ANNEXURE IX

Correspondence analysis – FFP status vs. Age group of frequent travelers

Source: Data analysis using SPSS - Correspondence analysis - output

It is important to note that the dimensions are empirically derived axes or eigen vectors and not simply the variables entered into the analysis. So, we could say that higher status (Platinum / Gold) passengers appear to be above 50 years of age and lower status passengers (Blue / Silver) appear to have below 50 years of age.