

				item <sub>1</sub>	item <sub>2</sub>	...	item <sub>n</sub>
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
				item <sub>1</sub>	item <sub>2</sub>	...	item <sub>n</sub>
user <sub>1</sub>	Sex	Age	Area	*	2	...	3
User <sub>2</sub>	0	*	1	3	3	...	5
User <sub>3</sub>	1	*	3	*	...	...	4
...	*	3	1	...	5	...	...
User <sub>n</sub>	...	4	0	*	...	...	*
	2	...	0	...			
	*	*	...	*			
		9					