

# RAVEN'S™ Advanced Progressive Matrices (APM-III)

## GLOBAL NORMS COMPOSITION TABLES

2017



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**RAVEN'S Advanced Progressive Matrices  
APM-III  
Norm Group Sample Composition**

**UNITED STATES**

*Values represent percentages of the norm group in each demographic category*

	Executives	Directors	Managers	Professionals/ Individual Contributors
<b>Sample Size</b>	<b>363</b>	<b>428</b>	<b>342</b>	<b>199</b>
<b>INDUSTRY</b>				
Aerospace, Aviation	-	1	1	-
Arts, Entertainment, Media	1	-	1	1
Construction	1	1	2	3
Education	1	-	1	9
Energy, Utilities	1	1	1	1
Financial Services, Banking, Insurance	7	2	3	41
Government, Public Service, Defense	<1	1	2	1
Health Care	6	3	3	4
Hospitality, Tourism	15	16	19	1
Information Technology, High-Tech, Telecommunications	8	3	2	9
Manufacturing & Production	12	8	18	7
Pharmaceuticals, Biotechnology	13	23	19	3
Professional, Business Services	4	<1	2	8
Publishing, Printing	1	-	<1	1
Real Estate	1	1	1	1
Retail & Wholesale	19	29	9	5
Transportation Warehousing	2	2	2	1
Other/Not Applicable	11	10	16	6

\*UK English, Norwegian, Danish, Swedish, Italian, Japanese, Simplified Chinese, and US Spanish will also use the US English Manager Norm group

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<b>Sample Size</b>	<b>363</b>	<b>428</b>	<b>342</b>	<b>199</b>
<b>OCCUPATION</b>				
Accountant	3	2	1	2
Adjuster	-	<1	-	-
Administrative Assistant	-	-	<1	-
Buyer	1	3	<1	1
Consultant	3	2	2	9
Customer Service Representative	-	<1	2	-
Distribution and Warehouse Personnel	1	-	-	-
Engineer	2	1	2	6
Field Service	-	<1	-	-
Financial Analyst	2	2	2	22
Human Resource Professional	8	7	4	3
Information Technology Professional	6	6	2	7
Loan Officer	<1	-	-	1
Logistics Planner	-	<1	<1	-
Maintenance	-	-	1	-
Marketing Professional	10	7	7	4
Medical Professional	1	1	<1	-
Merchandise Planner	1	1	-	1
Other	59	59	62	33
Procurement	-	<1	1	1
Product Design	<1	<1	<1	1
Production Planning & Scheduling	-	-	<1	1
Production Supervisor	-	<1	1	-
Production Support Personnel	<1	-	<1	-
Project Manager	-	2	2	-
Sales Representative	2	4	9	4
Teaching Professional	<1	-	-	6
Underwriter	-	-	-	2
Did not report	-	-	<1	-

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<b>Sample Size</b>	<b>363</b>	<b>428</b>	<b>342</b>	<b>199</b>
<b>EDUCATION LEVEL</b>				
8th–11th grade	-	-	<1	-
HS/GED	2	3	5	-
1–2 years college	4	9	9	-
Associate's degree	1	3	5	1
3–4 years college	2	2	4	1
Bachelor's degree	42	41	49	43
Master's degree	39	32	26	51
Doctorate	9	10	1	5
Did not report	<1	<1	1	-
<b>SEX</b>				
Female	23	26	30	34
Male	76	74	70	66
Did not report	<1	-	<1	1
<b>ETHNICITY</b>				
Asian/Pacific Islander	4	6	2	33
Black, African American	3	3	6	10
Hispanic, Latino/a	4	5	5	4
Native American	<1	1	-	-
White non-Hispanic	86	82	83	47
Other	1	2	2	1
Multiracial	1	1	1	4
Did not report	1	-	1	2
<b>AGE GROUP</b>				
16–20	-	-	1	-
21–24	<1	-	2	13
25–29	-	2	6	39
30–34	2	7	16	26
35–39	8	22	20	10
40–49	52	48	35	8
50–59	34	19	18	2
60–69	1	1	1	2
Did not report	1	<1	1	2

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**AUSTRALIA**

*Values represent percentages of the norm group in each demographic category*

**Managers**

<b>Sample Size</b>	<b>128</b>
<b>INDUSTRY</b>	
Advertising, Marketing, Public Relations	2
Arts, Entertainment, Media	7
Education	15
Financial Services, Banking, Insurance	2
Government, Public Service, Defense	19
Health Care	17
Manufacturing & Production	3
Professional, Business Services	4
Publishing, Printing	2
Transportation Warehousing	3
Other	22

**AUSTRALIA**

*Values represent percentages of the norm group in each demographic category*

**Managers**

<b>Sample Size</b>	<b>128</b>
<b>OCCUPATION</b>	
Arts, Enter, Media_Other	5
Consultant_Business Services	2
Consultant_Education	2
Education_Other	5
Government_Other	13
Health Care_Other	6
HR Professional_Arts, Ent, Media	2
HR Professional_Education	2
HR Professional_Government	4
HR Professional_Health Care	2
HR Professional_Other	5
Marketing Professional_Adv, Mar & PR	2
Marketing Professional_Manufacturing	2
Marketing Professional_Other	3
Medical Professional_Health Care	8
Other	13
Teaching Professional_Education	6
Transportation, Warehousing_Other	2
Did not report	-

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**AUSTRALIA**

*Values represent percentages of the norm group in  
each demographic category*

**Managers**

<b>Sample Size</b>	<b>128</b>
<b>EDUCATION LEVEL</b>	
Year 11 or equivalent	2
Year 12 or equivalent	3
Certificate III / IV	2
Diploma	2
Advanced Diploma	2
Bachelor's degree	22
Graduate Diploma / Postgraduate Diploma	16
Master's degree	37
Doctorate	2
Other	3
Did not report	9
<b>SEX</b>	
Female	48
Male	43
Did not report	9
<b>AGE GROUP</b>	
25–29	7
30–34	156
35–39	20
40–49	22
50–59	23
60–69	4
Did not report	9

Values less than 1% are not displayed.

**RAVEN'S Advanced Progressive Matrices  
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Norm Group Sample Composition**

**BRAZIL**

*Values represent percentages of the norm group in each demographic category*

**General population**

<b>Sample Size</b>	<b>211</b>
<b>OCCUPATION</b>	
Administration	9
Finance	<1
Human Resources	10
Information Technology	5
Manager	14
Other	56
Technical/Science	4
Did not report	2
<b>EDUCATION LEVEL</b>	
Elementary school	<1
High school	12
1 year of college	6
2 years of college	9
3 years college	6
4 years of college	17
5 years of college	25
Master's degree	11
Doctorate	<1
Did not report/Other	12
<b>SEX</b>	
Female	48
Male	47
Did not report	5
<b>AGE GROUP</b>	
18–20	7
21–24	13
25–29	16
30–34	20
35–39	13
40–49	19
50–59	10
60–69	1
Did not report	1



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**FRANCE**

*Values represent percentages of the norm group in each demographic category*

**Managers**

<b>Sample Size</b>	<b>100</b>
<b>EDUCATION LEVEL</b>	
1–2 years college	1
3–4 years college	7
Bachelor's degree	11
Master's degree	74
Doctorate	4
Did not report	3
<b>SEX</b>	
Female	51
Male	49
Did not report	-
<b>AGE GROUP</b>	
21–24	13
25–29	25
30–34	17
35–39	10
40–49	18
50–59	15
60–69	1
Did not report	<1

**RAVEN'S Advanced Progressive Matrices  
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Norm Group Sample Composition**

**GERMANY**

*Values represent percentages of the norm group in  
each demographic category*

**Managers**

<b>Sample Size</b>	<b>111</b>
<b>INDUSTRY</b>	
Administration	23
Finance	10
Human Resources	11
Information Technology	6
Management	13
Other	21
Production	5
Purchasing	1
Research & Development	2
Sales/Marketing	5
Did not report	3
<b>SEX</b>	
Female	64
Male	35
Did not report	1
<b>AGE GROUP</b>	
21–24	1
25–29	24
30–34	15
35–39	7
40–49	23
50–59	21
60–69	6
Did not report	3

**RAVEN'S Advanced Progressive Matrices  
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Norm Group Sample Composition**

**INDIA**

*Values represent percentages of the norm group in  
each demographic category*

**Managers**

<b>Sample Size</b>	<b>100</b>
<b>INDUSTRY</b>	
Administration	1
Advertising	5
Airtel	1
Automobile	3
Bank	4
BBM	1
BPO	1
Business	1
Cargo	1
Construction	1
Foreign exchange	1
Hotel/Hospitality	7
HP	7
HR	3
Insurance	1
Information Technology	27
Manufacturing	1
Marketing	1
Media	8
Pharmaceutical	3
Public Sector	13
Service	2
Training	3
Did not report	2

**RAVEN'S Advanced Progressive Matrices  
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Norm Group Sample Composition**

**INDIA**

*Values represent percentages of the norm group in  
each demographic category*

**Managers**

<b>Sample Size</b>	<b>100</b>
<b>EDUCATION LEVEL</b>	
10th grade	1
12 <sup>th</sup> grade	3
Bachelor's degree	49
Master's degree	39
Doctorate	2
Other	6
<b>SEX</b>	
Female	22
Male	78
Did not report	-
<b>AGE GROUP</b>	
20–24	2
25–29	27
30–34	33
35–39	17
40–44	10
45–49	4
Did not report	7

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**NETHERLANDS**

*Values represent percentages of the norm group in each demographic category*

**Managers**

<b>Sample Size</b>	<b>103</b>
<b>EDUCATION LEVEL</b>	
<havo	4
havo	2
vwo	4
hbo	48
wo	30
Did not report	12
<b>SEX</b>	
Female	32
Male	57
Did not report	11
<b>AGE GROUP</b>	
21–24	1
25–29	7
30–34	6
35–39	22
40–49	43
50–59	11
Did not report	10

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**SINGAPORE**

**General Adult  
Population**

*Values represent percentages of the norm group in  
each demographic category*

<b>Sample Size</b>	<b>229</b>
<b>EDUCATION LEVEL</b>	
A-level, Scottish Highers or equivalent	22
BA	10
BEng	3
BSc	15
Doctorate	1
GCSE or equivalent	25
Higher Education Certificate or Diploma	6
LLB	2
Master's degree	9
No formal qualification	<1
Other	5
Did not report	2
<b>SEX</b>	
Female	39
Male	60
Did not report	1
<b>AGE GROUP</b>	
16–19	34
20–24	28
25–29	12
30–34	7
35–39	6
40–44	5
45–49	5
50–54	<1
55–59	2
Did not report	1
<b>YEARS IN OCCUPATION</b>	
Less than 1 year	19
1 to 2 years	20
3 to 4 years	9
5 to 7 years	6

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8 to 10 years	5
11 to 15 years	28
16 to 20 years	8
21 to 25 years	2
Did not report	3