

110. SELF/GOVT AND UNITED STATES

was derived from

Q.4:

Q.5:

according to the following reference matrices:

Q.4:PERSONAL

	0	1	2	3	4	5
		WARM	FRIEND	BUS	COOL	NO
0	X	X	X	X	X	X
1 WARM	X	3	2	1	1	0
2 FRIEND	X	4	3	2	1	0
3 BUS	X	5	4	3	2	0
4 COOL	X	5	5	4	3	0
5 NO	0	0	0	0	0	0

The resulting categories are labelled as follows:

1. COLDER THAN GOVERNMENT;	(15%)
2. COOLER;	(23%)
3. SAME;	(39%)
4. CLOSER; and	(16%)
5. MUCH CLOSER.	(7%)