

June 27, 2015

# Style Insights

## June 2015 Reliability Study

TTI Success Insights' June 2015 Style Insights assessment reliability study was conducted for the following languages:

*Brazilian-Portuguese, Chinese-Simplified, Dutch, English-Australian, English-Canada, English-South Africa, English UK, English US, French, German, Hungarian, Italian, Polish, Portuguese, Russian, Spanish-Americas, Spanish-Spain, Swedish, and Turkish*

The respondent data comes from TTISI's Internet Delivery Service (IDS), which is mostly comprised of a general business population for each of the languages. A random selection of males and females were collected from January 2013 to June 2015. To ensure the highest accuracy for each language, the IDS system allows selection of respondents with IP addresses from the native country for that language. Scale reliabilities were calculated using Cronbach's Alpha. Cronbach Alpha is considered one of the most appropriate statistical tests for reliability given the ranking of responses used to construct the scales. The scales are labeled as Dominance, Influencing, Steadiness, and Compliance. Based on these findings of this study, one may conclude that the Style Insights assessment is confirmed as a consistent and reliable measure of the scale constructs.

Submitted by



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# Style Insights

## June 2015 Reliability Study

### Language Matrix Overview

	Cronbach Alpha			
	Dominance	Influencing	Steadiness	Compliance
Brazilian-Portuguese	0.88	0.89	0.84	0.86
Chinese-Simplified	0.87	0.84	0.85	0.83
Dutch	0.89	0.88	0.84	0.87
English-Australian	0.90	0.86	0.87	0.85
English-Canada	0.89	0.86	0.85	0.84
English-South Africa	0.87	0.84	0.84	0.83
English UK	0.89	0.85	0.85	0.85
English US	0.89	0.86	0.86	0.85
French	0.87	0.83	0.81	0.83
German	0.91	0.85	0.87	0.86
Hungarian	0.90	0.85	0.83	0.86
Italian	0.91	0.84	0.82	0.87
Polish	0.89	0.84	0.82	0.87
Portuguese	0.88	0.82	0.80	0.83
Russian	0.90	0.85	0.80	0.84
Spanish-Americas	0.86	0.84	0.80	0.81
Spanish-Spain	0.87	0.85	0.81	0.85
Swedish	0.89	0.84	0.84	0.85
Turkish	0.85	0.82	0.83	0.80

## Style Insights - Reliability Summary

For Brazilian-Portuguese Participants (10/2014) - (6/2015);  $n = 7,082$ ;  $n_m = 3,541$ ;  $n_f = 3,541$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.88	0.89	0.87
Influencing	0.89	0.89	0.90
Steadiness	0.84	0.84	0.84
Compliance	0.86	0.85	0.86

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	-0.103	1.000					
Adapt.S	-0.800	-0.210	1.000				
Adapt.C	-0.192	-0.817	0.136	1.000			
Nat.D	0.933	-0.036	-0.803	-0.192	1.000		
Nat.I	-0.056	0.940	-0.191	-0.817	-0.055	1.000	
Nat.S	-0.791	-0.202	0.932	0.183	-0.816	-0.236	1.000
Nat.C	-0.230	-0.807	0.228	0.940	-0.282	-0.820	0.229

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	17.67	9.23	0.11	18.52	9.44	0.16	16.82	8.93	0.15
Adapt.I	18.86	9.65	0.11	17.56	9.13	0.15	20.15	9.97	0.17
Adapt.S	17.69	8.24	0.10	17.24	8.15	0.14	18.14	8.31	0.14
Adapt.C	17.79	8.54	0.10	18.69	8.26	0.14	16.88	8.72	0.15
Nat.D	18.82	9.22	0.11	17.96	9.15	0.15	19.69	9.21	0.15
Nat.I	16.89	9.21	0.11	18.20	9.11	0.15	15.58	9.13	0.15
Nat.S	17.12	7.79	0.09	17.43	7.76	0.13	16.81	7.80	0.13
Nat.C	19.17	8.38	0.10	18.41	8.00	0.13	19.93	8.67	0.15

## Style Insights - Reliability Summary

For Chinese-Simplified Participants (1/2013) - (6/2015);  $n = 7,626$ ;  $n_m = 3,813$ ;  $n_f = 3,813$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.87	0.87	0.88
Influencing	0.84	0.82	0.86
Steadiness	0.85	0.84	0.85
Compliance	0.83	0.79	0.85

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	0.094	1.000					
Adapt.S	-0.799	-0.362	1.000				
Adapt.C	-0.325	-0.779	0.173	1.000			
Nat.D	0.943	0.121	-0.783	-0.309	1.000		
Nat.I	0.046	0.932	-0.269	-0.756	0.012	1.000	
Nat.S	-0.807	-0.340	0.948	0.215	-0.801	-0.288	1.000
Nat.C	-0.398	-0.752	0.290	0.924	-0.438	-0.738	0.279

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	14.21	8.66	0.10	14.94	8.62	0.14	13.48	8.65	0.14
Adapt.I	18.85	8.49	0.10	18.06	7.86	0.13	19.64	9.00	0.15
Adapt.S	20.72	8.62	0.10	19.54	8.37	0.14	21.90	8.70	0.14
Adapt.C	18.22	7.94	0.09	19.46	7.46	0.12	16.99	8.20	0.13
Nat.D	23.41	9.25	0.11	22.63	9.00	0.15	24.19	9.42	0.15
Nat.I	16.25	7.67	0.09	17.13	7.24	0.12	15.37	7.99	0.13
Nat.S	14.32	7.49	0.09	15.38	7.45	0.12	13.27	7.38	0.12
Nat.C	18.02	7.63	0.09	16.86	6.79	0.11	19.18	8.22	0.13

## Style Insights - Reliability Summary

For Dutch Participants (1/2013) - (6/2015);  $n = 10,622$ ;  $n_m = 5,311$ ;  $n_f = 5,311$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.89	0.89	0.89
Influencing	0.88	0.88	0.88
Steadiness	0.84	0.84	0.84
Compliance	0.87	0.88	0.87

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	0.086	1.000					
Adapt.S	-0.807	-0.383	1.000				
Adapt.C	-0.435	-0.801	0.356	1.000			
Nat.D	0.938	0.176	-0.800	-0.469	1.000		
Nat.I	0.145	0.941	-0.379	-0.807	0.169	1.000	
Nat.S	-0.791	-0.386	0.936	0.402	-0.805	-0.427	1.000
Nat.C	-0.490	-0.782	0.455	0.947	-0.567	-0.799	0.454

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	17.34	9.72	0.09	18.58	9.98	0.14	16.09	9.28	0.13
Adapt.I	19.03	9.39	0.09	17.93	9.36	0.13	20.13	9.29	0.13
Adapt.S	19.77	8.31	0.08	19.20	8.29	0.11	20.33	8.29	0.11
Adapt.C	15.87	8.79	0.09	16.29	9.01	0.12	15.44	8.54	0.12
Nat.D	18.69	9.69	0.09	17.46	9.47	0.13	19.93	9.76	0.13
Nat.I	16.06	8.90	0.09	17.12	9.13	0.13	15.00	8.54	0.12
Nat.S	16.06	7.40	0.07	16.52	7.48	0.10	15.60	7.30	0.10
Nat.C	21.19	9.25	0.09	20.90	9.31	0.13	21.47	9.17	0.13

## Style Insights - Reliability Summary

For English-Australian Participants (1/2013) - (6/2015);  $n = 11,364$ ;  $n_m = 5,682$ ;  $n_f = 5,682$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.90	0.89	0.89
Influencing	0.86	0.85	0.86
Steadiness	0.87	0.86	0.87
Compliance	0.85	0.85	0.85

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	0.079	1.000					
Adapt.S	-0.824	-0.349	1.000				
Adapt.C	-0.349	-0.798	0.246	1.000			
Nat.D	0.946	0.158	-0.830	-0.365	1.000		
Nat.I	0.088	0.936	-0.303	-0.788	0.101	1.000	
Nat.S	-0.821	-0.360	0.944	0.315	-0.836	-0.362	1.000
Nat.C	-0.426	-0.787	0.381	0.932	-0.490	-0.780	0.392

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	16.75	9.51	0.09	18.39	9.62	0.13	15.11	9.11	0.12
Adapt.I	19.39	8.92	0.08	18.13	8.55	0.11	20.65	9.10	0.12
Adapt.S	18.43	8.92	0.08	16.95	8.60	0.11	19.91	8.98	0.12
Adapt.C	17.43	8.23	0.08	18.53	8.24	0.11	16.33	8.08	0.11
Nat.D	20.16	9.91	0.09	18.40	9.55	0.13	21.92	9.94	0.13
Nat.I	15.73	8.27	0.08	17.08	8.22	0.11	14.37	8.09	0.11
Nat.S	16.45	8.08	0.08	17.63	8.06	0.11	15.26	7.92	0.11
Nat.C	19.67	8.14	0.08	18.89	7.89	0.10	20.45	8.31	0.11

## Style Insights - Reliability Summary

For English-Canada Participants (1/2013) - (6/2015);  $n = 24,850$ ;  $n_m = 12,425$ ;  $n_f = 12,425$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.89	0.88	0.88
Influencing	0.86	0.85	0.86
Steadiness	0.85	0.85	0.85
Compliance	0.84	0.84	0.85

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	0.054	1.000					
Adapt.S	-0.804	-0.339	1.000				
Adapt.C	-0.330	-0.787	0.212	1.000			
Nat.D	0.943	0.134	-0.809	-0.348	1.000		
Nat.I	0.064	0.935	-0.298	-0.771	0.078	1.000	
Nat.S	-0.801	-0.342	0.939	0.277	-0.819	-0.348	1.000
Nat.C	-0.413	-0.776	0.356	0.929	-0.478	-0.769	0.360

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	16.74	9.12	0.06	18.47	9.21	0.08	15.01	8.70	0.08
Adapt.I	19.45	8.81	0.06	18.52	8.57	0.08	20.38	8.94	0.08
Adapt.S	18.24	8.60	0.05	16.68	8.37	0.08	19.80	8.55	0.08
Adapt.C	17.56	8.12	0.05	18.33	8.15	0.07	16.80	8.02	0.07
Nat.D	20.31	9.57	0.06	18.38	9.20	0.08	22.24	9.54	0.09
Nat.I	15.63	8.14	0.05	16.64	8.18	0.07	14.63	7.98	0.07
Nat.S	16.49	7.78	0.05	17.86	7.85	0.07	15.12	7.45	0.07
Nat.C	19.57	8.03	0.05	19.13	7.82	0.07	20.00	8.23	0.07

## Style Insights - Reliability Summary

For English-South Africa Participants (1/2013) - (5/2015);  $n = 932$ ;  $n_m = 466$ ;  $n_f = 466$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.87	0.86	0.87
Influencing	0.84	0.82	0.85
Steadiness	0.84	0.81	0.86
Compliance	0.83	0.82	0.84

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	0.058	1.000					
Adapt.S	-0.805	-0.311	1.000				
Adapt.C	-0.380	-0.774	0.220	1.000			
Nat.D	0.944	0.110	-0.801	-0.373	1.000		
Nat.I	0.104	0.927	-0.311	-0.751	0.097	1.000	
Nat.S	-0.782	-0.327	0.929	0.282	-0.805	-0.381	1.000
Nat.C	-0.410	-0.771	0.316	0.933	-0.444	-0.776	0.323

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	20.23	8.94	0.29	21.08	8.88	0.41	19.38	8.92	0.41
Adapt.I	18.55	8.05	0.26	18.04	7.61	0.35	19.05	8.45	0.39
Adapt.S	14.89	7.97	0.26	14.45	7.63	0.35	15.33	8.28	0.38
Adapt.C	18.34	7.88	0.26	18.43	7.79	0.36	18.24	7.97	0.37
Nat.D	17.04	8.59	0.28	16.10	8.25	0.38	17.98	8.82	0.41
Nat.I	16.43	7.83	0.26	17.05	7.63	0.35	15.81	7.97	0.37
Nat.S	19.37	7.49	0.25	19.88	7.20	0.33	18.87	7.74	0.36
Nat.C	19.16	7.47	0.24	18.97	7.29	0.34	19.35	7.65	0.35



## Style Insights - Reliability Summary

For English UK Participants (1/2013) - (6/2015);  $n = 15,964$ ;  $n_m = 7,982$ ;  $n_f = 7,982$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.89	0.89	0.89
Influencing	0.85	0.84	0.86
Steadiness	0.85	0.85	0.86
Compliance	0.85	0.84	0.85

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	0.038	1.000					
Adapt.S	-0.812	-0.310	1.000				
Adapt.C	-0.353	-0.785	0.232	1.000			
Nat.D	0.944	0.129	-0.819	-0.379	1.000		
Nat.I	0.063	0.935	-0.280	-0.776	0.089	1.000	
Nat.S	-0.810	-0.303	0.940	0.285	-0.828	-0.321	1.000
Nat.C	-0.411	-0.773	0.349	0.934	-0.485	-0.771	0.342

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	17.61	9.45	0.07	18.75	9.51	0.11	16.47	9.25	0.10
Adapt.I	20.06	8.72	0.07	18.70	8.31	0.09	21.42	8.90	0.10
Adapt.S	17.24	8.47	0.07	16.37	8.28	0.09	18.10	8.56	0.10
Adapt.C	17.09	8.21	0.06	18.18	8.21	0.09	16.01	8.07	0.09
Nat.D	19.16	9.71	0.08	17.99	9.44	0.11	20.33	9.84	0.11
Nat.I	15.18	7.92	0.06	16.49	7.87	0.09	13.87	7.75	0.09
Nat.S	17.51	7.80	0.06	18.27	7.81	0.09	16.75	7.72	0.09
Nat.C	20.15	8.14	0.06	19.25	7.91	0.09	21.05	8.28	0.09

## Style Insights - Reliability Summary

For English US Participants (1/2013) - (6/2015);  $n = 425,962$ ;  $n_m = 212,981$ ;  $n_f = 212,981$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.89	0.89	0.89
Influencing	0.86	0.86	0.86
Steadiness	0.86	0.85	0.86
Compliance	0.85	0.85	0.85

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	0.046	1.000					
Adapt.S	-0.813	-0.337	1.000				
Adapt.C	-0.346	-0.788	0.248	1.000			
Nat.D	0.943	0.131	-0.821	-0.363	1.000		
Nat.I	0.081	0.935	-0.315	-0.781	0.098	1.000	
Nat.S	-0.810	-0.335	0.941	0.304	-0.828	-0.361	1.000
Nat.C	-0.415	-0.776	0.376	0.930	-0.482	-0.776	0.372

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	17.92	9.46	0.01	19.59	9.54	0.02	16.25	9.09	0.02
Adapt.I	20.02	8.90	0.01	19.02	8.63	0.02	21.02	9.06	0.02
Adapt.S	17.12	8.68	0.01	15.68	8.36	0.02	18.55	8.77	0.02
Adapt.C	16.95	8.14	0.01	17.71	8.22	0.02	16.19	7.99	0.02
Nat.D	19.26	9.65	0.01	17.48	9.24	0.02	21.04	9.72	0.02
Nat.I	15.18	8.15	0.01	16.21	8.21	0.02	14.16	7.96	0.02
Nat.S	17.46	7.95	0.01	18.74	7.93	0.02	16.18	7.75	0.02
Nat.C	20.09	8.02	0.01	19.57	7.83	0.02	20.62	8.17	0.02

## Style Insights - Reliability Summary

For French Participants (1/2013) - (6/2015);  $n = 23,930$ ;  $n_m = 11,965$ ;  $n_f = 11,965$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.87	0.87	0.88
Influencing	0.83	0.82	0.84
Steadiness	0.81	0.80	0.81
Compliance	0.83	0.83	0.84

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	-0.029	1.000					
Adapt.S	-0.761	-0.267	1.000				
Adapt.C	-0.352	-0.757	0.179	1.000			
Nat.D	0.935	0.067	-0.761	-0.382	1.000		
Nat.I	0.021	0.933	-0.287	-0.724	0.051	1.000	
Nat.S	-0.743	-0.281	0.930	0.239	-0.775	-0.339	1.000
Nat.C	-0.431	-0.726	0.314	0.930	-0.506	-0.720	0.316

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	17.33	8.74	0.06	18.09	8.75	0.08	16.57	8.66	0.08
Adapt.I	19.58	8.34	0.05	18.34	7.98	0.07	20.83	8.49	0.08
Adapt.S	16.42	7.43	0.05	15.84	7.31	0.07	16.99	7.52	0.07
Adapt.C	18.67	8.05	0.05	19.73	7.94	0.07	17.61	8.02	0.07
Nat.D	19.42	9.02	0.06	18.53	8.69	0.08	20.31	9.26	0.08
Nat.I	15.88	7.50	0.05	16.99	7.46	0.07	14.77	7.38	0.07
Nat.S	18.00	7.09	0.05	18.52	7.11	0.06	17.47	7.04	0.06
Nat.C	18.70	7.72	0.05	17.95	7.41	0.07	19.45	7.95	0.07

## Style Insights - Reliability Summary

For German Participants (1/2013) - (6/2015);  $n = 34,068$ ;  $n_m = 17,034$ ;  $n_f = 17,034$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.91	0.91	0.91
Influencing	0.85	0.84	0.85
Steadiness	0.87	0.87	0.88
Compliance	0.86	0.86	0.86

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	-0.031	1.000					
Adapt.S	-0.842	-0.216	1.000				
Adapt.C	-0.324	-0.754	0.190	1.000			
Nat.D	0.941	0.040	-0.830	-0.333	1.000		
Nat.I	-0.007	0.929	-0.169	-0.766	-0.007	1.000	
Nat.S	-0.825	-0.231	0.944	0.246	-0.828	-0.230	1.000
Nat.C	-0.385	-0.742	0.311	0.928	-0.454	-0.755	0.316

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	18.24	10.69	0.06	20.51	10.75	0.08	15.97	10.13	0.08
Adapt.I	17.67	8.39	0.05	16.46	8.06	0.06	18.88	8.55	0.07
Adapt.S	20.57	9.29	0.05	19.09	9.03	0.07	22.05	9.32	0.07
Adapt.C	15.51	8.03	0.04	15.94	8.15	0.06	15.09	7.88	0.06
Nat.D	17.69	10.16	0.06	15.32	9.57	0.07	20.05	10.18	0.08
Nat.I	16.87	8.11	0.04	18.21	8.15	0.06	15.52	7.84	0.06
Nat.S	15.50	7.64	0.04	16.63	7.63	0.06	14.37	7.47	0.06
Nat.C	21.94	8.31	0.05	21.83	8.24	0.06	22.05	8.39	0.06

## Style Insights - Reliability Summary

For Hungarian Participants (1/2013) - (6/2015);  $n = 1,342$ ;  $n_m = 671$ ;  $n_f = 671$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.90	0.90	0.91
Influencing	0.85	0.83	0.85
Steadiness	0.83	0.82	0.83
Compliance	0.86	0.85	0.87

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	0.078	1.000					
Adapt.S	-0.825	-0.284	1.000				
Adapt.C	-0.445	-0.797	0.293	1.000			
Nat.D	0.942	0.135	-0.833	-0.429	1.000		
Nat.I	0.072	0.921	-0.226	-0.765	0.046	1.000	
Nat.S	-0.804	-0.269	0.938	0.312	-0.827	-0.255	1.000
Nat.C	-0.515	-0.764	0.412	0.940	-0.542	-0.743	0.377

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	16.37	9.81	0.27	17.52	9.85	0.38	15.23	9.64	0.37
Adapt.I	19.59	8.55	0.23	18.05	8.03	0.31	21.12	8.77	0.34
Adapt.S	17.30	7.92	0.22	16.24	7.64	0.29	18.36	8.06	0.31
Adapt.C	18.74	8.86	0.24	20.19	8.67	0.33	17.29	8.81	0.34
Nat.D	20.63	10.39	0.28	19.41	9.91	0.38	21.85	10.73	0.41
Nat.I	15.90	7.84	0.21	17.34	7.85	0.30	14.45	7.55	0.29
Nat.S	16.90	7.31	0.20	17.92	7.40	0.29	15.88	7.08	0.27
Nat.C	18.58	8.69	0.24	17.33	8.15	0.31	19.82	9.04	0.35

## Style Insights - Reliability Summary

For Italian Participants (1/2013) - (6/2015);  $n = 964$ ;  $n_m = 482$ ;  $n_f = 482$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.91	0.91	0.91
Influencing	0.84	0.83	0.85
Steadiness	0.82	0.82	0.82
Compliance	0.87	0.86	0.88

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	-0.068	1.000					
Adapt.S	-0.800	-0.185	1.000				
Adapt.C	-0.394	-0.755	0.240	1.000			
Nat.D	0.942	0.040	-0.793	-0.441	1.000		
Nat.I	-0.019	0.932	-0.187	-0.744	0.023	1.000	
Nat.S	-0.783	-0.156	0.934	0.249	-0.800	-0.197	1.000
Nat.C	-0.449	-0.717	0.333	0.945	-0.537	-0.723	0.297

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	17.79	10.19	0.33	19.11	10.30	0.47	16.48	9.91	0.45
Adapt.I	21.43	8.74	0.28	20.54	8.50	0.39	22.31	8.90	0.41
Adapt.S	17.29	7.67	0.25	16.67	7.69	0.35	17.91	7.61	0.35
Adapt.C	15.49	8.78	0.28	15.68	8.74	0.40	15.30	8.82	0.40
Nat.D	18.55	10.26	0.33	17.12	9.97	0.45	19.97	10.35	0.47
Nat.I	14.18	7.59	0.24	14.92	7.38	0.34	13.44	7.73	0.35
Nat.S	18.10	7.06	0.23	18.61	7.06	0.32	17.59	7.02	0.32
Nat.C	21.18	8.90	0.29	21.34	8.75	0.40	21.01	9.05	0.41

## Style Insights - Reliability Summary

For Polish Participants (1/2013) - (6/2015);  $n = 590$ ;  $n_m = 295$ ;  $n_f = 295$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.89	0.89	0.89
Influencing	0.84	0.83	0.85
Steadiness	0.82	0.82	0.83
Compliance	0.87	0.86	0.88

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	0.114	1.000					
Adapt.S	-0.815	-0.306	1.000				
Adapt.C	-0.505	-0.772	0.308	1.000			
Nat.D	0.944	0.166	-0.816	-0.488	1.000		
Nat.I	0.192	0.933	-0.314	-0.791	0.170	1.000	
Nat.S	-0.797	-0.310	0.932	0.352	-0.811	-0.354	1.000
Nat.C	-0.496	-0.781	0.370	0.944	-0.521	-0.811	0.347

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	21.53	9.83	0.40	21.92	10.11	0.59	21.14	9.54	0.56
Adapt.I	17.63	8.01	0.33	16.67	7.44	0.43	18.60	8.45	0.49
Adapt.S	15.96	7.76	0.32	15.91	7.60	0.44	16.01	7.93	0.46
Adapt.C	16.88	8.75	0.36	17.50	8.63	0.50	16.25	8.85	0.52
Nat.D	15.39	8.84	0.36	14.91	8.54	0.50	15.88	9.12	0.53
Nat.I	18.20	8.01	0.33	19.29	7.82	0.46	17.11	8.07	0.47
Nat.S	18.41	7.00	0.29	18.43	7.05	0.41	18.39	6.96	0.41
Nat.C	19.99	8.68	0.36	19.36	8.35	0.49	20.63	8.96	0.52

## Style Insights - Reliability Summary

For Portuguese Participants (1/2014) - (6/2015);  $n = 2,354$ ;  $n_m = 1,177$ ;  $n_f = 1,177$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.88	0.89	0.88
Influencing	0.82	0.81	0.82
Steadiness	0.80	0.81	0.80
Compliance	0.83	0.82	0.83

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	-0.059	1.000					
Adapt.S	-0.803	-0.128	1.000				
Adapt.C	-0.344	-0.761	0.118	1.000			
Nat.D	0.934	-0.012	-0.776	-0.338	1.000		
Nat.I	0.006	0.930	-0.153	-0.745	-0.017	1.000	
Nat.S	-0.777	-0.157	0.927	0.183	-0.784	-0.217	1.000
Nat.C	-0.374	-0.750	0.217	0.934	-0.418	-0.762	0.226

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	18.82	9.19	0.19	19.00	9.19	0.27	18.65	9.19	0.27
Adapt.I	17.66	7.67	0.16	16.64	7.41	0.22	18.69	7.79	0.23
Adapt.S	17.64	7.40	0.15	17.22	7.47	0.22	18.06	7.31	0.21
Adapt.C	17.87	8.12	0.17	19.15	8.14	0.24	16.60	7.90	0.23
Nat.D	18.57	8.50	0.18	18.16	8.40	0.24	18.99	8.59	0.25
Nat.I	17.73	7.49	0.15	18.97	7.38	0.22	16.49	7.40	0.22
Nat.S	17.23	6.54	0.13	17.55	6.66	0.19	16.91	6.40	0.19
Nat.C	18.47	7.78	0.16	17.32	7.59	0.22	19.62	7.79	0.23



## Style Insights - Reliability Summary

For Russian Participants (1/2013) - (6/2015);  $n = 6,442$ ;  $n_m = 3,221$ ;  $n_f = 3,221$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.90	0.90	0.91
Influencing	0.85	0.84	0.85
Steadiness	0.80	0.79	0.81
Compliance	0.84	0.83	0.85

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	-0.005	1.000					
Adapt.S	-0.802	-0.290	1.000				
Adapt.C	-0.477	-0.754	0.373	1.000			
Nat.D	0.940	0.022	-0.806	-0.430	1.000		
Nat.I	0.035	0.933	-0.281	-0.741	-0.011	1.000	
Nat.S	-0.792	-0.277	0.939	0.402	-0.818	-0.307	1.000
Nat.C	-0.471	-0.745	0.421	0.942	-0.474	-0.746	0.405

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	18.78	10.04	0.13	20.16	9.99	0.18	17.40	9.90	0.17
Adapt.I	17.79	8.65	0.11	16.11	8.18	0.14	19.47	8.78	0.15
Adapt.S	14.86	7.37	0.09	14.19	7.10	0.13	15.52	7.57	0.13
Adapt.C	20.57	8.57	0.11	21.54	8.40	0.15	19.61	8.63	0.15
Nat.D	17.30	10.00	0.12	15.60	9.42	0.17	18.99	10.28	0.18
Nat.I	17.99	8.32	0.10	19.80	8.17	0.14	16.18	8.07	0.14
Nat.S	20.09	7.53	0.09	20.94	7.40	0.13	19.24	7.57	0.13
Nat.C	16.62	7.90	0.10	15.66	7.47	0.13	17.59	8.20	0.14

## Style Insights - Reliability Summary

For Spanish-Americas Participants (7/2013) - (6/2015);  $n = 18,822$ ;  $n_m = 9,411$ ;  $n_f = 9,411$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.86	0.86	0.86
Influencing	0.84	0.83	0.84
Steadiness	0.80	0.79	0.81
Compliance	0.81	0.81	0.82

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	-0.152	1.000					
Adapt.S	-0.779	-0.130	1.000				
Adapt.C	-0.238	-0.757	0.073	1.000			
Nat.D	0.941	-0.094	-0.778	-0.232	1.000		
Nat.I	-0.097	0.927	-0.137	-0.737	-0.108	1.000	
Nat.S	-0.764	-0.143	0.925	0.141	-0.784	-0.198	1.000
Nat.C	-0.306	-0.729	0.205	0.923	-0.347	-0.738	0.207

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	18.58	8.63	0.06	19.24	8.62	0.09	17.92	8.58	0.09
Adapt.I	18.75	7.97	0.06	18.07	7.71	0.08	19.43	8.16	0.08
Adapt.S	16.02	7.21	0.05	15.43	6.97	0.07	16.60	7.39	0.08
Adapt.C	18.65	7.56	0.06	19.26	7.40	0.08	18.04	7.67	0.08
Nat.D	18.91	8.51	0.06	18.11	8.41	0.09	19.71	8.54	0.09
Nat.I	16.06	7.47	0.05	16.88	7.48	0.08	15.24	7.38	0.08
Nat.S	18.23	6.69	0.05	18.71	6.60	0.07	17.75	6.75	0.07
Nat.C	18.80	7.09	0.05	18.30	6.81	0.07	19.29	7.32	0.08

## Style Insights - Reliability Summary

For Spanish-Spain Participants (1/2013) - (6/2015);  $n = 5,842$ ;  $n_m = 2,921$ ;  $n_f = 2,921$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.87	0.87	0.87
Influencing	0.85	0.85	0.85
Steadiness	0.81	0.81	0.82
Compliance	0.85	0.84	0.85

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	-0.042	1.000					
Adapt.S	-0.775	-0.239	1.000				
Adapt.C	-0.371	-0.776	0.227	1.000			
Nat.D	0.939	0.014	-0.770	-0.367	1.000		
Nat.I	0.065	0.931	-0.296	-0.772	0.057	1.000	
Nat.S	-0.758	-0.238	0.927	0.270	-0.776	-0.344	1.000
Nat.C	-0.422	-0.746	0.328	0.939	-0.464	-0.771	0.319

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	19.27	9.21	0.12	19.30	9.20	0.17	19.23	9.22	0.17
Adapt.I	18.73	8.79	0.12	17.86	8.69	0.16	19.59	8.80	0.16
Adapt.S	16.16	7.30	0.10	16.03	7.23	0.13	16.29	7.36	0.14
Adapt.C	17.85	8.58	0.11	18.81	8.54	0.16	16.89	8.52	0.16
Nat.D	17.60	8.95	0.12	17.46	8.86	0.16	17.74	9.03	0.17
Nat.I	16.67	8.38	0.11	17.59	8.52	0.16	15.74	8.14	0.15
Nat.S	18.98	7.17	0.09	19.10	7.16	0.13	18.86	7.17	0.13
Nat.C	18.75	8.33	0.11	17.85	8.11	0.15	19.65	8.46	0.16

## Style Insights - Reliability Summary

For Swedish Participants (7/2013) - (6/2015);  $n = 10,388$ ;  $n_m = 5,194$ ;  $n_f = 5,194$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.89	0.89	0.89
Influencing	0.84	0.84	0.85
Steadiness	0.84	0.83	0.84
Compliance	0.85	0.85	0.86

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	0.039	1.000					
Adapt.S	-0.792	-0.312	1.000				
Adapt.C	-0.369	-0.772	0.215	1.000			
Nat.D	0.940	0.143	-0.795	-0.407	1.000		
Nat.I	0.087	0.935	-0.302	-0.769	0.124	1.000	
Nat.S	-0.776	-0.306	0.933	0.257	-0.799	-0.337	1.000
Nat.C	-0.447	-0.747	0.343	0.933	-0.527	-0.759	0.322

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	17.58	9.08	0.09	18.10	9.27	0.13	17.05	8.85	0.12
Adapt.I	20.69	8.47	0.08	19.79	8.21	0.11	21.58	8.63	0.12
Adapt.S	17.76	8.08	0.08	17.30	7.98	0.11	18.22	8.14	0.11
Adapt.C	15.98	8.16	0.08	16.80	8.20	0.11	15.15	8.03	0.11
Nat.D	18.83	9.04	0.09	18.18	9.02	0.13	19.48	9.01	0.13
Nat.I	14.56	7.43	0.07	15.39	7.39	0.10	13.72	7.38	0.10
Nat.S	17.16	7.12	0.07	17.62	7.18	0.10	16.70	7.02	0.10
Nat.C	21.46	8.11	0.08	20.82	7.95	0.11	22.10	8.22	0.11

## Style Insights - Reliability Summary

For Turkish Participants (1/2013) - (6/2015);  $n = 4,066$ ;  $n_m = 2,033$ ;  $n_f = 2,033$

Measures of reliability were computed for all four scales from TTI Style Insights survey. Cronbach's alpha was used as a measure of the internal consistency of the scales and is based on the average correlation among the items on a scale. Reliability tends to increase with longer scales and heterogeneous (mixed) groups. Cronbach's alpha is expressed as a correlation coefficient, ranging in value from 0 to +1. An estimate of 0.70 or higher is desired for judging a scale to be reliable. This study analyzed the reliability of the scale scores measured in the TTI Style Insights questionnaire. Cronbach's coefficient alpha was calculated for examining internal consistency of each scale for the total sample and by gender groups.

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

Scale	Cronbach Alpha		
	Total	Males	Females
Dominance	0.85	0.86	0.85
Influencing	0.82	0.82	0.83
Steadiness	0.83	0.83	0.83
Compliance	0.80	0.80	0.80

Table 2. Correlations among Style Insights' Scales for Total Sample

Scale	Scale Correlations						
	Adapt.D	Adapt.I	Adapt.S	Adapt.C	Nat.D	Nat.I	Nat.S
Adapt.I	0.042	1.000					
Adapt.S	-0.772	-0.319	1.000				
Adapt.C	-0.388	-0.750	0.194	1.000			
Nat.D	0.935	0.082	-0.765	-0.365	1.000		
Nat.I	0.105	0.922	-0.333	-0.725	0.082	1.000	
Nat.S	-0.761	-0.321	0.936	0.247	-0.784	-0.383	1.000
Nat.C	-0.393	-0.710	0.234	0.925	-0.422	-0.724	0.240

Table 3. Raw Score Descriptive Statistics on Style Insights' Scales for Total Sample and by Gender Groups

Scale	Total			Males			Females		
	Mean	STD	StErr	Mean	STD	StErr	Mean	STD	StErr
Adapt.D	18.76	8.41	0.13	18.88	8.56	0.19	18.64	8.26	0.18
Adapt.I	19.50	7.73	0.12	18.73	7.62	0.17	20.26	7.77	0.17
Adapt.S	14.71	7.48	0.12	14.65	7.55	0.17	14.77	7.41	0.16
Adapt.C	19.03	7.61	0.12	19.73	7.62	0.17	18.33	7.54	0.17
Nat.D	17.88	8.10	0.13	17.67	8.20	0.18	18.10	7.99	0.18
Nat.I	16.88	7.07	0.11	17.48	7.14	0.16	16.28	6.95	0.15
Nat.S	19.85	7.44	0.12	19.90	7.57	0.17	19.80	7.32	0.16
Nat.C	17.38	6.75	0.11	16.95	6.71	0.15	17.82	6.76	0.15