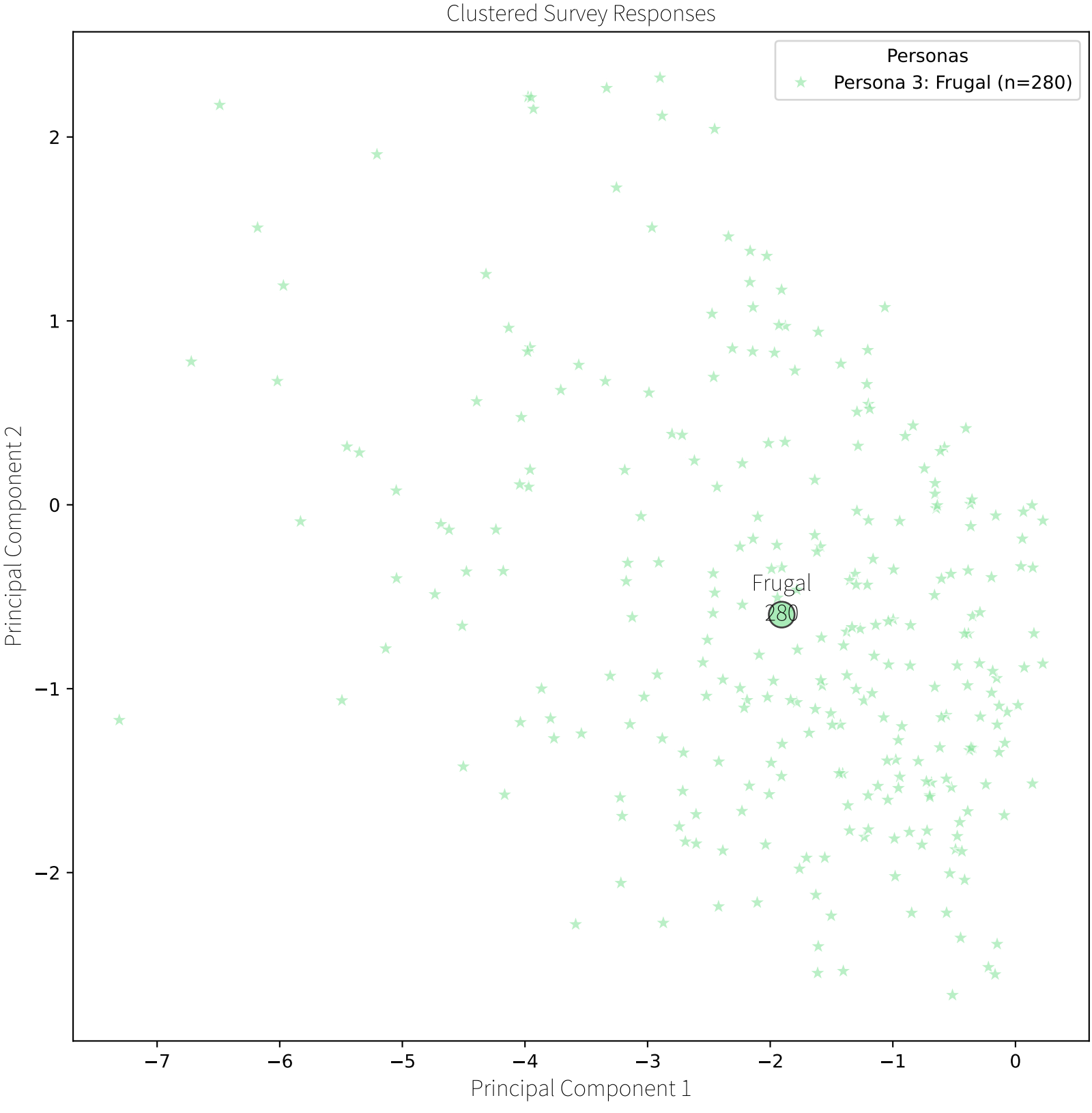
Clustered Survey Responses
Personas
Persona 3: Frugal (n=280)
Frugal
280
Principal Component 2
Principal Component 1
2
1
0
−1
−2
−7
−6
−5
−4
−3
−2
−1
0