The New Consumed Consumer: The Impact of the COVID-19 Pandemic on the Compulsive and Impulsive Buying Habits of Gen Z

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The New Consumed Consumer: The Impact of the COVID-19 Pandemic on the Compulsive and Impulsive Buying Habits of Gen Z

Kristen Kline

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Bridgewater State University

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Introduction

First, it was the panic buying of toilet paper. Next, a massive increase in the sale of freezers, Pelotons and home gym equipment, followed by outdoor heaters in the colder months (Paul, Kumar & Chowdhury, 2020). The global Covid-19 pandemic that started in early 2020 and continues today has led to unprecedented shifts in demand, as well as significant changes to consumption habits. In times of significant upheaval, it is common for consumers to buy things to feel more in control (Arafat & Yasir, 2020). This research aims to explore whether the pandemic has led consumers to become compulsive or impulsive buyers and whether personality plays a role in this reaction.

This study focuses on the compulsive and impulsive spending habits of Gen Z over the past year. Gen Z is defined as the generation born within the years of 1997-2013, following the millennial generation. This generation has been raised surrounding the internet and social media and are considered one of the most technologically advanced generations (Schroth, 2019). Gen Z’s use of technology continues to drastically increase. Recent Data shows that 98% of Gen Z own a smartphone and average a usage time of about 4 hours per day (Kastenholz, 2021). The most popular social platforms among Gen Z are Instagram, TikTok, and Pinterest. However, platform usage habits have shifted to better fit Gen Z’s desire for social commerce. The algorithms from these platforms provide a more personalized shopping experience which reduces the distractions between purchase desire and checkout (Kastenholz, 2021).

While in recent years researchers have begun to look at the consumption habits of Gen Z consumers, watching this younger generation experience a global pandemic and understanding how they have responded is important. This generation has a lot of spending power, as well as purchasing influence (Noble, Haytko & Phillips, 2009). If the pandemic has led to more compulsive and impulsive buying, there are repercussions to be considered long-term. Compulsive and impulsive buying can cause consumers to experience financial hardships, personal conflicts and lead to increased depression, guilt and anxiety (Lejoyeux & Weinstein, 2010). If Gen Z consumers are consuming to avoid feelings of anxiety during the pandemic, they may actually be generating more negative long-term outcomes. In addition to
consuming compulsively, previous research has demonstrated a relationship between compulsive and impulsive buying and personality, however this relationship was not explored specifically with Gen Z consumers and was conducted without the pandemic as a driver (Shahjehan, Qureshi, Zeb, & Saifullah, 2012; Shehzadi et al., 2016). This study seeks to fill that gap.

This research paper examines the relationship between the Big Five Personality Traits and the compulsive and impulsive buying trends of Gen Z throughout the pandemic. First, a review of the current literature is presented. This is followed by an explanation of methodology, results, and discussion. The paper concludes with limitations and directions for future research.

**Literature Review**

**Impulsive and Compulsive Consumption**

In March of 2020, parts of the US began a state of lockdown to slow the spread of COVID-19. With tensions running high, many consumers found themselves seeking comfort, and shopping was something they could find comfort in, when faced with a world filled with uncertainty (Arafat & Yasir, 2020). This may have caused consumers to be in an addictive state, purchasing to feel better. Reliance on shopping to relieve feelings of anxiety and depression by creating an escape through material goods can lead to addictive behaviors like compulsive and impulsive buying (Darrat, Aadel, Mahmoud, & Amyx, 2016). Shopping to reduce anxiety has long been discussed by researchers (Esquirol, 1838). Even Freud (1895) described compulsions as a way to reduce anxiety. Compulsive and impulsive shopping results in behavioral patterns and consequences similar to that of addictive drugs as both hyperstimulate the dopamine reward system, making us feel better (Hartston, 2012).

Impulsive and compulsive buying can occur simultaneously during a purchase, however there are key differences in their meanings. Impulsive buying is a more common behavior, as the majority of
people make purchases without much deliberation from time to time. Impulse buying is defined as a sudden and compelling urge to buy immediately. Compulsive buying on the other hand, is considered a psychological disorder where a person experiences an uncontrollable urge to buy, often planned. This urge is usually triggered by negative events or feelings that can only be rectified through buying. This behavior ultimately leads to negative consequences, as compulsive buying is about obtaining short-term relief from negative feelings, rather than a need or desire for specific items (Faber, 2010).

In their Phenomenological Exploration of Compulsive Buying (1989), O’Guinn and Faber defined compulsive consumption as “a response to an uncontrollable drive or desire to obtain, use or experience a feeling, substance, or activity that leads an individual to repetitively engage in a behavior that will ultimately cause harm to the individual and/or to others.” Emotional relief from negative emotions (such as pandemic driven anxiety) is the most common driver of compulsive buying. This relief is short-term and typically leads to an eventual increase in anxiety (Dittmar, Beattie & Friese, 1996; Dittmar, 2000; Dittmar & Drury, 2000). Compulsive buying has other negative consequences as well. Compulsive consumers can accumulate significant financial debts, have legal issues or interpersonal conflicts, and experience feelings of depression and guilt (Christenson, et al., 1994; Mc Elroy, Keck Jr, & Phillips, 1995). Research suggests that while not the same, impulsive and compulsive buying are related. Both may occur due to a lack of control or negative feelings or events. It is also possible that impulsive buying can develop into compulsive buying (Sun, Wu, & Youn, 2004).

Impulsive purchases usually occur when a consumer perceives a product or brand to match their own attitude or self-view. This helps the consumer to connect the product to their own identity (Xu, 2008). Therefore, these products and brands act as ways to outwardly express a person’s identity to others. Impulse buyers tend to be more social, status-conscious, and image-concerned. Both impulsive and compulsive buyers also tend to experience more anxiety and difficulty controlling their emotions, therefore it is harder for them to resist emotional urges to spend money. In addition to this, impulsive and compulsive shoppers often experience less happiness, so shopping can often create this temporary
happiness for them, especially as it can tie into not being able to resist emotional urges while spending money regardless of price (Zimmerman, 2012).

People who shop for fun are also more likely to buy both impulsively and compulsively. Once consumers begin to experience pleasure as a result of ownership, they are more likely to continue buying in order to continue that pleasure (Lee, Yuna, & Yi, 2008; Sumetha & Vasanthi, 2016). Once a brand or product captures the impulsive or compulsive consumer’s attention, the consumer immediately connects themselves with the product. They often will then take pleasure in the thought of bringing it home with them and are unable to resist the urge of having it right then and there, without considering expenses. Oftentimes this unfortunately leads to buyer’s remorse later on, which brings up feelings of unhappiness. In order to combat those feelings of unhappiness, the impulsive or compulsive consumer will try to fill this void through shopping once again, creating a vicious cycle of temporary happiness that leads to emptiness (Zimmerman, 2012).

Impulsive buying currently generates about $4 billion in sales each year in the United States. It has been suggested that roughly 62% of store purchases are considered to be impulsive purchases (Chamorro-Premuzic, 2015). Prior to the pandemic, US consumers were spending on average $155.03 per month on impulse buys. Consumers are more likely to shop when they are faced with a situation that results in them having a lack of control. This typically leads to an increase in overall consumption after extreme environmental events, such as the recent Covid-19 pandemic (Sharma et al, 2020). Studies are already beginning to demonstrate this. A recent study (2021) found that during the beginning of the pandemic, in April 2020, US consumers spent $182.98 per month on impulse purchases, an 18% increase from pre-pandemic spending. When this study was repeated in Spring 2021, spending had increased again, this time by 51% to $276 per month (PRNewswire, 2021).

While research has shown that anxiety and lack of control can lead to compulsive and impulsive buying, there are also individual drivers of these behaviors. One key area of focus has been personality.
Several studies have shown that personality can lead to impulsive and compulsive buying (Shahjehan, Qureshi, Zeb, & Saifullah, 2012; Shehzadi, Ahmad-ur-Rehman, Cheema, & Ahkam, 2016; Farid & Ali, 2018).

**Personality - The Big Five**

One of the key variables that influences our need to buy is our personality. The Big Five Personality Traits model was originally created by D. W. Fiske in 1949 in order to portray the primary dimensions of individual differences in personality traits. The five personality traits can be categorized as: Neuroticism, Openness, Conscientiousness, Extraversion, and Agreeableness (Tsao, Wen-Chin, & Chang, 2010).

**Neuroticism**

Those who display neurotic traits often are categorized by sadness, moodiness, and emotional instability. Neuroticism is both a physical and emotional response to stress, as well as perceived threats in a person’s daily life. Those who have high levels of neuroticism tend to overthink a lot of situations and find extreme difficulty with relaxation, even in their own personal space (McCrae, 1987).

**Openness**

Openness includes traits such as imagination, creativity, and insights. Open people possess an eagerness to learn and experience new things and tend to be more adventurous when it comes to decision making. Openness also leads to a broad range of interests. People with this trait also tend to have greater levels of comfort when it comes to abstract and lateral thinking (Costa & McCrae, 1992).

**Conscientiousness**
Traits of conscientiousness are often found in people who work in fields in science, finance, and HR departments, as these fields require high levels of detail orientation. Conscientious traits include high levels of thoughtfulness, good impulse control, as well as goal-directed behaviors (Li, 2015).

**Extroversion**

Personality traits of extraversion are usually easily identifiable and widely recognizable as a person’s energy levels significantly increasing in the company of others. Extraversion also includes talkativeness, assertiveness, and high amounts of emotional expressiveness. Extraverted leaders thrive in positions such as sales, marketing, teaching, and politics (Tsao, Wen-Chin, & Chang, 2010).

**Agreeableness**

Lastly, those with personality traits of agreeableness often show signs of trust, altruism, affection, and kindness. Highly agreeable people also tend to be more inclined to helping other people and often go into career fields such as medicine, mental health, and volunteer work (Tsao, Wen-Chin, & Chang, 2010).

The personality of individuals is a unique dynamic of characteristics of a person, both physical and psychological, that have a direct influence on behavior and responses to a social and physical environment. It would then stand to reason that personality would always influence consumer buying. This has led many marketers to make use of personality traits in their advertisements of products to target specific market segments. These personality traits not only help marketers identify which segments to target, but they also influence consumer’s impulsive buying behaviors (Gangai, KhagendraNtah, & Agrawal; 2016). This study will evaluate the relationship between personality and pandemic consumption habits, specifically the impact on compulsive and impulsive buying.

**Hypotheses**
Studies have shown that online purchases are more driven by impulsive buying behaviors, rather than rational, planned, and controlled behaviors (Chamorro-Premuzic, 2015). Research shows that purchase motivation is positively influenced by three of the five big traits: Openness, Extraversion, and Neuroticism (Tsao, Wen-Chin, & Chang, 2010). It is likely that consumers who score higher on openness, extraversion and neuroticism would be more likely to be impulsive or compulsive shoppers. More specifically, researchers have found that openness is significantly correlated with impulsive buying (Shahjehan, Qureshi, Zeb, & Saifullah, 2012; Shehzadi et al., 2016). Those who are more open also tend to explore and try things more readily so it would make sense that those with higher levels of openness would be more likely to search for new items to buy during the pandemic, when less exploration could be done in person or through activities outside the home. Therefore,

**H1:** Consumers who score high on Openness are more likely to have shopped impulsively during the pandemic than those who score low on Openness.

Previous research has found evidence of a relationship between extroversion and compulsive buying, however extraversion was not found to be correlated with impulse buying (Gangai, KhagendraNtah, & Agrawal; 2016). Shehzadi et al (2016) found that extroversion is negatively correlated with compulsive buying, while several other studies have found that extroversion is positively correlated with compulsive behavior (Shahjehan, Qureshi, Zeb, & Saifullah, 2012; Balabanis, 2001; Bivens, Gore & Claycomb, 2013). Due to the majority of researchers finding extroversion to be positively correlated with compulsive buying, it is expected that those who are extroverted will have consumed more compulsively during the pandemic, as they had less outlets for their energy and need for connection.

**H2:** Consumers who score higher on Extraversion are more likely to have shopped compulsively during the pandemic than those who score lower on Extroversion.
Several studies have found negative relationships between conscientiousness and impulsive buying, such that those who are more conscientious are less likely to shop impulsively (Verplanken & Herabadi, 2001; Mowen & Spears, 1999). Those who were conscientious before the pandemic most likely continued to be conscientious and therefore were not impulse shopping.

**H3:** Consumers who score higher on Conscientiousness are less likely to have shopped impulsively during the pandemic than those who score lower on Conscientiousness.

Although personality plays a large role in impulsive and compulsive buying, it is not the only driving factor (Brunelle & Grossman, 2022). Social media use leads to increased social pressure and comparison, especially for young people. This can lead to increased compulsive buying (Islam, Sheikh, Hameed, Khan, & Azam, 2018; Sharif & Yeoh, 2018). During the pandemic, young people embraced their phones even more than usual and those who used social media more may have been more inclined to consume compulsively. A recent study found that social media marketing has a direct impact on impulsive buying, as unplanned purchases and expenses increased 40% due to social media factors (Bansal, Manoj, Kumar, 2018).

**H4:** Those who have higher levels of social media usage were more likely to consume compulsively and impulsively than those with lower levels of usage.

Social sciences may suggest that men and women have significantly different tendencies. For example, in 2011 Weinsburg and DeYong studied the Big Five Traits and concluded that on average, women tend to score higher on extraversion, agreeableness, and neuroticism than men. When it comes to shopping as a whole, research suggests that men and women differ when it comes to the experience of shopping. Women tend to experience shopping as pleasurable due to social aspects, and any activity that yields pleasure has the potential to become addictive (Campbell, 2000). However, when it comes to the cognitive attitude of shopping online specifically, research shows that females value the utility of online shopping less than males do (Hasan, 2010). Research has also found that women tend to plan their
shopping more than men, making men more likely to shop impulsively or compulsively (Cobb & Hoyer, 1986; Block & Morwitz, 1999). Therefore, although females enjoy shopping in general more, the online components of shopping may result in males displaying more of the compulsive and impulsive characteristics.

**H5:** Males consumed more compulsively and impulsively during the pandemic than females.

When it comes to personality and gender significant gender differences for agreeableness have not been found consistently, and are generally non-existent for conscientiousness. For openness, women are more open to feelings while men are more open to experiences and ideas (Costa, Terracciano, & McCrae, 2001; Feingold, 1994; Feldt, Metsäpelto, Kinnunen, & Pulkkinen, 2007). Similar to openness, men and women differ on extroversion such that women are more expressive and warm and men are more assertive and seek excitement (Costa, Terracciano, & McCrae, 2001; Feingold, 1994). For Neuroticism, women tend to score higher overall. However, this difference fades when online (Bunker, Saysavanh, & Kwan, 2021). Also, while women tend to score generally higher as it relates to anxiety and depression, men tend to score higher on neuroticism related to impulsivity (Feingold, 1994; Lengua & Stormshak, 2000). With purchases being made mostly online during the pandemic, men may be more likely to have higher levels of neuroticism and to have shopped impulsively.

**H6:** Neuroticism mediated the relationship between gender and shopping impulsively, such that men who scored higher on neuroticism were more likely to shop impulsively.

**Methodology**

The Big Five Test is to date the most scientifically validated and reliable psychological model to measure personality traits (Goldberg, 1993). It can be used to help predict behavior, as well as personality. The big five test was included as part of a Qualtrics survey in order to evaluate personality.
That test measures personality using Likert Scale questions, including “During the pandemic I have bought things I don’t need”, “During the pandemic I have bought things I did not plan to buy”, “Since the pandemic I consider myself an impulse shopper”, etc. The survey also included modified compulsive and impulsive shopping scales (Faber & O'Guinn, 1992) as well as other questions regarding time spent online shopping, and work history over the past year. The target of this survey was Generation Z and it was posted on social media platforms such as Instagram and Snapchat. The survey was also distributed in various college classes as well for extra credit. There were 100 participants who took the survey. Five participants were removed due to incomplete data leaving a usable sample of 95 participants.

**Analysis**

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean/percentage of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>86</td>
<td>21</td>
</tr>
<tr>
<td>Income</td>
<td>85</td>
<td>12,500</td>
</tr>
<tr>
<td>Employment</td>
<td>99</td>
<td>21% Full-time</td>
</tr>
<tr>
<td></td>
<td></td>
<td>61.6% Part-time</td>
</tr>
<tr>
<td></td>
<td></td>
<td>17.2% Unemployed</td>
</tr>
<tr>
<td>Hours per week worked during the pandemic</td>
<td>99</td>
<td>20 hours</td>
</tr>
<tr>
<td>Hours per day used social media during the pandemic</td>
<td>97</td>
<td>4.5 hours</td>
</tr>
<tr>
<td>How often social media was used during pandemic</td>
<td>97</td>
<td>69.1% of participants always used social media</td>
</tr>
</tbody>
</table>
An analysis of variants was run in order to see if there were significant differences between personality types and consumption behaviors. When looking at compulsive consumption, only extraversion was significant (F(12)=2.192, p=.046). Thus H1 was not confirmed, as those who scored higher on openness did not shop more or less impulsively or compulsively. Those who scored higher on Extraversion, however, were more likely to consume compulsively, confirming H2. There were no other significant differences between personality types and compulsive consumption.

When comparing personality types and impulsive consumption, Conscientiousness was significant (F(12)=2.517, p=.024). Those who scored higher on conscientiousness were less likely to purchase impulsively, confirming H3. There were no other significant differences between personality and impulsive consumption.

Online usage was not related to impulsive consumption, however there was a significant difference in compulsive consumption. Those who spent more time online were also significantly more likely to compulsively consume (F(12)=4.915, p=<.001), confirming H4.

*Gender differences:*

Gender was significant for both impulsive (F(2)=7.513, p=<.001) and compulsive consumption (F(2)=13.725, p=<.001). Men were more likely to consume impulsively (m=3.111) compared to women (m=2.32). Men were also more likely to consume compulsively (m=4.17) compared to women (3.27) confirming H5.
Personality was consistent across genders except for Neuroticism (F(2)=5.570, p=<.001). Men had higher levels of neuroticism (m=25.7) than women (m=19.7). When looking at gender, personality and impulsive shopping, an interaction was found between Neuroticism and impulsiveness (F(33)=4.089, p=.011). Men were more likely to score higher in neuroticism and impulsively shop, confirming H6.

Discussion, Limitations and Conclusions

The results from this study demonstrate that extroverts have shopped more compulsively during the pandemic. This makes sense as extroverts may have had significant life changes when the pandemic began to limit social engagements and outings. While marketers could target these consumers more, caution should be used when targeting extroverts as compulsive shopping can lead to increased negative emotions, and buyers remorse. Conscientiousness allowed consumers to refrain from impulsive shopping despite significant anxiety and uncertainty. These consumers seem to be able to control their spending despite significant external pressure. Of great interest is the relationship of neuroticism and impulse buying. Men do tend to score higher on neuroticism as it relates to impulsivity, and men have overall shopped more impulsively during the pandemic. It makes sense that men who score higher on neuroticism would impulse shop even more. Many believe women tend to shop to relieve anxiety but this research adds to the evidence that in times of difficulty, men may seek purchases as a way to relieve anxiety, especially those who score higher on neuroticism.

The pandemic has led to a variety of new consumption habits for consumers. Panic buying was significant in the beginning, and has ebbed and flowed as the pandemic continued. Compulsive and impulsive buying have negative consequences for consumers and society. If Gen Z consumers, especially males, extroverts and males with higher levels of neuroticism are shopping more compulsively and impulsively, it is important to attempt to reduce the anxiety and underlying negative emotions causing these habits. If consumers continue to purchase impulsively and compulsively, we may continue to see an
increase in consumer debt, interpersonal conflicts and depression, guilt and anxiety. While in the short term compulsive and impulsive buying may be good for business, long term, negative emotions and personal strife will lead to decreased consumption, lack of disposable income and negative affect towards brands.

Future research should continue to investigate compulsive and impulsive buying trends as the pandemic winds down. This study used a convenience sample of Gen Z, and is not an accurate representation of all generations across various locations. It is recommended that future researchers vary the age group as well as locations of participants in order to get a more accurate representation of the general public. Further study of gender differences related to consumption would be helpful especially for Gen Z. While many women dropped out of the workforce during the pandemic, Z was less likely to be impacted. This should mean Gen Z will have consumption differences that older generations may not have.

It is important to continue to study pandemic consumption and whether current consumer habits will remain. The more information we have as to what consumers are doing now, the better prepared we can be for the future.

References


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Appendix
Pandemic Shopping Survey

This study is being conducted by a BSU Honors Thesis student in order to learn more about pandemic shopping habits. Participation is voluntary and all responses will be kept confidential. You can opt out at any time. If you have any questions please contact Dr. Stephanie Jacobsen at SJacobsen@bridgew.edu.

Thank you for your participation.

1. How would you classify your employment history throughout the pandemic?
   a. Full Time
   b. Part Time
   c. Internship
   d. Volunteer
   e. Unemployed
   f. Other (please specify) _____

2. How many hours per week did you work during the pandemic?
   a. >10
   b. 11-20
   c. 21-30
   d. 31-40
   e. 40<

3. What duration of time did you work during the pandemic?
   a. All year
   b. Part of the year
   c. Seasonal
   d. Other (please specify) _____

4. How often did you use Social Media throughout the pandemic?
   a. Always
   b. Frequently
   c. Sometimes
   d. Never

5. How many hours per day did you use Social Media?
   a. >1
   b. 2
   c. 3
   d. 4
   e. 5
   f. 5<

6. Which Social Media platforms did you use during the Pandemic?
   a. Snapchat
   b. Instagram
   c. Twitter
   d. Facebook
   e. Other (please specify) _____
7. How often did you shop online during the pandemic?
   a. Every day
   b. Weekly
   c. Monthly
   d. Never

8. During the pandemic I have bought things I don’t need
   a. Strongly Agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly Disagree

9. During the pandemic I have bought things I did not plan to buy
   a. Strongly Agree
   b. Agree
   c. Neutral
   d. Disagree
   e. Strongly Disagree

10. Since the pandemic I consider myself an impulse shopper
    a. Very Likely
    b. Likely
    c. Neutral
    d. Unlikely
    e. Very Unlikely

11. My closet has unopened or unworn things in it I bought during the pandemic
    a. Strongly Agree
    b. Agree
    c. Neutral
    d. Disagree
    e. Strongly Disagree

12. Based on my pandemic shopping habits, others might consider me a shopaholic
    a. Very Likely
    b. Likely
    c. Neutral
    d. Unlikely
    e. Very Unlikely

13. During the pandemic much of my life has centered around buying things
    a. Strongly Agree
    b. Agree
    c. Neutral
    d. Disagree
    e. Strongly Disagree

14. I see Myself as Someone Who…
<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is talkative</td>
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<tr>
<td>Tends to find fault with others</td>
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<tr>
<td>Does a thorough</td>
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<td>Is depressed, blue</td>
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<tr>
<td>Is original, comes up with new ideas</td>
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<td>Is reserved</td>
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<tr>
<td>Is helpful and unselfish with others</td>
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<tr>
<td>Can be somewhat careless</td>
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<tr>
<td>Is relaxed, handles stress well</td>
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<td></td>
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<tr>
<td>Is curious about many things</td>
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<td></td>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Neutral</td>
<td>Disagree</td>
<td>Strongly Disagree</td>
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<tr>
<td>Is full of energy</td>
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<tr>
<td>Starts quarrels with others</td>
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<tr>
<td>Is a reliable worker</td>
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<tr>
<td>Can be tense</td>
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<tr>
<td>Is ingenious, a</td>
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<tr>
<td>deep thinker</td>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Neutral</td>
<td>Disagree</td>
<td>Strongly Disagree</td>
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<tr>
<td>Generates a lot of enthusiasm</td>
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<tr>
<td>Has a forgiving nature</td>
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<tr>
<td>Tends to be disorganized</td>
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<tr>
<td>Worries a lot</td>
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<tr>
<td>Has an active imagination</td>
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</tbody>
</table>

<p>| Tends to be quiet                | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
| Is generally trusting           |                |       |         |          |                   |
| Tends to be lazy                |                |       |         |          |                   |
| Is emotionally stable, not easily upset |                |       |         |          |                   |
| Is inventive                    |                |       |         |          |                   |
| Has an assertive personality    |                |       |         |          |                   |
| Can be cold and aloof           |                |       |         |          |                   |
| Perseveres until the task is finished |                |       |         |          |                   |
| Can be moody                    |                |       |         |          |                   |
| Values artistic, aesthetic experiences |                |       |         |          |                   |</p>
<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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<tr>
<td>Is sometimes shy, inhibited</td>
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<tr>
<td>Is considerate and kind to almost everyone</td>
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<td>Does things efficiently</td>
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<td>Remains calm in tense situations</td>
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<td>Prefers work that is routine</td>
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<td>Is outgoing, sociable</td>
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<td>Is sometimes rude to others</td>
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<td>Makes plans and follows through with them</td>
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<tr>
<td>Gets nervous easily</td>
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<td>Likes to reflect, play with ideas</td>
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<tr>
<td>Has few artistic interests</td>
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<td>Likes to cooperate with others</td>
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<td>Is easily distracted</td>
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</table>
15. What is your average yearly income?
   a. $>10,000
   b. $11,000-15,000
   c. $16,000-20,000
   d. $21-25,000
   e. $25,000<

16. Which of the following best describes you?
   a. Asian or Pacific Islander
   b. Hispanic or Latino
   c. Black or African American
   d. Asian or Pacific Islander
   e. Native American or Alaskan Native
   f. Multiracial or Biracial
   g. Other (please specify)_____

17. What is your gender?
   a. _____

18. What is your age?
   a. >18
   b. 18
   c. 19
   d. 20
   e. 21
   f. 22
   g. 23
   h. 24
   i. 25<