* ***Openness to experience***– (inventive/curious vs. consistent/cautious). Appreciation for art, emotion, adventure, unusual ideas, curiosity, and variety of experience.
* ***Conscientiousness*** – (efficient/organized vs. easy-going/careless). A tendency to show self-discipline, act dutifully, and aim for achievement; planned rather than spontaneous behaviour.
* ***Extraversion*** – (outgoing/energetic vs. solitary/reserved). Energy, positive emotions, urgency, and the tendency to seek stimulation in the company of others.
* ***Agreeableness***– (friendly/compassionate vs. cold/unkind). A tendency to be compassionate and cooperative rather than suspicious and antagonistic towards others.
* ***Neuroticism*** – (sensitive/nervous vs. secure/confident). A tendency to experience unpleasant emotions easily, such as anger, anxiety, depression, or vulnerability.

**Openness to experience**

* I have a rich vocabulary.
* I have a vivid imagination.
* I have excellent ideas.
* I am quick to understand things.
* I use difficult words.
* I spend time reflecting on things.
* I am full of ideas.
* I am not interested in abstractions. (reversed)
* I do not have a good imagination. (reversed)
* I have difficulty understanding abstract ideas.

# ****Conscientiousness****

* I am always prepared.
* I pay attention to details.
* I get chores done right away.
* I like order.
* I follow a schedule.
* I am exacting in my work.
* I leave my belongings around. (reversed)
* I make a mess of things. (reversed)
* I often forget to put things back in their proper place. (reversed)
* I shirk my duties. (reversed)

# ****Extroversion****

* I am the life of the party.
* I don’t mind being the centre of attention.
* I feel comfortable around people.
* I start conversations.
* I talk to a lot of different people at parties.
* I don’t talk a lot. (reversed)
* I keep in the background. (reversed)
* I have little to say. (reversed)
* I don’t like to draw attention to myself. (reversed)
* I am quiet around strangers. (reversed)[33]

# ****Agreeableness****

* I am interested in people.
* I sympathize with others’ feelings.
* I have a soft heart.
* I take time out for others.
* I feel others’ emotions.
* I make people feel at ease.
* I am not really interested in others. (reversed)
* I insult people. (reversed)
* I am not interested in other people’s problems. (reversed)
* I feel little concern for others. (reversed)

**Neuroticism**

* I am easily disturbed.
* I change my mood a lot.
* I get irritated easily.
* I get stressed out easily.
* I get upset easily.
* I have frequent mood swings.
* I often feel blue.
* I worry about things.
* I am relaxed most of the time. (reversed)
* I seldom feel blue.

[What Are Brand Personalities?](https://www.retailmarketing.com/what-are-brand-personalities/)

<https://money.cnn.com/2015/10/29/technology/apple-customers/index.html>

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