

Crosstabs

Case Processing Summary

| | Valid | | | | Missing | | | | Total | |
|---|-------|---------|---|---------|---------|---------|-----|---------|-------|---------|
| | N | Percent | N | Percent | N | Percent | N | Percent | N | Percent |
| I receive so much information online that I often miss things that are important or time critical * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | | | 11 | 8.1% | 135 | 100.0% | | |

I receive so much information online that I often miss things that are important or time critical *
Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | | | Total |
|---|----------------------------|----|----|----|----|-----|-------|
| | 1 | 2 | 3 | 4 | 5 | | |
| I receive so much information online that I often miss things that are important or time critical | Somewhat disagree | 10 | 5 | 9 | 1 | 20 | 45 |
| | Neither agree nor disagree | 5 | 3 | 6 | 1 | 5 | 20 |
| | Somewhat agree | 19 | 17 | 12 | 11 | 0 | 59 |
| Total | 34 | 25 | 27 | 13 | 25 | 124 | |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 38.544 ^a | 8 | .000 |
| Likelihood Ratio | 47.924 | 8 | .000 |
| Linear-by-Linear Association | 14.430 | 1 | .000 |
| N of Valid Cases | 124 | | |

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 2.10.

CROSSTABS

```
/TABLES=Q9_2 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.
```

Crosstabs

Case Processing Summary

| | Cases | | | |
|--|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I don't mind being interrupted when it's about something important * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I don't mind being interrupted when it's about something important * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | |
|--|----------------------------|--|----|----|----|-----|
| | | 1 | 2 | 3 | 4 | 5 |
| I don't mind being interrupted when it's about something important | Somewhat disagree | 1 | 1 | 2 | 2 | 3 |
| | Neither agree nor disagree | 4 | 1 | 1 | 0 | 3 |
| | Somewhat agree | 29 | 23 | 24 | 11 | 19 |
| Total | | 34 | 25 | 27 | 13 | 25 |
| | | | | | | 106 |
| | | | | | | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|--------------------|----|--|
| Pearson Chi-Square | 7.127 ^a | 8 | .523 |
| Likelihood Ratio | 7.880 | 8 | .445 |
| Linear-by-Linear Association | 2.158 | 1 | .142 |
| N of Valid Cases | 124 | | |

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .94.

CROSSTABS

```
/TABLES=Q9_3 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.
```

Crosstabs

Case Processing Summary

| | Cases | | | |
|---|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I often receive notifications about things that could have waited for later * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I often receive notifications about things that could have waited for later * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|---|--|----|----|----|----|-------|
| | 1 | 2 | 3 | 4 | 5 | |
| I often receive notifications about things that could have waited for later | 3 | 0 | 1 | 0 | 3 | 7 |
| | 6 | 4 | 4 | 2 | 2 | 18 |
| | 25 | 21 | 22 | 11 | 20 | 99 |
| Total | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|--------------------|----|--|
| Pearson Chi-Square | 6.000 ^a | 8 | .647 |
| Likelihood Ratio | 7.769 | 8 | .456 |
| Linear-by-Linear Association | .062 | 1 | .803 |
| N of Valid Cases | 124 | | |

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .73.

CROSSTABS

/TABLES=Q9_4 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

| | Cases | | | |
|---|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| Getting interrupted by notifications/alerts when I'm trying to get things done is a problem for me * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

Getting interrupted by notifications/alerts when I'm trying to get things done is a problem for me *
Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|--|----------------------------|--|----|----|----|----|-------|
| | | 1 | 2 | 3 | 4 | 5 | |
| Getting interrupted by notifications/alerts when I'm trying to get things done is a problem for me | Somewhat disagree | 13 | 7 | 9 | 1 | 0 | 30 |
| | Neither agree nor disagree | 6 | 3 | 3 | 3 | 4 | 19 |
| | Somewhat agree | 15 | 15 | 15 | 9 | 21 | 75 |
| Total | | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 16.560 ^a | 8 | .035 |
| Likelihood Ratio | 22.495 | 8 | .004 |
| Linear-by-Linear Association | 12.429 | 1 | .000 |
| N of Valid Cases | 124 | | |

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 1.99.

CROSSTABS

/TABLES=Q9_5 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

| | Cases | | | |
|---|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| My online services always get it right about what I want to be interrupted with * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

My online services always get it right about what I want to be interrupted with * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | |
|---|--|----|----|----|-----|
| | 1 | 2 | 3 | 4 | 5 |
| My online services always get it right about what I want to be interrupted with | 18 | 14 | 18 | 8 | 17 |
| Neither agree nor disagree | 10 | 9 | 7 | 4 | 8 |
| Somewhat agree | 6 | 2 | 2 | 1 | 0 |
| Total | 34 | 25 | 27 | 13 | 25 |
| | | | | | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|--------------------|----|--|
| Pearson Chi-Square | 6.548 ^a | 8 | .586 |
| Likelihood Ratio | 8.105 | 8 | .423 |
| Linear-by-Linear Association | 3.653 | 1 | .056 |
| N of Valid Cases | 124 | | |

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.15.

CROSSTABS

/TABLES=Q10_1 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

| | Cases | | | |
|--|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| Online services always get it right when they judge what I'm interested in * | 124 | 91.9% | 11 | 8.1% |
| Cluster of clusters of individual Q9-14 clusters (5CL) | | | 135 | 100.0% |

Online services always get it right when they judge what I'm interested in * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | |
|--|--|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 |
| Online services always get it right when they judge what I'm interested in | Somewhat disagree | 19 | 7 | 23 | 10 |
| | Neither agree nor disagree | 10 | 6 | 4 | 3 |
| | Somewhat agree | 5 | 12 | 0 | 0 |
| Total | | 34 | 25 | 27 | 25 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 36.869 ^a | 8 | .000 |
| Likelihood Ratio | 37.148 | 8 | .000 |
| Linear-by-Linear Association | 9.691 | 1 | .002 |
| N of Valid Cases | 124 | | |

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.89.

CROSSTABS

/TABLES=Q10_2 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

| | Valid | | | | Missing | | | | Total | |
|---|-------|---------|---|---------|---------|---------|-----|---------|-------|---------|
| | N | Percent | N | Percent | N | Percent | N | Percent | N | Percent |
| Not all of the things that I follow (hashtags, people) are equally important to me * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | | | 11 | 8.1% | 135 | 100.0% | | |

Not all of the things that I follow (hashtags, people) are equally important to me * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|--|----------------------------|--|----|----|----|----|-------|
| | | 1 | 2 | 3 | 4 | 5 | |
| Not all of the things that I follow (hashtags, people) are equally important to me | Somewhat disagree | 3 | 2 | 1 | 0 | 3 | 9 |
| | Neither agree nor disagree | 7 | 3 | 1 | 1 | 3 | 15 |
| | Somewhat agree | 24 | 20 | 25 | 12 | 19 | 100 |
| Total | | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|--------------------|----|--|
| Pearson Chi-Square | 7.321 ^a | 8 | .502 |
| Likelihood Ratio | 8.488 | 8 | .387 |
| Linear-by-Linear Association | .395 | 1 | .530 |
| N of Valid Cases | 124 | | |

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .94.

CROSSTABS

```
/TABLES=Q10_3 BY QQ_9_14_5CL  
/FORMAT=AVALUE TABLES  
/STATISTICS=CHISQ  
/CELLS=COUNT  
/COUNT ROUND CELL.
```

Crosstabs

Case Processing Summary

| | Cases | | | |
|---|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I want to be able to tell online services what matters to me most * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I want to be able to tell online services what matters to me most * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|---|--|----|----|----|----|-------|
| | 1 | 2 | 3 | 4 | 5 | |
| I want to be able to tell online services what matters to me most | 11 | 3 | 2 | 0 | 10 | 26 |
| | 5 | 2 | 5 | 0 | 4 | 16 |
| | 18 | 20 | 20 | 13 | 11 | 82 |
| Total | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 21.534 ^a | 8 | .006 |
| Likelihood Ratio | 25.616 | 8 | .001 |
| Linear-by-Linear Association | .034 | 1 | .855 |
| N of Valid Cases | 124 | | |

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.68.

CROSSTABS

```
/TABLES=Q10_4 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.
```

Crosstabs

Case Processing Summary

| | Cases | | | |
|--|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I don't have enough control over what online services choose for me * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I don't have enough control over what online services choose for me * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|---|----------------------------|--|----|----|----|----|-------|
| | | 1 | 2 | 3 | 4 | 5 | |
| I don't have enough control over what online services choose for me | Somewhat disagree | 4 | 5 | 4 | 0 | 1 | 14 |
| | Neither agree nor disagree | 5 | 7 | 6 | 2 | 3 | 23 |
| | Somewhat agree | 25 | 13 | 17 | 11 | 21 | 87 |
| Total | | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|--------------------|----|--|
| Pearson Chi-Square | 9.447 ^a | 8 | .306 |
| Likelihood Ratio | 10.954 | 8 | .204 |
| Linear-by-Linear Association | 2.768 | 1 | .096 |
| N of Valid Cases | 124 | | |

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is 1.47.

CROSSTABS

/TABLES=Q10_5 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

| | Cases | | | |
|--|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I'm happy to have a computer make decisions about what content I should see * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I'm happy to have a computer make decisions about what content I should see * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|---|--|----|----|----|----|-------|
| | 1 | 2 | 3 | 4 | 5 | |
| I'm happy to have a computer make decisions about what content I should see | 26 | 5 | 23 | 12 | 16 | 82 |
| | 6 | 6 | 4 | 1 | 8 | 25 |
| | 2 | 14 | 0 | 0 | 1 | 17 |
| Total | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 56.190 ^a | 8 | .000 |
| Likelihood Ratio | 51.249 | 8 | .000 |
| Linear-by-Linear Association | 2.490 | 1 | .115 |
| N of Valid Cases | 124 | | |

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.78.

CROSSTABS

```
/TABLES=Q10_6 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.
```

Crosstabs

Case Processing Summary

| | Cases | | | |
|--|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| The idea of being able to rank or prioritise hashtags and other content appeals to me * Cluster of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

The idea of being able to rank or prioritise hashtags and other content appeals to me * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|---|--|----|----|----|----|-------|
| | 1 | 2 | 3 | 4 | 5 | |
| The idea of being able to rank or prioritise hashtags and other content appeals to me | Somewhat disagree | 5 | 2 | 1 | 0 | 7 |
| | Neither agree nor disagree | 10 | 3 | 14 | 1 | 7 |
| | Somewhat agree | 19 | 20 | 12 | 11 | 74 |
| Total | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 24.752 ^a | 8 | .002 |
| Likelihood Ratio | 25.605 | 8 | .001 |
| Linear-by-Linear Association | 1.041 | 1 | .308 |
| N of Valid Cases | 124 | | |

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.57.

CROSSTABS

/TABLES=Q10_7 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

| | Cases | | | |
|--|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I am happy to put in effort to 'train' the online services in order to see better results * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I am happy to put in effort to 'train' the online services in order to see better results * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|---|----------------------------|--|----|----|----|----|-------|
| | | 1 | 2 | 3 | 4 | 5 | |
| I am happy to put in effort to 'train' the online services in order to see better results | Somewhat disagree | 10 | 0 | 8 | 0 | 9 | 27 |
| | Neither agree nor disagree | 11 | 4 | 4 | 1 | 10 | 30 |
| | Somewhat agree | 13 | 21 | 15 | 12 | 6 | 67 |
| Total | | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 32.365 ^a | 8 | .000 |
| Likelihood Ratio | 40.408 | 8 | .000 |
| Linear-by-Linear Association | .729 | 1 | .393 |
| N of Valid Cases | 124 | | |

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.83.

CROSSTABS

/TABLES=Q1_1 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

| | Cases | | | |
|--|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I trust online services to make the best decisions about what to show me * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I trust online services to make the best decisions about what to show me * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | |
|--|--|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 |
| I trust online services to make the best decisions about what to show me | 29 | 6 | 24 | 10 | 18 |
| | 3 | 10 | 2 | 3 | 5 |
| | 2 | 9 | 1 | 0 | 2 |
| | 34 | 25 | 27 | 13 | 25 |
| Total | | | | | |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 37.548 ^a | 8 | .000 |
| Likelihood Ratio | 36.545 | 8 | .000 |
| Linear-by-Linear Association | .596 | 1 | .440 |
| N of Valid Cases | 124 | | |

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is 1.47.

CROSSTABS

```
/TABLES=Q11_2 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.
```

Crosstabs

Case Processing Summary

| | Cases | | | |
|--|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I'm happy to share information about my interests and activities with online services if it will improve the service * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I'm happy to share information about my interests and activities with online services if it will improve the service * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|--|----------------------------|--|----|----|----|----|-------|
| | | 1 | 2 | 3 | 4 | 5 | |
| I'm happy to share information about my interests and activities with online services if it will improve the service | Somewhat disagree | 27 | 1 | 21 | 1 | 18 | 68 |
| | Neither agree nor disagree | 4 | 5 | 5 | 2 | 4 | 20 |
| | Somewhat agree | 3 | 19 | 1 | 10 | 3 | 36 |
| Total | | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 67.976 ^a | 8 | .000 |
| Likelihood Ratio | 75.554 | 8 | .000 |
| Linear-by-Linear Association | .008 | 1 | .930 |
| N of Valid Cases | 124 | | |

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 2.10.

CROSSTABS

/TABLES=Q11_3 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

| | Cases | | | |
|--|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I am uncomfortable about sharing personal information with online services because I don't know what they do with it * | 124 | 91.9% | 11 | 8.1% |
| Cluster of clusters of individual Q9-14 clusters (5CL) | | | 135 | 100.0% |

I am uncomfortable about sharing personal information with online services because I don't know what they do with it * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|--|----------------------------|--|----|----|----|----|-------|
| | | 1 | 2 | 3 | 4 | 5 | |
| I am uncomfortable about sharing personal information with online services because I don't know what they do with it | Somewhat disagree | 1 | 9 | 0 | 6 | 2 | 18 |
| | Neither agree nor disagree | 2 | 4 | 0 | 2 | 2 | 10 |
| | Somewhat agree | 31 | 12 | 27 | 5 | 21 | 96 |
| Total | | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 37.989 ^a | 8 | .000 |
| Likelihood Ratio | 40.342 | 8 | .000 |
| Linear-by-Linear Association | .361 | 1 | .548 |
| N of Valid Cases | 124 | | |

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is 1.05.

CROSSTABS

/TABLES=Q11_4 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

| | Cases | | | |
|---|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I prefer to keep information about my interests & activities under my control * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I prefer to keep information about my interests & activities under my control * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|---|----------------------------|--|----|----|----|----|-------|
| | | 1 | 2 | 3 | 4 | 5 | |
| I prefer to keep information about my interests & activities under my control | Somewhat disagree | 0 | 2 | 0 | 3 | 2 | 7 |
| | Neither agree nor disagree | 2 | 8 | 0 | 3 | 0 | 13 |
| | Somewhat agree | 32 | 15 | 27 | 7 | 23 | 104 |
| Total | | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 34.632 ^a | 8 | .000 |
| Likelihood Ratio | 36.393 | 8 | .000 |
| Linear-by-Linear Association | .745 | 1 | .388 |
| N of Valid Cases | 124 | | |

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .73.

CROSSTABS

/TABLES=Q11_5 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.

CROSSTABS

/TABLES=Q13_1 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

| | Cases | | | |
|---|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I always take time to customise the applications and devices that I use * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I always take time to customise the applications and devices that I use * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | |
|---|--|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 |
| I always take time to customise the applications and devices that I use | 8 | 4 | 1 | 2 | 7 |
| Neither agree nor disagree | 3 | 3 | 2 | 1 | 2 |
| Somewhat agree | 23 | 18 | 24 | 10 | 16 |
| Total | 34 | 25 | 27 | 13 | 25 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|--------------------|----|--|
| Pearson Chi-Square | 6.956 ^a | 8 | .541 |
| Likelihood Ratio | 8.062 | 8 | .427 |
| Linear-by-Linear Association | .011 | 1 | .918 |
| N of Valid Cases | 124 | | |

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is 1.15.

CROSSTABS

```
/TABLES=Q13_2 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.
```

Crosstabs

Case Processing Summary

| | Cases | | | |
|--|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I regularly update and ensure I have the latest version of applications I use * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I regularly update and ensure I have the latest version of applications I use * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|---|----------------------------|--|----|----|----|----|-------|
| | | 1 | 2 | 3 | 4 | 5 | |
| I regularly update and ensure I have the latest version of applications I use | Somewhat disagree | 7 | 2 | 5 | 0 | 10 | 24 |
| | Neither agree nor disagree | 1 | 1 | 3 | 1 | 1 | 7 |
| | Somewhat agree | 26 | 22 | 19 | 12 | 14 | 93 |
| Total | | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 14.302 ^a | 8 | .074 |
| Likelihood Ratio | 15.833 | 8 | .045 |
| Linear-by-Linear Association | 2.663 | 1 | .103 |
| N of Valid Cases | 124 | | |

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .73.

CROSSTABS

```
/TABLES=Q13_3 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.
```

Crosstabs

Case Processing Summary

| | Cases | | | |
|--|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I'm always looking to try new applications and services * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I'm always looking to try new applications and services * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|---|----------------------------|--|----|----|----|----|-------|
| | | 1 | 2 | 3 | 4 | 5 | |
| I'm always looking to try new applications and services | Somewhat disagree | 15 | 7 | 7 | 3 | 9 | 41 |
| | Neither agree nor disagree | 7 | 4 | 7 | 2 | 9 | 29 |
| | Somewhat agree | 12 | 14 | 13 | 8 | 7 | 54 |
| Total | | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|--------------------|----|--|
| Pearson Chi-Square | 9.059 ^a | 8 | .337 |
| Likelihood Ratio | 8.961 | 8 | .346 |
| Linear-by-Linear Association | .049 | 1 | .825 |
| N of Valid Cases | 124 | | |

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 3.04.

CROSSTABS

/TABLES=Q13_4 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

| | Cases | | | |
|--|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I consider myself very tech-savvy * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I consider myself very tech-savvy * Cluster of clusters of individual Q9-14 clusters (5CL)
Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | |
|-----------------------------------|--|----|----|----|-----|
| | 1 | 2 | 3 | 4 | 5 |
| I consider myself very tech-savvy | 8 | 3 | 4 | 1 | 6 |
| Neither agree nor disagree | 4 | 4 | 6 | 2 | 6 |
| Somewhat agree | 22 | 18 | 17 | 10 | 13 |
| Total | 34 | 25 | 27 | 13 | 25 |
| | | | | | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|--------------------|----|--|
| Pearson Chi-Square | 5.299 ^a | 8 | .725 |
| Likelihood Ratio | 5.488 | 8 | .704 |
| Linear-by-Linear Association | .219 | 1 | .640 |
| N of Valid Cases | 124 | | |

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is 2.31.

CROSSTABS

```
/TABLES=Q13_5 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.
```

Crosstabs

Case Processing Summary

| | Cases | | | |
|---|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| Computers are just tools rather than interesting in themselves * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

Computers are just tools rather than interesting in themselves * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|--|----------------------------|--|----|----|----|----|-------|
| | | 1 | 2 | 3 | 4 | 5 | |
| Computers are just tools rather than interesting in themselves | Somewhat disagree | 15 | 15 | 14 | 3 | 12 | 59 |
| | Neither agree nor disagree | 9 | 3 | 4 | 4 | 2 | 22 |
| | Somewhat agree | 10 | 7 | 9 | 6 | 11 | 43 |
| Total | | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|--------------------|----|--|
| Pearson Chi-Square | 9.005 ^a | 8 | .342 |
| Likelihood Ratio | 9.268 | 8 | .320 |
| Linear-by-Linear Association | 1.056 | 1 | .304 |
| N of Valid Cases | 124 | | |

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 2.31.

CROSSTABS

```
/TABLES=Q13_6 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.
```

Crosstabs

Case Processing Summary

| | Cases | | | |
|---|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| | Total | | Total | |
| | N | Percent | N | Percent |
| I use all of the features on my phone and connected applications * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | 135 | 100.0% | | |

I use all of the features on my phone and connected applications * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|--|--|----|----|----|----|-------|
| | 1 | 2 | 3 | 4 | 5 | |
| I use all of the features on my phone and connected applications | 11 | 9 | 19 | 6 | 14 | 59 |
| | 7 | 4 | 3 | 3 | 5 | 22 |
| | 16 | 12 | 5 | 4 | 6 | 43 |
| Total | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 12.529 ^a | 8 | .129 |
| Likelihood Ratio | 12.712 | 8 | .122 |
| Linear-by-Linear Association | 5.611 | 1 | .018 |
| N of Valid Cases | 124 | | |

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 2.31.

CROSSTABS

/TABLES=Q14_a_1 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

| | Valid | | | | Missing | | | | Total | |
|---|-------|---------|---|---------|---------|---------|-----|---------|-------|---------|
| | N | Percent | N | Percent | N | Percent | N | Percent | N | Percent |
| I keep my work and personal applications entirely separate * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | | | 11 | 8.1% | 135 | 100.0% | | |

I keep my work and personal applications entirely separate * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|--|----------------------------|--|----|----|----|----|-------|
| | | 1 | 2 | 3 | 4 | 5 | |
| I keep my work and personal applications entirely separate | Somewhat disagree | 5 | 10 | 10 | 5 | 5 | 35 |
| | Neither agree nor disagree | 0 | 2 | 3 | 2 | 2 | 9 |
| | Somewhat agree | 29 | 13 | 14 | 6 | 18 | 80 |
| Total | | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 13.945 ^a | 8 | .083 |
| Likelihood Ratio | 16.273 | 8 | .039 |
| Linear-by-Linear Association | .804 | 1 | .370 |
| N of Valid Cases | 124 | | |

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .94.

CROSSTABS

```
/TABLES=Q14_a_2 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.
```

Crosstabs

Case Processing Summary

| | Cases | | | |
|---|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I find it easy to switch off from work * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I find it easy to switch off from work * Cluster of clusters of individual Q9-14 clusters (5CL)
Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | |
|--|--|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 |
| I find it easy to switch off from work | Somewhat disagree | 9 | 9 | 16 | 8 |
| | Neither agree nor disagree | 3 | 1 | 3 | 0 |
| | Somewhat agree | 22 | 15 | 8 | 5 |
| Total | 34 | 25 | 27 | 13 | 25 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 12.093 ^a | 8 | .147 |
| Likelihood Ratio | 13.259 | 8 | .103 |
| Linear-by-Linear Association | 1.938 | 1 | .164 |
| N of Valid Cases | 124 | | |

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .94.

CROSSTABS

```
/TABLES=Q14_a_3 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.
```

Crosstabs

Case Processing Summary

| | Cases | | | |
|---|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I'm happy to receive some work-related notifications during personal time * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I'm happy to receive some work-related notifications during personal time * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | |
|---|--|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 |
| I'm happy to receive some work-related notifications during personal time | 26 | 7 | 9 | 5 | 17 |
| | 5 | 3 | 6 | 1 | 3 |
| | 3 | 15 | 12 | 7 | 5 |
| Total | 34 | 25 | 27 | 13 | 25 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 27.176 ^a | 8 | .001 |
| Likelihood Ratio | 28.956 | 8 | .000 |
| Linear-by-Linear Association | .515 | 1 | .473 |
| N of Valid Cases | 124 | | |

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.89.

CROSSTABS

 /TABLES=Q14_a_4 BY QQ_9_14_5CL
 /FORMAT=AVALUE TABLES
 /STATISTICS=CHISQ
 /CELLS=COUNT
 /COUNT ROUND CELL.

Crosstabs

Case Processing Summary

| | Cases | | | |
|---|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I prefer to keep certain applications (such as instant messaging on my phone) for personal things and not for work * Cluster of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I prefer to keep certain applications (such as instant messaging on my phone) for personal things and not for work * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|--|--|----|----|----|----|-------|
| | 1 | 2 | 3 | 4 | 5 | |
| I prefer to keep certain applications (such as instant messaging on my phone) for personal things and not for work | 3 | 5 | 4 | 1 | 3 | 16 |
| | 1 | 2 | 3 | 3 | 3 | 12 |
| | 30 | 18 | 20 | 9 | 19 | 96 |
| Total | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|--------------------|----|--|
| Pearson Chi-Square | 6.822 ^a | 8 | .556 |
| Likelihood Ratio | 6.679 | 8 | .572 |
| Linear-by-Linear Association | .446 | 1 | .504 |
| N of Valid Cases | 124 | | |

a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is 1.26.

CROSSTABS

```
/TABLES=Q14_a_5 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.
```

Crosstabs

Case Processing Summary

| | Cases | | | |
|--|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| I'm happy to see personal notifications while I'm at work * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

I'm happy to see personal notifications while I'm at work * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total | |
|---|--|----|----|----|----|-------|-----|
| | 1 | 2 | 3 | 4 | 5 | | |
| I'm happy to see personal notifications while I'm at work | Somewhat disagree | 6 | 2 | 1 | 0 | 3 | 12 |
| | Neither agree nor disagree | 8 | 5 | 2 | 2 | 7 | 24 |
| | Somewhat agree | 20 | 18 | 24 | 11 | 15 | 88 |
| Total | | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 10.768 ^a | 8 | .215 |
| Likelihood Ratio | 12.333 | 8 | .137 |
| Linear-by-Linear Association | .761 | 1 | .383 |
| N of Valid Cases | 124 | | |

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is 1.26.

CROSSTABS

```
/TABLES=Q14_a_6 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.
```

Crosstabs

Case Processing Summary

| | Cases | | | |
|--|-------|---------|---------|---------|
| | Valid | | Missing | |
| | N | Percent | N | Percent |
| My employer is happy for me to receive personal notifications while I'm at work * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | 11 | 8.1% |
| | | | 135 | 100.0% |

My employer is happy for me to receive personal notifications while I'm at work * Cluster of clusters of individual Q9-14 clusters (5CL) Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|---|--|----|----|----|----|-------|
| | 1 | 2 | 3 | 4 | 5 | |
| My employer is happy for me to receive personal notifications while I'm at work | Somewhat disagree | 9 | 3 | 1 | 2 | 17 |
| | Neither agree nor disagree | 12 | 7 | 13 | 5 | 53 |
| | Somewhat agree | 13 | 15 | 13 | 6 | 54 |
| Total | | 34 | 25 | 27 | 13 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 14.594 ^a | 8 | .068 |
| Likelihood Ratio | 14.531 | 8 | .069 |
| Linear-by-Linear Association | .067 | 1 | .796 |
| N of Valid Cases | 124 | | |

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 1.78.

CROSSTABS

/TABLES=Q14_a_7 BY QQ_9_14_5CL
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT
/COUNT ROUND CELL.

Crosstabs

Case Processing Summary

| | Valid | | | | Missing | | | | Total | |
|---|-------|---------|---|---------|---------|---------|---|---------|-------|---------|
| | N | Percent | N | Percent | N | Percent | N | Percent | N | Percent |
| I don't mind both work and personal information coming from the same device or application as long as it gets the timing and content right * Cluster of clusters of individual Q9-14 clusters (5CL) | 124 | 91.9% | | | 11 | 8.1% | | | 135 | 100.0% |

I don't mind both work and personal information coming from the same device or application as long as it gets the timing and content right * Cluster of clusters of individual Q9-14 clusters (5CL)

Crosstabulation

Count

| | Cluster of clusters of individual Q9-14 clusters (5CL) | | | | | Total |
|--|--|----|----|----|----|-------|
| | 1 | 2 | 3 | 4 | 5 | |
| I don't mind both work and personal information | 17 | 4 | 2 | 3 | 12 | 38 |
| coming from the same device or application as long as it gets the timing and content right | 5 | 2 | 6 | 1 | 6 | 20 |
| | 12 | 19 | 19 | 9 | 7 | 66 |
| Total | 34 | 25 | 27 | 13 | 25 | 124 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|---------------------------------|---------------------|----|--|
| Pearson Chi-Square | 26.182 ^a | 8 | .001 |
| Likelihood Ratio | 28.264 | 8 | .000 |
| Linear-by-Linear Association | .023 | 1 | .878 |
| N of Valid Cases | 124 | | |

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 2.10.