We want you to rate how desirable is it to be for someone to be, in American (United States) culture, extremely high (top 1% of all people) on a number of different characteristics. This means that very, very few people are “higher” than the person along the characteristic.

Below we provide some examples of how we would like you to think and respond to “how valued” a person would be viewed by our culture, if they were deemed top 1% for each characteristic.

*(You and your administrator can go through these sample items so you understand what these ratings mean and the nature of how you will be responding to these items online)*

Example Item 1: **EXTREMELY HIGH (top 1%)**

Characteristic: “I am irritated by people who ask favors of me”

**Thinking:** In other words, if someone is in the top 1% of people on this characteristic, then they have a very strong tendency to get irritated when someone asks for a favor of them. It is probably very undesirable for someone to be extremely high in this characteristic (reacting to a favor by being irritated).

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 2: **EXTREMELY HIGH (top 1%)**

Characteristic: “Am a "glass is half empty" kind of person”

**Thinking:** If someone is in the top 1% of people on this characteristic, they are very pessimistic. Being pessimistic is not an extremely undesirable thing to be in our society, but it is still considered less desirable than being an optimist.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 3: **EXTREMELY HIGH (top 1%)**

Characteristic: “Like to know how things work.”

**Thinking:** Someone in the top 1% of people on this characteristic is curious about this inner workings of things. Being curious about how objects operate, however, is not necessarily desirable or undesirable.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 4: **EXTREMELY HIGH (top 1%)**

Characteristic: “Like to tidy up.”

**Thinking:** Someone in the top 1% of people on this characteristic is a neat person (or at least a person who likes to keep things neat). Being a person who keeps things neat is certainly a desirable characteristic in our society, but it is not something that is extraodinarily valued.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 5: **EXTREMELY HIGH (top 1%)**

Characteristic: “I work hard to achieve things.”

**Thinking:** Someone in the top 1% of people on this characteristic is a very hard worker and goal-driven. Both of these characteristics are extremely desirable in our society, therefore, this characteristic would be rated “very desirable” for someone who is in the top 1%.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

We want you to rate how desirable is it to be for someone to be, in American (United States) culture, above average (top 30% of all people) on a number of different characteristics. This means that about a third of people are “higher” than the person along the characteristic.

Below we provide some examples of how we would like you to think and respond to “how valued” a person would be viewed by our culture, if they were deemed top 30% for each characteristic.

*(You and your administrator can go through these sample items so you understand what these ratings mean and the nature of how you will be responding to these items online)*

Example Item 1: **ABOVE AVERAGE (top 30%)**

Characteristic: “Don't think that laws apply to me.”

**Thinking:** In other words, if someone is in the top 30% of people on this characteristic, then they have a tendency to feel like they can act out in ways that break the law without consequences. It is probably very undesirable for someone to be above average in this characteristic.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 2: **ABOVE AVERAGE (top 30%)**

Characteristic: “Don't talk a lot.”

**Thinking:** If someone is in the top 30% of people on this characteristic, they are quite reserved. Being quiet is not an extremely undesirable thing to be in our society, but it is still considered less desirable than actually engaging others in discussion.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 3: **ABOVE AVERAGE (top 30%)**

Characteristic: “Like to make lists.”

**Thinking:** Someone in the top 30% of people on this characteristic is someone who writes lists (i.e., a grocery list). The enjoyment of making lists, however, is not necessarily desirable or undesirable.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 4: **ABOVE AVERAGE (top 30%)**

Characteristic: “Like to tidy up.”

**Thinking:** Someone in the top 30% of people on this characteristic is a neat person (or at least a person who likes to keep things neat). Being a person who keeps things neat is certainly a desirable characteristic in our society, but it is not something that is extraordinarily valued.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 5: **ABOVE AVERAGE (top 30%)**

Characteristic: “Act comfortably with others.”

**Thinking:** Someone in the top 30% of people on this characteristic feels at ease when around other people. This characteristic is extremely desirable in our society, therefore, this characteristic would be rated “very desirable” for someone who is in the top 30%.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

We want you to rate how desirable is it to be for someone to be, in American (United States) culture, neutral (e.g., completely average) on a number of different characteristics. This means that the person is perfectly “in the middle” along the characteristic (50% of people have “more” of the characteristic and 50% have “less).

Below we provide some examples of how we would like you to think and respond to “how valued” a person would be viewed by our culture, if they were deemed neutral/average on each characteristic.

*(You and your administrator can go through these sample items so you understand what these ratings mean and the nature of how you will be responding to these items online)*

Example Item 1: **AVERAGE (50% above, 50% below)**

Characteristic: “Am a corrupt person.”

**Thinking:** In other words, even if someone is neutral on this characteristic, then they are still a bit corrupt (e.g., they aren’t NOT corrupt). It is probably very undesirable for someone to be even average in this characteristic because corruption is never considered good.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 2: **AVERAGE (50% above, 50% below)**

Characteristic: “Am always a cranky person.”

**Thinking:** If someone is average on this characteristic, they are perhaps not ALWAYS cranky, but nevertheless “cranky” is a plausible descriptor. Just being occasionally cranky isn’t an *extremely* undesirable thing to be in our society, but it is still considered less desirable than being nice.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 3: **AVERAGE (50% above, 50% below)**

Characteristic: “Enjoy going to concerts.”

**Thinking:** Someone that is average on this characteristic is someone who neither likes nor dislikes going to concerts. Neither liking not disliking going to concerts, however, is not particularly desirable or undesirable.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 4: **AVERAGE (50% above, 50% below)**

Characteristic: “Am a very good listener.”

**Thinking:** Someone who is average on this characteristic is probably a decent listener. This is still a desirable trait, however, as simply being a good listener is certainly valued in our culture.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 5: **AVERAGE (50% above, 50% below)**

Characteristic: “Easily find things to laugh or joke about.”

**Thinking:** Someone neutral in this characteristic is neither too silly nor too serious. Being simply average here would likely be considered quite desirable because it is *moderation* that is valued with laughing and joking.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

We want you to rate how desirable is it to be for someone to be, in American (United States) culture, below average (bottom 30% of all people) on a number of different characteristics. This means that about a third of people are “lower” than the person along the characteristic.

Below we provide some examples of how we would like you to think and respond to “how valued” a person would be viewed by our culture, if they were deemed bottom 30% for each characteristic.

*(You and your administrator can go through these sample items so you understand what these ratings mean and the nature of how you will be responding to these items online)*

Example Item 1: **BELOW AVERAGE (bottom 30%)**

Characteristic: “Don't think that laws apply to me.”

**Thinking:** In other words, if someone is in the bottom 30% of people on this characteristic, then they have a tendency to feel that laws actually *do* apply to them. It is probably therefore very desirable for someone to be below average in thinking they can break the law without consequences.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 2: **BELOW AVERAGE (bottom 30%)**

Characteristic: “Don't talk a lot.”

**Thinking:** If someone is in the bottom 30% of people on this characteristic, that means that they are somewhat outgoing and talkative. Being talkative is not considered an *extremely* desirable thing to be in our society, but it is still considered more desirable than being shy or reserved.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 3: **BELOW AVERAGE (bottom 30%)**

Characteristic: “Like to make lists.”

**Thinking:** Someone in the bottom 30% of people on this characteristic is someone who does not write lists to stay organized (i.e., a grocery list). The enjoyment of making lists, however, is not necessarily desirable or undesirable.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 4: **BELOW AVERAGE (bottom 30%)**

Characteristic: “Like to tidy up.”

**Thinking:** Someone in the bottom 30% of people on this characteristic is a messy person (or at least a person who doesn’t like to keep things neat). Being a person who does not keep things neat is certainly an undesirable characteristic in our society, but it is not something that is extraordinarily disvalued.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 5: **BELOW AVERAGE (bottom 30%)**

Characteristic: “Act comfortably with others.”

**Thinking:** Someone in the bottom 30% of people on this characteristic does not feel at ease when around other people. This characteristic is extremely desirable in our society, therefore, this characteristic would be rated “very undesirable” for someone who is in the bottom 30%.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

We want you to rate how desirable is it to be for someone to be, in American (United States) culture, extremely low (bottom 1% of all people) on a number of different characteristics. This means that very, very few people are “lower” than the person along the characteristic.

Below we provide some examples of how we would like you to think and respond to “how valued” a person would be viewed by our culture, if they were deemed bottom 1% for each characteristic.

*(You and your administrator can go through these sample items so you understand what these ratings mean and the nature of how you will be responding to these items online)*

Example Item 1: **EXTREMELY LOW (bottom 1%)**

Characteristic: “I am irritated by people who ask favors of me”

**Thinking:** In other words, if someone is in the bottom 1% of people on this characteristic, then they have a very strong tendency to be ok with someone asking for a favor of them. It is very desirable for someone to be extremely low in this characteristic (reacting to a favor by being helpful).

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 2: **EXTREMELY LOW (bottom 1%)**

Characteristic: “Am a "glass is half empty" kind of person”

**Thinking:** If someone is in the bottom 1% of people on this characteristic, are very optimistic. Being *too* optimistic is not an extremely desirable thing to be in our society, but it is still considered more desirable than being a pessimist.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 3: **EXTREMELY LOW (bottom 1%)**

Characteristic: “Like to know how things work.”

**Thinking:** Someone in the bottom 1% of people on this characteristic is not curious about this inner workings of things. Being curious about how objects operate, however, is not necessarily desirable or undesirable.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 4: **EXTREMELY LOW (bottom 1%)**

Characteristic: “Like to tidy up.”

**Thinking:** Someone in the bottom 1% of people on this characteristic is a very messy person. Being a person who is messy is certainly an undesirable characteristic in our society, but it is not something that is extraordinarily disvalued.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable

Example Item 5: **EXTREMELY LOW (bottom 1%)**

Characteristic: “I work hard to achieve things.”

**Thinking:** Someone in the bottom 1% of people on this characteristic is not goal-driven and is probably a bit lazy when it comes to work. Both of these characteristics are extremely undesirable in our society, therefore, this characteristic would be rated “very undesirable” for someone who is in the bottom 1%.

**Rating:**

Very Undesirable Undesirable Neutral Desirable Very Desirable