

# PICAT 2021 (Personality-Intercultural Affinity Tracker)

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

Reports Published  
1 or 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 2016.  
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. Topics considered are...

## 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.

## COVID ATTITUDES & BEHAVIORS

Who are the COVID Cautious vs. the COVID Careless and how are attitudes and behaviors changing through and as we emerge from the pandemic.

## STREAMING WARS & NEW USES OF CONTENT

How do subscribers, cord cutters and stackers compare by personality and culture?

## GEN Z

In what way is this young cohort more assertive about culture and how is that different from prior generations?

## 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 3<sup>rd</sup> party syndicated data*