Global Demographic Report 2018

Prepared by the Insights Research Team

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What data was collected?

The Insights Research team is often asked if there are any trends in the demographic data captured by the Insights Discovery Evaluator, in relation to Colour Energy preference data. In fact, you may have noticed when completing your Insights Discovery Preference Evaluator that there were a series of questions at the start which capture things like which language you speak or what country you live in.

This data is fed anonymously into the research team, adhering to stringent GDPR compliant processes, and enables us to look at trends in the data at a global and regional level.

Summary of the data

The following analysis was conducted on an anonymised global data sample of just over half a million participants (N = 561,507[1]) covering a range of more than 60 qualifying countries/regions.

These include but are not limited to the United Kingdom, North America, South America, Ireland, France, Germany, Denmark, Turkey, Belgium, Luxembourg, Italy, Spain, Poland, Netherlands, Norway, Switzerland, Brazil, Singapore, China, India, Japan, Mexico, Indonesia, Malaysia, Canada, Australia, New Zealand and South Africa.

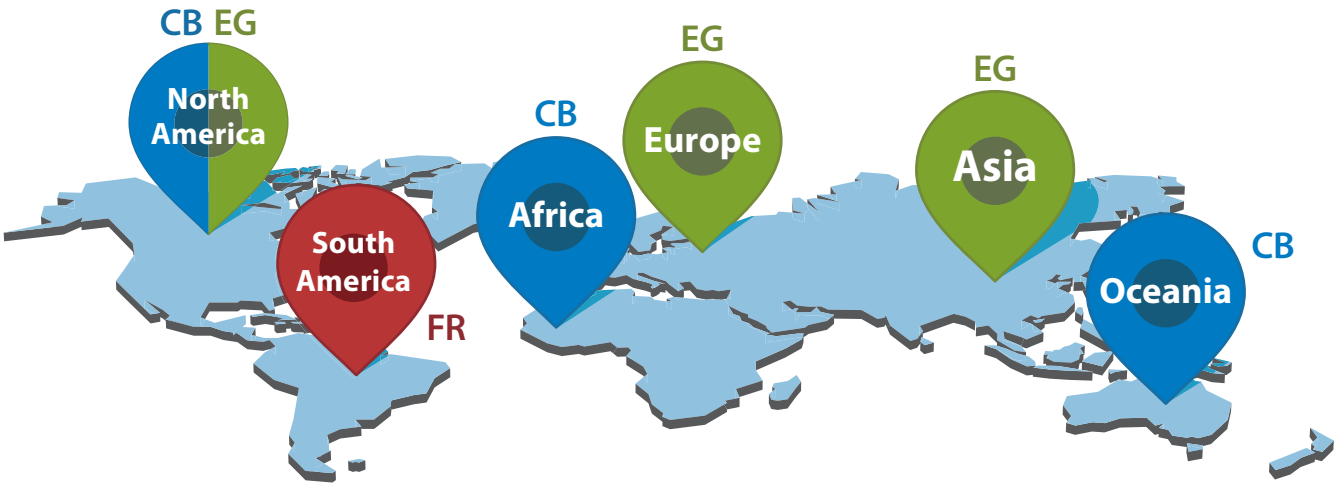
[1]Please note for all the following tables, there are slight differences in the total sample sizes reported.
As for each variable we collected, there are different omitted responses where responses are optional.

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Leading Colour Energy preferences and Insights Discovery 8-types at the continental level

When we look at the leading preferences on a continental level, we are essentially looking at the percentage of people within that group who lead with a certain Colour Energy preference. Here we can see some interesting trends, for instance:

- North America, Africa, Oceania and Asia tend more towards introversion, with higher Cool Blue and Earth Green leading preferences in this large sample
- South America however, shows a strong leaning towards a higher Fiery Red preference
- Europe is more equally balanced, with only a slight leaning towards an Earth Green preference



North America	20%	**29%**	22%	**29%**
South America	**36%**	21%	23%	20%
Africa	23%	**32%**	15%	30%
Europe	22%	26%	25%	**27%**
Asia	24%	29%	16%	**31%**
Oceania	20%	**29%**	25%	26%

Figure 1: Leading Colour Energies by continent

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When we break the data down even further to the 8-type level as shown in Table 1, we can see more nuance in the data.

- For example, across all six of the continents there is not a huge difference among the total number (percentile) of people who are a Director or Helper
- The differences in percentile distribution among the six continents for the remaining six types are however, more prominent compared with the Director and Helper
- Specifically:
  - For Reformers, South America has the highest percentile (15%) while Oceania has the lowest percentile (8%)
  - For Motivators, South America has the highest percentile (14%) while North America and Asia have the lowest percentile (8%)
  - For Inspirers, South America has the highest percentile (16%) while Africa has the lowest percentile (8%)
  - For Supporters, North America has the highest percentile (19%) while South America has the lowest percentile (9%)
  - For Coordinators, Asia has the highest percentile (17%) while South America has the lowest percentile (9%)
  - For Observers, Asia and Africa have the highest percentile (19%) while Europe has the lowest percentile (13%)

	Reformer	Motivator	Inspirer	Supporter	Coordinator	Observer	Director	Helper
Highest	SA 15%)	SA (14%)	SA (16%)	NA (19%)	Asia (17%)	Asia/Africa (19%)	SA (13%)	ALL but Asia (9%)
Lowest	Oceania (8%)	NA/Asia (8%)	Africa (8%)	SA (9%)	SA (9%)	Europe (13%)	NA (11%)	Asia (8%)

Table 1: 8-type distribution at the continental level

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Distribution of Colour Energies and 8-type distribution across reported gender

Continuing from last section, we present below the patterns at the continental level and further split the data by reported gender.

At the four Colour Energy level, Table 2 shows us the percentile distribution for both reported genders, and the whole population.

For the female sample, there are 32% leading with Sunshine Yellow, which is 8% higher than the male sample. There are 27% leading with Earth Green, which is also 7% higher than the male sample.

For the male sample, there are 26% leading with Cool Blue, which is 7% higher than the female sample. There are 30% leading with Fiery Red, which is 8% higher than the female sample.

	Percentage leading Colour Energy within sample(s)			
	Cool Blue	Earth Green	Sunshine Yellow	Fiery Red
Whole sample	23%	24%	27%	26%
Female	19%	27%	32%	22%
Male	26%	20%	24%	30%

Table 2: Percentage of leading Colour Energy by reported gender

To summarise, the overall population tends to have a balanced mix of all four Colour Energies. When we look at the leading preferences by gender, the male population tends to lead relatively higher on Cool Blue and Fiery Red, the Thinking half of the Insights Discovery wheel; the female population tends to lead relatively higher on Earth Green and Sunshine Yellow, the Feeling half of the Insights Discovery wheel.

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Similarly , we can also break down the data to 8-type level to see the distribution changes brought by gender. Figure 2 below shows us the high level results.

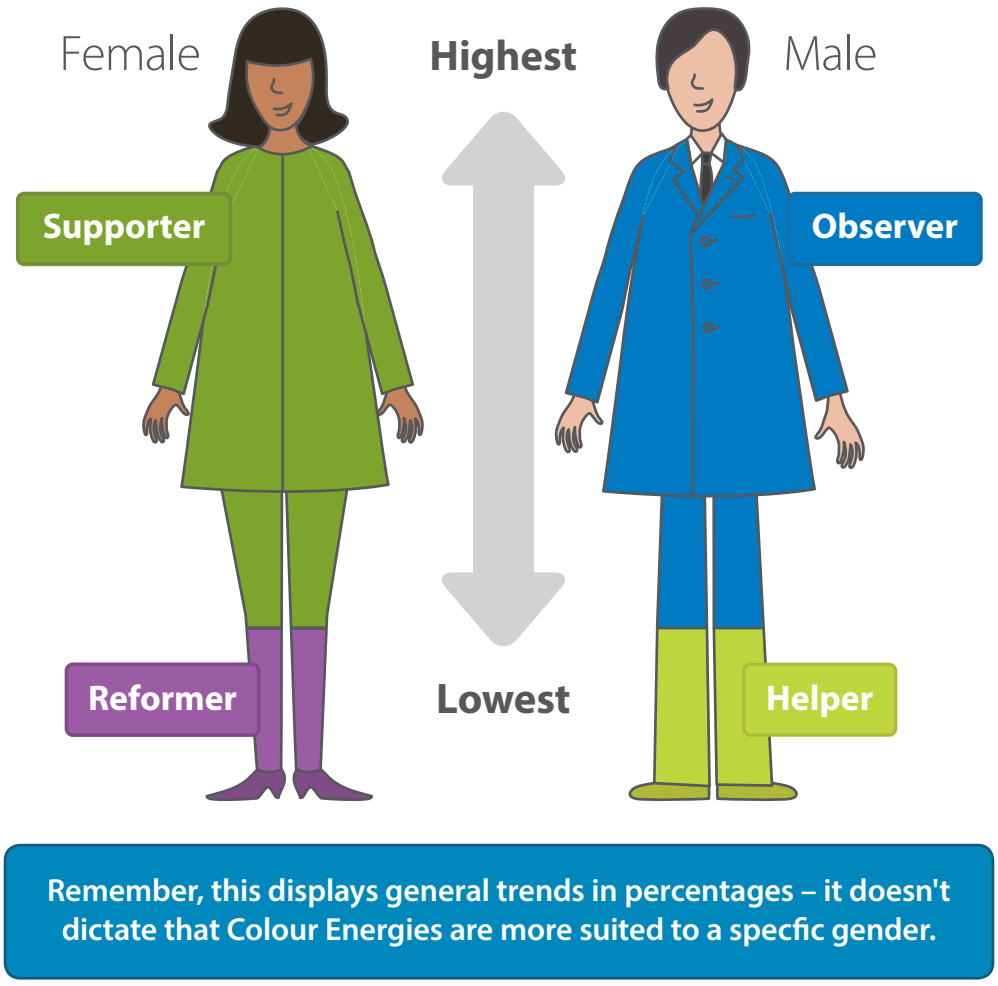


Figure 2: Leading eight types by reported gender

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And Table 3 presents the complete results across all eight types.

	Percentage of norm sample with leading types being							
	Reformer	Director	Motivator	Inspirer	Helper	Supporter	Coordinator	Observer
Whole sample	9%	12%	10%	14%	9%	18%	13%	15%
Female	7%	10%	9%	16%	11%	22%	13%	12%
Male	11%	14%	10%	12%	8%	14%	13%	18%

Table 3: Percentage of leading 8-type by reported gender

- Here we can see that the fluctuations in percentage in the 8-types among females and males are not as big as those at the four Colour Energy level.
- For example, we can see that females have their lowest representation in the Reformer 8-type, and their largest share in the Supporter; while males have their least overall share in the Helper and the largest share in Observer.

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Insights four Colour Energies and Insights Discovery 8-type distribution across age groups

Compared with the distribution of the Colour Energy scores by gender, where we saw some trends toward differences in the thinking and feeling preferences, the distribution across age groups shows different patterns in the leading or highest Colour Energy preferences.



Figure 3: Leading Colour Energies by age group

Table 4 on the next page shows us in detail two different ways of looking at the age range data. On the left we are looking at the average colour scores of people within that age group, and on the right, we are focusing on the leading Colour Energies for people in that age group.

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		Average colour scores scale 0 to 6				Percentage of norm sample with leading colour			
Population segment	Sample size	CB	EG	SY	FR	CB	EG	SY	FR
<25	19,406	3.29	3.58	3.50	3.05	23%	30%	30%	17%
25 to 34	139,880	3.44	3.50	3.47	3.16	26%	25%	29%	20%
35 to 44	161,825	3.49	3.49	3.33	3.26	27%	25%	25%	23%
45 to 59	190,687	3.45	3.59	3.27	3.23	26%	28%	22%	24%
>=60	40,176	3.53	3.81	3.13	3.04	26%	35%	17%	22%

Table 4: Leading Colour Energies by age group detailed analysis [2]

From Table 4 above, we can see that most of our population in this global sample sits within the range of ages 25 to 60. For this reason, we will focus on the patterns in this range, as these are the samples which account for 88.3% of the population, in order to avoid the outliers in the data that might come from the sample size imbalance.

Here we see that both the average colour scores and the percentage of the norm sample within each leading Colour Energy show some noticeable trends as the age changes from one group to another.

For example, the average Cool Blue/Earth Green scores, both of which are on the introverted side of the wheel, tend to be higher in the older age groups. This is not exactly mirrored in the opposite pattern for the extraverted side of the wheel in Sunshine Yellow and Fiery Red energies. Instead, although the Sunshine Yellow energy does tend to be lower in the older age groups, the Fiery Red energy tends to increase over time, getting higher in every age range up to the age of 59 before lowering again.

[2] (Please also note the discrepancies in sample size for the overall data is because age is not a required field in the demographic information that Insights collected.)

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Average spread across the Insights Discovery wheel

The Focused Type contains all the wheel positions where one Colour Energy is above the line in inclined usage (or Consciousness as we would also call it) and the remaining three Colour Energies are below the line (in the Less Conscious). The Classic Type contains the wheel positions where two Colour Energies are in the Conscious inclined usage leaving the Less Conscious with two colours below the line. And finally, the Accommodating Type has three energies in inclined usage, with one colour below the line in the Less Conscious.

Table 5 below presents the frequency counts over the three rings for the population.

Ring	Focused	Classic	Accommodating
Counts	14,807	285,742	260,763
Percentage	3%	53%	44%

Table 5: Sample Size (N=561,312)

The top three most frequent wheel positions among the Insights Discovery 72-wheel positions are: 31, 34, 51 with the counts being 29,609, 25,336 and 22,055 respectively.

The least frequent wheel position is 105, with a count of 215, followed by two other creative types 108, with a count of 263, and 104, with a count of 268.

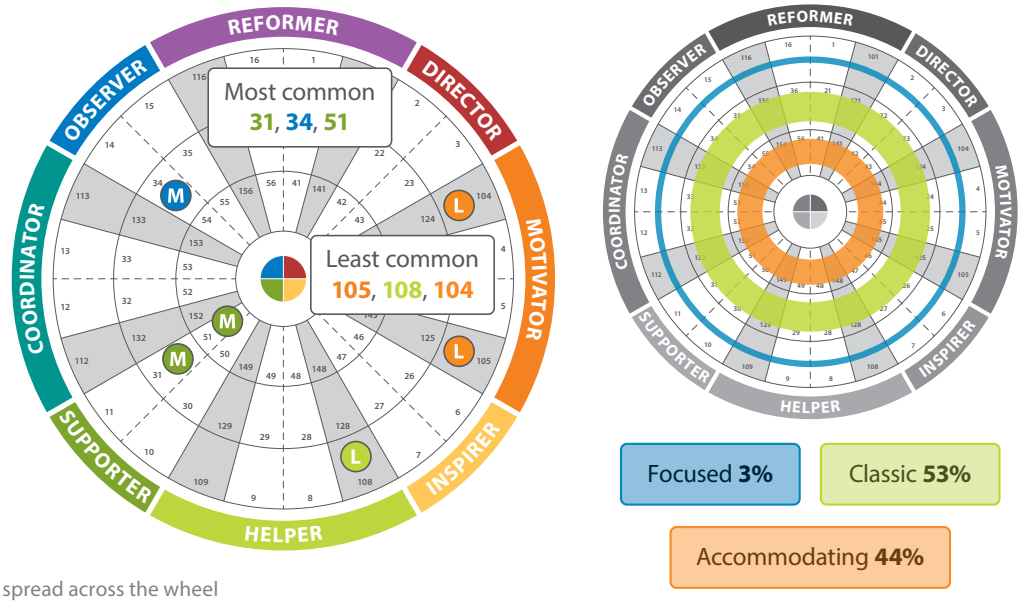


Figure 4: Average spread across the wheel

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Job roles and Colour Energy scores

The analysis below is based on a different sample from all the previous sections. Due to recent GDPR regulations, data availability around job titles for our demographic data is limited. Therefore, the sample used for this section contains an anonymised representative sample of 36,175 data points covering a list of 18 different job roles.

It is very important when looking at the role data to bear in mind that whilst our Colour Energy preferences can influence the kinds of jobs we choose, they do not dictate the kinds of jobs we are capable of doing. Therefore, Colour Energy preferences should never limit your career aspirations, or be used as an indicator of someone's expected performance within that role.

The table shows that there is no job where anything higher than 57% of people lead with a particular Colour Energy. So even in, for example, Finance and Accounting, where 57% of people lead with Cool Blue, 43% of people also lead with a different Colour Energy.

Furthermore, this doesn't give us an idea of the levels of their secondary or even third or fourth level of colour preference, so we aren't able to see what other strengths these individuals are bringing to the mix. This is important to remember when contrasting or comparing the results below.

Population segment	Percentage of norm sample with leading colour			
	CB	EG	SY	FR
Administrative/Clerical	31%	39%	20%	10%
Engineer	43%	23%	14%	20%
Finance/Accounting	57%	17%	12%	14%
HR personnel	19%	34%	32%	15%
Student	26%	26%	26%	22%
Teacher	18%	49%	18%	15%
Sales person	23%	33%	29%	15%
Solicitor	31%	33%	22%	14%
Software/IT	48%	29%	16%	7%
Team Leader/Manager	30%	22%	23%	25%
Sales/Account Manager	26%	25%	25%	24%
Area/Regional Manager	21%	17%	36%	26%
Associate/Consultant	29%	21%	29%	21%
Senior Manager	23%	21%	24%	32%
Director	30%	17%	23%	30%
Executive	24%	15%	26%	35%
Vice President	26%	12%	28%	34%
President	17%	15%	17%	51%

Table 6: Job Roles across 18 reported categories

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This being said, in the sample analysed there are some more general trends as we can see in Figure 5.

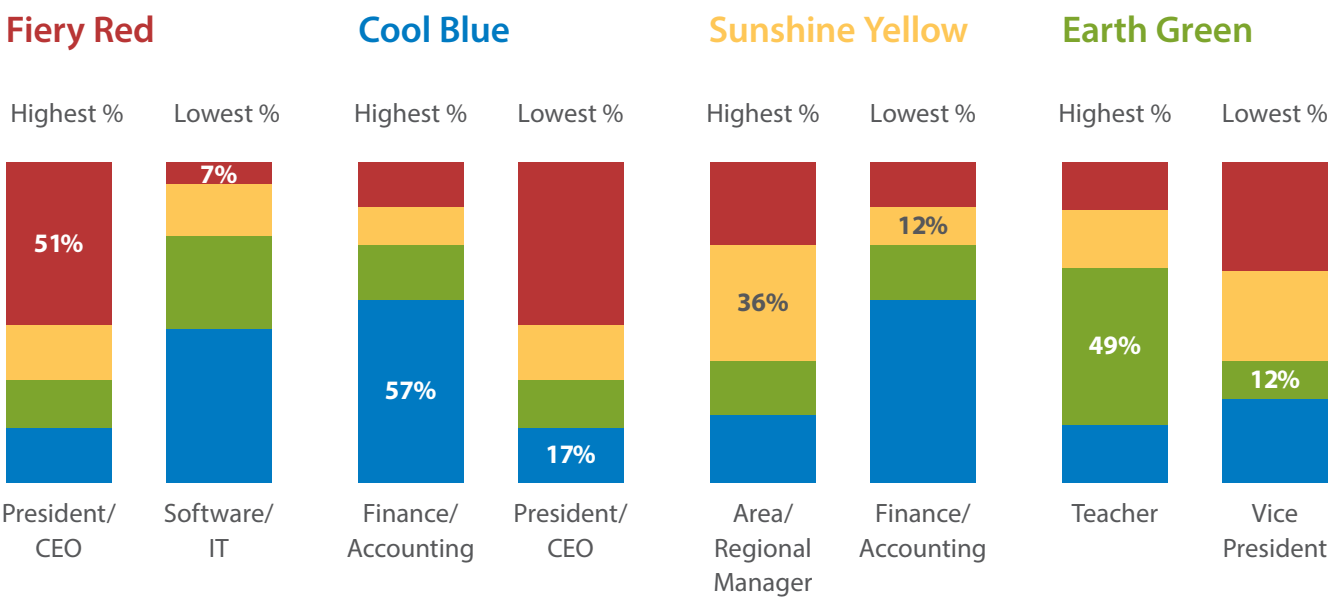


Figure 5: Leading Colour Energies by job role

For example, the highest level of Cool Blue as the leading colour preference was found in the Finance and Accounting jobs, with the role of President/CEO having the lowest number of people who lead with Cool Blue energy.

Likewise, almost half of the Teachers in our sample have Earth Green as their leading Colour Energy, whilst Vice President has the lowest number of people who lead with Earth Green energy in the overall sample.

For Sunshine Yellow, Area/Regional Managers have the highest number of individuals where Sunshine Yellow is the leading colour preference, with the role of Finance/Accounting with the lowest number of people who lead with Sunshine Yellow energy in the overrall sample.

Finally, the highest level of Fiery Red as the leading colour preference was found in the President CEO role, whereas Software/IT had the lowest number of people who lead with Fiery Red energy in the overall sample.

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Conclusion

In conclusion, this report has given us a flavour of some of the most recent and relevant Insights demographic data, based on more than half a million Insights Discovery participants across the globe. This is the largest sample we've ever analysed.

As a final thought, we'd like to note that when thinking about demographics it is important to remember that whilst this information can show us interesting trends in the data at a group level it is also important to remember that individually we have all four of the Colour Energies within us, and we can access each and every one in our own way, depending on our own colour mix. If you saw an example in this report of a trend which is not the same as your personal experience of colour preferences, it doesn't make your experience in any way less valid. The beauty of the human experience is that we are all so uniquely individual!

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