

We conducted chi-square analysis of the relationships between the following:

- Each category-based cluster (QnM_3CL) and each other category-based cluster
- Each category-based cluster (QnM_3CL) and age bucket
- Each category-based cluster (QnM_3CL) and highest education level
- Cluster of clusters (QQ_9_13_5CL) and age bucket
- Cluster of clusters (QQ_9_13_5CL) and highest education level

Most results did not show a statistically significant relationship, except for the following:

- Q13 [views on connected applications] & highest education (chi-square 0.178)
- Q9 [attitudes to interruptions] & highest education (chi-square 0.031)
- Q10 [preferences for online services] & Q14 [work & personal] (chi-square 0.017)
- Q10 [preferences for online services] & Q13 [connected applications] (chi-square 0.102)
- Q10 [preferences for online services] & Q11 [trust in online services] (chi-square 0.000)
- Q9 [attitudes to interruptions] & Q11 [trust in online services] (chi-square 0.093)
- Q9 [attitudes to interruptions] & Q10 [preferences for online services] (chi-square 0.008)

Highest education by Q13M_3CL (.178)

What is the highest level of education that you have completed? * Q13M_3CL Crosstabulation

Q13M_3CL 1: Least positive of the clusters towards technology and services; conservative about trying new things

Q13M_3CL 2: Most tech-savvy cluster; looks to try new things, customise and use features

Q13M_3CL 3: More middle of the road; takes time to customise but does not use all features or always look out for new things

Count

		Q13M_3CL			
		1	2	3	Total
What is the highest level of education that you have completed?	Undergraduate degree (BSc, BA etc.)	8	29	19	56
	Masters degree (MSc, MEng, MPhil, MA, MBA etc.)	6	22	9	37
	Doctorate (PhD, DPhil etc.)	4	5	0	9
	Not applicable or I would rather not say	0	3	1	4
Total		18	59	29	106

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	8.923 ^a	6	.178
Likelihood Ratio	10.752	6	.096
Linear-by-Linear Association	2.753	1	.097
N of Valid Cases	106		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .68.

Highest education by Q9M_3CL (.031)

Q9M_3CL 1: Most concerned cluster about information overload and interruptions

Q9M_3CL 2: Probably the most content cluster in relation to information overload & interruptions

Q9M_3CL 3: Does not report information overload, but still critical of online services and & interruptions

What is the highest level of education that you have completed? * Q9M_3CL Crosstabulation

Count

		Q9M_3CL			
		1	2	3	Total
What is the highest level of education that you have completed?	Undergraduate degree (BSc, BA etc.)	27	15	14	56
	Masters degree (MSc, MEng, MPhil, MA, MBA etc.)	17	7	13	37
	Doctorate (PhD, DPhil etc.)	2	6	1	9
	Not applicable or I would rather not say	4	0	0	4
Total		50	28	28	106

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	13.908 ^a	6	.031
Likelihood Ratio	14.287	6	.027
Linear-by-Linear Association	.360	1	.549
N of Valid Cases	106		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is 1.06.

Comparison between clusters

10 by 14 (.017)

Q10M_3CL 1: Least unhappy about computer making decisions; most positive about technology & working with it to gain better results

Q10M_3CL 2: Low level of confidence in online services, with less interest in customising and training

Q10M_3CL 3: Low level of confidence in online services, but with more interest in customising and training

Q14M_3CL 1: Most keen on separating work and personal, including a physical distinction between devices

Q14M_3CL 2: Balanced view on work/personal; finds it easy to switch off from work

Q14M_3CL 3: Most positive towards mixing work and personal but also finds it hardest to switch off from work

Q10M_3CL * Q14M_3CL Crosstabulation

Count

		Q14M_3CL			
		1	2	3	Total
Q10M_3CL	1	3	19	13	35
	2	8	15	7	30
	3	20	16	23	59
Total		31	50	43	124

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	12.111 ^a	4	.017
Likelihood Ratio	13.471	4	.009
Linear-by-Linear Association	1.642	1	.200
N of Valid Cases	124		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.50.

10 by 13 (.102)

Q10M_3CL 1: Least unhappy about computer making decisions; most positive about technology & working with it to gain better results

Q10M_3CL 2: Low level of confidence in online services, with less interest in customising and training

Q10M_3CL 3: Low level of confidence in online services, but with more interest in customising and training

Q13M_3CL 1: Least positive of the clusters towards technology and services; conservative about trying new things

Q13M_3CL 2: Most tech-savvy cluster; looks to try new things, customise and use features

Q13M_3CL 3: More middle of the road; takes time to customise but does not use all features or always look out for new things

Q10M_3CL * Q13M_3CL Crosstabulation

Count

		Q13M_3CL			
		1	2	3	Total
Q10M_3CL	1	7	27	7	41
	2	8	11	12	31
	3	9	36	18	63
Total		24	74	37	135

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	7.728 ^a	4	.102
Likelihood Ratio	7.953	4	.093
Linear-by-Linear Association	1.058	1	.304
N of Valid Cases	135		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.51.

10 by 11 (.000)

Q10M_3CL 1: Least unhappy about computer making decisions; most positive about technology & working with it to gain better results

Q10M_3CL 2: Low level of confidence in online services, with less interest in customising and training

Q10M_3CL 3: Low level of confidence in online services, but with more interest in customising and training

Q11M_3CL 1: Most trusting (slightly) than other clusters, takes most pragmatic view on trust & information sharing

Q11M_3CL 2: Small cluster; low trust in online service decisions, but more trusting about what they do with data

Q11M_3CL 3: Large cluster; low trust in online service, not comfortable sharing, most privacy-oriented cluster

Q10M_3CL * Q11M_3CL Crosstabulation

Count

		Q11M_3CL			
		1	2	3	Total
Q10M_3CL	1	23	3	15	41
	2	2	2	27	31
	3	14	4	45	63
Total		39	9	87	135

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	24.799 ^a	4	.000
Likelihood Ratio	25.763	4	.000
Linear-by-Linear Association	11.908	1	.001
N of Valid Cases	135		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 2.07.

9 by 11 (.093)

Q9M_3CL 1: Most concerned cluster about information overload and interruptions

Q9M_3CL 2: Probably the most content cluster in relation to information overload & interruptions

Q9M_3CL 3: Does not report information overload, but still critical of online services and & interruptions

Q11M_3CL 1: Most trusting (slightly) than other clusters, takes most pragmatic view on trust & information sharing

Q11M_3CL 2: Small cluster; low trust in online service decisions, but more trusting about what they do with data

Q11M_3CL 3: Large cluster; low trust in online service, not comfortable sharing, most privacy-oriented cluster

Q9M_3CL * Q11M_3CL Crosstabulation

Count

		Q11M_3CL			
		1	2	3	Total
Q9M_3CL	1	25	4	33	62
	2	8	2	25	35
	3	6	3	29	38
Total		39	9	87	135

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	7.948 ^a	4	.093
Likelihood Ratio	8.140	4	.087
Linear-by-Linear Association	7.116	1	.008
N of Valid Cases	135		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 2.33.

9 by 10 (.008)

Q9M_3CL 1: Most concerned cluster about information overload and interruptions

Q9M_3CL 2: Probably the most content cluster in relation to information overload & interruptions

Q9M_3CL 3: Does not report information overload, but still critical of online services and & interruptions

Q10M_3CL 1: Least unhappy about computer making decisions; most positive about technology & working with it to gain better results

Q10M_3CL 2: Low level of confidence in online services, with less interest in customising and training

Q10M_3CL 3: Low level of confidence in online services, but with more interest in customising and training

Q9M_3CL * Q10M_3CL Crosstabulation

Count

		Q10M_3CL			
		1	2	3	Total
Q9M_3CL	1	19	7	36	62
	2	14	9	12	35
	3	8	15	15	38
Total		41	31	63	135

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	13.759 ^a	4	.008
Likelihood Ratio	13.854	4	.008
Linear-by-Linear Association	.517	1	.472
N of Valid Cases	135		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.04.