

PICAT 2023 (Personality-Intercultural Affinity Tracker)

Reports Topics and Services vary, but have included...

Reports Published
2 times per year

Each Wave Sample
Size is over 2,000
with sizeable NH
White, Hispanic,
African American
and Asian Samples

Ability to add
proprietary
questions to
customize to your
needs

All Questions can be
analyzed by Big 5
Personality Factors,
Ambicultural Fluidity,
InterCultural
Affinity*

Key culture-related
questions can be
trended to 2017.
Optional tabulations
banner for key
trending questions

Optional
personalized
presentation from
EthniFacts

Semi-annual updates on hot topics: Subscribers help choose the topics most valuable to them as the calendar is formed.

GIG ECONOMY

Changing workforce, growing entrepreneurialism & modern-day hustle. Who does it and what does that mean to the future of work?

SOCIAL CONSCIOUSNESS

To what extent does it motivate buying and among whom? How is it changing and how does personality help us understand how to address this growing need.

COMPANIES AND SOCIAL ISSUES

Tracking of consumers' most liked and disliked brands based on whether they align with their personal values and what are those most important motivators.

STREAMING WARS & NEW USES OF CONTENT

How do subscribers, cord cutters and stackers compare by personality and culture? Where do people go to follow cultural content?

GEN Z

In what way is this young cohort more assertive about culture and how is that different from prior generations? What are their key behavioral nuances?

POLITICS

What is going on with multiculturals in the political space? How does personality play into this and how does it influence the issues that people prioritize?

PERSONALITY

What are the personality nuances of cultural groups? How can personality be used to interpret and create authentic cultural connections?



Subscription Price:

- Single wave pricing
- Discounted dual wave pricing

**EthniFacts Culture and Personality models are analyzed and vetted for statistical significance by our Partner PhD's*

***Some updates will incorporate 3rd party syndicated data*