Analysis of responses to questions by cluster (cluster of clusters, 5CL) based on mean and visual inspection of responses chart - mostly agreement (positive), disagreement (negative), balance or split (neutral)

		Positive	Neutral	Negative	1	2	3	4	5	1	2	3	4	5
Q14_1	Like to keep work and personal separate	1,5	2,3,4		TRUE				TRUE					
Q14_2	Easy to switch off from work	1	2,4	3	TRUE							FALSE		
Q14_3	Happy to receive work notifications in pers time		2,3,4	1,5						FALSE				FALSE
Q14_4	Prefer to keep certain apps for personal	1,2,3,4,5			TRUE	TRUE	TRUE	TRUE	TRUE					
Q14_5	Happy to see personal notifications while at work	1,2,3,4,5			TRUE	TRUE	TRUE	TRUE	TRUE					
Q14_6	My employer is happy for personal notifications while at work	1,2,3,4,5			TRUE	TRUE	TRUE	TRUE	TRUE					
Q14_7	Pers & work same device	2,3	1,4,5			TRUE	TRUE							
Q9_1	Overload, miss things	1,2,4		3 5	TRUE	TRUE		TRUE						FALSE
Q9_2	Don't mind interruptions when important	1,2,3,4,5			TRUE	TRUE	TRUE	TRUE	TRUE					
Q9_3	Receive not about things that could have waited	1,2,3,4,5			TRUE	TRUE	TRUE	TRUE	TRUE					
Q9_4	Interruptions are a problem	4,5	1,2,3					TRUE	TRUE					
Q9_5	Services get it right about interruptions			1,2,3,4,5						FALSE	FALSE	FALSE	FALSE	FALSE
Q10_1	Services get it right about my interests		2	1,3,4,5						FALSE		FALSE	FALSE	FALSE
Q10_2	Not all things equally important	1,2,3,4,5				TRUE	TRUE	TRUE	TRUE					
Q10_3	Want to be able to say what matters most	2,3,4	1,5			TRUE	TRUE	TRUE						
Q10_4	Don't have enough control	1,3,4,5		2	TRUE		TRUE	TRUE	TRUE					
Q10_5	Happy for computer to make content decisions	2		1,3,4,5		TRUE				FALSE		FALSE	FALSE	FALSE
Q10_6	Ranking /prioritising important	1,2,3,4	5		TRUE	TRUE	TRUE	TRUE						
Q10_7	Happt to put in effort to train	2,4	1,3,5			TRUE		TRUE						
Q11_1	Trust online services to make best content decisions		2	1,3,4,5						FALSE		FALSE	FALSE	FALSE
Q11_2	Happy to share to improve service	2,4		1,3,5		TRUE		TRUE		FALSE		FALSE		FALSE
Q11_3	Not comfortable sharing	1,3,5	2,4		TRUE		TRUE		TRUE					
Q11_4	Prefer to keep under my control	1,2,3,5		4	TRUE	TRUE	TRUE		TRUE					
Q11_5	Happy to share if I can control it	2,4	1,3,5			TRUE		TRUE						
Q13_1	Always take time to customise	1,2,3,4		5	TRUE	TRUE	TRUE	TRUE						
Q13_2	Always update	1,2,3,4		5	TRUE	TRUE	TRUE	TRUE						
Q13_3	Always looking to try new apps		1,2,3,4,5											
Q13_4	Tech savvy	1,2,3,4		5	TRUE	TRUE	TRUE	TRUE						
Q13_5	Computers just tools		1,2,3,4,5											
Q13_6	Use all features		1,2,4,5	3								FALSE		

Key differentiators

Responses where this cluster is one of only 1 or 2 with positive/negative attribute; Bold = unique to that cluster; Items where cluster is one of 3 now added in grey

1 Keep work and personal separate
Easy to switch off from work
Overload, miss things
Not comfortable sharing
Not happy to share to improve service
Not happy to receive work notifications in personal time

2 Happy to share personal & work notifications on same device
Overload, miss things
Happy to receive work notifications in personal time
Experiences information overload
Services get it right about my interests
Want to be able to differentiate
Happy for computer to make decisions
Happy to put in effort to train
Trust online services to make content decisions
Happy to share to improve service
Happy to share if I can control it

3 Not comfortable sharing
Happy to share personal & work notifications on same device
Always takes time to customise apps and devices
Always looking to try new apps & services
Don't use all features
Not happy to share to improve service
Not easy to switch off from work

4 Trust online services to make content decisions
Experiences information overload
Interruptions are a problem
Want to be able to differentiate
Ranking/prioritisation are important
Happy to put in effort to train
Happy to share to improve service
Happy to share if I can control it

5 Keep work and personal separate
Interruptions are a problem
Not comfortable sharing
Not happy to share to improve service
Not happy to receive work notifications in personal time
Does not experience information overload