

Examining Wine Through Personality Types: Vinotype and Enneagram

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Précis

Wine has been around for hundreds of years, but the “rules” of wine, regarding when you taste it, how you taste it, and how you pair it, have only been around for nearly the last century (Hanni, 2013). Although wine is still a drink of enjoyment, Tim Hanni is one of many who have found that not all wine consumers enjoy wine the same way, and therefore they should not have to taste wine based on others’ predetermined set of wine rules. In this thesis will look at how wines and personalities interact with each other and then asks the questions of if marketing wine based off of personality types would be beneficial to wine companies.

The question I am asking is “If drinking wine is looked at through a lens of enjoyment based on personality type, what wines would fall into each Vinotype personality, and what wines would fall into each Enneagram personality? Would marketing based off of these personality types be beneficial?”

In order to conduct research, I studied the Vinotype personality which was developed by Master of Wine, Tim Hanni. I then researched the Enneagram personality type, which is a personality tool that has arguably been used since ancient Greek times. I took six varietals and from them chose nine wine labels from Washington State University Associated wineries, and connected each wine to a personality type. In order to do this I used the research that the Vinotype is based on and placed the varietals in each Vinotype category. Then, I ran a computer algorithm to match the descriptor words from the nine wine labels chosen to each Enneagram type. At the end of my research I conducted a survey to see whether people would be interested in tasting wine based off of personality types. From results, we are able to see whether marketing wine for personality types would be a beneficial tool for distributors.

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I. Introduction

Purpose

The purpose of my proposal is to create a way for young wine consumers to be less intimidated by wine. To do this I will be examining how wine interacts with personality types, specifically the Vinotype method and Enneagram typing method. I will be looking at different wine labels to find which wine suits each type of Enneagram personality. My goal is to use my results of categorizing wines within the Enneagram as a new way to market and taste wine. I do not intend for a person who is a certain Enneagram number to like the wine that corresponds with their number the best, although that is a possibility. Marketing wine based on personality could benefit both businesses and consumers. Consumers will feel connected to the wine they are drinking since it's associated with their personality, and businesses could benefit with a new marketing method. At the end of my thesis I will create a tasting plan in which each number and each Vinotype is represented, and will see if this way of marketing seems appealing to wine drinkers.

Wine has been seen as a drink of elegance and expertise, but in recent years it has been a trend for younger drinkers to consume wine rather than other alcoholic beverages. In 2015 (Reiter, 2016) Millennials made up 42% of the wine drinking population. The wine industry has expanded its demographic in reaction and has begun to market toward this younger demographic. For example, wine is now sold in cans so that younger drinkers can enjoy wine without needing to open and recork it. Convenience and comfortability have become priorities for younger generations, and the wine market is adapting to that. Along with changing marketing techniques in order to reach millennials, the way that wine is presented has begun to change. Recently one of America's first two Masters of Wine, Tim Hanni (Shaw, 2019), realized "we need to celebrate the diversity of consumers, not make them feel stupid", and developed this

Vinotype theory. Tim Describes Vinotype as (Yeamans-Irwin, 2017) “the set of observable characteristics of a wine-imbibing individual resulting from the interaction of its genotypic sensory sensitivities in a wine-related environment”. So, it’s a combination of your genetics and experiences, very similar to any other personality typing method. The Vinotype personality method matches wines with four specific types of wine drinkers. The four types include (Dawson, 2011) sweet, hypersensitive, sensitive, and tolerant. Sweet Vinotypes prefer delicate, smooth, and sweet wines; Hypersensitive people have a very sensitive pallet and know what they like, they tend to be picky; Sensitive types tend to be very flexible and adaptable, liking the greatest variety of wines; Tolerant Vinotypes love bold, intense wines, so tannic red wines tend to be for them. Students at Michigan State University have found (Borchgrevink and Henion, 2017) “the traditional pairing of wine and food too often misses the mark – leaving people confused and intimidated”, as there is a “right” and “wrong” wine for everything. The theory of food and wine pairing has become less prominent as people realize they all have personal tastes. Since everyone has an individualized pallet the idea of pairing white wine with fish or red wine with steak might not work for everybody. The Vinotype method really emphasizes and celebrates wine drinkers’ individuality in preferences.

In this study I will look at the Vinotype personality method and then take it a step further. Rather than focusing only on personalities within the wine umbrella, I will connect the broader Enneagram personality typing technique to wines in order to create a way of marketing that will attract consumers who might be overwhelmed by wine. The Enneagram is a tool that describes why we think the way we do. It has roots that date back all the way to the ancient Greeks, but philosophers started studying the theory in the mid 1900’s. It didn’t become a tool for self-awareness until Oscar Ichazo (Hudson, 1997), the founder of Arica School, began teaching the

inner workings he had learned about in the late 1960's. Because of the recent popularity of the Enneagram I believe that associating types of wine with types of personality would be a great marketing tool.

The Enneagram is based off of nine numbers and has titles associating with each: 1 – “the perfectionist”; 2 – “the helper”; 3 – “the achiever”; 4 – “the romantic”; 5 – “the observer”; 6 – “the loyalist”; 7 – “the entertainer”; 8 – “the challenger”; 9 – “the peacemaker”. At a basic level, the “perfectionist” could be represented by a picture perfect wine, for example a cabernet; the “helper” tends to be sweet and bubbly, therefore they might be represented by a champagne; the “achiever” could be represented by a rosé because they are known for spreading themselves thin in order to accomplish many things. This is the basis of my thesis project as I will be looking at descriptors of different wines and matching them with descriptors of personality types.

The purpose of this study is to find the relationships between personality types and wine descriptors. Traditionally wine has been paired based on pallet preference, not personality, but “the wine industry is, and has been for decades, on a mission to make wine less intimidating for consumers” (p.9 why you like the wines you like) As the Vinotype has been introduced in order to celebrate different tastes and personalities among wine consumers, the categorization of the Enneagram with types of wine will become a way for people to celebrate their individuality with wine.

What are Vinotypes?

The NEW Conversation



Individual preferences are not always consistent with Vinotype results and this is very common! That is why 'reference wines' can be so important.

Figure 1: Vinotype

Vinotype is a play on the word "phenotype". Where a phenotype is "the set of observable characteristics of an individual resulting from the interaction of its genotype with the environment," (Hanni, 61), a Vinotype is "the set of observable characteristics of a wine-imbibing individual resulting from the interaction of its genotype sensory sensitivities in a wine-related environment" (Hanni, 61). Vinotypes are based off of the idea that there are "genetic variables that determine individual taste sensitivity," (Hanni, 64) which determine why you like the wines you like. Vinotypes are split into four categories based off of taste sensitivity. People are able to find their Vinotype by assessing how they like their coffee or tea and how they react to salty foods, as these things are able to give a glimpse of sensitivity to sweetness. The categories are sweet, hypersensitive, sensitive, and tolerant.

People who fall into the sweet Vinotype are “physiologically among the most sensitive” (Hanni, 70). They are probably more “sensitive to light, sound, touch, smell, and taste”, and they want sweet tastes to mask any bitterness in the things they consume.

People who associate with being hypersensitive “live in a vivid and intense sensory world of taste, smell, light, touch, and sound... [they] are often artistic, and may have attention deficit disorders” (Hanni, 70-71). These people avoid strong and bold flavors and like to consume things that are light and have a slight sweetness. When comparing sweet Vinotypes with hypersensitive ones, it is found that “Hypersensitive Vinotypes tend to prefer dry, or just off-dry, wines” (Hanni, 71), generally with less residual sugar which may be preferred by the sweet type.

Sensitive Vinotypes like to go with the flow. They are “very open to trying new things, and variety is the spice of their lives” (Hanni, 71). This type tends to be a mediator and they are not very decisive. They are probably the most adventurous type of wine lover, and they like things that are complex.

People who are a part of the Tolerant Vinotype like things “bigger, faster and stronger” and are “linear thinker[s]” (Hanni, 72). Because of this, they prefer their wine to be intense and bold reds, that is more bitter due to tannins. Although this is a heavily marketed segment of wine, “this is not the segment with the highest percentage of wine professionals” (Hanni, 72).

What is the Enneagram?

For my research I decided to compare wines with the personality typing system of the Enneagram (pronounced any-a-gram). The “Enneagram system is a model of human development which describes nine patterns of personality. Each type is distinct with its own point of view and focus of attention based on nine psychological strategies” (Levine, 1999). The Enneagram is shown by a “nine-pointed diagram (Ennea is Greek for nine) [and] has apparently been used for centuries... as a map of human consciousness and archetypes” (What is the Enneagram?, 2010). It has early roots at Berkeley, where Claudio Naranjo and other psychologists combined “the Enneagram with the latest developments in psychology”. Since then, “the modern Enneagram has spread around the world with more than a million books sold and Enneagram programs or institutes in most countries”. The Enneagram not only covers personality types, but also essence, which shows the “essential self” and explains why people develop the personalities that they have.

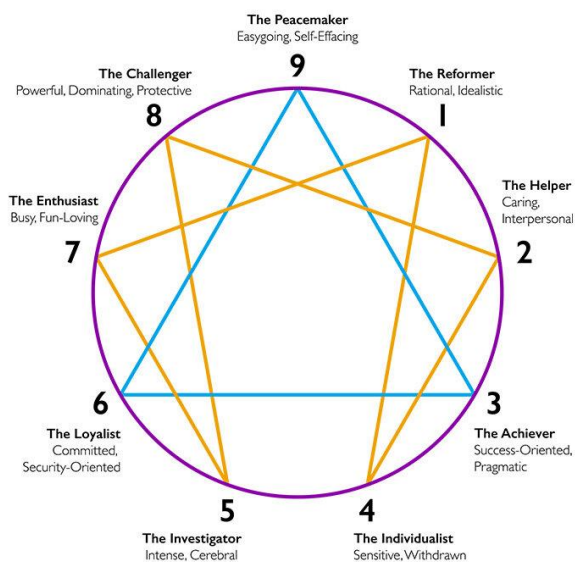


Figure 2: Enneagram

There are many aspects of the Enneagram beyond the nine types, including wings, growth and stress numbers, and head, heart, and body centers, but to give a basic understanding of this system I will be focusing on the sole nine types for my research.

Type 1: The Reformer

Words that describe “the reformer” or “the perfectionist” include rational, idealistic, principled, purposeful, self-controlled, and perfectionistic. They have a strong sense of right and wrong, are organized, and have high standards. Their basic desire is to be good and balanced. They always want to improve things and they often times leave comfort in order to do something

extraordinary. They have a strong sense of purpose, but always have to justify their actions to themselves. To others, Ones may seem too self-controlled or rigid (Type Descriptions). They are very strict because they feel the need to look perfect, but by striving after perfection they often lead lives of never feeling good enough, even though being good is their main desire.

Type 2: The Helper

Type twos are often caring, generous, interpersonal, demonstrative, people-pleasing, and possessive. They are sincere and warm. They desire to feel loved and appreciated. At their best they are unselfish and altruistic. They like to help people see positive qualities in themselves. They are patient, self-forgetting, and encouraging. Since twos are so generous and self-giving they are often seen as “seductive” (Type Descriptions). They do what they can to be loved by everyone, which occasionally makes them change themselves rather than staying true to who they actually are.

Type 3: The Achiever

Type threes care more about appearance than any other type. They are success-oriented, pragmatic, adaptable, excelling, driven, and image-conscious. They are charming and self-assured, status-conscious, and poised. They long to feel valuable or worth-while, and they do so by trying to gain attention from others. They tend to be stars because they are able to achieve great things, and at their best they can motivate others to do the same. They are usually the most popular people and they are very confident. Threes refuse to be average or a “nobody” (Type Descriptions). That being said, threes sometimes become so alienated from themselves in their goal to achieve a certain image, that they forget who they truly are and what they truly want, which can lead to deceit and self-deception.

Type 4: The Individualist

The Individualist, also known as The Romantic, are the most sensitive and introspective type. They are expressive, dramatic, self-absorbed, and temperamental. They strive to be honest, creative, personal, unique, and to find significance and an identity for themselves. They enjoy expressing themselves and their individuality and they love surrounding themselves with beauty. Fours are considered to be Individualists because they maintain their identity by seeing themselves as different from others (Type Descriptions). They are usually uniquely gifted or see themselves as such, and they also see themselves as uniquely disadvantaged or flawed. They are very aware of personal differences, and they often feel they are missing something. They are considered Romantics because they long for someone to appreciate how unlike others they are (Cron, 2016).

Type 5: The Investigator

Investigators, or Observers, are intense and cerebral. They are perceptive, innovative, secretive, isolated, alert, inciteful, and curious. They are independent, focused, and complex. They strive to be capable and competent, and they do so by trying to absorb as much knowledge as they can. They like to understand why things are the way they are and often like to take a step back and watch. They prefer fact over opinion, so they do not care for social validation and are often eccentric and socially isolated (Type Descriptions). They often become lost in complexity and are very profound, striving for skillful mastery (Cron, 2016).

Type 6: The Loyalist

Sixes are committed, security-oriented, engaging, responsible, anxious, and suspicious. They are loyal and trustworthy, but can also be filled with doubt causing them to be reactive.

They desire to have security, support, and certainty. Out of the nine types, sixes are the most loyal to their friends and beliefs. They generally lack confidence and struggle to make decisions. They don't like being on their own and always feel they need support to be steady. As loyalists, they crave loyalty of having something solid and clear cut in their lives. Even though they are loyal to their beliefs, they tend to constantly move toward whatever is influencing them each moment since they are so reactive. Their main goal is to be safe, balanced, and stable (Type Descriptions).

Type 7: The Enthusiast

Enthusiasts are the life of the party. They are described as busy, variety-seeking, spontaneous, versatile, acquisitive, and scattered. They are versatile, high spirited, practical, and playful, but can sometimes over-extend themselves. They desire to be satisfied and content, or to have all their needs fulfilled. Sevens want to be free, and to pursue anything that catches their attention. They can usually pick up skills with ease, which makes it hard for them to settle on what they actually want to do with themselves. (Cron, 2016). They are compelled to experience everything and even though they want to be free, they enjoy being practical and productive (Type Descriptions).

Type 8: The Challenger

Eights are the powerful and dominating type, as they are self-confident, decisive, willful, and confrontational. They are bold, strong, protective, assertive, and domineering. Their main goal is to be in control of their own life and destiny, and to protect themselves (Type Descriptions). Challengers want to resist weakness and prove their strength. They love taking on challenges and they like when others try to challenge them as well. They are intense and do not

like to be overpowered or controlled in anyway, and they are very individualistic. They are aware of what people think of them, but they are thick skinned. They act confident even if they feel hurt and rejected, so they create a tough exterior that is often intimidating to others.

Type 9: The Peacemaker

Peacemakers are easygoing, self-effacing, receptive, reassuring, agreeable, and complacent. They are accepting, trusting, stable, creative, supportive, and optimistic. They can be stubborn, but they crave peace. Their desire is to have inner stability and peace of mind (Type Descriptions). They want to create harmony and balance and they hate tension and disturbances. Nines yearn for connection, but they tend to be disengaged, remote, and lightweight. They are slightly out of touch with themselves so they are easily moldable (Cron, 2016), and take on traits of all other enneagram types. The nine is actually rarely like the nine itself, since it is so self-forgetting. They also tend to numb out any stresses, tension, or pain since they are so focused on being at peace.

Wines Chosen

The wines I chose to compare with personality types are Riesling, Chardonnay, Rosé, Merlot, Pinot Noir, and Cabernet Sauvignon. Riesling is a refreshing, bright, velvety, silky smooth white wine. It is pure, generally sweet but can be anything, has a seductive personality, and “stands alone” (Lalonges & Schmid, 2018). Chardonnay is a rich and voluptuous white wine. It is described as lavish, elegant, voluptuous, popular, neutral, adaptable, or a painter’s blank canvas. It is full to medium body and soft (Lalonges & Schmid, 2018). Rose is youthful, lively, and charming. It had an image problem for being overly sweet and not being balanced, when it is actually typically dry, adaptable, fresh, vibrant, enjoyable even without food, and zesty

(Lalonges & Schmid, 2018). Pinot Noir is a vibrant, youthful, lively, and charming red wine. It has a susceptibility to mutation, but is alluring and seductive, and also expensive (Lalonges & Schmid, 2018). Merlot is a mellow and complex red. It is rich, smooth, and velvety. Merlot is great for blending, as it is complementary, softening, approachable, and complex (Lalonges & Schmid, 2018). Cabernet Sauvignon is a bold and intense red. The grapes are thick skinned and they need softened, or else the wine tastes raw. It is described as complex, concentrated, evolved, warm, spicy, and intense. Cabernet Sauvignon is very popular, and is thought of as the “king” of wines (Lalonges & Schmid, 2018).

From these six varietals, I picked nine wines, all from B Wise and Kiona Vineyards, which are wineries associated with Washington State University. The descriptions of each label are listed below, and for my research I picked out key words from each label.

Columbia Valley Riesling from Kiona Vineyards

“The greater Columbia Valley is a fantastic place to grow riesling. The backbone of this blend is from our Kiona Estate vineyard, where the riesling vines hold the distinction of being the oldest on Red Mountain (planted in 1975). We include components from the relatively cooler Vista and Olsen sites for layering, aromatic complexity, and acidity.

Crisp, clean and refreshing, this Columbia Valley Riesling showcases the bright acidity and tremendous fresh fruit characteristics that make Washington a world-class riesling producer. We cold-ferment to preserve fruit flavors, maximize pizzaz, and capture a small amount of frizzante in every bottle” (Wine - Kiona Vineyards and Winery, 2020).

2017 Chardonnay from B Wise Vineyards

“Golden apple and Anjou pear fruits with lemon curd, mineral, hazelnut, and vanilla notes in the aromas. In the mouth, a touch of toastiness, yet crisp and fresh with good viscosity and a clean finish. Medium dry. 40% barrel fermented and aged sur-lie with partial malolactic fermentation. Crisp and vibrant with a touch of richness” (Chardonnay, 2020).

Columbia Valley Chardonnay from Kiona Vineyards

“Columbia Valley Chardonnay Although designated Columbia Valley on the label, our 2018 Chardonnay is 100% estate-grown Red Mountain fruit from our Kiona Estate and Ranch at the End of the Road vineyards. The old-vine Chardonnay component comes from the the oldest planting on Red Mountain, a block that produces elegant wines worthy of attention. These gnarly, fan-trained vines stand nearly ten feet tall.

Chardonnay has been a part of our tradition dating back to 1975. The grape thrives in Washington, where the wines are nuanced and layered with a high drinkability. This 2018 version showcases vibrant fresh fruit flavors complemented by up-front minerality and a subtle crème brûlée aromas. Barrel-fermented Roussanne adds layering, depth, and creaminess. It's a crowd-pleasing wine that's equally at home with a food pairing as it is all by itself” (Wine - Kiona Vineyards and Winery, 2020).

Ronda Rosé, Pinot Noir & Grenache, Sonoma County, 2019 from B Wise Vineyards

“Strawberry, honeydew melon, and Bartlett pear fruits, accented with notes of lime zest, crushed rock, earth, and vanilla. Round in the mouth with a bright clean finish. Ideal for any meal or simply sipping on summer afternoons! 254 cases produced. Blend: 92% Pinot Noir, 8% Grenache” (Ronda Rosé, 2020)

Estate Red Mountain Sangiovese from Kiona Vineyards

“We made rosé for most of the 80’s and 90’s. We love rosé. Then people stopped buying rosé, so we had to stop making it.

Well, rosé is cool again, and we are relieved. Because we make kick-ass rosé.

The trick with making kick-ass rosé is to pick it early. We like to use Sangiovese, a grape known for fantastic red fruit characteristic and bright acidity; fantastic attributes for rosé. We picked the grapes for this rosé way before the grapes for our Estate Red Mountain Sangiovese (a traditional red wine), were ready. Once we brought it in, we pressed it right away, allowing essentially zero skin-time. This is one pretty bottle of wine” (Wine - Kiona Vineyards and Winery, 2020).

2017 Pinot Noir, Nobles Vineyard from B Wise Vineyards

“Coastal Pinot Noir from the Nobles Vineyard. Located near the historic Fort Ross, an early Russian coastal settlement dating from 1812, the vineyard lies on the interior of the second ridge from the Pacific Ocean. Marine sedimentary soils. From historic Calera clone selection. Aromas of pure cherry and redberry fruits. Accents of mineral, cola, forest floor, and sea air integrate around the fruits. Subtle notes of vanilla and warm oak tones support the structure. In the mouth, caressing tannins give a round plushness to the wine. Best late 2020–2027. Complex and structured with excellent aging potential. 1.5L Magnums available to Wine Club Members Only. 439 cases produced” (Pinot Noir, 2020)

Estate Red Mountain Merlot from Kiona Vineyards

“The Kiona Estate vineyard is the oldest on Red Mountain. We have 4 distinct blocks of Merlot here; the first was planted in 1976, the youngest in 1995. While these components obviously have much more in common than not, they continue to surprise us even after several decades of

experience. All four blocks are included in the 2017 blend, along with a component from our younger Heart of the Hill planting that has garnered a lot of attention in a short period of time.

Merlot from Red Mountain is special; here it's a powerful yet elegant grape, capable of producing wines of profound depth and density of character. A gentle oak regimen that employs primarily 2nd-fill barrels ensures abundant fruit and geographical specificity are preserved in the finished wine” (Wine - Kiona Vineyards and Winery, 2020).

2018 Trios Cabernet Sauvignon from B Wise Vineyards

“The B. Wise TRIOS Cabernet Sauvignon is a unique expression of the red soils of our Moon Mountain District estate vineyard. Raspberry, Santa Rosa plum, and red cherry fruits abound, accented by black licorice and warm oak notes in the nose. Deeper nuances of anise, leather, white sage, and red earth minerality accent the fruit. A touch of stone and warm brown spices complete the package. In the mouth, caressing tannins envelope with medium dryness and lingering finish. Decant in youth for 15-30 minutes. Best 2019-2025. Blend: 90% Cabernet Sauvignon, 5% Syrah, 3% Cabernet Franc, 2% Merlot” (TRIOS, 2020)

Estate Red Mountain Cabernet Sauvignon from Kiona Vineyards

“Estate Red Mountain Cabernet Sauvignon is king on Red Mountain. From the humble beginnings of our pioneering 1975 planting to today, we’ve grown cabernet sauvignon on Red Mountain longer than anyone. This wine is a culmination of our multigenerational tradition. The backbone of the wine is cabernet sauvignon from our Kiona Estate Vineyard North Block, a stalwart contributor for quality Red Mountain cabernet sauvignon for decades.

This authoritative wine shows why Red Mountain has a reputation as a powerhouse Cabernet Sauvignon producer capable of going toe-to-toe with the world’s best. Fine grain tannin, great

fruit, and dark color abound. High-end components from our esteemed Heart of the Hill estate vineyard add depth, complexity, and layered intrigue” (Wine - Kiona Vineyards and Winery, 2020).

II. Thesis Activity

The research question I am exploring is “if drinking wine is looked at through a lens of enjoyment based on personality type, what wines would fall into each Vinotype personality, and what wines would fall into each Enneagram personality? Would marketing based off of these personality types be beneficial?” I will test my hypothesis by first examining nine wines through a lens of the VinoType and Enneagram personality systems, and will then conduct a survey to peers on if tasting wine based off of personality types such as these would be of interest to them.

III. Methodology

This is a qualitative study using wine label keywords and coding keywords. I first looked at six types of wines and put them each into categories under each of the four Vinotypes. The six varietals were Cabernet Sauvignon, Pinot Noir, Merlot, Chardonnay, Riesling, and Rosé. After examining descriptors of multiple wine labels for each type I took this one step further to the nine Enneagram types. I used a computer algorithm with key words from nine wine labels (which were of the six varietals) in order to see which wines are characterized using similar descriptor words to each of the nine Enneagram types. In order to do this I worked with a Data Analyst in order to create a code through python using keywords from each wine and each Enneagram type, and coded it to account for synonyms of each of these key words. At the end, I used the data from which wine would be represented by each Enneagram type to put each Enneagram number under a Vinotype Category.

After discovering which wines connect with the personality types, I will conducted a survey sent out to peers who are of drinking age and to WSU wine club members to see if tasting wine based off of personality would even be of interest to them. I sent this survey out to peers mainly because wine is being consumed at a younger age, so new marketing tools to target Millennials and the upcoming Generation Z are needed. I used a convenience sampling method as I posted the survey online so any peers who were willing to take the survey could. The results of this survey help show whether or not marketing by personality type would be beneficial to the wine industry.

IV. Results and Discussion

Matching Wine and Personality

In order to match wines with Vinotypes I simply researched to see which Vinotype each varietal fell under. The “Sweet” Vinotype encompassed Riesling. The “Hypersensitive” Vinotype contains dry Riesling, Chardonnay, and Rose. The “Sensitive” Vinotype contains fuller bodied Chardonnay, Rose, Pinot Noir, and Merlot. Lastly, the “Tolerant” Vinotype would contain oaked Chardonnay, but mainly bold reds like Cabernet Sauvignon. If there were no wines that doubled up with Vinotype, “Sweet” would be categorized with Riesling, “Hyperensitive” with Chardonnay and Rose, “Sensitive” with Pinot Noir and Merlot, and “Tolerant” with Cabernet Sauvignon.

In order to match wines with Enneagram types, I ran a computer algorithm. To do this I made an excel sheet with keywords from each of the nine wine I chose, then to that list I added descriptor words for which type of varietal they are. I then made a separate excel sheet with each of the nine Enneagram types and their descriptor words.

The computer algorithm works by taking both tables and reading them as part of the code, then it turns the table into a list, where you can access words independently. For this specific algorithm there needed to be synonyms for descriptor words in order to obtain greater accuracy by increasing matches and making clear winners. Because of this, there went from being about 150 total words used to describe the nine types to 830 words. Likewise, there went from being about 90 words total to describe the nine Enneagram types to 906 words. The algorithm takes two long lists and makes one massive list using a program called “matchify”. It takes keywords from each Enneagram number and compares it with each type of wine. This is done by starting with one Enneagram number then taking keywords from each wine individually, going down the list, until all nine wines have been compared with the first Enneagram number. The process is repeated with the second Enneagram number and continues until all nine numbers have been compared to all nine wines. After this, python takes the list to see which numbered wine is the highest for each Enneagram number by using max count. The last thing the code does is create a list and choose the winner of the ties as what comes first in the list, and then “prints” a document showing an Enneagram wine map which links the Enneagram number with the type of wine with most matches.

	Kiona Riesling	Kiona Chardonnay	B Wise Chardonnay	Kiona Rose of Sangiovese	B Wise Rose	B Wise Pinot Noir	Kiona Merlot	Kiona Cabernet Sauvignon	B Wise Cabernet Sauvignon
Enneagram 1	26	1	24	1	58	42	0	7	7
Enneagram 2	25	24	10	15	15	19	1	9	9
Enneagram 3	21	2	1	10	10	12	0	1	1
Enneagram 4	23	5	3	1	1	1	25	13	4
Enneagram 5	3	37	38	1	1	0	8	49	43
Enneagram 6	11	36	35	7	7	1	6	0	0
Enneagram 7	78	0	1	78	78	7	1	0	0
Enneagram 8	4	3	1	1	1	1	121	42	42
Enneagram 9	70	50	50	78	78	5	7	0	0

Figure 3: Keyword matches between each Enneagram and wine type

Based on the chart above which shows how many keywords each Enneagram number has in common with each wine label, the python coding system made this wine map which shows which wine pairs best with each Enneagram type. The issue with the code is that if two wines are

tied in matching keywords with an Enneagram type, the algorithm chooses whichever wine comes first in the list.

Enneagram_Number	Wine_Name
1	B Wise Ronda Rose 2019
2	Kiona Columbia Valley Riesling 2017
3	Kiona Columbia Valley Riesling 2017
4	Kiona Estate Red Mountain Merlot 2017
5	Kiona Estate Red Mountain Cabernet Sauvignon 2016
6	Kiona Columbia Valley Chardonnay 2018
7	Kiona Columbia Valley Riesling 2017
8	Kiona Estate Red Mountain Cabernet Sauvignon 2016
9	Kiona Estate Red Mountain Rose of Sangiovese 2019

Figure 4: Coded Enneagram Wine Map

In order to find one Enneagram type for each wine with no doubles, I took the highest number and chose winners by hand rather than choosing the first highest number. Through this process I was able to create a wine map where each wine was represented by an Enneagram type.

Enneagram_Number	Wine_Name
1	B Wise Pinot Noir
2	Kiona Columbia Valley Chardonnay 2018
3	Kiona Columbia Valley Riesling 2017
4	Kiona Estate Red Mountain Merlot 2017
5	Kiona Estate Red Mountain Cabernet Sauvignon 2016
6	B Wise Chardonnay 2017
7	B Wise Ronda Rose 2019
8	B Wise Trios Cabernet Sauvignon 2017
9	Kiona Estate Red Mountain Rose of Sangiovese 2019

Figure 5: Updated Enneagram Wine Map

Survey

In order to see whether or not marketing wine based off of personality types would be beneficial I conducted a survey. The survey was a convenience sample, as it was sent to peers, family, and friends via Facebook. I was planning on working at a winery this summer where I would've asked members to take this survey, but because of COVID19 I was unable to do that and had to improvise.

Out of the 110 people who took this survey, 69.1% were females and 69.1% were women. Of all responders, three people said they would not be interested in tasting wine based off of personality type, and five said that they would not buy a bottle of wine with their personality type on the label if they saw it in a store. Based on my survey, 72.7% of people would like to do a tasting based off of personality types, about 24.6% would maybe do a tasting, and only 2.7% are not interested at all.

According to the survey 12.7% of people have heard of the Vinotype personality method, and 51.7% of people would taste wine based off of Vinotype personalities and 37.1% would maybe, leaving 5.7% not interested. 70% of responders had heard of the Enneagram, and of them 75% said they would taste wine based off of their type and 20.8% said they maybe would, with 4.2% not being interested at all.

V. Conclusion

In my research I found that wine labels share many descriptor words with that of personality types. In my computer algorithm I was able to easily match wines with Enneagram types through using synonyms. The issue with using synonyms within the code is that some synonyms were a stretch. For example, in one textbook cabernet was described as “king” so I used it as a descriptor word, but a synonym in the code was “Charles” as in King Charles.

Thankfully, no other wines or numbers had the word “king”, so no wines and Enneagram numbers were connected by that word. That being said, because of the synonym feature used in the coding process, there may be some words that should not link wines with numbers but do. Regardless of this flaw, the synonym feature was very helpful in the process of connecting wine with personality types. If you take traits from each wine and each Enneagram number, it appears as though the algorithm did an outstanding job.

Through my research, I found that nearly 70% of people, mainly female millennials, would certainly be interested in tasting or buying wine. Nearly 25% more people would maybe be interested in doing a personality based wine tasting. Based off of these numbers it is evident that implementing wine tastings based on personality types could be a beneficial new way of marketing within the wine industry.

Regarding Vinotypes, although many people had never heard of them, over 50% of people would taste wine based off of their Vinotypes. That being said, a flaw in the survey was that only 14 people had heard of Vinotypes and 70 people answered whether they would be interested in tasting wine based off of their types, even though only those 14 people who knew what it was were supposed to answer. After looking at each individual’s results, of those 14 people, nine people (64.2%) said yes to wanting to taste wine based off of the Vinotype personality method and two said maybe, one person said no, and two did not answer. When it comes to Enneagram types, many people were familiar with the Enneagram and interested in tasting wines based off of Enneagram types.

Based on this study, it appears that conducting wine tastings based on personality types would be successful. Most people surveyed would also be interested in buying a wine in store

with their personality type on the label, which shows that marketing wine based on personality types could be a new tactic for producers, especially when targeting millennials and women.

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VII. Appendix

Code

```
import pandas as pd
from PyDictionary import PyDictionary
dictionary = PyDictionary()

def main():

    #get enneagram & wine tables
    location = 'G:/Shared drives/HE Consulting – Private/Enneagram Keywords.csv'
    enneagram_db = pd.read_csv(location)
    location = 'G:/Shared drives/HE Consulting – Private/Wine Keywords.csv'
    wine_db = pd.read_csv(location)

    #get wine names & enneagram numbers
    wine_names = wine_db["Names"]
    enneagram_numbers = enneagram_db["Numbers"]

    #get list of wine keywords
    wine_keywords = wine_db["Keywords"]
    num_wines = len(wine_db)
    #wine_keyword_list = listify_keywords(wine_keywords, num_wines)

    #get list of enneagram keywords
    enneagram_keywords = enneagram_db["Keywords"]
    num_enneagram = len(enneagram_db)
    #enneagram_keyword_list = listify_keywords(enneagram_keywords, num_enneagram)
```

```

#get list of wine keywords + synonyms
#wine_keywords_and_synonyms = get_synonyms(wine_keyword_list, num_wines)
#print("Done with getting wine synonyms!")

#get list of enneagram keywords + synonyms
#enneagram_keywords_and_synonyms = get_synonyms(enneagram_keyword_list,
num_enneagram)
#print("Done with getting enneagram synonyms!")

#unduplicate the lists
#wine_keywords_unduplicated = unduplicate(wine_keywords_and_synonyms,
num_wines)
#print("Unduplicated wine keywords....")
#enneagram_keywords_unduplicated =
unduplicate(enneagram_keywords_and_synonyms, num_enneagram)
#print("Unduplicated enneagram keywords....")

#USE THIS FOR TESTING THE MATCHIFY - all the unduplicated wine and
enneagram keywords + synonyms
wine_keywords_unduplicated = ['superimposed', 'bedded', 'stratified', 'layered',
'thickening', 'complexity', 'interlinking', 'compound', 'difficult', 'multifactorial', 'analyzable',
'involved', 'knotty', 'interlocking', 'Byzantine', 'intricate', 'composite', 'interwoven', 'labyrinthian',
'labyrinthine', 'tortuous', 'interlacing', 'daedal', 'tangled', 'decomposable', 'Gordian', 'hard',
'colonial', 'complicated', 'multiplex', 'convoluted', 'mazy', 'complexness', 'complex', 'sharp',
'distinct', 'crisp', 'spick', 'spic-and-span', 'water-washed', 'cleanness', 'pristine', 'fresh', 'unstained',
'cleanly', 'unsoiled', 'unsullied', 'washed', 'immaculate', 'antiseptic', 'spic', 'scrubbed', 'spotless',
'spick-and-span', 'cleanable', 'unused', 'unspotted', 'speckless', 'dry-cleaned', 'tidy', 'clean',
'refreshful', 'invigorating', 'tonic', 'bracing', 'brisk', 'refreshing', 'noctilucent', 'beady', 'blazing',
'brilliant', 'opalescent', 'luminousness', 'gleaming', 'iridescent', 'fulgid', 'glossy', 'silver', 'silklike',
'effulgent', 'aglow', 'glaring', 'agleam', 'nacreous', 'sleek', 'luminous', 'beamy', 'silvery', 'radiant',
'slick', 'glittering', 'shining', 'glinting', 'satiny', 'luminosity', 'sheeny', 'lustrous', 'light', 'glistening',
'sparkly', 'silken', 'aglitte', 'brightness', 'refulgent', 'opaline', 'fulgent', 'silky', 'glary', 'ardent',
'lucent', 'beadlike', 'self-luminous', 'scintillating', 'glittery', 'twinkling', 'coruscant', 'blinding',
'luminance', 'buttony', 'nitid', 'dazzling', 'shiny', 'pearlescent', 'lambent', 'glimmery', 'beaming',
'glistening', 'silvern', 'buttonlike', 'bright as a new penny', 'brightness level', 'shimmery', 'lurid',
'scintillant', 'bright', 'activity', 'zing', 'activeness', 'oomph', 'dynamism', 'pizzazz', 'pizzaz',

```

'effervescent', 'effervescing', 'foamy', 'spummy', 'frothy', 'bubbling', 'foaming', 'bubbly', 'Refreshing', 'Bright', 'velvet-textured', 'smooth', 'velvet', 'Velvety', 'Silky', 'even-textured', 'creaseless', 'streamlined', 'fine', 'seamless', 'uncreased', 'fine-textured', 'unlined', 'unseamed', 'slippery', 'fast', 'flowing', 'even', 'slippy', 'glassy', 'velvety', 'aerodynamic', 'ironed', 'smooth-textured', 'Smooth', 'plain', 'uncontaminated', 'unmixed', 'unmingled', 'unalloyed', 'purity', 'unpolluted', 'unclouded', 'axenic', 'sheer', 'clear', 'unadulterated', 'processed', 'native', 'pureness', 'virginal', 'sublimate', 'Pure', 'sugary', 'treacly', 'sweetish', 'tasty', 'saccharine', 'syrupy', 'cloying', 'Sweet', 'various', 'varied', 'Versatile', 'teasing', 'beguiling', 'attractive', 'alluring', 'corrupting', 'insidious', 'tempting', 'enticing', 'sexy', 'Seductive', 'separate', 'autarkical', 'self-sustaining', 'unconditional', 'indie', 'self-sufficient', 'breakaway', 'nonparasitic', 'autarkic', 'nonsymbiotic', 'self-supporting', 'strong-minded', 'item-by-item', 'fissiparous', 'free-living', 'self-reliant', 'free', 'unaffiliated', 'individual', 'autonomous', 'self-sufficing', 'independence', 'separatist', 'commutative', 'single-handed', 'independency', 'case-by-case', 'self-directed', 'independent', ['soigne', 'deluxe', 'dandified', 'tasteful', 'exquisite', 'fine', 'foppish', 'dandyish', 'high-toned', 'refined', 'recherche', 'neat', 'soignee', 'sophisticated', 'dignified', 'luxe', 'high-class', 'graceful', 'ritzy', 'de luxe', 'elegant', 'superimposed', 'bedded', 'stratified', 'layered', 'penetration', 'profundity', 'deep', 'profoundness', 'deepness', 'draught', 'shallowness', 'sounding', 'draft', 'extent', 'shallow', 'depth', 'delightful', 'charming', 'easy', 'fab', 'ingratiating', 'attractive', 'gratifying', 'sweet', 'beautiful', 'admirable', 'good', 'pleasant', 'humourous', 'delicious', 'fabulous', 'humorous', 'pleasing', 'unstinted', 'overgenerous', 'munificent', 'unstinting', 'too-generous', 'unsparing', 'generous', 'Lavish', 'Elegant', 'luscious', 'sexy', 'toothsome', 'juicy', 'red-hot', 'Voluptuous', 'prosperous', 'wealthy', 'privileged', 'loaded', 'flush', 'financial condition', 'comfortable', 'well-fixed', 'well-heeled', 'well-to-do', 'affluent', 'well-off', 'moneyed', 'well-situated', 'abundant', 'Rich', 'hot', 'fashionable', 'touristed', 'popularity', 'favourite', 'touristy', 'best-selling', 'favorite', 'Popular', 'nonsubjective', 'impersonal', 'objective', 'Neutral', 'flexible', 'filmable', 'elastic', 'convertible', 'pliable', 'all-mains', 'universal', 'pliant', 'adjustable', 'variable', 'Adaptable', 'revived', 'renewed', 'retiring', 'reticent', 'unassertive', 'self-effacing', 'emollient', 'squeezable', 'flocculent', 'woolly', 'downlike', 'squashy', 'overstuffed', 'downy', 'cheeselike', 'flaccid', 'mushy', 'flossy', 'demulcent', 'softening', 'brushed', 'squishy', 'cushioned', 'velvet', 'cottony', 'fluffy', 'fleecy', 'semisoft', 'softish', 'cushiony', 'wooly', 'yielding', 'salving', 'padded', 'velvety', 'spongy', 'spongelike', 'compressible', 'napped', 'hardness', 'Soft', ['sharp', 'distinct', 'crisp', 'new', 'hot', 'undecomposed', 'unspoiled', 'freshness', 'fresh-cut', 'new-made', 'warm', 'unspoil', 'good', 'strong', 'caller', 'fresh', 'spick', 'spic-and-span', 'water-washed', 'cleanness', 'pristine', 'unstained', 'cleanly', 'unsoiled', 'unsullied', 'washed', 'immaculate', 'antiseptic', 'spic', 'scrubbed', 'spotless', 'spick-and-span', 'cleanable', 'unused', 'unspotted', 'speckless', 'dry-cleaned', 'tidy', 'clean', 'vivacious', 'spirited', 'vibrant', 'unstinted', 'overgenerous', 'munificent', 'unstinting', 'too-generous', 'unsparing', 'generous', 'Lavish', 'soigne', 'deluxe', 'dandified', 'tasteful', 'exquisite', 'fine', 'foppish', 'dandyish', 'high-toned', 'refined', 'recherche', 'neat', 'soignee', 'sophisticated', 'dignified', 'luxe', 'high-class', 'graceful', 'ritzy', 'de luxe', 'Elegant', 'luscious', 'sexy', 'toothsome', 'juicy', 'red-hot', 'Voluptuous', 'easy', 'prosperous', 'wealthy', 'privileged', 'loaded', 'flush', 'financial condition', 'comfortable', 'well-fixed', 'well-heeled', 'well-to-do', 'affluent', 'well-off', 'moneyed', 'well-situated', 'abundant', 'Rich', 'fashionable', 'touristed', 'popularity', 'favourite', 'touristy', 'best-selling', 'favorite', 'Popular', 'nonsubjective', 'impersonal', 'objective', 'Neutral', 'flexible', 'filmable', 'elastic', 'convertible', 'pliable', 'all-mains', 'universal', 'pliant', 'adjustable', 'variable', 'Adaptable', 'revived', 'renewed', 'retiring', 'reticent', 'unassertive', 'self-effacing', 'emollient', 'squeezable', 'flocculent', 'woolly', 'downlike', 'squashy', 'overstuffed', 'downy', 'cheeselike', 'flaccid', 'mushy', 'flossy',

'demulcent', 'softening', 'brushed', 'squishy', 'cushioned', 'velvet', 'cottony', 'fluffy', 'fleecy', 'semisoft', 'softish', 'cushiony', 'wooly', 'yielding', 'salving', 'padded', 'velvety', 'spongy', 'spongelike', 'compressible', 'napped', 'hardness', 'Soft', ['grotesque', 'strange', 'fantastical', 'unusual', 'antic', 'fantastic', 'noctilucent', 'beady', 'blazing', 'brilliant', 'opalescent', 'luminousness', 'gleaming', 'iridescent', 'fulgid', 'glossy', 'silver', 'silklike', 'effulgent', 'aglow', 'glaring', 'agleam', 'nacreous', 'sleek', 'luminous', 'beamy', 'silvery', 'radiant', 'slick', 'glittering', 'shining', 'glinting', 'satiny', 'luminosity', 'sheeny', 'lustrous', 'light', 'glistening', 'sparkly', 'silken', 'aglitte', 'brightness', 'refulgent', 'opaline', 'fulgent', 'silky', 'glary', 'ardent', 'lucent', 'beadlike', 'self-luminous', 'scintillating', 'glittery', 'twinkling', 'coruscant', 'blinding', 'luminance', 'buttony', 'nitid', 'dazzling', 'shiny', 'pearlescent', 'lambent', 'glimmery', 'beaming', 'glistening', 'silvern', 'buttonlike', 'bright as a new penny', 'brightness level', 'shimmery', 'lurid', 'scintillant', 'bright', 'esthetic', 'aesthetic', 'vernal', 'immature', 'young', 'Youthful', 'energetic', 'breezy', 'sprightliness', 'zippy', 'bubbly', 'burbling', 'alive', 'rested', 'warm', 'live', 'spirit', 'peppy', 'burbly', 'animated', 'bouncing', 'liveliness', 'gushing', 'life', 'watchful', 'effervescent', 'effusive', 'spirited', 'bouncy', 'frothy', 'bubbling', 'alert', 'Lively', 'pleasing', 'Charming', 'semiarid', 'parched', 'dried-up', 'dried', 'rainless', 'sere', 'withered', 'bone dry', 'air-dried', 'bone-dry', 'air-dry', 'shriveled', 'waterless', 'desiccated', 'shrivelled', 'dried-out', 'baked', 'semi-dry', 'wetness', 'scorched', 'kiln-dried', 'sear', 'dry-shod', 'sunbaked', 'arid', 'adust', 'thirsty', 'Dry', 'flexible', 'filmable', 'elastic', 'convertible', 'pliable', 'all-mains', 'universal', 'pliant', 'adjustable', 'variable', 'Adaptable', 'new', 'hot', 'crisp', 'undecomposed', 'unspoiled', 'freshness', 'fresh-cut', 'new-made', 'unspoilt', 'good', 'strong', 'caller', 'Fresh', 'vivacious', 'Vibrant', 'zestful', 'yeasty', 'barmy', 'Zesty', 'various', 'varied', 'Versatile', 'pleasurable', 'pleasant', 'gratifying', 'Enjoyable', 'sugary', 'treacly', 'sweetish', 'tasty', 'saccharine', 'syrupy', 'cloying', 'sweet', ['global', 'disc-shaped', 'pancake-like', 'wheel-like', 'globose', 'ball-shaped', 'globular', 'cocoid', 'bulblike', 'discoidal', 'bulbous', 'spheric', 'barrel-shaped', 'nutlike', 'capitate', 'bulb-shaped', 'orbicular', 'pinwheel-shaped', 'apple-shaped', 'goblet-shaped', 'ringlike', 'dislike', 'circular', 'discoidal', 'pear-shaped', 'cumuliform', 'moon-round', 'disk-shaped', 'disklike', 'spherical', 'roundish', 'rounded', 'moonlike', 'round', 'noctilucent', 'beady', 'blazing', 'brilliant', 'opalescent', 'luminousness', 'gleaming', 'iridescent', 'fulgid', 'glossy', 'silver', 'silklike', 'effulgent', 'aglow', 'glaring', 'agleam', 'nacreous', 'sleek', 'luminous', 'beamy', 'silvery', 'radiant', 'slick', 'glittering', 'shining', 'glinting', 'satiny', 'luminosity', 'sheeny', 'lustrous', 'light', 'glistening', 'sparkly', 'silken', 'aglitte', 'brightness', 'refulgent', 'opaline', 'fulgent', 'silky', 'glary', 'ardent', 'lucent', 'beadlike', 'self-luminous', 'scintillating', 'glittery', 'twinkling', 'coruscant', 'blinding', 'luminance', 'buttony', 'nitid', 'dazzling', 'shiny', 'pearlescent', 'lambent', 'glimmery', 'beaming', 'glistening', 'silvern', 'buttonlike', 'bright as a new penny', 'brightness level', 'shimmery', 'lurid', 'scintillant', 'bright', 'spick', 'spic-and-span', 'water-washed', 'cleanness', 'pristine', 'fresh', 'unstained', 'cleanly', 'unsoiled', 'unsullied', 'washed', 'immaculate', 'antiseptic', 'spic', 'scrubbed', 'spotless', 'spick-and-span', 'cleanable', 'unused', 'unspotted', 'speckless', 'dry-cleaned', 'tidy', 'clean', 'various', 'varied', 'versatile', 'perfect', 'ideal', 'vernal', 'immature', 'young', 'Youthful', 'energetic', 'breezy', 'sprightliness', 'zippy', 'bubbly', 'burbling', 'alive', 'rested', 'warm', 'live', 'spirit', 'peppy', 'burbly', 'animated', 'bouncing', 'liveliness', 'gushing', 'life', 'watchful', 'effervescent', 'effusive', 'spirited', 'bouncy', 'frothy', 'bubbling', 'alert', 'Lively', 'pleasing', 'Charming', 'semiarid', 'parched', 'dried-up', 'dried', 'rainless', 'sere', 'withered', 'bone dry', 'air-dried', 'bone-dry', 'air-dry', 'shriveled', 'waterless', 'desiccated', 'shrivelled', 'dried-out', 'baked', 'semi-dry', 'wetness', 'scorched', 'kiln-dried', 'sear', 'dry-shod', 'sunbaked', 'arid', 'adust', 'thirsty', 'Dry', 'flexible', 'filmable', 'elastic', 'convertible', 'pliable', 'all-mains', 'universal', 'pliant', 'adjustable', 'variable', 'Adaptable', 'new', 'hot', 'crisp', 'undecomposed', 'unspoiled', 'freshness', 'fresh-cut', 'new-made', 'unspoilt', 'good',

'strong', 'caller', 'Fresh', 'vivacious', 'Vibrant', 'zestful', 'yeasty', 'barmy', 'Zesty', 'Versatile', 'pleasurable', 'pleasant', 'gratifying', 'Enjoyable', 'sugary', 'treacly', 'sweetish', 'tasty', 'saccharine', 'syrupy', 'cloying', 'sweet', [plain', 'uncontaminated', 'fine', 'unmixed', 'pristine', 'unmingled', 'fresh', 'unalloyed', 'purity', 'unpolluted', 'light', 'unclouded', 'axenic', 'sheer', 'clear', 'clean', 'unadulterated', 'processed', 'native', 'pureness', 'virginal', 'sublimate', 'pure', 'hot', 'warmed', 'temperature', 'lukewarm', 'warming', 'tepid', 'warm', 'global', 'disc-shaped', 'pancake-like', 'wheel-like', 'globose', 'ball-shaped', 'globular', 'coccoid', 'bulblike', 'discoidal', 'bulbous', 'spheric', 'barrel-shaped', 'nutlike', 'capitate', 'bulb-shaped', 'orbicular', 'pinwheel-shaped', 'apple-shaped', 'goblet-shaped', 'ringlike', 'dislike', 'circular', 'discoid', 'pear-shaped', 'cumuliform', 'moon-round', 'disk-shaped', 'disklike', 'spherical', 'roundish', 'rounded', 'moonlike', 'round', 'thickening', 'complexity', 'interlinking', 'compound', 'difficult', 'multifactorial', 'analyzable', 'involved', 'knotty', 'interlocking', 'Byzantine', 'intricate', 'composite', 'interwoven', 'labyrinthian', 'labyrinthine', 'tortuous', 'interlacing', 'daedal', 'tangled', 'decomposable', 'Gordian', 'hard', 'colonial', 'complicated', 'multiplex', 'convoluted', 'mazy', 'complexness', 'complex', 'organized', 'structured', 'vivacious', 'spirited', 'Vibrant', 'vernal', 'immature', 'young', 'Youthful', 'energetic', 'breezy', 'sprightliness', 'zippy', 'bubbly', 'bubbling', 'alive', 'rested', 'sparkly', 'live', 'spirit', 'peppy', 'scintillating', 'burbly', 'animated', 'bouncing', 'liveliness', 'gushing', 'life', 'watchful', 'effervescent', 'effusive', 'bouncy', 'frothy', 'bubbling', 'alert', 'Lively', 'pleasing', 'Charming', 'beguiling', 'seductive', 'tempting', 'enticing', 'Alluring', 'teasing', 'attractive', 'alluring', 'corrupting', 'insidious', 'sexy', 'Seductive', 'high-priced', 'dearly-won', 'pricey', 'pricy', 'big-ticket', 'valuable', 'costly', 'overpriced', 'dear', 'high-ticket', 'Expensive', 'changeable', 'mutable', [almighty', 'efficacious', 'effectual', 'ruling', 'reigning', 'strong', 'coercive', 'effective', 'omnipotent', 'potent', 'regnant', 'puissant', 'power', 'muscular', 'compelling', 'stiff', 'mighty', 'powerfulness', 'regent', 'all-powerful', 'powerful', 'soigne', 'deluxe', 'dandified', 'tasteful', 'exquisite', 'fine', 'foppish', 'dandyish', 'high-toned', 'refined', 'recherche', 'neat', 'soignee', 'sophisticated', 'dignified', 'luxé', 'high-class', 'graceful', 'ritzy', 'de luxe', 'elegant', 'penetration', 'profundity', 'deep', 'profoundness', 'deepness', 'draught', 'shallowness', 'sounding', 'draft', 'extent', 'shallow', 'depth', 'optical density', 'relative density', 'absorbance', 'low density', 'flux', 'bpi', 'denseness', 'transmission density', 'tenuity', 'rarity', 'compactness', 'flux density', 'photographic density', 'bits per inch', 'density', 'take aback', 'move', 'shock', 'explode a bombshell', 'affect', 'amaze', 'flabbergast', 'boggle', 'catch', 'floor', 'ball over', 'blow out of the water', 'impress', 'astound', 'bowl over', 'strike', 'astonish', 'surprise', 'soften', 'Mellow', 'thickening', 'complexity', 'interlinking', 'compound', 'difficult', 'multifactorial', 'analyzable', 'involved', 'knotty', 'interlocking', 'Byzantine', 'intricate', 'composite', 'interwoven', 'labyrinthian', 'labyrinthine', 'tortuous', 'interlacing', 'daedal', 'tangled', 'decomposable', 'Gordian', 'hard', 'colonial', 'complicated', 'multiplex', 'convoluted', 'mazy', 'complexness', 'Complex', 'easy', 'prosperous', 'wealthy', 'privileged', 'loaded', 'flush', 'financial condition', 'comfortable', 'well-fixed', 'well-heeled', 'well-to-do', 'affluent', 'well-off', 'moneyed', 'well-situated', 'abundant', 'Rich', 'even-textured', 'creaseless', 'streamlined', 'seamless', 'sleek', 'uncreased', 'fine-textured', 'unlined', 'unseamed', 'slippery', 'velvet', 'velvet-textured', 'fast', 'flowing', 'even', 'slippy', 'glassy', 'velvety', 'aerodynamic', 'ironed', 'smooth-textured', 'Smooth', 'smooth', 'Velvety', 'homogenisation', 'homogenization', 'merging', 'compounding', 'confluence', 'combining', 'blend', 'conflux', 'combination', 'Blending', 'antonymous', 'Complementary', 'emollient', 'demulcent', 'salving', 'soft', 'Softening', 'comprehensible', 'comprehensible', 'accessible', 'Approachable', [incomparable', 'unequaled', 'unequaled', 'uncomparable', 'alone', 'unparalleled', 'unique', 'heavy', 'deepness', 'profound', 'depth', 'sound', 'wakeless', 'deep', 'hot', 'warmed', 'temperature', 'lukewarm', 'warming', 'tepid', 'warm', 'holdup', 'delay', 'tarriance', 'lingering', 'unafraid', 'heroic', 'daring', 'boldness',

'adventurous', 'intrepid', 'overreaching', 'foolhardy', 'unfearing', 'daredevil', 'hardy', 'temerarious', 'courageous', 'hardiness',

'audacious', 'fearless', 'overvaliant', 'nervy', 'heroical', 'dauntless', 'brave', 'heady', 'rash', 'reckless', 'emboldened', 'hardihood', 'adventuresome', 'forward', 'vaulting', 'Bold', 'raging', 'overwhelming', 'wicked', 'smart', 'level', 'degree', 'unabated', 'exquisite', 'consuming', 'strong', 'extreme', 'concentrated', 'violent', 'thick', 'immoderate', 'uttermost', 'fierce', 'intensive', 'main', 'terrible', 'bad', 'intensified', 'brutal', 'trigger-happy', 'severe', 'vehement', 'grade', 'utmost', 'blood-and-guts', 'big', 'screaming', 'keen', 'tearing', 'terrific', 'aggravated', 'unrelenting', 'intemperate', 'cold', 'wild', 'Intense', 'thickening', 'complexity', 'interlinking', 'compound', 'difficult', 'multifactorial', 'analyzable', 'involved', 'knotty', 'interlocking', 'Byzantine', 'intricate', 'composite', 'interwoven', 'labyrinthian', 'labyrinthine', 'tortuous', 'interlacing', 'daedal', 'tangled', 'decomposable', 'Gordian', 'hard', 'colonial', 'complicated', 'multiplex', 'convoluted', 'mazy', 'complexness', 'Complex', 'undiluted', 'Concentrated', 'precocious', 'advanced', 'fashionable', 'touristed', 'popularity', 'favourite', 'touristy', 'best-selling', 'favorite', 'Popular', 'royal family', 'male monarch', 'King of the Germans', 'sovereign', 'crowned head', 'King of England', 'King of France', 'royal line', 'King of Great Britain', 'monarch', 'royal house', 'Rex', 'royalty', 'King', 'insensitive', 'hard-bitten', 'hard-boiled', 'tough-minded', 'unsentimental', 'pugnacious', 'Tough', 'Warm', 'racy', 'naughty', 'blue', 'risque', 'juicy', 'gamy', 'gamey', 'sexy', 'Spicy', 'serious', 'tough', 'thorny', 'problematical', 'demanding', 'rugged', 'touchy', 'challenging', 'rocky', 'embarrassing', 'tricky', 'arduous', 'difficultness', 'hard-fought', 'problematic', 'vexed', 'nasty', 'trying', 'unenviable', 'awkward', 'troublesome', 'fractious', 'baffling', 'effortful', 'elusive', 'sticky', 'herculean', 'tight', 'difficulty', 'tall', 'ticklish', 'ambitious', 'catchy', 'delicate', 'rough', ['influential', 'important', 'authoritative', 'busbar', 'grid', 'wind energy facility', 'station', 'power system', 'power plant', 'turbogenerator', 'power station', 'power grid', 'wind farm', 'wind park', 'bus', 'powerhouse', 'penetration', 'profundity', 'deep', 'profoundness', 'deepness', 'draught', 'shallowness', 'sounding', 'draft', 'extent', 'shallow', 'depth', 'complication', 'involution', 'quality', 'knottiness', 'elaboration', 'intricacy', 'simple', 'complex', 'elaborateness', 'tapestry', 'tortuousness', 'trickiness', 'complicatedness', 'complexness', 'complexity', 'superimposed', 'bedded', 'stratified', 'layered', 'unafraid', 'heroic', 'daring', 'boldness', 'adventurous', 'intrepid', 'overreaching', 'foolhardy', 'unfearing', 'daredevil', 'hardy', 'temerarious', 'courageous', 'hardiness', 'audacious', 'fearless', 'overvaliant', 'nervy', 'heroical', 'dauntless', 'brave', 'heady', 'rash', 'reckless', 'emboldened', 'hardihood', 'adventuresome', 'forward', 'vaulting', 'Bold', 'raging', 'overwhelming', 'wicked', 'smart', 'level', 'degree', 'unabated', 'exquisite', 'consuming', 'strong', 'extreme', 'concentrated', 'violent', 'thick', 'immoderate', 'uttermost', 'fierce', 'intensive', 'main', 'terrible', 'bad', 'intensified', 'brutal', 'trigger-happy', 'severe', 'vehement', 'grade', 'utmost', 'blood-and-guts', 'big', 'screaming', 'keen', 'tearing', 'terrific', 'aggravated', 'unrelenting', 'intemperate', 'profound', 'cold', 'wild', 'Intense', 'thickening', 'interlinking', 'compound', 'difficult', 'multifactorial', 'analyzable', 'involved', 'knotty', 'interlocking', 'Byzantine', 'intricate', 'composite', 'interwoven', 'labyrinthian', 'labyrinthine', 'tortuous', 'interlacing', 'daedal', 'tangled', 'decomposable', 'Gordian', 'hard', 'colonial', 'complicated', 'multiplex', 'convoluted', 'mazy', 'Complex', 'undiluted', 'Concentrated', 'precocious', 'advanced', 'hot', 'fashionable', 'touristed', 'popularity', 'favourite', 'touristy', 'best-selling', 'favorite', 'Popular', 'royal family', 'male monarch', 'King of the Germans', 'sovereign', 'crowned head', 'King of England', 'King of France', 'royal line', 'King of Great Britain', 'monarch', 'royal house', 'Rex', 'royalty', 'King', 'insensitive', 'hard-bitten', 'hard-boiled', 'tough-minded', 'unsentimental', 'pugnacious', 'tough', 'warmed', 'temperature', 'lukewarm', 'warming', 'tepid', 'Warm', 'racy', 'naughty', 'blue', 'risque', 'juicy', 'gamy', 'gamey', 'sexy', 'Spicy', 'serious',

'thorny', 'problematical', 'demanding', 'rugged', 'touchy', 'challenging', 'rocky', 'embarrassing', 'tricky', 'arduous', 'difficultness', 'hard-fought', 'problematic', 'vexed', 'nasty', 'trying', 'unenviable', 'awkward', 'troublesome', 'fractious', 'baffling', 'effortful', 'elusive', 'sticky', 'herculean', 'tight', 'difficulty', 'tall', 'ticklish', 'ambitious', 'catchy', 'delicate', 'rough']]

enneagram_keywords_unduplicated = [['sensible', 'reasoning', 'lucid', 'coherent', 'logical', 'demythologised', 'reasonable', 'intelligent', 'sane', 'thinking', 'demythologized', 'Rational', 'ideal', 'Idealistic', 'high-principled', 'scrupulous', 'Principled', 'purpose-built', 'earnest', 'meaningful', 'purposive', 'resolute', 'businesslike', 'goal-directed', 'purpose-made', 'Purposeful', 'independent', 'self-sufficing', 'self-sufficient', 'Self-Controlled', 'compulsive', 'perfectionist', 'global', 'disc-shaped', 'pancake-like', 'wheel-like', 'globose', 'ball-shaped', 'globular', 'coccoid', 'bulblike', 'discoidal', 'bulbous', 'spheric', 'barrel-shaped', 'nutlike', 'capitate', 'bulb-shaped', 'orbicular', 'pinwheel-shaped', 'apple-shaped', 'goblet-shaped', 'ringlike', 'dislike', 'circular', 'discoid', 'pear-shaped', 'cumuliform', 'moon-round', 'disk-shaped', 'disklike', 'spherical', 'roundish', 'rounded', 'moonlike', 'Round', 'organized', 'Structured', 'spick', 'spic-and-span', 'water-washed', 'cleanness', 'pristine', 'fresh', 'unstained', 'cleanly', 'unsoiled', 'unsullied', 'washed', 'immaculate', 'antiseptic', 'spic', 'scrubbed', 'spotless', 'spick-and-span', 'cleanable', 'unused', 'unspotted', 'speckless', 'dry-cleaned', 'tidy', 'Clean', 'hot', 'warmed', 'temperature', 'lukewarm', 'warming', 'tepid', 'Warm'], ['love', 'warmheartedness', 'lovingness', 'warmth', 'Caring', 'social', 'Interpersonal', 'demonstrative pronoun', 'pronoun', 'Demonstrative', 'bighearted', 'bounteous', 'unselfish', 'unstinted', 'openhanded', 'unstinting', 'too-generous', 'unsparing', 'freehanded', 'generousness', 'charitable', 'big', 'handsome', 'generosity', 'munificent', 'overgenerous', 'bountiful', 'liberal', 'lavish', 'freehearted', 'giving', 'benevolent', 'Generous', 'delightful', 'charming', 'easy', 'fab', 'ingratiating', 'attractive', 'gratifying', 'sweet', 'beautiful', 'admirable', 'good', 'pleasant', 'humourous', 'delicious', 'fabulous', 'humorous', 'People-Pleasing', 'genitive', 'Possessive', 'sugary', 'treacly', 'sweetish', 'tasty', 'saccharine', 'syrupy', 'cloying', 'Sweet', 'effervescent', 'effervescing', 'foamy', 'spumy', 'frothy', 'bubbling', 'foaming', 'Bubbly', 'hot', 'warmed', 'temperature', 'lukewarm', 'warming', 'tepid', 'Warm', 'teasing', 'beguiling', 'alluring', 'corrupting', 'insidious', 'tempting', 'enticing', 'sexy', 'Seductive'], ['orientating', 'adjusted', 'bound', 'directed', 'minded', 'orientated', 'homeward', 'destined', 'orienting', 'homeward-bound', 'headed', 'familiarised', 'familiarized', 'Success-Oriented', 'practical', 'pragmatical', 'matter-of-fact', 'Pragmatic', 'adjustive', 'adaptative', 'adaptational', 'accommodative', 'reconciling', 'Adaptive', 'superior', 'outstanding', 'goaded', 'involuntary', 'nonvoluntary', 'unvoluntary', 'Driven', 'conscious', 'self-aware', 'Image-Conscious', 'sugary', 'treacly', 'sweetish', 'tasty', 'saccharine', 'syrupy', 'cloying', 'Sweet', 'various', 'varied', 'Versatile', 'teasing', 'beguiling', 'attractive', 'alluring', 'corrupting', 'insidious', 'tempting', 'enticing', 'sexy', 'Seductive', 'changeable', 'mutable'], ['sensible', 'reactive', 'susceptible', 'radiosensitive', 'excitable', 'sensitivity', 'responsive', 'erogenous', 'highly sensitive', 'light-sensitive', 'photosensitive', 'sensitiveness', 'nociceptive', 'delicate', 'irritable', 'Sensitive', 'reserved', 'indrawn', 'Withdrawn', 'communicative', 'communicatory', 'Expressive', 'hammy', 'melodramatic', 'drama', 'spectacular', 'Dramatic', 'egoistic', 'self-centered', 'egocentric', 'self-involved', 'self-centred', 'egoistical', 'Self-Absorbed', 'emotional', 'moody', 'Temperamental', 'incomparable', 'unequaled', 'unequalled', 'uncomparable', 'alone', 'unparalleled', 'Unique', 'heavy', 'deepness', 'profound', 'depth', 'sound', 'wakeless', 'Deep', 'even-textured', 'creaseless', 'streamlined', 'fine', 'seamless', 'sleek', 'uncreased', 'fine-textured', 'unlined', 'unseamed', 'slippery', 'velvet', 'velvet-textured', 'fast', 'flowing', 'even', 'slippy', 'glassy', 'velvety', 'aerodynamic', 'ironed', 'smooth-textured', 'Smooth'], ['raging', 'overwhelming', 'wicked', 'smart', 'level', 'degree', 'unabated', 'exquisite', 'consuming', 'strong', 'extreme', 'concentrated', 'violent', 'thick', 'immoderate',

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 'muscular', 'compelling', 'stiff', 'mighty', 'powerfulness', 'regent', 'all-powerful', 'Powerful',
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 'adventurous', 'intrepid', 'overreaching', 'foolhardy', 'unfearing', 'daredevil', 'hardy', 'temerarious',

'courageous', 'hardiness', 'audacious', 'fearless', 'overvaliant', 'nervy', 'heroical', 'dauntless', 'brave', 'heady', 'rash', 'reckless', 'emboldened', 'hardihood', 'adventuresome', 'forward', 'vaulting', 'Bold', 'holdup', 'delay', 'tarriance', 'Lingering', 'insensitive', 'hard', 'hard-bitten', 'hard-boiled', 'tough-minded', 'unsentimental', 'pugnacious', 'Tough', 'superimposed', 'bedded', 'stratified', 'Layered'], ['leisurely', 'unhurried', 'easy', 'Easygoing', 'retiring', 'reticent', 'unassertive', 'Self-Effacing', 'pervious', 'Receptive', 'soothing', 'consolatory', 'comforting', 'encouraging', 'assuring', 'reassurance', 'consoling', 'assuasive', 'Reassuring', 'accordant', 'Agreeable', 'content', 'self-satisfied', 'self-complacent', 'contented', 'Complacent', 'emollient', 'squeezable', 'flocculent', 'woolly', 'downlike', 'squashy', 'overstuffed', 'downy', 'cheeselike', 'flaccid', 'mushy', 'flossy', 'demulcent', 'softening', 'brushed', 'squishy', 'cushioned', 'velvet', 'cottony', 'fluffy', 'fleecy', 'semisoft', 'softish', 'cushiony', 'wooly', 'yielding', 'salving', 'padded', 'velvety', 'spongy', 'spongelike', 'compressible', 'napped', 'hardness', 'Soft', 'flexible', 'filmable', 'elastic', 'convertible', 'pliable', 'all-mains', 'universal', 'pliant', 'adjustable', 'variable', 'Adaptable', 'noctilucent', 'beady', 'blazing', 'brilliant', 'opalescent', 'luminousness', 'gleaming', 'iridescent', 'fulgid', 'glossy', 'silver', 'silklike', 'effulgent', 'aglow', 'glaring', 'agleam', 'nacreous', 'sleek', 'luminous', 'beamy', 'silvery', 'radiant', 'slick', 'glittering', 'shining', 'glinting', 'satiny', 'luminosity', 'sheeny', 'lustrous', 'light', 'glistering', 'sparkly', 'silken', 'agliter', 'brightness', 'refulgent', 'opaline', 'fulgent', 'silky', 'glary', 'ardent', 'lucent', 'beadlike', 'self-luminous', 'scintillating', 'glittery', 'twinkling', 'coruscant', 'blinding', 'luminance', 'buttony', 'nitid', 'dazzling', 'shiny', 'pearlescent', 'lambent', 'glimmery', 'beaming', 'glistening', 'silvern', 'buttonlike', 'bright as a new penny', 'brightness level', 'shimmery', 'lurid', 'scintillant', 'Bright', 'changeable', 'mutable']]

```
#match enneagram numbers to the wine with the most common number of keywords
enneagram_wine_matches = matchify(wine_keywords_unduplicated,
enneagram_keywords_unduplicated, num_wines)

#save enneagram numbers and matching wine name to output table
column_names = ["Enneagram_Number", "Wine_Name"]
output_table = pd.DataFrame(columns = column_names)
output_table["Enneagram_Number"] = enneagram_numbers
index = 0
for key in enneagram_wine_matches:
    output_table["Wine_Name"][index] =
wine_names[enneagram_wine_matches[key]]
    index += 1

return(output_table)
```

```
def listify_keywords(keywords_in_string, number_of_items):
```

```
    new_list = [""] * number_of_items
```

```
    index = 0
```

```
    for item in keywords_in_string:
```

```
        temp_list = item.split(",")
```

```
        new_list[index] = temp_list
```

```
        index = index + 1
```

```
    return(new_list)
```

```
def get_synonyms(keywords_in_list, number_of_items):
```

```
    list_of_synonyms = [""] * number_of_items
```

```
    index = 0
```

```
    for item in keywords_in_list:
```

```
        synonyms_per_wine = []
```

```
        for word in item:
```

```
            temp_list = dictionary.synonym(word)
```

```
            temp_list.append(word)
```

```
            synonyms_per_wine.extend(temp_list)
```

```
        list_of_synonyms[index] = synonyms_per_wine
```

```
        index = index + 1
```

```
    return(list_of_synonyms)
```

```
def unduplicate(duplicated_keywords, number_of_items):
```

```
    unduplicated_keywords = [""] * number_of_items
```

```
    index = 0
```

```
    for item in duplicated_keywords:
```

```

temp_list = list(dict.fromkeys(item))
unduplicated_keywords[index] = temp_list
index = index + 1
return(unduplicated_keywords)

def matchify(wine_keywords, enneagram_keywords, number_of_wines):
    matches = {1: "", 2: "", 3: "", 4: "", 5: "", 6: "", 7: "", 8: "", 9: ""}
    current_enneagram_number = 1
    for number in enneagram_keywords:
        track_count = [""] * number_of_wines
        index = 0
        for wine in wine_keywords:
            results = 0
            for word in number:
                results += wine.count(word)
            track_count[index] = results #save the number of keywords the current
enneagram number and wine combo share; index + 1 = wine row number
            index = index + 1
            results = 0
        print("Enneagram number: ", current_enneagram_number)
        print(track_count)
        input()
        max_value = max(track_count)
        max_index = track_count.index(max_value) #max_index = the wine row number
that matches the current enneagram number
        matches[current_enneagram_number] = int(max_index) #add value to enneagram
number in matches dictionary of the wine with the most common keywords
        current_enneagram_number += 1
    return(matches)

```


#run script and export the final table

output = main()

Survey

New Way of Wine Tasting

Wine and Personality Types

* Required

Gender *

- Male
- Female
- I prefer not to say
- Other:

Age *

- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 70+

Do you like wine?

- Yes
- No
- It's okay

Please check if you associate any of these words with wine

- Fun
- Fancy
- Comfortable
- Intimidating
- Adventurous
- Structured
- None of these

How often do you drink wine?

- Almost Daily
- Once or twice a week
- Special Occasions
- Rarely
- I don't drink wine

Have you been wine tasting?

- Yes
- No

Would you be interested in tasting wines associated with your personality type rather than doing a traditional wine tasting? *

- Yes
- No
- Maybe
- If I liked wine, yes

If you were in a store with a wine that had your personality type on the label, would you be interested in buying it? *

- Yes
- No
- Maybe
- If I liked wine, yes

Have you heard of the Vinotype personality? *

- Yes
- No
- Maybe

If yes, would you be interested in tasting wine based off of your Vinotype?

- Yes
- No
- Maybe

Have you heard of the Enneagram personality? *

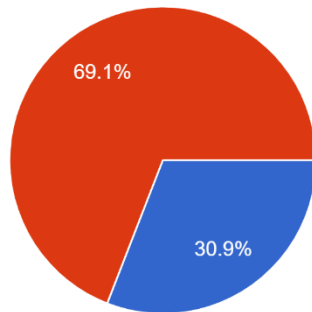
- Yes
- No
- Maybe

If yes, would you be interested in tasting wine based off of Enneagram Types?

- Yes
- No
- Maybe

Gender

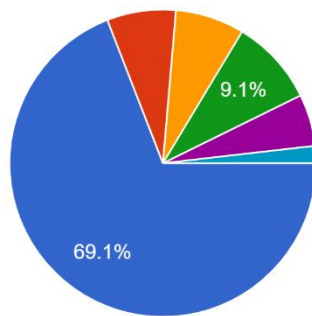
110 responses



- Male
- Female
- I prefer not to say

Age

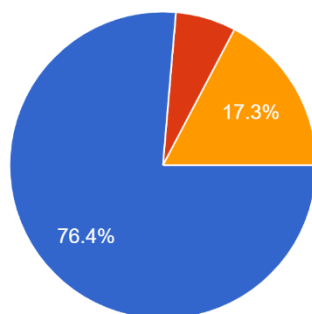
110 responses



- 21-30
- 31-40
- 41-50
- 51-60
- 61-70
- 70+

Do you like wine?

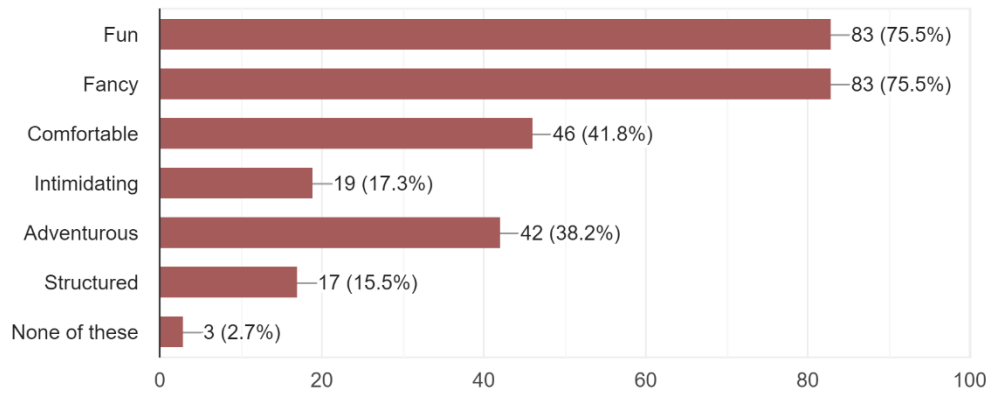
110 responses



- Yes
- No
- It's okay

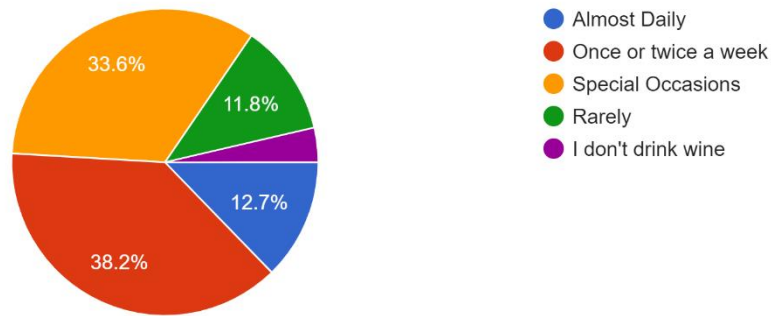
Please check if you associate any of these words with wine

110 responses



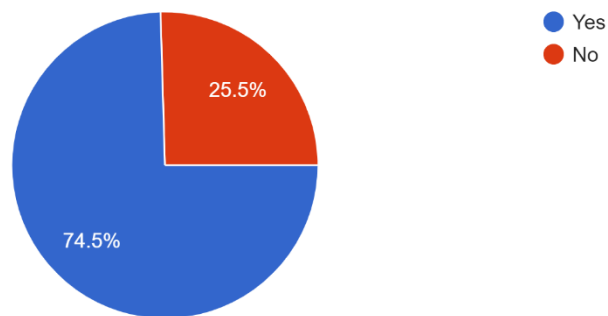
How often do you drink wine?

110 responses



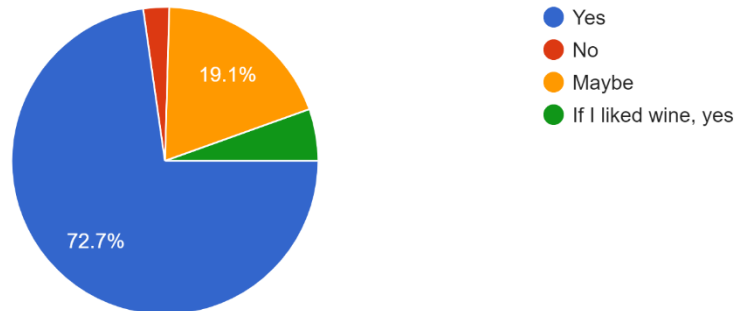
Have you been wine tasting?

110 responses



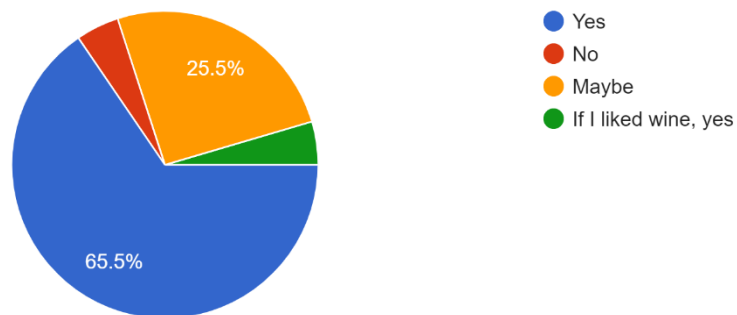
Would you be interested in tasting wines associated with your personality type rather than doing a traditional wine tasting?

110 responses



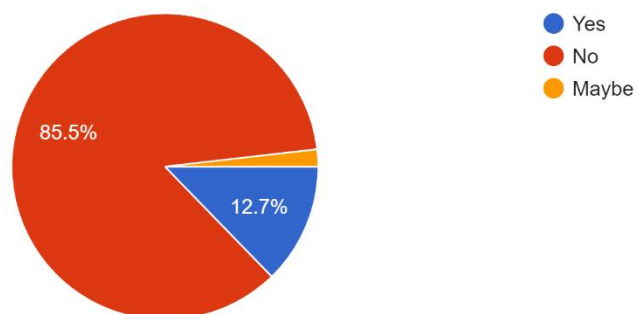
If you were in a store with a wine that had your personality type on the label, would you be interested in buying it?

110 responses



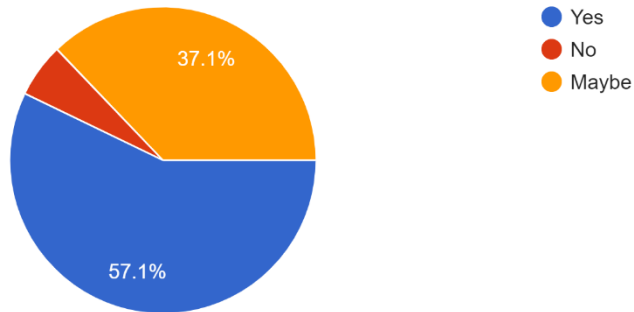
Have you heard of the Vinotype personality?

110 responses



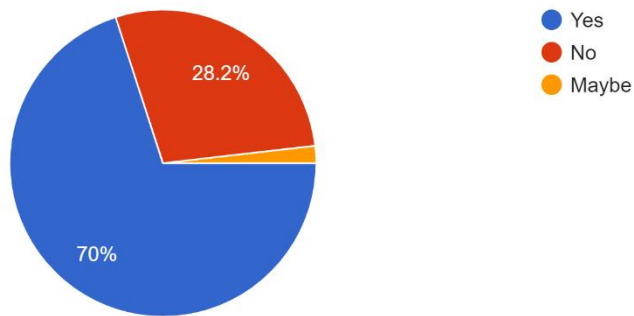
If yes, would you be interested in tasting wine based off of your Vinotype?

70 responses



Have you heard of the Enneagram personality?

110 responses



If yes, would you be interested in tasting wine based off of Enneagram Types?

96 responses

