

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

6
4
2
0
-2

-10

-8

-6

-4

-2

0

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 3: Frugal (n=242)

Frugal
242

