

Multidimensional Preference Maps

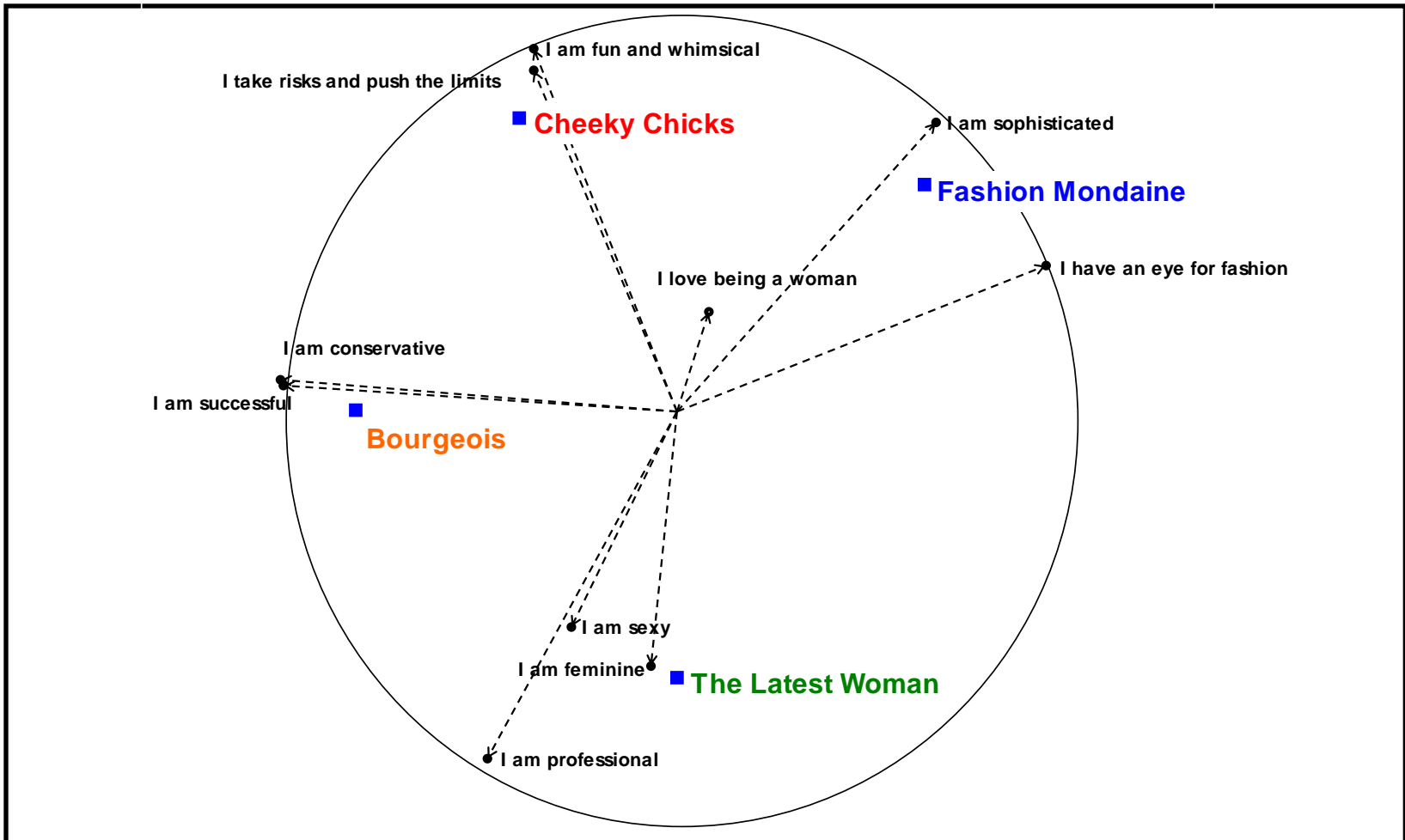
Multivariate Solutions

Multidimensional Preference Analysis

- **Multidimensional preference analysis (MDPREF) is a visual analysis similar to correspondence analysis, with brands in the columns and attributes in rows that correspond to medications, behaviors, or statements.**
- **On a MDPREF map:**
 - Distances are normalized and attributes project onto a unit circle.
 - Proximity of brand attributes indicates brand association relative to others in the map.
- **The following are some of the questions that can be answered with a multidimensional preference analysis.**
 - What attributes define a brand, or segmentation group.
 - The length of the attribute vector indicates the relative power of its affect on the analysis.

Multidimensional Preference Maps

What Do You Want Your Look to Say About You?



Multidimensional Preference Analysis Vector Map

Beverage Needs

Total Sample

