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| **Name** | **Label** | **Question** |
| [ipcrtiv](file:///C:\\Users\\37994mvv\\surfdrive\\Data\\ESS\\2018\\codebook.html" \l "ipcrtiv) | Important to think new ideas and being creative | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. Thinking up new ideas and being creative is important to her/him. She/he likes to do things in her/his own original way. |
| [imprich](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#imprich) | Important to be rich, have money and expensive things | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. It is important to her/him to be rich. She/he wants to have a lot of money and expensive things. |
| [ipeqopt](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#ipeqopt) | Important that people are treated equally and have equal opportunities | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. She/he thinks it is important that every person in the world should be treated equally. She/he believes everyone should have equal opportunities in life. |
| [ipshabt](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#ipshabt) | Important to show abilities and be admired | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. It's important to her/him to show her/his abilities. She/he wants people to admire what she/he does. |
| [impsafe](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#impsafe) | Important to live in secure and safe surroundings | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. It is important to her/him to live in secure surroundings. She/he avoids anything that might endanger her/his safety. |
| [impdiff](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#impdiff) | Important to try new and different things in life | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. She/he likes surprises and is always looking for new things to do. She/he thinks it is important to do lots of different things in life. |
| [ipfrule](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#ipfrule) | Important to do what is told and follow rules | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. She/he believes that people should do what they're told. She/he thinks people should follow rules at all times, even when no-one is watching. |
| [ipudrst](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#ipudrst) | Important to understand different people | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. It is important to her/him to listen to people who are different from her/him. Even when she/he disagrees with them, she/he still wants to understand them. |
| [ipmodst](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#ipmodst) | Important to be humble and modest, not draw attention | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. It is important to her/him to be humble and modest. She/he tries not to draw attention to herself/himself. |
| [ipgdtim](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#ipgdtim) | Important to have a good time | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. Having a good time is important to her/him. She/he likes to 'spoil' herself/himself. |
| [impfree](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#impfree) | Important to make own decisions and be free | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. It is important to her/him to make her/his own decisions about what she/he does. She/he likes to be free and not depend on others. |
| [iphlppl](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#iphlppl) | Important to help people and care for others well-being | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. It's very important to her/him to help the people around her/him. She/he wants to care for their well-being. |
| [ipsuces](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#ipsuces) | Important to be successful and that people recognize achievements | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. Being very successful is important to her/him. She/he hopes people will recognise her/his achievements. |
| [ipstrgv](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#ipstrgv) | Important that government is strong and ensures safety | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. It is important to her/him that the government ensures her/his safety against all threats. She/he wants the state to be strong so it can defend its citizens. |
| [ipadvnt](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#ipadvnt) | Important to seek adventures and have an exciting life | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. She/he looks for adventures and likes to take risks. She/he wants to have an exciting life. |
| [ipbhprp](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#ipbhprp) | Important to behave properly | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. It is important to her/him always to behave properly. She/he wants to avoid doing anything people would say is wrong. |
| [iprspot](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#iprspot) | Important to get respect from others | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. It is important to her/him to get respect from others. She/he wants people to do what she/he says. |
| [iplylfr](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#iplylfr) | Important to be loyal to friends and devote to people close | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. It is important to her/him to be loyal to her/his friends. She/he wants to devote herself/himself to people close to her/him. |
| [impenv](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#impenv) | Important to care for nature and environment | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. She/he strongly believes that people should care for nature. Looking after the environment is important to her/him. |
| [imptrad](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#imptrad) | Important to follow traditions and customs | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. Tradition is important to her/him. She/he tries to follow the customs handed down by her/his religion or her/his family. |
| [impfun](file:///C:\Users\37994mvv\surfdrive\Data\ESS\2018\codebook.html#impfun) | Important to seek fun and things that give pleasure | **All rounds:** Now I will briefly describe some people. Please listen to each description and tell me how much each person is or is not like you. Use this card for your answer. She/he seeks every chance she/he can to have fun. It is important to her/him to do things that give her/him pleasure. |