TTI SUCCESS INSIGHTS®

2017 RELIABILITY STUDY

TTI TALENT INSIGHTS®

Style Insights®
Motivation Insights®

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INTRODUCTION

In the field of psychometrics, the concept of reliability is used as a measure of consistency. To be more specific, reliability is defined as the repeatability or consistency of a measure. A measure is considered reliable if approximately the same results are obtained over time or across some other category, assuming the measure itself has not been amended or updated.

There are multiple types of reliability. Inter-rater reliability measures the degree to which different raters give consistent estimates of the same phenomenon. Test-retest reliability is used to assess the consistency of a measure from one time period to another. Parallel reliability assesses the consistency of the results of two tests constructed in the same way from the same content domain. Internal consistency reliability assesses the consistency of results across items within an assessment.

The 2017 Style & Motivation Insights Reliability Study is an internal consistency reliability study and is part of TTI SI's ongoing continuous improvement process. This study uses a measurement of reliability called the Cronbach's α (alpha). Cronbach's α is a measure of the lower bound estimate of the reliability of a psychometric assessment. Cronbach's α is a scalar taking values between 0 and 1, inclusive. Generally speaking, the closer the score is to one, the more reliable an assessment may be considered. The scales for the Style Insights are labeled Dominance, Influence, Steadiness, and Compliance. The scales for the Motivation Insights are labeled Theoretical, Utilitarian, Aesthetic, Social, Individualistic, and Traditional.

For the Motivation Insights assessment, there are two scoring methods. The legacy Motivators produces 6 scores and therefore a one to one correspondence between scales and scores. The 12 Driving Forces produces 12 scores, one for each end of the 6 Motivation Insights scales. The same six scales are behind each of the two scoring methods, therefore, only a single coefficient is provided for each scale. The Cronbach reliability coefficient is a measure of internal consistency of a scale - not a measure of the methodology generating the scores.

The respondent data is selected from the TTI SI Internet Delivery System (IDS)® and is comprised of mostly the general business or working adult population of the individual languages. A random sample of males and females is collected for study from each language. The current study considers data from 2014 to May, 2017. To ensure the highest level of accuracy for each language, the IDS system allows selection of respondents with IP addresses emanating from the native country for the language in question.

Based on the findings in this study, one may conclude the Style & Motivation Insights assessments are confirmed as internally consistent and reliable.

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STYLE INSIGHTS® SUMMARY

The Style Insights Reliability Study presents language by language comparisons for each of the scales under consideration. The reliability coefficients are computed using the Cronbach's α reliability coefficient for each scale. The following table presents the reliability score ranges and their corresponding interpretation as a level of reliability.

Reliability Score	Level of Reliability
$\alpha \geq 0.90$	Excellent
$0.80 \geq \alpha < 0.90$	Very Good
$0.70 \geq \alpha < 0.80$	Acceptable
$0.60 \geq \alpha < 0.70$	Questionable
$0.50 \geq \alpha < 0.60$	Poor
$\alpha < 0.5$	Unacceptable

The scales for which reliability is measured in the Style Insights Reliability study are Dominance, Influence, Steadiness, and Compliance. As is seen on the Cronbach's α summary page, the scores for all scales across all languages are generally in the Very Good range. The exceptions are Dominance in Dutch, German, Hungarian, Italian, Russian, and Swedish, all rising into the Excellent range, and Influence and Steadiness in Portuguese falling into the Acceptable range.

The Cronbach's α summary page is followed by a summary of the average scores across all languages for comparison. A summary of primary percentage breakdown by scale follows the summary of average scores.

The remainder of the report includes a more complete breakdown of the preceding information for each language in the study. The tables include a Cronbach's α table showing the total population breakdown by the four scales followed by the same information by gender. A second table is provided for each language that includes descriptive statistics for the total population as well as for each gender. The descriptive statistics include primary behavior style percentage, mean scores, standard deviation of scores, and the standard deviation across the population and by gender.

STYLE INSIGHTS® - CRONBACH'S ALPHAS

The table below presents the Cronbach's alpha measure of internal consistency by language and scale. The populations comprise of 50% male and female random samples.

2017 CRONBACH'S ALPHAS					
	Dominance	Influence	Steadiness	Compliance	N
Brazilian-Portuguese	.88	.89	.84	.85	20226
Chinese-Simplified	.87	.84	.85	.82	10932
Dutch	.90	.88	.84	.87	18646
English-AU/NZ	.89	.86	.85	.84	12088
English-Canada	.89	.86	.85	.84	18144
English-South Africa	.88	.83	.85	.82	918
English UK	.89	.85	.85	.84	21716
English US	.89	.86	.85	.84	353180
French	.87	.83	.81	.83	31524
German	.91	.85	.87	.86	44832
Hungarian	.90	.84	.82	.87	1168
Italian	.90	.83	.81	.86	2260
Polish	.89	.86	.85	.88	798
Portuguese	.87	.79	.79	.80	4546
Russian	.90	.86	.82	.86	2086
Spanish-Americas	.86	.84	.80	.81	23568
Spanish-Spain	.87	.85	.81	.85	10716
Swedish	.90	.85	.84	.85	20448
Turkish	.85	.82	.83	.80	4332

STYLE INSIGHTS® - AVERAGE SCORES

The table below presents the mean scores by language for each of the four scales. The underlying data used to generate the statistics in this table are from the Natural Behavioral Style (Graph II). The populations comprise of 50% male and female random samples.

2017 AVERAGE SCORES					
	Dominance	Influence	Steadiness	Compliance	N
Brazilian-Portuguese	46	59	60	50	20226
Chinese-Simplified	41	60	63	53	10932
Dutch	47	59	61	48	18646
English-AU/NZ	45	59	62	51	12088
English-Canada	43	59	62	51	18144
English-South Africa	47	56	58	54	918
English UK	47	61	59	48	21716
English US	45	59	60	50	353180
French	46	60	57	52	31524
German	47	58	63	49	44832
Hungarian	46	62	59	49	1168
Italian	48	60	58	49	2260
Polish	50	54	56	51	798
Portuguese	47	57	58	52	4546
Russian	48	57	55	53	2086
Spanish-Americas	47	59	57	52	23568
Spanish-Spain	48	58	55	52	10716
Swedish	46	62	60	48	20448
Turkish	49	60	56	54	4332

STYLE INSIGHTS® - PRIMARY PERCENTAGES

The table below presents the percentage of people in the relevant population having each of the four scores as their primary Behavioral style. The underlying data used to generate the statistics in this table are from the Natural Behavioral Style (Graph II). The populations comprise of 50% male and female random samples.

2017 PRIMARY PERCENTAGES					
	Dominance	Influence	Steadiness	Compliance	N
Brazilian-Portuguese	18	31	34	17	20226
Chinese-Simplified	13	34	35	18	10932
Dutch	18	36	33	13	18646
English-AU/NZ	18	32	35	15	12088
English-Canada	16	33	35	16	18144
English-South Africa	19	31	31	19	918
English UK	19	36	32	13	21716
English US	18	34	32	16	353180
French	18	36	27	19	31524
German	22	28	38	12	44832
Hungarian	19	36	30	15	1168
Italian	21	34	31	14	2260
Polish	24	28	27	21	798
Portuguese	21	30	29	20	4546
Russian	22	32	26	20	2086
Spanish-Americas	20	32	28	20	23568
Spanish-Spain	20	33	28	19	10716
Swedish	19	36	32	13	20448
Turkish	21	31	28	20	4332

Brazilian-Portuguese

For Brazilian-Portuguese Participants (10/2014) to (5/2017); n = 20,226; n_m = 10,113; n_f = 10,113

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.88	.88	.87
Influence	.89	.88	.90
Steadiness	.84	.83	.84
Compliance	.85	.84	.86

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	15	42	8.9	0.09	18	44	9.1	0.09	12	39	8.8	0.09
Adapt. I	30	54	9.5	0.09	25	51	9.0	0.09	34	57	9.9	0.10
Adapt. S	27	57	8.3	0.08	26	56	8.2	0.08	29	58	8.4	0.08
Adapt. C	28	56	8.4	0.08	31	59	8.1	0.08	25	54	8.6	0.09
Nat. D	18	46	9.1	0.09	22	49	8.9	0.09	14	44	9.2	0.09
Nat. I	31	59	9.1	0.09	26	56	8.9	0.09	36	62	9.1	0.09
Nat. S	34	60	7.7	0.08	34	59	7.6	0.08	34	61	7.7	0.08
Nat. C	17	50	8.3	0.08	18	52	7.9	0.08	16	48	8.6	0.09

Chinese-Simplified

For Chinese-Simplified Participants (1/2014) to (5/2017); n = 10,932; n_m = 5,466; n_f = 5,466

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.87	.87	.88
Influence	.84	.82	.85
Steadiness	.85	.85	.85
Compliance	.82	.79	.84

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	10	38	8.7	0.12	12	40	8.7	0.12	9	37	8.7	0.12
Adapt. I	31	55	8.4	0.11	28	53	7.9	0.11	34	57	8.9	0.12
Adapt. S	29	60	8.7	0.12	25	57	8.4	0.11	33	62	8.8	0.12
Adapt. C	30	58	7.8	0.11	35	61	7.4	0.10	24	54	8.0	0.11
Nat. D	13	41	9.2	0.12	15	42	9.0	0.12	11	39	9.3	0.13
Nat. I	34	60	7.7	0.10	31	57	7.3	0.10	36	62	7.9	0.11
Nat. S	35	63	7.6	0.10	32	61	7.6	0.10	39	66	7.5	0.10
Nat. C	18	53	7.4	0.10	22	56	6.7	0.09	14	50	7.9	0.11

Dutch

For Dutch Participants (1/2014) to (5/2017); n = 18,646; n_m = 9,323; n_f = 9,323

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.90	.90	.90
Influence	.88	.88	.88
Steadiness	.84	.84	.85
Compliance	.87	.87	.87

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	17	43	9.9	0.10	21	47	10.1	0.10	12	39	9.4	0.10
Adapt. I	31	55	9.4	0.10	27	53	9.3	0.10	34	57	9.3	0.10
Adapt. S	31	60	8.5	0.09	28	58	8.3	0.09	35	62	8.5	0.09
Adapt. C	21	52	8.8	0.09	24	53	9.0	0.09	19	52	8.6	0.09
Nat. D	18	47	10.0	0.10	24	51	9.6	0.10	13	43	10.1	0.10
Nat. I	36	59	8.9	0.09	32	57	9.2	0.10	39	62	8.6	0.09
Nat. S	33	61	7.5	0.08	30	58	7.5	0.08	37	63	7.4	0.08
Nat. C	13	48	9.3	0.10	14	49	9.3	0.10	11	48	9.3	0.10

English-Australia, New Zealand

For English-AU/NZ Participants (1/2014) to (5/2017); n = 12,088; n_m = 6,044; n_f = 6,044
Country percentages: 81% Australia, 19% New Zealand

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.89	.89	.89
Influence	.86	.85	.86
Steadiness	.85	.85	.86
Compliance	.84	.84	.84

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	15	42	9.2	0.12	18	46	9.4	0.12	11	39	8.8	0.11
Adapt. I	30	55	8.7	0.11	25	52	8.4	0.11	34	59	8.9	0.11
Adapt. S	27	58	8.6	0.11	23	55	8.4	0.11	33	61	8.7	0.11
Adapt. C	28	57	8.1	0.10	34	60	8.1	0.10	22	54	8.0	0.10
Nat. D	18	45	9.7	0.12	23	49	9.4	0.12	12	41	9.7	0.13
Nat. I	32	59	8.2	0.11	27	55	8.2	0.11	37	62	8.1	0.10
Nat. S	35	62	7.8	0.10	32	59	7.8	0.10	39	65	7.6	0.10
Nat. C	15	51	8.0	0.10	18	53	7.7	0.10	12	48	8.1	0.10

English-Canada

For English-Canada Participants (1/2014) to (5/2017); n = 18,144; n_m = 9,072; n_f = 9,072

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.89	.89	.89
Influence	.86	.85	.86
Steadiness	.85	.85	.85
Compliance	.84	.84	.85

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	12	40	9.1	0.10	16	44	9.3	0.10	9	37	8.7	0.09
Adapt. I	29	55	8.8	0.09	25	52	8.4	0.09	33	57	9.0	0.09
Adapt. S	29	58	8.5	0.09	23	55	8.3	0.09	34	62	8.5	0.09
Adapt. C	30	58	8.2	0.09	36	61	8.1	0.09	24	55	8.1	0.08
Nat. D	16	43	9.6	0.10	21	47	9.4	0.10	11	39	9.6	0.10
Nat. I	33	59	8.3	0.09	29	55	8.3	0.09	38	62	8.1	0.08
Nat. S	35	62	7.7	0.08	31	58	7.8	0.08	38	65	7.5	0.08
Nat. C	16	51	8.0	0.08	19	53	7.7	0.08	13	49	8.2	0.09

English-South Africa

For English-South Africa Participants (1/2014) to (5/2017); n = 918; n_m = 518; n_f = 400

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.88	.88	.87
Influence	.83	.83	.84
Steadiness	.85	.84	.86
Compliance	.82	.81	.83

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	17	43	9.0	0.45	17	45	9.0	0.40	15	42	9.0	0.45
Adapt. I	28	53	8.1	0.41	25	51	7.8	0.34	32	56	8.4	0.42
Adapt. S	23	55	8.5	0.42	21	53	8.3	0.37	27	57	8.6	0.43
Adapt. C	32	58	7.7	0.39	37	61	7.5	0.33	26	55	7.9	0.39
Nat. D	19	47	9.1	0.46	22	48	9.1	0.40	15	44	9.2	0.46
Nat. I	31	56	7.8	0.39	28	54	7.8	0.34	35	59	7.8	0.39
Nat. S	31	58	7.9	0.39	27	57	7.8	0.34	36	60	7.9	0.40
Nat. C	19	54	7.4	0.37	23	56	7.1	0.31	14	51	7.8	0.39

English UK

For English UK Participants (1/2014) to (5/2017); n = 21,716; n_m = 10,858; n_f = 10,858

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.89	.89	.89
Influence	.85	.84	.85
Steadiness	.85	.84	.85
Compliance	.84	.84	.85

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	15	43	9.3	0.09	18	46	9.4	0.09	12	41	9.2	0.09
Adapt. I	32	57	8.6	0.08	27	53	8.3	0.08	38	61	8.7	0.08
Adapt. S	24	55	8.4	0.08	20	53	8.2	0.08	27	58	8.5	0.08
Adapt. C	29	56	8.2	0.08	35	60	8.2	0.08	23	53	7.9	0.08
Nat. D	19	47	9.6	0.09	23	50	9.4	0.09	15	44	9.7	0.09
Nat. I	36	61	7.9	0.08	30	58	7.9	0.08	41	65	7.7	0.07
Nat. S	32	59	7.7	0.07	31	56	7.8	0.07	34	61	7.6	0.07
Nat. C	13	48	8.0	0.08	16	51	7.8	0.07	10	46	8.1	0.08

English US

For English US Participants (1/2014) to (5/2017); n = 353,180; n_m = 176,590; n_f = 176,590

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.89	.89	.89
Influence	.86	.86	.86
Steadiness	.85	.85	.86
Compliance	.84	.84	.85

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	14	42	9.3	0.02	17	45	9.4	0.02	11	39	9.0	0.02
Adapt. I	31	55	8.9	0.02	26	52	8.6	0.02	34	58	9.1	0.02
Adapt. S	26	56	8.6	0.02	22	53	8.3	0.02	31	60	8.7	0.02
Adapt. C	29	57	8.2	0.02	35	60	8.2	0.02	24	54	8.1	0.02
Nat. D	18	45	9.6	0.02	22	49	9.4	0.02	13	42	9.7	0.02
Nat. I	34	59	8.3	0.02	30	56	8.3	0.02	39	62	8.2	0.02
Nat. S	32	60	7.8	0.02	29	57	7.8	0.02	35	63	7.7	0.02
Nat. C	16	50	8.0	0.02	19	52	7.7	0.02	13	48	8.1	0.02

French

For French Participants (1/2014) to (5/2017); n = 31,524; n_m = 15,762; n_f = 15,762

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.87	.87	.88
Influence	.83	.82	.84
Steadiness	.81	.80	.81
Compliance	.83	.83	.84

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	15	42	8.7	0.07	17	44	8.7	0.07	13	40	8.6	0.07
Adapt. I	32	57	8.3	0.07	27	53	8.0	0.06	37	60	8.5	0.07
Adapt. S	21	54	7.4	0.06	19	53	7.3	0.06	24	56	7.5	0.06
Adapt. C	32	59	8.1	0.06	37	62	8.0	0.06	26	56	8.0	0.06
Nat. D	18	46	9.0	0.07	21	48	8.8	0.07	15	44	9.3	0.07
Nat. I	36	60	7.6	0.06	31	57	7.5	0.06	40	63	7.4	0.06
Nat. S	27	57	7.1	0.06	26	56	7.1	0.06	29	59	7.0	0.06
Nat. C	19	52	7.7	0.06	22	55	7.4	0.06	16	50	7.9	0.06

German

For German Participants (1/2014) to (5/2017); n = 44,832; n_m = 22,416; n_f = 22,416

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.91	.91	.91
Influence	.85	.84	.85
Steadiness	.87	.87	.87
Compliance	.86	.86	.86

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	18	44	10.6	0.07	23	49	10.8	0.07	12	40	10.0	0.07
Adapt. I	27	53	8.3	0.06	23	50	8.1	0.05	31	57	8.5	0.06
Adapt. S	31	60	9.2	0.06	26	57	9.0	0.06	37	63	9.2	0.06
Adapt. C	24	52	8.1	0.05	28	53	8.3	0.06	20	51	7.9	0.05
Nat. D	22	47	10.2	0.07	29	53	9.7	0.06	14	41	10.1	0.07
Nat. I	28	58	8.1	0.05	23	54	8.2	0.05	33	62	7.8	0.05
Nat. S	38	63	7.5	0.05	34	59	7.6	0.05	42	66	7.3	0.05
Nat. C	12	49	8.3	0.06	14	49	8.3	0.06	11	48	8.4	0.06

Hungarian

For Hungarian Participants (1/2014) to (5/2017); n = 1,168; n_m = 584; n_f = 584

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.90	.90	.90
Influence	.84	.84	.84
Steadiness	.82	.82	.82
Compliance	.87	.87	.87

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	15	41	9.8	0.41	17	44	9.8	0.41	13	39	9.7	0.40
Adapt. I	35	59	8.6	0.36	33	57	8.4	0.35	37	61	8.6	0.36
Adapt. S	23	55	7.8	0.32	20	53	7.5	0.31	26	58	7.9	0.33
Adapt. C	27	56	8.9	0.37	30	58	8.8	0.37	24	54	8.9	0.37
Nat. D	19	46	10.3	0.42	21	47	9.9	0.41	17	44	10.6	0.44
Nat. I	36	62	7.5	0.31	33	60	7.7	0.32	38	64	7.3	0.30
Nat. S	30	59	7.2	0.30	27	57	7.2	0.30	34	62	7.0	0.29
Nat. C	15	49	8.8	0.36	19	51	8.5	0.35	11	48	9.1	0.37

Italian

For Italian Participants (1/2014) to (5/2017); n = 2,260; n_m = 1,130; n_f = 1,130

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.90	.90	.90
Influence	.83	.82	.83
Steadiness	.81	.80	.82
Compliance	.86	.86	.87

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	19	45	10.0	0.30	21	47	10.1	0.30	17	43	9.9	0.29
Adapt. I	33	58	8.3	0.25	27	55	8.1	0.24	39	62	8.4	0.25
Adapt. S	24	56	7.5	0.22	24	55	7.4	0.22	24	57	7.5	0.22
Adapt. C	24	53	8.6	0.26	28	55	8.6	0.25	20	50	8.6	0.25
Nat. D	21	48	9.9	0.30	24	50	9.7	0.29	18	46	10.2	0.30
Nat. I	34	60	7.5	0.22	28	56	7.5	0.22	40	64	7.3	0.22
Nat. S	31	58	6.8	0.20	31	57	6.8	0.20	30	59	6.8	0.20
Nat. C	14	49	8.5	0.25	17	51	8.3	0.25	12	47	8.7	0.26

Polish

For Polish Participants (1/2014) to (5/2017); n = 798; n_m = 399; n_f = 399

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.89	.89	.90
Influence	.86	.85	.87
Steadiness	.85	.84	.85
Compliance	.88	.88	.88

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	24	49	10.0	0.50	26	50	10.0	0.50	22	48	10.0	0.50
Adapt. I	26	52	8.6	0.43	22	51	8.1	0.41	29	54	9.0	0.45
Adapt. S	21	53	8.3	0.42	19	51	8.1	0.41	24	54	8.5	0.43
Adapt. C	29	56	9.0	0.45	33	58	9.2	0.46	25	55	8.8	0.44
Nat. D	24	50	9.3	0.46	26	51	8.7	0.44	23	48	9.7	0.49
Nat. I	28	54	8.4	0.42	25	52	8.4	0.42	31	56	8.4	0.42
Nat. S	27	56	7.4	0.37	27	54	7.5	0.37	28	57	7.3	0.37
Nat. C	21	51	8.8	0.44	22	52	8.7	0.44	18	49	8.9	0.45

Portuguese

For Portuguese Participants (1/2014) to (5/2017); n = 4,546; n_m = 2,273; n_f = 2,273

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.87	.87	.87
Influence	.79	.79	.80
Steadiness	.79	.79	.79
Compliance	.80	.79	.80

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	18	45	8.8	0.18	17	44	8.8	0.18	18	45	8.8	0.18
Adapt. I	27	54	7.3	0.15	24	51	7.1	0.15	30	56	7.4	0.16
Adapt. S	26	58	7.2	0.15	26	57	7.3	0.15	27	58	7.2	0.15
Adapt. C	29	58	7.6	0.16	33	61	7.6	0.16	25	56	7.5	0.16
Nat. D	21	47	8.3	0.17	21	48	8.3	0.17	22	47	8.4	0.18
Nat. I	30	57	7.2	0.15	26	54	7.1	0.15	33	59	7.2	0.15
Nat. S	29	58	6.4	0.13	29	58	6.5	0.14	29	59	6.3	0.13
Nat. C	20	52	7.3	0.15	24	55	7.2	0.15	16	49	7.3	0.15

Russian

For Russian Participants (1/2015) to (5/2017); n = 2,086; n_m = 1,043; n_f = 1,043

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.90	.90	.91
Influence	.86	.85	.87
Steadiness	.82	.81	.83
Compliance	.86	.85	.86

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	19	45	10.0	0.31	19	46	9.8	0.30	18	44	10.2	0.31
Adapt. I	31	56	9.1	0.28	24	51	8.5	0.26	37	61	9.3	0.29
Adapt. S	20	53	7.5	0.23	18	52	7.1	0.22	23	54	7.8	0.24
Adapt. C	30	58	9.0	0.28	39	63	8.8	0.27	22	53	8.9	0.27
Nat. D	22	48	9.9	0.31	25	50	9.4	0.29	20	46	10.3	0.32
Nat. I	32	57	8.1	0.25	25	52	7.8	0.24	38	62	8.0	0.25
Nat. S	26	55	7.7	0.24	25	53	7.6	0.24	27	56	7.8	0.24
Nat. C	20	53	7.9	0.25	25	57	7.5	0.23	15	49	8.1	0.25

Spanish-Americas

For Spanish-Americas Participants (1/2014) to (5/2017); n = 23,568; n_m = 11,784; n_f = 11,784

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.86	.86	.86
Influence	.84	.83	.84
Steadiness	.80	.79	.80
Compliance	.81	.80	.81

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	17	45	8.4	0.08	18	46	8.4	0.08	16	44	8.4	0.08
Adapt. I	29	55	7.8	0.07	26	53	7.5	0.07	32	57	8.0	0.07
Adapt. S	22	52	7.0	0.06	20	51	6.8	0.06	23	54	7.1	0.07
Adapt. C	32	58	7.3	0.07	36	60	7.2	0.07	29	56	7.4	0.07
Nat. D	20	47	8.3	0.08	23	49	8.2	0.08	18	45	8.3	0.08
Nat. I	32	59	7.4	0.07	29	57	7.4	0.07	35	62	7.4	0.07
Nat. S	28	57	6.6	0.06	27	55	6.5	0.06	30	59	6.6	0.06
Nat. C	20	52	6.7	0.06	21	54	6.5	0.06	17	50	6.9	0.06

Spanish-Spain

For Spanish-Spain Participants (1/2014) to (5/2017); n = 10,716; n_m = 5,358; n_f = 5,358

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.87	.87	.87
Influence	.85	.86	.85
Steadiness	.81	.80	.82
Compliance	.85	.85	.85

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	19	46	9.0	0.12	19	46	9.0	0.12	19	45	9.0	0.12
Adapt. I	30	56	8.7	0.12	27	53	8.6	0.12	33	58	8.7	0.12
Adapt. S	21	53	7.2	0.10	20	53	7.0	0.10	23	54	7.3	0.10
Adapt. C	30	57	8.5	0.12	34	60	8.5	0.12	25	55	8.3	0.11
Nat. D	20	48	8.8	0.12	22	48	8.7	0.12	19	47	8.9	0.12
Nat. I	33	58	8.3	0.11	30	56	8.5	0.12	36	61	8.1	0.11
Nat. S	28	55	7.1	0.10	26	54	7.1	0.10	29	55	7.1	0.10
Nat. C	19	52	8.1	0.11	22	54	8.0	0.11	16	49	8.2	0.11

Swedish

For Swedish Participants (1/2014) to (5/2017); n = 20,448; n_m = 10,224; n_f = 10,224

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.90	.89	.90
Influence	.85	.84	.85
Steadiness	.84	.83	.85
Compliance	.85	.85	.86

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	15	42	9.1	0.09	16	43	9.2	0.09	13	41	9.0	0.09
Adapt. I	32	58	8.5	0.08	28	56	8.2	0.08	37	61	8.6	0.08
Adapt. S	25	57	8.1	0.08	23	56	8.0	0.08	27	58	8.2	0.08
Adapt. C	28	56	8.2	0.08	33	59	8.3	0.08	23	53	8.0	0.08
Nat. D	19	46	9.2	0.09	21	48	9.1	0.09	16	45	9.2	0.09
Nat. I	36	62	7.5	0.07	31	60	7.4	0.07	40	65	7.5	0.07
Nat. S	32	60	7.1	0.07	32	59	7.1	0.07	33	61	7.1	0.07
Nat. C	13	48	8.1	0.08	16	50	7.9	0.08	11	46	8.2	0.08

Turkish

For Turkish Participants (1/2014) to (5/2017); n = 4,332; n_m = 2,166; n_f = 2,166

Table 1. Cronbach's Alpha for Style Insights Scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Dominance	.85	.85	.85
Influence	.82	.82	.82
Steadiness	.83	.83	.83
Compliance	.80	.79	.80

Table 2. Normed Descriptive Statistics on Style Insights Scales for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Adapt. D	16	45	8.4	0.18	17	46	8.5	0.18	16	45	8.3	0.18
Adapt. I	34	59	7.6	0.16	33	57	7.5	0.16	36	61	7.7	0.16
Adapt. S	18	50	7.5	0.16	16	49	7.5	0.16	19	50	7.5	0.16
Adapt. C	32	58	7.5	0.16	34	60	7.5	0.16	29	56	7.5	0.16
Nat. D	21	49	8.1	0.17	23	50	8.2	0.18	19	48	8.1	0.17
Nat. I	31	60	7.0	0.15	29	58	7.0	0.15	34	62	6.9	0.15
Nat. S	28	56	7.5	0.16	26	55	7.6	0.16	29	56	7.4	0.16
Nat. C	20	54	6.7	0.14	22	55	6.6	0.14	18	53	6.8	0.15

MOTIVATION INSIGHTS® SUMMARY

The Motivation Insights Reliability Study presents language by language comparisons for each of the scales under consideration. The reliability coefficients are computed using the Cronbach's α reliability coefficient for each scale. The following table presents the reliability score ranges and their corresponding interpretation as a level of reliability.

Reliability Score	Level of Reliability
$\alpha >= 0.90$	Excellent
$0.80 >= \alpha < 0.90$	Very Good
$0.70 >= \alpha < 0.80$	Acceptable
$0.60 >= \alpha < 0.70$	Questionable
$0.50 >= \alpha < 0.60$	Poor
$\alpha < 0.5$	Unacceptable

The scales for which reliability is measured in the Motivation Insights Reliability study are Theoretical, Utilitarian, Aesthetic, Social, Individualistic, and Traditional. As is seen on the Cronbach's α summary page, the scores for all scales across all languages are generally in the Acceptable to Very Good range, with the majority landing in the Very Good range. The exceptions are Utilitarian, Aesthetic, and Traditional in Chinese-Simplified falling into the Questionable range, and Social in English-South Africa rising to the Excellent range.

The Cronbach's α summary page is followed by a summary of the average scores across all languages for comparison. A summary of primary percentage breakdown by scale follows the summary of average scores. A summary of average scores and primary percentage is then provided for the 12 Driving Forces scores.

The remainder of the report includes a more complete breakdown of the preceding information for each language in the study. The tables include a Cronbach's α table showing the total population breakdown by the six scales followed by the same information by gender. A second table is provided for each language that includes descriptive statistics for the total population as well as for each gender. The descriptive statistics include primary factor percentage, mean scores, standard deviation of scores, and the standard deviation across the population and by gender. A third table includes the same descriptive statistics on the 12 Driving Forces scores for the total population as well as a gender breakdown.

MOTIVATION INSIGHTS® - CRONBACH'S ALPHAS

The table below presents the Cronbach's alpha measure of internal consistency by language and scale. The populations comprise of 50% male and female random samples.

2017 CRONBACH'S ALPHAS							
	THE.	UTI.	AES.	SOC.	IND.	TRA.	N
Brazilian-Portuguese	.82	.77	.79	.87	.83	.83	10534
Chinese-Simplified	.76	.69	.65	.83	.75	.60	2036
Dutch	.81	.83	.75	.86	.82	.76	2466
English-AU/NZ	.85	.82	.81	.88	.84	.82	1832
English-Canada	.85	.83	.81	.88	.84	.82	3596
English-South Africa	.86	.84	.77	.91	.81	.80	414
English UK	.84	.78	.78	.86	.84	.80	1464
English US	.85	.82	.82	.88	.84	.83	64382
French	.76	.71	.72	.86	.83	.74	2528
German	.81	.72	.85	.84	.87	.70	16584
Hungarian	.77	.74	.78	.83	.84	.73	392
Italian	.81	.70	.78	.86	.88	.81	326
Russian	.82	.81	.82	.85	.81	.72	496
Spanish-Americas	.80	.81	.67	.87	.77	.76	2622
Spanish-Spain	.82	.74	.71	.84	.83	.77	868
Turkish	.81	.80	.75	.87	.82	.78	682

MOTIVATION INSIGHTS® - AVERAGE SCORES

The table below presents the mean scores by language for each of the six scales. The populations comprise of 50% male and female random samples.

2017 AVERAGE SCORES							
	THE.	UTI.	AES.	SOC.	IND.	TRA.	N
Brazilian-Portuguese	54	45	34	36	48	35	10534
Chinese-Simplified	49	47	39	30	45	42	2036
Dutch	45	39	45	41	45	37	2466
English-AU/NZ	49	42	41	36	47	37	1832
English-Canada	50	42	41	37	45	37	3596
English-South Africa	49	46	37	34	50	36	414
English UK	49	44	40	34	49	36	1464
English US	48	42	38	38	46	40	64382
French	51	45	45	34	42	35	2528
German	50	44	42	34	47	35	16584
Hungarian	50	43	44	32	46	37	392
Italian	50	42	48	31	45	36	326
Russian	47	53	41	29	46	36	496
Spanish-Americas	52	43	37	35	50	35	2622
Spanish-Spain	53	41	43	35	47	33	868
Turkish	49	44	44	35	50	30	682

MOTIVATION INSIGHTS® - PRIMARY PERCENTAGES

The table below presents the percentage of people in the relevant population having each of the six scores as their primary factor. The populations comprise of 50% male and female random samples.

2017 PRIMARY PERCENTAGES							
	THE.	UTI.	AES.	SOC.	IND.	TRA.	N
Brazilian-Portuguese	53	12	3	6	22	4	10534
Chinese-Simplified	38	24	6	4	20	8	2036
Dutch	23	11	22	12	26	6	2466
English-AU/NZ	34	11	12	7	27	9	1832
English-Canada	36	12	12	9	22	9	3596
English-South Africa	31	18	7	9	30	5	414
English UK	32	14	10	5	33	6	1464
English US	32	12	9	10	25	12	64382
French	41	18	18	6	14	3	2528
German	36	10	17	4	30	3	16584
Hungarian	35	11	20	2	27	5	392
Italian	33	8	26	3	25	5	326
Russian	21	43	12	2	18	4	496
Spanish-Americas	42	12	3	8	31	4	2622
Spanish-Spain	52	5	11	4	26	2	868
Turkish	29	15	14	6	34	2	682

12 DRIVING FORCES® - AVERAGE SCORES

The table below presents the mean scores by language for each of the twelve Driving Forces scores. The populations comprise of 50% male and female random samples.

2017 AVERAGE SCORES												
	Intellectual	Resourceful	Harmonious	Altruistic	Commanding	Structured	Instinctive	Selfless	Objective	Intentional	Collaborative	Receptive
Brazilian-Portuguese	67	47	28	28	54	28	17	35	58	53	31	57
Chinese-Simplified	56	50	36	18	49	40	26	32	49	67	35	42
Dutch	47	36	49	38	47	33	35	47	38	44	35	51
English-AU/NZ	54	40	40	31	51	33	28	42	44	54	32	50
English-Canada	56	42	40	32	49	33	26	42	44	53	35	50
English-South Africa	54	49	32	28	58	31	28	33	51	57	26	54
English UK	54	46	38	26	56	31	28	36	46	58	28	53
English US	54	42	35	33	50	38	29	40	50	51	35	46
French	58	47	46	26	42	29	24	35	36	57	43	56
German	57	44	40	26	51	29	26	36	43	57	33	54
Hungarian	57	42	46	22	50	33	25	39	39	62	33	50
Italian	57	40	53	19	49	31	25	42	31	64	35	53
Russian	50	62	38	19	50	31	31	21	46	67	33	51
Spanish-Americas	60	44	31	29	57	29	22	39	53	54	28	56
Spanish-Spain	64	39	44	26	51	25	19	43	39	56	32	61
Turkish	56	46	43	28	58	21	28	36	39	56	28	65

12 DRIVING FORCES® - PRIMARY PERCENTAGES

The table below presents the percentage of people in the relevant population having each of the twelve scores as their primary factor. The populations comprise of 50% male and female random samples.

2017 PRIMARY PERCENTAGES												
	Intellectual	Resourceful	Harmonious	Altruistic	Commanding	Structured	Instinctive	Selfless	Objective	Intentional	Collaborative	Receptive
Brazilian-Portuguese	32	4	1	3	10	2	0	2	15	13	2	16
Chinese-Simplified	17	6	3	2	8	3	1	3	7	44	4	2
Dutch	11	5	10	7	14	3	3	13	3	11	5	15
English-AU/NZ	19	4	5	3	13	4	3	8	5	19	4	13
English-Canada	20	5	6	4	11	4	2	7	7	17	5	12
English-South Africa	14	9	3	6	15	2	3	5	6	24	1	12
English UK	17	4	5	3	19	3	2	4	5	21	3	14
English US	18	5	4	5	12	6	3	7	11	15	4	10
French	21	6	9	3	5	1	1	2	2	25	8	17
German	20	3	9	2	17	1	1	3	6	19	6	13
Hungarian	19	3	9	1	10	2	1	5	4	31	5	10
Italian	17	2	13	1	12	1	1	4	0	33	6	10
Russian	9	20	5	1	7	1	3	1	5	35	4	9
Spanish-Americas	23	5	1	5	17	2	1	6	7	17	2	14
Spanish-Spain	31	2	4	2	14	1	1	5	1	16	3	20
Turkish	14	7	5	3	20	1	1	4	1	15	0	29

Brazilian-Portuguese

For Brazilian-Portuguese Participants (4/2015) to (5/2017); n = 10,534; n_m = 5,267; n_f = 5,267

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.82	.82	.81
Utilitarian	.77	.78	.76
Aesthetic	.79	.77	.79
Social	.87	.87	.88
Individualistic	.83	.81	.84
Traditional	.83	.83	.83

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	53	54	9.0	0.12	50	54	9.0	0.12	56	54	8.9	0.12
Utilitarian	12	45	9.2	0.13	14	46	9.1	0.13	11	44	9.1	0.13
Aesthetic	3	34	9.4	0.13	2	32	8.8	0.12	4	36	9.6	0.13
Social	6	36	10.7	0.15	4	35	10.2	0.14	7	37	10.9	0.15
Individualistic	22	48	10.4	0.14	26	50	9.6	0.13	18	46	10.8	0.15
Traditional	4	35	10.4	0.14	4	35	10.4	0.14	4	35	10.3	0.14

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	32	67	14.2	0.20	28	65	14.3	0.20	35	67	14.0	0.19
Resourceful	4	47	13.8	0.19	4	50	13.8	0.19	3	44	13.5	0.19
Harmonious	1	28	12.9	0.18	1	24	12.1	0.17	2	31	13.4	0.18
Altruistic	3	28	15.3	0.21	2	25	14.3	0.20	4	31	16.0	0.22
Commanding	10	54	15.1	0.21	12	57	14.1	0.19	8	50	15.5	0.21
Structured	2	28	14.0	0.19	2	28	14.2	0.20	2	28	13.8	0.19
Instinctive	0	17	11.4	0.16	1	18	11.6	0.16	0	17	11.2	0.15
Selfless	2	35	13.4	0.18	2	32	13.2	0.18	2	38	13.4	0.18
Objective	15	58	13.8	0.19	18	61	13.1	0.18	11	54	14.0	0.19
Intentional	13	53	16.4	0.23	15	56	15.9	0.22	12	50	16.7	0.23
Collaborative	2	31	14.2	0.20	1	26	12.9	0.18	4	35	14.9	0.21
Receptive	16	57	15.2	0.21	14	56	15.3	0.21	17	57	15.2	0.21

Chinese-Simplified

For Chinese-Simplified Participants (2/2015) to (5/2017); n = 2,036; n_m = 1,018; n_f = 1,018

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.76	.77	.75
Utilitarian	.69	.70	.68
Aesthetic	.65	.63	.65
Social	.83	.84	.83
Individualistic	.75	.73	.75
Traditional	.60	.60	.60

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	38	49	8.7	0.27	35	49	8.9	0.28	42	50	8.3	0.26
Utilitarian	24	47	8.9	0.28	22	46	9.1	0.28	24	47	8.8	0.27
Aesthetic	6	39	8.4	0.26	4	37	8.1	0.25	9	41	8.4	0.26
Social	4	30	10.1	0.32	4	30	10.3	0.32	3	30	10.0	0.31
Individualistic	20	45	9.7	0.30	25	47	9.3	0.29	15	43	9.6	0.30
Traditional	8	42	7.6	0.24	10	43	7.6	0.24	7	41	7.5	0.23

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	17	56	13.7	0.43	14	54	13.8	0.43	21	57	13.4	0.42
Resourceful	6	50	13.5	0.42	6	50	13.6	0.43	6	51	13.4	0.42
Harmonious	3	36	12.3	0.39	2	32	11.9	0.37	3	39	12.3	0.39
Altruistic	2	18	12.9	0.41	2	19	13.2	0.41	2	18	12.7	0.40
Commanding	8	49	13.7	0.43	10	53	13.4	0.42	5	44	13.4	0.42
Structured	3	40	11.4	0.36	4	42	11.4	0.36	3	39	11.2	0.35
Instinctive	1	26	12.0	0.38	2	28	12.4	0.39	1	25	11.5	0.36
Selfless	3	32	12.7	0.40	3	33	12.9	0.40	2	31	12.4	0.39
Objective	7	49	12.1	0.38	9	51	11.9	0.37	6	44	11.8	0.37
Intentional	44	67	14.9	0.47	45	67	15.1	0.47	42	67	14.8	0.46
Collaborative	4	35	13.5	0.42	2	32	12.8	0.40	6	39	13.7	0.43
Receptive	2	42	11.0	0.34	1	40	10.9	0.34	3	43	11.0	0.34

Dutch

For Dutch Participants (4/2015) to (5/2017); n = 2,466; n_m = 1,233; n_f = 1,233

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.81	.83	.79
Utilitarian	.83	.84	.81
Aesthetic	.75	.72	.74
Social	.86	.86	.85
Individualistic	.82	.82	.80
Traditional	.76	.78	.74

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	23	45	9.7	0.28	24	45	10.1	0.29	22	45	9.2	0.26
Utilitarian	11	39	11.0	0.31	14	42	11.2	0.32	7	36	10.1	0.29
Aesthetic	22	45	9.5	0.27	13	43	9.1	0.26	30	48	9.3	0.26
Social	12	41	11.2	0.32	10	38	11.2	0.32	15	43	10.7	0.31
Individualistic	26	45	10.9	0.31	32	47	10.9	0.31	20	43	10.5	0.30
Traditional	6	37	9.6	0.27	7	37	10.0	0.29	6	37	9.2	0.26

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	11	47	14.9	0.42	11	47	15.5	0.44	10	49	14.3	0.41
Resourceful	5	36	15.4	0.44	6	40	16.2	0.46	3	31	13.9	0.39
Harmonious	10	49	13.6	0.39	6	43	13.1	0.37	15	53	13.2	0.38
Altruistic	7	38	16.0	0.46	6	33	15.8	0.45	8	42	15.7	0.45
Commanding	14	47	15.8	0.45	18	51	16.1	0.46	10	43	15.1	0.43
Structured	3	33	13.6	0.39	3	33	14.0	0.40	2	33	13.0	0.37
Instinctive	3	35	13.8	0.39	4	35	14.4	0.41	3	33	13.2	0.38
Selfless	13	47	16.5	0.47	9	42	16.6	0.47	18	51	15.6	0.44
Objective	3	38	12.8	0.37	4	42	12.7	0.36	2	33	12.3	0.35
Intentional	11	44	16.5	0.47	14	49	16.7	0.48	8	40	15.8	0.45
Collaborative	5	35	15.6	0.44	4	31	15.3	0.43	6	39	15.4	0.44
Receptive	15	51	14.1	0.40	15	51	14.4	0.41	15	51	13.8	0.39

English-Australia, New Zealand

For English-AU/NZ Participants (2/2015) to (5/2017); n = 1,832; n_m = 916; n_f = 916
Country percentages: 74% Australia, 26% New Zealand

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.85	.86	.85
Utilitarian	.82	.82	.81
Aesthetic	.81	.80	.79
Social	.88	.86	.88
Individualistic	.84	.82	.84
Traditional	.82	.82	.83

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	34	49	11.0	0.36	33	49	11.1	0.37	35	49	10.9	0.36
Utilitarian	11	42	11.2	0.37	14	44	10.9	0.36	8	39	10.8	0.36
Aesthetic	12	41	11.0	0.36	9	39	10.6	0.35	16	44	10.8	0.36
Social	7	36	12.1	0.40	5	33	11.3	0.37	9	38	12.3	0.41
Individualistic	27	47	11.8	0.39	32	50	10.8	0.36	22	44	12.1	0.40
Traditional	9	37	11.2	0.37	7	37	10.9	0.36	10	38	11.5	0.38

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	19	54	17.1	0.56	20	56	17.1	0.56	18	54	17.1	0.56
Resourceful	4	40	15.9	0.53	4	46	16.1	0.53	3	36	15.0	0.50
Harmonious	5	40	15.8	0.52	3	35	15.3	0.51	7	44	15.5	0.51
Altruistic	3	31	16.4	0.54	2	26	15.0	0.50	5	35	17.0	0.56
Commanding	13	51	17.1	0.56	17	56	16.2	0.54	11	46	17.2	0.57
Structured	4	33	15.6	0.51	3	32	15.2	0.50	4	35	15.9	0.52
Instinctive	3	28	15.2	0.50	2	26	15.0	0.50	3	28	15.4	0.51
Selfless	8	42	16.3	0.54	6	36	15.8	0.52	9	47	16.0	0.53
Objective	5	44	15.5	0.51	7	49	15.3	0.51	4	39	14.9	0.49
Intentional	19	54	17.7	0.58	23	60	16.8	0.56	16	49	17.7	0.59
Collaborative	4	32	16.3	0.54	2	28	14.8	0.49	5	38	16.9	0.56
Receptive	13	50	16.6	0.55	11	51	16.1	0.53	15	50	17.0	0.56

English-Canada

For English-Canada Participants (2/2015) to (5/2017); n = 3,596; n_m = 1,798; n_f = 1,798

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.85	.86	.85
Utilitarian	.83	.83	.80
Aesthetic	.81	.80	.81
Social	.88	.88	.88
Individualistic	.84	.82	.84
Traditional	.82	.82	.82

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	36	50	10.9	0.26	35	50	10.9	0.26	37	49	10.9	0.26
Utilitarian	12	42	11.3	0.27	16	44	11.3	0.27	8	39	10.7	0.25
Aesthetic	12	41	11.2	0.27	7	39	10.6	0.25	16	43	11.3	0.27
Social	9	37	12.3	0.29	6	34	11.7	0.28	12	40	12.3	0.29
Individualistic	22	45	11.7	0.28	28	48	10.9	0.26	18	43	11.9	0.28
Traditional	9	37	11.3	0.27	8	37	11.2	0.26	9	38	11.5	0.27

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	20	56	16.9	0.40	19	57	16.9	0.40	20	56	16.8	0.40
Resourceful	5	42	16.3	0.38	7	46	16.6	0.39	3	36	15.1	0.36
Harmonious	6	40	16.1	0.38	4	35	15.2	0.36	8	44	16.2	0.38
Altruistic	4	32	16.9	0.40	3	26	15.7	0.37	5	36	17.2	0.41
Commanding	11	49	17.1	0.40	14	54	16.2	0.38	9	43	17.1	0.40
Structured	4	33	15.6	0.37	4	33	15.3	0.36	4	35	15.8	0.37
Instinctive	2	26	14.8	0.35	2	26	14.6	0.35	2	26	14.9	0.35
Selfless	7	42	16.6	0.39	5	36	16.4	0.39	10	46	16.1	0.38
Objective	7	44	15.9	0.37	8	49	15.4	0.36	6	40	15.7	0.37
Intentional	17	53	17.9	0.42	21	58	17.0	0.40	13	47	17.7	0.42
Collaborative	5	35	16.4	0.39	2	29	15.0	0.35	7	40	16.8	0.40
Receptive	12	50	16.4	0.39	11	51	16.2	0.38	13	50	16.6	0.39

English-South Africa

For English-South Africa Participants (2/2015) to (4/2017); n = 414; n_m = 183; n_f = 231

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.86	.85	.86
Utilitarian	.84	.83	.84
Aesthetic	.77	.73	.79
Social	.91	.87	.92
Individualistic	.81	.76	.84
Traditional	.80	.78	.82

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	31	49	11.1	0.73	27	49	10.9	0.81	34	49	11.2	0.74
Utilitarian	18	46	11.5	0.76	23	48	10.8	0.80	14	44	11.8	0.78
Aesthetic	7	37	10.0	0.66	5	36	9.1	0.67	8	38	10.6	0.70
Social	9	34	13.3	0.88	4	32	11.2	0.83	13	36	14.5	0.95
Individualistic	30	50	10.7	0.70	37	51	9.3	0.68	25	49	11.6	0.76
Traditional	5	36	10.5	0.69	4	36	10.0	0.74	6	36	10.9	0.72

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	14	54	17.2	1.13	14	54	17.4	1.29	15	56	17.0	1.12
Resourceful	9	49	17.1	1.13	13	53	16.7	1.23	5	46	17.3	1.14
Harmonious	3	32	14.6	0.96	3	29	13.6	1.00	3	33	15.3	1.01
Altruistic	6	28	18.1	1.19	4	24	15.2	1.12	8	31	19.8	1.30
Commanding	15	58	15.5	1.02	17	61	13.5	1.00	14	56	16.8	1.10
Structured	2	31	14.2	0.93	1	31	13.7	1.01	3	31	14.6	0.96
Instinctive	3	28	15.4	1.02	3	28	14.9	1.10	3	26	15.8	1.04
Selfless	5	33	16.2	1.07	3	29	14.7	1.09	6	38	17.0	1.12
Objective	6	51	14.6	0.96	6	54	13.5	0.99	6	50	15.3	1.01
Intentional	24	57	19.3	1.27	22	61	16.7	1.23	25	54	20.9	1.37
Collaborative	1	26	14.3	0.94	1	24	12.0	0.89	1	29	15.6	1.03
Receptive	12	54	15.3	1.01	13	54	14.8	1.10	11	53	15.8	1.04

English UK

For English UK Participants (2/2015) to (5/2017); n = 1,464; n_m = 732; n_f = 732

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.84	.85	.84
Utilitarian	.78	.78	.77
Aesthetic	.78	.74	.80
Social	.86	.85	.86
Individualistic	.84	.83	.84
Traditional	.80	.80	.80

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	32	49	10.7	0.39	32	49	10.6	0.39	32	48	10.7	0.39
Utilitarian	14	44	10.2	0.38	15	45	10.0	0.37	13	43	10.1	0.37
Aesthetic	10	40	10.4	0.38	6	38	9.5	0.35	14	42	10.9	0.40
Social	5	34	11.1	0.41	3	32	10.5	0.39	6	36	11.3	0.42
Individualistic	33	49	11.2	0.42	38	51	10.7	0.39	29	47	11.6	0.43
Traditional	6	36	10.7	0.39	6	37	10.6	0.39	6	36	10.7	0.40

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	17	54	16.5	0.61	18	54	16.5	0.61	16	53	16.4	0.61
Resourceful	4	46	15.0	0.56	4	47	15.0	0.55	4	43	14.9	0.55
Harmonious	5	38	14.9	0.55	3	33	13.7	0.51	6	43	15.5	0.57
Altruistic	3	26	14.8	0.55	2	24	13.7	0.51	4	29	15.5	0.57
Commanding	19	56	16.5	0.61	23	58	15.8	0.59	15	51	16.7	0.62
Structured	3	31	14.5	0.54	2	32	14.4	0.53	3	31	14.5	0.54
Instinctive	2	28	14.6	0.54	2	28	14.5	0.53	3	29	14.8	0.55
Selfless	4	36	14.8	0.55	3	33	14.4	0.53	5	39	14.8	0.55
Objective	5	46	14.7	0.54	6	50	13.6	0.50	5	42	15.2	0.56
Intentional	21	58	16.2	0.60	24	62	15.4	0.57	19	54	16.6	0.61
Collaborative	3	28	15.2	0.56	2	25	14.2	0.53	3	32	15.8	0.58
Receptive	14	53	15.6	0.58	11	51	15.4	0.57	17	54	15.8	0.59

English US

For English US Participants (2/2015) to (5/2017); n = 64,382; n_m = 32,191; n_f = 32,191

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.85	.86	.85
Utilitarian	.82	.82	.79
Aesthetic	.82	.80	.82
Social	.88	.88	.88
Individualistic	.84	.82	.84
Traditional	.83	.83	.83

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	32	48	11.1	0.06	32	49	11.1	0.06	31	48	11.1	0.06
Utilitarian	12	42	11.0	0.06	15	44	11.0	0.06	9	40	10.5	0.06
Aesthetic	9	38	11.3	0.06	6	36	10.6	0.06	12	41	11.5	0.06
Social	10	38	12.4	0.07	7	35	11.7	0.07	14	40	12.4	0.07
Individualistic	25	46	11.7	0.07	29	49	10.8	0.06	20	43	11.9	0.07
Traditional	12	40	11.7	0.07	11	39	11.5	0.06	14	40	11.9	0.07

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	18	54	17.1	0.10	18	54	17.1	0.10	17	53	17.0	0.09
Resourceful	5	42	15.9	0.09	6	46	16.2	0.09	3	38	15.1	0.08
Harmonious	4	35	15.9	0.09	3	31	14.9	0.08	6	39	16.2	0.09
Altruistic	5	33	17.1	0.10	4	28	15.7	0.09	7	38	17.6	0.10
Commanding	12	50	16.9	0.09	15	54	16.1	0.09	10	44	17.1	0.10
Structured	6	38	16.3	0.09	5	36	16.1	0.09	7	38	16.6	0.09
Instinctive	3	29	15.2	0.08	2	28	15.0	0.08	3	29	15.4	0.09
Selfless	7	40	16.1	0.09	5	36	16.0	0.09	8	46	15.6	0.09
Objective	11	50	16.1	0.09	13	54	15.5	0.09	9	46	16.2	0.09
Intentional	15	51	17.8	0.10	18	56	17.0	0.09	12	46	17.8	0.10
Collaborative	4	35	16.1	0.09	2	29	14.7	0.08	7	39	16.8	0.09
Receptive	10	46	16.8	0.09	9	47	16.5	0.09	11	46	17.1	0.10

French

For French Participants (4/2015) to (5/2017); n = 2,528; n_m = 1,264; n_f = 1,264

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.76	.78	.74
Utilitarian	.71	.70	.70
Aesthetic	.72	.70	.73
Social	.86	.84	.86
Individualistic	.83	.82	.82
Traditional	.74	.72	.76

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	41	51	8.8	0.25	41	51	9.0	0.25	42	51	8.5	0.24
Utilitarian	18	45	8.8	0.25	21	47	8.7	0.24	15	44	8.7	0.24
Aesthetic	18	45	9.2	0.26	13	43	8.9	0.25	22	46	9.4	0.26
Social	6	34	10.9	0.31	4	32	10.1	0.28	8	36	11.2	0.32
Individualistic	14	42	10.9	0.31	19	44	10.7	0.30	9	39	10.5	0.30
Traditional	3	35	9.4	0.26	2	35	9.0	0.25	4	36	9.7	0.27

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	21	58	13.8	0.39	21	58	14.2	0.40	21	58	13.3	0.37
Resourceful	6	47	13.2	0.37	8	50	13.4	0.38	4	44	12.7	0.36
Harmonious	9	46	13.8	0.39	6	43	13.4	0.38	11	50	13.8	0.39
Altruistic	3	26	14.4	0.41	1	22	12.8	0.36	4	31	15.3	0.43
Commanding	5	42	15.0	0.42	7	47	14.9	0.42	3	38	14.2	0.40
Structured	1	29	12.5	0.35	2	29	12.0	0.34	1	31	12.9	0.36
Instinctive	1	24	11.7	0.33	1	25	12.0	0.34	1	24	11.4	0.32
Selfless	2	35	12.8	0.36	1	32	12.5	0.35	3	38	12.6	0.35
Objective	2	36	12.9	0.36	2	39	12.5	0.35	3	35	12.9	0.36
Intentional	25	57	16.2	0.45	29	61	15.0	0.42	21	51	16.6	0.47
Collaborative	8	43	15.5	0.44	5	38	14.9	0.42	12	47	15.3	0.43
Receptive	17	56	13.5	0.38	17	56	13.0	0.36	16	54	14.1	0.40

German

For German Participants (4/2015) to (5/2017); n = 16,584; n_m = 8,292; n_f = 8,292

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.81	.82	.81
Utilitarian	.72	.71	.69
Aesthetic	.85	.82	.84
Social	.84	.82	.85
Individualistic	.87	.85	.87
Traditional	.70	.70	.71

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	36	50	9.8	0.11	33	49	9.8	0.11	40	50	9.8	0.11
Utilitarian	10	44	9.1	0.10	13	47	8.6	0.09	7	42	8.8	0.10
Aesthetic	17	42	11.5	0.13	10	38	10.6	0.12	25	45	11.4	0.12
Social	4	34	10.3	0.11	2	32	9.5	0.10	5	37	10.7	0.12
Individualistic	30	47	12.6	0.14	39	51	11.1	0.12	20	42	12.6	0.14
Traditional	3	35	8.9	0.10	3	35	8.8	0.10	3	36	9.1	0.10

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	20	57	15.3	0.17	17	56	15.3	0.17	23	58	15.3	0.17
Resourceful	3	44	13.6	0.15	4	50	13.2	0.15	2	40	13.0	0.14
Harmonious	9	40	16.9	0.19	5	33	15.6	0.17	13	47	16.7	0.18
Altruistic	2	26	14.0	0.15	1	24	12.5	0.14	3	31	14.9	0.16
Commanding	17	51	18.0	0.20	23	60	16.5	0.18	11	43	17.6	0.19
Structured	1	29	12.5	0.14	1	28	12.2	0.13	1	31	12.6	0.14
Instinctive	1	26	13.2	0.14	1	26	13.3	0.15	1	25	13.0	0.14
Selfless	3	36	13.5	0.15	2	32	12.7	0.14	4	42	13.3	0.15
Objective	6	43	15.8	0.17	8	50	15.1	0.17	3	38	15.2	0.17
Intentional	19	57	15.6	0.17	22	61	14.3	0.16	17	53	16.2	0.18
Collaborative	6	33	17.5	0.19	3	25	15.0	0.16	10	40	18.0	0.20
Receptive	13	54	13.3	0.15	13	56	13.0	0.14	12	53	13.6	0.15

Hungarian

For Hungarian Participants (5/2015) to (5/2017); n = 392; n_m = 196; n_f = 196

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.77	.77	.77
Utilitarian	.74	.75	.71
Aesthetic	.78	.74	.78
Social	.83	.83	.81
Individualistic	.84	.85	.82
Traditional	.73	.75	.69

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	35	50	9.3	0.67	30	49	9.3	0.66	40	51	9.4	0.67
Utilitarian	11	43	9.5	0.68	15	45	9.6	0.68	6	41	8.9	0.63
Aesthetic	20	44	10.6	0.75	11	41	9.7	0.69	29	47	10.4	0.74
Social	2	32	10.1	0.72	2	30	10.1	0.72	2	33	9.8	0.70
Individualistic	27	46	11.4	0.81	35	49	11.3	0.81	20	44	10.9	0.78
Traditional	5	37	9.4	0.67	7	38	9.7	0.69	3	36	9.2	0.65

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	19	57	14.3	1.02	15	56	14.3	1.02	24	58	14.3	1.02
Resourceful	3	42	14.2	1.01	5	46	14.9	1.06	1	38	12.8	0.92
Harmonious	9	46	15.2	1.09	2	39	13.9	0.99	15	51	15.2	1.08
Altruistic	1	22	12.6	0.90	1	19	12.4	0.89	1	25	12.5	0.89
Commanding	10	50	16.5	1.18	14	56	16.7	1.19	7	44	15.4	1.10
Structured	2	33	13.0	0.93	2	35	13.6	0.97	1	32	12.4	0.89
Instinctive	1	25	12.3	0.88	1	26	12.1	0.86	1	24	12.5	0.89
Selfless	5	39	14.2	1.02	3	36	14.2	1.01	7	43	13.8	0.99
Objective	4	39	14.6	1.04	4	44	13.7	0.98	4	33	14.4	1.03
Intentional	31	62	15.0	1.07	38	67	14.8	1.06	23	58	14.7	1.05
Collaborative	5	33	16.3	1.17	5	28	16.0	1.14	5	39	15.8	1.13
Receptive	10	50	14.0	1.00	10	49	14.3	1.02	11	51	13.6	0.97

Italian

For Italian Participants (5/2015) to (5/2017); n = 326; n_m = 163; n_f = 163

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.81	.79	.84
Utilitarian	.70	.69	.71
Aesthetic	.78	.76	.77
Social	.86	.85	.87
Individualistic	.88	.86	.88
Traditional	.81	.76	.85

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	33	50	9.3	0.73	34	50	8.9	0.70	32	50	9.7	0.76
Utilitarian	8	42	8.6	0.67	10	43	8.5	0.67	6	41	8.5	0.66
Aesthetic	26	48	9.6	0.75	18	46	9.5	0.74	35	50	9.3	0.73
Social	3	31	10.2	0.80	3	29	9.6	0.75	2	32	10.4	0.82
Individualistic	25	45	12.5	0.98	31	48	11.7	0.91	19	42	12.8	1.00
Traditional	5	36	10.7	0.83	4	36	9.8	0.76	6	37	11.5	0.90

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	17	57	14.7	1.15	16	58	14.2	1.11	17	57	15.3	1.20
Resourceful	2	40	12.8	1.01	2	44	12.8	1.00	1	38	12.6	0.98
Harmonious	13	53	14.9	1.17	9	47	14.8	1.16	18	58	14.1	1.10
Altruistic	1	19	12.9	1.01	1	17	12.1	0.95	1	22	13.3	1.04
Commanding	12	49	17.6	1.38	16	53	17.1	1.34	7	43	17.3	1.36
Structured	1	31	14.6	1.14	1	31	13.7	1.07	1	32	15.5	1.21
Instinctive	1	25	12.4	0.97	2	25	12.0	0.94	1	25	12.9	1.01
Selfless	4	42	13.3	1.04	3	39	13.2	1.04	4	44	13.1	1.03
Objective	0	31	12.7	1.00	0	35	12.7	0.99	0	26	12.1	0.94
Intentional	33	64	15.4	1.20	39	68	14.3	1.12	28	61	16.0	1.26
Collaborative	6	35	17.3	1.35	3	31	15.7	1.23	9	40	18.1	1.41
Receptive	10	53	15.8	1.23	8	54	14.8	1.16	13	53	16.7	1.31

Russian

For Russian Participants (2/2015) to (5/2017); n = 496; n_m = 248; n_f = 248

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.82	.81	.82
Utilitarian	.81	.82	.80
Aesthetic	.82	.77	.84
Social	.85	.84	.84
Individualistic	.81	.78	.81
Traditional	.72	.70	.74

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	21	47	9.5	0.60	21	47	9.3	0.59	21	47	9.6	0.61
Utilitarian	43	53	9.7	0.61	45	54	9.5	0.60	40	52	9.8	0.62
Aesthetic	12	41	11.1	0.70	6	37	9.8	0.62	19	43	11.5	0.73
Social	2	29	10.4	0.66	3	28	9.8	0.62	2	31	10.7	0.68
Individualistic	18	46	10.7	0.68	22	48	9.9	0.63	14	44	11.1	0.70
Traditional	4	36	8.6	0.55	3	38	8.4	0.53	4	35	8.7	0.55

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	9	50	15.4	0.98	9	50	15.4	0.98	9	51	15.4	0.98
Resourceful	20	62	15.0	0.95	22	65	14.9	0.94	17	60	14.9	0.94
Harmonious	5	38	15.9	1.01	2	32	14.2	0.90	9	43	16.5	1.05
Altruistic	1	19	13.0	0.82	1	17	11.9	0.76	2	22	13.7	0.87
Commanding	7	50	15.5	0.99	9	54	14.7	0.94	6	46	15.8	1.00
Structured	1	31	12.4	0.79	1	32	12.4	0.79	0	28	12.2	0.78
Instinctive	3	31	14.2	0.90	2	31	13.5	0.86	4	29	14.8	0.94
Selfless	1	21	13.0	0.82	1	18	12.7	0.80	2	24	13.1	0.83
Objective	5	46	15.4	0.98	6	51	14.2	0.90	4	42	15.7	0.99
Intentional	35	67	15.5	0.98	39	71	14.4	0.91	30	64	16.1	1.02
Collaborative	4	33	14.7	0.94	2	29	13.4	0.85	6	38	15.4	0.98
Receptive	9	51	13.5	0.86	6	49	13.1	0.83	11	54	13.6	0.87

Spanish-Americas

For Spanish-Americas Participants (3/2015) to (5/2017); n = 2,622; n_m = 1,311; n_f = 1,311

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.80	.80	.81
Utilitarian	.81	.82	.80
Aesthetic	.67	.63	.70
Social	.87	.87	.86
Individualistic	.77	.75	.78
Traditional	.76	.73	.79

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	42	52	9.3	0.26	40	52	9.1	0.25	44	52	9.5	0.26
Utilitarian	12	43	10.7	0.30	13	44	11.0	0.30	10	42	10.4	0.29
Aesthetic	3	37	8.2	0.23	2	35	7.6	0.21	5	38	8.7	0.24
Social	8	35	11.4	0.31	8	35	11.4	0.32	8	36	11.3	0.31
Individualistic	31	50	9.8	0.27	34	51	9.2	0.25	27	48	10.1	0.28
Traditional	4	35	9.5	0.26	3	35	9.0	0.25	6	36	10.0	0.28

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	23	60	14.4	0.40	21	60	14.3	0.39	25	61	14.6	0.40
Resourceful	5	44	15.7	0.43	5	46	16.0	0.44	4	42	15.2	0.42
Harmonious	1	31	11.8	0.33	0	28	10.8	0.30	2	33	12.4	0.34
Altruistic	5	29	15.8	0.44	4	26	15.7	0.43	5	31	15.9	0.44
Commanding	17	57	14.3	0.39	20	61	13.5	0.37	14	54	14.6	0.40
Structured	2	29	12.9	0.36	1	28	12.2	0.34	3	31	13.6	0.38
Instinctive	1	22	12.3	0.34	1	22	12.0	0.33	1	22	12.6	0.35
Selfless	6	39	15.9	0.44	6	36	16.1	0.44	6	40	15.6	0.43
Objective	7	53	12.2	0.34	9	54	11.5	0.32	6	50	12.6	0.35
Intentional	17	54	16.7	0.46	19	57	16.7	0.46	16	53	16.6	0.46
Collaborative	2	28	13.2	0.36	1	24	12.2	0.34	3	31	13.7	0.38
Receptive	14	56	14.1	0.39	13	56	13.4	0.37	15	54	14.8	0.41

Spanish-Spain

For Spanish-Spain Participants (6/2015) to (5/2017); n = 868; n_m = 434; n_f = 434

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.82	.85	.78
Utilitarian	.74	.72	.74
Aesthetic	.71	.69	.72
Social	.84	.82	.86
Individualistic	.83	.82	.84
Traditional	.77	.76	.78

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	52	53	9.5	0.45	49	52	10.3	0.49	55	54	8.5	0.41
Utilitarian	5	41	8.9	0.43	8	43	8.7	0.42	3	40	8.8	0.42
Aesthetic	11	43	8.7	0.42	9	42	8.6	0.41	11	44	8.7	0.42
Social	4	35	10.0	0.48	2	34	9.4	0.45	6	36	10.4	0.50
Individualistic	26	47	10.9	0.53	30	48	10.5	0.50	22	45	11.2	0.54
Traditional	2	33	9.5	0.45	2	33	9.4	0.45	3	33	9.5	0.46

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	31	64	14.7	0.70	29	62	15.6	0.75	34	65	13.6	0.65
Resourceful	2	39	13.0	0.62	3	42	13.0	0.62	1	38	12.7	0.61
Harmonious	4	44	12.7	0.61	3	42	12.5	0.60	4	46	12.8	0.61
Altruistic	2	26	14.0	0.67	2	25	12.8	0.62	3	29	14.9	0.72
Commanding	14	51	16.0	0.77	17	54	15.5	0.74	11	49	16.2	0.78
Structured	1	25	12.3	0.59	1	25	12.2	0.58	1	25	12.4	0.60
Instinctive	1	19	12.2	0.59	1	21	13.4	0.64	0	18	10.8	0.52
Selfless	5	43	13.3	0.64	4	40	13.1	0.63	7	46	13.1	0.63
Objective	1	39	12.1	0.58	1	40	11.9	0.57	1	38	12.2	0.59
Intentional	16	56	15.0	0.72	18	57	14.2	0.68	13	53	15.6	0.75
Collaborative	3	32	15.1	0.73	2	29	14.4	0.69	4	36	15.6	0.75
Receptive	20	61	14.0	0.67	19	61	13.7	0.66	21	60	14.2	0.68

Turkish

For Turkish Participants (2/2015) to (5/2017); n = 682; n_m = 341; n_f = 341

Table 1. Cronbach's Alpha for Motivation Insights scales for Total Sample and by Gender Groups

2017 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.81	.81	.80
Utilitarian	.80	.81	.80
Aesthetic	.75	.73	.75
Social	.87	.86	.86
Individualistic	.82	.80	.83
Traditional	.78	.79	.76

Table 2. Descriptive Statistics on the Motivator scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	29	49	9.8	0.53	30	49	9.9	0.54	28	48	9.8	0.53
Utilitarian	15	44	10.4	0.56	16	46	10.3	0.56	15	43	10.3	0.56
Aesthetic	14	44	9.4	0.51	11	42	9.0	0.49	16	45	9.5	0.52
Social	6	35	10.9	0.59	4	33	10.5	0.57	7	38	10.8	0.59
Individualistic	34	50	10.4	0.56	37	51	9.9	0.53	32	49	10.8	0.58
Traditional	2	30	9.3	0.50	2	31	9.6	0.52	2	29	8.8	0.48

Table 3. Descriptive Statistics on the 12 Driving Forces scores for Total Sample and by Gender Groups

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	14	56	15.0	0.81	13	56	14.8	0.80	14	54	15.1	0.82
Resourceful	7	46	15.6	0.84	7	47	15.8	0.85	8	44	15.3	0.83
Harmonious	5	43	14.6	0.79	4	40	14.3	0.77	6	46	14.5	0.79
Altruistic	3	28	15.3	0.83	2	24	14.3	0.77	4	32	15.8	0.86
Commanding	20	58	15.4	0.83	21	60	15.0	0.81	18	56	15.7	0.85
Structured	1	21	11.5	0.62	1	22	11.8	0.64	1	18	11.1	0.60
Instinctive	1	28	13.4	0.72	1	26	13.2	0.71	1	28	13.5	0.73
Selfless	4	36	15.3	0.83	3	33	15.1	0.82	4	38	15.3	0.83
Objective	1	39	13.4	0.73	1	42	13.2	0.72	2	36	13.4	0.73
Intentional	15	56	16.4	0.89	23	60	15.9	0.86	8	51	16.3	0.88
Collaborative	0	28	13.4	0.72	0	25	12.7	0.69	0	29	13.9	0.75
Receptive	29	65	13.9	0.75	24	62	14.2	0.77	34	68	13.3	0.72