

PICAT 2025

(Personality-Intercultural Affinity Tracker) –A Cost-Efficient Syndicated Look at Your Key Issues

Reports Published
2 times per year

Each Wave Sample
Size is over 2,200
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 trended
back to 2017.
Tabulation banners
for key trending
questions

Personalized
presentation from
EthniFacts

Includes updates on hot topics: Subscribers help choose the topics most valuable to them including issues such as...

ADMIRED AND DISLIKED BRANDS

In today's dissonant consumer landscape, keeping an ear to the ground to view what brands are trending and why with a historical perspective is critical.

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' motivations to open their wallets and buy or to close them and boycott by understanding how brands align with their personal values.

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?

ECONOMY/POLITICAL ISSUES

What is motivating in the political space? What behaviors are changing? How does personality influence the issues that people prioritize?

MENTAL HEALTH AND PERSONALITY

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



Subscription Pricing:

- Ø Single wave pricing (Spring has optimal space for proprietary questions)
- Ø 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*