

				item1	item2	...	item _n
Legal				1	1	...	0
Fin.				0	0	...	1
Med.				0	0	...	1
Home				1	1	...	0
Road				1	0	...	0
Travel				0	1	...	1
Din.				1	1	...	0
				item1	item2	...	item _n
user ₁	Sex	Age	Area	*	2	...	3
User ₂	0	*	1	3	3	...	5
User ₃	1	*	3	*	4
...	*	3	1	...	5
User _n	...	4	0	*	*
	2	...	0	...			
	*	*	...	*			
		9					