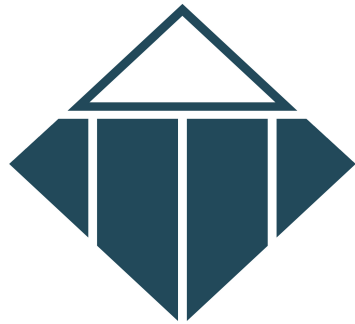




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INSIGHTS®

2021 RELIABILITY STUDY

STYLE 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 2021 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 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 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 2016 to 2020. 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 α reliability coefficient for each scale. The following table presents the reliability score ranges and their corresponding interpretation as a level of reliability. Note that the table represents a very general view of interpretation of reliability score ranges and should not be viewed as containing strict cutoff values. A reliability coefficient of 0.90 or higher does not imply the scale should be automatically shortened. Rather, the scale should be monitored to determine whether the high score indicates solid evidence of reliability or an overly homogeneous scale.

Reliability Score	Level of Reliability
$\alpha \geq 0.90$	Consider shortening scale
$0.80 \geq \alpha < 0.90$	Very Good
$0.70 \geq \alpha < 0.80$	Respectable
$0.65 \geq \alpha < 0.70$	Undesirable
$\alpha < 0.65$	Unacceptable

The scales for which reliability is measured in the Style Insights Reliability study are Dominance, Influence, Steadiness, and Compliance. As is seen in the Cronbach's alpha summary page, the scores for all scales across all languages are generally in the Very Good range. The exceptions are Adriatic for the Steadiness scale, Arabic for the Influence and Compliance scales, English-Egypt for the Compliance scale, and Japanese for the Steadiness scale. Note that each of these are still in the Respectable range. Also note that these subsets have relatively small numbers of respondents.

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.

2021 CRONBACH'S ALPHAS					
	Dominance	Influence	Steadiness	Compliance	N
Adriatic	.88	.81	.78	.80	1427
Arabic	.86	.75	.81	.76	940
Brazilian-Portuguese	.88	.90	.84	.86	37834
Chinese-Simplified	.87	.84	.85	.82	34238
Dutch	.90	.88	.85	.87	20282
English-AU/NZ	.89	.86	.86	.85	16742
English-Canada	.89	.86	.85	.85	23686
English-East Africa	.87	.82	.82	.83	924
English-Egypt	.85	.81	.80	.79	972
English-India	.86	.81	.82	.80	5242
English-Singapore	.88	.84	.85	.82	998
English-South Africa	.88	.84	.84	.83	1328
English UK	.89	.85	.85	.85	22866
English US	.89	.86	.85	.84	383886
French	.88	.84	.81	.84	53716
French-Canada	.88	.86	.80	.85	1842
German	.91	.85	.87	.86	49176
Hungarian	.90	.84	.82	.87	2728
Italian	.90	.82	.80	.86	4632
Japanese	.88	.88	.79	.86	534
Polish	.89	.86	.84	.87	642
Portuguese	.89	.83	.81	.84	5402
Russian	.91	.86	.82	.86	13116
Spanish-Americas	.86	.83	.80	.81	25852
Spanish-Spain	.87	.86	.81	.85	14356
Swedish	.90	.85	.84	.86	27548
Turkish	.85	.84	.83	.81	5518



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.

2021 AVERAGE SCORES					
	Dominance	Influence	Steadiness	Compliance	N
Adriatic	45	55	58	52	1427
Arabic	47	53	57	53	940
Brazilian-Portuguese	47	57	58	51	37834
Chinese-Simplified	43	58	61	53	34238
Dutch	46	58	58	50	20282
English-AU/NZ	44	57	58	51	16742
English-Canada	44	58	60	52	23686
English-East Africa	45	55	56	51	924
English-Egypt	48	56	53	50	972
English-India	47	55	57	53	5242
English-Singapore	46	54	56	51	998
English-South Africa	46	55	57	53	1328
English UK	47	58	56	51	22866
English US	45	58	59	52	383886
French	46	58	57	52	53716
French-Canada	46	56	57	49	1842
German	45	57	57	50	49176
Hungarian	44	58	59	52	2728
Italian	47	58	59	51	4632
Japanese	45	58	57	50	534
Polish	50	56	54	50	642
Portuguese	44	56	59	52	5402
Russian	48	57	54	54	13116
Spanish-Americas	45	57	58	52	25852
Spanish-Spain	46	57	55	52	14356
Swedish	46	56	58	49	27548
Turkish	47	55	54	55	5518



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.

2021 PRIMARY PERCENTAGES					
	Dominance	Influence	Steadiness	Compliance	N
Adriatic	19	30	29	22	1427
Arabic	22	27	30	21	940
Brazilian-Portuguese	19	31	32	18	37834
Chinese-Simplified	15	32	33	20	34238
Dutch	19	35	30	16	20282
English-AU/NZ	19	31	33	17	16742
English-Canada	16	33	33	18	23686
English-East Africa	20	30	31	19	924
English-Egypt	21	30	29	20	972
English-India	20	30	30	20	5242
English-Singapore	22	29	29	20	998
English-South Africa	20	30	30	20	1328
English UK	20	34	29	17	22866
English US	18	33	31	18	383886
French	18	33	29	20	53716
French-Canada	20	32	33	15	1842
German	20	32	31	17	49176
Hungarian	18	34	29	19	2728
Italian	21	31	31	17	4632
Japanese	16	34	33	17	534
Polish	22	32	29	17	642
Portuguese	17	31	31	21	5402
Russian	21	33	25	21	13116
Spanish-Americas	19	31	30	20	25852
Spanish-Spain	19	33	27	21	14356
Swedish	20	31	33	16	27548
Turkish	20	29	28	23	5518



Adriatic - Serbian, Croatian, Slovenian

For Adriatic Participants (1/2016) to (12/2020); $n = 1,427$; $n_m = 833$; $n_f = 594$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.88	.87	.88
Influence	.81	.80	.82
Steadiness	.78	.77	.80
Compliance	.80	.79	.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	44	8.9	0.37	18	45	8.8	0.31	16	41	9.0	0.37
Adapt. I	28	53	7.7	0.31	25	51	7.4	0.26	32	55	7.9	0.32
Adapt. S	25	56	7.4	0.30	23	54	7.1	0.25	26	57	7.6	0.31
Adapt. C	30	56	7.6	0.31	34	57	7.4	0.26	26	54	7.9	0.32
Nat. D	19	45	8.7	0.36	21	48	8.3	0.29	16	42	9.1	0.37
Nat. I	30	55	7.2	0.30	27	53	7.2	0.25	34	58	7.2	0.30
Nat. S	29	58	6.5	0.27	29	57	6.5	0.22	30	60	6.6	0.27
Nat. C	22	52	7.3	0.30	23	52	6.9	0.24	20	51	7.7	0.32



Arabic

For Arabic Participants (1/2016) to (12/2020); $n = 940$; $n_m = 470$; $n_f = 470$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.86	.84	.87
Influence	.75	.70	.78
Steadiness	.81	.78	.81
Compliance	.76	.74	.77

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	21	45	9.2	0.43	25	50	8.8	0.41	16	41	9.3	0.43
Adapt. I	27	52	6.7	0.31	21	49	5.8	0.27	33	55	7.3	0.34
Adapt. S	23	53	8.0	0.37	19	48	7.5	0.35	28	58	8.2	0.38
Adapt. C	29	54	7.1	0.33	35	58	6.8	0.32	23	51	7.3	0.34
Nat. D	22	47	8.9	0.41	27	52	8.0	0.37	18	43	9.4	0.43
Nat. I	27	53	6.9	0.32	22	50	6.2	0.29	30	57	7.3	0.34
Nat. S	30	57	7.0	0.32	26	52	6.7	0.31	35	62	7.1	0.33
Nat. C	21	53	6.8	0.32	25	56	6.4	0.29	17	51	7.2	0.33



Brazilian-Portuguese

For Brazilian-Portuguese Participants (1/2016) to (12/2020); $n = 37,834$; $n_m = 18,917$; $n_f = 18,917$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.88	.88	.88
Influence	.90	.89	.90
Steadiness	.84	.83	.85
Compliance	.86	.85	.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	42	9.1	0.07	18	44	9.1	0.07	13	40	8.9	0.06
Adapt. I	30	54	9.6	0.07	26	51	9.0	0.07	35	57	10.0	0.07
Adapt. S	26	55	8.3	0.06	25	54	8.1	0.06	26	56	8.4	0.06
Adapt. C	29	55	8.6	0.06	31	57	8.2	0.06	26	53	8.9	0.06
Nat. D	19	47	9.2	0.07	22	49	8.9	0.06	15	44	9.3	0.07
Nat. I	31	57	9.2	0.07	27	54	8.9	0.06	36	60	9.3	0.07
Nat. S	32	58	7.6	0.06	32	58	7.5	0.05	32	59	7.8	0.06
Nat. C	18	51	8.4	0.06	19	52	7.9	0.06	17	49	8.8	0.06



Chinese-Simplified

For Chinese-Simplified Participants (1/2016) to (12/2020); $n = 34,238$; $n_m = 17,119$; $n_f = 17,119$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.87	.87	.88
Influence	.84	.83	.85
Steadiness	.85	.85	.86
Compliance	.82	.79	.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	12	40	8.7	0.07	13	41	8.6	0.07	11	39	8.8	0.07
Adapt. I	32	55	8.5	0.06	29	53	8.0	0.06	35	57	8.9	0.07
Adapt. S	27	56	8.7	0.07	23	54	8.4	0.06	30	58	8.9	0.07
Adapt. C	29	56	7.8	0.06	35	60	7.4	0.06	24	53	8.0	0.06
Nat. D	15	43	9.1	0.07	16	44	8.8	0.07	13	42	9.3	0.07
Nat. I	32	58	7.7	0.06	29	55	7.4	0.06	36	60	7.9	0.06
Nat. S	33	61	7.7	0.06	30	59	7.6	0.06	36	63	7.7	0.06
Nat. C	20	53	7.3	0.06	25	56	6.7	0.05	15	49	7.8	0.06



Dutch

For Dutch Participants (1/2016) to (12/2020); $n = 20,282$; $n_m = 10,141$; $n_f = 10,141$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.90	.90	.90
Influence	.88	.89	.88
Steadiness	.85	.84	.85
Compliance	.87	.88	.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	10.0	0.10	23	47	10.2	0.10	12	39	9.5	0.09
Adapt. I	32	55	9.5	0.09	28	52	9.4	0.09	35	57	9.4	0.09
Adapt. S	31	57	8.6	0.09	26	54	8.4	0.08	35	60	8.6	0.09
Adapt. C	20	50	8.9	0.09	23	51	9.1	0.09	18	50	8.7	0.09
Nat. D	19	46	10.2	0.10	24	51	9.6	0.10	13	42	10.3	0.10
Nat. I	35	58	9.0	0.09	32	56	9.3	0.09	39	60	8.6	0.09
Nat. S	30	58	7.5	0.07	27	55	7.4	0.07	34	61	7.5	0.07
Nat. C	16	50	9.4	0.09	17	50	9.4	0.09	14	50	9.4	0.09



English-Australia, New Zealand

For English-AU/NZ Participants (1/2016) to (12/2020); $n = 16,742$; $n_m = 8,371$; $n_f = 8,371$

Country percentages: 81% Australia, 19% New Zealand

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.89	.89	.89
Influence	.86	.85	.86
Steadiness	.86	.85	.86
Compliance	.85	.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	41	9.2	0.10	18	45	9.4	0.10	11	38	8.9	0.10
Adapt. I	30	55	8.8	0.10	25	51	8.4	0.09	35	58	9.1	0.10
Adapt. S	28	57	8.7	0.09	24	54	8.4	0.09	33	61	8.7	0.10
Adapt. C	27	54	8.2	0.09	33	57	8.2	0.09	21	51	8.2	0.09
Nat. D	19	44	9.9	0.11	24	49	9.5	0.10	13	40	9.9	0.11
Nat. I	31	57	8.3	0.09	26	53	8.3	0.09	37	61	8.2	0.09
Nat. S	33	58	7.8	0.09	30	55	7.8	0.09	36	62	7.6	0.08
Nat. C	17	51	8.1	0.09	20	53	7.8	0.09	14	49	8.3	0.09



English-Canada

For English-Canada Participants (1/2016) to (12/2020); $n = 23,686$; $n_m = 11,843$; $n_f = 11,843$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.89	.89	.89
Influence	.86	.86	.87
Steadiness	.85	.85	.86
Compliance	.85	.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	41	9.1	0.08	17	44	9.2	0.08	11	38	8.8	0.08
Adapt. I	30	54	8.9	0.08	25	51	8.5	0.08	34	57	9.1	0.08
Adapt. S	29	58	8.5	0.08	25	55	8.3	0.08	34	60	8.6	0.08
Adapt. C	27	55	8.2	0.08	33	58	8.1	0.07	21	52	8.2	0.08
Nat. D	16	44	9.6	0.09	20	47	9.4	0.09	12	40	9.7	0.09
Nat. I	33	58	8.4	0.08	29	54	8.3	0.08	38	61	8.2	0.08
Nat. S	33	60	7.8	0.07	30	58	7.8	0.07	36	63	7.6	0.07
Nat. C	18	52	8.0	0.07	21	54	7.6	0.07	14	50	8.2	0.08



English-East Africa

For English-East Africa Participants (1/2016) to (11/2020); $n = 924$; $n_m = 522$; $n_f = 402$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.87	.87	.88
Influence	.82	.80	.83
Steadiness	.82	.82	.83
Compliance	.83	.82	.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	17	43	9.2	0.46	18	44	9.3	0.41	16	42	9.1	0.46
Adapt. I	28	53	7.6	0.38	25	51	7.3	0.32	31	55	8.0	0.40
Adapt. S	25	54	7.7	0.38	26	53	7.6	0.33	25	54	7.8	0.39
Adapt. C	30	55	8.0	0.40	31	56	7.8	0.34	28	53	8.3	0.41
Nat. D	20	45	8.9	0.45	22	46	8.9	0.39	17	44	9.0	0.45
Nat. I	30	55	7.5	0.38	27	53	7.3	0.32	33	58	7.7	0.39
Nat. S	31	56	7.4	0.37	33	56	7.3	0.32	30	57	7.5	0.37
Nat. C	19	51	7.7	0.38	18	52	7.4	0.32	20	50	8.0	0.40



English-Egypt

For English-Egypt Participants (1/2016) to (12/2020); $n = 972$; $n_m = 486$; $n_f = 486$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.85	.81	.87
Influence	.81	.78	.83
Steadiness	.80	.75	.83
Compliance	.79	.75	.82

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	20	46	8.7	0.40	21	48	8.0	0.36	19	44	9.3	0.42
Adapt. I	32	56	7.8	0.36	27	53	7.1	0.32	37	60	8.3	0.38
Adapt. S	24	53	7.5	0.34	21	51	6.8	0.31	27	55	8.0	0.36
Adapt. C	24	51	7.5	0.34	31	56	7.0	0.32	17	47	7.7	0.35
Nat. D	21	48	8.6	0.39	24	50	7.5	0.34	19	46	9.4	0.43
Nat. I	30	56	7.6	0.34	24	52	7.2	0.33	36	60	7.8	0.35
Nat. S	29	53	7.1	0.32	27	51	6.6	0.30	31	56	7.4	0.34
Nat. C	20	50	7.3	0.33	25	54	6.4	0.29	14	46	7.8	0.36



English-India

For English-India Participants (1/2016) to (12/2020); $n = 5,242$; $n_m = 2,621$; $n_f = 2,621$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.86	.85	.86
Influence	.81	.78	.82
Steadiness	.82	.81	.83
Compliance	.80	.77	.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	18	44	8.8	0.17	17	43	8.7	0.17	18	45	8.8	0.17
Adapt. I	29	53	7.5	0.15	25	50	6.9	0.14	33	56	7.9	0.15
Adapt. S	26	56	7.8	0.15	27	57	7.6	0.15	26	55	8.0	0.16
Adapt. C	27	55	7.3	0.14	31	58	7.0	0.14	23	51	7.5	0.15
Nat. D	20	47	8.5	0.17	20	46	8.4	0.17	20	48	8.5	0.17
Nat. I	30	55	7.5	0.15	25	52	7.1	0.14	34	59	7.7	0.15
Nat. S	30	57	7.2	0.14	32	58	7.1	0.14	29	56	7.3	0.14
Nat. C	20	53	7.2	0.14	23	56	6.7	0.13	17	49	7.5	0.15



English-Singapore

For English-Singapore Participants (1/2016) to (12/2020); $n = 998$; $n_m = 499$; $n_f = 499$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.88	.88	.88
Influence	.84	.83	.85
Steadiness	.85	.84	.85
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	9.2	0.41	19	45	9.4	0.42	14	41	9.0	0.40
Adapt. I	28	53	8.4	0.38	24	51	8.1	0.36	31	55	8.7	0.39
Adapt. S	28	56	8.7	0.39	26	54	8.5	0.38	31	58	8.8	0.39
Adapt. C	27	55	8.0	0.36	31	57	7.8	0.35	24	52	8.0	0.36
Nat. D	22	46	9.4	0.42	24	48	9.3	0.42	20	44	9.5	0.42
Nat. I	29	54	8.2	0.37	25	52	8.0	0.36	33	56	8.3	0.37
Nat. S	29	56	7.7	0.35	28	54	7.8	0.35	31	58	7.6	0.34
Nat. C	20	51	8.0	0.36	23	53	7.5	0.33	16	50	8.4	0.38



English-South Africa

For English-South Africa Participants (1/2016) to (12/2020); $n = 1,328$; $n_m = 664$; $n_f = 664$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.88	.87	.88
Influence	.84	.82	.85
Steadiness	.84	.83	.85
Compliance	.83	.80	.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	18	44	9.1	0.35	20	46	8.9	0.35	17	42	9.2	0.36
Adapt. I	30	54	8.2	0.32	26	51	7.5	0.29	34	56	8.6	0.33
Adapt. S	21	52	8.2	0.32	18	51	7.9	0.31	24	54	8.5	0.33
Adapt. C	31	56	8.0	0.31	36	58	7.6	0.29	25	53	8.2	0.32
Nat. D	20	46	9.1	0.35	21	48	8.6	0.33	18	43	9.4	0.36
Nat. I	30	55	8.0	0.31	28	52	7.8	0.30	33	58	8.1	0.32
Nat. S	30	57	7.7	0.30	29	55	7.5	0.29	31	58	7.9	0.30
Nat. C	20	53	7.6	0.29	22	55	7.0	0.27	18	51	8.1	0.31



English UK

For English UK Participants (1/2016) to (12/2020); $n = 22,866$; $n_m = 11,433$; $n_f = 11,433$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.89	.89	.89
Influence	.85	.85	.86
Steadiness	.85	.84	.85
Compliance	.85	.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	17	43	9.3	0.09	19	45	9.3	0.09	14	41	9.1	0.09
Adapt. I	32	55	8.7	0.08	27	52	8.4	0.08	37	59	8.8	0.08
Adapt. S	27	56	8.4	0.08	24	53	8.1	0.08	30	58	8.5	0.08
Adapt. C	24	52	8.3	0.08	30	56	8.3	0.08	19	49	8.1	0.08
Nat. D	20	47	9.6	0.09	23	49	9.3	0.09	16	44	9.8	0.09
Nat. I	34	58	8.0	0.08	29	54	8.0	0.07	39	62	7.9	0.07
Nat. S	29	56	7.7	0.07	27	54	7.7	0.07	32	59	7.6	0.07
Nat. C	17	51	8.1	0.08	21	54	7.8	0.07	13	48	8.3	0.08



English US

For English US Participants (1/2017) to (12/2020); $n = 383,886$; $n_m = 191,943$; $n_f = 191,943$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.89	.89	.89
Influence	.86	.86	.87
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	16	42	9.2	0.02	19	46	9.3	0.02	12	39	8.9	0.02
Adapt. I	30	55	8.9	0.02	26	52	8.6	0.02	34	57	9.1	0.02
Adapt. S	27	56	8.5	0.02	23	53	8.3	0.02	32	59	8.6	0.02
Adapt. C	27	54	8.2	0.02	32	57	8.2	0.02	22	52	8.1	0.02
Nat. D	18	45	9.6	0.02	22	49	9.4	0.02	14	42	9.6	0.02
Nat. I	33	58	8.4	0.02	29	54	8.4	0.02	37	61	8.3	0.02
Nat. S	31	59	7.8	0.02	28	56	7.8	0.02	34	62	7.6	0.02
Nat. C	18	52	7.9	0.02	21	54	7.7	0.02	15	50	8.1	0.02



French

For French Participants (1/2016) to (12/2020); $n = 53,716$; $n_m = 26,858$; $n_f = 26,858$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.88	.87	.88
Influence	.84	.82	.84
Steadiness	.81	.80	.82
Compliance	.84	.83	.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	42	8.9	0.05	17	43	8.9	0.05	13	40	8.8	0.05
Adapt. I	31	55	8.4	0.05	26	51	8.1	0.05	36	58	8.6	0.05
Adapt. S	27	55	7.5	0.05	25	53	7.4	0.05	28	57	7.6	0.05
Adapt. C	27	55	8.2	0.05	32	57	8.1	0.05	23	52	8.2	0.05
Nat. D	18	46	9.3	0.06	21	48	9.0	0.05	16	43	9.5	0.06
Nat. I	33	58	7.6	0.05	29	54	7.6	0.05	37	61	7.6	0.05
Nat. S	29	57	7.0	0.04	28	56	7.0	0.04	30	59	7.0	0.04
Nat. C	20	52	8.0	0.05	22	54	7.7	0.05	17	50	8.2	0.05



French-Canada

For French-Canada Participants (9/2018) to (12/2020); $n = 1,842$; $n_m = 921$; $n_f = 921$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.88	.87	.88
Influence	.86	.86	.85
Steadiness	.80	.79	.80
Compliance	.85	.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	18	44	9.0	0.30	24	49	8.9	0.29	12	39	8.7	0.29
Adapt. I	33	56	8.8	0.29	28	53	8.6	0.28	38	59	8.9	0.29
Adapt. S	22	52	7.5	0.25	19	49	7.3	0.24	25	56	7.6	0.25
Adapt. C	27	54	8.1	0.27	29	55	8.0	0.26	25	53	8.2	0.27
Nat. D	20	46	9.0	0.30	26	51	8.2	0.27	14	40	9.3	0.31
Nat. I	32	56	8.0	0.26	27	53	8.2	0.27	36	60	7.7	0.25
Nat. S	33	57	6.8	0.23	31	54	6.9	0.23	36	61	6.7	0.22
Nat. C	15	49	7.9	0.26	16	49	7.5	0.25	14	49	8.2	0.27



German

For German Participants (1/2016) to (12/2020); $n = 49,176$; $n_m = 24,588$; $n_f = 24,588$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.91	.91	.91
Influence	.85	.84	.85
Steadiness	.87	.86	.88
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	10.7	0.07	12	39	10.0	0.06
Adapt. I	28	53	8.3	0.05	24	50	7.9	0.05	33	57	8.4	0.05
Adapt. S	28	57	9.2	0.06	23	53	9.0	0.06	33	60	9.2	0.06
Adapt. C	26	53	8.1	0.05	30	55	8.2	0.05	22	52	8.0	0.05
Nat. D	20	45	10.2	0.06	27	51	9.6	0.06	13	40	10.2	0.06
Nat. I	32	57	8.1	0.05	26	53	8.1	0.05	37	61	7.9	0.05
Nat. S	31	57	7.5	0.05	28	54	7.5	0.05	35	61	7.3	0.05
Nat. C	17	50	8.2	0.05	19	50	8.1	0.05	15	49	8.3	0.05



Hungarian

For Hungarian Participants (1/2016) to (12/2020); $n = 2,728$; $n_m = 1,364$; $n_f = 1,364$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.90	.90	.90
Influence	.84	.83	.84
Steadiness	.82	.82	.82
Compliance	.87	.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	16	41	9.7	0.26	18	43	9.8	0.27	14	40	9.5	0.26
Adapt. I	32	55	8.4	0.23	30	53	8.1	0.22	33	57	8.6	0.23
Adapt. S	24	55	7.7	0.21	21	53	7.6	0.20	27	57	7.8	0.21
Adapt. C	28	55	9.0	0.24	31	57	8.9	0.24	26	53	9.0	0.24
Nat. D	18	44	10.3	0.28	21	46	10.0	0.27	16	42	10.5	0.28
Nat. I	34	58	7.6	0.21	32	57	7.5	0.20	35	60	7.6	0.21
Nat. S	29	59	7.1	0.19	26	56	7.3	0.20	32	62	6.9	0.19
Nat. C	19	52	8.6	0.23	21	54	8.2	0.22	17	51	8.9	0.24



Italian

For Italian Participants (1/2016) to (12/2020); $n = 4,632$; $n_m = 2,316$; $n_f = 2,316$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.90	.89	.90
Influence	.82	.81	.82
Steadiness	.80	.79	.82
Compliance	.86	.85	.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	44	9.8	0.20	19	45	9.7	0.20	16	42	9.9	0.21
Adapt. I	33	56	8.1	0.17	28	53	7.8	0.16	38	60	8.2	0.17
Adapt. S	24	55	7.4	0.15	22	54	7.2	0.15	25	57	7.6	0.16
Adapt. C	26	54	8.6	0.18	31	57	8.4	0.18	21	51	8.7	0.18
Nat. D	21	47	9.8	0.20	23	49	9.3	0.19	18	45	10.2	0.21
Nat. I	31	58	7.4	0.15	27	54	7.4	0.15	36	62	7.2	0.15
Nat. S	31	59	6.6	0.14	31	57	6.6	0.14	31	60	6.7	0.14
Nat. C	17	51	8.5	0.18	19	52	8.1	0.17	15	49	8.8	0.18



Japanese

For Japanese Participants (1/2016) to (12/2020); $n = 534$; $n_m = 267$; $n_f = 267$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.88	.89	.88
Influence	.88	.88	.87
Steadiness	.79	.79	.80
Compliance	.86	.86	.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	16	41	9.1	0.56	15	40	9.4	0.57	15	42	8.8	0.54
Adapt. I	33	56	9.4	0.58	28	52	9.4	0.58	38	60	9.3	0.57
Adapt. S	30	55	7.6	0.47	28	54	7.5	0.46	33	56	7.7	0.47
Adapt. C	21	50	8.9	0.54	29	56	9.2	0.56	14	45	8.1	0.50
Nat. D	16	45	9.6	0.59	16	44	9.8	0.60	16	46	9.5	0.58
Nat. I	34	58	9.0	0.55	29	53	9.3	0.57	38	62	8.4	0.52
Nat. S	33	57	7.1	0.44	30	55	7.4	0.45	36	58	6.9	0.42
Nat. C	17	50	9.0	0.55	25	56	8.5	0.52	10	44	8.9	0.54



Polish

For Polish Participants (1/2016) to (12/2020); $n = 642$; $n_m = 321$; $n_f = 321$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.89	.90	.89
Influence	.86	.87	.85
Steadiness	.84	.83	.84
Compliance	.87	.88	.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	22	48	9.9	0.55	23	49	10.1	0.56	20	47	9.6	0.54
Adapt. I	27	52	8.5	0.47	23	49	8.6	0.48	32	55	8.2	0.46
Adapt. S	24	53	8.0	0.44	22	52	8.0	0.45	26	54	7.9	0.44
Adapt. C	27	55	8.9	0.49	32	57	9.1	0.51	22	53	8.5	0.47
Nat. D	22	50	9.0	0.50	25	52	8.9	0.50	20	48	9.1	0.51
Nat. I	32	56	8.4	0.47	26	52	8.7	0.48	36	59	8.0	0.45
Nat. S	29	54	7.2	0.40	28	54	7.2	0.40	31	55	7.2	0.40
Nat. C	17	50	8.6	0.48	21	52	8.8	0.49	13	48	8.3	0.46



Portuguese

For Portuguese Participants (1/2016) to (12/2020); $n = 5,402$; $n_m = 2,701$; $n_f = 2,701$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.89	.88	.89
Influence	.83	.82	.83
Steadiness	.81	.80	.82
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	17	43	9.1	0.17	17	42	8.9	0.17	18	43	9.2	0.18
Adapt. I	28	53	7.9	0.15	25	50	7.8	0.15	31	55	8.0	0.15
Adapt. S	28	57	7.7	0.15	28	57	7.6	0.15	29	57	7.8	0.15
Adapt. C	27	53	8.4	0.16	30	55	8.4	0.16	22	50	8.2	0.16
Nat. D	17	44	9.1	0.17	18	44	8.8	0.17	17	44	9.4	0.18
Nat. I	31	56	7.7	0.15	27	52	7.7	0.15	35	59	7.5	0.14
Nat. S	31	59	6.7	0.13	31	59	6.7	0.13	31	58	6.8	0.13
Nat. C	21	52	8.2	0.16	24	55	8.0	0.15	17	50	8.2	0.16



Russian

For Russian Participants (1/2016) to (12/2020); $n = 13,116$; $n_m = 6,558$; $n_f = 6,558$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.91	.90	.91
Influence	.86	.86	.86
Steadiness	.82	.82	.83
Compliance	.86	.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	18	43	9.9	0.12	19	44	9.9	0.12	17	42	10.0	0.12
Adapt. I	31	55	8.9	0.11	27	52	8.7	0.11	36	59	8.9	0.11
Adapt. S	22	53	7.5	0.09	19	52	7.2	0.09	24	55	7.7	0.10
Adapt. C	29	56	8.9	0.11	35	59	8.9	0.11	23	52	8.7	0.11
Nat. D	21	48	9.9	0.12	24	50	9.6	0.12	18	46	10.1	0.12
Nat. I	33	57	8.2	0.10	28	53	8.3	0.10	38	60	8.0	0.10
Nat. S	25	54	7.6	0.09	22	52	7.6	0.09	27	56	7.7	0.09
Nat. C	21	54	7.9	0.10	26	57	7.6	0.09	17	51	8.1	0.10



Spanish-Americans

For Spanish-Americans Participants (1/2016) to (12/2020); $n = 25,852$; $n_m = 12,926$; $n_f = 12,926$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.86	.86	.86
Influence	.83	.83	.84
Steadiness	.80	.79	.80
Compliance	.81	.80	.82

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	43	8.4	0.07	16	43	8.3	0.07	15	42	8.4	0.07
Adapt. I	29	55	7.8	0.07	27	53	7.5	0.07	32	57	8.0	0.07
Adapt. S	24	55	7.0	0.06	22	54	6.9	0.06	25	56	7.1	0.06
Adapt. C	31	57	7.4	0.07	35	59	7.3	0.06	28	54	7.5	0.07
Nat. D	19	45	8.3	0.07	21	47	8.3	0.07	17	44	8.3	0.07
Nat. I	31	57	7.4	0.07	28	55	7.4	0.06	35	60	7.4	0.07
Nat. S	30	58	6.6	0.06	29	57	6.6	0.06	30	59	6.6	0.06
Nat. C	20	52	6.8	0.06	22	54	6.5	0.06	18	50	7.0	0.06



Spanish-Spain

For Spanish-Spain Participants (1/2016) to (12/2020); $n = 14,356$; $n_m = 7,178$; $n_f = 7,178$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.87	.87	.87
Influence	.86	.86	.86
Steadiness	.81	.81	.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	18	44	9.1	0.11	19	45	9.1	0.11	17	43	9.0	0.11
Adapt. I	30	55	8.8	0.10	27	53	8.7	0.10	34	57	8.7	0.10
Adapt. S	23	53	7.2	0.09	20	52	7.1	0.08	25	55	7.3	0.09
Adapt. C	29	55	8.6	0.10	34	57	8.6	0.10	24	52	8.4	0.10
Nat. D	19	46	8.9	0.10	21	47	8.8	0.10	18	45	8.9	0.10
Nat. I	33	57	8.4	0.10	30	55	8.6	0.10	36	59	8.1	0.10
Nat. S	27	55	7.1	0.08	25	53	7.2	0.08	29	56	7.1	0.08
Nat. C	21	52	8.1	0.10	24	54	8.0	0.09	17	50	8.2	0.10



Swedish

For Swedish Participants (1/2016) to (12/2020); $n = 27,548$; $n_m = 13,774$; $n_f = 13,774$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.90	.90	.91
Influence	.85	.84	.86
Steadiness	.84	.83	.85
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	17	43	9.5	0.08	18	44	9.5	0.08	15	42	9.4	0.08
Adapt. I	30	55	8.6	0.07	27	52	8.3	0.07	34	57	8.8	0.07
Adapt. S	27	56	8.2	0.07	25	55	8.0	0.07	29	57	8.4	0.07
Adapt. C	26	52	8.3	0.07	30	55	8.4	0.07	22	50	8.2	0.07
Nat. D	20	46	9.4	0.08	23	47	9.2	0.08	18	45	9.6	0.08
Nat. I	31	56	7.6	0.06	26	54	7.5	0.06	35	59	7.6	0.06
Nat. S	33	58	7.2	0.06	32	57	7.1	0.06	33	59	7.2	0.06
Nat. C	16	49	8.3	0.07	19	51	8.1	0.07	14	47	8.4	0.07



Turkish

For Turkish Participants (1/2016) to (12/2020); $n = 5,518$; $n_m = 2,759$; $n_f = 2,759$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Dominance	.85	.86	.85
Influence	.84	.84	.84
Steadiness	.83	.83	.83
Compliance	.81	.80	.82

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	44	8.5	0.16	18	45	8.4	0.16	15	43	8.5	0.16
Adapt. I	31	56	7.9	0.15	28	53	7.7	0.15	34	58	8.0	0.15
Adapt. S	22	53	7.6	0.14	21	53	7.5	0.14	24	54	7.6	0.15
Adapt. C	30	55	7.7	0.15	33	58	7.6	0.14	27	53	7.8	0.15
Nat. D	20	47	8.2	0.16	23	48	8.2	0.16	17	46	8.2	0.16
Nat. I	29	55	7.4	0.14	26	53	7.4	0.14	33	58	7.3	0.14
Nat. S	28	54	7.5	0.14	26	54	7.5	0.14	30	55	7.4	0.14
Nat. C	23	55	6.8	0.13	25	56	6.6	0.13	20	53	6.9	0.13