

# Clustered Survey Responses

Tech Openness and Large Purchase Plans (PC2). Key Patterns: Use AI every day / Trust AI / Buy a house within 7 years / Buy a car within 7 years

Eco-Commitment (PC1). Key Patterns: Want to do more for the environment / Are my eco-actions effective? / Live a low-carbon lifestyle / Promote sustainability in my industry

## Personas

★ Persona 2: Moderate (n=356)

Moderate  
356

2  
1  
0  
-1  
-2  
-3

-3 -2 -1 0 1 2 3