

How Personality Can Predict Media Usage

Mindset Media Research
As Reported In
Advertising Age
May 4, 2009

Personality Profiles For Different Media

- According to research report conducted by psychographic-research company Mindset Media, personality is often a more effective prediction tool for media usage than age, gender and income.
- Mindset surveyed more than 5,000 respondents via Nielsen's Online Panel in late 2008 and plotted their media proclivities along with personality traits.
- The study did include demographics, and those overall findings reinforce common notions such as high earners are more likely to read a newspaper daily.
- While the personality findings alone are interesting, the added value for marketers lies in combining those preferences with traditional demographic data, as well as other habits and tendencies.

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- **Television Viewers** Dynamic people don't watch TV. Neither do people who rank high in openness and leadership. Dynamic people, described as always on the go with a busy lifestyle are 50% more likely to watch **less** TV than the average person and are 59% more likely than the average person to watch less than an hour of TV daily. So who does watch TV? People with low dynamism are 53% more likely to watch more TV, as are those who rank on the low end of openness and leadership.
- **Radio Listeners** Introverts consume almost no radio, according to Mindset's study, and people low in diligence also consume less radio. People with busy schedules tend to listen to radio while they are on the go with their busy schedules. They also can multitask while listening to radio.

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- **Internet Users** The interesting thing about the internet is that it is starting to look more like TV. That is, the internet is almost more of a mass medium than TV. Top web users rank high in openness, and to a smaller degree, those who rank high in extraversion are top users, too. Those highly open people who favor the web are 153% more likely to always buy organic products and 104% more likely to drive a hybrid car. Low-level consumers of the internet tend to rank high in dogmatism and are described as socially conservative people who look to a moral authority for guidance. People who are more liberal are more likely to have the internet as the most consumed media.
- **Magazine Readers** Magazines do tend to follow a bit in the footsteps of newspapers, with dynamic people again ranking as the largest group of readers. People who rank low in diligence, or those who aren't goal oriented or self-motivated also rank low in magazine readership.

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- **Newspaper Readers** Good news for newspapers: Optimists are on your side. Optimists spend more time with newspapers than any other medium, and they probably recycle it, too. They're 51% more likely to go out of their way to purchase recycled goods, 34% more likely to go out of their way to drive a luxury car and 30% more likely to have bought four or more PCs in the past two years. Dynamic people rank as the largest group of newspaper readers, followed by leaders. "Essentially what you're seeing here is what TV doesn't have, newspapers do," said John Durant, Mindset manager-product development. The strong-leadership group, described as people with strong decision-making skills and a preference to include everyone, read newspapers and are also 68% more likely to always purchase organic breakfast cereals and 61% more likely to buy three or more pairs of sneakers every year.