

Mini IPIP Personality Test (20 Items)

Instructions:

Read each statement and rate how accurately it describes you:

1 = Very Inaccurate 2 = Moderately Inaccurate 3 = Neither Accurate nor Inaccurate 4 = Moderately Accurate 5 = Very Accurate

Extraversion

Description: Outgoing, energetic, and sociable; enjoys being around others.

1. I see myself as someone who is talkative. ☐1 ☐2 ☐3 ☐4 ☐5
2. I see myself as someone who is outgoing, sociable. ☐1 ☐2 ☐3 ☐4 ☐5
3. I see myself as someone who is reserved. (reverse-scored) ☐1 ☐2 ☐3 ☐4 ☐5
4. I see myself as someone who is full of energy. ☐1 ☐2 ☐3 ☐4 ☐5

Agreeableness

Description: Friendly, cooperative, and compassionate; values getting along with others.

5. I see myself as someone who is generally trusting. ☐1 ☐2 ☐3 ☐4 ☐5
6. I see myself as someone who tends to be critical of others. (reverse-scored) ☐1 ☐2 ☐3 ☐4 ☐5
7. I see myself as someone who is cooperative and avoids conflict. ☐1 ☐2 ☐3 ☐4 ☐5
8. I see myself as someone who is sometimes rude to others. (reverse-scored) ☐1 ☐2 ☐3 ☐4 ☐5

Conscientiousness

Description: Organized, responsible, and dependable; plans ahead and follows through.

9. I see myself as someone who does a thorough job. ☐1 ☐2 ☐3 ☐4 ☐5
10. I see myself as someone who tends to be lazy. (reverse-scored) ☐1 ☐2 ☐3 ☐4 ☐5
11. I see myself as someone who is reliable and dependable. ☐1 ☐2 ☐3 ☐4 ☐5
12. I see myself as someone who does things efficiently. ☐1 ☐2 ☐3 ☐4 ☐5

Neuroticism

Description: Sensitive to stress and emotions; experiences anxiety or mood swings.

13. I see myself as someone who worries a lot. ☐1 ☐2 ☐3 ☐4 ☐5
14. I see myself as someone who is emotionally stable. (reverse-scored) ☐1 ☐2 ☐3 ☐4 ☐5
15. I see myself as someone who gets nervous easily. ☐1 ☐2 ☐3 ☐4 ☐5
16. I see myself as someone who rarely feels anxious. (reverse-scored) ☐1 ☐2 ☐3 ☐4 ☐5

Openness to Experience

Description: Imaginative, curious, and open to new ideas and experiences.

17. I see myself as someone who has an active imagination. ☐1 ☐2 ☐3 ☐4 ☐5
18. I see myself as someone who is curious about many different things. ☐1 ☐2 ☐3 ☐4 ☐5
19. I see myself as someone who prefers routine over new experiences. (reverse-scored) ☐1 ☐2 ☐3 ☐4 ☐5
20. I see myself as someone who is inventive and creative. ☐1 ☐2 ☐3 ☐4 ☐5

Scoring

1. For reverse-scored items, subtract your answer from 6 (e.g. a score of 2 becomes 4, a score of 4 becomes 2).
2. Sum scores for each trait (max = 20 per trait).
3. Higher scores = stronger presence of that trait.

Instructions Next Steps

- Complete the test individually in 5–7 minutes.
- Discuss how different traits may influence **consumer behavior, brand preferences, or group dynamics**.
- Keep results anonymous if desired.