

Appendix: The ESS Human Values Scale, Female Version, Keyed

Here we briefly describe some people. Please read each description and think about how much each person is or is not like you. Tick the box to the right that shows how much the person in the description is like you.

		HOW MUCH LIKE YOU IS THIS PERSON?					
		Very much like me	Like me	Some- what like me	A little like me	Not like me	Not like me at all
1	Thinking up new ideas and being creative is important to her. She likes to do things in her own original way. SD	1	2	3	4	5	6
2	It is important to her to be rich. She wants to have a lot of money and expensive things. PO	1	2	3	4	5	6
3	She thinks it is important that every person in the world be treated equally. She believes everyone should have equal opportunities in life. UN	1	2	3	4	5	6
4	It's important to her to show her abilities. She wants people to admire what she does. AC	1	2	3	4	5	6
5	It is important to her to live in secure surroundings. She avoids anything that might endanger her safety. SE	1	2	3	4	5	6
6	She likes surprises and is always looking for new things to do. She thinks it is important to do lots of different things in life. ST	1	2	3	4	5	6
7	She believes that people should do what they're told. She thinks people should follow rules at all times, even when no-one is watching. CO	1	2	3	4	5	6
8	It is important to her to listen to people who are different from her. Even when she disagrees with them, she still wants to understand them. UN	1	2	3	4	5	6
9	It is important to her to be humble and modest. She tries not to draw attention to herself. TR	1	2	3	4	5	6
10	Having a good time is important to her. She likes to "spoil" herself. HE	1	2	3	4	5	6
11	It is important to her to make her own decisions about what she does. She likes to be free and not depend on others. SD	1	2	3	4	5	6
12	It's very important to her to help the people around her. She wants to care for their well-being. BE	1	2	3	4	5	6
13	Being very successful is important to her. She hopes people will recognize her achievements. AC	1	2	3	4	5	6
14	It is important to her that the government insure her safety against all threats. She wants the state to be strong so it can defend its citizens. SE	1	2	3	4	5	6
15	She looks for adventures and likes to take risks. She wants to have an exciting life. ST	1	2	3	4	5	6
16	It is important to her always to behave properly. She wants to avoid doing anything people would say is wrong. CO	1	2	3	4	5	6
17	It is important to her to get respect from others. She wants people to do what she says. PO	1	2	3	4	5	6
18	It is important to her to be loyal to her friends. She wants to devote herself to people close to her. BE	1	2	3	4	5	6
19	She strongly believes that people should care for nature. Looking after the environment is important to her. UN	1	2	3	4	5	6
20	Tradition is important to her. She tries to follow the customs handed down by her religion or her family. TR	1	2	3	4	5	6
21	She seeks every chance she can to have fun. It is important to her to do things that give her pleasure. HE	1	2	3	4	5	6