



iWAM Standard Group «EU2011»

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What is a Standard Group?

A standard group is used as an indication of how a population will typically score on one of the 48 patterns of the iWAM. The indication is a range of typical scores. jobEQ uses this range on its feedback reports in order to give a relative indication of where a person scores in comparison to others. The standard group can be any group, such as a team of sales people, all employees of a certain organization, or the population of a country. In this case the standard group represents the Australian working population.

Once we know how a group typically scores, we can determine, in relative terms, whether a person's score is lower than, the same as, or higher than that of a particular population.

iWAM standard groups are calculated by taking the means of a sample of a group, adding one standard deviation to these means to find the upper limit of the standard group and subtracting one standard deviation from the mean to find the lower limit. If we presuppose that the population is approximately normally distributed, we know by definition that approximately two-thirds of the population will fall within the standard group range for the scale. In addition, we can assume that 1 out of 6 individuals will score higher than the standard group and 1 out of 6 will score lower.

Purpose of a Standard Group?

Standard groups are not intended to add statistical validity. Rather, standard groups help people understand the test results by showing how individuals compare to a given population or group. We use a standard group in iWAM reports to generate visual charts and/or textual explanations of a person's scores as those in the standard group would experience them.

Standard groups are less relevant when jobEQ questionnaires are used for making decisions such as in hiring or promotions. A more useful technology for making decisions in these cases is to compare an individual's scores to those of top performers in a certain position. This kind of comparison uses jobEQ's Model of Excellence technology.

Purpose of this paper

This paper will explain how the European Standard Group of 2011 is constructed. The working population of the 27 member states of the European Union and the used sample is documented with essential demographics like gender, age and occupation.

Documentation of the iWAM Standard Group for the European Union (EU-27)

While the idea of a common “European Culture” may be far away from reality, as is demonstrated by jokes where one should leave organization to the Italian or shouldn’t put the English in charge of Food nor the Germans in charge of fun, for various reasons it may be useful to have an idea of how an “average European worker” is motivated or how they would like to organize their work, e.g. when compared to a US citizen, a Latin American, a Chinese or an Indian. Also, the availability of such an aggregated standard group may be useful when people are working for one of the various organizations linked to the European Commission, or to firms with a presence in many European countries.

Constructing the Sample

The EU-27 Standard Group is based on a stratified sample from people living and working in the European Union who have completed the iWAM questionnaire between February 2001 & July 2011. To determine the size of the stratified sample, we selected 1 person for each 500000 habitants of each of the 27 countries of the EU. The sample size is based on the population data according to the Eurostat figures of 1 January 2011.

To build the sample, in the first place records were selected from jobEQ’s Public database, where people can volunteer to complete the iWAM questionnaire in exchange of a free report showing key elements of their work attitude and motivation. For some countries, where the public database did not include enough people living & working in the respective countries, additional records were added from Custom User Groups, which have been set up for specific consultants or organizations. To further complete the sample, for Spain and Slovakia, additional records had to be picked randomly from people who had completed the iWAM and said to identify with the given country, even if they are currently living in another EU country.

The final sample size contains 993 records instead of the required 1005, because these additional measures did not yield enough records for people from Spain.

For countries where the Public Database was large enough, people were randomly selected from various professions and with an aim to obtain a gender balance. The final stratified sample contains 521 male records and 472 female records (52% male, 48% female).

Other comments on the sample demographics

In line with other iWAM standard groups, the sample can be seen as representative for White collar workers from the age group 20-60 years old.

The sample may include less people in government jobs than in reality. The group of unemployed workers could be under-represented, although given the bias of the iWAM towards white collar work, it might be more accurate than if one looks at unemployment data for the workforce overall.

Variables can be left as “unknown” when people have been invited to complete the iWAM questionnaire in Closed User Groups. In those cases, the HR user can leave the fields such as age, gender, profession, ... blank.

Table 1: Stratified Sample

In order to build the stratified standard group, we selected 2 persons for each million inhabitants in a given country. For countries where the Public Database contained enough participants having indicated that country as Workcountry, people were randomly selected from various professions and with an aim to obtain a gender balance. For other countries (shaded fields), where the sample size we needed was larger than the number of participants in the public area, additional persons were selected from Closed User Groups. If this method didn't suffice (Spain & Slovakia), further participants were selected who had identified with the given country, even if they are currently working in another country.

Country	Public DB		sample size	population Eurostat Jan 1st 2011
	Work country	<i>n</i>		
Austria	AT	15	17	8.404.252
Belgium	BE	1045	22	10.918.405
Bulgaria	BG	10	15	7.504.868
Czech Republic	CZ	11	21	10.532.770
Germany	DE	54	164	81.751.602
Denmark	DK	43	11	5.560.628
Estonia	EE	9	3	1.340.194
Spain	ES	25	92	46.152.926
Finland	FI	13	11	5.375.276
France	FR	248	130	65.075.310
Greece	GR	78	23	11.329.618
Cyprus	CY	4	2	804.435
Hungary	HU	13	20	9.986.000
Ireland	IE	37	9	4.480.176
Italy	IT	71	121	60.626.442
Lithuania	LT	14	6	3.244.601
Luxembourg	LU	9	1	511.840
Latvia	LV	5	4	2.229.641
Malta	MT	2	1	417.608
Netherlands	NL	481	33	16.654.979
Poland	PL	70	76	38.200.037
Portugal	PT	34	21	10.636.979
Romania	RO	70	43	21.413.815
Sweden	SE	42	19	9.415.570
Slovenia	SI	3	4	2.050.189
Slovakia	SK		11	5.435.273
United Kingdom	UK	1194	125	62.435.709

M: 52%

149 identify (2nd country)

82 iWAMs of which 44 used from people who identify with Spain (Spanish Diaspora in Europe)

46 identify (2nd country)

too many students (selected out)

235 identify (2nd country)

12 identify (2nd country)

Tables 2-6: Additional Demographic Data concerning the Stratified Sample

Occupation		<i>n</i>	%
O	Executive/senior management	56	5.63%
S	Sales/marketing/advertising	77	7.75%
C	Consulting	99	9.96%
W	Computer related (Internet)	25	2.51%
I	Computer related (other)	60	6.04%
A	Accounting/Finance	37	3.72%
V	Customer service/support	31	3.12%
T	Education/training	81	8.15%
E	Engineering	36	3.62%
G	General administrative/supervisory	43	4.33%
M	Manufacturing/production/operations	19	1.91%
P	Professional (medical, legal, etc.)	38	3.82%
R	Research and development	20	2.01%
L	Self-employed/owner	38	3.82%
X	Government/Military	54	5.43%
B	Tradesman/craftsman	8	0.8%
D	Student	54	5.43%
U	Unemployed/Between Jobs	30	3.02%
H	Homemaker	2	0.2%
9	Other	58	5.84%
?	[NOT SPECIFIED]	127	12.78%

Age distribution

Age Group (in 2011)		<i>n</i>	%
Youth	<21 years	2	0.2%
Young Professional	21 - 30 years	202	20.34%
Mid Career	31-44 years	465	46.82%
Late Career	45-60 years	264	26.58%
Senior	>60 years	34	3.42%
Unknown		26	2.61%
Average Age: 39.6 years			

iWAM valid :

indicates the number of questions where the order of the answers is left unchanged

iWAMvalid	<i>n</i>	%	cumulative %
0	403	40,58%	40,58%
1	274	27,59%	68,17%
2	163	16,41%	84,58%
3	83	8,35%	92,93%
4	46	4,63%	97,56%
5	16	1,61%	99,17%
6	8	0,80%	100,00%

Gender Distribution

Gender	<i>n</i>	%
Male	527	53.07%
Female	460	46.32%
Unknown	5	0.5%

Test Language used to complete the iWAM

Code & Language	<i>n</i>	%
DE: German	109	10.97%
DK Danish	7	0.7%
EN English	514	51.76%
FR French	145	14.6%
IT Italian	35	3.52%
JP Japanese	1	0.1%
NL Dutch	56	5.63%
PL Polish	76	7.65%
PT Portuguese	6	0.6%
RO Romanian	16	1.61%
RU Russian	13	1.3%
SP Spanish	10	1%
Unknown	5	0.5%