

# Saville Consulting Wave Professional Styles Handbook

## PART 4: TECHNICAL

### Chapter 22: Lifestyles

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## 22.0 Lifestyles

### 22.1 Other Wave Styles Group Differences

This chapter provides additional background information about one major sample of people who form part of the ongoing validation of the Wave Styles questionnaires.

Participants who completed the Wave Styles questionnaires in the recent Project Epsom were also invited to complete a range of other questionnaires. One of these questionnaires, the Lifestyle Survey, asked participants about various aspects of their lifestyle including their interests outside of work and their biographical details. The Lifestyle Survey formed an optional part of that research project. Another questionnaire, the Wave Performance 360 questionnaire, asked participants to indicate their level of effectiveness in a number of behavioral, ability and global areas of work performance. These areas of performance match to the scales in the Wave Styles questionnaires.

This chapter presents results associated with these questionnaires in three main sections:

1. Group Differences in Wave Styles profiles, based on Lifestyle Survey grouping variables
2. Group Differences in Wave Styles profiles, based on Wave Performance 360 grouping variables
3. Additional normative lifestyle information about the sample of people who participated in Project Epsom

Because several hundred people who completed the Wave Styles questionnaires in Project Epsom also completed the Lifestyle Survey, it is possible to compare different groups of individuals who have completed the Lifestyle Survey along the major scales of the Wave Professional Styles questionnaire. This allows us to look at how a person's preferred work styles relate to their wider preferences and interests.

Group difference graphs are presented, showing mean sten score group comparisons across the different Wave Styles scales. The average of the sten scale is 5.5 so group means tend to fluctuate close to this value.

Group differences have been calculated in terms of standardized effect sizes of the means (Cohen's  $d$ ), whereby a small difference equals an effect size of  $d=.20$ , a medium difference equals an effect size of  $d=.50$  and a large difference equals an effect size of  $d=.80$  (Cohen, 1988). With the sten scores compared here, a small to moderate effect size was classified as a group difference of .40-1.00 Sten. A moderate to large effect was seen with differences of 1.00-1.59 stens and any difference in sten scores which equaled or exceeded 1.60 was classified as a large group difference.

It should be stated that because of the inherent limitations of the accuracy of any method of measurement, it is possible that the findings presented in this chapter are due to factors associated with our particular sample. The findings presented in this chapter do not fulfill criteria to demonstrate any causal links between the Wave Styles scales and those lifestyle

variables considered. Cross-replication of these results in other samples should be sought before making claims about work performance and lifestyle. For example, whether these findings would be replicated in a different cultural group remains to be seen. Gender differences have been investigated where feasible and where group differences which arise may actually be due to gender differences, this is documented. Saville Consulting are continuing to investigate further the influence of a wide range of factors on performance at work.

Group differences are presented here for readers, not to confirm differences between people's preferred work performance styles and lifestyle choices, but rather for the purpose of general interest and in response to questions that Wave users sometimes ask. Another reason for providing this evidence is to demystify some assumptions and stereotypes people may associate with particular characteristics.

## Introducing the Lifestyle Survey

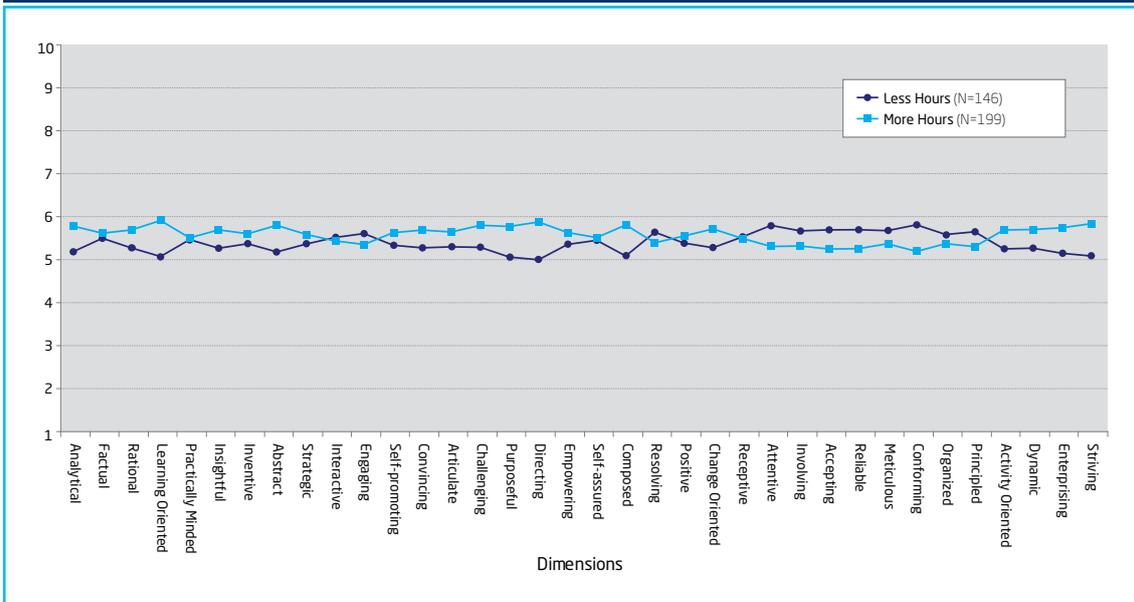
Every participant who took part in Project Epsom received an email invitation to complete the Lifestyle Survey. This is an optional questionnaire with an average completion time of 15 minutes. In total, 654 participants chose to complete the Lifestyle Survey. The Lifestyle Survey contained a range of questions about attitudes and practices regarding health, leisure, work, social background and physical characteristics.

Because every question in the Lifestyle Survey was also optional, the number of responses given to each question varied. The highest response rate for a Lifestyle Survey question was 652; the lowest response rate was 564 responses. The number of responses for some questions was also reduced at the analysis stage because many of the questions in the survey were open-ended. Where a respondent had given an unexpected response or it was not clear what they had intended by their answer, this response was not counted in the final total.

Every time a question from the Lifestyle Survey is discussed in this chapter, the reader is made aware of how many responses this particular result is based on.

## 22.2 Section 1. Group Differences in Wave Styles profiles, based on Lifestyle Survey grouping variables

### HOURS SPENT WORKING PER WEEK

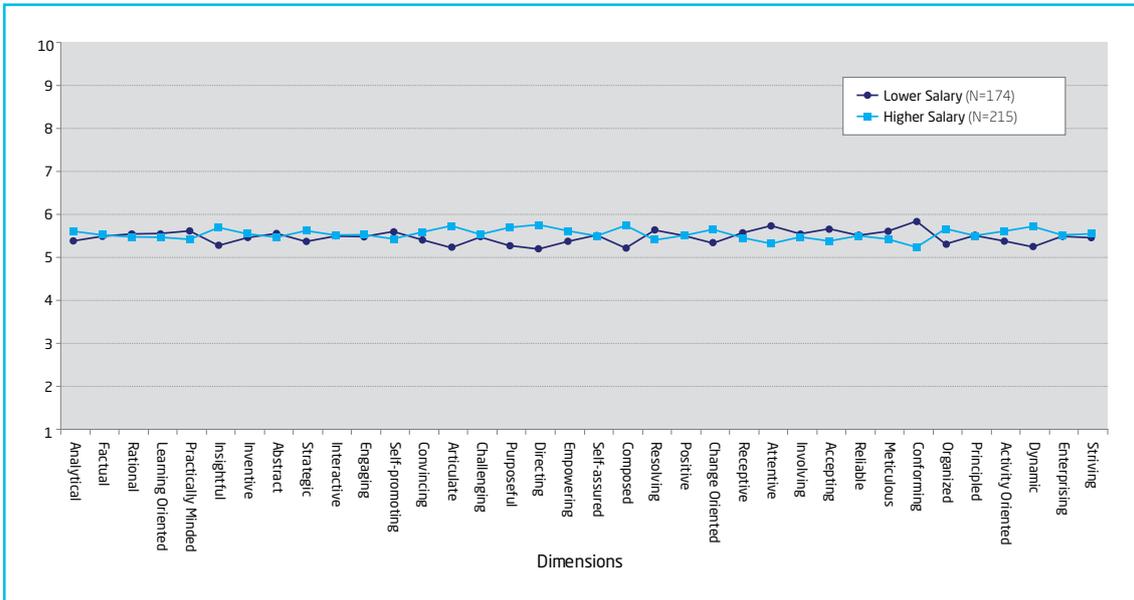


Hours Worked groups are created by converting raw scores into sten scores and splitting the group at 38 hours. The "Less Hours" group consists of participants who work 38 hours or less per week, and the "More Hours" group consists of participants who work more than 38 hours per week. ("Less Hours" N=146, "More Hours" N=199. Total Group = 345).

### Summary

- For 19 out of 36 dimensions, the effect sizes of the group differences were found to be small to moderate. The More Hours group was higher on the *Analytical, Rational, Learning Oriented, Insightful, Abstract, Convincing, Challenging, Purposeful, Directing, Composed, Change Oriented, Activity Oriented, Dynamic, Enterprising* and *Striving* scales. The Less Hours group was higher on the *Attentive, Accepting, Reliable* and *Conforming* scales
- The high number of Wave scales associated with work hours suggests that it may be a "higher-order" factor or "marker", reflecting a number of other sub-factors and factor associations. It is possible that the differences seen here between people who work more or fewer hours may relate to the two major subfactors of the Big Five measure of "conscientiousness". People who work more hours seem to be demonstrating high "achievement", whereas people who work fewer hours seem to be demonstrating high "dependability". Of course, further research would need to be undertaken in order to seek support for this hypothesis

# SALARY

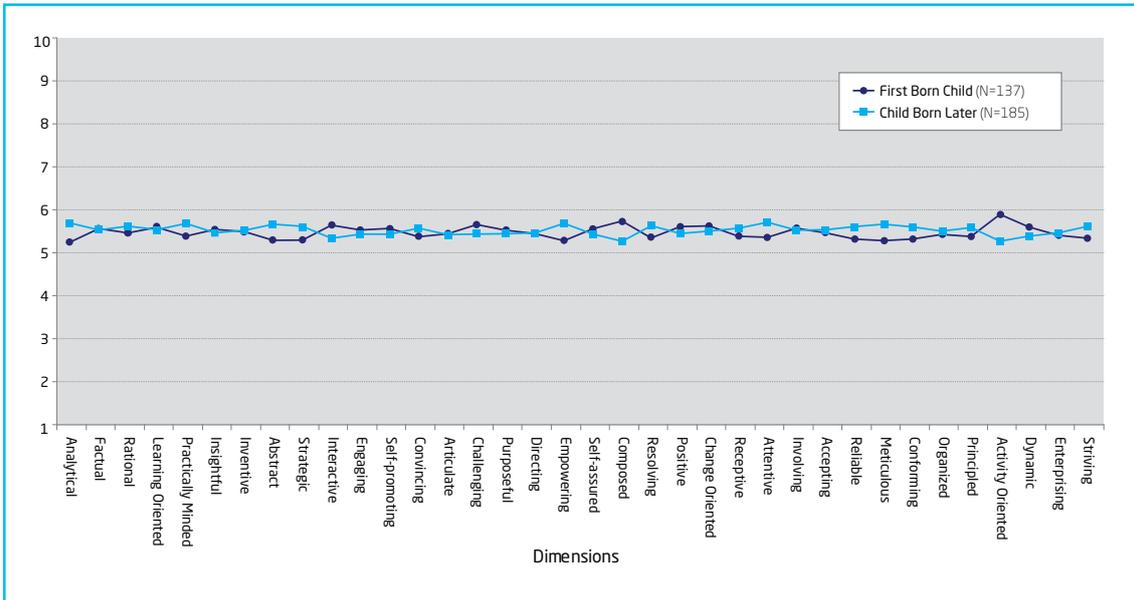


Salary groups are created by converting raw scores into sten scores and splitting the group at the median of £25,850. The "Lower Salary" group consists of participants who earn £25,850 or less per year, and the "Higher Salary" group consists of participants who earn more than this. ("Lower Salary" N=174, "Higher Salary" N=215. Total Group = 389).

## Summary

- For 8 out of 36 dimensions, the effect sizes of the group differences were found to be small to moderate. The Higher Salary group was higher on the *Insightful*, *Articulate*, *Purposeful*, *Directing*, *Composed* and *Dynamic* scales. The Lower Salary group was higher on the *Attentive* and *Conforming* scales
- It is possible that the differences on the *Conforming* and *Composed* dimensions reflect gender differences, as women reported being more *Conforming* and less *Composed* than men did

## BIRTH ORDER

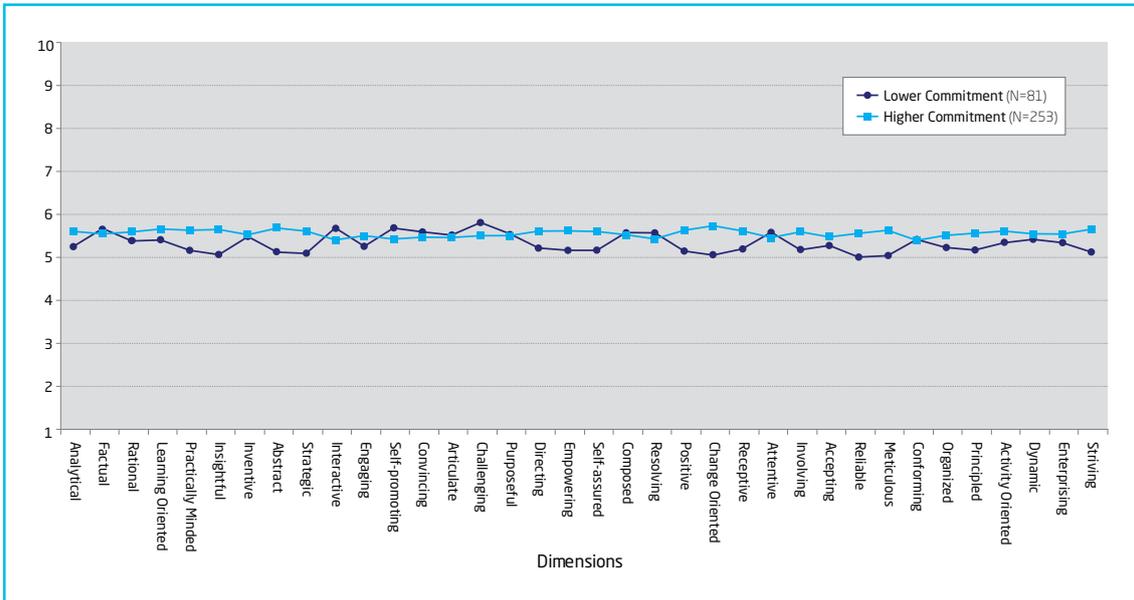


Birth Order groups are created by converting raw scores into sten scores and splitting the group so that those who were the first child born in a family are separated from those who were not the first child. Fifty-one individuals who described themselves as an only child were removed from the analysis. ("First Born Child" N=137, "Child Born Later" N=185. Total Group = 322).

### Summary

- For 4 out of 36 dimensions, the effect sizes of the group differences were found to be small to moderate. The First Born Child group was higher on the *Composed* and *Activity Oriented* scales. The Child Born Later group was higher on the *Analytical* and *Empowering* scales
- The authors do not expect the results to cross validate into other samples

# COMMITMENT TO PROFESSION

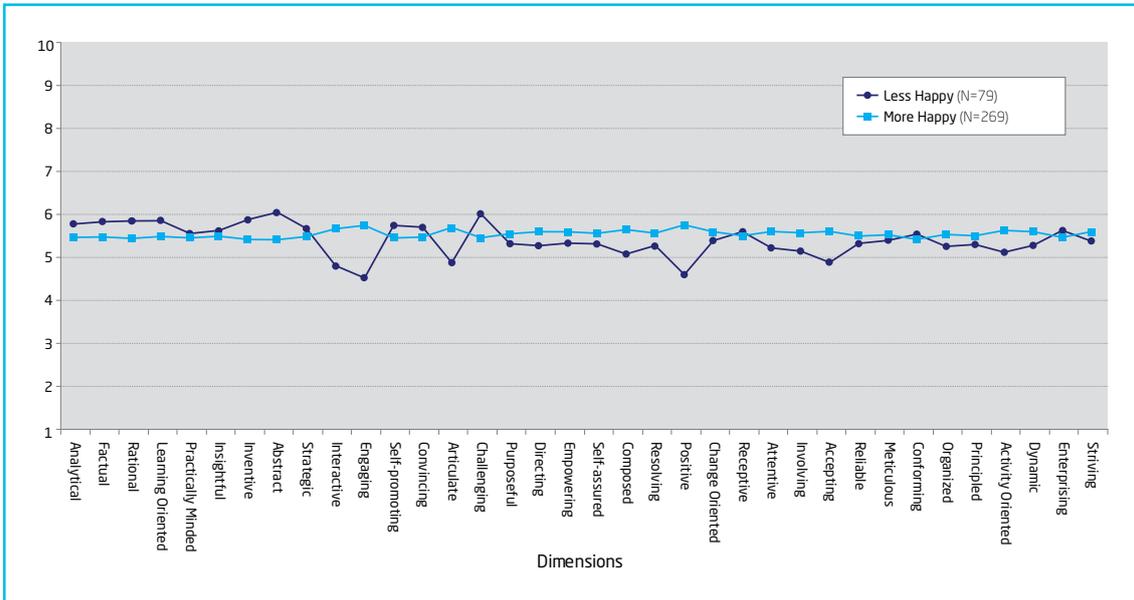


Commitment groups are created by converting raw scores into sten scores and splitting the group so that those who agree that they are committed are separated from those who disagree that they are committed. The "Lower Commitment" group consists of participants who disagreed or strongly disagreed that they were committed to their profession, plus those who were unsure about their level of commitment. The "Higher Commitment" group consists of participants who agreed or strongly agreed that they were committed to their profession. ("Lower Commitment" N=81, "Higher Commitment" N=253. Total Group = 334).

## Summary

- For 13 out of 36 dimensions, the effect sizes of the group differences were found to be small to moderate. The Higher Commitment group was higher on the *Practically Minded*, *Insightful*, *Abstract*, *Strategic*, *Empowering*, *Self-assured*, *Positive*, *Change Oriented*, *Receptive*, *Involving*, *Reliable*, *Meticulous* and *Striving* scales

## AVERAGE HAPPINESS

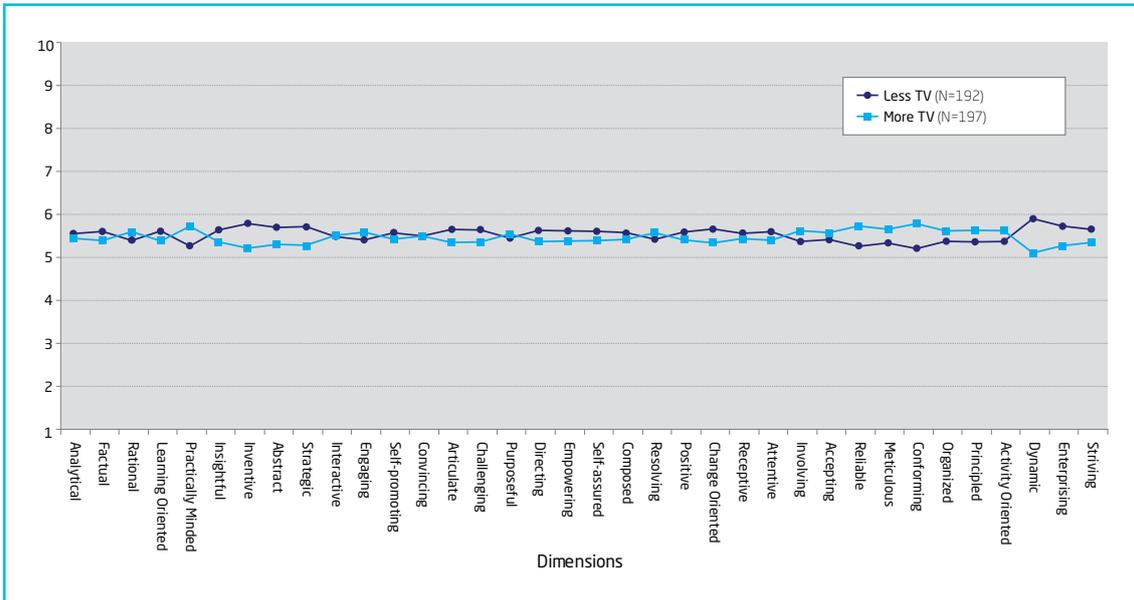


Happiness groups are created by converting raw scores into sten scores and splitting the groups so that those who reported that they are less happy were separated from those who reported that they are more happy. The Less Happy group consists of those who said that on average they are "slightly happy" at most. The More Happy group consists of individuals who are at least "generally happy", on average. The inequality of group sizes is due to the fact that there was a large tendency to report that one was "generally happy". ("Less Happy" N=79, "More Happy" N=269. Total Group = 348).

### Summary

- For 10 out of 36 dimensions, the effect sizes of the group differences were found to be small to moderate. The More Happy group was higher on the *Interactive, Articulate, Composed, Involving, Accepting* and *Activity Oriented* scales. The Less Happy group was higher on the *Rational, Inventive, Abstract* and *Challenging* scales
- 2 out of 36 dimensions showed medium to large effect sizes - *Engaging* and *Positive* - with the More Happy group being higher on these dimensions
- The group differences on the *Composed* and *Challenging* dimensions may reflect gender differences, as men reported being more *Composed* and *Challenging* than women. These gender difference have relatively small effect sizes

## AMOUNT OF TELEVISION WATCHED PER WEEK

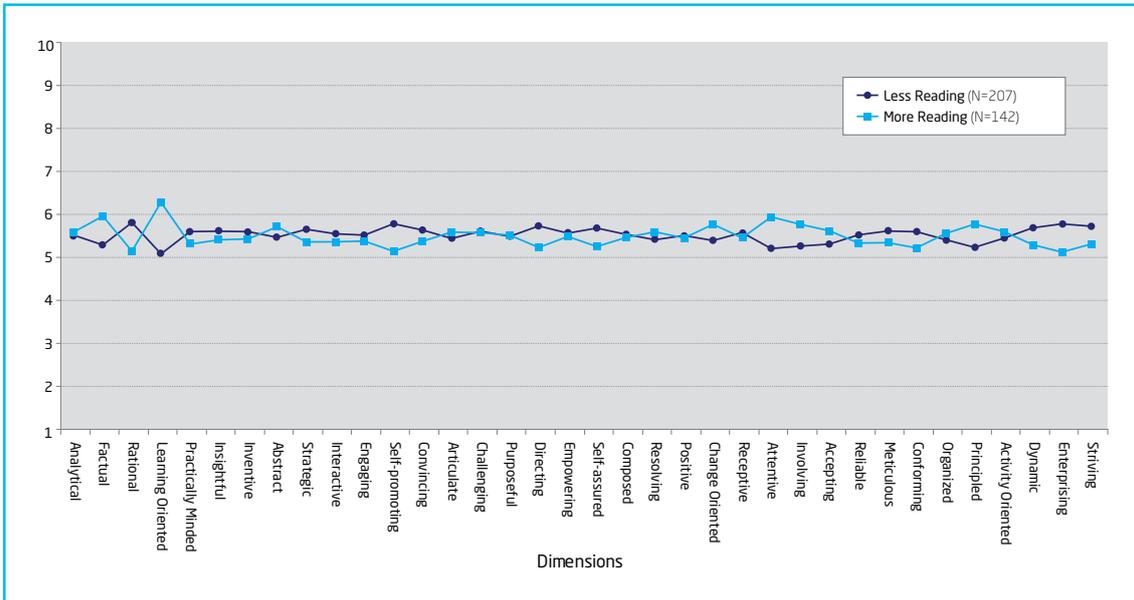


Amount of Television Watched groups are created by converting raw scores into sten scores and splitting the groups at the mean response, 12.36 hours per week. Individuals who watched TV for 12.36 hours or less per week formed the "Less TV" group. Those who watched TV for more than 12.36 hours per week formed the "More TV" group. ("Less TV" N=192, "More TV" N=197. Total Group = 389).

### Summary

- For 7 out of 36 dimensions, the effect sizes of the group differences were found to be small to moderate. The More TV group was higher on the *Practically Minded*, *Reliable* and *Conforming* scales. The Less TV group was higher on the *Inventive*, *Strategic*, *Dynamic* and *Enterprising* scales
- It is possible that the group difference on the *Conforming* dimension is due to a gender difference, as women reported being more *Conforming* than men did. The size of this gender effect is small

## TIME SPENT READING PER WEEK

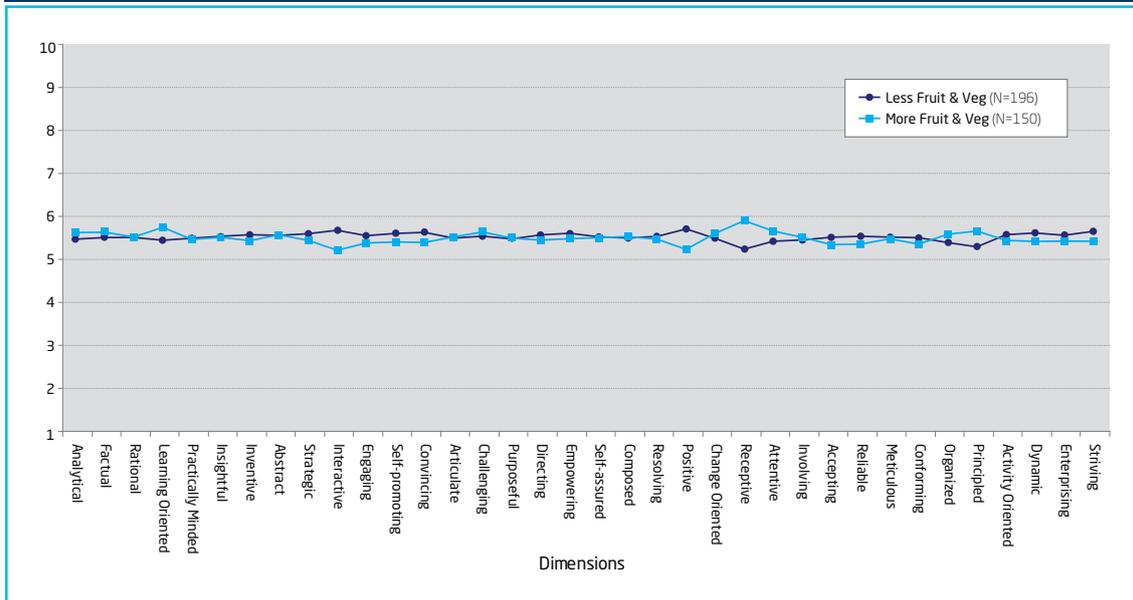


Time Spent Reading per week groups are created by converting raw scores into sten scores and splitting the groups at the mean response, 3.84 hours per week. Individuals who read for 3.84 hours or less per week formed the "Less Reading" group. Those who read for more than 3.84 hours per week formed the "More Reading" group. ("Less Reading" N=207, "More Reading" N=142. Total Group = 349).

### Summary

- For 10 out of 36 dimensions, the effect sizes of the group differences were found to be small to moderate. The More Reading group was higher on the *Factual*, *Attentive*, *Involving* and *Principled* scales. The Less Reading group was higher on the *Rational*, *Self-promoting*, *Directing*, *Self-assured*, *Enterprising* and *Striving* scales
- 1 out of 36 dimensions showed a medium to large effect size - *Learning Oriented* - with the More Reading group being higher on this dimension
- The group difference on the *Attentive* dimension may actually be influenced by a gender difference, as women reported being more *Attentive* than men did. The size of this gender effect is small
- Contrastingly, the group difference on the *Rational* dimension may reflect a gender difference as men reported being more *Rational* than women did. The size of this gender effect is moderate

## PORTIONS OF FRUIT AND VEGETABLES EATEN PER WEEK



Portions of Fruit and Vegetables Eaten per week groups are created by converting raw scores into sten scores and splitting the groups at the mean response of 20.14 portions per week. Individuals who eat 20 or fewer portions of fruit and vegetables per week formed the "Less Fruit and Veg" group. Those who eat more than 20 portions of fruit and vegetables per week formed the "More Fruit and Veg" group. ("Less Fruit and Veg" N=196, "More Fruit and Veg" N=150. Total Group = 346).

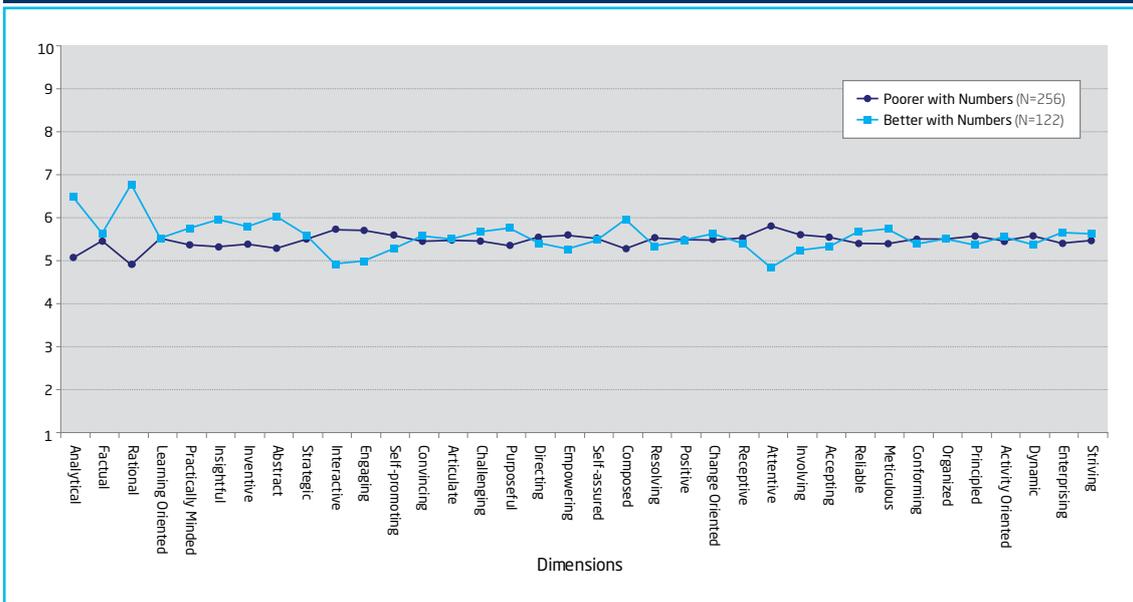
### Summary

- For 3 out of 36 dimensions, the effect sizes of the group differences were found to be small to moderate. The More Fruit and Veg group was higher on the *Receptive* scale and the Less Fruit and Veg group was higher on the *Interactive* and *Positive* scales
- Although the advantages of eating more fruit and vegetables are frequently reinforced, this sample saw practically no personality group differences between people who eat more fruit and vegetables and people who eat less fruit and vegetables. Those that do exist may be particular to this sample of individuals
- It would be interesting to split the groups at 35 portions of fruit and vegetables per week, a figure recommended by many experts, in order to see if there are any notable group differences along the Wave scales. Unfortunately, less than 10% of this sample eats 35 or more portions of fruit and vegetables per week and the available group size from this particular sample would not be sufficient for such comparisons

## 22.3 Section 2. Group Differences in Wave Styles profiles, based on Wave Performance 360 grouping variables

Comparisons are now presented based on groups split according to a selection of ability and global performance scales from the Wave Performance 360 questionnaire.

### WORKING WITH NUMBERS

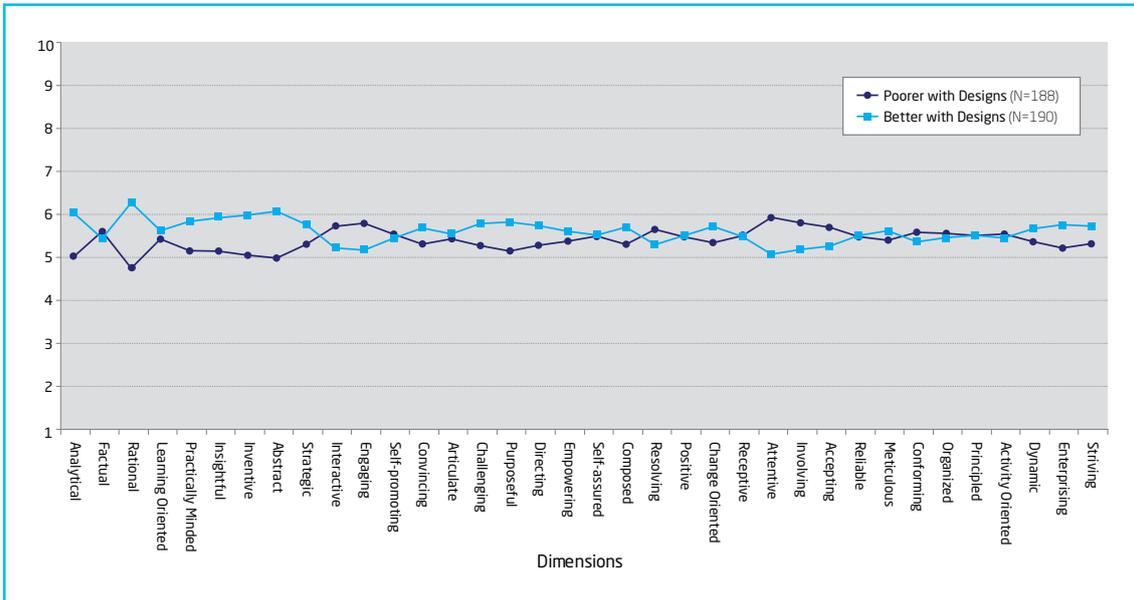


Working with Numbers groups are created by converting raw scores into sten scores and splitting the groups. People who said they were at most "Fairly Effective" at working with numbers were grouped "Poorer With Numbers" and were separated from those who said they were at least "Very Effective" at working with numbers, who were grouped "Better With Numbers". ("Poorer With Numbers" N=256, "Better With Numbers" N=122. Total Group = 378).

### Summary

- For 8 out of 36 dimensions, the effect sizes of the group differences were found to be small to moderate. The Better With Numbers group was higher on the *Insightful*, *Inventive*, *Abstract*, *Purposeful* and *Composed* scales. The Poorer With Numbers group was higher on the *Interactive*, *Engaging* and *Attentive* scales
- 1 out of 36 dimensions showed a medium to large effect size - *Analytical* - with the Better With Numbers group being higher on this dimension
- 1 out of 36 dimensions showed a large effect size - *Rational* - with the Better With Numbers group being higher on this dimension

## WORKING WITH DESIGNS

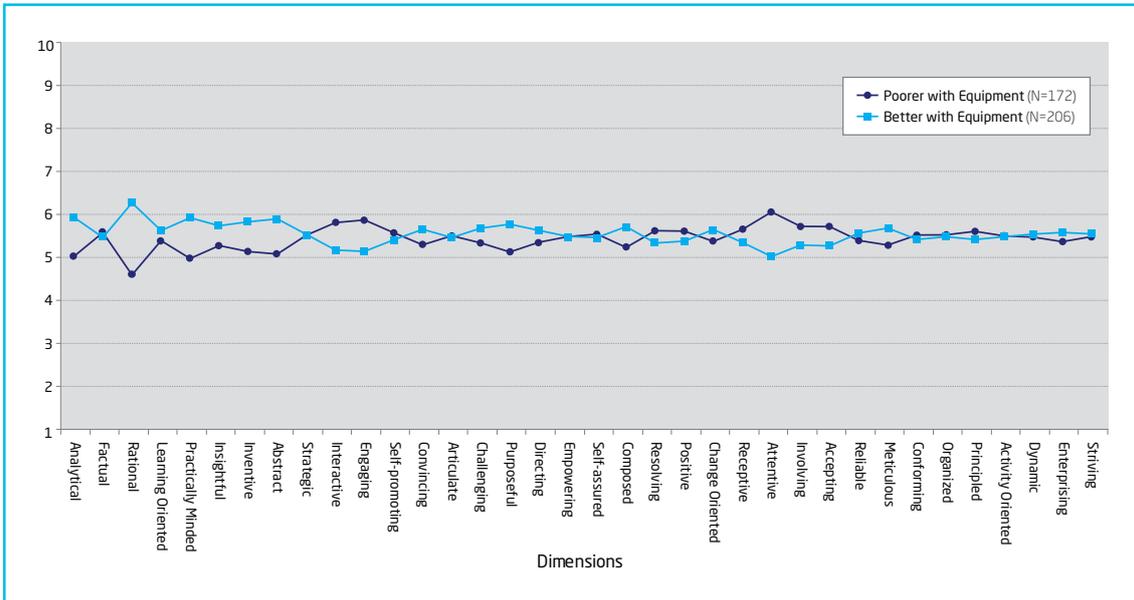


Working with Designs groups are created by converting raw scores into sten scores and splitting the groups. People who said they were at most "Unsure" of their effectiveness working with designs were grouped "Poorer With Designs" and were separated from those who said they were at least "Fairly Effective" at working with designs, who were grouped "Better With Designs". ("Poorer With Designs" N=188, "Better With Designs" N=190. Total Group = 378).

### Summary

- For 15 out of 36 dimensions, the effect sizes of the group differences were found to be small to moderate. The Better With Designs group was higher on the *Practically Minded*, *Insightful*, *Inventive*, *Strategic*, *Challenging*, *Purposeful*, *Directing*, *Composed*, *Enterprising* and *Striving* scales. The Poorer With Designs group was higher on the *Interactive*, *Engaging*, *Attentive*, *Involving* and *Accepting* scales
- 3 out of 36 dimensions showed a medium to large effect size - *Analytical*, *Rational* and *Abstract* - with the Better With Designs group being higher on these dimensions
- In the case of the group differences for the *Challenging*, *Purposeful* and *Enterprising* dimensions, these may reflect underlying gender differences. On all three dimensions, men reported being higher than women did, although these gender effects remained small

## WORKING WITH EQUIPMENT

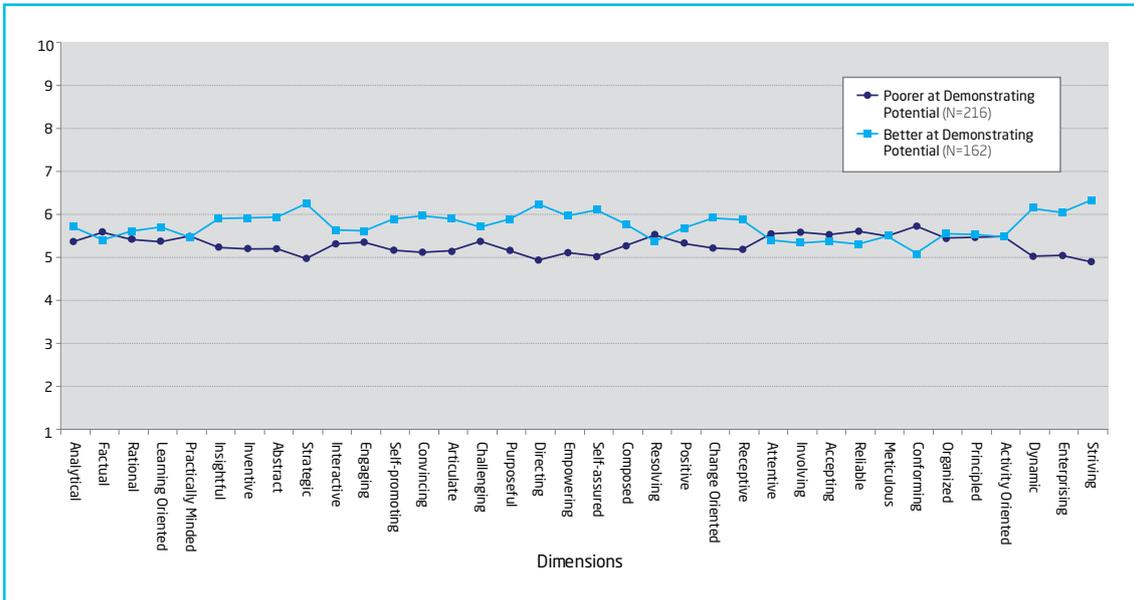


Working with Equipment groups are created by converting raw scores into sten scores and splitting the groups. People who said they were at most "Unsure" of their effectiveness working with equipment were grouped "Poorer With Equipment" and were separated from those who said they were at least "Fairly Effective" at working with equipment, who were grouped "Better With Equipment". ("Poorer With Equipment" N=172, "Better With Equipment" N=206. Total Group = 378).

### Summary

- For 11 out of 36 dimensions, the effect sizes of the group differences were found to be small to moderate. The Better With Equipment group was higher on the *Analytical*, *Practically Minded*, *Insightful*, *Inventive*, *Abstract*, *Purposeful* and *Composed* scales. The Poorer With Equipment group was higher on the *Interactive*, *Engaging*, *Involving* and *Accepting* scales
- 1 out of 36 dimensions showed a medium to large effect size - *Attentive* - with the Poorer With Equipment group being higher on this dimension
- 1 out of 36 dimensions showed a large effect size - *Rational* - with the Better With Equipment group being higher on this dimension
- For the *Purposeful* dimension, this may reflect a gender difference, as men reported being more *Purposeful* than women did. This gender effect size is small nevertheless

## DEMONSTRATING POTENTIAL



Demonstrating Potential groups are created by converting raw scores into sten scores and splitting the groups so that people who said they were at most "Fairly Effective" at demonstrating potential are separated from those who said they were at least "Very Effective" at demonstrating potential. ("Poorer At Demonstrating Potential" N=216, "Better At Demonstrating Potential" N=162. Total Group = 378).

### Summary

- For 13 out of 36 dimensions, the effect sizes of the group differences were found to be small to moderate. The Better At Demonstrating Potential group was higher on the *Insightful, Inventive, Abstract, Self-promoting, Convincing, Articulate, Purposeful, Empowering, Composed, Change Oriented, Receptive* and *Enterprising* scales. The Poorer At Demonstrating Potential group was higher on the *Conforming* scale
- 5 out of 36 dimensions showed a medium to large effect size - *Strategic, Directing, Self-assured, Dynamic* and *Striving* - with the Poorer at demonstrating potential
- The group difference on the *Conforming* dimension may actually reflect a gender effect as women reported being more Conforming than men did. The gender effect size here is small

## 22.4 Section 3. Additional normative lifestyle information about the sample of people who participated in Project Epsom

The remainder of this chapter refers to the specific sample of individuals who chose to complete the Lifestyle Survey and does not compare the results to Wave scales. This means that sample sizes considered below are a good deal larger than those in the group comparisons. This section is included merely to provide additional normative information about the sample of individuals involved in the Project Epsom research.

### Gender

Of these respondents, 63% indicated that they were female and 37% were male<sup>1</sup>. Follow-up research is being carried out to equalize the gender composition of this sample. This follow-up study will be published separately.

### Height and Weight

When responses are split by gender, the average female in this sample stands 5'5" (165cm) tall<sup>2</sup> and weighs 67kg (147lbs)<sup>3</sup>. The average man is 5'10" (178cm) tall and weighs 83kg (182lbs)<sup>4</sup>.

### Leisure

Outside of work, in a typical week the average person spends just under six and a half hours using the internet<sup>5</sup>, over twelve hours in front of the television<sup>6</sup> and nearly four hours reading a book<sup>7</sup>.

People shop for an average of two and a half hours per week and housework typically takes up four and a half hours of a person's week<sup>8</sup>.

Just fewer than 20% of people gamble at least once a month<sup>9</sup>.

### Diet

Although 7% of the sample is vegetarian<sup>10</sup>, less than 1% of people are vegan<sup>11</sup>.

On average, a person in this sample eats two takeaway meals per month, although 1% of people eat 15 or more per month. One-fifth of people reported that they never eat takeaway food<sup>12</sup>.

It seems that most people do not get the five portions of fruit and vegetables per day which is recommended by many health experts. People typically reported eating 20 portions of fruit and vegetables per week<sup>13</sup>.

<sup>1</sup> Based on 651 responses

<sup>4</sup> Based on 235 responses

<sup>7</sup> Based on 651 responses

<sup>10</sup> Based on 649 responses

<sup>2</sup> Based on 403 responses

<sup>5</sup> Based on 652 responses

<sup>8</sup> Based on 650 responses

<sup>11</sup> Based on 640 responses

<sup>3</sup> Based on 392 responses

<sup>6</sup> Based on 651 responses

<sup>9</sup> Based on 650 responses

<sup>12</sup> Based on 646 responses

People eat oily fish, on average, once a week<sup>14</sup> and 49% of people eat red meat more than once a week<sup>15</sup>.

In this sample, 69% of people drink tea at least once a day and 13% said that they drink tea five times a day or more<sup>16</sup>.

## Health and Well-Being

The average person sleeps for 7 hours per night<sup>17</sup>, but over one-fifth of people (21%) say that they sleep poorly<sup>18</sup>.

A smoking ban in covered or enclosed public places is supported by 83% of people<sup>19</sup>. A similar percentage of people (82%) reports that they do not smoke. Less than 1% of people smoke 20 or more cigarettes per day<sup>20</sup>.

The typical person claims to exercise for just under four hours every week, although nearly 14% of people do not do any form of exercise<sup>21</sup>. Nearly nine out of every ten people (89%) agreed or strongly agreed that their health is generally good<sup>22</sup>.

Most people agreed that they are happy at least 75% of the time. Nearly a quarter of people surveyed (23%) said that they are happy more than 90% of the time<sup>23</sup>. Only 11% of the sample said that they were not generally happy<sup>24</sup>.

## At work

The mean annual salary of this sample is £32,000, but around 4% of people annually earn £100,000 or more<sup>25</sup>. Only 40% of people said that they are satisfied with their pay<sup>26</sup> and two-thirds of people (67%) believe that they should be paid more<sup>27</sup>.

Careers in the arts (e.g. culture, design, entertainment, etc.) were generally seen as the most interesting area to work in and careers in operations (e.g. production, security, transport) were viewed as the least interesting area in which to work<sup>28</sup>.

Over a quarter of people (29%) stated that they intended to leave their current organization within the next two years<sup>29</sup>, and less than half (48%) plan to stay with their current organization for "a long time"<sup>30</sup>.

On the other hand, 70% of people say that they are proud to work for their organization<sup>31</sup> and nearly three-quarters of people (72%) would recommend their organization to others as a good place to work<sup>32</sup>.

Over three-quarters of people (77%) said that they are committed to their profession<sup>33</sup> and nearly a quarter of people (22%) would describe themselves as a workaholic<sup>34</sup>.

In this sample, 16% of people said that they had been bullied at work<sup>35</sup>, and nearly one quarter (24%) were not satisfied with the level of recognition that they currently receive for achieving good results<sup>36</sup>.

<sup>13</sup> Based on 647 responses

<sup>14</sup> Based on 647 responses

<sup>15</sup> Based on 645 responses

<sup>16</sup> Based on 646 responses

<sup>17</sup> Based on 651 responses

<sup>18</sup> Based on 647 responses

<sup>19</sup> Based on 644 responses

<sup>20</sup> Based on 639 responses

<sup>21</sup> Based on 652 responses

<sup>22</sup> Based on 645 responses

<sup>23</sup> Based on 635 responses

<sup>24</sup> Based on 649 responses

<sup>25</sup> Based on 564 responses

<sup>26</sup> Based on 615 responses

<sup>27</sup> Based on 614 responses

<sup>28</sup> Based on 640 responses

<sup>29</sup> Based on 610 responses

<sup>30</sup> Based on 608 responses