CLUSTER 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

Cluster of clusters (9-14) 1 of 5
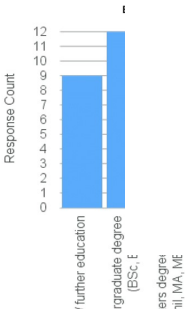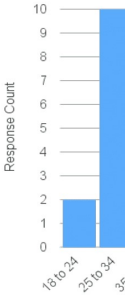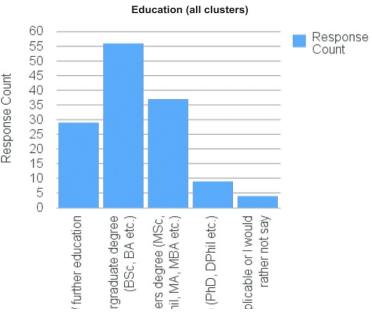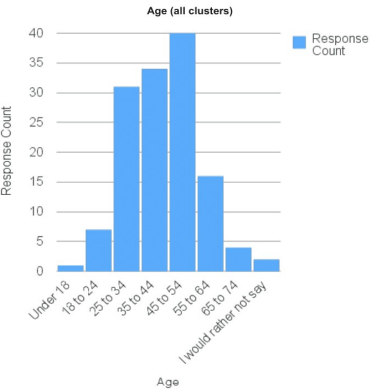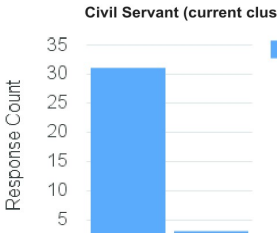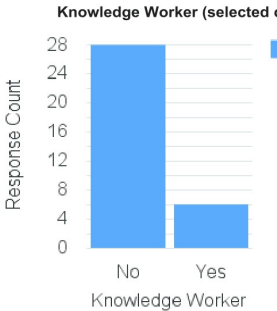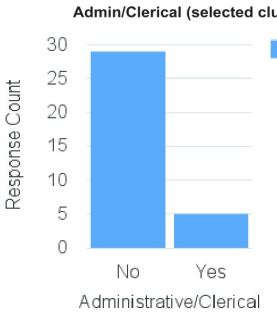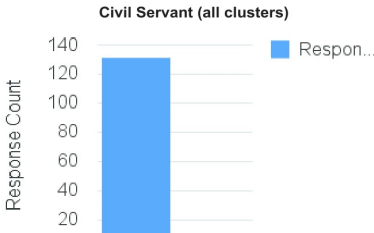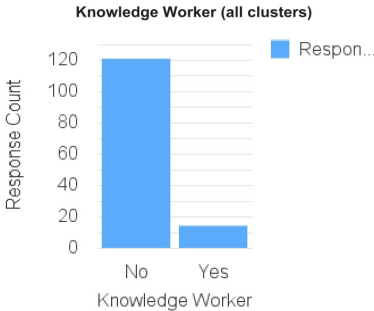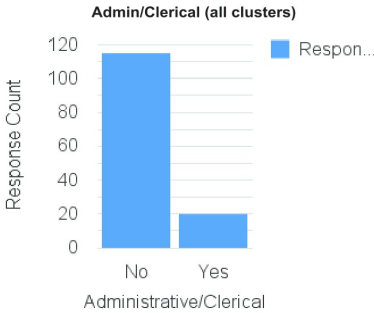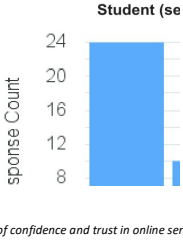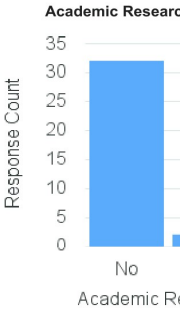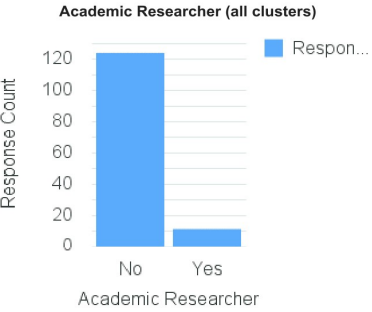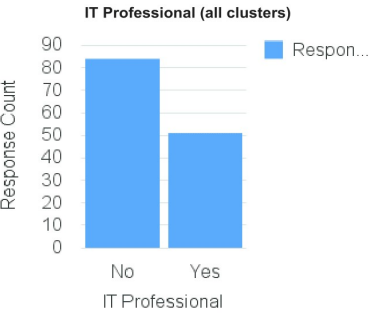
Age (all clusters)

Education (all clusters)

IT Professional (all clusters)

IT Professional

Academic Researcher (all clusters)

Academic Research

Student (all clusters)

Student (se

Admin/Clerical (all clusters)

Admin/Clerical (selected clu

Knowledge Worker (all clusters)

Knowledge Worker (selected

Civil Servant (all clusters)

Civil Servant (current clus

Original assessment:
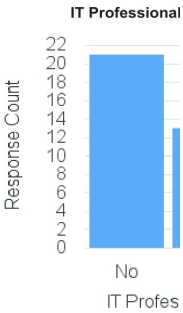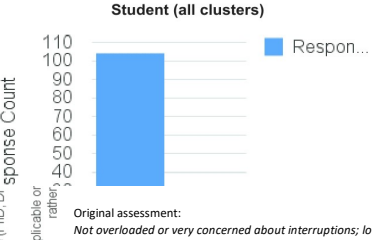*Not overloaded or very concerned about interruptions; low level of confidence and trust in online services; less interested in investing effort in training; switching off from work not a problem*

CLUSTER 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
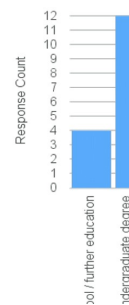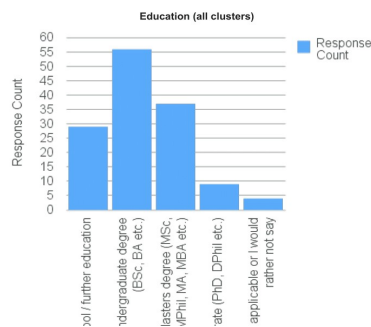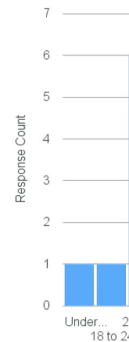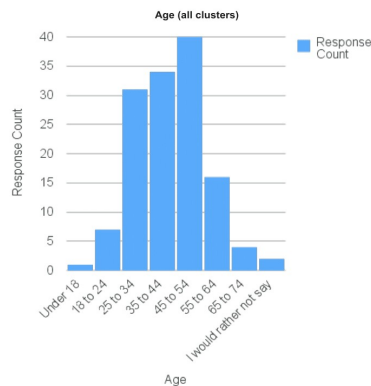**Happy for computer to make decisions**
Happy to put in effort to train
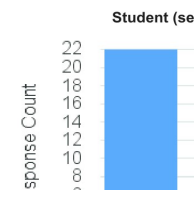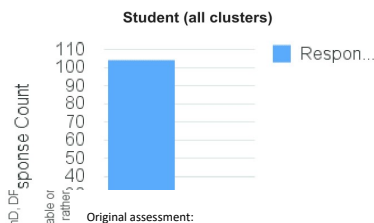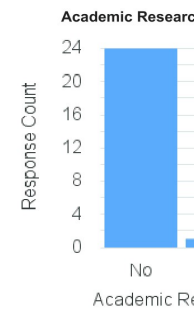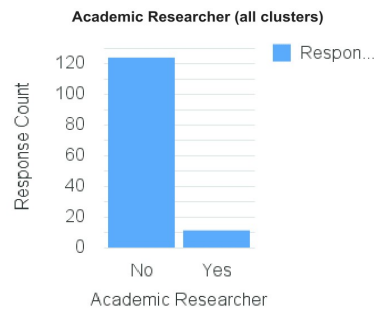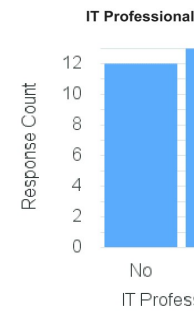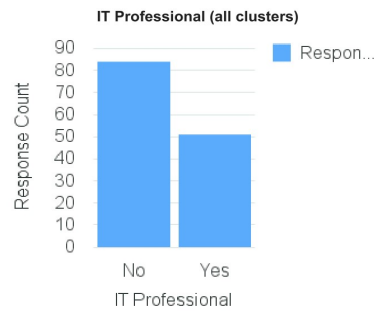Trust online services to make content decisions
Happy to share to improve service
Happy to share if I can control it

Cluster of clusters (9-14) 2 of 5

Age (all clusters)

Education (all clusters)

Cluster of clusters (9-14) 2 of 5

IT Professional (all clusters)

IT Professional

Academic Researcher (all clusters)

Academic Research

Student (all clusters)

Student (se

Admin/Clerical (all clusters)

Admin/Clerical (sel

Knowledge Worker (all clusters)

Knowledge Worker (s

Civil Servant (all clusters)

Civil Servant (cur

Original assessment:
Not overloaded or very concerned about interruptions; more content to let algorithms make decisions and put in effort to get better results; pragmatic; switching off from work not a problem
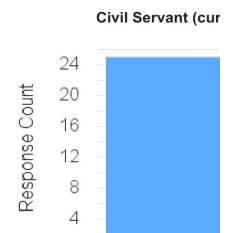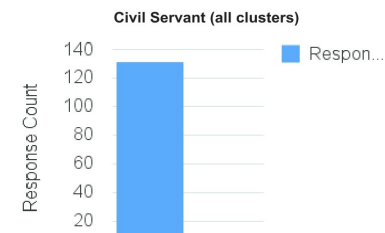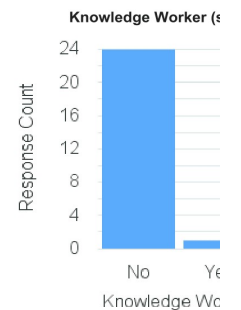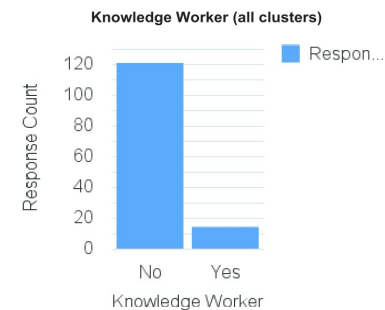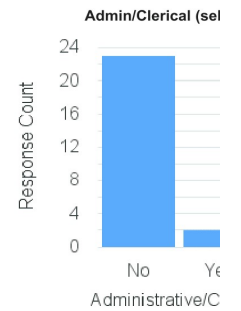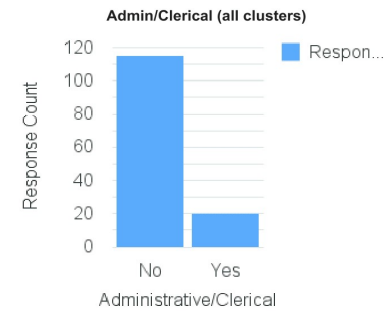
CLUSTER 3

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

Cluster of clusters (9-14) 3 of 5
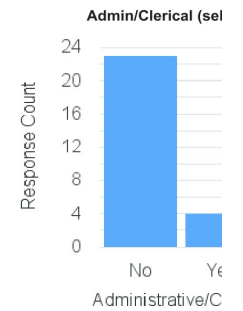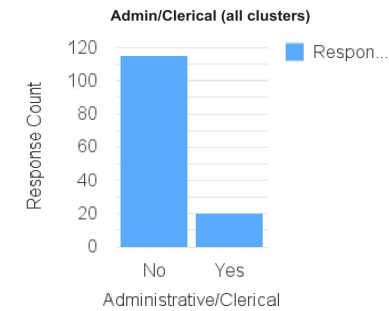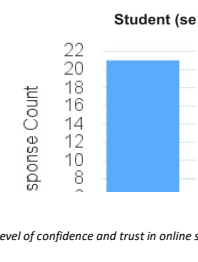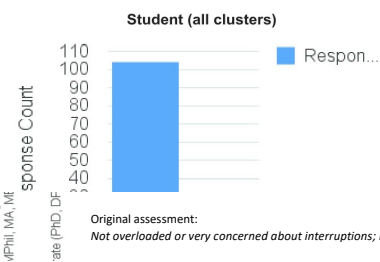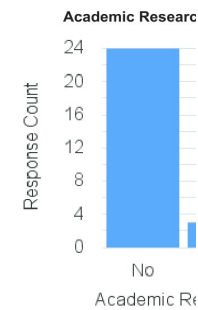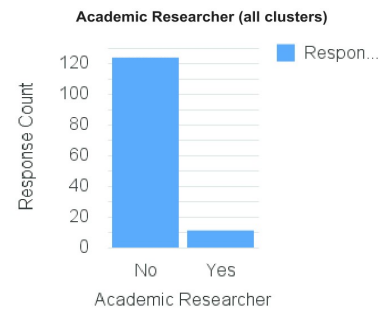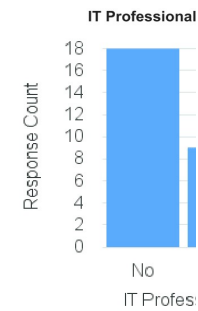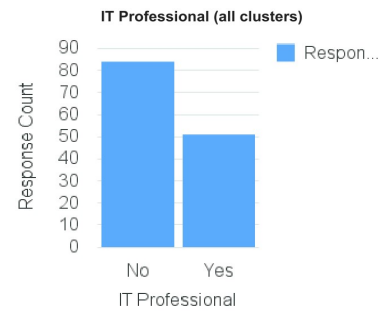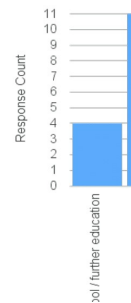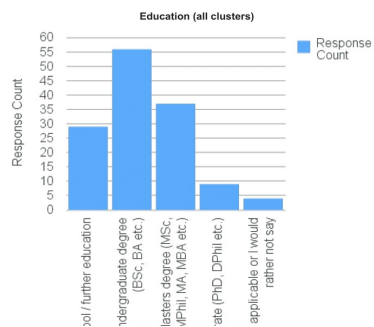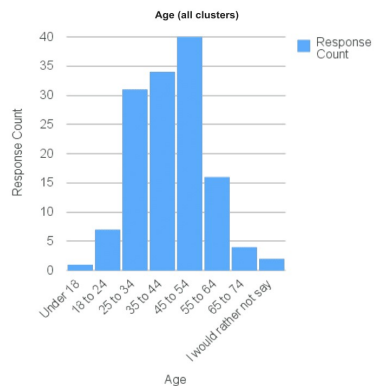
Age (all clusters)

Education (all clusters)

Cluster of clusters (9-14) 3 of 5

IT Professional (all clusters)

IT Professional

Academic Researcher (all clusters)

Academic Research

Student (all clusters)

Student (se

Admin/Clerical (all clusters)

Admin/Clerical (sel

Knowledge Worker (all clusters)

Knowledge Worker (s

Civil Servant (all clusters)

Civil Servant (cur

Original assessment:
Not overloaded or very concerned about interruptions; low level of confidence and trust in online services; less interested in investing effort in training; switching off from work not a problem

CLUSTER 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

Cluster of clusters (9-14) 4 of 5

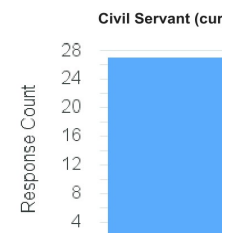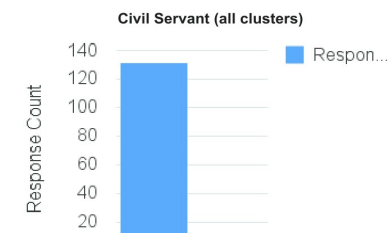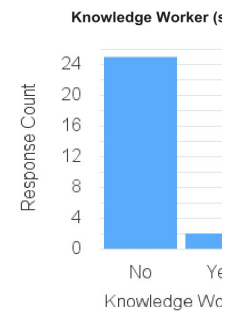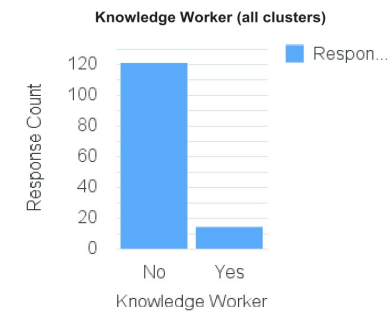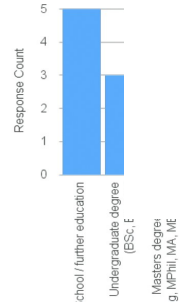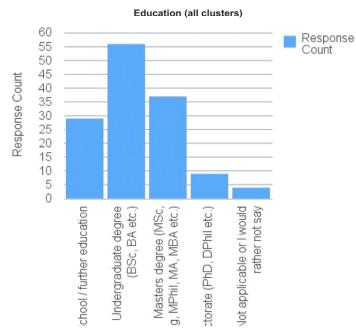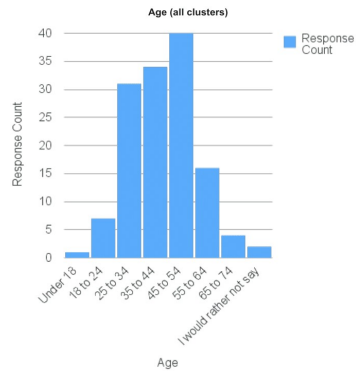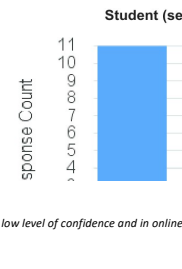### Cluster of clusters (9-14) 4 of 5

Age (all clusters)

Education (all clusters)

IT Professional (all clusters)

IT Professional

Academic Researcher (all clusters)

Academic Research

Student (all clusters)

Student (se

Admin/Clerical (all clusters)

Admin/Clerical (selected clu

Knowledge Worker (all clusters)

Knowledge Worker (selected

Civil Servant (all clusters)

Civil Servant (current clus
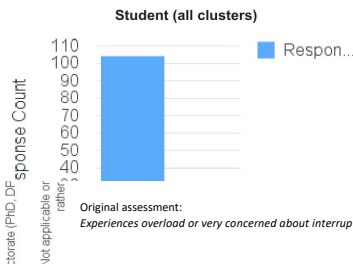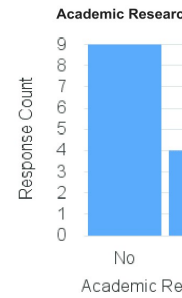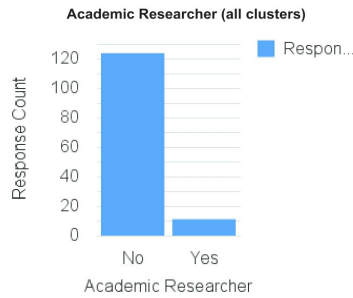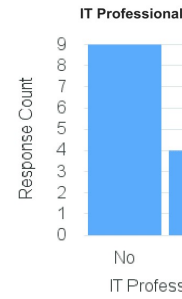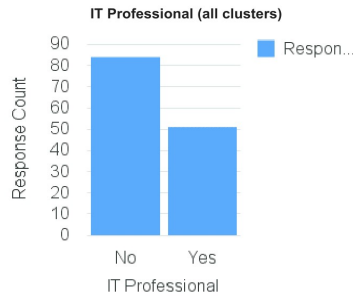
Original assessment:
Experiences overload or very concerned about interruptions; low level of confidence and in online services, but prepared to invest effort in training; slightly more trusting of services than other clusters; pragmatic; switching off from work not a problem
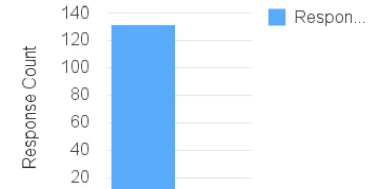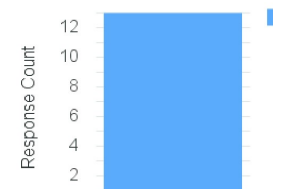
CLUSTER 5
Keep work and personal separate
Interruptions are a problem
Not comfortable sharing
Not happy to share to improve service
Not happy to receive work notifications in personal time
Does not experience information overload

Cluster of clusters (9-14) 5 of 5
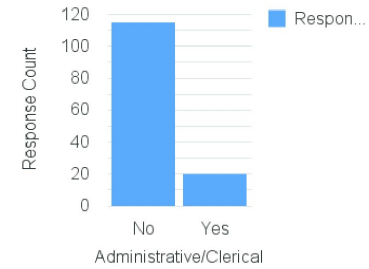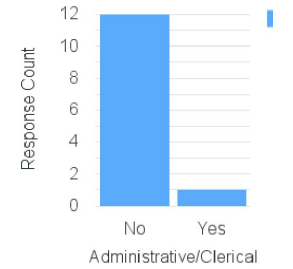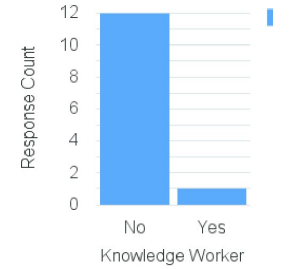
Cluster of clusters (9-14) 5 of 5

Age (all clusters)

Response Count

40
35
30
25
20
15
10
5

Under 18, 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, 65 to 74, I would rather not say

Age

9
8
7
6
5
4
3
2
1
0

18 to 24, 25 to 34, 35

Response Count

Education (all clusters)

Response Count

60
55
50
45
40
35
30
25
20
15
10
5
0

School / further education
Undergraduate degree (BSc, BA etc.)
Masters degree (MSc, MEng, MPhil, MA, MBA etc.)
Doctorate (PhD, DPhil etc.)
Not applicable or I would rather not say

11
10
9
8
7
6
5
4
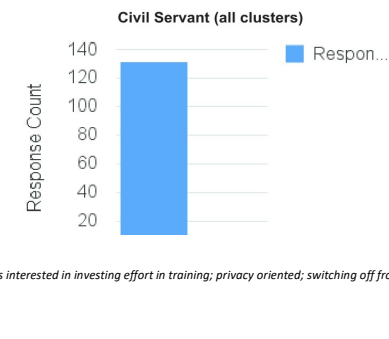3
2
1
0

School / further education
Undergraduate (BSc, ...)
Masters degree MEng, MPhil, MA, M...
Doctorate (PhD, DF...

Response Count

IT Professional (all clusters)

Response Count

90
80
70
60
50
40
30
20
10
0

No   Yes

IT Professional

IT Professional

16
14
12
10
8
6
4
2
0

No   IT Profes...

Response Count

Academic Researcher (all clusters)

Response Count

120
100
80
60
40
20
0

No   Yes

Academic Researcher

Academic Research

24
20
16
12
8
4
0

No   Academic Re...

Response Count

Student (all clusters)

110
100
90
80
70
60
50
40

sponse Count

No

Student (se

18
16
14
12
10
8
6

sponse Count

Admin/Clerical (all clusters)

Response Count

120
100
80
60
40
20
0

No   Yes

Administrative/Clerical

Admin/Clerical (sel

22
20
18
16
14
12
10
8
6
4
2
0

No   Ye

Administrative/C

Knowledge Worker (all clusters)

Response Count
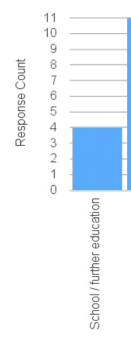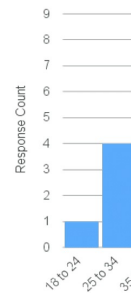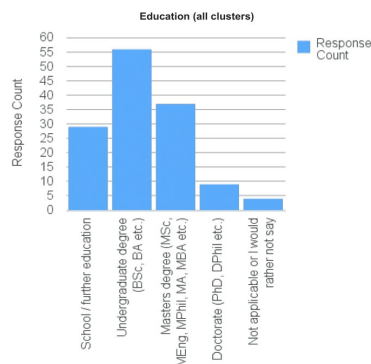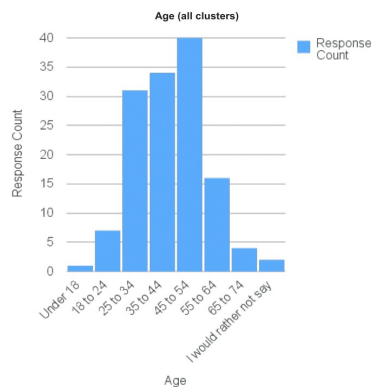
120
100
80
60
40
20
0

No   Yes

Knowledge Worker

Knowledge Worker (s

22
20
18
16
14
12
10
8
6
4
2
0

No   Ye

Knowledge Wo

Civil Servant (all clusters)

Response Count

140
120
100
80
60
40
20

No

Civil Servant (cur

24
20
16
12
8
4

Response Count

Original assessment:
*Not overloaded, but **is** concerned about interruptions; low level of confidence and trust in online services; less interested in investing effort in training; privacy oriented; switching off from work not a problem*