



TTI  
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INSIGHTS®

# **2017 RELIABILITY STUDY**

STYLE INSIGHTS®



## TABLE OF CONTENTS

Introduction .....	1
Style Insights® Summary .....	2
Cronbach's Alpha .....	3
Average Scores .....	4
Primary Percentages .....	5
Language tables (alphabetical order) .....	6 - 24
Brazilian-Portuguese, Chinese-Simplified, Dutch, English-AU/NZ, English-Canada, English-South Africa, English UK, English US, French, German, Hungarian, Italian, Polish, Portuguese, Russian, Spanish-Americas, Spanish-Spain, Swedish, Turkish	

\* Clicking on the logo at the top of any page returns to the Table of Contents.

\* Clicking on TOC entry or language jumps to page.

\* Clicking on a language name in a table jumps to that language.



## 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 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  $\alpha$  (alpha). Cronbach's  $\alpha$  is a measure of the lower bound estimate of the reliability of a psychometric assessment. Cronbach's  $\alpha$  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 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 Insights assessment is 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  $\alpha$  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  $\alpha$  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  $\alpha$  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  $\alpha$  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<sub>m</sub> = 10,113; n<sub>f</sub> = 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<sub>m</sub> = 9,323; n<sub>f</sub> = 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<sub>m</sub> = 6,044; n<sub>f</sub> = 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<sub>m</sub> = 9,072; n<sub>f</sub> = 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<sub>m</sub> = 518; n<sub>f</sub> = 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<sub>m</sub> = 10,858; n<sub>f</sub> = 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<sub>m</sub> = 176,590; n<sub>f</sub> = 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<sub>m</sub> = 15,762; n<sub>f</sub> = 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<sub>m</sub> = 22,416; n<sub>f</sub> = 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<sub>m</sub> = 584; n<sub>f</sub> = 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<sub>m</sub> = 1,130; n<sub>f</sub> = 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<sub>m</sub> = 399; n<sub>f</sub> = 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<sub>m</sub> = 2,273; n<sub>f</sub> = 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<sub>m</sub> = 1,043; n<sub>f</sub> = 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-Americans

For Spanish-Americans Participants (1/2014) to (5/2017); n = 23,568; n<sub>m</sub> = 11,784; n<sub>f</sub> = 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<sub>m</sub> = 5,358; n<sub>f</sub> = 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<sub>m</sub> = 10,224; n<sub>f</sub> = 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<sub>m</sub> = 2,166; n<sub>f</sub> = 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