



Personality  
**Radar**<sup>SM</sup>



Search tags



Add to favorites



Selected personality attribute:  
**"Republican"**

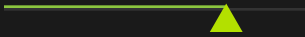
n = 2585 (553+/2032-)

Being positively profiled by the tag **"Republican"** increases the probability of choosing **"A1. Denver Broncos "** on this question by **21.1%**

All	+ tag	- tag
A1. 36.7%	<b>46.5%</b>	34%
A2. 39.9%	33.3%	41.7%
A3. 23.4%	20.3%	24.3%

#### FILTERS

80%



Show most important tags

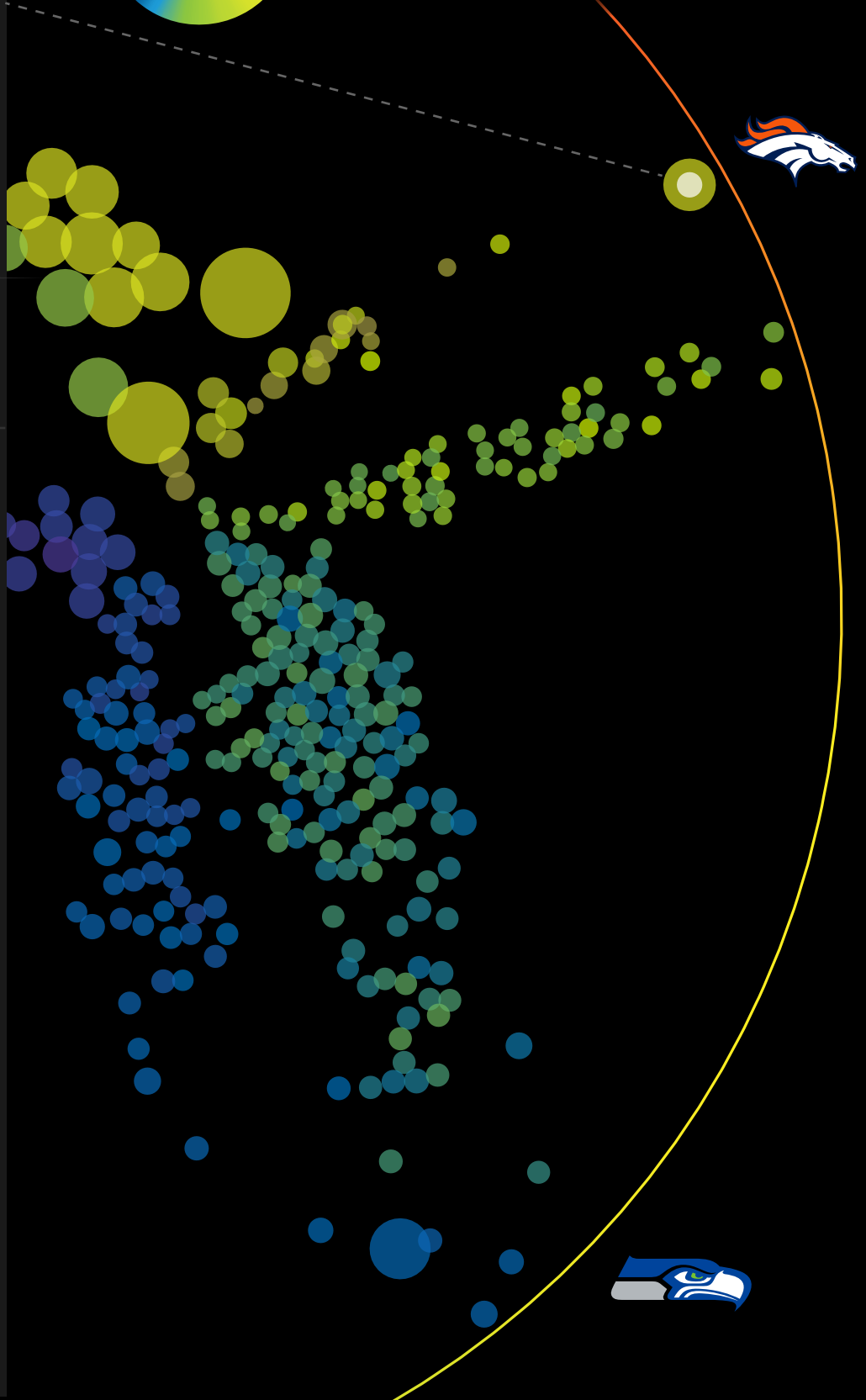


All Categories

- ☐ Personal habits
- ☐ Work life
- ☐ Home life
- ☐ Life Changes
- ☐ Transportation
- ☐ Phones
- ☐ Hobby Leisure
- ☐ Purchasing Habits
- ☐ Personal Care
- ☐ Digital life
- ☐ Health
- ☐ Gadgets & Devices
- ☐ Sports
- ☐ Games
- ☐ Money Management
- ☐ Travel
- ☐ Media
- ☐ Green Life
- ☐ Home and Family
- ☐ Skills



# Personality Radar<sup>SM</sup>



# Market Intelligence Beyond Survey



**Personality  
Radar<sup>SM</sup>**

**answers** + **2700**  
to your questions data points

AYTM has developed a unique market intelligence solution called PersonalityRadar<sup>SM</sup>. It gives you access to our evergrowing database of ~3000 traits that we profile our respondents by and keep up to date.

We analyze millions of data point combinations on the fly and present you a clear window into the statistically significant affinities between respondents' answers on your questions and their aggregated psychographic & personality traits.

You can discover, for example, that **Nintendo owners are 62.7%** more likely to be actively shopping for a **new vehicle in early 2014** or that **Republicans** were 21% more likely to root for **Broncos** in the last Super Bowl (XLVIII).  
[Play with it here.](#)

You can uncover hundreds of data points that would be impossible to predict in any quantitative research environment otherwise. Allocate common personas by clustering their affinities in relationship to the brand/product/entity you're researching.

Very few brands can afford to ask their customers tricky personality questions, such as, "Do you see yourself rather lazy or hardworking?", Outgoing or Shy, Liberal or Conservative, yet actionable insights will make all the difference in success of a product launch, advertising campaign or a re-branding because you'd be able to appeal to their feelings.

Gone are the days when survey analysis was limited only to the "demographic buckets" such as age, gender, income, employment, etc. Now you can really get into the shoes and heads of your target market and the best news is that you don't have to do any Big Data heavy lifting or rely on inferred social media/browsing data.

Each eligible AYTM PanelSurvey comes with up to 10 relevant PersonalityRadar<sup>SM</sup> tags unlocked for free.

# PERSONALITY RADAR HIGHLIGHTS

- Breakthrough User Interface
- ~3000 data points on top of your survey data
- Solid statistical analysis
- Actionable auto-predictions written out in English
- All personality and psychographic data is voluntarily self-reported
- All tags are presented in aggregate to protect respondents' privacy
- Raw numbers references
- Tags polarity & most/least relevant tags mode
- 99% -80% Confidence Level sensitivity setting
- Minimum & Maximum Tags IR controls
- Min number of respondents per tag setting
- Top Tags view modes
- Proportional Power/Sector separated view modes
- Jitter, Scale & Contrast View mode settings
- Individual Radar views for each sub question of matrix questions
- List View ranked by Tags Correlation to the answer choices
- List View ranked by Tags Popularity
- Robust filters by 24 categories:

Brand awareness  
Digital life  
Food & Drinks  
Gadgets & Devices  
Games  
Green Life  
Health  
Hobbies & Interests

Home and Family  
Life Changes  
Media  
Money Management  
Personal Care  
Personal habits  
Personality  
Phone

Politics & Religion  
Purchasing Habits  
Skills  
Sports  
Trait  
Transportation  
Travel  
Work / Career

- Search
- Compatibility with Survey filters by demographics & answers
- Secure sharing via smart URLs capturing view modes and settings
- Export to PDF / PNG / Vector





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