

Big 5 Trait	Low	High
Openness	Traffic fines, residential mortgages	Entertainment, hair and beauty
Conscientiousness	Gambling, toys and hobbies	Home insurance, health and fitness
Extraversion	Home insurance, accountants' fees	Entertainment, travel
Agreeableness	Traffic fines, gambling	Charities, pets
Neuroticism	Stationery, hotels	Traffic fines, gambling