



2021 RELIABILITY STUDY

MOTIVATION INSIGHTS®



TABLE OF CONTENTS

Introduction	1
Motivation Insights® Summary	2
Cronbach's Alpha	3
Average Scores	4
Primary Percentages	5
12 Driving Forces® - Average Scores	6
12 Driving Forces® - Primary Percentages	7
Language tables (alphabetical order)	8 - 32
Adriatic, Arabic, Brazilian-Portuguese, Chinese-Simplified, Dutch, English-AU/NZ, English-Canada, English-East Africa, English-Egypt, English-India, English-Singapore, English-South Africa, English UK, English US, French, French-Canada, German, Hungarian, Italian, Japanese, 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 2021 Motivation Insights Reliability Study is an internal consistency reliability study and is part of TTI SI's ongoing continuous improvement process. This study uses a measurement of reliability called the Cronbach's α (alpha). Cronbach's α is a measure of the lower bound estimate of the reliability of a psychometric assessment. Cronbach's α is a scalar taking values between 0 and 1, inclusive. Generally speaking, the closer the score is to one, the more reliable an assessment may be considered. The scales for the Motivation Insights are labeled Theoretical, Utilitarian, Aesthetic, Social, Individualistic, and Traditional.

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

The respondent data is selected from the TTI SI Internet Delivery System (IDS)® and is comprised of mostly the general business or working adult population of the individual languages. A random sample of males and females is collected for study from each language. The current study considers data from 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 Motivation Insights assessment is confirmed as internally consistent and reliable.

Dr. Eric Gehrig
Ph.D. in Mathematics
VP of Research & Development
Target Training International, Ltd.



MOTIVATION INSIGHTS[®] SUMMARY

The Motivation Insights Reliability Study presents language by language comparisons for each of the scales under consideration. The reliability coefficients are computed using the Cronbach's α reliability coefficient for each scale. The following table presents the reliability score ranges and their corresponding interpretation as a level of reliability. 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 Motivation Insights Reliability study are Theoretical, Utilitarian, Aesthetic, Social, Individualistic, and Traditional. As is seen in the Cronbach's alpha summary page, the scores for all scales across all languages fall in the Respectable to Very Good range. The exceptions are Adriatic for the Traditional scale, Arabic for the Aesthetic scale, Chinese-Simplified for both the Aesthetic and Traditional scales, Italian for the Utilitarian scale, and Spanish-Americas for the Aesthetic scale which all fall into the undesirable range. These scale/language combinations are scheduled for monitoring to determine what action may need to be taken to improve their respective internal consistency scores.

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

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



MOTIVATION INSIGHTS® - CRONBACH'S ALPHAS

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

2021 CRONBACH'S ALPHAS							
	THE.	UTI.	AES.	SOC.	IND.	TRA.	N
Adriatic	.75	.73	.76	.84	.81	.68	995
Arabic	.86	.70	.66	.86	.84	.81	470
Brazilian-Portuguese	.82	.76	.79	.87	.83	.83	28002
Chinese-Simplified	.77	.71	.67	.83	.75	.65	9684
Dutch	.82	.82	.75	.86	.82	.75	5708
English-AU/NZ	.85	.83	.79	.87	.82	.80	3598
English-Canada	.85	.82	.80	.88	.84	.82	7134
English-East Africa	.86	.82	.75	.89	.78	.77	224
English-Egypt	.85	.78	.73	.84	.81	.76	420
English-India	.82	.74	.72	.85	.80	.80	428
English-Singapore	.82	.80	.77	.88	.83	.79	364
English-South Africa	.83	.82	.77	.91	.80	.79	308
English UK	.85	.78	.77	.85	.83	.81	2540
English US	.85	.81	.82	.88	.83	.83	128364
French	.76	.71	.72	.86	.83	.74	16696
French-Canada	.82	.80	.76	.88	.80	.78	752
German	.80	.71	.84	.84	.87	.70	33802
Hungarian	.79	.74	.77	.83	.83	.74	1508
Italian	.81	.69	.76	.85	.87	.78	2962
Japanese	.78	.77	.75	.82	.85	.74	198
Russian	.80	.78	.83	.84	.83	.72	4822
Spanish-Americas	.79	.80	.68	.86	.77	.76	6320
Spanish-Spain	.80	.75	.74	.85	.83	.76	2334
Swedish	.77	.80	.84	.88	.81	.74	5752
Turkish	.83	.78	.75	.86	.81	.80	3252



MOTIVATION INSIGHTS® - AVERAGE SCORES

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

2021 AVERAGE SCORES							
	THE.	UTI.	AES.	SOC.	IND.	TRA.	N
Adriatic	53	45	39	34	44	37	995
Arabic	51	39	36	41	51	34	470
Brazilian-Portuguese	54	46	34	37	47	34	28002
Chinese-Simplified	50	48	38	30	45	41	9684
Dutch	45	39	46	41	44	37	5708
English-AU/NZ	49	41	41	36	47	38	3598
English-Canada	49	42	41	37	46	37	7134
English-East Africa	48	46	38	40	48	32	224
English-Egypt	48	40	40	40	50	34	420
English-India	49	41	39	37	51	35	428
English-Singapore	48	45	42	36	46	35	364
English-South Africa	49	44	38	36	49	36	308
English UK	48	43	41	35	49	36	2540
English US	48	42	39	38	46	39	128364
French	50	45	45	36	40	36	16696
French-Canada	47	45	43	35	49	33	752
German	51	44	41	35	46	35	33802
Hungarian	49	43	44	33	45	38	1508
Italian	51	41	48	31	46	35	2962
Japanese	52	43	45	34	42	36	198
Russian	48	53	39	30	46	36	4822
Spanish-Americas	52	43	37	36	49	35	6320
Spanish-Spain	53	41	43	36	45	34	2334
Swedish	50	42	40	43	44	33	5752
Turkish	49	42	45	36	49	31	3252



MOTIVATION INSIGHTS® - PRIMARY PERCENTAGES

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

2021 PRIMARY PERCENTAGES							
	THE.	UTI.	AES.	SOC.	IND.	TRA.	N
Adriatic	50	14	8	5	18	5	995
Arabic	38	3	3	14	38	4	470
Brazilian-Portuguese	53	13	3	6	21	4	28002
Chinese-Simplified	40	25	5	3	19	8	9684
Dutch	24	10	22	15	23	6	5708
English-AU/NZ	34	11	12	8	27	8	3598
English-Canada	35	13	12	9	23	8	7134
English-East Africa	30	20	5	15	29	1	224
English-Egypt	32	7	8	12	38	3	420
English-India	31	5	7	12	40	5	428
English-Singapore	27	20	12	11	25	5	364
English-South Africa	32	13	8	13	30	4	308
English UK	31	12	11	6	33	7	2540
English US	32	12	10	11	23	12	128364
French	39	16	20	7	13	5	16696
French-Canada	26	16	15	7	33	3	752
German	40	10	17	4	26	3	33802
Hungarian	33	10	22	4	24	7	1508
Italian	39	5	26	2	24	4	2962
Japanese	49	15	17	1	15	3	198
Russian	22	46	10	2	17	3	4822
Spanish-Americas	42	11	3	9	31	4	6320
Spanish-Spain	49	7	10	6	24	4	2334
Swedish	34	14	14	18	17	3	5752
Turkish	34	11	15	6	31	3	3252



12 DRIVING FORCES® - AVERAGE SCORES

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

2021 AVERAGE SCORES

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



12 DRIVING FORCES® - PRIMARY PERCENTAGES

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

2021 PRIMARY PERCENTAGES

	Intellectual	Resourceful	Harmonious	Altruistic	Commanding	Structured	Instinctive	Selfless	Objective	Intentional	Collaborative	Receptive
Adriatic	28	5	3	2	9	2	1	3	7	21	8	11
Arabic	25	0	1	9	24	3	2	7	5	4	2	18
Brazilian-Portuguese	32	4	1	3	9	2	1	2	14	12	3	17
Chinese-Simplified	19	8	2	1	8	3	1	2	8	42	3	3
Dutch	11	4	11	8	12	3	4	14	3	10	5	15
English-AU/NZ	19	5	5	4	14	4	3	8	5	18	3	12
English-Canada	20	5	5	5	12	4	2	6	6	17	5	13
English-East Africa	16	8	2	8	12	0	4	3	6	15	0	26
English-Egypt	21	2	4	7	20	1	2	9	4	10	1	19
English-India	18	1	3	5	23	2	3	7	5	12	2	19
English-Singapore	13	8	8	7	13	1	2	3	4	18	5	18
English-South Africa	15	5	3	9	15	2	2	5	7	22	1	14
English UK	17	4	4	3	18	4	3	5	5	18	3	16
English US	18	5	4	6	11	6	3	7	11	13	5	11
French	20	5	9	4	5	2	1	2	2	23	11	16
French-Canada	13	6	6	3	15	1	3	6	3	21	1	22
German	22	3	9	2	15	1	1	3	6	18	7	13
Hungarian	18	3	11	2	12	3	2	5	3	27	5	9
Italian	20	1	14	1	11	1	1	4	0	28	5	14
Japanese	25	6	9	2	9	2	0	3	0	22	7	15
Russian	11	20	5	1	6	1	1	1	8	33	4	9
Spanish-Americas	25	4	1	5	17	2	1	7	7	16	1	14
Spanish-Spain	30	2	5	3	13	2	1	4	2	15	5	18
Swedish	18	5	8	10	8	1	1	6	11	8	3	21
Turkish	18	4	6	4	17	1	1	5	1	15	1	27



Adriatic - Serbian, Croatian, Slovenian

For Adriatic Participants (1/2016) to (12/2020); n = 995; n_m = 602; n_f = 393

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.75	.75	.76
Utilitarian	.73	.73	.71
Aesthetic	.76	.75	.75
Social	.84	.83	.85
Individualistic	.81	.80	.81
Traditional	.68	.64	.72

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	50	53	8.7	0.44	47	52	8.6	0.35	54	54	8.7	0.44
Utilitarian	14	45	9.6	0.48	17	47	9.4	0.38	9	42	9.3	0.47
Aesthetic	8	39	10.2	0.52	7	37	10.0	0.41	11	41	10.2	0.51
Social	5	34	10.6	0.53	4	33	10.1	0.41	7	36	10.9	0.55
Individualistic	18	44	11.3	0.57	20	46	11.1	0.45	14	42	11.2	0.57
Traditional	5	37	9.1	0.46	5	37	8.5	0.35	5	37	9.9	0.50

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	28	64	13.5	0.68	26	62	13.4	0.55	31	64	13.5	0.68
Resourceful	5	47	14.2	0.72	7	50	14.1	0.58	3	42	13.6	0.68
Harmonious	3	35	14.6	0.74	2	32	14.1	0.58	5	40	14.7	0.74
Altruistic	2	26	14.3	0.72	1	24	13.4	0.55	3	31	15.1	0.76
Commanding	9	46	16.3	0.82	11	50	16.1	0.65	6	40	15.9	0.80
Structured	2	32	12.8	0.65	1	32	12.1	0.49	3	33	13.8	0.70
Instinctive	1	19	11.3	0.57	1	21	11.5	0.47	1	19	10.8	0.55
Selfless	3	35	13.8	0.70	2	32	13.4	0.54	3	40	13.8	0.70
Objective	7	49	14.6	0.74	9	51	14.5	0.59	5	44	14.3	0.72
Intentional	21	57	15.9	0.80	23	60	15.0	0.61	18	53	16.5	0.83
Collaborative	8	38	16.2	0.82	7	35	15.6	0.64	10	43	16.3	0.82
Receptive	11	51	13.4	0.68	10	51	12.6	0.51	12	51	14.6	0.74



Arabic

For Arabic Participants (1/2016) to (12/2020); $n = 470$; $n_m = 235$; $n_f = 235$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.86	.88	.86
Utilitarian	.70	.69	.64
Aesthetic	.66	.57	.69
Social	.86	.84	.85
Individualistic	.84	.81	.83
Traditional	.81	.81	.80

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	38	51	11.2	0.73	34	51	11.4	0.74	41	50	11.0	0.71
Utilitarian	3	39	8.7	0.57	3	41	8.6	0.56	2	35	7.9	0.52
Aesthetic	3	36	8.2	0.53	1	34	6.9	0.45	5	39	8.7	0.57
Social	14	41	11.7	0.76	6	37	10.5	0.69	22	45	11.6	0.75
Individualistic	38	51	11.1	0.72	52	56	9.4	0.61	25	47	11.0	0.72
Traditional	4	34	10.5	0.69	4	33	10.2	0.67	5	36	10.7	0.70

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	25	58	17.1	1.12	24	60	17.4	1.13	27	57	16.8	1.10
Resourceful	0	33	12.8	0.84	0	40	12.6	0.82	0	28	11.7	0.77
Harmonious	1	31	11.7	0.76	0	26	10.0	0.65	3	35	12.5	0.82
Altruistic	9	39	17.5	1.14	4	31	15.9	1.04	13	46	17.6	1.15
Commanding	24	61	16.2	1.05	33	69	14.1	0.92	14	51	15.8	1.03
Structured	3	29	14.3	0.93	2	25	13.9	0.90	3	32	14.3	0.93
Instinctive	2	25	15.1	0.98	2	24	15.4	1.00	2	25	14.8	0.97
Selfless	7	47	13.5	0.88	3	42	13.1	0.85	11	54	12.4	0.81
Objective	5	53	12.1	0.79	4	57	11.0	0.72	5	49	12.5	0.81
Intentional	4	44	16.6	1.08	6	51	15.8	1.03	3	38	16.0	1.04
Collaborative	2	24	14.8	0.96	1	17	11.6	0.76	3	32	15.4	1.01
Receptive	18	57	15.0	0.98	21	61	14.5	0.95	16	54	15.0	0.98



Brazilian-Portuguese

For Brazilian-Portuguese Participants (1/2016) to (12/2020); n = 28,002; n_m = 14,001; n_f = 14,001

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.82	.82	.82
Utilitarian	.76	.76	.76
Aesthetic	.79	.77	.79
Social	.87	.87	.87
Individualistic	.83	.82	.84
Traditional	.83	.83	.83

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	53	54	8.9	0.08	51	54	8.8	0.07	56	54	9.0	0.08
Utilitarian	13	46	9.1	0.08	13	47	8.9	0.08	12	45	9.1	0.08
Aesthetic	3	34	9.3	0.08	2	32	8.7	0.07	4	36	9.6	0.08
Social	6	37	10.6	0.09	5	35	10.2	0.09	7	38	10.8	0.09
Individualistic	21	47	10.4	0.09	25	49	9.7	0.08	17	45	10.7	0.09
Traditional	4	34	10.5	0.09	4	35	10.4	0.09	4	34	10.5	0.09

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	32	67	14.1	0.12	30	67	14.0	0.12	34	67	14.2	0.12
Resourceful	4	47	13.6	0.12	4	50	13.5	0.11	4	46	13.6	0.11
Harmonious	1	28	12.8	0.11	1	24	11.8	0.10	2	31	13.3	0.11
Altruistic	3	29	15.3	0.13	2	26	14.5	0.12	4	32	15.8	0.13
Commanding	9	53	15.1	0.13	11	57	14.3	0.12	7	49	15.4	0.13
Structured	2	26	14.0	0.12	2	26	14.1	0.12	2	26	13.9	0.12
Instinctive	1	17	11.3	0.10	0	17	11.3	0.10	1	17	11.4	0.10
Selfless	2	35	13.2	0.11	1	32	12.9	0.11	2	36	13.3	0.11
Objective	14	57	13.7	0.12	18	61	12.9	0.11	11	54	14.0	0.12
Intentional	12	51	16.3	0.14	13	54	15.8	0.13	11	50	16.5	0.14
Collaborative	3	32	14.3	0.12	2	28	13.1	0.11	4	35	14.9	0.13
Receptive	17	57	15.4	0.13	16	57	15.4	0.13	18	58	15.4	0.13



Chinese-Simplified

For Chinese-Simplified Participants (1/2016) to (12/2020); $n = 9,684$; $n_m = 4,842$; $n_f = 4,842$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.77	.78	.76
Utilitarian	.71	.71	.70
Aesthetic	.67	.66	.67
Social	.83	.83	.83
Individualistic	.75	.74	.75
Traditional	.65	.65	.64

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	40	50	8.8	0.13	35	50	9.1	0.13	44	51	8.5	0.12
Utilitarian	25	48	9.0	0.13	24	47	9.1	0.13	26	48	8.9	0.13
Aesthetic	5	38	8.6	0.12	4	36	8.3	0.12	7	40	8.5	0.12
Social	3	30	9.9	0.14	3	30	9.8	0.14	3	30	9.9	0.14
Individualistic	19	45	9.7	0.14	24	47	9.4	0.13	14	43	9.5	0.14
Traditional	8	41	7.9	0.11	10	42	8.0	0.11	6	40	7.7	0.11

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	19	57	14.0	0.20	16	56	14.3	0.20	22	60	13.6	0.20
Resourceful	8	51	13.8	0.20	7	51	13.8	0.20	8	53	13.7	0.20
Harmonious	2	33	12.4	0.18	2	31	12.0	0.17	3	38	12.5	0.18
Altruistic	1	18	12.7	0.18	1	18	12.6	0.18	1	18	12.7	0.18
Commanding	8	49	13.8	0.20	10	53	13.6	0.19	5	44	13.5	0.19
Structured	3	40	11.9	0.17	4	42	12.2	0.17	2	38	11.6	0.17
Instinctive	1	25	12.2	0.17	1	26	12.5	0.18	1	22	11.7	0.17
Selfless	2	31	12.7	0.18	3	31	12.8	0.18	2	29	12.6	0.18
Objective	8	50	12.3	0.18	10	53	12.1	0.17	5	47	12.1	0.17
Intentional	42	67	14.8	0.21	42	67	14.7	0.21	42	67	14.8	0.21
Collaborative	3	35	13.6	0.20	2	31	13.0	0.19	5	39	13.7	0.20
Receptive	3	43	11.5	0.16	2	42	11.4	0.16	4	46	11.3	0.16



Dutch

For Dutch Participants (1/2016) to (12/2020); $n = 5,708$; $n_m = 2,854$; $n_f = 2,854$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.82	.83	.80
Utilitarian	.82	.82	.80
Aesthetic	.75	.73	.75
Social	.86	.85	.86
Individualistic	.82	.82	.81
Traditional	.75	.76	.74

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	24	45	10.0	0.19	26	45	10.4	0.20	22	45	9.5	0.18
Utilitarian	10	39	10.7	0.20	13	41	10.9	0.20	7	36	10.0	0.19
Aesthetic	22	46	9.6	0.18	15	43	9.3	0.17	29	48	9.3	0.17
Social	15	41	11.2	0.21	11	39	10.9	0.20	19	44	11.0	0.21
Individualistic	23	44	10.8	0.20	28	46	10.7	0.20	18	42	10.6	0.20
Traditional	6	37	9.6	0.18	7	38	9.9	0.18	5	37	9.3	0.17

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	11	47	15.3	0.29	12	47	15.8	0.30	11	47	14.7	0.28
Resourceful	4	35	15.0	0.28	6	39	15.7	0.29	2	31	13.6	0.25
Harmonious	11	49	13.6	0.26	7	44	13.2	0.25	16	54	13.2	0.25
Altruistic	8	40	16.2	0.30	5	35	15.6	0.29	10	44	16.2	0.30
Commanding	12	46	15.7	0.29	16	50	15.8	0.30	9	42	15.1	0.28
Structured	3	33	13.5	0.25	3	35	13.9	0.26	2	32	13.0	0.24
Instinctive	4	35	14.2	0.26	4	35	14.6	0.27	4	35	13.7	0.26
Selfless	14	47	16.1	0.30	11	43	16.2	0.30	18	53	15.2	0.29
Objective	3	38	13.0	0.24	4	42	12.7	0.24	1	33	12.4	0.23
Intentional	10	43	16.5	0.31	13	47	16.3	0.31	7	39	16.0	0.30
Collaborative	5	36	15.6	0.29	4	33	15.3	0.29	5	40	15.4	0.29
Receptive	15	51	14.1	0.26	15	50	14.3	0.27	15	51	13.9	0.26



English-Australia, New Zealand

For English-AU/NZ Participants (1/2016) to (12/2020); $n = 3,598$; $n_m = 1,799$; $n_f = 1,799$
Country percentages: 74% Australia, 26% New Zealand

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.85	.85	.85
Utilitarian	.83	.83	.81
Aesthetic	.79	.77	.80
Social	.87	.86	.87
Individualistic	.82	.79	.83
Traditional	.80	.80	.81

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	34	49	10.9	0.26	32	49	10.9	0.26	35	49	10.9	0.26
Utilitarian	11	41	11.4	0.27	15	44	11.2	0.26	8	38	10.9	0.26
Aesthetic	12	41	10.7	0.25	7	39	10.0	0.24	16	44	10.8	0.25
Social	8	36	12.0	0.28	6	33	11.2	0.26	11	39	12.1	0.28
Individualistic	27	47	11.2	0.26	33	49	10.2	0.24	21	44	11.5	0.27
Traditional	8	38	10.8	0.25	7	38	10.7	0.25	9	38	11.0	0.26

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	19	54	16.8	0.40	17	54	16.8	0.40	20	54	16.9	0.40
Resourceful	5	40	16.2	0.38	6	44	16.3	0.38	3	35	15.2	0.36
Harmonious	5	40	15.5	0.37	3	35	14.5	0.34	8	44	15.7	0.37
Altruistic	4	31	16.2	0.38	3	26	14.8	0.35	5	36	16.7	0.39
Commanding	14	51	16.4	0.39	17	57	15.1	0.36	11	46	16.7	0.39
Structured	4	33	15.0	0.35	4	33	14.8	0.35	4	33	15.2	0.36
Instinctive	3	28	15.0	0.35	2	28	14.8	0.35	3	28	15.1	0.36
Selfless	8	43	16.6	0.39	7	38	16.2	0.38	10	47	16.2	0.38
Objective	5	44	15.2	0.36	6	49	14.5	0.34	4	39	15.1	0.36
Intentional	18	53	17.3	0.41	22	58	16.3	0.39	14	47	17.3	0.41
Collaborative	3	32	15.4	0.36	1	28	13.7	0.32	5	38	16.1	0.38
Receptive	12	50	15.9	0.37	12	50	15.7	0.37	13	50	16.1	0.38



English-Canada

For English-Canada Participants (1/2016) to (11/2020); $n = 7,134$; $n_m = 3,567$; $n_f = 3,567$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.85	.86	.84
Utilitarian	.82	.82	.79
Aesthetic	.80	.78	.80
Social	.88	.87	.88
Individualistic	.84	.82	.84
Traditional	.82	.81	.82

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	35	49	10.9	0.18	35	50	11.1	0.19	36	49	10.7	0.18
Utilitarian	13	42	11.0	0.18	17	44	11.0	0.18	9	40	10.4	0.17
Aesthetic	12	41	10.9	0.18	8	39	10.3	0.17	15	43	11.0	0.18
Social	9	37	12.2	0.20	6	34	11.6	0.19	12	40	12.3	0.21
Individualistic	23	46	11.7	0.20	27	48	10.8	0.18	19	43	12.1	0.20
Traditional	8	37	11.2	0.19	7	37	11.0	0.18	9	37	11.4	0.19

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	20	56	16.9	0.28	21	57	17.2	0.29	20	56	16.6	0.28
Resourceful	5	42	16.0	0.27	7	46	16.4	0.27	3	38	14.9	0.25
Harmonious	5	39	15.7	0.26	3	35	14.7	0.25	7	44	15.9	0.27
Altruistic	5	32	16.7	0.28	3	28	15.6	0.26	6	36	17.2	0.29
Commanding	12	49	17.0	0.29	14	53	16.1	0.27	10	44	17.4	0.29
Structured	4	32	15.4	0.26	3	32	15.1	0.25	4	33	15.6	0.26
Instinctive	2	26	14.8	0.25	2	26	14.8	0.25	2	26	14.8	0.25
Selfless	6	40	16.1	0.27	4	36	15.9	0.27	9	46	15.6	0.26
Objective	6	44	15.3	0.26	8	49	14.8	0.25	5	40	15.3	0.26
Intentional	17	53	17.8	0.30	20	57	17.0	0.28	13	47	17.7	0.30
Collaborative	5	35	16.3	0.27	3	31	14.9	0.25	6	39	17.1	0.29
Receptive	13	51	16.3	0.27	12	51	16.1	0.27	15	51	16.6	0.28



English-East Africa

For English-East Africa Participants (2/2016) to (11/2020); $n = 224$; $n_m = 128$; $n_f = 96$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.86	.84	.87
Utilitarian	.82	.78	.85
Aesthetic	.75	.72	.77
Social	.89	.87	.90
Individualistic	.78	.76	.79
Traditional	.77	.78	.76

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	30	48	11.2	1.14	31	50	10.6	0.94	28	47	11.8	1.21
Utilitarian	20	46	10.8	1.10	22	47	9.6	0.85	17	43	11.8	1.21
Aesthetic	5	38	9.5	0.97	4	37	9.0	0.79	7	39	9.9	1.02
Social	15	40	12.8	1.31	10	38	11.9	1.05	21	43	13.4	1.37
Individualistic	29	48	10.3	1.05	32	49	9.6	0.85	25	47	10.9	1.11
Traditional	1	32	9.5	0.97	1	31	9.6	0.85	2	33	9.3	0.95

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	16	53	17.0	1.74	18	56	16.9	1.49	12	51	17.2	1.75
Resourceful	8	47	16.4	1.68	9	51	15.1	1.33	5	43	17.6	1.80
Harmonious	2	33	14.0	1.43	0	31	13.2	1.17	4	36	14.8	1.51
Altruistic	8	38	18.2	1.86	6	33	16.8	1.48	12	44	19.2	1.96
Commanding	12	54	15.2	1.55	13	57	14.1	1.25	12	51	16.3	1.67
Structured	0	24	12.0	1.22	1	24	11.9	1.05	0	25	12.1	1.23
Instinctive	4	29	15.4	1.57	2	28	15.0	1.32	5	31	15.8	1.62
Selfless	3	35	15.9	1.62	2	31	14.1	1.24	4	40	17.4	1.78
Objective	6	50	14.2	1.45	6	51	14.1	1.24	6	47	14.3	1.46
Intentional	15	46	18.2	1.86	16	50	17.1	1.51	14	39	18.8	1.92
Collaborative	0	31	13.7	1.40	0	28	12.5	1.11	1	33	14.9	1.52
Receptive	26	61	14.0	1.43	27	62	13.8	1.22	25	60	14.2	1.45



English-Egypt

For English-Egypt Participants (1/2016) to (12/2020); $n = 420$; $n_m = 210$; $n_f = 210$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.85	.85	.84
Utilitarian	.78	.77	.76
Aesthetic	.73	.61	.77
Social	.84	.84	.84
Individualistic	.81	.79	.81
Traditional	.76	.76	.76

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	32	48	11.2	0.77	35	49	11.1	0.76	30	47	11.3	0.78
Utilitarian	7	40	10.1	0.70	9	42	9.9	0.68	5	38	9.8	0.68
Aesthetic	8	40	9.4	0.65	2	37	7.7	0.53	14	42	10.2	0.70
Social	12	40	11.4	0.79	8	38	11.2	0.77	16	43	11.2	0.77
Individualistic	38	50	10.7	0.74	45	52	10.1	0.70	31	48	10.9	0.75
Traditional	3	34	9.8	0.68	1	34	9.7	0.67	4	34	10.0	0.69

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	21	54	17.0	1.17	22	56	16.9	1.16	21	51	17.0	1.18
Resourceful	2	36	14.6	1.01	4	40	15.0	1.03	1	33	13.7	0.95
Harmonious	4	38	13.7	0.95	1	32	11.5	0.79	6	43	14.8	1.02
Altruistic	7	38	16.9	1.16	5	33	16.4	1.13	9	42	16.7	1.15
Commanding	20	57	15.8	1.09	27	61	15.2	1.05	14	53	15.9	1.10
Structured	1	26	13.2	0.91	1	26	13.1	0.91	1	28	13.3	0.92
Instinctive	2	29	15.4	1.06	2	26	15.0	1.04	2	31	15.7	1.08
Selfless	9	44	15.3	1.06	4	40	15.0	1.03	13	50	15.0	1.04
Objective	4	46	13.7	0.94	3	51	11.9	0.82	4	42	14.4	0.99
Intentional	10	44	16.5	1.14	12	50	16.3	1.12	7	40	15.9	1.10
Collaborative	1	26	14.4	0.99	1	24	13.6	0.94	2	31	14.6	1.01
Receptive	19	58	14.4	0.99	18	58	14.6	1.00	20	58	14.3	0.99



English-India

For English-India Participants (1/2016) to (11/2020); $n = 428$; $n_m = 214$; $n_f = 214$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.82	.84	.80
Utilitarian	.74	.76	.70
Aesthetic	.72	.70	.74
Social	.85	.84	.85
Individualistic	.80	.78	.81
Traditional	.80	.80	.79

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	31	49	10.6	0.72	29	48	11.0	0.75	32	49	10.2	0.69
Utilitarian	5	41	9.6	0.65	6	42	10.1	0.69	5	40	9.0	0.61
Aesthetic	7	39	9.6	0.65	3	38	8.9	0.61	10	41	10.0	0.68
Social	12	37	11.6	0.79	9	36	11.2	0.76	15	38	11.9	0.81
Individualistic	40	51	10.3	0.70	45	52	9.8	0.67	35	50	10.7	0.73
Traditional	5	35	10.6	0.73	8	36	10.8	0.73	3	34	10.4	0.71

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	18	54	15.8	1.08	18	53	16.2	1.11	18	56	15.3	1.04
Resourceful	1	39	14.0	0.96	1	42	14.8	1.01	1	36	13.0	0.89
Harmonious	3	36	13.8	0.94	1	33	13.0	0.89	4	39	14.3	0.97
Altruistic	5	32	16.5	1.13	4	31	15.8	1.08	6	35	17.1	1.17
Commanding	23	60	15.4	1.05	25	61	14.9	1.02	20	58	15.9	1.08
Structured	2	29	14.0	0.96	3	31	14.3	0.98	1	26	13.6	0.93
Instinctive	3	29	14.3	0.98	4	31	14.9	1.02	3	28	13.6	0.93
Selfless	7	43	14.8	1.01	8	40	15.3	1.04	6	46	14.1	0.96
Objective	5	47	13.8	0.94	5	49	13.3	0.91	5	44	14.1	0.96
Intentional	12	51	17.0	1.16	14	53	16.7	1.14	10	49	17.2	1.17
Collaborative	2	25	13.6	0.93	1	24	13.0	0.89	3	26	14.2	0.97
Receptive	19	56	15.8	1.08	16	53	15.7	1.07	23	57	15.8	1.08



English-Singapore

For English-Singapore Participants (1/2016) to (12/2020); n = 364; n_m = 182; n_f = 182

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.82	.82	.83
Utilitarian	.80	.80	.79
Aesthetic	.77	.75	.76
Social	.88	.87	.87
Individualistic	.83	.81	.83
Traditional	.79	.80	.79

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	27	48	10.6	0.78	26	48	10.4	0.77	28	47	10.8	0.80
Utilitarian	20	45	10.9	0.81	23	47	10.4	0.77	16	43	10.8	0.80
Aesthetic	12	42	10.3	0.76	8	39	9.8	0.73	16	45	10.0	0.74
Social	11	36	12.2	0.91	8	34	11.8	0.87	15	39	12.1	0.89
Individualistic	25	46	11.6	0.86	29	49	10.9	0.81	20	44	11.8	0.87
Traditional	5	35	10.5	0.78	6	35	10.5	0.78	5	34	10.4	0.77

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	13	53	16.3	1.21	12	53	16.4	1.21	15	51	16.2	1.20
Resourceful	8	47	16.2	1.20	8	51	16.0	1.18	8	43	15.8	1.17
Harmonious	8	42	15.3	1.14	7	36	14.8	1.09	10	47	14.8	1.09
Altruistic	7	31	17.1	1.27	6	26	16.2	1.20	8	35	17.5	1.29
Commanding	13	50	17.2	1.28	16	56	16.3	1.21	10	44	17.4	1.29
Structured	1	28	14.0	1.04	1	28	14.4	1.07	1	28	13.7	1.01
Instinctive	2	29	14.8	1.10	2	29	14.5	1.07	2	31	15.2	1.13
Selfless	3	35	15.2	1.13	2	31	14.6	1.08	5	40	15.0	1.11
Objective	4	42	14.5	1.08	6	47	14.8	1.10	2	38	13.3	0.99
Intentional	18	53	17.7	1.31	22	58	17.1	1.27	13	47	17.3	1.28
Collaborative	5	33	16.4	1.21	2	29	14.9	1.10	7	39	17.1	1.26
Receptive	18	57	15.6	1.16	16	57	15.9	1.18	19	57	15.4	1.14



English-South Africa

For English-South Africa Participants (1/2016) to (10/2020); n = 308; n_m = 154; n_f = 154

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.83	.83	.84
Utilitarian	.82	.81	.81
Aesthetic	.77	.71	.79
Social	.91	.90	.92
Individualistic	.80	.76	.82
Traditional	.79	.77	.81

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	32	49	10.6	0.85	30	50	10.4	0.84	34	48	10.7	0.87
Utilitarian	13	44	11.0	0.89	18	47	10.4	0.84	9	42	11.2	0.90
Aesthetic	8	38	10.1	0.81	4	35	8.8	0.71	11	40	10.8	0.87
Social	13	36	14.0	1.12	8	33	12.4	1.00	18	39	14.9	1.20
Individualistic	30	49	10.7	0.86	37	51	9.6	0.77	23	47	11.3	0.91
Traditional	4	36	10.3	0.83	3	36	9.6	0.78	5	36	10.9	0.88

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	15	54	16.4	1.32	15	56	16.3	1.32	16	54	16.5	1.33
Resourceful	5	46	16.2	1.31	8	50	15.9	1.28	2	42	16.1	1.30
Harmonious	3	32	14.6	1.18	2	28	12.9	1.04	4	38	15.5	1.25
Altruistic	9	31	19.1	1.54	6	25	16.4	1.32	12	35	20.9	1.68
Commanding	15	56	15.6	1.26	19	61	14.2	1.14	10	51	16.2	1.30
Structured	2	31	13.8	1.12	1	31	13.2	1.07	2	31	14.5	1.17
Instinctive	2	28	14.6	1.18	4	26	14.4	1.16	1	28	14.9	1.20
Selfless	5	36	15.6	1.26	3	32	14.2	1.14	7	40	16.3	1.32
Objective	7	50	14.7	1.18	8	54	13.5	1.08	6	46	15.3	1.23
Intentional	22	54	19.7	1.59	20	60	18.0	1.45	23	50	20.7	1.67
Collaborative	1	28	14.5	1.17	1	24	12.8	1.03	1	32	15.4	1.24
Receptive	14	53	15.3	1.23	13	54	14.6	1.18	16	53	16.0	1.29



English UK

For English UK Participants (1/2016) to (12/2020); n = 2,540; n_m = 1,270; n_f = 1,270

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.85	.86	.85
Utilitarian	.78	.79	.76
Aesthetic	.77	.73	.78
Social	.85	.83	.85
Individualistic	.83	.81	.84
Traditional	.81	.79	.82

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	31	48	11.1	0.31	31	49	11.0	0.31	32	48	11.1	0.31
Utilitarian	12	43	10.3	0.29	16	45	10.2	0.29	9	41	9.9	0.28
Aesthetic	11	41	10.2	0.29	7	39	9.4	0.26	15	43	10.6	0.30
Social	6	35	11.1	0.31	4	33	10.3	0.29	8	37	11.5	0.32
Individualistic	33	49	11.1	0.31	36	50	10.4	0.29	29	47	11.5	0.32
Traditional	7	36	10.8	0.30	6	36	10.5	0.29	7	36	11.2	0.31

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	17	53	17.0	0.48	18	54	17.0	0.48	16	51	17.0	0.48
Resourceful	4	44	15.2	0.43	6	47	15.4	0.43	3	40	14.5	0.41
Harmonious	4	39	14.7	0.41	3	36	13.7	0.38	5	43	15.2	0.43
Altruistic	3	29	15.3	0.43	2	25	13.8	0.39	5	33	16.1	0.45
Commanding	18	54	16.4	0.46	20	58	15.6	0.44	16	51	16.8	0.47
Structured	4	31	14.6	0.41	3	29	14.3	0.40	4	31	14.9	0.42
Instinctive	3	29	15.2	0.43	3	28	14.9	0.42	4	31	15.5	0.44
Selfless	5	38	15.1	0.42	3	35	14.8	0.42	6	42	14.9	0.42
Objective	5	44	14.3	0.40	5	49	13.4	0.38	5	42	14.7	0.41
Intentional	18	56	16.3	0.46	21	60	15.2	0.43	15	51	16.8	0.47
Collaborative	3	29	15.2	0.43	2	25	14.0	0.39	4	32	15.9	0.45
Receptive	16	54	15.8	0.44	14	54	15.3	0.43	17	54	16.3	0.46



English US

For English US Participants (1/2016) to (12/2020); n = 128,364; n_m = 64,182; n_f = 64,182

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.85	.86	.85
Utilitarian	.81	.82	.79
Aesthetic	.82	.80	.82
Social	.88	.88	.88
Individualistic	.83	.82	.84
Traditional	.83	.82	.83

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	32	48	11.1	0.04	33	49	11.1	0.04	31	48	11.1	0.04
Utilitarian	12	42	11.0	0.04	16	44	11.0	0.04	9	40	10.5	0.04
Aesthetic	10	39	11.3	0.04	6	36	10.6	0.04	13	41	11.5	0.05
Social	11	38	12.3	0.05	8	36	11.7	0.05	15	41	12.4	0.05
Individualistic	23	46	11.7	0.05	27	48	10.9	0.04	19	43	11.9	0.05
Traditional	12	39	11.7	0.05	10	39	11.4	0.05	13	39	11.9	0.05

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	18	53	17.0	0.07	19	54	17.1	0.07	17	53	17.0	0.07
Resourceful	5	42	15.9	0.06	6	46	16.2	0.06	3	38	15.0	0.06
Harmonious	4	36	15.9	0.06	3	31	14.9	0.06	6	40	16.2	0.06
Altruistic	6	35	17.1	0.07	4	29	15.9	0.06	8	39	17.6	0.07
Commanding	11	49	16.9	0.07	14	53	16.0	0.06	9	44	17.0	0.07
Structured	6	36	16.2	0.06	5	36	15.9	0.06	7	38	16.5	0.07
Instinctive	3	29	15.2	0.06	2	28	15.0	0.06	3	29	15.4	0.06
Selfless	7	40	16.0	0.06	5	36	15.9	0.06	8	46	15.6	0.06
Objective	11	49	16.1	0.06	13	53	15.5	0.06	9	44	16.1	0.06
Intentional	13	49	17.7	0.07	17	54	17.0	0.07	11	44	17.6	0.07
Collaborative	5	35	16.2	0.06	2	31	14.9	0.06	7	40	16.8	0.07
Receptive	11	47	16.8	0.07	10	47	16.5	0.06	12	47	17.1	0.07



French

For French Participants (1/2016) to (12/2020); $n = 16,696$; $n_m = 8,348$; $n_f = 8,348$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.76	.77	.76
Utilitarian	.71	.71	.70
Aesthetic	.72	.69	.72
Social	.86	.85	.86
Individualistic	.83	.82	.83
Traditional	.74	.71	.76

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	39	50	8.8	0.10	38	50	8.9	0.10	40	50	8.7	0.09
Utilitarian	16	45	8.9	0.10	21	46	8.9	0.10	12	43	8.7	0.10
Aesthetic	20	45	9.1	0.10	15	44	8.8	0.10	24	47	9.2	0.10
Social	7	36	11.2	0.12	6	34	10.6	0.12	9	38	11.4	0.13
Individualistic	13	40	11.2	0.12	17	43	10.7	0.12	9	37	10.9	0.12
Traditional	5	36	9.4	0.10	3	35	8.9	0.10	6	37	9.8	0.11

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	20	57	13.9	0.15	19	57	14.1	0.15	20	57	13.8	0.15
Resourceful	5	46	13.4	0.15	7	49	13.5	0.15	4	43	12.8	0.14
Harmonious	9	47	13.8	0.15	6	44	13.4	0.15	11	51	13.7	0.15
Altruistic	4	29	15.2	0.17	3	26	14.1	0.15	5	32	15.8	0.17
Commanding	5	40	15.2	0.17	7	44	15.2	0.17	3	35	14.4	0.16
Structured	2	31	12.6	0.14	1	29	11.9	0.13	2	32	13.2	0.14
Instinctive	1	25	11.9	0.13	1	25	12.0	0.13	1	24	11.8	0.13
Selfless	2	36	13.0	0.14	2	33	12.8	0.14	3	40	12.8	0.14
Objective	2	35	12.7	0.14	3	38	12.5	0.14	2	32	12.5	0.14
Intentional	23	54	16.6	0.18	27	58	15.8	0.17	18	50	16.8	0.18
Collaborative	11	46	15.9	0.17	6	39	15.1	0.17	16	51	15.6	0.17
Receptive	16	54	13.6	0.15	18	57	12.9	0.14	15	53	14.2	0.16



French-Canada

For French-Canada Participants (9/2018) to (12/2020); n = 752; n_m = 376; n_f = 376

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.82	.82	.83
Utilitarian	.80	.80	.77
Aesthetic	.76	.75	.75
Social	.88	.86	.88
Individualistic	.80	.78	.80
Traditional	.78	.78	.79

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	26	47	10.2	0.53	23	47	9.9	0.51	28	47	10.5	0.54
Utilitarian	16	45	10.4	0.54	22	47	10.3	0.53	10	42	9.9	0.51
Aesthetic	15	43	9.7	0.50	7	40	9.3	0.48	23	45	9.6	0.49
Social	7	35	12.0	0.62	4	32	10.9	0.56	11	38	12.3	0.63
Individualistic	33	49	10.3	0.53	40	52	9.6	0.49	25	47	10.5	0.54
Traditional	3	33	10.1	0.52	4	34	9.9	0.51	3	33	10.3	0.53

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	13	50	15.8	0.81	12	51	15.3	0.79	14	50	16.3	0.84
Resourceful	6	46	15.3	0.79	7	51	15.4	0.80	4	42	14.3	0.74
Harmonious	6	42	14.7	0.76	3	38	14.0	0.72	10	47	14.6	0.75
Altruistic	3	29	16.1	0.83	1	24	14.1	0.73	5	35	17.0	0.88
Commanding	15	57	14.8	0.77	20	61	14.2	0.73	11	51	14.7	0.76
Structured	1	25	13.5	0.70	0	25	13.5	0.70	2	25	13.6	0.70
Instinctive	3	31	14.4	0.74	2	31	13.8	0.71	4	31	14.9	0.77
Selfless	6	36	15.3	0.79	3	31	15.1	0.78	8	42	14.8	0.76
Objective	3	40	13.8	0.71	4	46	13.5	0.69	2	36	13.3	0.68
Intentional	21	56	17.4	0.90	29	61	16.1	0.83	13	50	17.6	0.91
Collaborative	1	28	13.7	0.70	1	24	12.6	0.65	1	33	14.0	0.72
Receptive	22	58	15.3	0.79	18	58	15.3	0.79	26	60	15.3	0.79



German

For German Participants (1/2016) to (12/2020); $n = 33,802$; $n_m = 16,901$; $n_f = 16,901$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.80	.81	.80
Utilitarian	.71	.71	.69
Aesthetic	.84	.82	.84
Social	.84	.82	.85
Individualistic	.87	.84	.87
Traditional	.70	.69	.71

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	40	51	9.6	0.07	37	50	9.6	0.07	42	51	9.6	0.07
Utilitarian	10	44	8.9	0.07	13	46	8.6	0.07	6	41	8.6	0.07
Aesthetic	17	41	11.5	0.09	9	38	10.6	0.08	25	45	11.3	0.09
Social	4	35	10.3	0.08	3	33	9.7	0.07	6	37	10.6	0.08
Individualistic	26	46	12.5	0.10	35	50	11.2	0.09	18	42	12.6	0.10
Traditional	3	35	8.9	0.07	3	35	8.8	0.07	3	36	9.1	0.07

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	22	58	15.0	0.12	20	57	15.0	0.12	24	58	15.1	0.12
Resourceful	3	44	13.4	0.10	4	49	13.1	0.10	2	40	12.9	0.10
Harmonious	9	40	16.8	0.13	5	33	15.5	0.12	13	47	16.6	0.13
Altruistic	2	28	14.0	0.11	1	25	12.9	0.10	3	31	14.8	0.11
Commanding	15	50	17.8	0.14	20	57	16.5	0.13	9	42	17.4	0.13
Structured	1	29	12.4	0.10	1	28	12.2	0.09	1	31	12.6	0.10
Instinctive	1	25	12.8	0.10	2	25	12.9	0.10	1	24	12.7	0.10
Selfless	3	38	13.3	0.10	2	32	12.6	0.10	4	42	13.1	0.10
Objective	6	44	15.7	0.12	8	50	15.0	0.12	4	38	15.1	0.12
Intentional	18	56	15.6	0.12	20	58	14.6	0.11	16	51	16.1	0.12
Collaborative	7	35	17.6	0.14	3	26	15.3	0.12	11	42	18.0	0.14
Receptive	13	54	13.3	0.10	14	56	13.0	0.10	12	53	13.6	0.10



Hungarian

For Hungarian Participants (1/2016) to (12/2020); n = 1,508; n_m = 754; n_f = 754

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.79	.80	.78
Utilitarian	.74	.74	.71
Aesthetic	.77	.74	.78
Social	.83	.81	.83
Individualistic	.83	.83	.83
Traditional	.74	.75	.74

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	33	49	9.7	0.35	33	49	10.0	0.36	33	49	9.4	0.34
Utilitarian	10	43	9.5	0.35	13	44	9.6	0.35	7	40	9.0	0.33
Aesthetic	22	44	10.4	0.38	13	42	9.8	0.36	29	47	10.4	0.38
Social	4	33	10.4	0.38	3	31	9.8	0.36	5	35	10.7	0.39
Individualistic	24	45	11.5	0.42	30	47	11.1	0.41	19	43	11.4	0.42
Traditional	7	38	9.8	0.36	8	39	9.7	0.35	7	38	9.9	0.36

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	18	54	15.2	0.55	17	56	15.5	0.57	18	54	14.8	0.54
Resourceful	3	42	14.0	0.51	5	44	14.6	0.53	2	38	13.0	0.47
Harmonious	11	47	15.2	0.55	6	42	14.1	0.51	17	51	15.4	0.56
Altruistic	2	25	13.4	0.49	1	22	12.3	0.45	2	28	14.2	0.52
Commanding	12	47	16.4	0.60	14	51	16.4	0.60	9	43	16.0	0.58
Structured	3	35	13.5	0.49	3	35	13.5	0.49	3	35	13.5	0.49
Instinctive	2	28	13.2	0.48	3	28	13.4	0.49	1	28	13.0	0.47
Selfless	5	40	14.2	0.52	4	36	14.3	0.52	6	44	13.6	0.50
Objective	3	38	14.4	0.52	3	43	13.6	0.49	3	33	14.3	0.52
Intentional	27	60	15.2	0.55	32	64	14.3	0.52	23	57	15.6	0.57
Collaborative	5	36	16.4	0.60	4	32	15.8	0.58	6	40	16.5	0.60
Receptive	9	49	14.3	0.52	8	49	14.1	0.51	10	49	14.4	0.53



Italian

For Italian Participants (1/2016) to (12/2020); $n = 2,962$; $n_m = 1,481$; $n_f = 1,481$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.81	.82	.81
Utilitarian	.69	.69	.67
Aesthetic	.76	.75	.75
Social	.85	.84	.86
Individualistic	.87	.86	.87
Traditional	.78	.75	.80

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	39	51	9.3	0.24	41	51	9.5	0.25	37	51	9.0	0.23
Utilitarian	5	41	8.4	0.22	6	43	8.5	0.22	4	40	8.1	0.21
Aesthetic	26	48	9.4	0.24	19	46	9.3	0.24	34	50	8.9	0.23
Social	2	31	9.9	0.26	1	30	9.6	0.25	2	32	10.2	0.26
Individualistic	24	46	12.0	0.31	30	48	11.4	0.30	19	43	12.2	0.32
Traditional	4	35	9.8	0.25	3	34	9.2	0.24	4	36	10.2	0.27

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	20	60	14.6	0.38	21	60	14.9	0.39	19	58	14.3	0.37
Resourceful	1	39	12.2	0.32	2	42	12.5	0.33	0	36	11.4	0.30
Harmonious	14	53	14.5	0.38	9	47	14.5	0.38	18	58	13.5	0.35
Altruistic	1	21	12.8	0.33	1	19	12.1	0.32	1	22	13.3	0.35
Commanding	11	49	17.3	0.45	14	53	16.9	0.44	8	44	17.1	0.44
Structured	1	29	12.9	0.34	1	28	12.2	0.32	1	31	13.5	0.35
Instinctive	1	24	12.0	0.31	1	24	12.2	0.32	1	25	11.8	0.31
Selfless	4	43	12.8	0.33	3	40	13.0	0.34	4	46	12.3	0.32
Objective	0	31	12.4	0.32	1	35	12.7	0.33	0	26	11.4	0.30
Intentional	28	62	15.2	0.39	30	65	14.7	0.38	27	61	15.5	0.40
Collaborative	5	35	16.9	0.44	3	31	15.7	0.41	8	39	17.4	0.45
Receptive	14	56	14.6	0.38	14	57	13.7	0.36	13	53	15.3	0.40



Japanese

For Japanese Participants (3/2016) to (11/2020); n = 198; n_m = 99; n_f = 99

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.78	.81	.73
Utilitarian	.77	.75	.76
Aesthetic	.75	.72	.77
Social	.82	.78	.83
Individualistic	.85	.84	.86
Traditional	.74	.79	.65

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	49	52	8.9	0.90	48	51	9.6	0.96	52	52	8.2	0.83
Utilitarian	15	43	9.8	0.98	17	46	9.5	0.95	12	41	9.4	0.95
Aesthetic	17	45	9.6	0.96	12	43	9.0	0.90	21	47	9.9	0.99
Social	1	34	10.0	1.01	0	32	9.1	0.91	3	37	10.2	1.03
Individualistic	15	42	11.6	1.17	18	44	10.9	1.10	12	40	12.1	1.21
Traditional	3	36	9.0	0.90	5	36	9.9	1.00	0	35	8.0	0.80

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	25	60	14.4	1.45	23	58	15.6	1.57	28	61	13.1	1.31
Resourceful	6	44	14.3	1.44	7	49	14.3	1.43	5	39	13.6	1.36
Harmonious	9	47	14.9	1.50	6	43	14.5	1.46	12	50	15.0	1.51
Altruistic	2	26	13.9	1.40	0	22	12.9	1.29	3	31	14.2	1.43
Commanding	9	43	16.3	1.63	10	47	15.8	1.59	8	40	16.4	1.65
Structured	2	29	12.3	1.24	4	31	13.9	1.40	0	28	10.4	1.05
Instinctive	0	22	11.8	1.18	0	25	12.6	1.27	0	21	10.8	1.08
Selfless	3	38	14.4	1.45	1	33	13.6	1.37	5	42	14.6	1.47
Objective	0	36	13.6	1.37	0	39	13.1	1.31	0	33	13.9	1.40
Intentional	22	58	14.9	1.50	29	64	13.9	1.40	16	53	14.8	1.49
Collaborative	7	42	16.6	1.67	5	36	15.9	1.60	9	46	16.8	1.68
Receptive	15	54	13.6	1.37	15	53	15.2	1.52	14	56	11.9	1.20



Russian

For Russian Participants (1/2016) to (12/2020); $n = 4,822$; $n_m = 2,411$; $n_f = 2,411$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.80	.81	.80
Utilitarian	.78	.77	.78
Aesthetic	.83	.80	.83
Social	.84	.84	.84
Individualistic	.83	.82	.82
Traditional	.72	.72	.70

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	22	48	9.1	0.19	21	48	9.1	0.19	23	48	9.1	0.19
Utilitarian	46	53	9.1	0.19	49	55	8.8	0.18	43	52	9.3	0.19
Aesthetic	10	39	11.2	0.23	5	36	10.3	0.21	15	42	11.1	0.23
Social	2	30	10.2	0.21	2	28	9.6	0.19	3	31	10.5	0.21
Individualistic	17	46	10.9	0.22	20	48	10.4	0.21	13	44	11.0	0.22
Traditional	3	36	8.4	0.17	3	37	8.4	0.17	3	35	8.2	0.17

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	11	53	14.9	0.30	10	54	15.0	0.30	12	53	14.8	0.30
Resourceful	20	64	14.1	0.29	22	67	13.6	0.28	19	61	14.2	0.29
Harmonious	5	35	16.0	0.33	2	29	14.5	0.30	7	42	16.2	0.33
Altruistic	1	18	12.9	0.26	1	15	11.9	0.24	2	21	13.5	0.28
Commanding	6	50	15.8	0.32	8	54	15.3	0.31	5	46	15.7	0.32
Structured	1	29	12.1	0.25	1	31	12.5	0.25	1	26	11.4	0.23
Instinctive	1	26	13.1	0.27	1	26	13.2	0.27	2	28	13.1	0.27
Selfless	1	19	12.0	0.24	0	18	11.3	0.23	1	22	12.4	0.25
Objective	8	49	15.8	0.32	10	56	15.0	0.30	5	43	15.5	0.32
Intentional	33	67	14.9	0.30	37	71	14.0	0.29	29	64	15.4	0.31
Collaborative	4	33	15.3	0.31	3	29	14.4	0.29	5	38	15.6	0.32
Receptive	9	53	13.1	0.27	5	50	13.2	0.27	12	56	12.8	0.26



Spanish-Americans

For Spanish-Americans Participants (1/2016) to (12/2020); $n = 6,320$; $n_m = 3,160$; $n_f = 3,160$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.79	.80	.78
Utilitarian	.80	.81	.79
Aesthetic	.68	.64	.69
Social	.86	.86	.87
Individualistic	.77	.75	.77
Traditional	.76	.74	.77

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	42	52	9.1	0.16	40	51	9.2	0.16	44	52	9.0	0.16
Utilitarian	11	43	10.5	0.19	13	44	10.7	0.19	9	41	10.2	0.18
Aesthetic	3	37	8.3	0.15	2	36	7.8	0.14	5	38	8.5	0.15
Social	9	36	11.2	0.20	7	35	11.0	0.20	10	37	11.4	0.20
Individualistic	31	49	9.7	0.17	35	51	9.3	0.16	27	48	9.9	0.18
Traditional	4	35	9.4	0.17	3	35	9.1	0.16	5	36	9.8	0.17

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	25	61	14.2	0.25	22	60	14.3	0.25	27	61	14.1	0.25
Resourceful	4	43	15.3	0.27	6	46	15.7	0.28	3	40	14.7	0.26
Harmonious	1	32	11.9	0.21	1	29	11.2	0.20	1	35	12.2	0.22
Altruistic	5	29	15.8	0.28	4	28	15.4	0.27	6	31	16.1	0.29
Commanding	17	57	14.3	0.25	19	60	13.7	0.24	14	54	14.5	0.26
Structured	2	29	12.7	0.23	1	28	12.3	0.22	2	29	13.1	0.23
Instinctive	1	22	12.0	0.21	1	22	12.1	0.22	1	22	11.8	0.21
Selfless	7	39	15.7	0.28	6	36	15.7	0.28	8	42	15.4	0.27
Objective	7	51	12.1	0.22	9	54	11.7	0.21	6	49	12.3	0.22
Intentional	16	54	16.6	0.29	17	56	16.4	0.29	15	51	16.7	0.30
Collaborative	1	28	13.0	0.23	1	25	12.3	0.22	2	31	13.4	0.24
Receptive	14	56	13.9	0.25	13	57	13.5	0.24	15	54	14.4	0.26



Spanish-Spain

For Spanish-Spain Participants (3/2019) to (12/2020); $n = 2,334$; $n_m = 1,167$; $n_f = 1,167$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.80	.82	.77
Utilitarian	.75	.77	.73
Aesthetic	.74	.72	.74
Social	.85	.83	.86
Individualistic	.83	.82	.83
Traditional	.76	.77	.76

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	49	53	9.1	0.27	45	52	9.6	0.28	54	54	8.5	0.25
Utilitarian	7	41	9.3	0.27	10	43	9.5	0.28	5	40	8.9	0.26
Aesthetic	10	43	9.1	0.27	7	41	8.8	0.26	12	44	9.1	0.27
Social	6	36	10.4	0.30	4	34	9.8	0.29	8	38	10.8	0.32
Individualistic	24	45	11.3	0.33	30	48	10.7	0.31	17	42	11.1	0.32
Traditional	4	34	9.8	0.29	4	34	9.7	0.29	4	34	9.8	0.29

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	30	62	14.3	0.42	26	61	15.0	0.44	34	65	13.5	0.39
Resourceful	2	39	13.7	0.40	3	42	14.2	0.42	1	36	12.9	0.38
Harmonious	5	43	13.3	0.39	4	40	12.9	0.38	6	46	13.4	0.39
Altruistic	3	31	14.6	0.43	2	28	13.4	0.39	3	32	15.4	0.45
Commanding	13	49	16.2	0.47	18	53	15.8	0.46	8	43	15.5	0.45
Structured	2	28	12.9	0.38	2	26	13.0	0.38	2	28	12.8	0.38
Instinctive	1	21	11.8	0.35	1	22	12.6	0.37	1	18	10.8	0.32
Selfless	4	43	13.9	0.41	4	40	14.1	0.41	5	46	13.4	0.39
Objective	2	40	12.7	0.37	3	43	12.5	0.36	2	38	12.7	0.37
Intentional	15	53	15.7	0.46	16	56	14.8	0.43	13	50	16.2	0.47
Collaborative	5	36	15.7	0.46	2	31	14.6	0.43	7	42	15.7	0.46
Receptive	18	58	14.2	0.42	19	58	14.3	0.42	18	57	14.2	0.42



Swedish

For Swedish Participants (10/2017) to (12/2020); $n = 5,752$; $n_m = 2,876$; $n_f = 2,876$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.77	.79	.76
Utilitarian	.80	.80	.79
Aesthetic	.84	.82	.85
Social	.88	.88	.88
Individualistic	.81	.80	.82
Traditional	.74	.74	.73

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	34	50	9.3	0.17	35	50	9.5	0.18	33	50	9.0	0.17
Utilitarian	14	42	10.8	0.20	18	45	10.7	0.20	10	40	10.4	0.19
Aesthetic	14	40	11.9	0.22	9	38	11.2	0.21	20	43	12.1	0.23
Social	18	43	11.8	0.22	16	41	11.7	0.22	19	44	11.7	0.22
Individualistic	17	44	10.9	0.20	19	45	10.4	0.19	15	42	11.0	0.21
Traditional	3	33	9.2	0.17	3	33	9.3	0.17	3	33	9.2	0.17

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	18	56	14.4	0.27	18	57	14.7	0.27	17	56	14.1	0.26
Resourceful	5	42	15.8	0.29	7	46	15.9	0.30	3	38	15.0	0.28
Harmonious	8	39	16.7	0.31	5	35	15.6	0.29	10	43	17.1	0.32
Altruistic	10	42	17.6	0.33	8	39	17.3	0.32	12	44	17.7	0.33
Commanding	8	46	15.5	0.29	9	49	15.2	0.28	7	43	15.5	0.29
Structured	1	26	12.3	0.23	1	25	12.3	0.23	1	26	12.2	0.23
Instinctive	1	26	12.7	0.24	2	26	12.8	0.24	1	26	12.5	0.23
Selfless	6	40	15.7	0.29	4	36	15.3	0.29	7	44	15.4	0.29
Objective	11	46	16.5	0.31	13	50	15.9	0.30	9	42	16.6	0.31
Intentional	8	40	17.2	0.32	9	43	17.1	0.32	7	38	17.0	0.32
Collaborative	3	39	15.2	0.28	3	35	14.6	0.27	6	42	15.4	0.29
Receptive	21	60	13.8	0.26	21	60	13.9	0.26	20	58	13.8	0.26



Turkish

For Turkish Participants (1/2016) to (12/2020); $n = 3,252$; $n_m = 1,626$; $n_f = 1,626$

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

2021 Cronbach's Alpha			
	Total	Males	Females
Theoretical	.83	.83	.82
Utilitarian	.78	.78	.78
Aesthetic	.75	.72	.76
Social	.86	.86	.86
Individualistic	.81	.81	.82
Traditional	.80	.79	.80

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Theoretical	34	49	10.3	0.25	37	50	10.4	0.26	31	49	10.1	0.25
Utilitarian	11	42	9.9	0.25	11	43	9.9	0.24	12	42	9.9	0.25
Aesthetic	15	45	9.3	0.23	11	43	8.8	0.22	20	46	9.5	0.23
Social	6	36	10.8	0.27	5	34	10.5	0.26	7	38	10.7	0.27
Individualistic	31	49	10.4	0.26	33	50	10.2	0.25	28	48	10.5	0.26
Traditional	3	31	9.9	0.25	3	32	9.9	0.24	2	29	9.8	0.24

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

	Total				Males				Females			
	%	Mean	SD	StErr	%	Mean	SD	StErr	%	Mean	SD	StErr
Intellectual	18	56	15.9	0.39	19	57	16.0	0.40	15	56	15.7	0.39
Resourceful	4	42	14.7	0.36	4	43	14.8	0.37	5	40	14.6	0.36
Harmonious	6	46	14.3	0.36	4	42	13.6	0.34	8	49	14.6	0.36
Altruistic	4	29	15.3	0.38	4	26	14.5	0.36	5	32	15.8	0.39
Commanding	17	56	15.4	0.38	18	57	15.1	0.37	15	54	15.5	0.39
Structured	1	22	12.5	0.31	1	24	12.7	0.31	1	21	12.3	0.30
Instinctive	1	26	13.8	0.34	1	26	13.8	0.34	1	26	13.8	0.34
Selfless	5	39	15.1	0.37	5	38	15.1	0.37	5	40	15.0	0.37
Objective	1	38	13.0	0.32	1	39	12.7	0.31	1	35	13.1	0.32
Intentional	15	54	16.2	0.40	19	57	16.0	0.40	11	51	16.2	0.40
Collaborative	1	29	13.7	0.34	1	28	13.3	0.33	1	31	13.9	0.35
Receptive	27	64	14.7	0.36	23	61	14.6	0.36	32	67	14.6	0.36