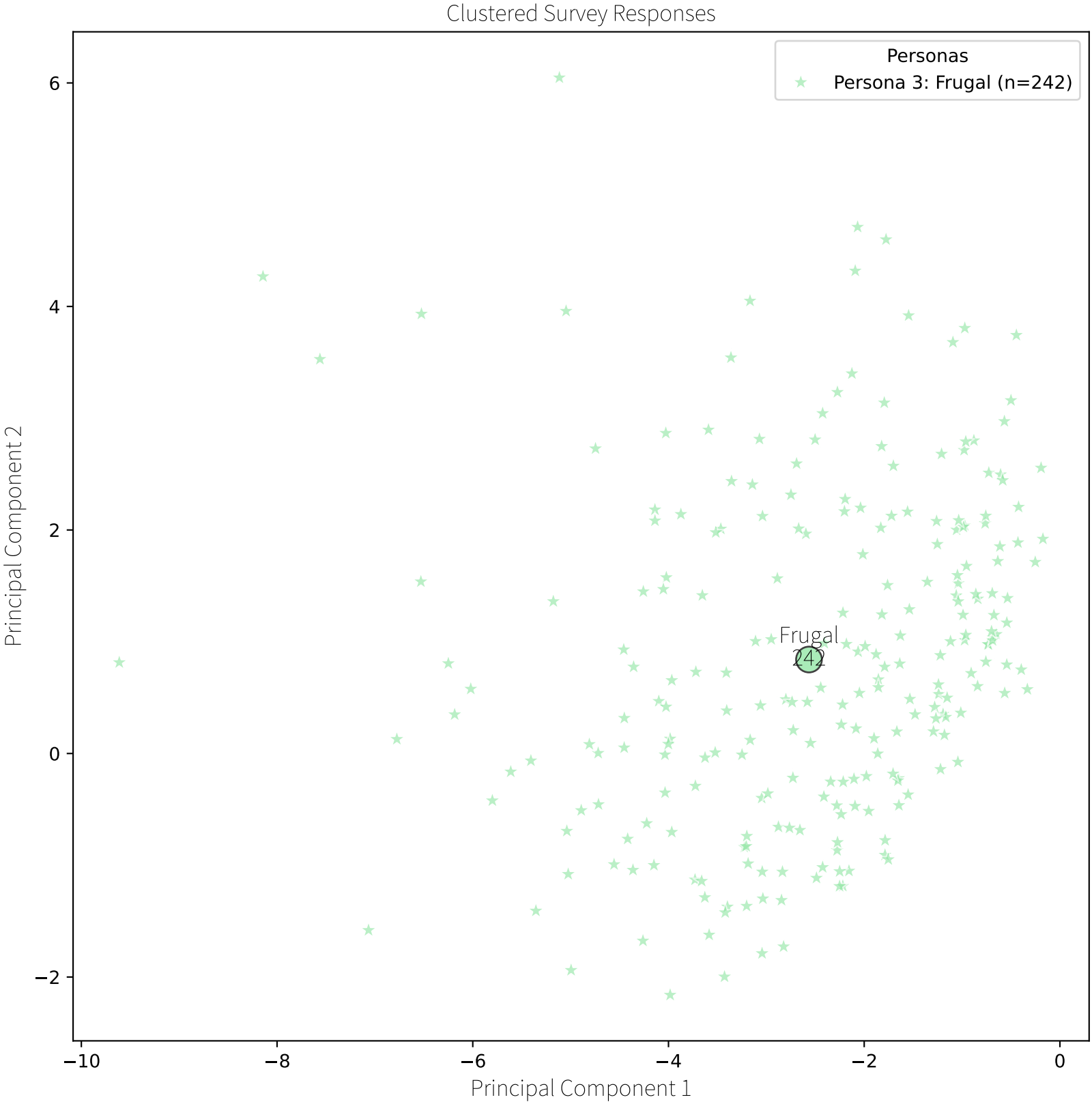
Clustered Survey Responses
Personas
Persona 3: Frugal (n=242)
Frugal
242
Principal Component 2
Principal Component 1
6
4
2
0
−2
−10
−8
−6
−4
−2
0