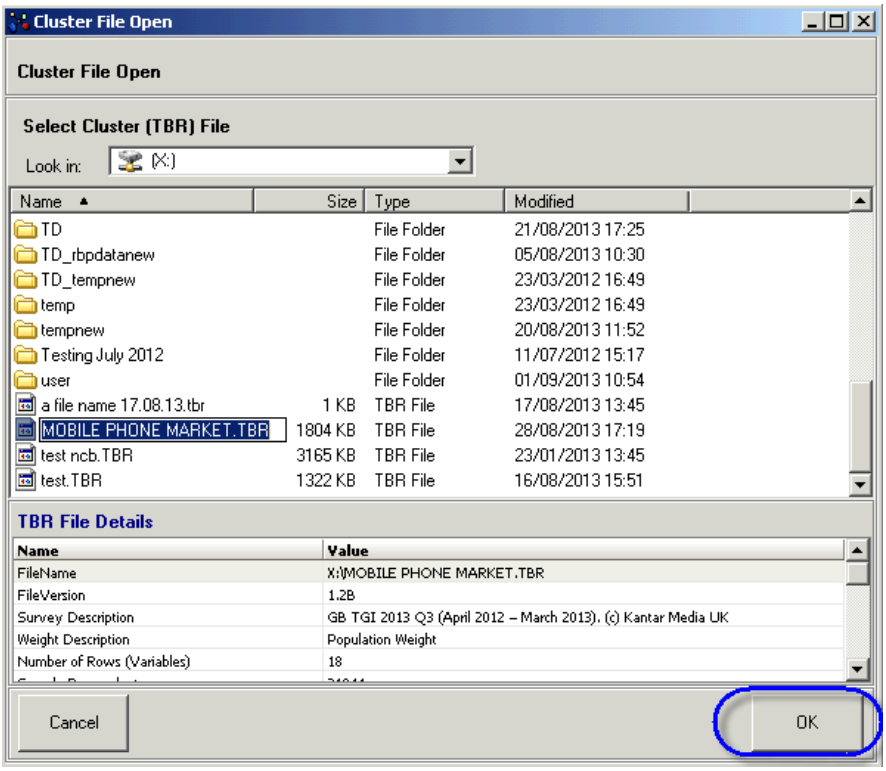
Click on **Exit** to close the Cluster programme.

CREATE A NEW CLUSTER FROM A FILE CREATED IN CROSSTAB

From the main Cluster menu, click on **Select Cluster File (TBR) Created in Crosstab**. This will allow you to use a **TBR** file that you created in Crosstab to run a Cluster analysis.



A list of **TBR** files created in Crosstab will appear - select the file you want to create your Cluster Analysis with and then select **OK.**



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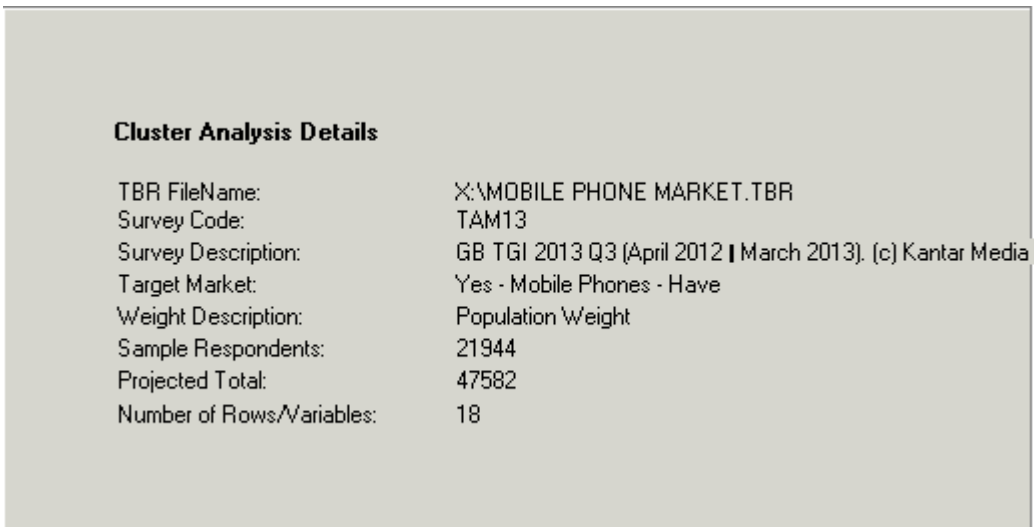
The **TBR File Details** section will show the file name, the file version, the survey description and other details so you can check it is the correct file to use for your Cluster Analysis.



Now follow **Steps 4, 5** and **6** as shown in the first section of this user manual.

To summarise on these stages:-

Before running your cluster, you must give it a name – input the name into the **Cluster Description** box – this will be saved as a **TBR** file in your default **Telmar** folder.

You are now ready to run your cluster analysis - click on the **Run Cluster Analysis** button**.**

The analysis will now run and a progress bar will show you how far it is through the process.

Once your cluster has finished running, the **Cluster Summary** will be displayed showing the **Cluster Run Details**, the **Survey Details** and the **Card Output Filenames**.

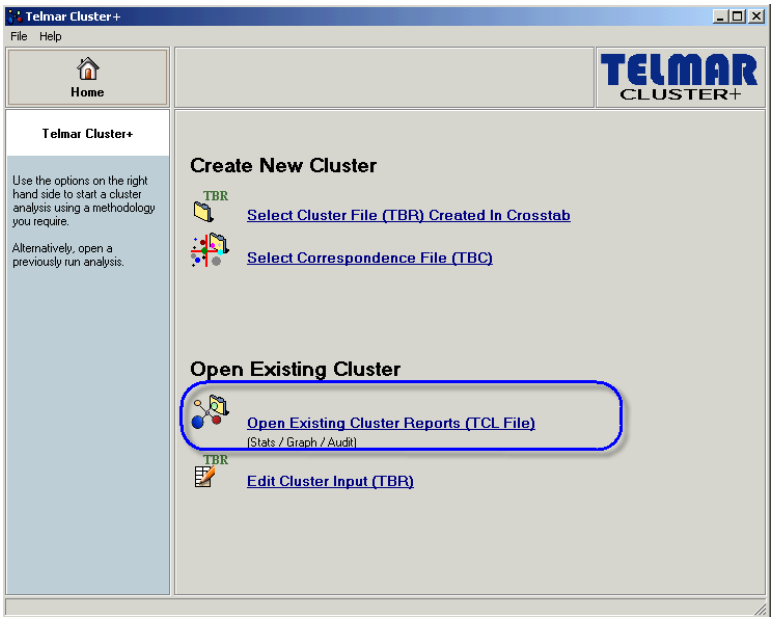
You can now use the following features as shown earlier in this manual:-

- ***View Cluster Stats***
- ***Printing***
- ***Print Preview***
- ***Exporting to Excel***
- ***Charting – exporting, changing backgrounds, borders and gradients***
- ***Saving the Cluster Run***
- ***Lifestyle Analysis***

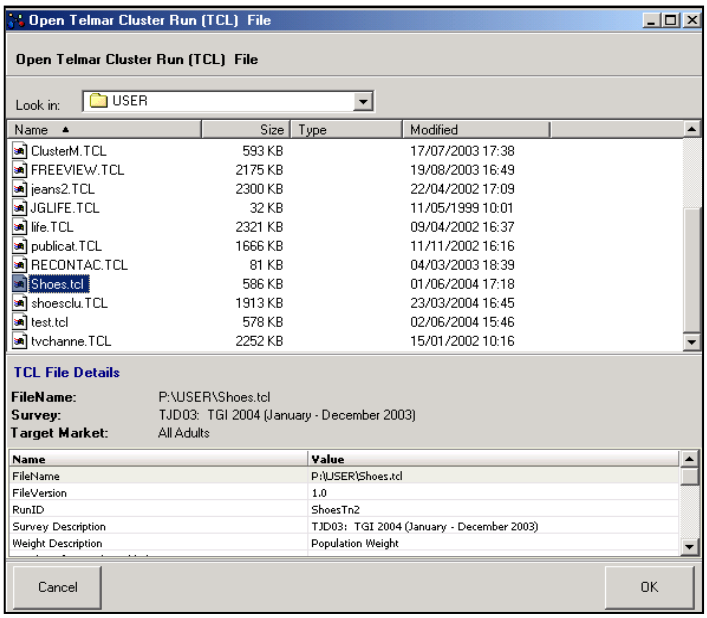
Click on **Exit** to close the **Cluster** programme.

OPENING AN EXISTING CLUSTER REPORT (TCL)

From the main Cluster menu, click on **Open Existing Cluster Reports (TCL File)**. This will allow you to open an existing Cluster analysis file to view the statistics and charts.



This will list all of the **TCL** files you have created. Select the file you wish to view, then click on the **OK** button.



The **Cluster Summary** will be displayed showing the **Cluster Run Details**, the **Survey Details** and the **Card Output Filenames**.

You can now use the following features as shown earlier in this manual:-

- ***View Cluster Stats***
- ***Printing***
- ***Print Preview***

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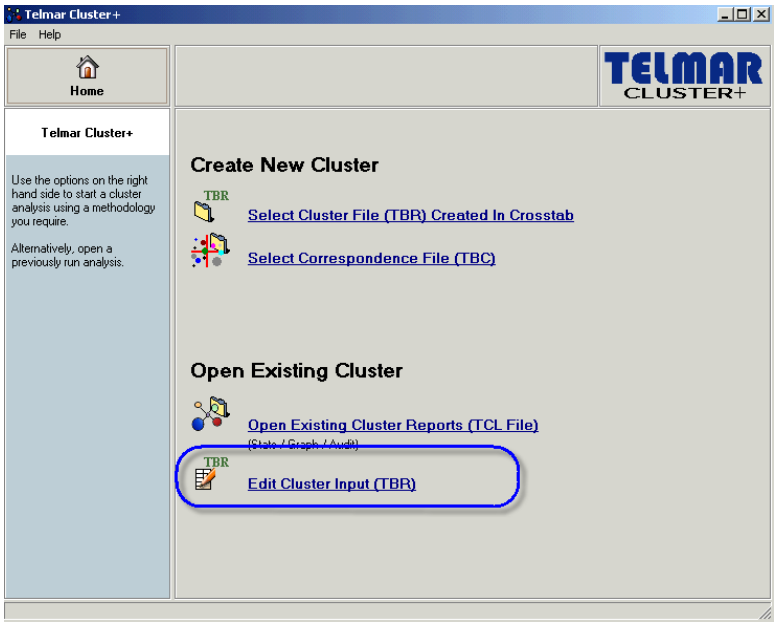
- ***Exporting to Excel***
- ***Charting – exporting, changing backgrounds, borders and gradients***
- ***Saving the Cluster Run***
- ***Lifestyle Analysis***

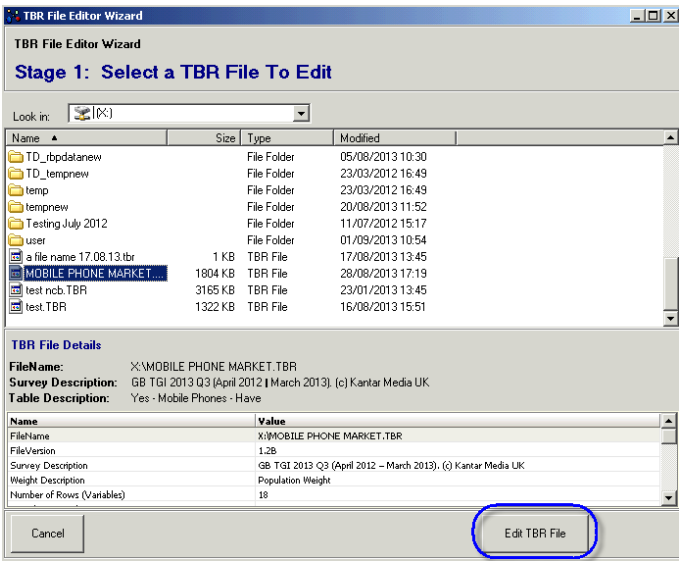
Click on **Exit** to close the **Cluster** programme.

EDIT CLUSTER INPUT (TBR)

From the main Cluster menu, click on **Edit Cluster Input (TBR)**. This will allow you to open an existing Cluster TBR file to edit the target market or lifestyle statements being used in the Cluster analysis.



A list of **TBR** files will be displayed. Select the file you wish to edit and then click on the **Edit TBR File** button.



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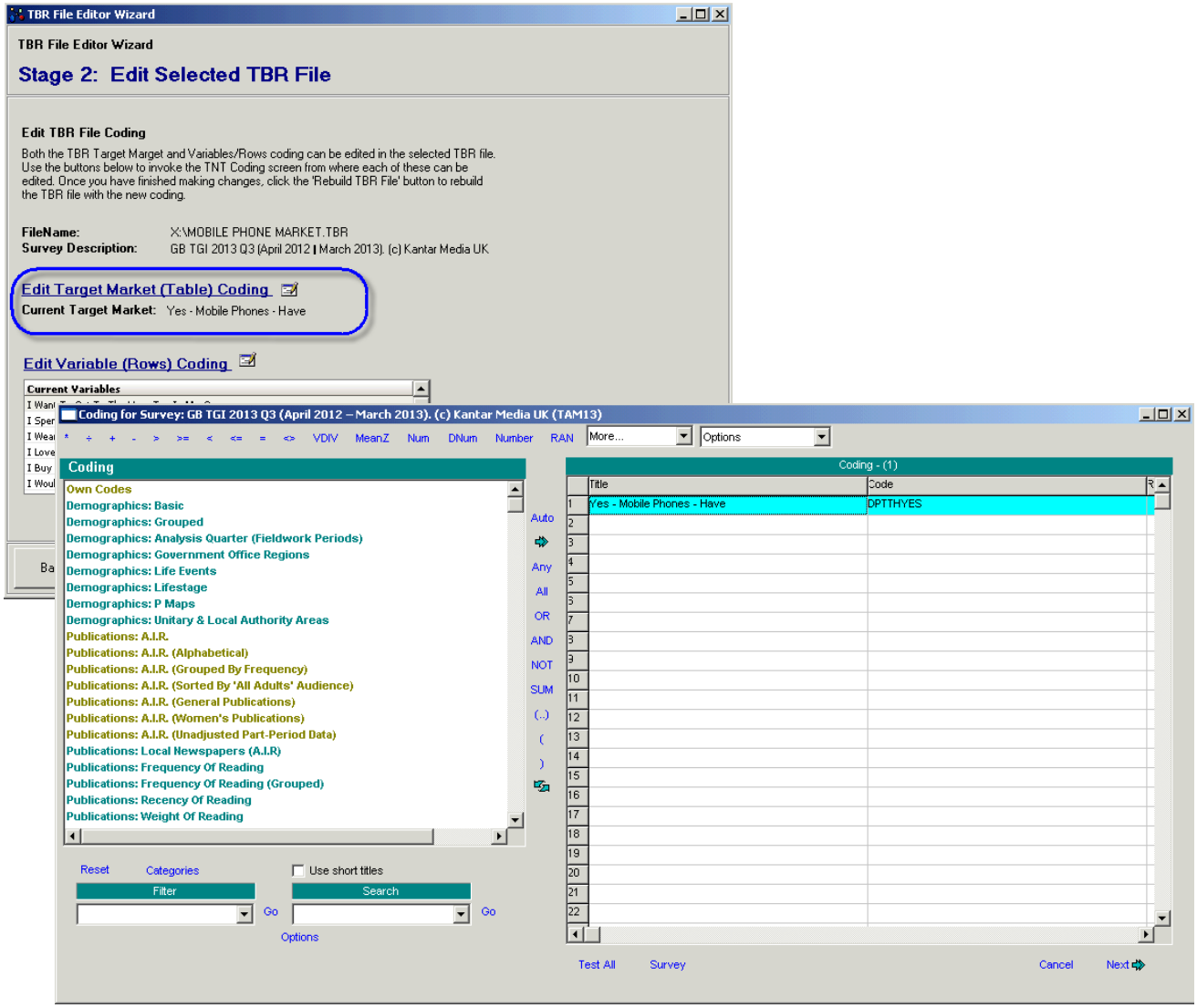
To edit the Target Market

The current target market can be changed to a different audience by clicking on **Edit Target Market (Table Coding)**.

There is a **Back** button to take you back if you wish to choose a different **TBR** file. The **Cancel** button will take you back to the main Cluster menu.



The coding screen from TNT+ will appear so you will be able to change the target market.

Once you have changed the target market click on the' **Next'** button in the bottom right corner. Now click on the **Rebuild TBR File** button. The TBR rebuild will now be completed.

If you want to view the **Cluster Summary** screen select '**Open TBR For Cluster Run'** button.

Click on the' **Done'** button to return to the main Cluster menu.

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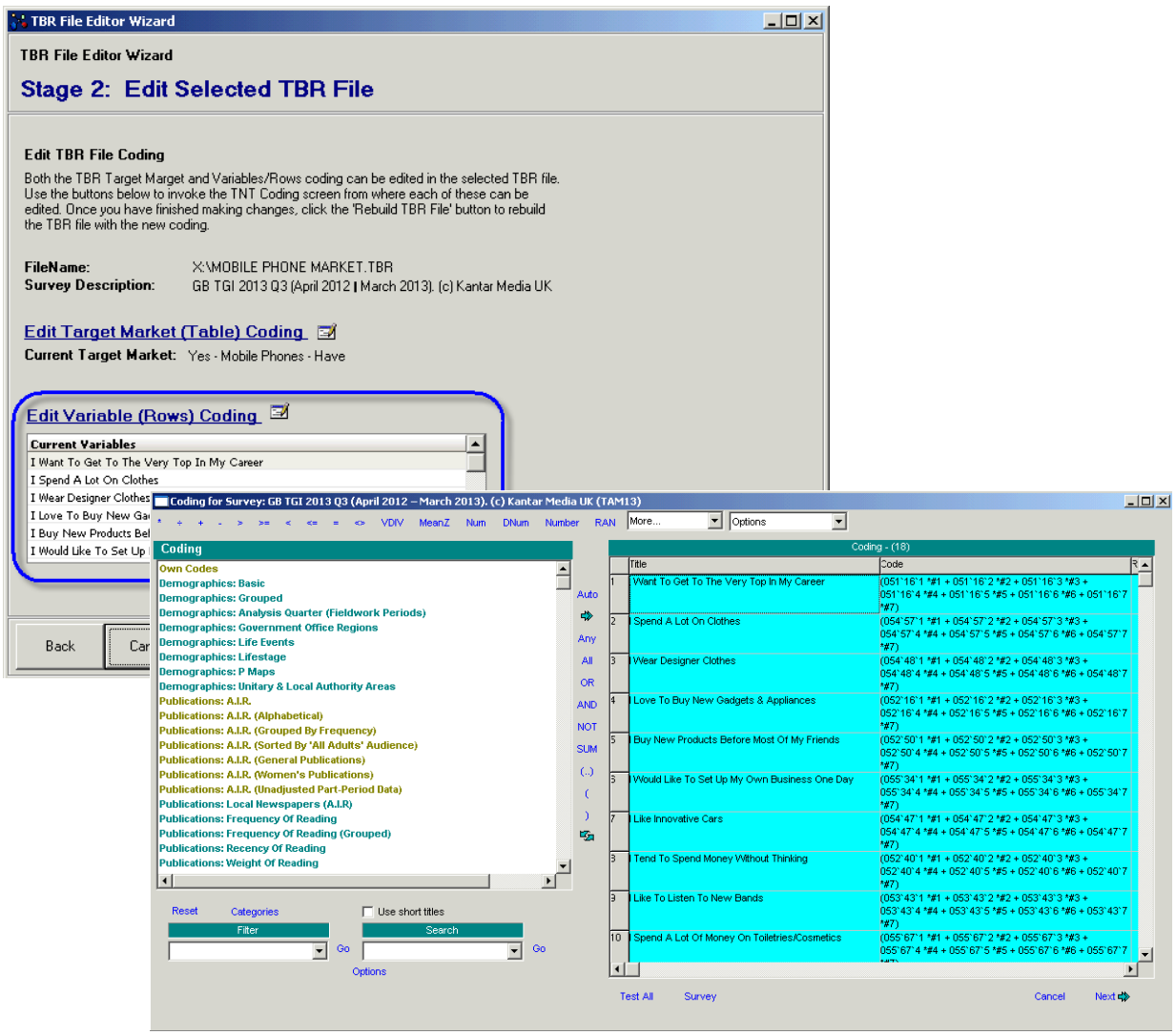
Editing the Variable (Rows) Coding

Click on **Edit Variable (Rows) Coding**.



The coding screen from TNT+ will appear so you will be able to change the variables or add variables.

Once you have changed the variable coding, click on the '**Next** 'button in the bottom right corner.

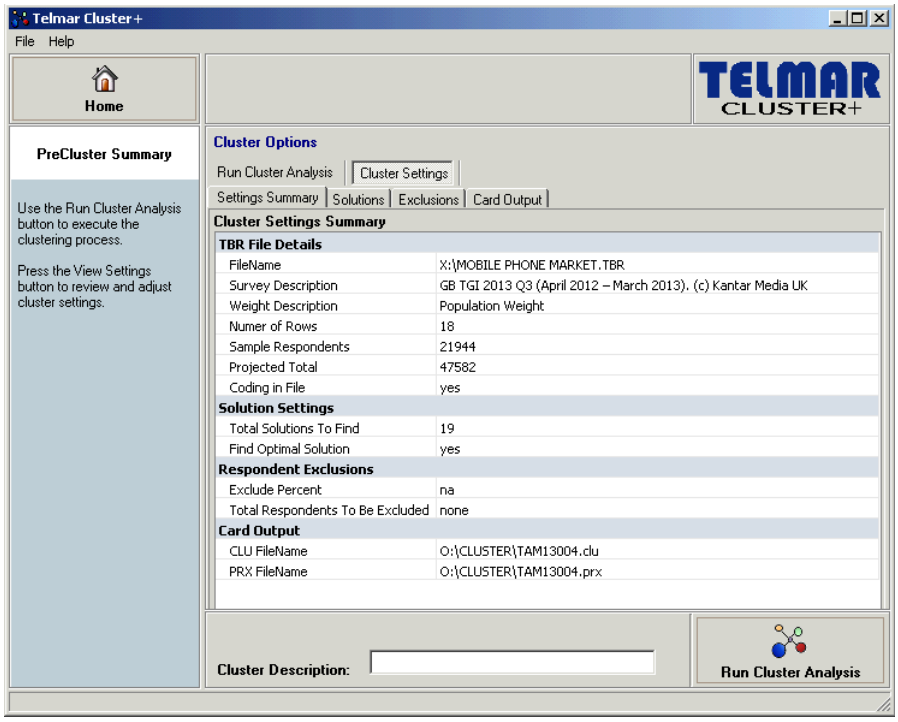
Now click on the '**Rebuild TBR File'** button. The TBR rebuild will now be completed.

If you want to view the **Cluster Summary** screen select '**Open TBR For Cluster Run'** button.

Click on the' **Done**' button to return to the main Cluster menu.

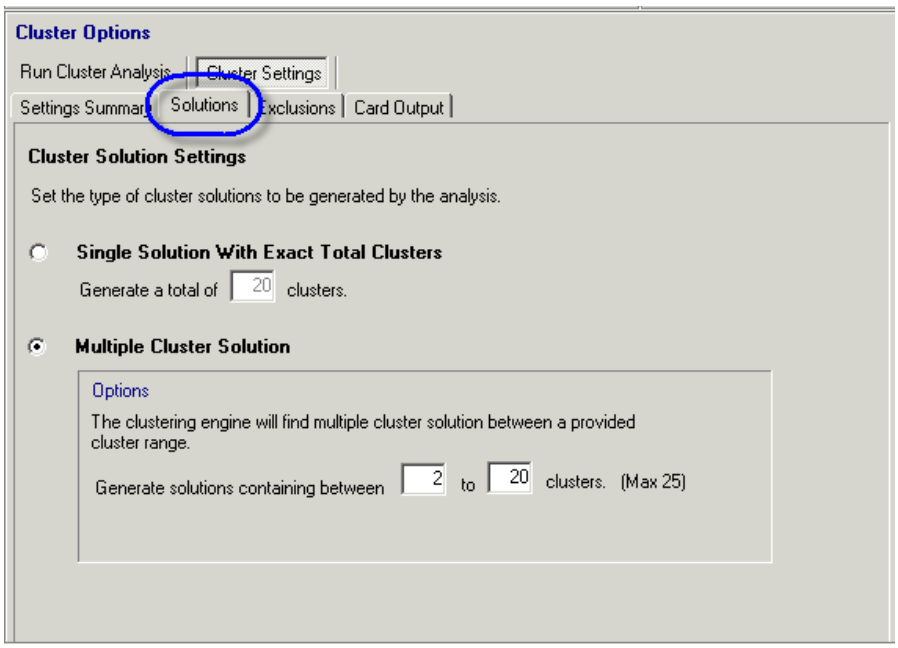
CLUSTER SETTINGS

You may wish to change some of the default Cluster settings **before running** your Cluster Analysis. Click on the **Cluster Settings** tab on the **Cluster Options** window. This will display the **Settings Summary** tab details as shown below.



Solutions

If you wish to set the number of cluster solutions you wish to be generated, click on the **Solutions** tab and amend as required. The default is set to **20 cluster solutions**.



The multiple Cluster solution option: will give you 2 through to 20 cluster groups. ***This is the old Cluster+ default setting.***

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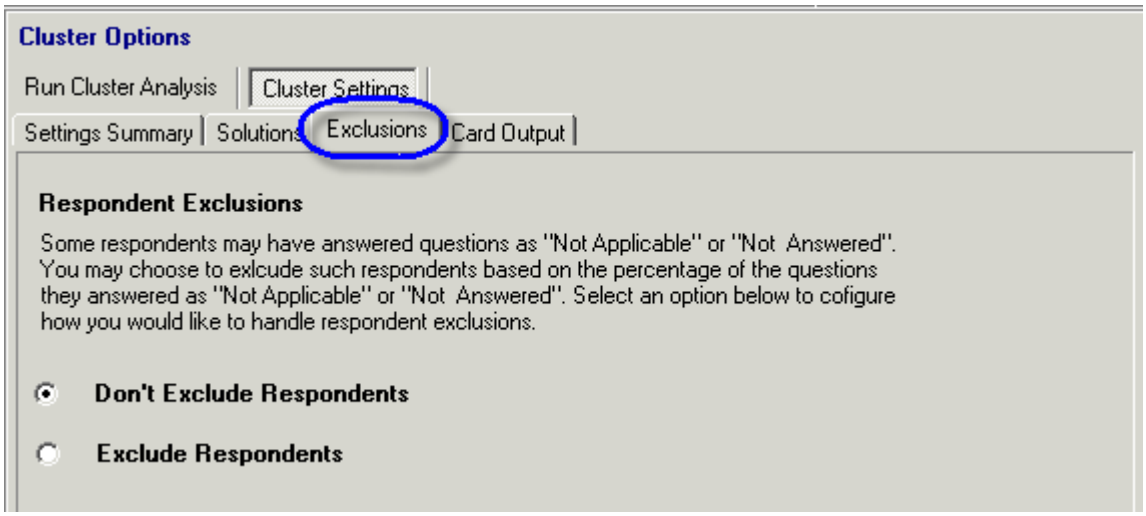
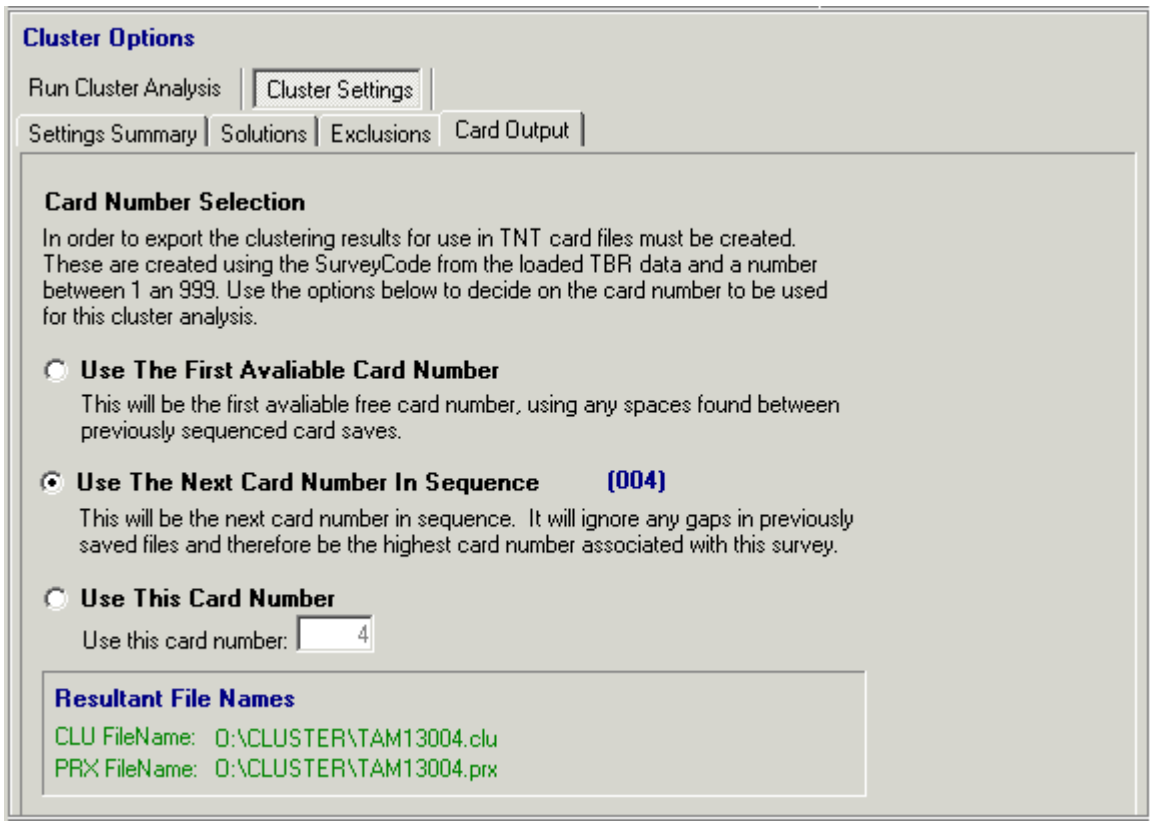
Exclusions

If you wish to exclude some respondents from the cluster analysis who may have answered questions as **Not Applicable** or **Not Answered**, you can change the settings – click on the Exclusions tab and select the Exclude Respondents option.

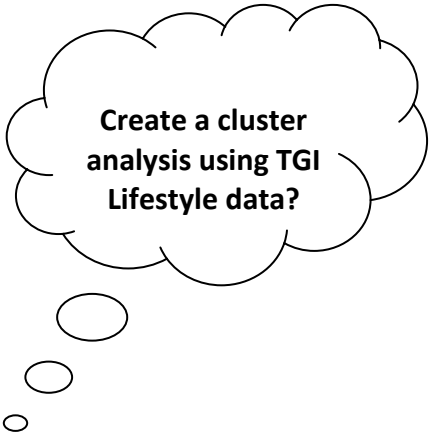


Card Number Selection

In order to export the cluster group results for use in Crosstab, card files must be created – these are created using the survey code from the loaded TBR data and a number between 1 and 999. For example, TNT+ own codes uses the following prx file name 'TAM13**004.**prx', the **004** is the card number. If you wish, you can decide the card number to be used for this cluster analysis. Click on the **Card Output** tab and edit as required.



HOW DO I …?



Step 1

Click on TNT + and then choose the survey you wish to use for your cluster, for example GB TGI Q3 2013.

⇩

Step 2

Now select your table base e.g. All Mobile Phone Users. Do not enter any columns.

⇩

Step 3

Select your rows from the heading, Lifestyle Statements for Cluster.

⇩

Step 4

Click on the small 't' in the top left corner, click on 'send to' then 'cluster…'

⇩

Step 5

Confirm the survey code and then rename and save the TBR file.

⇨

Step 6

Give a Cluster Description then select Run Cluster Analysis.

⇧

Step 7

Your cluster will now run and present your Cluster Run Details. You now have the option to View Cluster stats, Charting or do a Lifestyle Analysis.

⇧

Step 8

Now refer to your manual for help with the interpretation.

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GLOSSARY

Term	Explanation
Cluster Analysis	Grouping people into similar attitudinal or behavioural types.
Difference	Measure of the difference between successive R-Squareds.
Mean	The average value of an answer given to a question by respondents allocated to a particular cluster.
Standard Deviation	A measure of the dispersion of the distribution.
Standardised Score	An index which compares the mean score for a particular cluster group with the mean score for all respondents.

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