



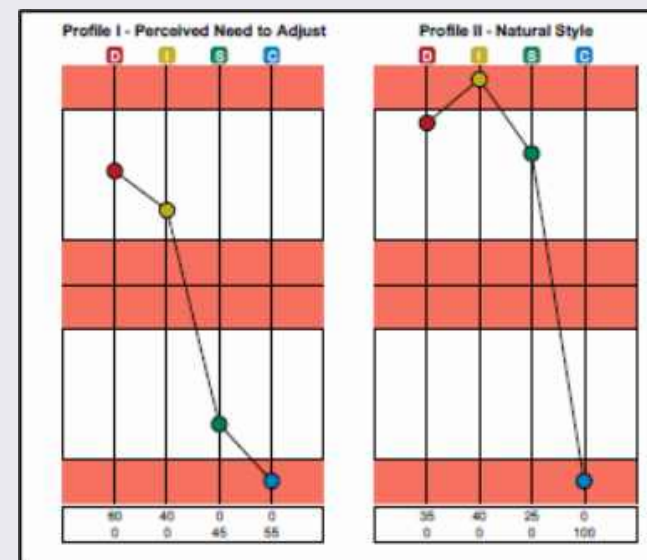
# Extended DISC® Validation Report 2024 Summary

# Summary



## Extended DISC®: Deeper Behavioural Insights

Compared to other DISC Theory based tools Extended DISC® Behavioural Assessment goes more deeply into the person's behaviour, measuring something much more unconscious, stable and natural than DISC tools traditionally have done.



## Two Profiles: Natural vs. Adjusted Styles

Extended DISC® produces two profiles which report on a person's natural unconscious behavioural style AND their adjusted more conscious style.



## The Extended DISC® Questionnaire

Extended DISC® Questionnaire is a self-evaluation based on a forced-choice checklist with 24 sections that asks the user to score the statement that is most and least like them. From the answers to these statements an answering pattern is established and DISC Style discerned.

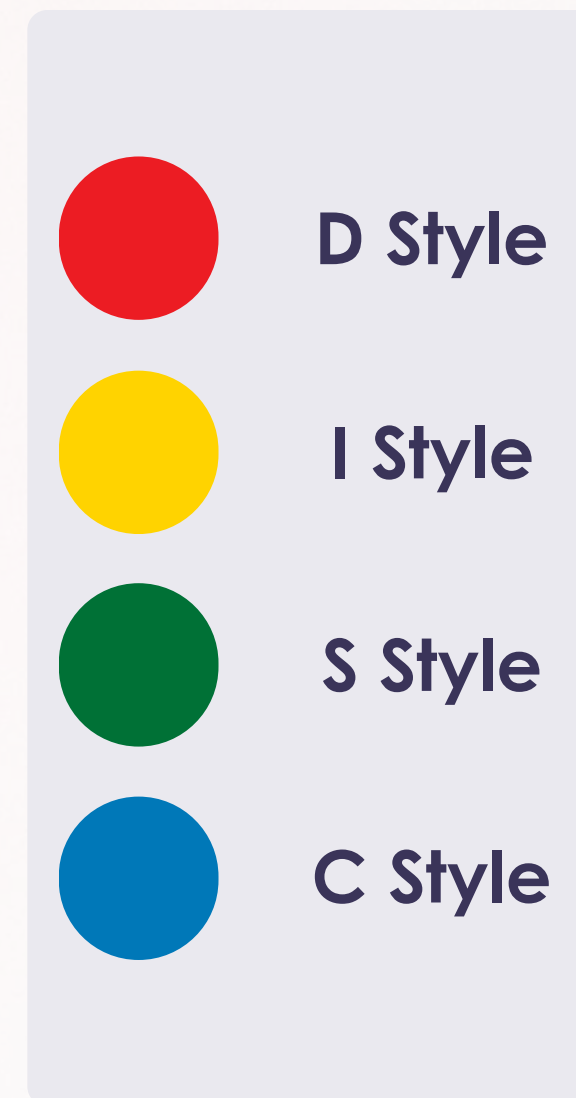
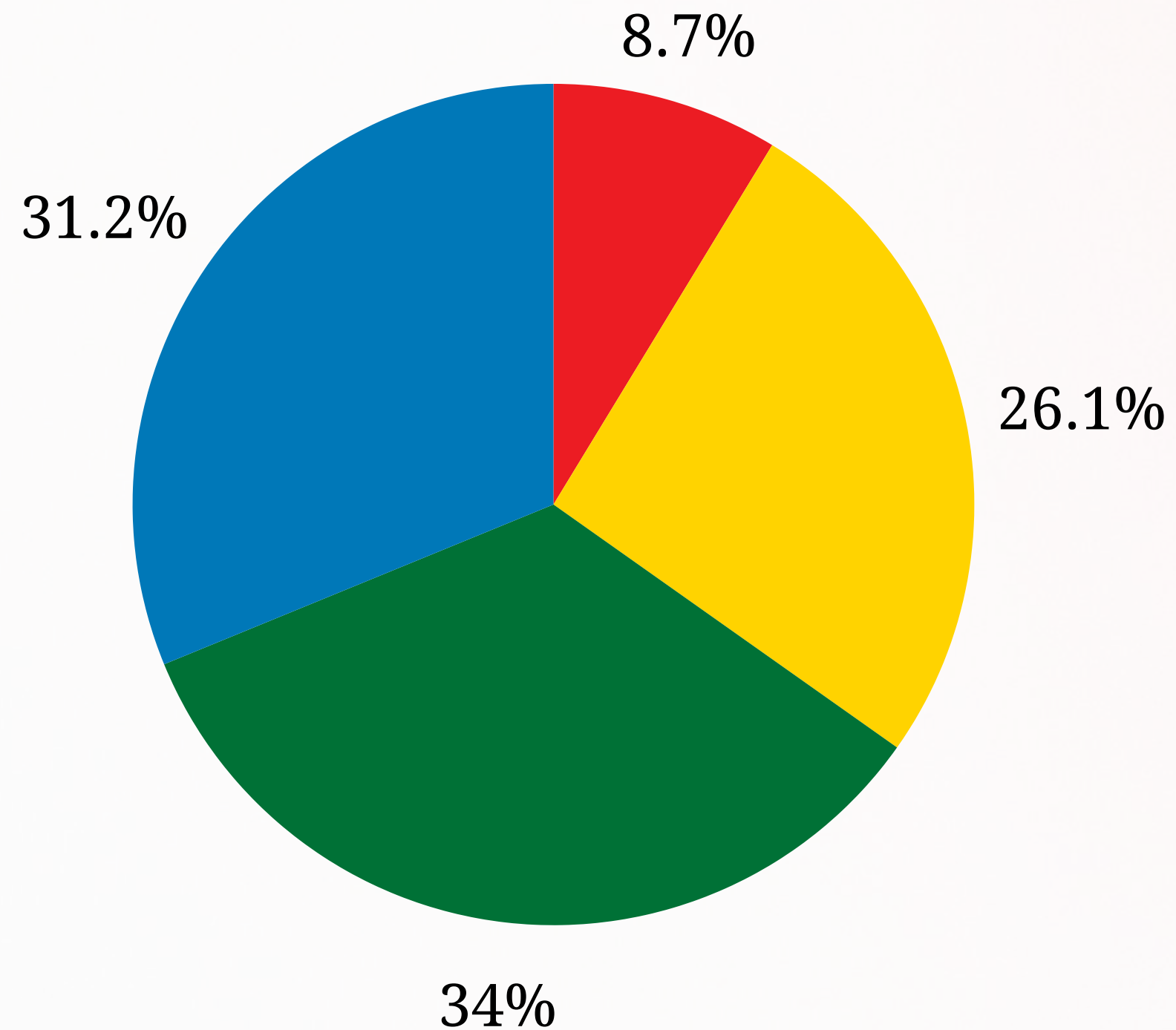
# Background

**Research population was 1 423 506. The data is representing 91 native languages and 74 countries. The following languages were included:**

- Afrikaans (AFR)
- Albanian (ALB)
- Arabic (ARA)
- Basque (BAQ)
- Bengali (BEN)
- Bosnian (BOS)
- Bulgarian (BUL)
- Burmese (BUR)
- Catalan (CAT)
- Chinese (Hong Kong) (CHK)
- Chinese Simplified (CHI)
- Chinese (Traditional) (TWN)
- Croatian (CRO)
- Czech (CZE)
- Danish (DAN)
- Dutch (HOL)
- English (Australasia) (AUS)
- English (Canada) (ECA)
- English (Caribbean) (ENC)
- English (India) (EIN)
- English (Ireland) (EIR)
- English (East/West Africa) (NIG)
- English (Southern Africa) (RSA)
- English (US) (ENG)
- English (UK) (EUK)
- Estonian (EST)
- Filipino / Tagalog (FIL)
- Finnish (FIN)
- Flemish (FLE)
- French (Canada) (FCA)
- French (Caribbean) (FRR)
- French (France) (FRA)
- Galician (GLG)
- German (Austria) (GEA)
- German (Germany) (GER)
- German (Switzerland) (GES)
- Greek (Cyprus) (GRC)
- Greek (Greece) (GRE)
- Gujarati (GJR)
- Hebrew (HEB)
- Hindi (HIN)
- Hmong (HMN)
- Hungarian (HUN)
- Icelandic (ICE)
- Indonesian (IND)
- Italian (ITA)
- Japanese (JAP)
- Kannada (KAN)
- Khmer (KHM)
- Korean (KOR)
- Kurdish (KUR)
- Latvian (LAT)
- Lithuanian (LIT)
- Macedonian (MAC)
- Malay (MAL)
- Maori (MAO)
- Marathi (MAR)
- Montenegrin (MNE)
- Molu (MEU)
- Nepalese (NEP)
- Norwegian (NOR)
- Persian (PER)
- Polish (POL)
- Portuguese (Brazil) (POB)
- Portuguese (Portugal) (POR)
- Romanian (ROM)-
- Samoan (SAM)
- Serbian (SER)
- Sinhala (SIN)
- Slovak (SLK)
- Slovene (SLN)
- Somali (SOM)
- Spanish (Caribbean) (SPC)
- Spanish (Spain) (SPA)
- Spanish (Latin America) (SPL)
- Swahili (SWA)
- Swedish (Finland) (SWF)
- Swedish (Sweden) (SWE)
- Tamil (TAM)
- Telugu (TEL)
- Thai (THA)
- Tok Pisin (TPI)
- Tongan (TON)
- Turkish (TUR)
- Ukrainian (UKR)
- Urdu (URD)
- Vietnamese (VIE)
- Yoruba (YOR)
- Zulu (ZUL)



# Global Population 2024



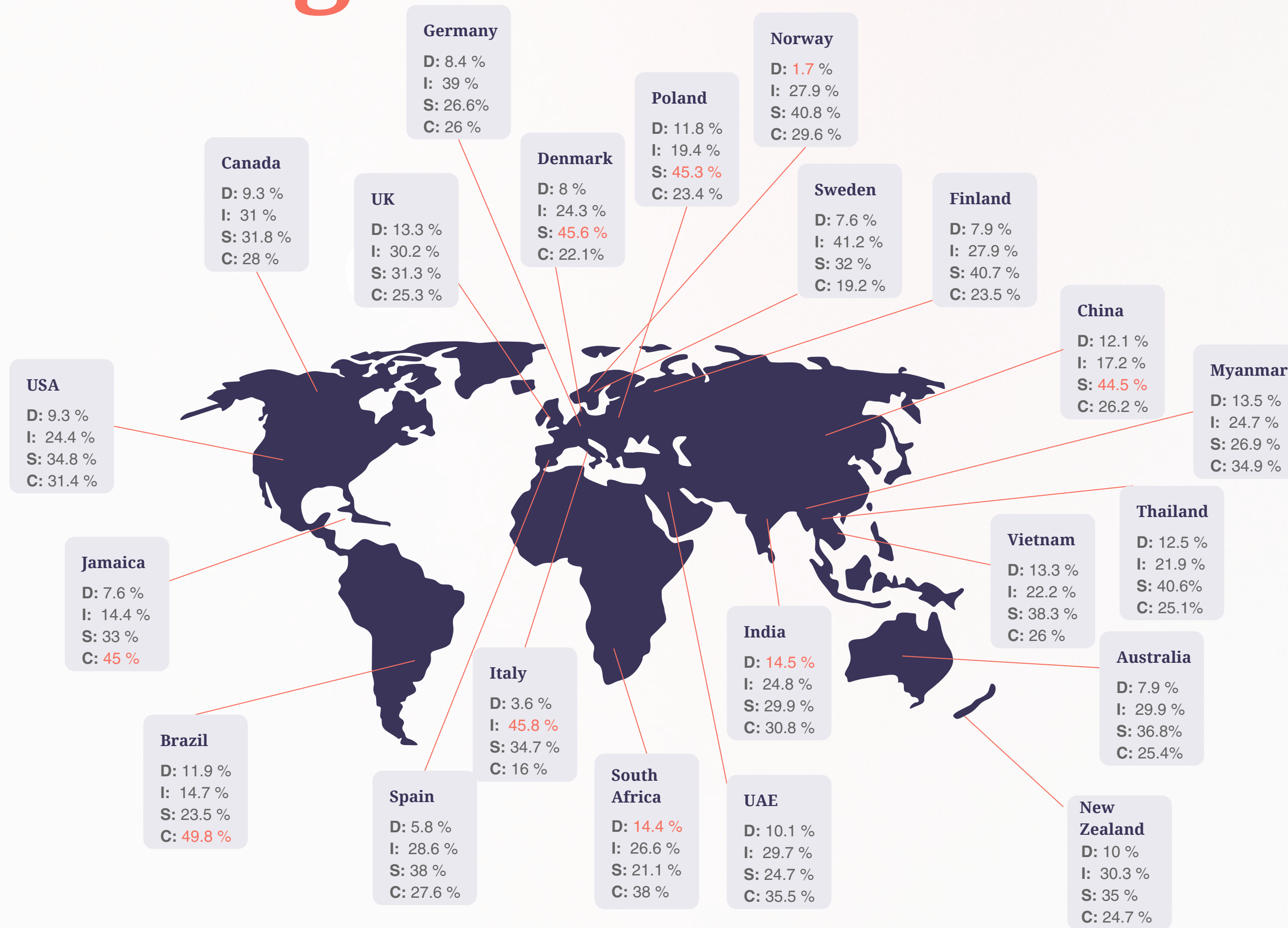
# Global Distribution by Year

	2024	2022	2021	2020	2019	2018	2017	2015	2013	2011	2009	2008	2007	2006
D	8.7	7.7	7.8	9.0	9.0	9.1	9.1	12.3	11.8	13.2	12.1	12.8	12.3	12.0
I	26.1	25.3	25.4	27.9	28.4	28.3	29.0	26.4	29.8	29.6	31.3	31.4	31.5	30.9
S	34.0	33.7	33.6	32.6	32.2	32.0	30.8	30.9	29.9	28.9	30.4	30.2	30.8	31.6
C	31.2	33.4	33.2	30.4	30.4	30.6	31.1	30.4	28.5	28.2	26.2	25.6	25.4	25.4

The stability of the instrument (proved by the very high correlation between the different years) supports the claim that the instrument has been able to maintain its reliability.



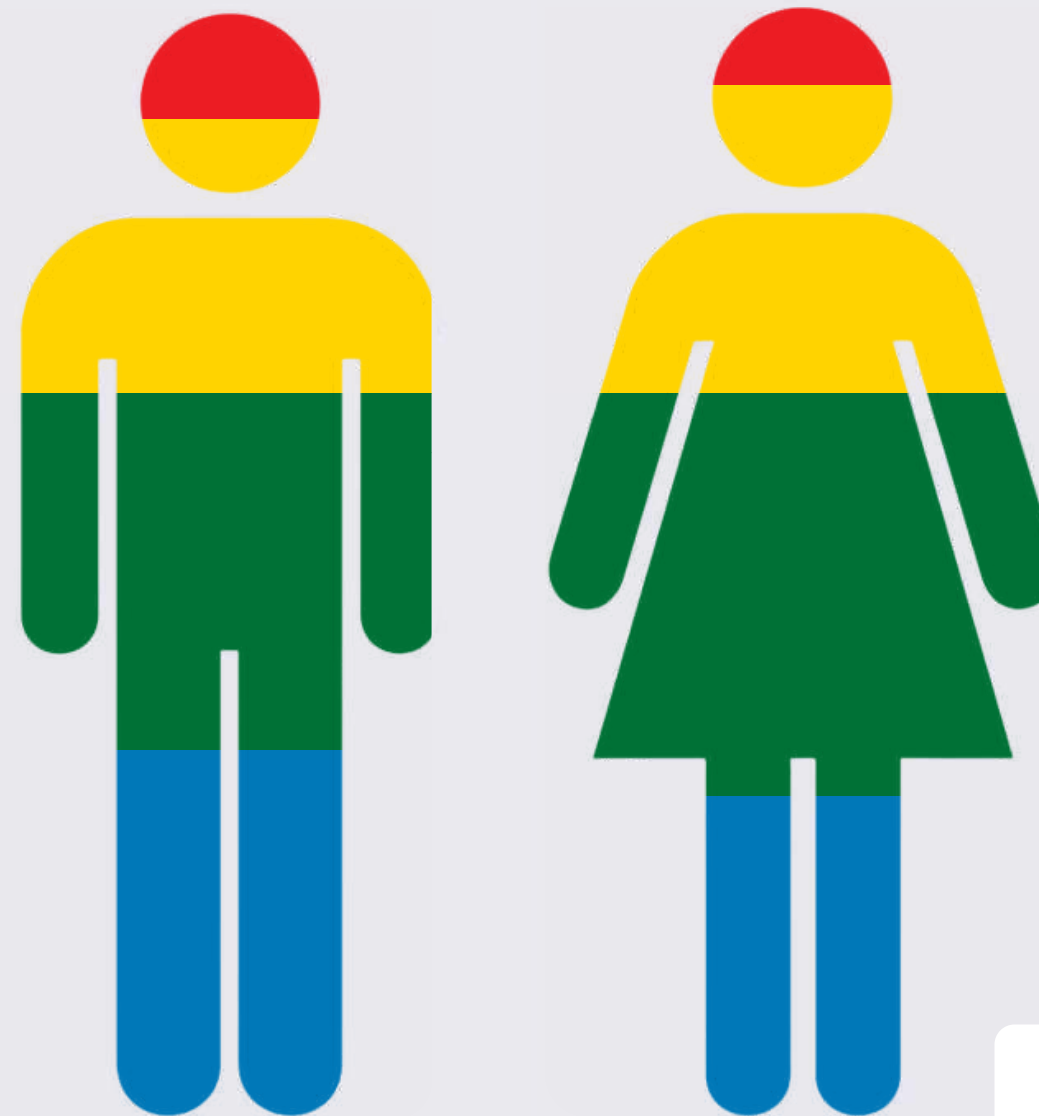
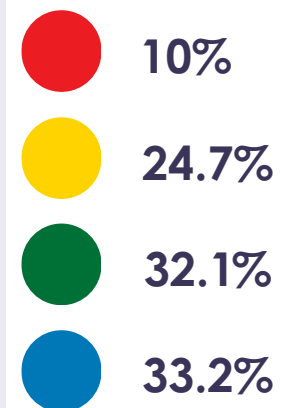
# Regional Distribution



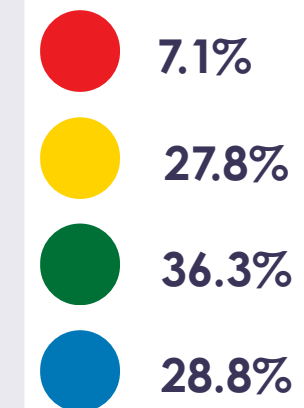
# Global Distribution by Gender



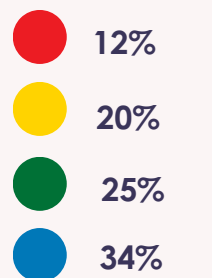
## Male Population



## Female Population



## Unknown gender



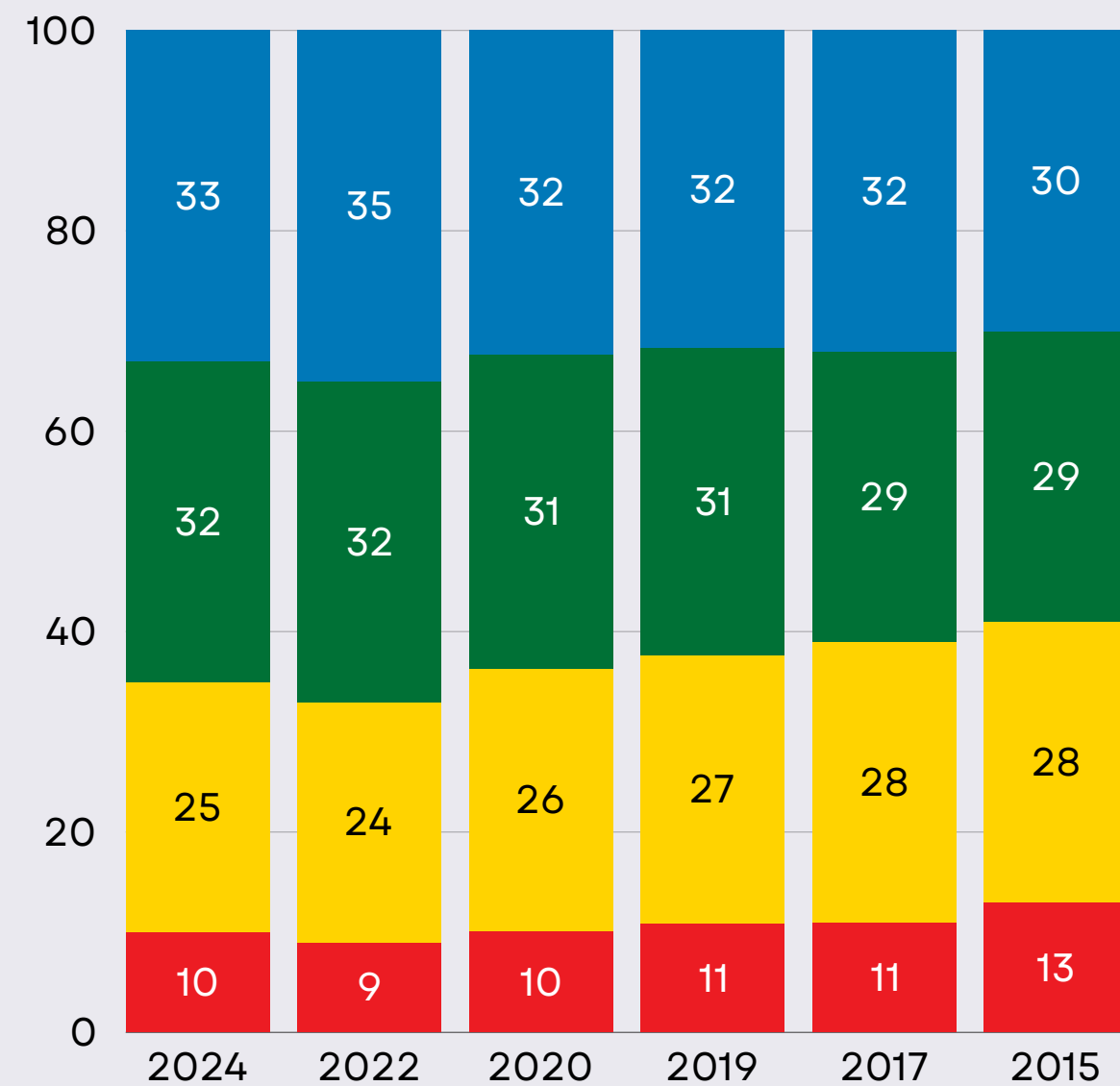
## Conclusion

The finding supports the outcome of previous studies: D and C styles are more common in the male population, whereas I and S styles are more common in the female population

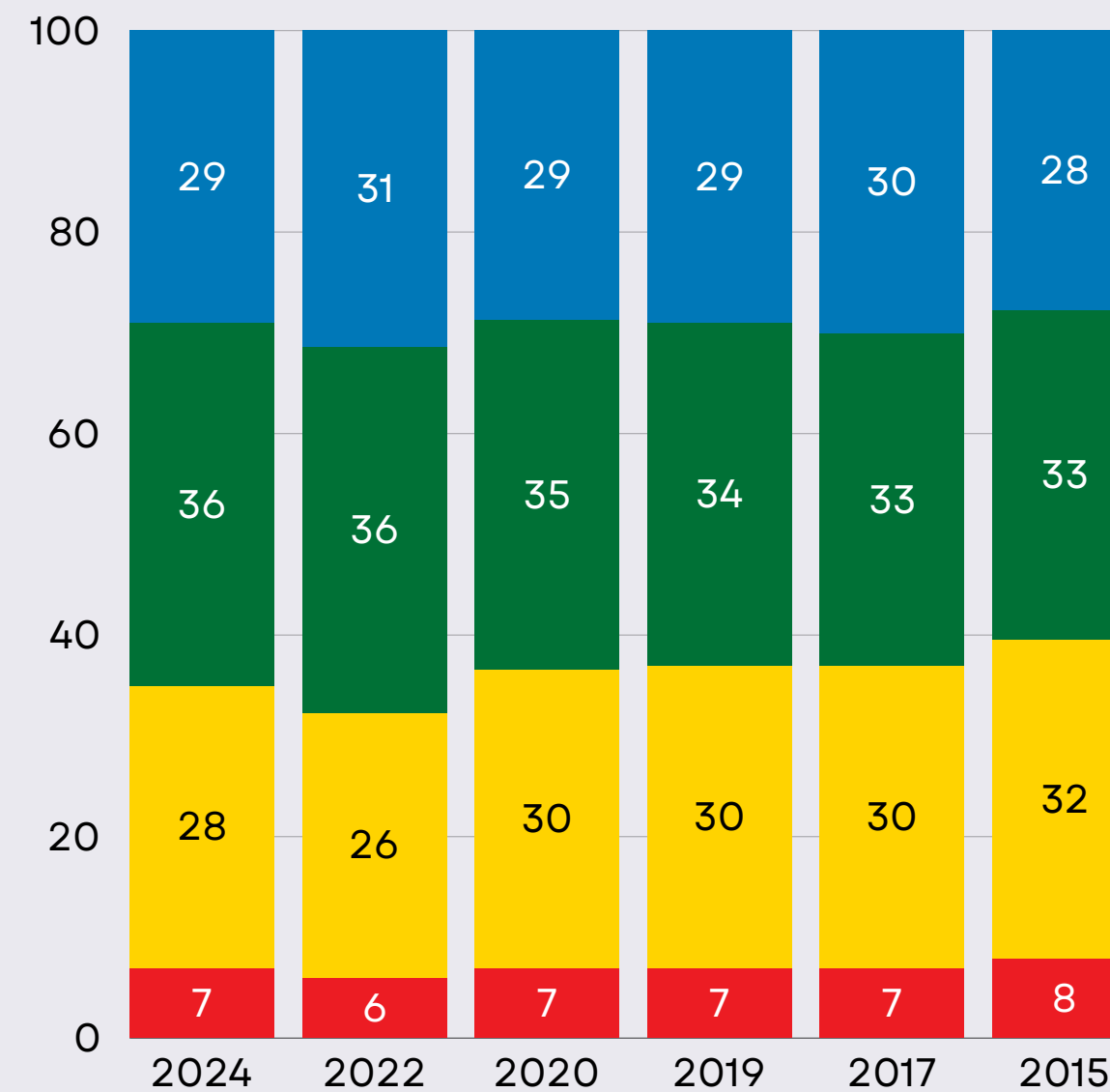
# Global Distribution by Gender



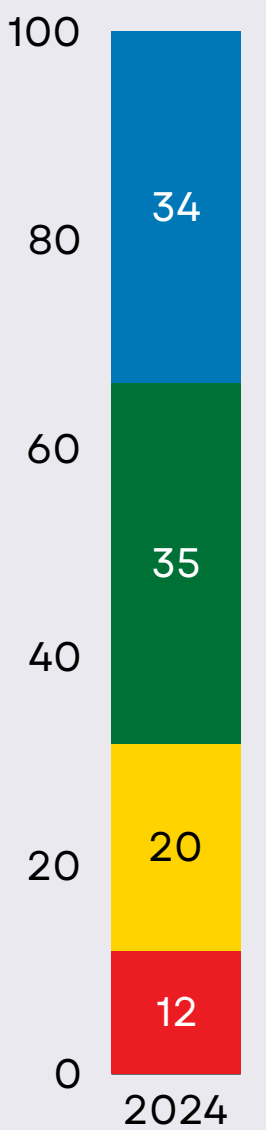
## Male Population



## Female Population



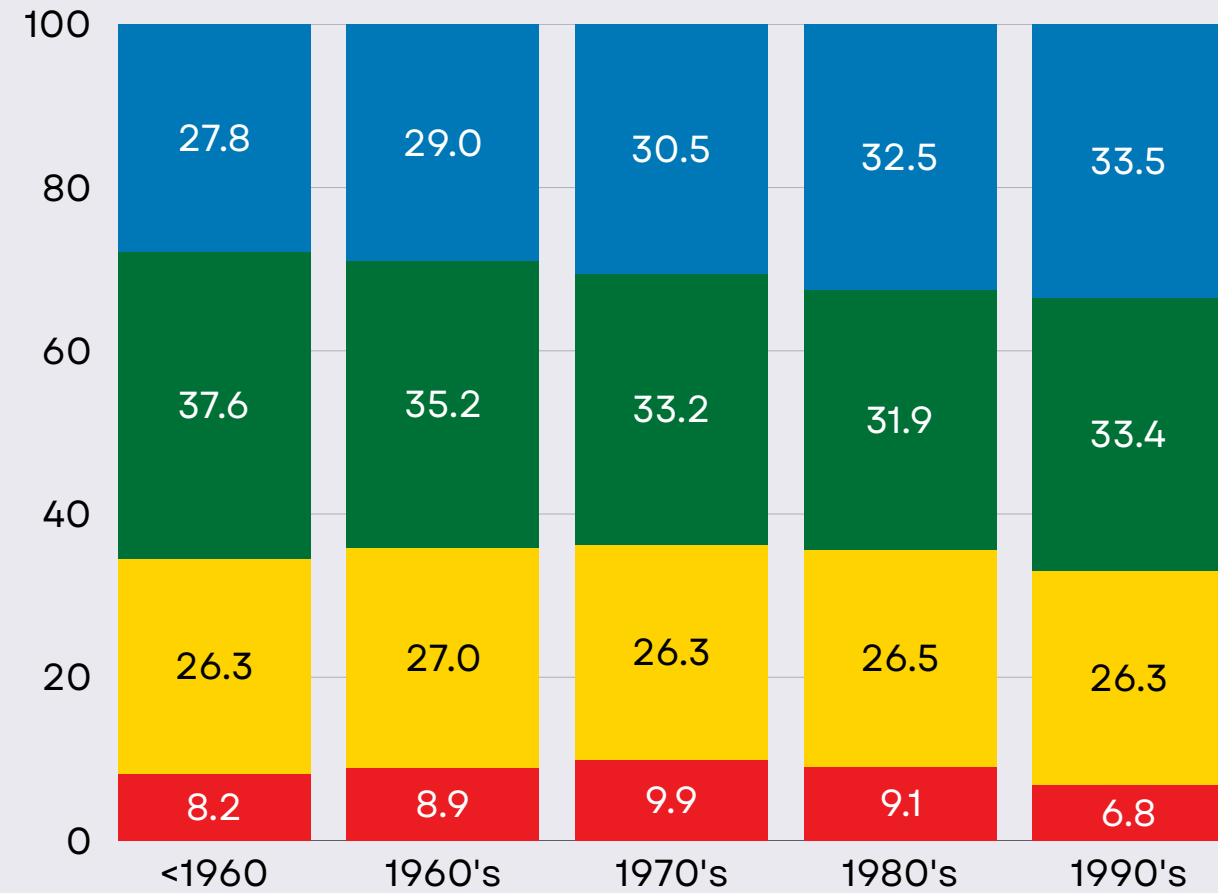
## Unknown



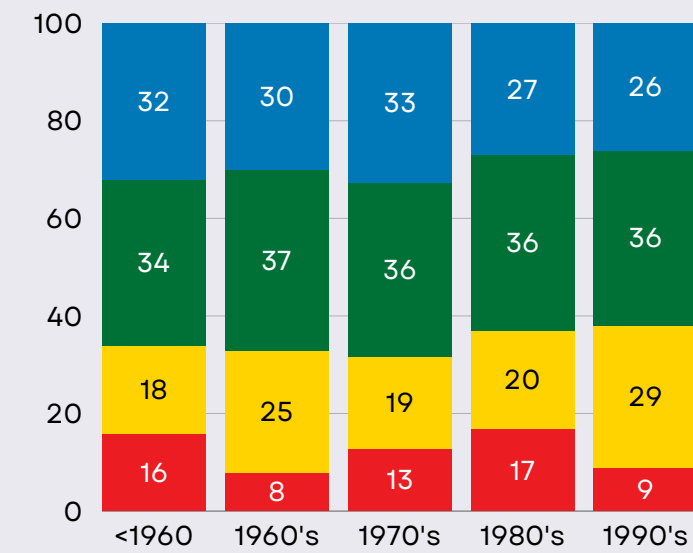


# *Distribution by Age*

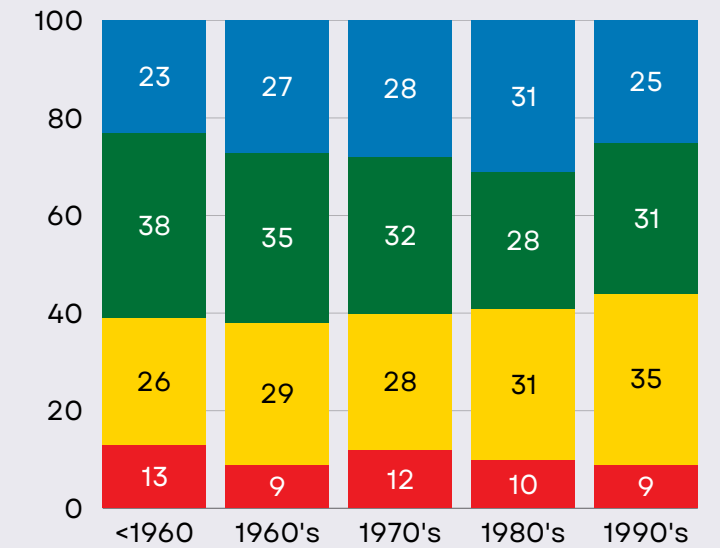
**World**



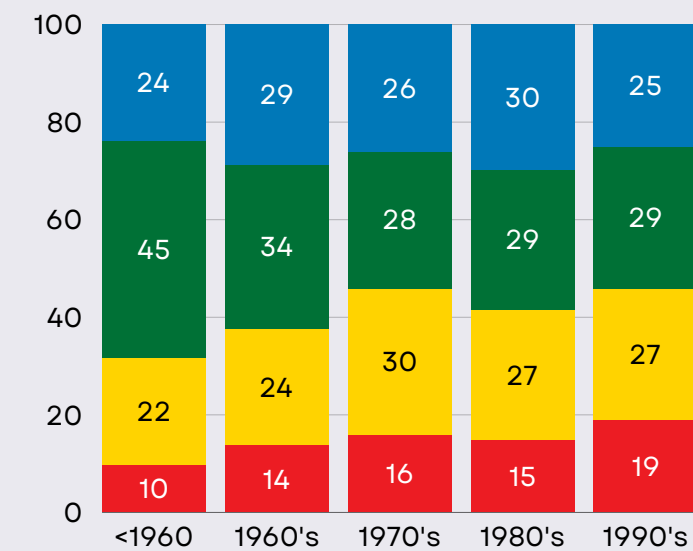
**Asia**



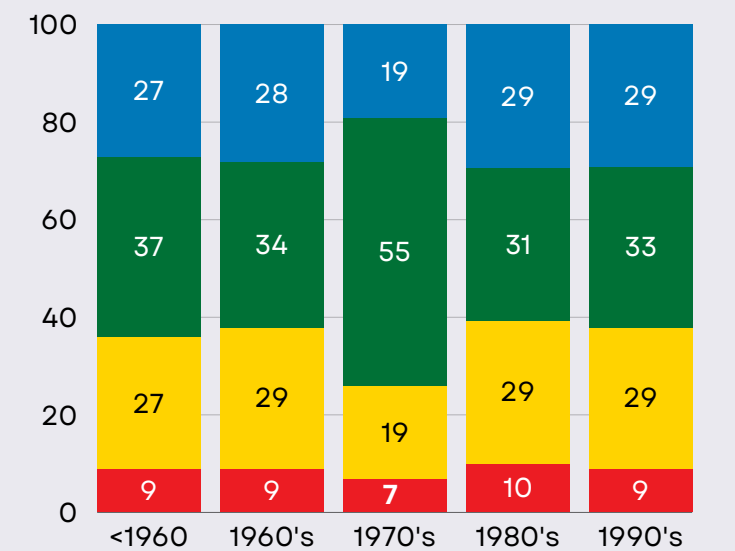
**Australasia**



**Europe**



**North America**



# Distribution by Generation X, Y and Z

## World



	Gen X	Gen Y	Gen Z
D	10	9	8
I	26	26	25
S	35	35	38
C	28	30	30

## Australasia



	D	I	S	C
Gen X	10	30	37	23
Gen Y	9	31	35	24
Gen Z	7	33	36	23

## Generation X, Y and Z

Generations X, Y, and Z are groups of people born in different time periods, shaped by social, cultural, and technological influences.

Generation X - Born 1965–1980

Generation Y - Born 1981–1996

Generation Z - Born 1997–2012



# NSI™

## *National Stress Indicator*

- The National Stress Indicator™ (NSI) is one outcome of Extended DISC®'s continuous global research and interest in understanding not only individuals, teams and corporations but also entire nations.
- The National Stress Indicator™ (NSI) measures the amount of negative stress pressure a group of individuals feels they face. The higher the NSI score, the less balanced, peaceful and secure the population feels the environment is.
- Every individual gets a stress score that is based on the size and importance of negatives stress indications in the Profile. A Profile with no indication of any negative pressure gets a zero score. The highest possible score is 5.

The following table lists the results from the last few years.



**Australia**

**New Zealand**

	2024	2022	2020	2019	2017	2015	2013
Australia	1.59	1.6	1.59	1.59	1.58	1.58	1.54
New Zealand	1.57	1.57	1.57	1.57	1.58	1.48	1.51

**Male vs Female  
2024**

**Australia**

**Male:** 1.55

**Female:** 1.65

**New Zealand**

**Male:** 1.52

**Female:** 1.63

\* World Average: 1.57



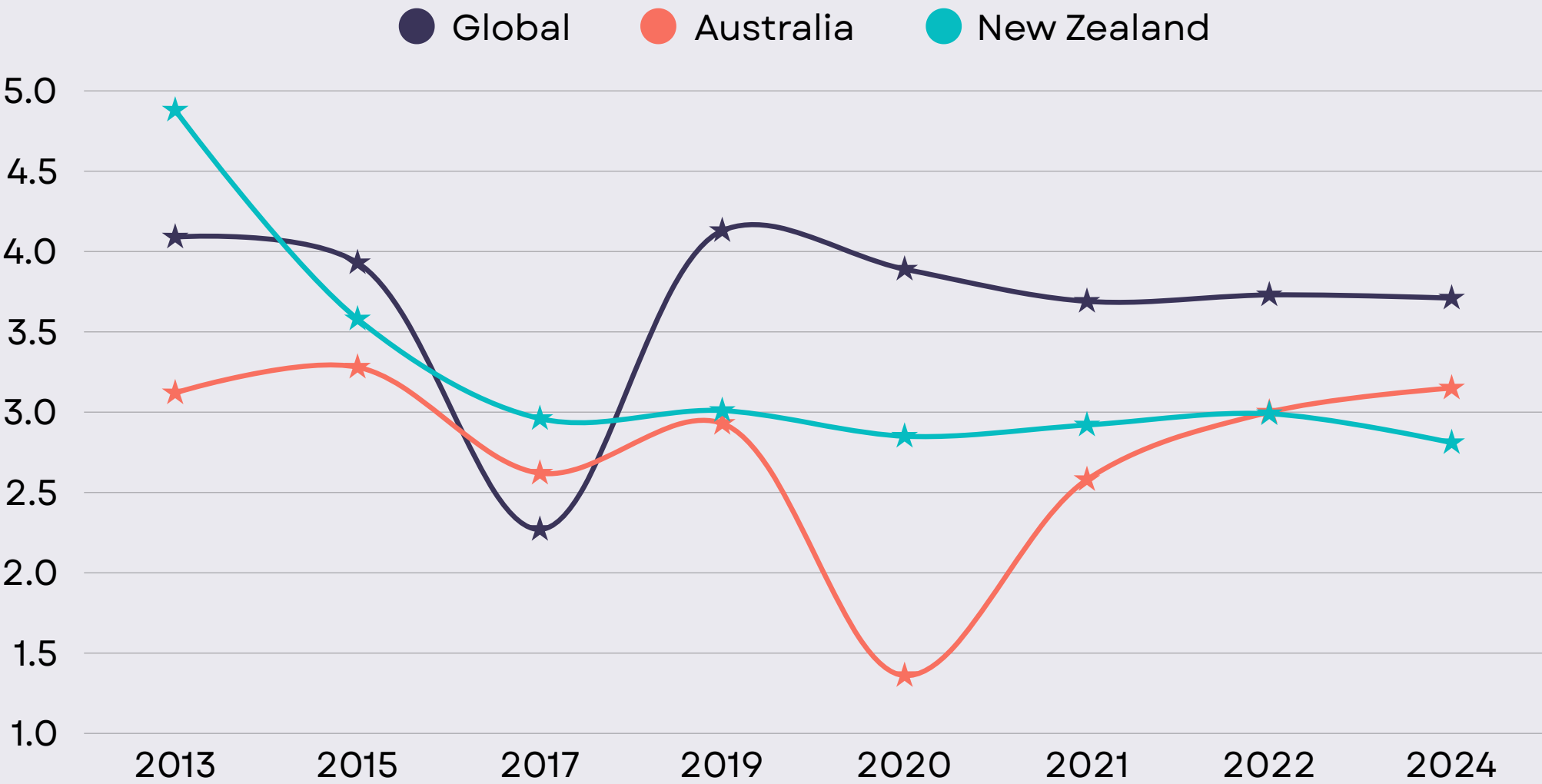


# Invalid Profiles

Extended DISC® System has the strictest internal rules for identifying and not processing the results that do not carry the required reliability.

The table to the left displays the **percentage of Invalid Profiles** produced globally vs. in Australia and New Zealand.

The table on the right shows the comparison of the percentages of Invalid Profiles among different continents in 2024.



## 2024 Global Result: 3.71%



Americas	2.98%
Americas - Latin	4.57%
Asia	3.25%
Australasia	3.02%
Caribbean	2.51%
Europe	4.48%

- The results suggest that an instrument's overall validity may be weaker if it lacks a proper process for identifying invalid results. This appears to be the case for many other instruments, including some sold globally.

# Internal Consistency

- Internal consistency is a measure based on the correlations between different items on the same test. It measures whether several items that propose to measure the same general construct produce similar scores.
- Internal consistency is usually measured with Cronbach's alpha, a statistic that reflects how closely related the answers to similar questions are.
  - 0.8 or higher indicates good reliability
  - value between 0.6-0.7 indicates acceptable reliability

## The Extended DISC® Behavioural Analysis Consistency Results:

	D	I	S	C
2017	0.84	0.83	0.84	0.79
2019	0.84	0.82	0.85	0.79
2020	0.85	0.82	0.84	0.79
2022	0.81	0.79	0.82	0.78
2024	0.81	0.79	0.82	0.78

Final scores for internal consistency were obtained both globally and for each language version separately.  
Here is the result for English Australasia:

	D	I	S	C
Australasia	0.81	0.79	0.83	0.77

### Conclusion

Extended DISC® Behavioural Analysis has consistently high Cronbach’s alpha scores across all languages. This claim is supported not only by the 2024 figures but also by the consistency of results across different annual samples and language versions.



# Construct Validity

The consistency of the instrument was tested by dividing the research population in three randomly selected sub-groups (30.000 people in each group). The results:

	D	I	S	C
Group 1	0.84	0.82	0.85	0.79
Group 2	0.84	0.81	0.84	0.78
Group 3	0.85	0.81	0.84	0.79

**These results prove that the instrument has a high validity**



The table proves that the population used for the study is not biased. It also demonstrates that Extended DISC® Behavioural Analysis is not discriminatory, as it has been validated using a population that represents the entire demographic and is not biased towards any specific job category, gender, age, or race.



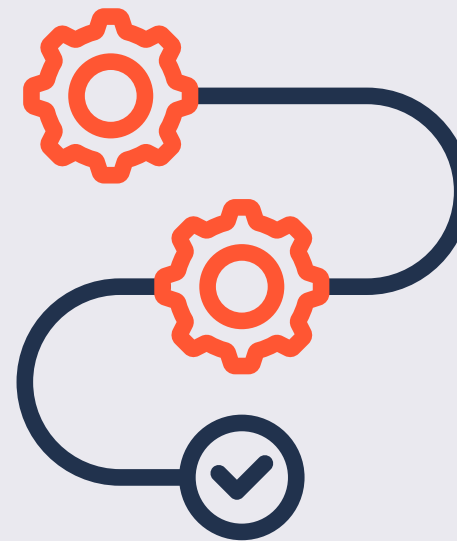
# Overall Conclusions

**The results prove that the Extended DISC® Behavioural Analysis instrument had the same high validity in 2024 as it has had in the previous years.**



## Overall Conclusion

The results clearly show that Extended DISC® Behavioural Analysis maintained its high validity in 2024, consistent with previous years. The distributions remained similar, and all trends continued to develop as before.



## No Adjustments Required

The findings support the claim that Extended DISC® Behavioural Analysis remained just as effective in 2024, with no environmental changes requiring adjustments to its basic construct.



## 2024 Validation Study

More detailed information and analysis of the research finding can be found in the complete 2024 validation report

# Thank You



Contact us today, we can answer your questions and provide you with some samples of our reports. We are confident that you will like what you see.



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