

EthniFacts

PICAT 2020

Civic Issues and Social Attitudes
by Personality - Feb 2020

Big5 (OCEAN) Personality can help explain how people prioritize ideas and what they find most important. It can personalize messaging so your content is most likely to get action. See below how EthniFacts applies personality to more deeply understand rooted feelings about civic and social issues.

OPEN

Open to new ideas & environments



*More comfortable
around people
speaking other languages*



CLOSED

More resistant to trying new things



*More hesitant to welcome
newcomers to the US*

CONSCIENTIOUS

Organized, orderly, non-impulsive



*Prioritize issues like more
jobs and economic
prosperity*



UNCONSCIENTIOUS

Laid back, less organized, impulsive



*Unlikely to buy products from
companies that take a stand
on social issues*

EXTRAVERTED

Outgoing, comfortable around others



*Likely to buy products from
companies that take a
stand on social issues*



INTROVERTED

Quiet, calm, introspective



*Prefer that companies just
sell products and stay away
from social issues*

AGREEABLE

Seen by others as pleasant & cooperative



*Generally like people of
other ethnicities joining
their inner circle*



DISAGREEABLE

Seen by others as cynical & combative



*Generally do not enjoy
watching programs showing
people of other cultures*

NEUROTIC

Likely to worry, feel anxiety and be vigilant



*Prioritize issues like
animal rights and
humane practices*



EMOTIONALLY STABLE

Weaker reaction to negativity, less anxious



*Tend to believe that companies
should reinforce ideas that
unite Americans*

Would you like to learn more about personality and how it applies to your business? We can help you discover what **really** motivates your consumer. For more information, email us at info@ethnifacts.com or call (972) 567-1981

All data is sourced to the EthniFacts PICAT studies fielded in first and fourth quarters of 2019.

