



Utopia – High-level Critical Reasoning Tests

Overview

Utopia is a high-level aptitude test containing verbal and numerical assessments.

About the tests

Both the verbal and numerical tests relate to reference material in the form of Media Packs for an environmental magazine ("Utopia!"). Both have been designed to be interesting, topical, upbeat and easy to relate to, with no prior knowledge of environmental issues or the media required.

Utopia Verbal Test:

- Test measures verbal critical reasoning, requiring candidates to comprehend and evaluate meaning using precise logical thinking
- Reference material - includes information about the magazine, its publisher, and some sample articles from the magazine
- Candidates asked to refer to this information to evaluate whether given statements are **true, false or impossible to say**

Utopia Numerical Test:

- This test measures high-level numerical reasoning requiring candidates to analyse and manipulate numerical data.
- Reference Material - includes circulation figures, cover prices, advertising rates and results from a readership survey
- Multiple-choice answer format
- Candidates may use a pocket calculator during the test

Fairness - The test contents were also compiled so as to be easily accessible to all – numerical tests contain minimal verbal information so the measure is not contaminated by verbal ability.

Why Utopia?

- Generous time limit – test of cognitive power rather than speed – including reading time to avoid measuring speed of reading or finding information on a page.
- High reliabilities & outstanding candidate friendliness
- Extensive practice materials
- Contemporary subject matter - interesting, topical and upbeat
- Tests can be used together or individually
- Clear instructions during the test
- Admin materials are user friendly (e.g. Admin book and user manual)
- Clients only pay for the material they need rather than purchase a certain denomination

WHAT IT MEASURES

Verbal high-level critical reasoning
Numerical high-level critical reasoning

SUITABLE FOR

Selection & Development

OCCUPATIONAL LEVEL

Graduates, Managers & Professionals

ADMINISTRATION

- Paper & Pencil
- Online (part of Coast)

TRAINING REQUIRED

BPS Level A
(Conversion course not required)

DURATION

PAPER & PENCIL

Verbal Test:

- 10 minutes: reading reference material
- 20 minutes: test (40 items)

Numerical Test:

- 4 minutes: reading reference material
- 45 minutes: test (30 items)

ONLINE (Coast)

- Verbal Test – 9 minutes (16 items)
- Numerical – 18 minutes (16 items)

RELATED PRODUCTS

- Coast
- Trinity Exec (inc. personality)



Prices

Paper & Pencil

Reusable Materials

- | | |
|------------------------------|---------|
| • Manual | £30.00 |
| • Administration Book | £20.00 |
| • Verbal Test Booklet | £12.00 |
| • Numerical Test Booklet | £12.00 |
| • Media Pack- 'The Words' | £6.00 |
| • Media Pack – 'The Numbers' | £6.00 |
| • Verbal Test Scoring Key | £12.00* |
| • Numerical Test Scoring Key | £12.00* |

NB: All the information from the Administration book is also in the Manual

Non-reusable materials

- | | |
|-----------------------------------|--------|
| • Verbal Test Answer Sheet | £1.00* |
| • Numerical Test Answer Sheet | £1.00* |
| • Practice Question Folder | £2.00* |
| • Practice Verbal Test Leaflet | £1.50* |
| • Practice Numerical Test Leaflet | £1.50* |

NB: Practice materials are highly recommended but not compulsory.

* Vat applicable

Postage and packaging charged at cost.

Online - Coast

- £10 per test (£20 for verbal & numerical tests)

NB: All clients are emailed a user manual FOC.

Contact Us

For further information or to place an order please contact Criterion Partnership on 01273 734000 or at letterbox@critterionpartnership.co.uk