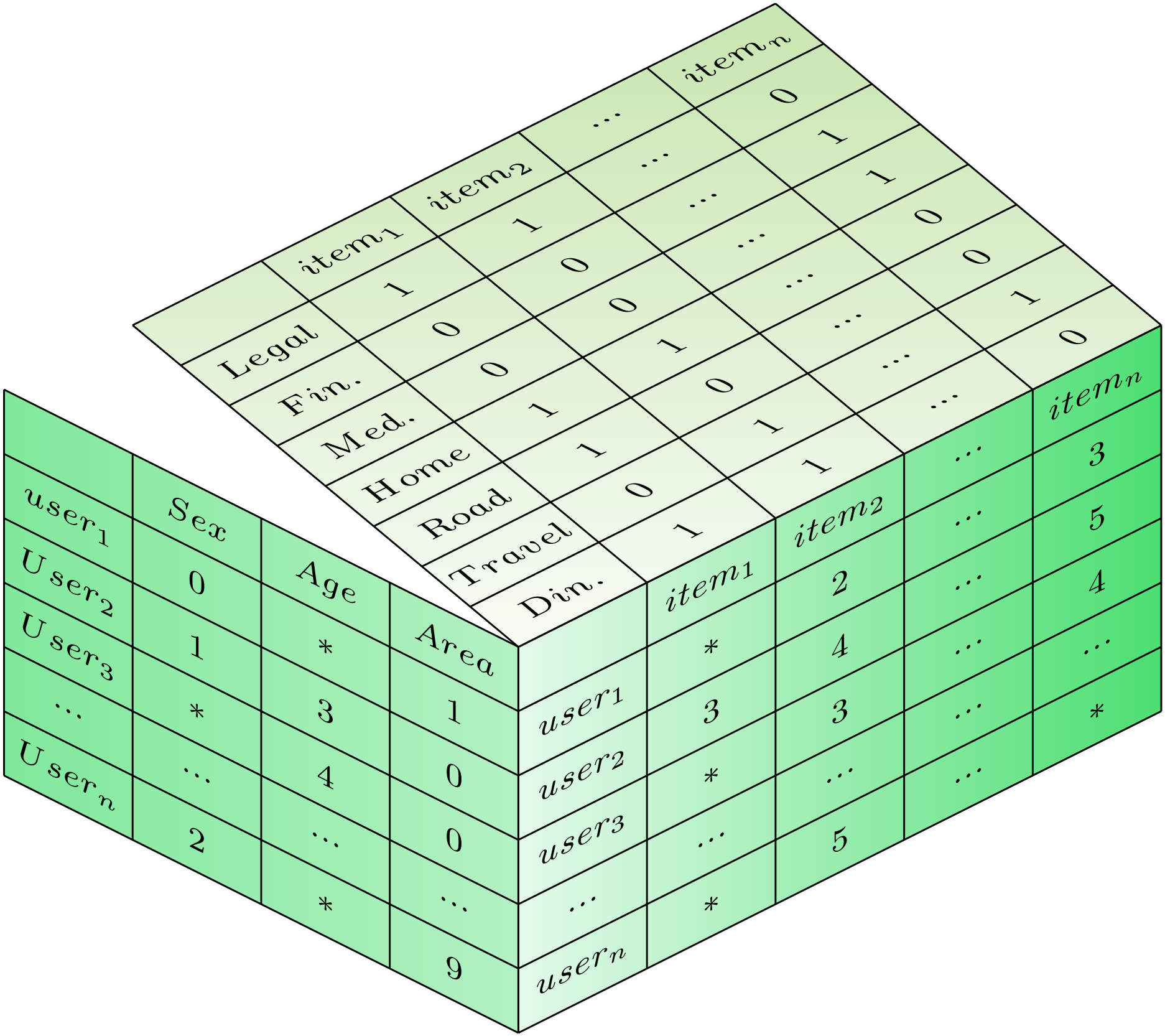
item1 item2 ... itemn
Legal 1 1 ... 0
Fin. 0 0 ... 1
Med. 0 1 ... 1
Home 1 0 ... 0
Road 1 1 ... 0
Travel 0 1 ... 1
Din. 1 1 ... 0
Sex Age Area
user1 0 * 1
User2 1 3 0
User3 * 4 0
... ...
Usern 2 * 9
item1 item2 ... itemn
user1 * 2 ... 3
user2 3 4 ... 5
user3 * 3 ... 4
... ... 5 ... ...
usern * ... ... *