

The United Kingdom Values Survey

Increasing Happiness
by Understanding What People Value



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Who Are We?

The Barrett Values Centre is a global values assessment company dedicated to the evolution of human well-being. We believe that shared values connect human beings beyond race, religion, politics and gender. We believe that human societies grow and develop to the extent that they are able to reduce fear, build trust and increase love by reaching a common understanding of their shared values.

Values-Driven Cultures

We believe that organisations, communities and nations prosper and thrive when their leaders are focused on building values-driven cultures that respond to employees and citizen's needs: when there is an alignment between what people value and what they experience in their lives.

We believe that when you measure the culture of your organisation, community or nation by uncovering people's personal values, the values they are currently experiencing in their culture, and the values they would like to experience in their culture, you can develop a values-driven road map of actions and policy interventions directed towards improving their happiness and well-being.

We know this is true, because we have helped thousands of leaders all over the world to improve the performance of their organisations by increasing the level of engagement and well-being of their employees.

Why Values?

We believe that the values we hold represent what is important to us: they reflect our needs—what we want to get, have or experience in our lives—and they motivate our actions and determine our behaviours. Our level of happiness and contentment is determined to the extent we are able to get what we want (what we value) to meet our needs. When we are able to get, have or experience what we value, our level of happiness and contentment increases. When we are unable to get, have or experience what we value, our level of happiness and contentment decreases: we become anxious, fearful or even depressed, especially when we are unable to meet our basic human needs.

Disclaimer: The opinions expressed in this report are solely those of the authors and should not be attributed to any of the organisations mentioned in the report.

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Abstract

This paper presents the results of the Barrett Values Centre's 2012 survey of the national and community values of the people of the UK, with separate breakdowns for the four nations—England, Northern Ireland, Scotland and Wales, and the nine regions of England—The North East, North West, Yorkshire and The Humber, East Midlands, West Midlands, East, London, South East and the South West. The data presented shows what the people of the UK value; the extent to which they feel aligned with the values they see in their communities/nations, and the extent to which they feel their communities/nations are on the right track. Priorities for action are identified for each nation, each region and for seven age groupings.

Acknowledgements

- **Action for Happiness** is a movement of people committed to building a happier society. “We want to see a fundamentally different way of life where people care less about what they can get for themselves and more about the happiness of others.” We would like to thank Mark Williamson (CEO) and his team at Action for Happiness for their support and willingness to partner with us in the project and dissemination of the results of this study.
- The vision of the **UK Values Alliance** is: To build a values-driven UK society where all people are consciously aware of and live their values. We would like to thank Martin Palethorpe and Maureen Watson and the Alliance members for their selfless service to this work.
- We would like to thank Glenn Everett (Programme Director – Measuring National Well-being) and his Team at the **Office of National Statistics (ONS)** for their support and guidance in the design of the survey and the evaluation of the data.

Executive Summary

Who We Are

Citizens of England, Northern Ireland, Scotland and Wales share seven values in common—caring, family, honesty, humour/fun, friendship, fairness and compassion. Their personal values show that:

- Meaningful close relationships with others are important to them and are central to the decisions they make.
- Kindness, empathy and consideration are crucial to their interactions with others.
- They seek to ensure that people are treated justly and fairly.
- They have a fun-loving approach to life and enjoy sharing good times.
- They appreciate freedom and autonomy and prefer not to be reliant on others.

Community Life

The people of the UK are relatively content with their lives at the community level. The citizens of England, Northern Ireland, Scotland and Wales have five positive values in common in their community life—quality of life, family, buy local, helpfulness and friendship.

People from all four nations identified four common issues at the community level—uncertainty about the future, drugs/alcohol abuse, crime/violence and wasted resources. They also identified four common priorities: they want to see more focus on employment opportunities, caring for the elderly, caring for the disadvantaged and economic development.

National Life

Compared to their community life, citizens of the UK have a very different perspective on the values they see in the nation. Citizens of England, Northern Ireland, Scotland and Wales share six values in common at the national level, all potentially limiting to progress: bureaucracy, crime/violence, uncertainty about the future, corruption and blame, as well as being concerned about drugs/alcohol abuse. Other top scoring potentially limiting values include: media influence, apathy, poverty, discrimination, elitism and short-term focus.

People from all four nations identified three common issues—bureaucracy, crime/violence and wasted resources. They also identified three common priorities: they want to see more focus on caring for the elderly, affordable housing and caring for the disadvantaged. Caring for the elderly and caring for the disadvantaged are top priorities shared at both the community and national level. In addition, the people of the UK want to live in a nation which shows more accountability and less focus on blame.

International Comparisons

Compared to other nations in Europe, the degree of dysfunction that people perceive in the nation is the second highest out of nine European countries where National Values Assessments have been undertaken. The level of dysfunction that citizens perceive in the UK is also higher than Australia, Canada and the US.

1. Background

Over the past decade, there has been an increasing awareness that focusing exclusively on economic growth does not necessarily increase human happiness. If you live in a poor country or a rich country which is experiencing an economic downturn, then economic growth will be important, especially for those who find themselves without employment. However, beyond recession, once people have sufficient income to satisfy their basic needs and are able to provide and care for their families: multiple other factors come into play in determining their sense of well-being and happiness. Many of these are social factors that lie outside market structures and beyond our calculations of economic growth.

What makes you happy, content and feel good (experience a sense of well-being) is being able to get, have or experience what you value, want or need, and feeling that your life has meaning.

There are three factors that determine what you value at any given moment in time: a) the level of psychological development you have reached; b) the context in which you are living; and c) the level of fear/trust you are experiencing.

Psychological Development

As you grow older and mature, what you value changes. As a baby, you are subconsciously programmed by your DNA to do whatever you can to get your survival needs met. As a young child, you value safety and love: you conform, cultivate friendships and build relationships in order to feel safe and loved. As a teenager, you value recognition: you try to excel or be the best at something so that people respect or recognize you for your achievements. As a young adult, you value adventure and opportunities to get on in the world: you want freedom, autonomy and equality. As a mature adult, you want your life to have meaning; you want to find work that aligns with what you are passionate about. Once you have found your vocation, you will want to make a difference. You seek out others you can collaborate with to increase the impact you can have on the world. Once you have experienced the joy that making a difference brings you, you will want to lead a life of self-less service. You will want to leave a legacy which people will remember you by.¹

Generally speaking, we spend the first half of our lives focussing on what makes us happy, and the second half of our lives focussing what gives our lives meaning.

As you enter each new stage of your life, you will find some of your values changing because you will have new, additional needs that you did not have before. You will also find your value priorities changing in line with your needs. For example, Figures 1.1 and 1.2 show the proportion of people in the UK in different age groups who hold the values of friendship and honesty. Friendship becomes less important in our lives as we get older and honesty becomes more important.²

¹ Annex 1 provides an overview of what we value at each stage of our psychological development.

² Based on results of the UK National Values Survey.

If you are not able to satisfy your needs at a particular stage of your development, your values will not change, you will stay arrested at that stage of development until your situation changes or you are able to overcome the fears that are preventing you from satisfying those needs.

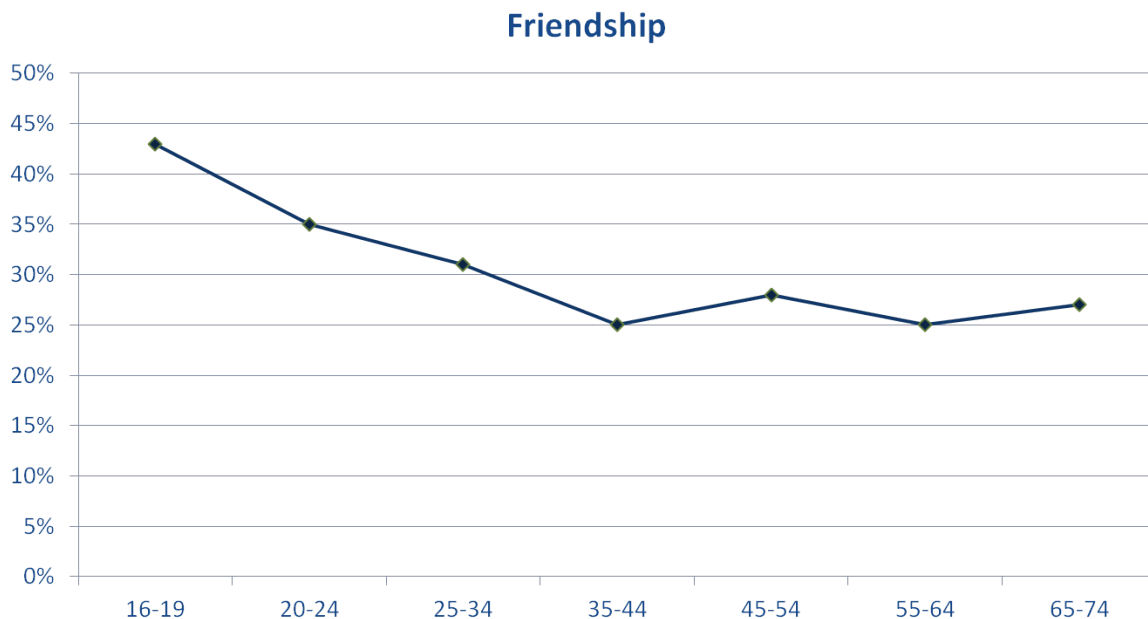


Figure 1.1: Proportion of people by age group for whom friendship is one of their top ten values

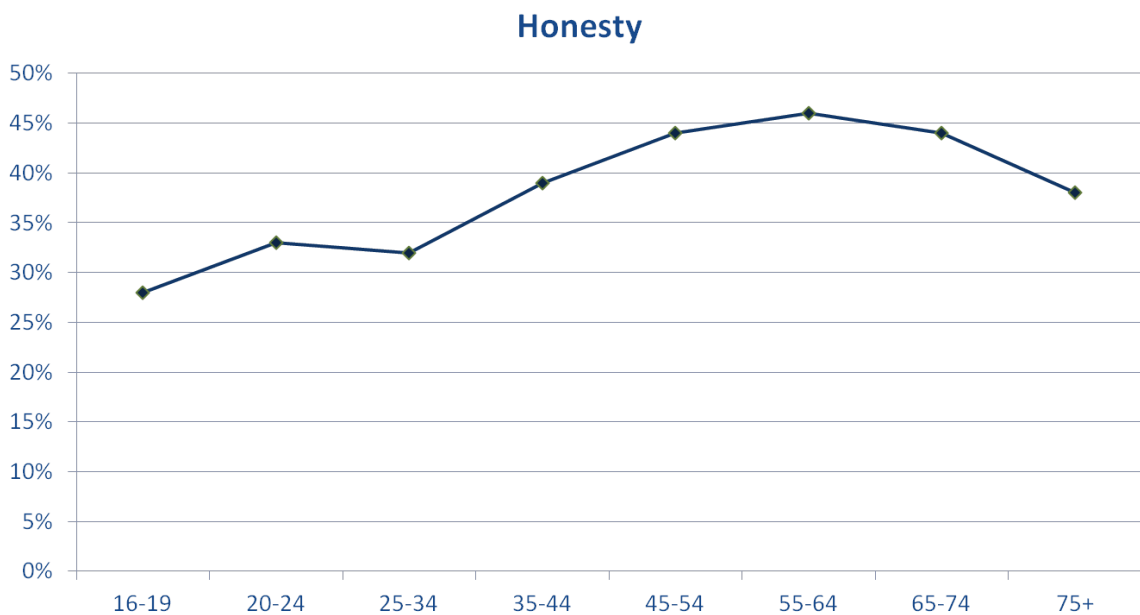


Figure 1.2: Proportion of people by age group for whom honesty is one of their top ten values

Context

The context within which you live your life significantly determines your value priorities. For example, no matter what stage you have reached in your psychological development, if you are poor and don't have enough money to nourish yourself or your family and provide a home for

them, you will value employment opportunities (a steady income or job) that enable you to meet your survival needs.

If you have satisfied your survival needs but live in a high-crime neighbourhood, you will value safety. If you are young and want to get on in the world, you will value education. If you live in an oppressive authoritarian regime, you will value freedom. If you live in a fledgling democracy, where you have freedom, you will value equality and fairness. If you live in a liberal democracy, where you have freedom, equality and fairness, you will value openness and transparency.

Fear/Trust

Fear is a major determinant of happiness. The more fears you have or fearful you are, the unhappier you will be. Conversely, the more you are able to trust others and have an optimistic outlook on life, the happier you will be.

Fear, trust and love are on the same energetic spectrum. If you have fear, you will not be able to trust, and if you can't trust then you will not be able to love.

Fear prevents us from feeling happy because it keeps us suspicious and vigilant: when you are fearful you are constantly on the lookout for threats. Like every other animal, humans are programmed to process fear before other emotions—it is a matter of evolutionary survival. So if you are constantly fearful, you will find it almost impossible to sustain a sense of happiness for any significant period of time.³

The areas of our greatest fears in order of importance are: first, anything that affects our health and life expectancy; second, anything that affects the health and life expectancy of those whom we care about in our family or cultural group; third, anything that affects our personal sense of safety and the safety of the group we identify with; and fourth, anything that affects our personal sense of pride or the collective sense of pride of the group with which we identify.

Happiness

What this means, is that your level of *psychological development* determines what you get happy about (what you value), and the *context* you live in and the *level of fear/trust* you have about being able to get, have or experience what you value, conditions your level of happiness.

For this reason, we believe that a values-based approach can complement and enrich the subjective well-being questions that are typically used in the UK and other countries: questions such as how satisfied you are, how happy you are, how anxious you are, and to what extent you feel your life is worthwhile. What is missing is from these questions is what you value; what are the values you experience around you in your organisation, community or nation; and what are the values you would like to experience in your organisation, community or nation.

³ Richard Barrett, *Love, Fear and the Destiny of Nations: The Impact of the Evolution of Human Consciousness on World Affairs* (Fulfilling Books), 2012.

This is what this report is about: It identifies *what* people value and the extent to which they are able to *get, have* or *experience* what they value in their community and nation—it measures their level of cultural entropy (the level of anxiety/fear/unhappiness they are feeling about being able to satisfy their needs) and their cultural alignment.

Cultural alignment is made up of two factors:

- Values Alignment (VA): The degree to which people’s personal values/needs are being met in the current culture of the community or nation where they live—the number of top ten personal and current culture values that match.
- Mission Alignment (MA): The degree to which people think the community or nation where they live is on the right track—the number of top ten current culture and desired culture values that match.

The four well-being questions used in the ONS survey⁴ were also included in the UK National Values Survey. The results from the UK Values Survey and the ONS Well-being survey show a high degree of alignment (See Annex 2).

The results of the UK National Values Survey complement the findings of the Office of National Statistic’s well-being measures, and together they provide a fuller and more comprehensive picture of citizen’s value priorities.

⁴ Measuring National Well-being: Life in the UK, 2012, Office of National Statistics, 20th November 2012.

2. Understanding Values

Values are a shorthand method of describing what is important to us individually or collectively at any given moment in time. They are a reflection of our needs.

They are “shorthand” because the concepts that values represent can usually be captured in one word or a short phrase. For example, honesty, openness, compassion, long-term perspective, concern for future generations and human rights, can all be considered values.

Because our values represent what is important to us *at any given moment in time*, they are not fixed. What we value depends on the stage we have reached in our psychological development.

The level of happiness/unhappiness we feel depends on our ability to have or experience what we value at the stage of development we have reached and the previous stages of development we have passed through. We pay little attention to the things that are valued at the stages of development we have not yet attained, because they reflect needs that we are not yet aware of.

Even though some of our values may change or shift in priority as we pass through the different stages of development, other values remain fixed: these are our core values. They are often established early in our lives and may always remain important to us.⁵

Potentially Limiting Values

Values can be positive or potentially limiting. Potentially limiting values usually have a negative physical or emotional effect on our lives. Examples of potentially limiting values include: blame, crime/violence, hierarchy, inequality and unemployment.

The source of our potentially limiting values, and the potentially limiting values we see in the world around us, is fear—the fear of not being able to satisfy one of our positive values (something we need and consider important). For example, the reason you blame others is not only because you want to avoid punishment and shame, but because you fear that if you are found out you will not be respected. Violence is potentially limiting because it is sourced from the fear of not being able to get what you need to survive, to be loved, to be respected or to be considered equal. Unemployment is potentially limiting because it is associated with the fear of not being able to survive. Anything that brings up a fear of not being able to get, have or experience what you value can be a potentially limiting value.

Potentially limiting values are called *potentially* limiting because to some people they may be very limiting; to others they may only be moderately limiting; and for some people they may not be limiting at all. How limiting they are, depends on the stage you have reached in your psychological development and the context you live in, as well as how strong and capable you are, how confident you are, and the level of fear you are experiencing about being able to get, have or experience what you value/need.

⁵ You can find out your core personal values by taking the free survey found on www.valuescentre.com/pva

Cultural Entropy

Cultural entropy is an indirect measure of the level of anxiety or fear that people have about being able to meet their needs in the cultural context in which they live. It is measured by determining the amount of potentially limiting values that are experienced by a group of people. When people are asked to pick ten values that represent their perception of the culture they are living in, the proportion of potentially limiting values they pick represents the level of cultural entropy they are experiencing. Consequently, cultural entropy is a direct measure of the level of anxiety/fear/unhappiness they are feeling about being able to satisfy their needs.

Figure 2.1 shows the level of cultural entropy perceived by citizens of the UK at the national level for different age groups measured by the National Values Survey (NVS). Cultural entropy gradually increases up to the age of 50 to 60 and then decreases.

This follows the same pattern as the level of anxiety⁶ measured by the ONS Well-being survey carried out in 2011-2012 (See Figure 2.2), and the inverse pattern of the level of happiness⁷ they feel (See Figure 2.3). This data indicates that people's level of anxiety/fear increases up to late middle age and then begins to decrease. Conversely, people's level of happiness decreases up to middle age, and then rises again significantly in their mid-fifties and sixties.

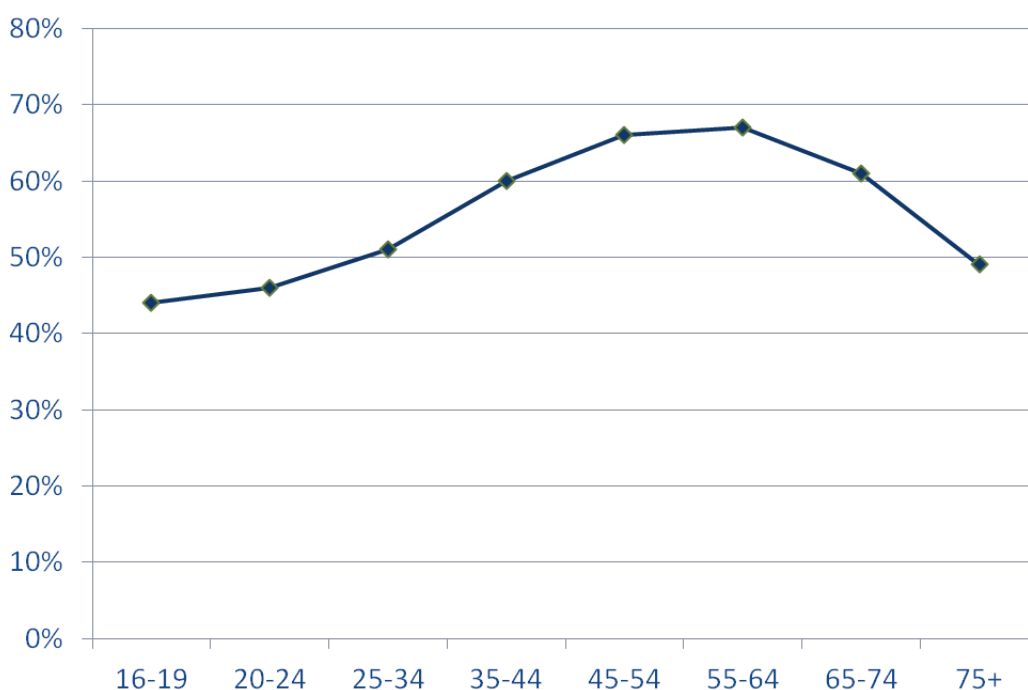


Figure 2.1: Cultural Entropy by Age (NVS)

⁶ Based on answers to the question, "Overall, how anxious did you feel yesterday?" from the First ONS Annual Experimental Subjective Well-being Results 24 July, 2012

⁷ Based on answers to the question, "Overall, how happy did you feel yesterday?" from the First ONS Annual Experimental Subjective Well-being Results 24 July, 2012

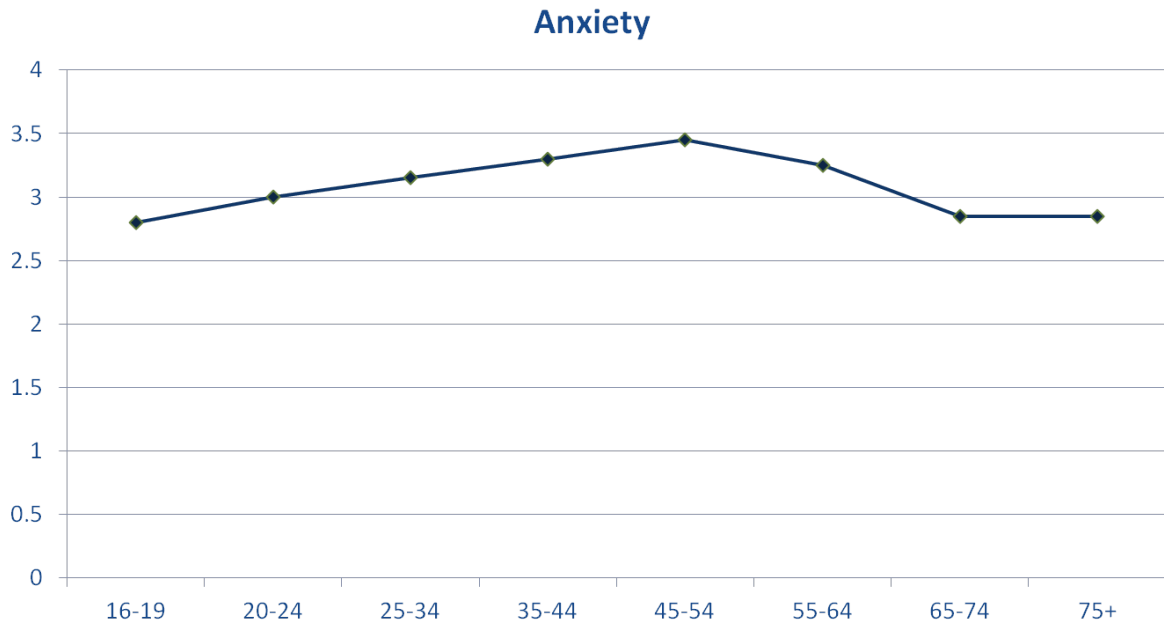


Figure 2.2: Anxiety by Age (ONS)

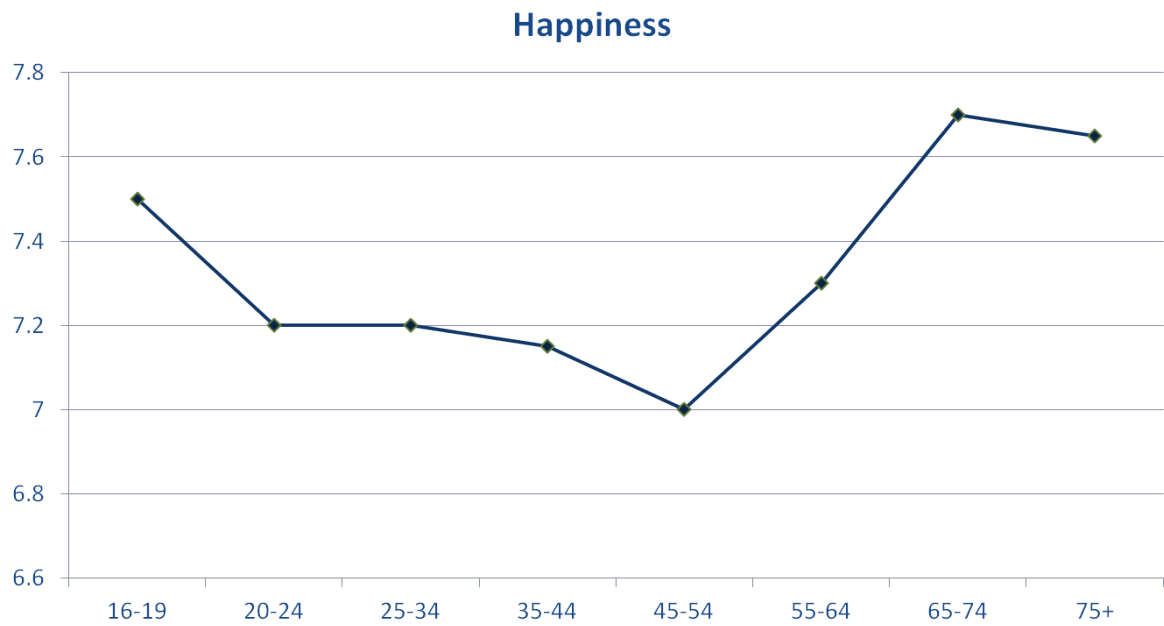


Figure 2.3: Happiness by Age (ONS)

Based on these comparisons, we believe that cultural entropy can be used as proxy measure for unhappiness/happiness—high entropy indicates unhappiness with the way that things are (our needs are not being met), and low entropy indicates contentment or happiness with the way things are (our needs are being met).

Cultural entropy is therefore a measure of the things we don't want in our lives—the things that make us feel anxious and fearful.

In the business world, we have found that cultural entropy is highly inversely correlated with employee engagement. Happy and contented employees report low levels of cultural entropy and high levels of employee engagement (enthusiasm and commitment for their work). When leaders focus on reducing the level of cultural entropy in their organisations they see an immediate improvement in staff engagement, happiness and performance. Conversely, high entropy leads to low engagement, unhappiness and poor performance.

3. The Survey

The UK National Values Survey was carried out in October 2012. A representative sample of four thousand people participated in the survey.⁸ In summary:

- 50% of respondents were male and 50% were female
- 84.4% live in England, 8.0% live in Scotland, 5.1% live in Wales and 2.5% live in Northern Ireland
- 54.9% were employed, 6.3% unemployed and 38.8% were either not working or seeking work

The Questions

Participants were asked to select, from a list of eighty-six words and phrases, ten values/behaviours that most reflect who they are, not who they desire to become.

They were then asked to select, from a list of ninety-two words and phrases, ten values/behaviours that best reflect their experience of living in their local community. They were also asked to select ten values/behaviours that they would most like to see reflected in how their local community operates.

They were then asked to select, from a list of ninety-three words or phrases, ten values/behaviours that reflect their perception of how the UK currently operates. They were also asked to select ten values/behaviours that they would most like to see reflected in how the UK operates.

The lists of words and phrases that participants were asked to select from were based on standard lists of personal, community and national values which were specifically customized for the UK.⁹ We are grateful to the Office of National Statistics for their advice in helping us to select the values used in this survey and other matters, such as deciding on the right sampling size.

The words and phrases that participants were asked to select from included both positive and potentially limiting values.

Participants were then asked the questions included in the ONS Well-Being Survey:

- Overall, how satisfied are you with your life nowadays?
- Overall, how happy did you feel yesterday?
- Overall, how anxious did you feel yesterday?
- Overall, to what extent do you feel the things you do in your life are worthwhile?

Participants were asked to score their answers to these questions on a scale of 0 to 10, where 10 is the maximum and 0 is the minimum.

The overview of results of the UK National Values Survey is presented in six parts.

⁸ Annex 3 provides details of the number of participants by country, region, employment status and gender, and the age ranges of the participants.

⁹ Annex 4 provides lists of the Personal Values, Community Values and National Values used in the survey.

The first part of this report (Chapter 4) describes, who we are (what we value). It looks at the overall personal values of the people of the UK, and identifies the differences in the way the people of England, Northern Ireland, Scotland and Wales view themselves. The results for England are then broken down into nine regions—The North East, North West, Yorkshire and The Humber, East Midlands, West Midlands, East, London, South East and the South West.

The second part of this report (Chapter 5) compares the level of cultural entropy, values alignment and mission alignment that citizens of the UK experience at the *community* level, for the UK as a whole, for each nation and the nine regions of England.

The third part of this report (Chapter 6) compares the level of cultural entropy, values alignment and mission alignment that citizens of the UK perceive at the *national* level, for the UK as a whole, for each nation and the nine regions of England.

The fourth part (Chapter 7) describes male and female gender perceptions of values in the UK at the community and national level.

The fifth part (Chapter 8) sets out the age-related value priorities of the people of the UK—what people in different age groups want to see more focus given to at the community and national levels.

The sixth part (Chapter 9) provides some European and International comparisons of cultural entropy.

The seventh part (Chapter 10) discusses some of the key issues arising from the results of the UK National Values Survey.

Annex 1 provides an overview of what people value at each stage of the different stages of psychological development.

Annex 2 compares the ONS and UK National Values Survey Well-being results (2012).

Annex 3 describes the demographic profiles of the participants of the UK National Values Survey.

Annex 4 provides lists of values used in the UK National Values Survey.

4. Who We Are: What the People of the UK Value

National Differences

Table 4.1 shows the overall top ten personal value priorities (values they hold or aspire to) of the people of the UK and the people of England, Northern Ireland, Scotland and Wales. Common values are shown in *italics*; differences are shown in non-italic **bold**. The percentages in the first column represent the proportion of people who picked this value as one of the ten values that describe who they are.

UK Personal Values	England Personal Values	N. Ireland Personal Values	Scotland Personal Values	Wales Personal Values
Caring (49%)	<i>Caring</i>	<i>Caring</i>	<i>Family</i>	<i>Caring</i>
Family (46%)	<i>Family</i>	<i>Family</i>	<i>Caring</i>	<i>Family</i>
Honesty (40%)	<i>Honesty</i>	<i>Humour/fun</i>	<i>Humour/fun</i>	<i>Honesty</i>
Humour/fun (39%)	<i>Humour/fun</i>	<i>Honesty</i>	<i>Honesty</i>	<i>Humour/fun</i>
Friendship (30%)	<i>Friendship</i>	<i>Friendship</i>	<i>Friendship</i>	<i>Friendship</i>
Fairness (27%)	<i>Fairness</i>	<i>Compassion</i>	Respect	<i>Fairness</i>
Compassion (26%)	<i>Compassion</i>	<i>Fairness</i>	Trust	Independence
Independence (25%)	Independence	Independence	<i>Compassion</i>	Trust
Respect (24%)	Respect	Commitment	Patience	<i>Compassion</i>
Trust (24%)	Patience	Responsibility	<i>Fairness</i>	Responsibility

Table 4.1: Top Ten Personal Values by Country

People from all four nations share seven values in common—caring, family, honesty, humour/fun, friendship, fairness, compassion. The five top values are shared by people from all nations—caring, family, honesty, humour/fun and friendship.

Independence shows up as one of the top ten personal values in three countries—England, Northern Ireland and Wales. Respect, patience, responsibility and trust show up in the top ten values of two countries, and commitment shows up in the top ten values of one country (Northern Ireland).

Based on these results we could describe the personality of a citizen of the UK in the following manner:

Citizens of the UK have a strong set of relationship values that influence how they treat others and how they wish to be treated. Having close relationships and connections with others is extremely important to them. They need to feel a sense of love and belonging. If these needs are

threatened or not met they will experience anxiety about not being accepted or not being loved. Finding a sense of meaning in their lives is also important to them. Their values show:

- Meaningful close relationships with others are important to them and are central to the decisions they make.
- Kindness, empathy and consideration are crucial to their interactions with others.
- They seek to ensure that people are treated justly and fairly.
- They have a fun-loving approach to life and enjoy sharing good times.
- They appreciate freedom and autonomy and prefer not to be reliant on others.

Regional Differences

Table 4.2 shows the overall top ten personal value priorities of the people of England broken down by region. Common values are shown in *italics*; differences are shown in non-italic **bold**.

North East	North West	Yorkshire and The Humber	East Midlands	West Midlands
<i>Caring</i>	<i>Caring</i>	<i>Caring</i>	<i>Caring</i>	<i>Caring</i>
<i>Family</i>	<i>Family</i>	<i>Family</i>	<i>Family</i>	<i>Family</i>
<i>Humour/fun</i>	<i>Honesty</i>	<i>Honesty</i>	<i>Honesty</i>	<i>Honesty</i>
<i>Honesty</i>	<i>Humour/ fun</i>	<i>Humour/ fun</i>	<i>Humour/ fun</i>	<i>Humour/ fun</i>
<i>Compassion</i>	<i>Friendship</i>	Fairness	<i>Compassion</i>	<i>Friendship</i>
Respect	Fairness	<i>Friendship</i>	<i>Friendship</i>	Independence
Fairness	<i>Compassion</i>	Respect	Trust	Respect
<i>Friendship</i>	Trust	Trust	Fairness	Being liked
Patience	Independence	Responsibility	Respect	Trust
Independence	Patience	<i>Compassion</i>	Independence	<i>Compassion</i>

East	London	South East	South West
<i>Caring</i>	<i>Caring</i>	<i>Caring</i>	<i>Caring</i>
<i>Humour/ fun</i>	<i>Family</i>	<i>Family</i>	<i>Family</i>
<i>Family</i>	<i>Honesty</i>	<i>Humour/ fun</i>	<i>Honesty</i>
<i>Honesty</i>	<i>Humour/ fun</i>	<i>Honesty</i>	<i>Humour/ fun</i>
<i>Friendship</i>	<i>Friendship</i>	<i>Friendship</i>	Independence
Fairness	Creativity	Fairness	<i>Friendship</i>
<i>Compassion</i>	<i>Compassion</i>	Independence	Fairness
Patience	Independence	<i>Compassion</i>	<i>Compassion</i>
Respect	Respect	Respect	Patience
Independence	Ambition	Responsibility	Responsibility

Table 4.2: Top Ten Personal Values by Region of England

People from all nine regions share six values in common—caring, family, honesty, humour/fun, friendship and compassion. The top four values are the same in every region—caring, family, honesty and humour/fun.

Independence shows up in the top ten values in eight out of the nine regions. Independence does not show up in Yorkshire and The Humber. Respect and fairness show up in the top ten values of seven regions. Respect does not show up in the top ten values in the North West and the South West. Fairness does not show up in London and West Midlands. Trust shows up in the top ten values of four regions—the North West, Yorkshire and The Humber, East Midlands and West Midlands. Trust does not show up in the North East, East, London, South East and South West. Responsibility shows up in the top ten values of three regions—Yorkshire and The Humber, the South East and the South West. Patience shows up in the top ten values of two regions—the North East and South West. There are three values that only show up in the top ten values of one region: creativity and ambition (London), and being liked (West Midlands).

The most significant difference is between London and the rest of the regions. The people in London value creativity and ambition and give less focus to fairness and trust.

5. Community Life: The Values We See in Our Communities

Table 5.1 shows the top ten values that people in the UK experience living in their local communities. The percentage of people voting for a particular value is shown in parenthesis. Common values are shown in *italics*; differences are shown in non-italic **bold**. At the bottom of the table are the cultural entropy scores (CE), the level of values alignment (VA) and the level of mission alignment (MA). Potentially limiting values are shown in **red**.

UK Community Values	England Community Values	N. Ireland Community Values	Scotland Community Values	Wales Community Values
Quality of life (32%)	<i>Quality of life</i>	<i>Family</i>	<i>Helpfulness</i>	<i>Family</i>
Family (32%)	<i>Family</i>	<i>Buy local</i>	<i>Family</i>	<i>Quality of life</i>
Buy local (28%)	<i>Buy local</i>	Peace	<i>Quality of life</i>	<i>Buy local</i>
Helpfulness (27%)	<i>Helpfulness</i>	Tradition	Drugs/alcohol	<i>Helpfulness</i>
Friendship (26%)	<i>Friendship</i>	<i>Quality of life</i>	<i>Friendship</i>	Affordable housing
Community services (25%)	Community services	<i>Friendship</i>	Community services	Community services
Safety (21%)	Safety	Drugs/alcohol	<i>Buy local</i>	<i>Friendship</i>
Drugs/alcohol (21%)	Uncertainty about the future	<i>Helpfulness</i>	Dependable public services	Uncertainty about the future
Uncertainty about the future (21%)	Sense of community	Respect	Effective health care	Caring for the elderly
Sense of community (21%)	Drugs/alcohol	Sense of community	Caring for the elderly	Drugs/alcohol
VA 2	2	2	2	2
MA 4	4	2	6	6
CE 22%	22%	21%	22%	23%

Table 5.1: Top Ten Community Values in UK Countries

People from all four nations have five positive values in common at the community level—quality of life, family, buy local, helpfulness and friendship. They also have one potentially limiting value in common—drugs/alcohol abuse. People from three countries have community services in their top

ten current community values—England, Scotland and Wales. A sense of community shows up in the top ten values community values of two countries—England and Northern Ireland. Caring for the elderly shows up in the top ten community values of two countries—Scotland and Wales. Uncertainty about the future shows up in the top ten community values of two countries—England and Wales. Peace, tradition and respect only show up in the top ten community values in Northern Ireland. Dependable public services and effective health care only show up in the top ten community values in Scotland. Affordable housing only shows up in the top ten community values in Wales.

Cultural Alignment

All nations have two matching personal and current culture values at the community level—family and friendship. This indicates a reasonable level of values alignment—people feel relatively comfortable in their communities because their basic relationship needs are being met. The level of mission alignment (the feeling that their communities are on the right track) is highest in Scotland and Wales with six matching current and desired community values. The level of mission alignment is lowest in Northern Ireland with two matching current and desired community values.

Cultural Entropy

The level of cultural entropy in all countries at the community level is roughly the same, with an overall average of 22 percent. The top five issues (potentially limiting values) which contribute to the cultural entropy at the community level in each nation are shown in Table 5.2. Common potentially limiting values are shown in *italics*; differences are shown in non-italic **bold**. The percentages in the first column represent the proportion of people who picked this value to describe the current culture in their community.

UK Potentially Limiting Values	England Potentially Limiting Values	N. Ireland Potentially Limiting Values	Scotland Potentially Limiting Values	Wales Potentially Limiting Values
Drugs/alcohol (21%)	<i>Uncertainty about the future</i>	<i>Drugs/alcohol</i>	<i>Drugs/alcohol</i>	<i>Uncertainty about the future</i>
Uncertainty about the future (21%)	<i>Drugs/alcohol</i>	<i>Crime/violence</i>	<i>Uncertainty about the future</i>	<i>Drugs/alcohol</i>
Crime/violence (19%)	<i>Crime/violence</i>	Apathy	<i>Crime/violence</i>	<i>Crime/violence</i>
Apathy (18%)	Apathy	<i>Wasted resources</i>	<i>Wasted resources</i>	<i>Wasted resources</i>
Wasted resources (17%)	<i>Wasted resources</i>	<i>Uncertainty about the future</i>	Loneliness/isolation	Apathy

Table 5.2: The Top Five Potentially Limiting Values in UK Communities

People from all four nations identified four common issues at the community level—uncertainty about the future, drugs/alcohol abuse, crime/violence and wasted resources. Three nations had

apathy as one of their top five issues—England, Northern Ireland and Wales. Apathy was the sixth most important issue in Scotland. Loneliness/isolation was among the top five issues in Scotland. It was the sixth most important issue in Wales.

Value Priorities

The most important value jumps¹⁰—the priorities for action at the community level—are shown in Table 5.3. Common values are shown in *italics*; differences are shown in non-italic **bold**. The percentages in the first column represent the increase in the number of people voting for a specific value from the current to the desired culture.

UK Community Value Priorities	England Community Value Priorities	N. Ireland Community Value Priorities	Scotland Community Value Priorities	Wales Community Value Priorities
Employment opportunities (282%)	<i>Employment opportunities</i>	<i>Employment opportunities</i>	<i>Employment opportunities</i>	<i>Caring for the disadvantaged</i>
Caring for the elderly (100%)	<i>Caring for the elderly</i>	<i>Caring for the disadvantaged</i>	Affordable housing	<i>Employment opportunities</i>
Caring for the disadvantaged (220%)	<i>Caring for the disadvantaged</i>	<i>Caring for the elderly</i>	<i>Caring for the disadvantaged</i>	Accountability
Accountability (493%)	Accountability	Affordable Housing	<i>Caring for the elderly</i>	<i>Caring for the elderly</i>
Affordable Housing (100%)	Affordable Housing	Fairness	Accountability	<i>Economic development</i>
Economic development (212%)	Community services	<i>Economic development</i>	<i>Economic development</i>	Dependable public services
Community Services (46%)	<i>Economic Development</i>	Concern for future generations	Community services	Social responsibility

Table 5.3: The Top Value Jumps in Community Values

People from all four nations have four common priorities at the community level—employment opportunities, caring for the elderly, caring for the disadvantaged and economic development.

Three nations have accountability as a priority—England, Scotland and Wales. Three nations have affordable housing as a priority—England, Northern Ireland and Scotland. Two nations have

¹⁰ A values jump occurs when the number of votes for a value in the desired culture exceeds the number of votes for the same value in the current culture. This is a sign that people want to see more focus given to this value.

community services as a priority—England and Scotland. In Northern Ireland future generations and fairness are priorities. In Wales social responsibility and dependable public services are priorities.

6. National Life: The Values We See in Our Nation

Table 6.1 shows the top ten values that people in the UK perceive in their nations. They are presented in order of priority. The percentage of people voting for a particular value is shown in parenthesis. Common values are shown in *italics*; differences are shown in non-italic **bold**. Potentially limiting values are shown in **red**. At the bottom of the table are the cultural entropy scores (CE), the level of values alignment (VA) and the level of mission alignment (MA).

UK National Values	England National Values	N. Ireland National Values	Scotland National Values	Wales National Values
Bureaucracy (51%)	<i>Bureaucracy</i>	<i>Crime/violence</i>	<i>Bureaucracy</i>	<i>Uncertainty about the future</i>
Crime/violence (44%)	<i>Uncertainty about the future</i>	<i>Bureaucracy</i>	<i>Crime/violence</i>	<i>Crime/violence</i>
Uncertainty about the future (43%)	<i>Crime/violence</i>	<i>Uncertainty about the future</i>	<i>Corruption</i>	<i>Bureaucracy</i>
Corruption (39%)	<i>Corruption</i>	<i>Drugs/alcohol</i>	<i>Uncertainty about the future</i>	<i>Drugs/alcohol</i>
Blame (38%)	<i>Blame</i>	<i>Blame</i>	<i>Blame</i>	<i>Wasted resources</i>
Wasted resources (37%)	<i>Wasted resources</i>	<i>Corruption</i>	<i>Wasted resources</i>	<i>Blame</i>
Media influence (32%)	<i>Media influence</i>	<i>Wasted resources</i>	<i>Drugs/alcohol</i>	<i>Corruption</i>
Conflict/aggression (31%)	<i>Conflict/aggression</i>	<i>Conflict/aggression</i>	<i>Centralized government</i>	<i>Media influence</i>
Drugs/alcohol (30%)	<i>Apathy</i>	<i>Media influence</i>	<i>Poverty</i>	<i>Conflict/aggression</i>
Apathy (30%)	<i>Drugs/alcohol</i>	<i>Apathy</i>	<i>Apathy</i>	<i>Elitism</i>
CE 59%	58%	58%	61%	62%
VA 0	0	0	0	0
MA 0	0	0	0	0

Table 6.1: Top Ten National Values in UK Countries

People from all four nations share six values in common at the national level, all potentially limiting values—bureaucracy, crime/violence, uncertainty about the future, corruption, blame and drugs/alcohol abuse. People from three countries have apathy in their top ten national values—England, Northern Ireland and Scotland. People from three countries have media influence in their

top ten national values—England, Northern Ireland and Wales. Conflict/aggression shows up in the top ten national values of three countries—England, Northern Ireland and Wales. Poverty shows up in the top ten national values in Scotland. Elitism shows up in the top ten national values in Wales.

Cultural Alignment

None of the nations have any matching personal and current culture values at the national level, indicating that the people of the UK do not feel aligned with the values they perceive at the national level.

None of the nations have any matching current and desired culture values. We can conclude from this that the people of the UK do not feel their nations are focusing enough on the right issues and are not on the right track.

Cultural Entropy

The level of cultural entropy in all four countries is roughly the same, with an overall average of 59 percent.

The top five issues (potentially limiting values) which contribute to the cultural entropy at the national level in each nation are shown in Table 6.2. Common values are shown in *italics*; differences are shown in non-italic **bold**. The percentages in the first column represent the proportion of people who picked this value to describe the current culture in their nation.

UK Potentially Limiting Values	England Potentially Limiting Values	N. Ireland Potentially Limiting Values	Scotland Potentially Limiting Values	Wales Potentially Limiting Values
Bureaucracy (51%)	<i>Bureaucracy</i>	<i>Crime/violence</i>	<i>Bureaucracy</i>	Uncertainty about the future
Crime/violence (44%)	Uncertainty about the future	<i>Bureaucracy</i>	<i>Crime/violence</i>	<i>Crime/violence</i>
Uncertainty about the future (43%)	<i>Crime/violence</i>	Blame	Corruption	<i>Bureaucracy</i>
Corruption (39%)	Blame	Corruption	Uncertainty about the future	<i>Wasted resources</i>
Blame (38%)	<i>Wasted resources</i>	<i>Wasted resources</i>	<i>Wasted resources</i>	Drugs/alcohol

Table 6.2: The Top Five Potentially Limiting Values in UK Countries

People from all four nations identified three common issues—bureaucracy, crime/violence and wasted resources. Three nations had uncertainty about the future as one of their top five issues—England, Scotland and Wales. Two nations identified blame as an issue—England and Northern Ireland. Two nations identified corruption as an issue—Northern Ireland and Scotland. One nation—Wales—identified drugs/alcohol as an issue.

Value Priorities

The most important value jumps¹¹—the priorities for action at the national level—are shown in Table 6.3. Common values are shown in *italics*; differences are shown in non-italic **bold**. The percentages in the first column represent the increase in the number of people voting for a specific value from the current to the desired culture.

UK National Value Priorities	England National Value Priorities	N. Ireland National Value Priorities	Scotland National Value Priorities	Wales National Value Priorities
Caring for the elderly (467%)	<i>Caring for the elderly</i>	<i>Caring for the elderly</i>	<i>Caring for the elderly</i>	<i>Accountability</i>
Accountability (522%)	<i>Accountability</i>	Employment opportunities	<i>Affordable Housing</i>	<i>Caring for the elderly</i>
Affordable Housing (568%)	<i>Affordable Housing</i>	Honesty	<i>Caring for the disadvantaged</i>	<i>Caring for the disadvantaged</i>
Caring for the disadvantaged (578%)	<i>Caring for the disadvantaged</i>	<i>Accountability</i>	<i>Accountability</i>	<i>Affordable Housing</i>
Employment opportunities (560%)	Employment opportunities	<i>Affordable Housing</i>	Employment opportunities	Honesty
Honesty (673%)	Honesty	<i>Caring for the disadvantaged</i>	Dependable public services	Dependable public services
Dependable public services (293%)	Dependable public services	Economic development	Financial stability	Governmental effectiveness

Table 6.3: The Top Priorities at National Level

People from all four nations have four common priorities at the national level—caring for the elderly, accountability, affordable housing and caring for the disadvantaged.

Three nations have employment opportunities as a priority—England, Northern Ireland, and Scotland. Three nations have honesty as a priority—England, Northern Ireland and Wales. Three nations have dependable public services as a priority—England, Scotland and Wales. In Northern Ireland economic development is a priority. In Wales governmental effectiveness is a priority. In Scotland financial stability is a priority.

¹¹ A values jump occurs when the number of votes for a value in the desired culture exceeds the number of votes for the same value in the current culture. This is a sign that people want to see more focus given to this value.

7. Gender Perceptions of Value Priorities

Table 7.1 compares the all and female perspectives of the current community values and the current national values. common values are shown in *italics*; differences are shown in non-italic **bold**. Potentially limiting values are shown in **red**. At the bottom of the table are the cultural entropy scores (CE), the level of values alignment (VA) and the level of mission alignment (MA).

Community Values		National Values		
Male	Female	Male	Female	
<i>Quality of life</i>	<i>Family</i>	Bureaucracy	Bureaucracy	
<i>Buy local</i>	<i>Quality of life</i>	Crime/violence	Uncertainty about the future	
<i>Family</i>	<i>Helpfulness</i>	Corruption	Crime/violence	
<i>Helpfulness</i>	<i>Friendship</i>	Uncertainty about the future	Wasted resources	
<i>Community services</i>	<i>Buy local</i>	Blame	Corruption	
Apathy	<i>Community services</i>	Wasted resources	Blame	
<i>Friendship</i>	Sense of community	Apathy	Media influence	
Drugs/alcohol	Safety	Conflict aggression	Conflict aggression	
Uncertainty about the future	Educational opportunities	Drugs/alcohol	Drugs/alcohol	
Crime/violence	Caring for the elderly	Centralised government	Apathy	
CE	24%	20%	59%	59%
VA	2	2	0	0
MA	2	5	0	0

Table 7.1: Male and Females Perspectives on Current Community and National Values

Males and females are in significant agreement on how they see the current culture at the national level. There is only one difference in the top ten values: women list media influence, whereas men list centralised government. The levels of cultural entropy and cultural alignment are the same.

There is less agreement between males and females on how they view the current culture at the community level. Women do not list any potentially limiting values in their top ten community

values and the level of cultural entropy they observe is 20 percent. Men, on the other hand, list three potentially limiting values—drugs/alcohol abuse, uncertainty about the future and crime/violence—and the level of cultural entropy they observe is 24 percent.

Gender Value Issues

Table 7.2 compares male and female experiences of potentially limiting values at the community level, and their perceptions of potentially limiting values at the national level.

Community Values		National Values	
Male	Female	Male	Female
Apathy	<i>Uncertainty about the future</i>	<i>Bureaucracy</i>	<i>Bureaucracy</i>
<i>Drugs/alcohol</i>	<i>Drugs/alcohol</i>	<i>Crime/violence</i>	<i>Uncertainty about the future</i>
<i>Uncertainty about the future</i>	<i>Crime/violence</i>	<i>Corruption</i>	<i>Crime/violence</i>
<i>Crime/violence</i>	Wasted resources	<i>Uncertainty about the future</i>	Wasted resources
Bureaucracy	Loneliness/isolation	Blame	<i>Corruption</i>

Table 7.2: Male and Female Top Potentially Limiting Values

At the national level, males and females share four out of their top five potentially limiting values—bureaucracy, uncertainty about the future, crime/violence and corruption. Women identify wasted resources as an issue, whereas men identify blame.

At the community level, males and females share three out of their top five potentially limiting values—uncertainty about the future, drugs/alcohol abuse and crime/violence. Women identify wasted resources and loneliness/isolation as issues at the community level, whereas men identify apathy and bureaucracy as issues.

Gender Value Priorities

The most important value jumps—the male and female priorities for action at the community and national level—are shown in Table 7.3. Common values are shown in *italics*; differences are shown in non-italic **bold**.

Community Values		National Values	
Male	Female	Male	Female
<i>Accountability</i>	<i>Employment opportunities</i>	<i>Accountability</i>	<i>Caring for the elderly</i>

<i>Employment opportunities</i>	<i>Caring for the disadvantaged</i>	<i>Caring for the elderly</i>	<i>Affordable housing</i>
<i>Caring for the elderly</i>	<i>Caring for the elderly</i>	<i>Caring for the disadvantaged</i>	<i>Caring for the disadvantaged</i>
<i>Caring for the disadvantaged</i>	<i>Affordable housing</i>	<i>Affordable housing</i>	<i>Employment opportunities</i>
<i>Affordable housing</i>	<i>Accountability</i>	Honesty	<i>Accountability</i>
<i>Economic development</i>	<i>Community services</i>	<i>Employment opportunities</i>	<i>Dependable public services</i>
<i>Community services</i>	<i>Economic development</i>	<i>Dependable public services</i>	Financial stability

Table 7.3: Male and Female Top Priorities at the Community and National Levels

Males and females have exactly the same priorities at the community level. At the national level there is only one difference in their priorities. Men would like to see more honesty and women would like to see more financial stability.

8. Age-related Value Priorities

National Level

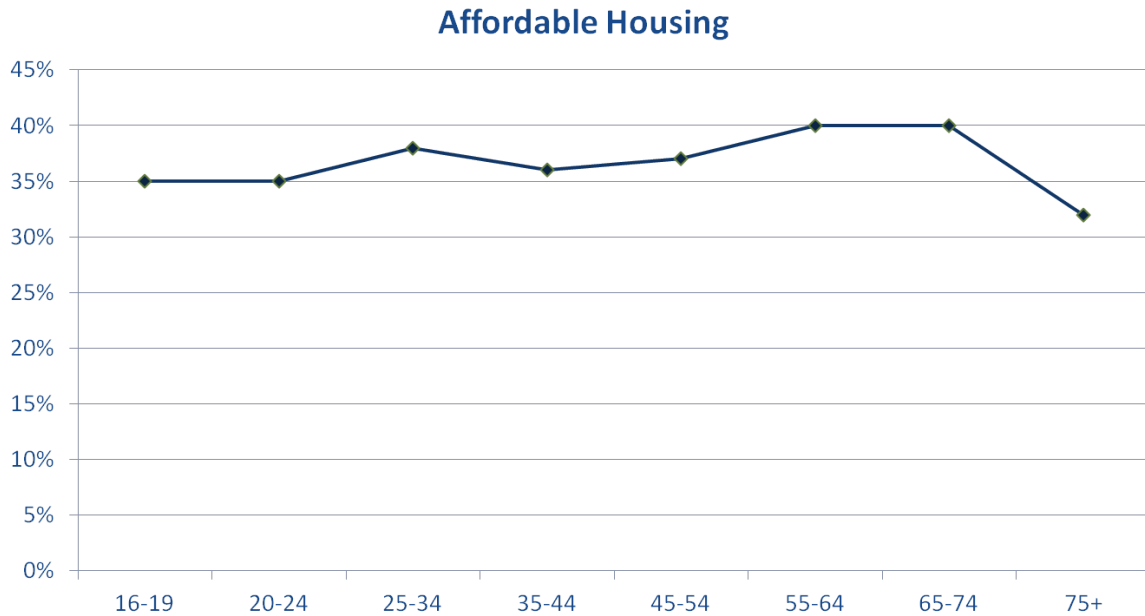
The most important value jumps—the priorities for action at the national level—identified by the different age groups are shown in Table 8.1 (See also Table 6.3). Common values are shown in *italics*; differences are shown in non-italic **bold**. The level of cultural entropy is shown at the foot of each column (See also Figure 2.1).

16-19 years	20-24 years	25-34 years	35-44 years	45-54 years
<i>Affordable housing</i>	<i>Affordable housing</i>	<i>Affordable housing</i>	<i>Affordable housing</i>	Caring for the elderly
Caring for the disadvantaged	Employment opportunities	Employment opportunities	Accountability	Accountability
Financial stability	Financial stability	Financial stability	Caring for the elderly	Caring for the disadvantaged
Peace	Governmental effectiveness	Caring for the disadvantaged	Caring for the disadvantaged	<i>Affordable housing</i>
Employment opportunities	Accountability	Honesty	Employment opportunities	Employment opportunities
44%	46%	51%	60%	66%

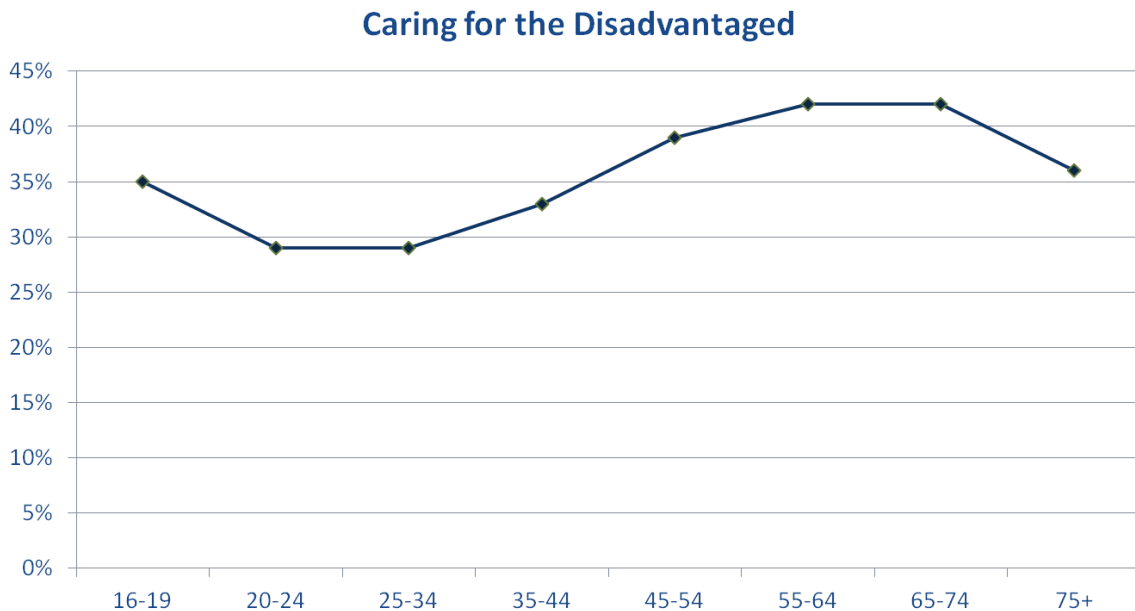
55-64 years	65-74 years	75+ years
Caring for the elderly	Accountability	Caring for the elderly
Accountability	Caring for the elderly	Accountability
Caring for the disadvantaged	Caring for the disadvantaged	Dependable public services
<i>Affordable housing</i>	<i>Affordable housing</i>	Caring for the disadvantaged
Dependable public services	Dependable public services	<i>Affordable housing</i>
67%	61%	49%

Table 8.1: Age-related National Priorities

The following Figures show the proportion of people from each age group who indicated that the specified value was important to them—they chose it as one of their top ten desired culture values at the national level.

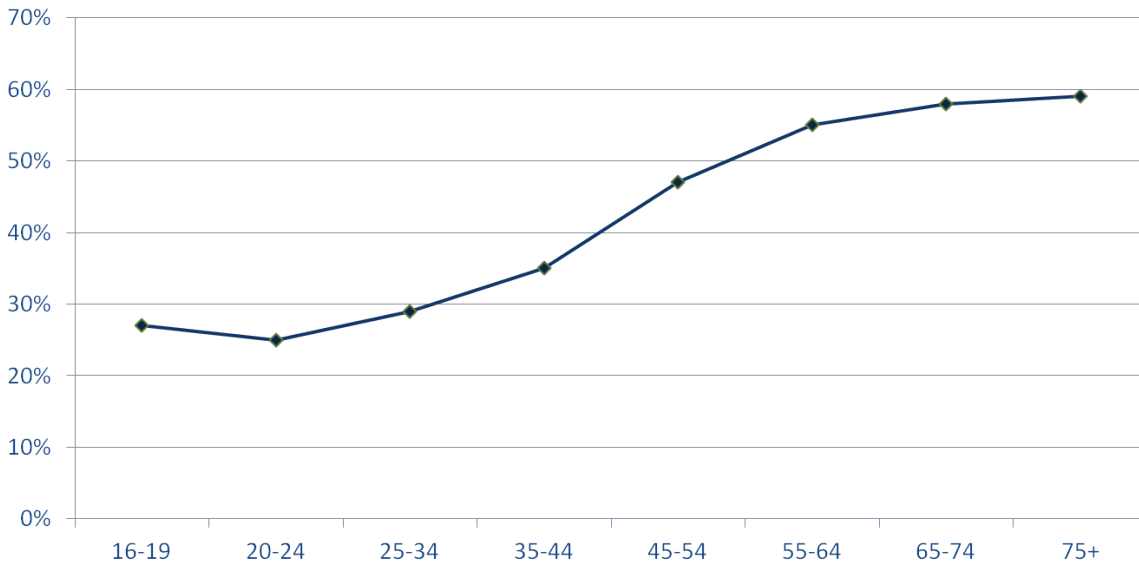


Every age group listed affordable housing as one of their top five national priorities. However, it is only the top priority for people aged between 16 and 44 years: from 45 years upwards affordable housing becomes increasingly less of a priority but still remains one of their top five desired needs.



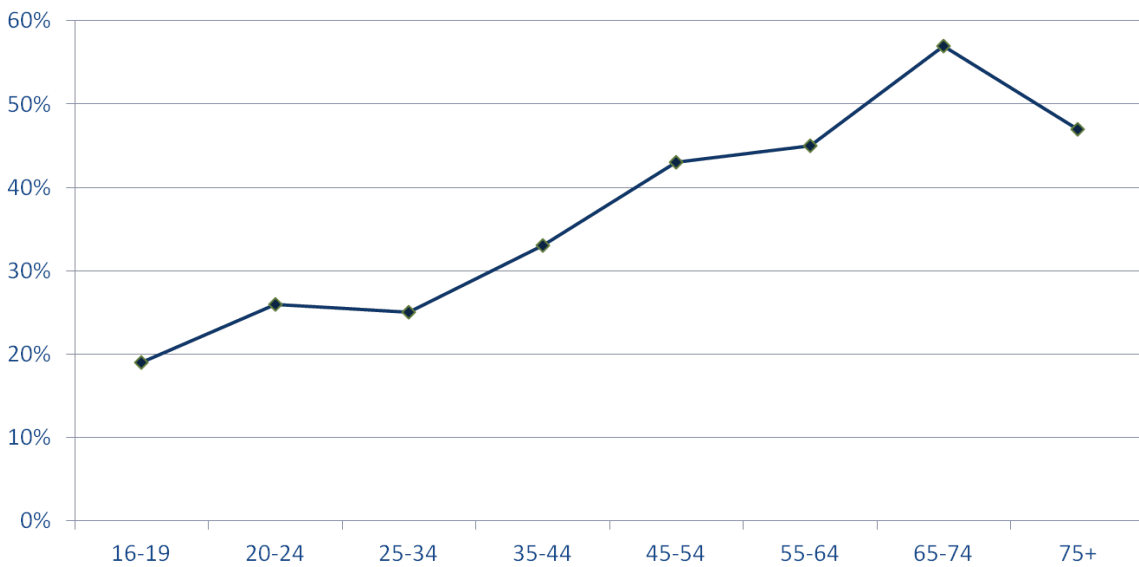
Caring for the disadvantaged is an important issue for young people (16-19); less important for the 20-35 age group (it is the sixth most important issue for them); and then takes on increasing importance for the age groups 35- to 65. It is slightly less important for 75+ age group. This may be affected by a drop in sample size (See Annex 3).

Caring for the Elderly



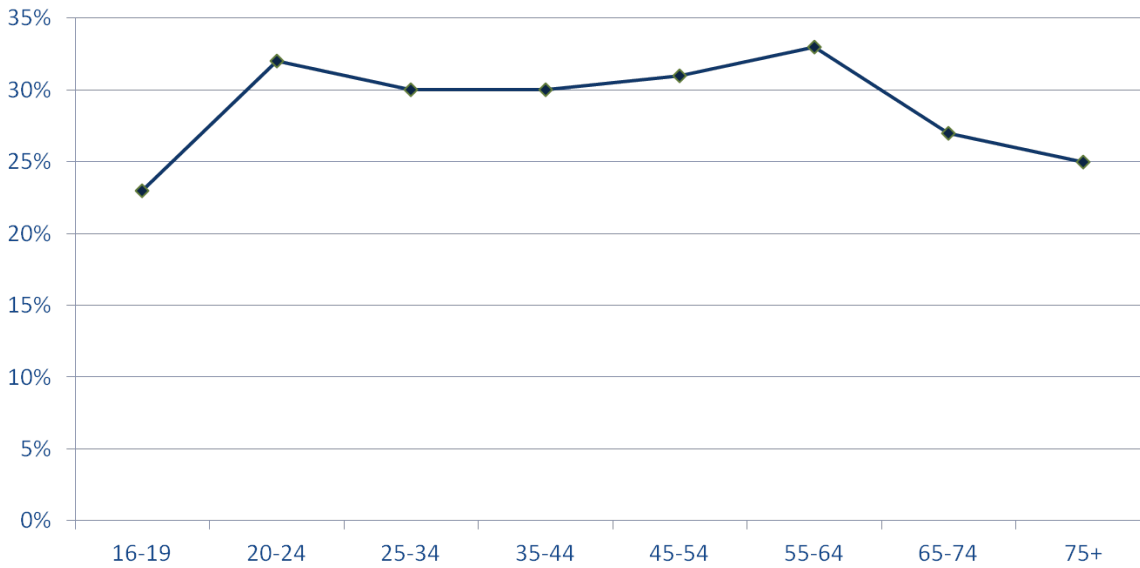
Caring for the elderly becomes important as we get older—as we have aging parents and as we grow old ourselves. Consequently, it is a top priority for age groups 45-54, 55-64, 65-74 and 75+. It is not among the top five priorities for the younger age groups.

Accountability



Accountability is an important issue for the 35-44, 45-54, 55-64 and 75+ age groups. It is extremely important to the 65-74 age group. It is less important for the younger age groups.

Employment Opportunities



Employment opportunities are important for all age groups particularly the 20-24, 25-34, 35-44, 45-54 and the 55-64 age groups. It is slightly less important for the very young (16-19 years) and the older age groups (65-74 and 75+ years)

We can summarize the priorities for action at the national level in the following way:

- Everyone wants to see a focus on *affordable housing* and *caring for the disadvantaged*.
- Older people want to see a focus on *dependable public services*.
- Middle-aged and older people want to see a focus on *accountability* and *caring for the elderly*.
- Everyone between the ages of 20 and 64 wants to see a focus on *employment opportunities*.
- Young people want to see a focus on *financial stability*.
- Young adults want to see a focus on *governmental effectiveness*.
- Teenagers want to see a focus on *peace*.

Community Level

The most important value jumps—the priorities for action at the community level—identified by the different age groups are shown in Table 8.2. Common values are shown in *italics*; differences are shown in non-italic **bold**.

In most age groups the community priorities are the same or very similar to the national priorities. The most important difference is that employment opportunities is the top priority for teenagers at the community level, whereas at the national level it was the fifth most important priority. Other differences include, trust which is identified as a top community priority for teenagers, and fairness and innovation which are identified as important priorities for the 20-24 age group.

16-19 years	20-24 years	25-34 years	35-44 years	45-54 years
Employment opportunities	Affordable housing	Employment opportunities	Employment opportunities	Employment opportunities
Affordable housing	Employment opportunities	Affordable housing	Caring for the elderly	Caring for the elderly
<i>Caring for the disadvantaged</i>	Fairness	<i>Caring for the disadvantaged</i>	<i>Caring for the disadvantaged</i>	Accountability
Financial stability	Innovation	Caring for the elderly	Accountability	<i>Caring for the disadvantaged</i>
Trust	<i>Caring for the disadvantaged</i>	Compassion	Community services	Affordable housing
20%	22%	23%	23%	25%

55-64 years	65-74 years	75+ years
Employment opportunities	Accountability	Caring for the elderly
Caring for the elderly	Caring for the elderly	Accountability
<i>Caring for the disadvantaged</i>	<i>Caring for the disadvantaged</i>	Dependable public services
Accountability	Employment opportunities	<i>Caring for the disadvantaged</i>
Affordable housing	Community services	Affordable housing
22%	18%	12%

Table 8.2: Age Related Community Priorities

9. International Comparisons

Table 9.1 compares the level of national cultural entropy in the UK with the European nations where national values surveys have been carried out in the past 5 years. The UK, along with Italy, has one of the highest levels of cultural entropy that has been measured in Europe.

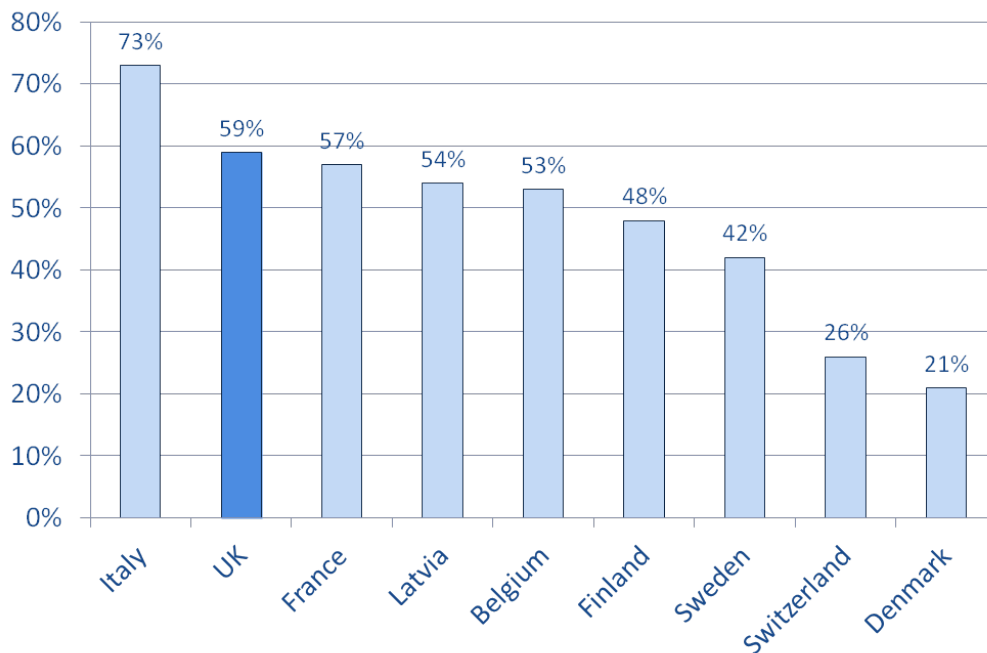


Table 9.1: Comparison of Cultural Entropy in European Nations

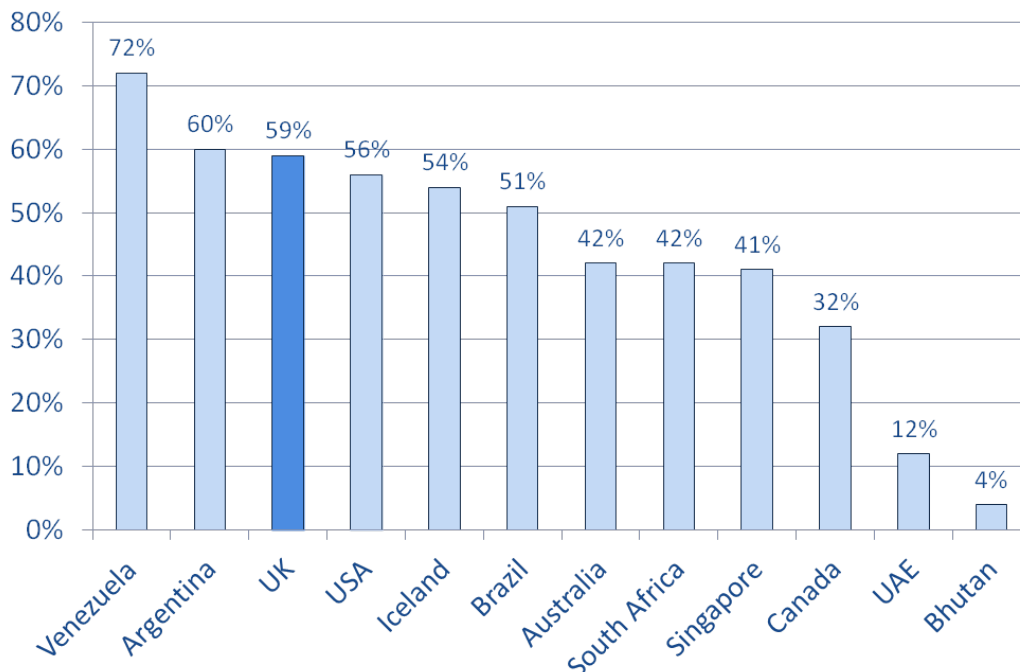


Table 9.2: International Comparison of Cultural Entropy

Table 9.2 compares the national level of cultural entropy in the UK with non-European nations where national values surveys have been carried out in the past 5 years. The level of cultural entropy in the UK is higher than in the USA, Australia and Canada.

10. Conclusions

The results of the UK National Values Assessment reveal some fundamental issues about what is happening in our nation, in particular the high level of cultural entropy at the national level. Although the citizens of the UK are relatively happy and aligned with most of the values they see operating in their communities, their perception of what is happening at the national level gives rise to some concerns.

When you regard the top ten personal values of the people of the nation (Column 1 of Table 10.1) and the top ten desired culture values (Column 3), you wonder how it is possible that we have collectively created the current culture (Column 2). The strong relationship and caring values of the people of the UK (Column 1) are showing up in the desired culture (Column 3), but they are not being reflected in the current culture.¹²

Personal Values of Citizens in the UK	Citizen's Perception of the Current Culture in the UK	Citizen's Desired Culture for the UK
Caring (49%)	Bureaucracy (51%)	Caring for the elderly (43%)
Family (46%)	Crime/violence (44%)	Accountability (38%)
Honesty (40%)	Uncertainty about the future (43%)	Affordable housing (37%)
Humour/fun (39%)	Corruption (39%)	Caring for the disadvantaged (36%)
Friendship (30%)	Blame (38%)	Employment opportunities (30%)
Fairness (27%)	Wasted resources (37%)	Dependable public services (30%)
Compassion (26%)	Media influence (32%)	Concern for future generations (29%)
Independence (25%)	Conflict/aggression (31%)	Effective health care (26%)
Respect (24%)	Drugs/alcohol (30%)	Honesty (26%)
Trust (24%)	Apathy (30%)	Governmental effectiveness (26%)

Table 10.1: Top Ten Personal, Current Culture and Desired Culture Values of Citizens of the UK

The answer to this question, for various reasons, is we are not allowing our collective values to guide our decision-making as individuals, institutions, organisations and in our society as a whole. The results of this survey show the people of the UK earnestly want to live in an honest, caring and compassionate society.

We believe that the value priorities of the people, as shown by the results of this values survey, should be of significant interest to policy makers and politicians at a both the local and national levels.

¹² The percentage of people voting for a particular value is shown in parenthesis.

Annex 1: What we value at each stage of our psychological development.

Table A1 shows what makes us happy and what we value at each stage of our psychological development.

Stage of Development	Cause of Happiness/Joy	What We Value
7 Service	Leading a life of selfless service for the good of the community, nation or the planet.	Opportunities to leave a legacy by serving the needs of humanity and/or caring for the well-being of the Earth's life support systems.
6 Making a difference	Actualizing our sense of purpose by collaborating with others to make a difference in the world.	Opportunities to leverage our contribution by collaborating with other people that share the same values, have a similar purpose, and want to make a difference in the world.
5 Internal cohesion	Discovering our authentic self and finding a sense of meaning and purpose that is bigger and broader than meeting our own needs.	Opportunities for personal growth and development that support us in finding our life purpose and aligning our purpose with our daily work.
4 Transformation	Experiencing a sense of freedom, autonomy and responsibility by taking on challenging situations.	Opportunities to explore our gifts and talents by being made accountable for projects or processes of significance to ourselves and others.
3 Self-esteem	Feeling acknowledged and recognized by those who we respect and our peers.	Opportunities to learn and grow professionally with frequent support, feedback and coaching from mentors.
2 Relationship	Feeling accepted, cherished and nurtured by our family, friends or colleagues.	A congenial atmosphere where people are loyal to the group, and respect and care about each other.
1 Survival	Feeling safe and secure, and being able to meet our physiological needs at home and in the workplace.	A safe working environment and pay and benefits that is sufficient to take care of our needs and the needs of our families.

Table A1: What Makes Us Happy at Each Stage of Our Psychological Development

Whereas the first three stages of development are about learning how to satisfy our basic human needs—surviving and feeling safe, feeling accepted and loved, and feeling acknowledged and respected—the fourth and subsequent stages of development are about satisfying our growth needs. We generally spend the first part of our lives trying to make sure we can satisfy our basic needs, and if we are successful, we spend the second part of our lives trying to satisfy our growth needs.

Many people, because of the context in which they live (poverty or an authoritarian regime) never get to fulfill their growth needs. They constantly live in anxiety about not being able to satisfy their basic needs or have fears that prevent them from being able to fulfill their growth needs. This

topic—how the level of fear we experience in our lives prevents or blocks our personal and cultural development—is discussed in detail in *Love, Fear and the Destiny of Nations: The Impact of the Evolution of Consciousness on World Affairs* by Richard Barrett.

Annex 2: Comparison of Office of National Statistics and UK National Values Survey well-being results (2012).

Table A2 shows the scores (out of 10) for the ONS Well-being questions as measured by the ONS survey in July 2012 and the UK National Values Survey (NVS) in October 2012. The scores in the NVS are relatively similar but consistently lower. The reason for this is that all the data for the NVS was collected via the internet, whereas a large part of the data for the ONS survey was collected by interview. The ONS recognises that internet surveys almost always have a tendency to score lower on well-being questions than face-to-face interviews.

Well-being Questions	ONS July 2012	NVS October 2012
Overall, how satisfied are you with your life nowadays?	7.4	6.3
Overall, to what extent do you feel the things you do in your life are worthwhile?	7.7	6.8
Overall, how happy did you feel yesterday?	7.3	6.6
Overall, how anxious did you feel yesterday?	3.1	3.9

Annex 3: Description of participants.

The following tables identify the participants of the UK National Values Survey (NVS). The first column of each table indicates the number of participants; the second column indicates the percentage of the total number of participants in each category; and the third column indicates the proportion of people in each category according to the national census data. All the NVS national and regional participant data is within one percentage point of agreement with the national census data.

Country	Number of Participants	Percentage of Total	Percentage of Population ⁽²⁾
England ⁽¹⁾	3377	84.4%	83.9%
Northern Ireland	100	2.5%	2.7%
Scotland	320	8.0%	8.5%
Wales	203	5.1%	4.9%

Distribution of Participants by Country

(1) See table below for breakdown by UK regions. (2) Based on census data.

UK Region	Number of Participants	Percentage of Total	Percentage of Population
North East	177	4.4%	4.2%
North West	434	10.9%	11.1%
Yorkshire and The Humber	345	8.6%	8.5%
East Midlands	317	7.9%	7.2%
West Midlands	351	8.8%	8.7%
East	342	8.6%	9.3%
London	476	11.9%	12.4%
South East	584	14.6%	13.6%
South West	351	8.8%	8.6%

Distribution of Participants in English Regions

Employment Status	Number of Participants	Percentage of Total	Percentage of Population
Employed	2195	54.9%	n.a.
Unemployed	253	6.3%	n.a.
Not working or seeking work	1552	39.8%	n.a.

Distribution of Participants by Employment Status

n.a. = not available

Gender	Number of Participants	Percentage of Total	Percentage of Population
Male	1987	50%	50%
Female	2013	50%	50%

Distribution of Participants by Gender

Age Range	Number of Participants	Percentage of Total	Percentage of Population
16-19 years	188	4.7%	6.3%
20-24 years	280	7.0%	8.5%
25-34 years	653	16.3%	16.1%
35-44 years	700	17.5%	17.4%
45-54 years	778	19.5%	16.9%
55-64 years	763	19.1%	14.5%
65-74 years	514	12.9%	10.7%
75+ years	124	3.1%	9.6%

Distribution of Participants by Age

Annex 4: Lists of Values Used in the Survey

This table shows that three lists of values that survey respondents were asked to choose from.

Personal Values

accountability
achievement
adaptability
ambition
appreciation
balance (home/work)
being liked
being the best
caring
caution
clarity
coaching/ mentoring
commitment
community involvement
compassion
concern for future
generations
conflict resolution
contentment
continuous learning
control
cooperation
courage
creativity
dialogue
diversity
ease with uncertainty
efficiency
enthusiasm
entrepreneurial
environmentally friendly
ethics
excellence
fairness
family
financial stability
forgiveness
freedom of choice
friendship
generosity
giving/ volunteering
global awareness
health
honesty
human rights
humility
humour/ fun
inclusiveness
independence
initiative
innovation
integrity
interdependence
job security

logic
making a difference
meaning and purpose
open communication
optimism
patience
performance
perseverance
personal fulfilment
personal growth
personal image
power
pride
professional growth
quality
religious freedom
respect
responsibility
reward
risk-averse
risk-taking
safety
self-discipline
spirituality
success
tolerance
tradition
transparency
trust
vision
wealth
well-being (physical/
emotional/ mental/
spiritual)
wisdom

Community Values

accountability
adaptability
affordable housing
apathy
arts/ culture/ sport
blame
bureaucracy
buy local
caring for the
disadvantaged
caring for the elderly
collaboration
commitment
community services
compassion
concern for future
generations

conflict/ aggression
conflict resolution
cooperation
corruption
courage
creativity
crime/ violence
democratic process
dependable public
services
dialogue
discrimination
diversity
drugs/ alcohol
economic development
educational opportunities
effective healthcare
elitism
employment
opportunities
entrepreneurial
environmentally friendly
environmental pollution
equality
ethics
fairness
family
financial stability
forgiveness
freedom of choice
freedom of speech
friendship
giving/ volunteering
global awareness
governmental
effectiveness
hatred
helpfulness
honesty
human rights
humility
humour/ fun
illiteracy
innovation
integrity
leadership
legal justice
legal rights
loneliness/ isolation
long hours
long-term perspective
making a difference
materialistic
media influence
mobility
optimism

peace
personal fulfilment
poverty
pride
quality of life
religious freedom
respect
safety
self-reliance
sense of community
shared values
shared vision
short-term focus
social responsibility
spirituality
sustainability
tolerance
tradition
transparency
trust
uncertainty about the
future
wasted resources
well-being (physical/
emotional/ mental/
spiritual)
wisdom

National Values

accountability
adaptability
affordable housing
animal welfare
apathy
arts/ culture/ sport
blame
bureaucracy
caring for the
disadvantaged
caring for the elderly
centralised government
collaboration
commitment
community services
compassion
concern for future
generations
conflict/ aggression
conflict resolution
cooperation
corruption
courage
creativity
crime/ violence

decentralisation
democratic process
dependable public
services
dialogue
discrimination
diversity
drugs/ alcohol
economic development
educational opportunities
effective healthcare
elitism
employment
opportunities
entrepreneurial
environmentally friendly
environmental pollution
equality
ethics
fairness
family
financial stability
forgiveness
freedom of choice
freedom of speech
giving/ volunteering
global awareness
governmental
effectiveness
hatred
helpfulness
honesty
human rights
humility
humour/ fun
illiteracy
innovation
integrity
international alliances
leadership
legal justice
loneliness/ isolation
long hours
long-term perspective
making a difference
materialistic
media influence
military strength
optimism
peace
personal fulfilment
poverty
pride
quality of life
religious freedom
respect
safety
self-reliance
sense of community
shared values
shared vision
short-term focus

social responsibility
spirituality
sustainability
tolerance
tradition
transparency
trust
uncertainty about the
future
wasted resources
well-being (physical/
emotional/ mental/
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wisdom