

Appealing to Introverts and Extroverts – US – 2023

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This report looks at the following areas:

- The share and demographic makeup of those who self-identify as extroverts and introverts
- Perceptions of introverts and extroverts
- The impact of personality type on social interactions
- The impact of personality type on work life
- Personality preferences of activities and opportunities to connect with these segments

The population is split almost evenly between those who identify themselves as more extroverted (44%) and those who rate themselves as more introverted (49%). While these two personality types are thought to be very different, there's more middle ground than one might expect. Most sit toward the middle of the continuum rather than on the extremes of rating themselves as "very introverted" or "very extroverted." What's more, these perceived personality traits aren't set in stone.

As we emerge from the pandemic, there is a sense that these traits have shifted slightly. This is a transitional period, one in which meeting a wide range of needs will resonate with consumers. In this regard, consumers feel that brands cater more toward extroverts. Indeed, marketing of adventures like dining out, travel or even visits to public spaces often feature group gatherings more so than solo participation. This is also true of workplaces yet both personality types feel they develop their best ideas on their own, indicating there is a need for some dedicated solo time or spaces at workplaces for solitary thinking. Despite being better catered to, extroverts are in need of mental wellness support as their hunger for and reliance on social connections creates tension and may be driving them to burnout.



"Most consumers recognize where they are on the personality trait continuum, and few feel they sit on the extreme ends of being either 'very introverted' or 'very extroverted'."

– Lisa Dubina, Associate Director | Culture and Identity

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