

JAN 2020

EthniFacts PICAT 2020

Personality & InterCultural
Affinity Tracker

Formerly ICAT: InterCultural Affinity Tracker

PICAT is a semiannual subscription-based study of insights and trends that measures culture-related attitudes and behaviors and their impact on consumption.

Understand these topics and trends:

2020 ICAT UPDATE

- Social & cultural trends tracked from 2016 to today
- People who do... and don't gravitate to brands because of purpose
- Multicultural insights including Ambiculturalism®, social isolation and discrimination

CROWD CULTURES

- Growing influencer groups who bond through belonging and identity
- Groups who bring global and local communities together through shared interests and values
- Big 5 Personality (OCEAN) describes character and motivations of these crowd cultures

PERSONALITY AS A TOOL

- The blueprint to discern the true nature and disposition of people
- Credible and powerful assessment of the triggers behind behavior
- Powerful applications to multiculturals, brands, politics, military, LGBTQ and more



This PICAT wave was conducted fourth-quarter 2019 among 2,376 adults balanced to reflect the U.S. population with a boosted multicultural sample. Includes demographic segmentations and EthniFacts' unique Ambicultural® Fluidity, InterCultural Affinity (or cross-culturalism) and Big 5 Personality-OCEAN.

CROWD CULTURES

WHY ARE THEY SO IMPORTANT?

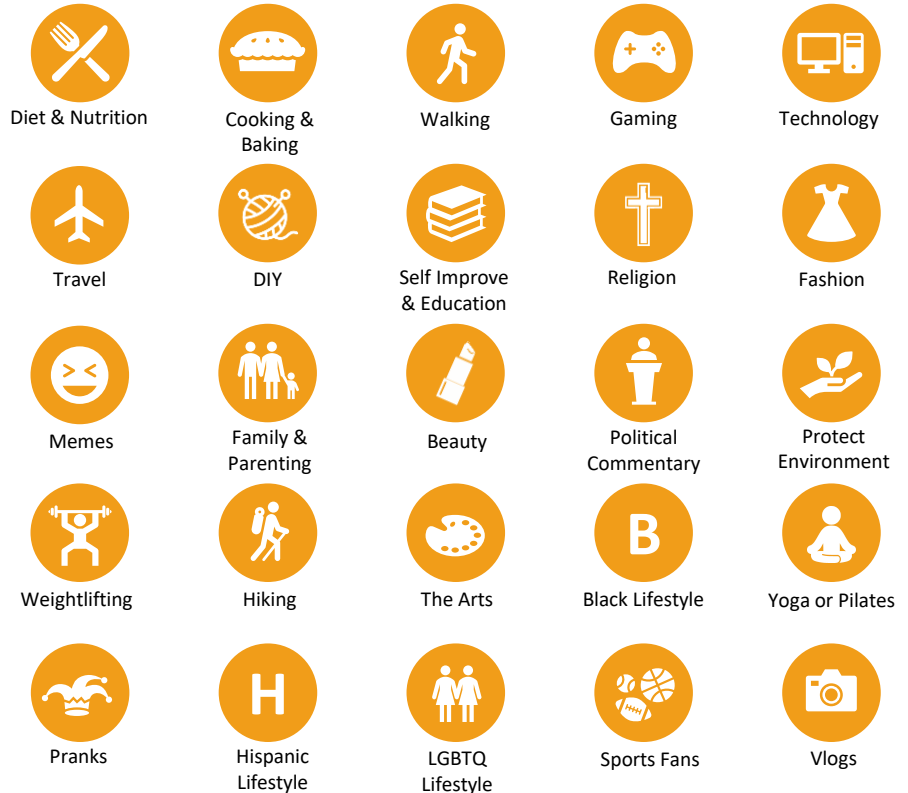


With so much vying for people's attention, we focus on crowd culture because it is **where people are and what people care about.**

Most people **(OVER 80%)** say they have a crowd culture where they spend their time.

55% engage in these crowd cultures **DAILY** and **35%** engage **WEEKLY**.

TOP RANKING CROWD CULTURES: WHERE DO PEOPLE SPEND THEIR TIME



UNDERSTAND COMMUNITIES THROUGH PERSONALITY



OPEN ↔ CLOSED

Tolerance for exploration and the unfamiliar

High Open Crowd Culture: The Arts



CONSCIENTIOUS ↔ UNCONSCIENTIOUS

Act in an organized or thoughtful way

High Conscientious Crowd Culture: Hiking



EXTRAVERTED ↔ INTROVERTED

Capacity for joy and stimulation with others

High Extraverted Crowd Culture: Fashion



AGREEABLE ↔ DISAGREEABLE

Compassionate and cooperative towards others

High Agreeable Crowd Culture: Yoga or Pilates



NEUROTIC ↔ EMOTIONALLY STABLE

Prone to be calm, content, secure, relaxed (ES)

High Neurotic Crowd Culture: Protect Environment

To subscribe to PICAT or to see deeper insights from the Q4 2019 report, please contact us:

info@ethnifacts.com

or call

972-567-1981