

Figure 1.2 *Taste Example.* Cloud of the 29 categories of the four questions in principal plane 1-2.

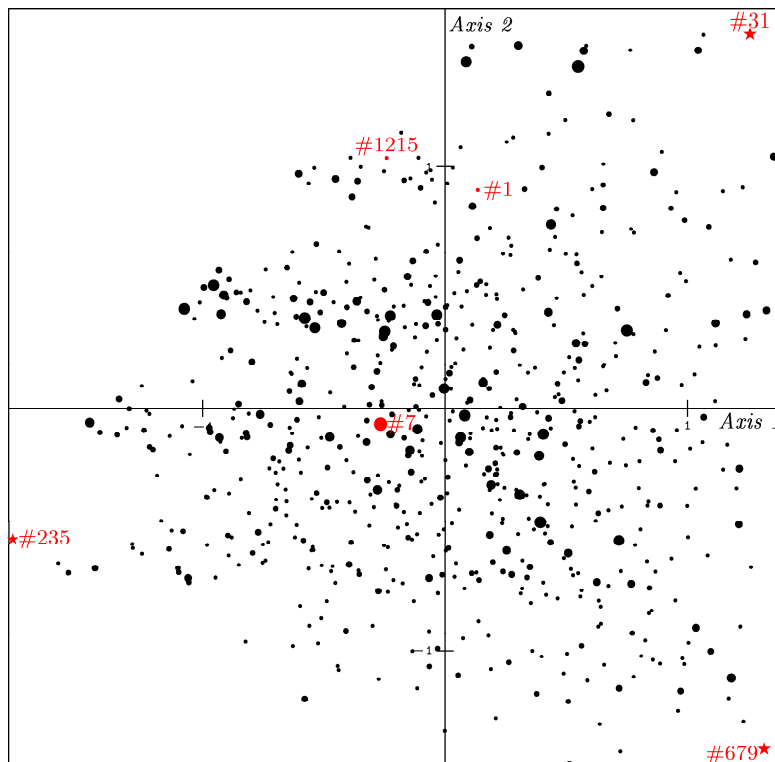


Figure 1.3 Cloud of 1215 individuals with landmark individuals (*) in principal plane 1-2.

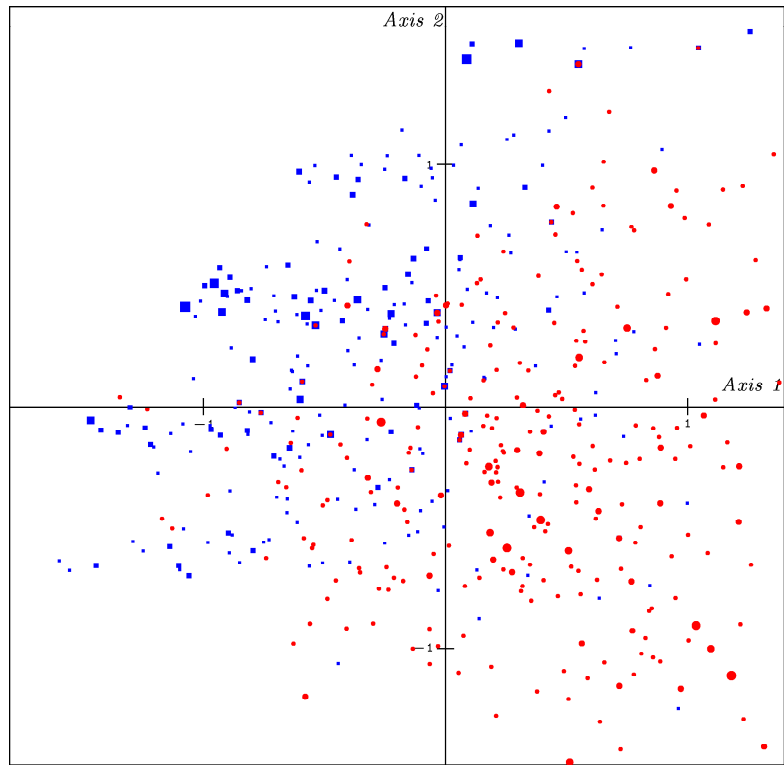


Figure 1.4 *Taste Example.* Two subclouds of individuals corresponding to over 55 and 18-34 age groups, in principal plane 1-2.

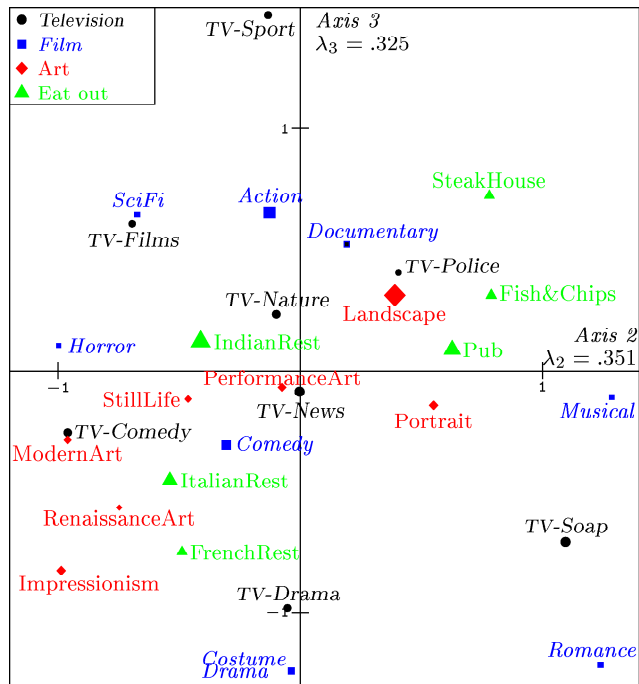


Figure 3.1 *Taste Example*. Principal cloud of the 29 categories in plane 2-3.

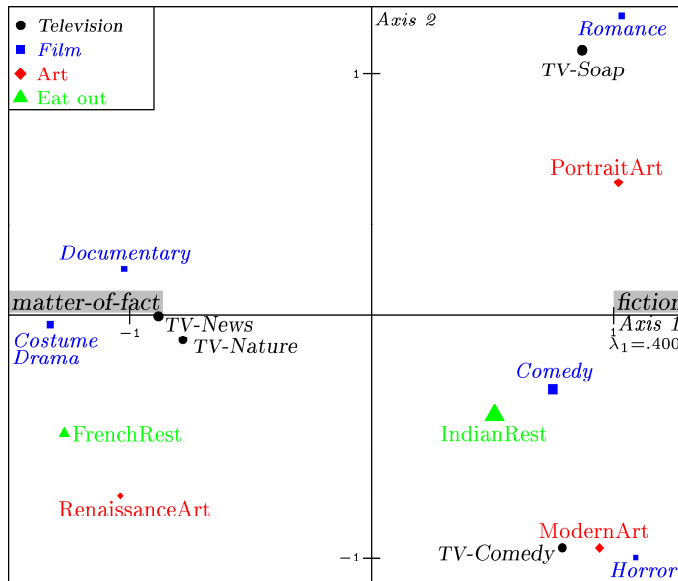


Figure 3.5 *Taste Example.* The 14 categories selected for the interpretation of Axis 1 in plane 1-2.

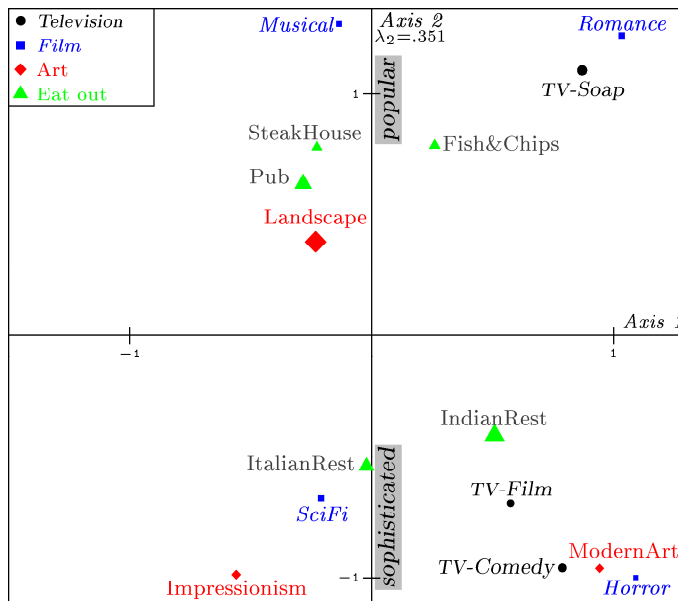


Figure 3.6 *Taste Example.* The 15 categories selected for interpretation of Axis 2 in plane 1-2.

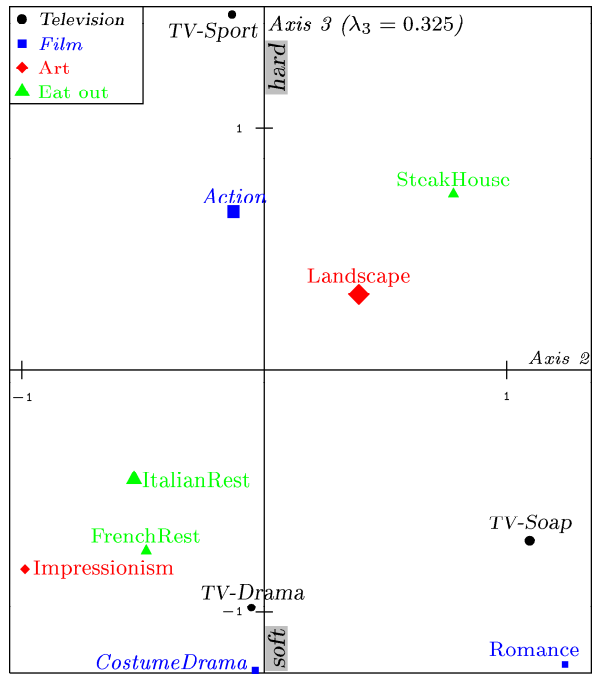


Figure 3.7 *Taste Example.* The 11 categories selected for the interpretation of Axis 3 in plane 2-3.

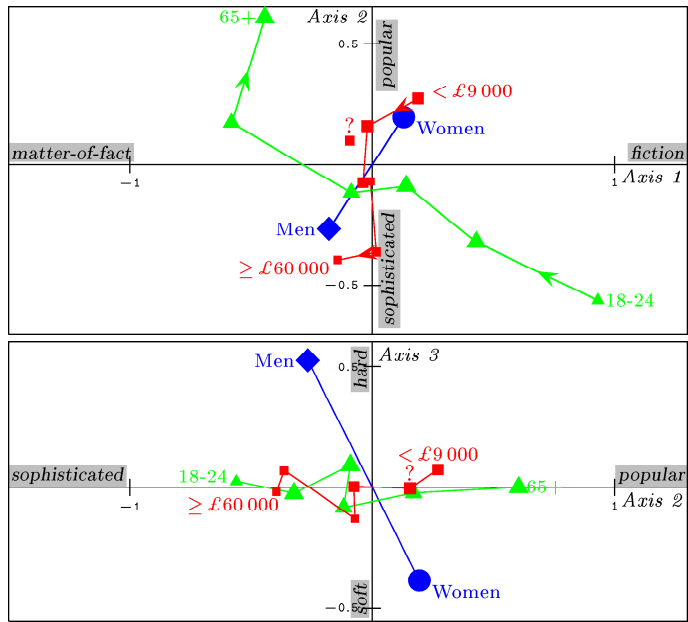


Figure 3.9 *Taste Example.* Supplementary questions in plane 1-2 (top), and in plane 2-3 (bottom) (cloud of categories).

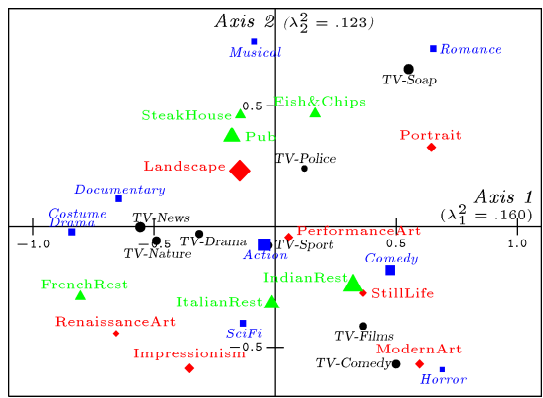


Figure 3.11 *Taste Example.* Burt cloud of the 29 category mean points in principal plane 1-2 (cloud of individuals). The scale is the same as the one of the cloud of categories (Figure 1.2, p.7).

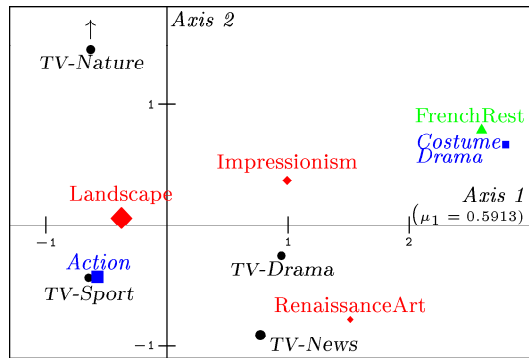


Figure 3.12 *Taste Example.* Cloud of the 10 categories selected for the interpretation of specific Axis 1, in specific plane 1-2 (half size). (The coordinate of TV-Nature relative to Axis 2 is equal to 2.75, hence the arrow).

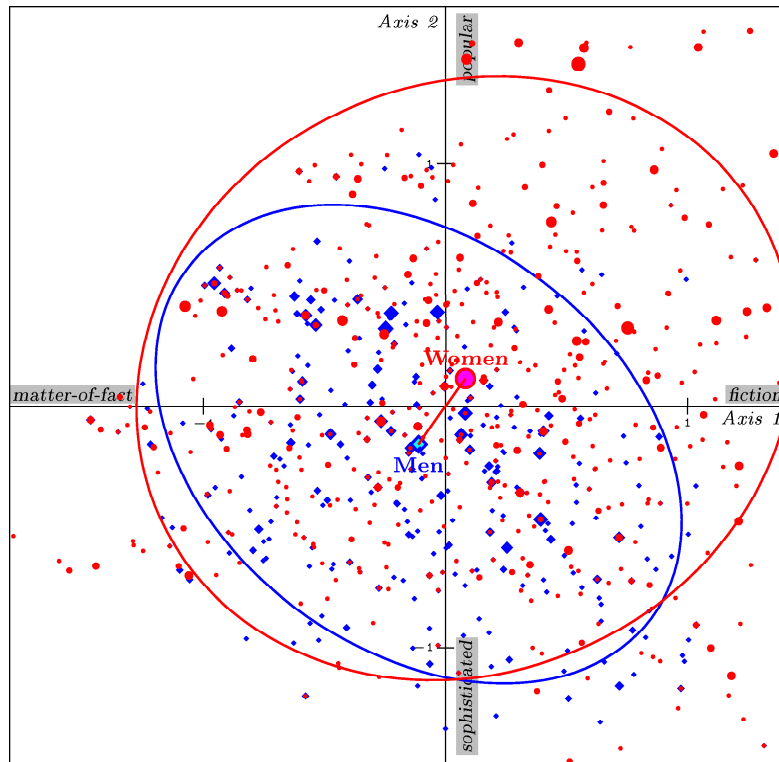


Figure 4.2 *Taste Example.* Subclouds of **men** and **women** in principal plane 1-2 with mean points and concentration ellipses.

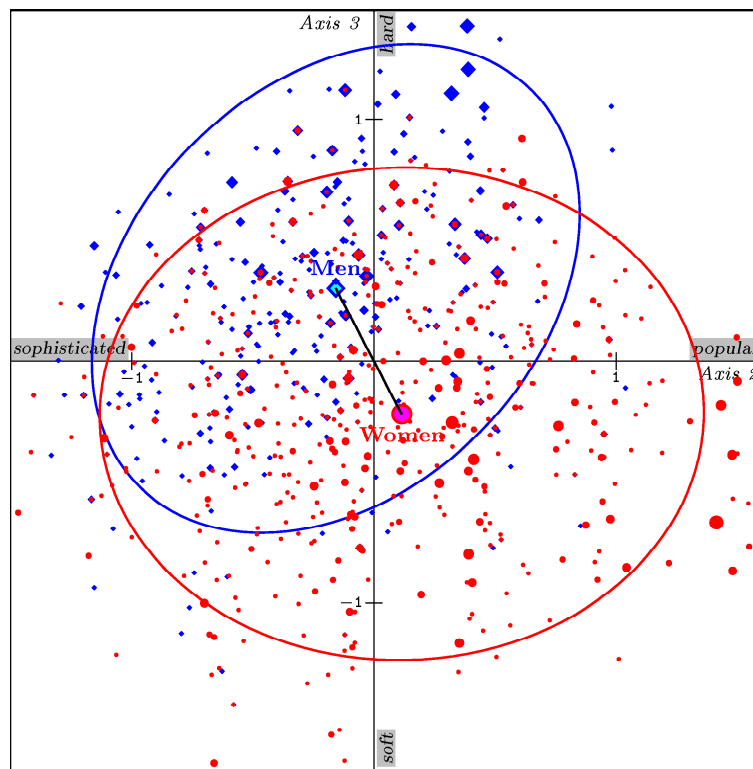


Figure 4.3 *Taste Example.* Subclouds of **men** and **women** in principal plane 2-3 with mean points and concentration ellipses.

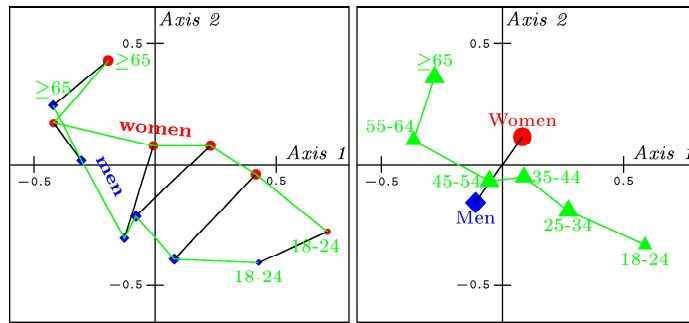


Figure 4.5 *Taste Example. Age x Gender cloud (left), Gender and Age clouds (right) in plane 1-2 (same scale as Figure 1.3, p.8).*

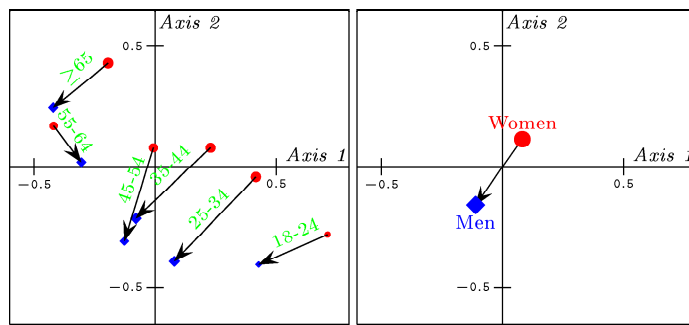


Figure 4.6 *Taste example. Six within-effects (vectors) of Gender for each age group (left) and main effect (vector) of Gender (right) in plane 1-2.*

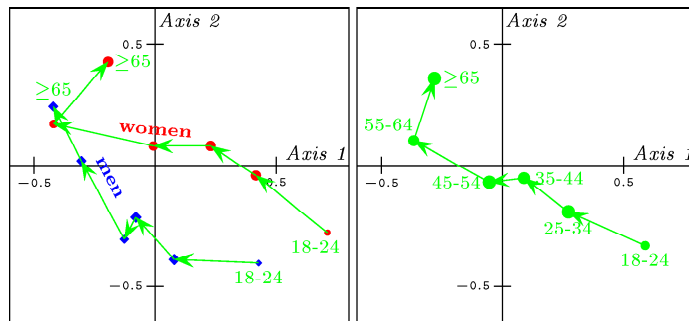


Figure 4.7 *Taste example. Five successive within-effects (vectors) of Age for each gender (left) and main effects (vectors) of Age (right) in plane 1-2.*

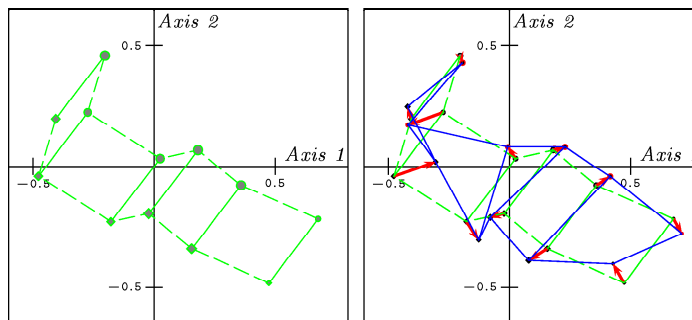


Figure 4.8 *Additive cloud fitted to the Gender x Age cloud (left) and the 12 deviations (vectors) from the Gender x Age cloud (right).*

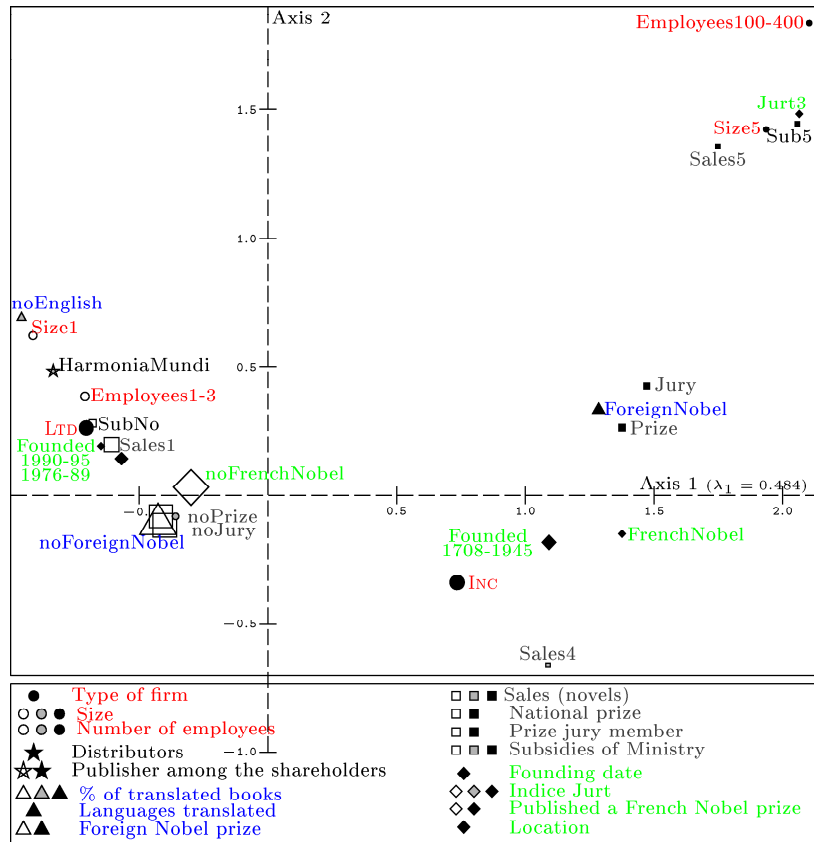


Figure 6.1 Plane 1-2: 25 categories selected for interpreting Axis 1.

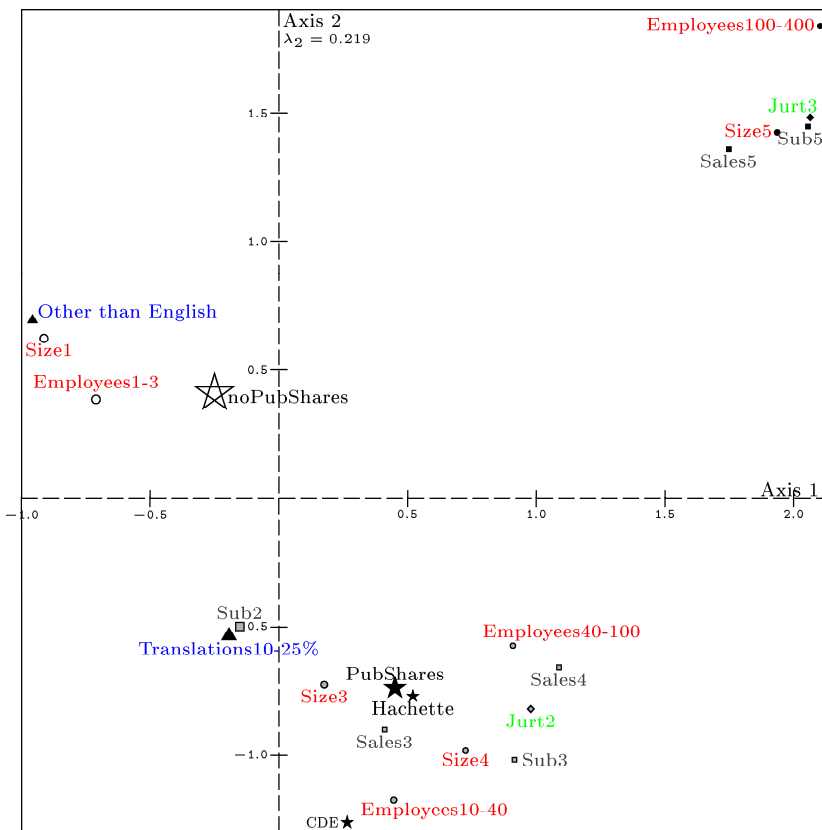


Figure 6.3 Plane 1-2: 22 categories selected for interpreting Axis 2.