



# Watson-Glaser Critical Thinking Appraisal®

## Short Form Normative Information





Copyright © 2008 by NCS Pearson, Inc.

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the copyright owner.

The **Pearson** and **TalentLens** logos, and **Watson-Glaser Critical Thinking Appraisal** are trademarks, in the U.S. and/or other countries, of Pearson Education, Inc. or its affiliate(s).

Portions of this work were previously published.

Printed in the United States of America.

# Description of Norm Groups

Short Form

Industry Norms	
<b>Advertising/Marketing/ Public Relations</b>	<p><b>Description</b> Various occupations within advertising, marketing, and public relations industries. <i>N</i> = 101 Mean = 28.7 <i>SD</i> = 6.1</p> <p><b>Occupational Characteristics</b> 12.9% Hourly/Entry-Level 4.3% Supervisor 34.4% Manager 16.1% Director 17.2% Executive 15.1% Professional/Individual Contributor</p>
<b>Education</b>	<p><b>Description</b> Various occupations within the education industry. <i>N</i> = 119 Mean = 30.2 <i>SD</i> = 5.4</p> <p><b>Occupational Characteristics</b> 11.5% Hourly/Entry-Level 1.0% Supervisor 21.2% Manager 23.1% Director 26.0% Executive 17.3% Professional/Individual Contributor</p>
<b>Financial Services/ Banking/Insurance</b>	<p><b>Description</b> Various occupations within financial services, banking, and insurance industries. <i>N</i> = 228 Mean = 31.2 <i>SD</i> = 5.7</p> <p><b>Occupational Characteristics</b> 10.4% Hourly/Entry-Level 8.1% Supervisor 19.4% Manager 7.6% Director 23.2% Executive 31.3% Professional/Individual Contributor</p>
<b>Government/Public Service/Defense</b>	<p><b>Description</b> Various occupations within government, public service, and defense agencies. <i>N</i> = 130 Mean = 30.0 <i>SD</i> = 6.3</p> <p><b>Occupational Characteristics</b> 19.8% Hourly/Entry-Level 10.3% Supervisor 20.7% Manager 7.8% Director 2.6% Executive 38.8% Professional/Individual Contributor</p>

<b>Industry Norms (cont.)</b>	
<b>Health Care</b>	<p><b>Description</b>            Various occupations within the health care industry.  <i>N</i> = 195            Mean = 28.3  <i>SD</i> = 6.5</p> <p><b>Occupational Characteristics</b>            19.1% Hourly/Entry-Level            9.5% Supervisor            18.5% Manager            15.5% Director            11.9% Executive            25.6% Professional/Individual Contributor</p>
<b>Information Technology/High-Tech/Telecommunications</b>	<p><b>Description</b>            Various occupations within information technology, high-tech, and telecommunications industries.  <i>N</i> = 295            Mean = 31.2  <i>SD</i> = 5.5</p> <p><b>Occupational Characteristics</b>            8.1% Hourly/Entry-Level            4.0% Supervisor            22.8% Manager            8.1% Director            12.5% Executive            44.5% Professional/Individual Contributor</p>
<b>Manufacturing/Production</b>	<p><b>Description</b>            Various occupations within manufacturing and production industries.  <i>N</i> = 561            Mean = 32.0  <i>SD</i> = 5.3</p> <p><b>Occupational Characteristics</b>            7.6% Hourly/Entry-Level            10.2% Supervisor            36.8% Manager            15.9% Director            9.1% Executive            20.6% Professional/Individual Contributor</p>
<b>Professional Business Services</b>	<p><b>Description</b>            Various occupations within the professional business services industry (e.g., consulting, legal)  <i>N</i> = 153            Mean = 31.9  <i>SD</i> = 5.6</p> <p><b>Occupational Characteristics</b>            8.9% Hourly/Entry-Level            1.5% Supervisor            23.7% Manager            12.6% Director            16.3% Executive            37.0% Professional/Individual Contributor</p>

<b>Industry Norms (cont.)</b>	
<b>Retail/Wholesale</b>	<p><b>Description</b>            Various occupations within retail and wholesale industries.  <i>N</i> = 307            Mean = 30.8  <i>SD</i> = 5.3</p> <p><b>Occupational Characteristics</b>            8.1% Hourly/Entry-Level            3.9% Supervisor            45.3% Manager            10.5% Director            22.1% Executive            10.2% Professional/Individual Contributor</p>
<b>Occupation Norms</b>	
<b>Accountant/Auditor/ Bookkeeper</b>	<p><b>Description</b>            Accountant, auditor, and bookkeeper positions within various industries.  <i>N</i> = 118            Mean = 30.2  <i>SD</i> = 5.8</p> <p><b>Industry Characteristics</b>            2.4% Advertising/Marketing/Public Relations            8.2% Education            24.7% Financial Services/Banking/Insurance            5.9% Government/Public Service/Defense            8.2% Health Care            8.2% Information Technology/High-Tech/Telecommunications            29.4% Manufacturing/Production            8.2% Professional Business Services            4.7% Retail/Wholesale</p>
<b>Consultant</b>	<p><b>Description</b>            Consultant positions within various industries.  <i>N</i> = 139            Mean = 33.3  <i>SD</i> = 4.8</p> <p><b>Industry Characteristics</b>            6.3% Advertising/Marketing/Public Relations            2.7% Education            3.6% Financial Services/Banking/Insurance            1.8% Government/Public Service/Defense            0.9% Health Care            20.5% Information Technology/High-Tech/Telecommunications            6.3% Manufacturing/Production            50.9% Professional Business Services            7.1% Retail/Wholesale</p>

<b>Occupation Norms (cont.)</b>	
<b>Engineer</b>	<p><b>Description</b>            Engineer positions within various industries.  <i>N</i> = 225            Mean = 32.8  <i>SD</i> = 4.8</p> <p><b>Industry Characteristics</b>            0.0% Advertising/Marketing/Public Relations            1.3% Education            0.6% Financial Services/Banking/Insurance            9.0% Government/Public Service/Defense            0.6% Health Care            14.7% Information Technology/High-Tech/Telecommunications            71.8% Manufacturing/Production            1.9% Professional Business Services            0.0% Retail/Wholesale</p>
<b>Human Resource Professional</b>	<p><b>Description</b>            Human resource professional positions within various industries.  <i>N</i> = 140            Mean = 30.0  <i>SD</i> = 5.7</p> <p><b>Industry Characteristics</b>            0.9% Advertising/Marketing/Public Relations            7.5% Education            10.3% Financial Services/Banking/Insurance            9.4% Government/Public Service/Defense            13.1% Health Care            4.7% Information Technology/High-Tech/Telecommunications            35.5% Manufacturing/Production            7.5% Professional Business Services            11.2% Retail/Wholesale</p>
<b>Information Technology Professional</b>	<p><b>Description</b>            Information technology positions within various industries.  <i>N</i> = 222            Mean = 31.4  <i>SD</i> = 5.9</p> <p><b>Industry Characteristics</b>            1.0% Advertising/Marketing/Public Relations            2.0% Education            9.4% Financial Services/Banking/Insurance            4.0% Government/Public Service/Defense            5.5% Health Care            62.9% Information Technology/High-Tech/Telecommunications            8.4% Manufacturing/Production            3.0% Professional Business Services            4.0% Retail/Wholesale</p>

<b>Occupation Norms (cont.)</b>	
<b>Sales Representative— Non-Retail</b>	<p><b>Description</b> Sales representative positions (non-retail) within various industries. <i>N</i> = 353 Mean = 29.8 <i>SD</i> = 5.1</p> <p><b>Industry Characteristics</b> 11.6% Advertising/Marketing/Public Relations 4.2% Education 7.9% Financial Services/Banking/Insurance 1.1% Government/Public Service/Defense 11.1% Health Care 13.2% Information Technology/High-Tech/Telecommunications 26.5% Manufacturing/Production 8.5% Professional Business Services 15.9% Retail/Wholesale</p>
<b>Position Type/Level Norms</b>	
<b>Executive</b>	<p><b>Description</b> Executive-level positions (e.g., CEO, CFO, VP) within various industries. <i>N</i> = 409 Mean = 33.4 <i>SD</i> = 4.5</p> <p><b>Industry Characteristics</b> 5.7% Advertising/Marketing/Public Relations 9.6% Education 17.4% Financial Services/Banking/Insurance 1.1% Government/Public Service/Defense 7.1% Health Care 12.1% Information Technology/High-Tech/Telecommunications 17.0% Manufacturing/Production 7.8% Professional Business Services 22.3% Retail/Wholesale</p>
<b>Director</b>	<p><b>Description</b> Director-level positions within various industries. <i>N</i> = 387 Mean = 32.9 <i>SD</i> = 4.7</p> <p><b>Industry Characteristics</b> 6.2% Advertising/Marketing/Public Relations 9.9% Education 6.6% Financial Services/Banking/Insurance 3.7% Government/Public Service/Defense 10.7% Health Care 9.1% Information Technology/High-Tech/Telecommunications 34.6% Manufacturing/Production 7.0% Professional Business Services 12.4% Retail/Wholesale</p>

<b>Position Type/Level Norms (cont.)</b>	
<b>Manager</b>	<p><b>Description</b>  Manager-level positions within various industries.  <i>N</i> = 973  Mean = 30.7  <i>SD</i> = 5.4</p> <p><b>Industry Characteristics</b>  5.6% Advertising/Marketing/Public Relations  3.9% Education  7.2% Financial Services/Banking/Insurance  4.2% Government/Public Service/Defense  5.5% Health Care  10.9% Information Technology/High-Tech/Telecommunications  34.3% Manufacturing/Production  5.6% Professional Business Services  22.7% Retail/Wholesale</p>
<b>Supervisor</b>	<p><b>Description</b>  Supervisor-level positions within various industries.  <i>N</i> = 202  Mean = 28.8  <i>SD</i> = 6.2</p> <p><b>Industry Characteristics</b>  3.1% Advertising/Marketing/Public Relations  0.8% Education  13.3% Financial Services/Banking/Insurance  9.4% Government/Public Service/Defense  12.5% Health Care  8.6% Information Technology/High-Tech/Telecommunications  42.2% Manufacturing/Production  1.6% Professional Business Services Retail/Wholesale</p>
<b>Professional/Individual Contributor</b>	<p><b>Description</b>  Professional-level positions and individual contributor positions within various industries.  <i>N</i> = 842  Mean = 30.6  <i>SD</i> = 5.6</p> <p><b>Industry Characteristics</b>  2.8% Advertising/Marketing/Public Relations  3.6% Education  13.3% Financial Services/Banking/Insurance  9.1% Government/Public Service/Defense  8.7% Health Care  24.4% Information Technology/High-Tech/Telecommunications  22.0% Manufacturing/Production  10.1% Professional Business Services  5.9% Retail/Wholesale</p>

<b>Position Type/Level Norms (cont.)</b>	
<b>Hourly/Entry-Level</b>	<p><b>Description</b> Hourly and entry-level positions within various industries. <i>N</i> = 332 Mean = 27.7 <i>SD</i> = 5.9</p> <p><b>Industry Characteristics</b> 6.1% Advertising/Marketing/Public Relations 6.1% Education 11.1% Financial Services/Banking/Insurance 11.6% Government/Public Service/Defense 16.2% Health Care 11.1% Information Technology/High-Tech/Telecommunications 20.2% Manufacturing/Production 6.1% Professional Business Services 11.6% Retail/Wholesale</p>
<b>Position Type/Occupation Within Specific Industry Norms</b>	
<b>Manager in Manufacturing/Production</b>	<p><b>Description</b> Managers in manufacturing and production industries. <i>N</i> = 170 Mean = 31.9 <i>SD</i> = 5.3</p>
<b>Engineer in Manufacturing/Production</b>	<p><b>Description</b> Engineers in manufacturing and production industries. <i>N</i> = 112 Mean = 32.9 <i>SD</i> = 4.7</p>