



UK National & Community Values Assessment 2012 Headlines Draft 6 – 31st October





Key Message #1

The collective personal values of the people of the UK shows how supportive relationships and strong moral principles are at the centre of their lives.

- caring
- family
- honesty
- humour/ fun
- friendship
- fairness
- compassion
- independence
- respect
- trust





Key Message #2

When asked about their direct experience of life in their local communities, the UK citizens paint a predominantly positive picture.

- quality of life
- family
- buy local
- helpfulness
- friendship
- community services
- safety
- drugs/ alcohol (L)
- uncertainty about the future (L)
- sense of community





Key Message #3

The UK national culture as perceived by the citizens depicts a crisis situation.

Two what degree is this perception or reality and how do these national perceptions arise?

- bureaucracy (L)
- crime/ violence (L)
- uncertainty about the future (L)
- corruption (L)
- blame (L)
- wasted resources (L)
- media influence (L)
- conflict/ aggression (L)
- drugs/ alcohol (L)
- apathy (L)





Key Message #4

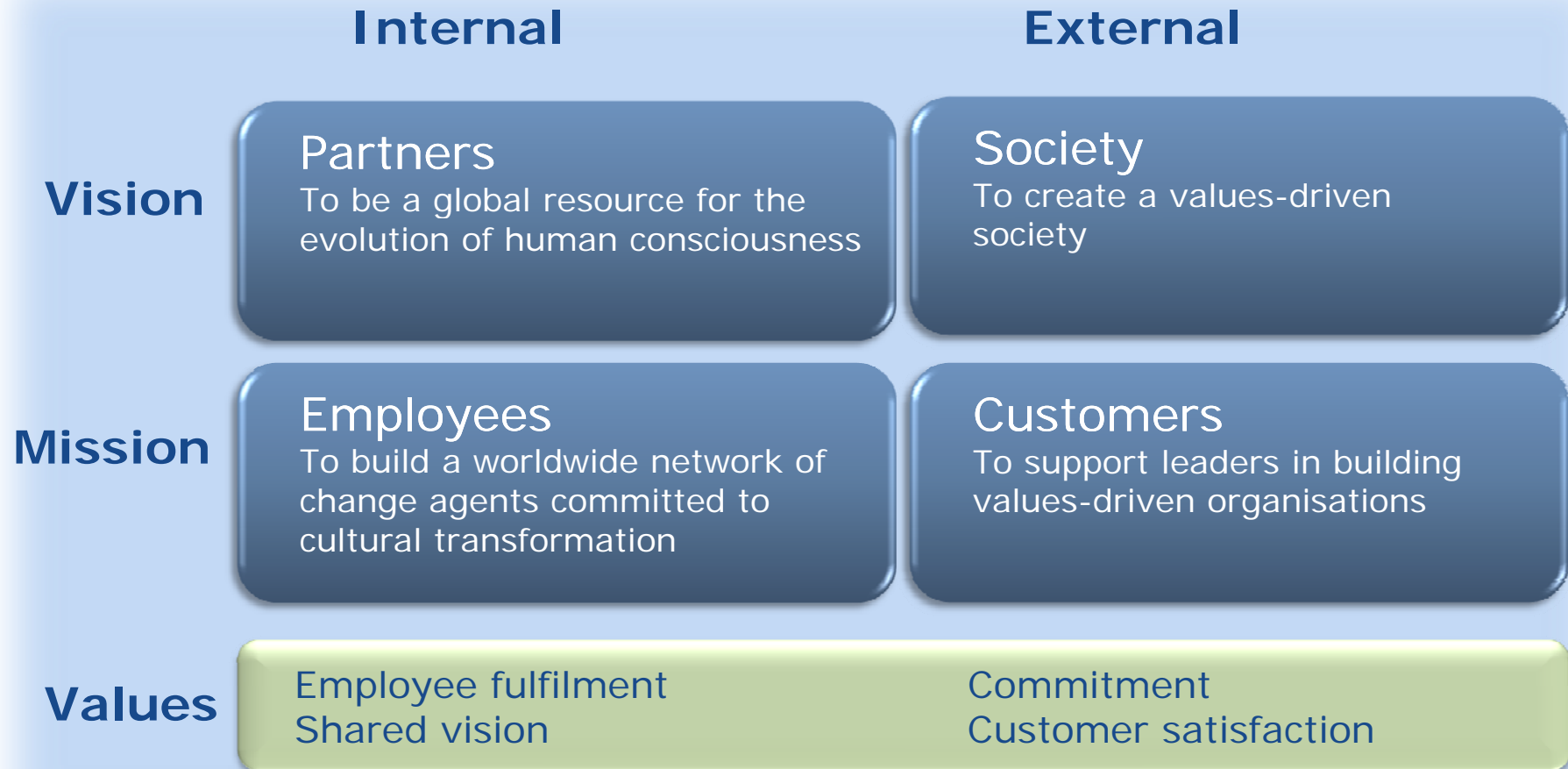
In the UK, people's priorities and desires for the future of their communities and the nation express the essence of their own personal values and effective services for everyone.

- caring for the elderly
- accountability
- affordable housing
- caring for the disadvantaged
- employment opportunities
- dependable public services
- concern for future generations
- effective healthcare
- honesty
- governmental effectiveness
- community services
- quality of life
- buy local
- sense of community





Barrett Values Centre. Mission, Vision & Values





UK National Values Assessment Big Vision

- To collaborate with those who wish to support and/or take an active part in progressing the UK NVA results into the public arena with the purpose of informing Government policy.
- Improving the lives of all UK citizens.
- To plan, agree steps and take action to help achieve this aim with the involvement of Government, public and private sector business and citizens.
- To reduce UK national entropy and increase values alignment.

Do the above, by...

- Publicising the results to the media
- Publicising the results and generating groundswell in the BVC UK community and any other forums or communities
- Working with any bodies where there is synergy
- Running UK national values assessments annually



CTT National Assessments – Status Sep 2012

North America

	USA *2011 2009, 2010, 2011
	Canada 2010
	Trinidad Tobago 2012
	Bahamas T.B.D.




South America

	Brazil 2010
	Argentina 2001**
	Venezuela 2010 **






Europe

	Denmark 2008		Belgium 2010
	Sweden *2012 2009, 2010, 2011, 2012		Switzerland 2011
	Iceland 2008, 2010		France 2012
	Finland 2010, 2011		UK 2012
	Latvia 2007		Macedonia (Skopje) 2009
	Hungary 2012 (Test)		Spain (Extremadura) 2010
	Norway T.B.D.		Slovakia 2012 (Test).

Africa

	South Africa 2011		Egypt T.B.D.
	Nigeria 2012 (Open)		

Asia

	Bhutan 2008
	Singapore 2012
	India T.B.D.
	United Arab Emirates T.B.D.
	Qatar T.B.D.

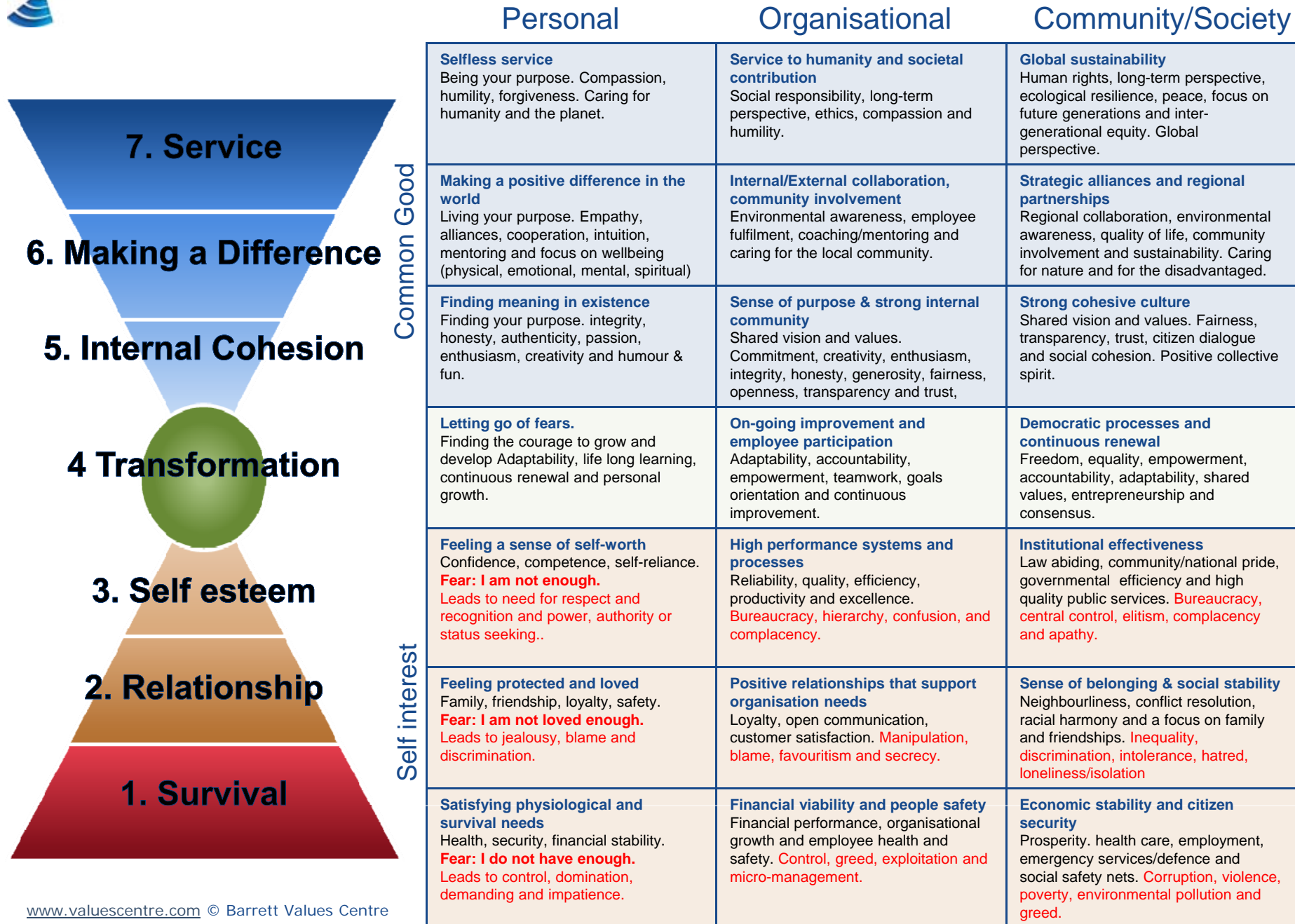
Oceania

	Australia 2009
	New Zealand T.B.D.





Barrett Seven Levels of Consciousness





Where are we in the process?

Table 1: Whole System Change in Nations and Communities—Process, Planning and Implementation

Tasks Stages	Doing your homework	Choosing your way	Finding the players	Planning the process and survey design	Generating the knowledge	Disseminating the survey results	Citizen Dialogues	Identifying Actions	Identifying/ implementing priorities	Monitoring and aligning the culture
Stage 1: Thinking	<ul style="list-style-type: none">Understand your motivationsEstablish type of approach and need for statistical validity	<ul style="list-style-type: none">Start a movement or Involve GovernmentEstablish funding sources								
Stage 2: Preparing			<ul style="list-style-type: none">Enrol key stakeholdersIdentify influencersIdentify championsIdentify survey participants							
Stage 3: Planning				<ul style="list-style-type: none">Build the team- vision, mission and valuesInvolve stakeholders in process planning and survey design						
Stage 4: Implementing					<ul style="list-style-type: none">Carry out surveysAnalyse resultsPrepare materials for dissemination	<ul style="list-style-type: none">Media engagementInfluencers engagementChampions engagement	<ul style="list-style-type: none">Hold DialoguesGather feedbackIdentify improvementsChange From ... To ...	<ul style="list-style-type: none">Identify strategic actionsPrioritize actionsEngage Media	<ul style="list-style-type: none">Influence decision-makersImplement changes in laws, systems, structures, etc.)	
Stage 5: Maintaining										Annual Bi annual monitoring programme

Repeat surveys and process every 1 or 2 years and adjust process/actions to improve cultural alignment and reduce cultural entropy.



Who did we ask? Total UK sample size 4000

Gender

Male	1987	50%
Female	2013	50%

Age

16-19	188	4.7%
20-24	280	7.0%
25-34	653	16.3%
35-44	700	17.5%
45-54	778	19.5%
55-64	763	19.1%
65-74	514	12.9%
75+	124	3.1%

Employment status

Employed	2195	54.9%
Unemployed	253	6.3%
Not working or seeking work	1552	38.8%

Country

England	3377	84.4%
Northern Ireland	100	2.5%
Scotland	320	8.0%
Wales	203	5.1%

UK Region

North East	177	4.4%
North West	434	10.9%
Yorkshire and The Humber	345	8.6%
East Midlands	317	7.9%
West Midlands	351	8.8%
East	342	8.6%
London	476	11.9%
South East	584	14.6%
South West	351	8.8%

We are very grateful to the Wellbeing Team at UK Office for National Statistics for the help in the survey design and sample size guidance.



What did we ask?

1. **Personal Values** - Please select ten of the following values/behaviours that most reflect who you are, not who you desire to become.
2. **Current Community Values** - Please select ten of the following values/behaviours that best reflect your experience of living in your local community.
3. **Desired Community Values** - Please select ten of the following values/behaviours that you would most like to see reflected in your local community.
4. **Current National Culture Values** - Please select ten of the following values/behaviours that most reflect how the UK currently operates.
5. **Desired National Culture Values** - Please select ten of the following values/behaviours that you would most like to see reflected in the UK.

Subjective wellbeing questions.

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



Values Assessment Screens

ConfigManager x National Values Asses x www.samplicious.com x

survey.valuescentre.com/survey.html?id=w7v2HX3bQc_44Rz9LD5YGw

Sling LinkedIn Insight Posterous WeTransfer BVC Twitter Xit AmzUK Vi VI Gmail DCI Facebook Slideshare TNLP Picnik

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National Values Assessment of the United Kingdom

Please indicate your employment status
Employed (any type of paid work, including self-employment, casual or temporary work)

Please select your gender
Male

Please select your age
45-54

Please select your work location
England

If you live in England choose 'Not applicable' if you live elsewhere
North West

Continue

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National Values Assessment of the United Kingdom

PERSONAL VALUES

Please select ten of the following values/behaviours that most reflect who you are, not who you desire to become. Click the checkboxes to select or remove values/behaviours.

caring
compassion
courage
enthusiasm
ethics
humour/ fun
making a difference
personal growth
trust
well-being (physical/ emotional/ mental/ spiritua

Total chosen: 10

Continue

National Values Assessment of the United Kingdom

CURRENT COMMUNITY VALUES

Please select ten of the following values/behaviours that best reflect your experience of living in your local community.

buy local
caring for the disadvantaged
caring for the elderly
loneliness/ isolation
mobility
quality of life

Total chosen: 6

Continue

1. ☐ accountability
2. ☐ achievement
3. ☐ adaptability
4. ☐ ambition
5. ☐ appreciation
6. ☐ art/ culture/ sport
7. ☐ bureaucracy
8. ☐ buy local
9. ☐ caring for the disadvantaged
10. ☐ caring for the elderly
11. ☐ collaboration
12. ☐ commitment
13. ☐ community services
14. ☐ compassion
15. ☐ concern for future generations
16. ☐ conflict/ aggression
17. ☐ conflict resolution
18. ☐ cooperation
19. ☐ corruption
20. ☐ courage
21. ☐ creativity
22. ☐ crime/ violence
23. ☐ democratic process
24. ☐ dependable public services
25. ☐ dialogue
26. ☐ discrimination
27. ☐ diversity
28. ☐ drugs/ alcohol
29. ☐ economic development
30. ☐ educational opportunities
31. ☐ effective healthcare
32. ☐ efficiency
33. ☐ equality
34. ☐ environmental protection
35. ☐ entrepreneurship
36. ☐ family
37. ☐ financial security
38. ☐ freedom
39. ☐ friendship
40. ☐ generosity
41. ☐ good governance
42. ☐ good leadership
43. ☐ good neighbourliness
44. ☐ human rights
45. ☐ humility
46. ☐ humour/ fun
47. ☐ inclusiveness
48. ☐ independence
49. ☐ innovation
50. ☐ integrity
51. ☐ leadership
52. ☐ legal justice
53. ☐ legal rights
54. ☐ loneliness/ isolation
55. ☐ long hours
56. ☐ long-term perspective
57. ☐ making a difference
58. ☐ materialistic
59. ☐ media influence
60. ☐ mobility
61. ☐ optimism
62. ☐ peace
63. ☐ personal fulfilment
64. ☐ poverty
65. ☐ pride
66. ☐ quality of life
67. ☐ religious freedom
68. ☐ respect
69. ☐ safety
70. ☐ self-reliance
71. ☐ sense of community
72. ☐ social justice
73. ☐ social mobility
74. ☐ social cohesion
75. ☐ social equality
76. ☐ social inclusion
77. ☐ social responsibility
78. ☐ social security
79. ☐ social stability
80. ☐ social well-being
81. ☐ social work
82. ☐ social workers
83. ☐ social workers
84. ☐ social workers
85. ☐ social workers
86. ☐ social workers
87. ☐ social workers
88. ☐ social workers
89. ☐ social workers
90. ☐ social workers
91. ☐ social workers
92. ☐ social workers
93. ☐ social workers
94. ☐ social workers
95. ☐ social workers
96. ☐ social workers
97. ☐ social workers
98. ☐ social workers
99. ☐ social workers
100. ☐ social workers



UK National Values Assessment 2012 - Headlines

UK National Entropy 59%
UK Community Entropy 22%

Radically different views of national culture (41% positive perception) vs. local community culture (78% positive experience)

Common personal values for people in all four countries

- caring
- family
- honesty
- humour/ fun
- friendship
- fairness
- compassion

Common challenges seen by citizens in all four UK countries

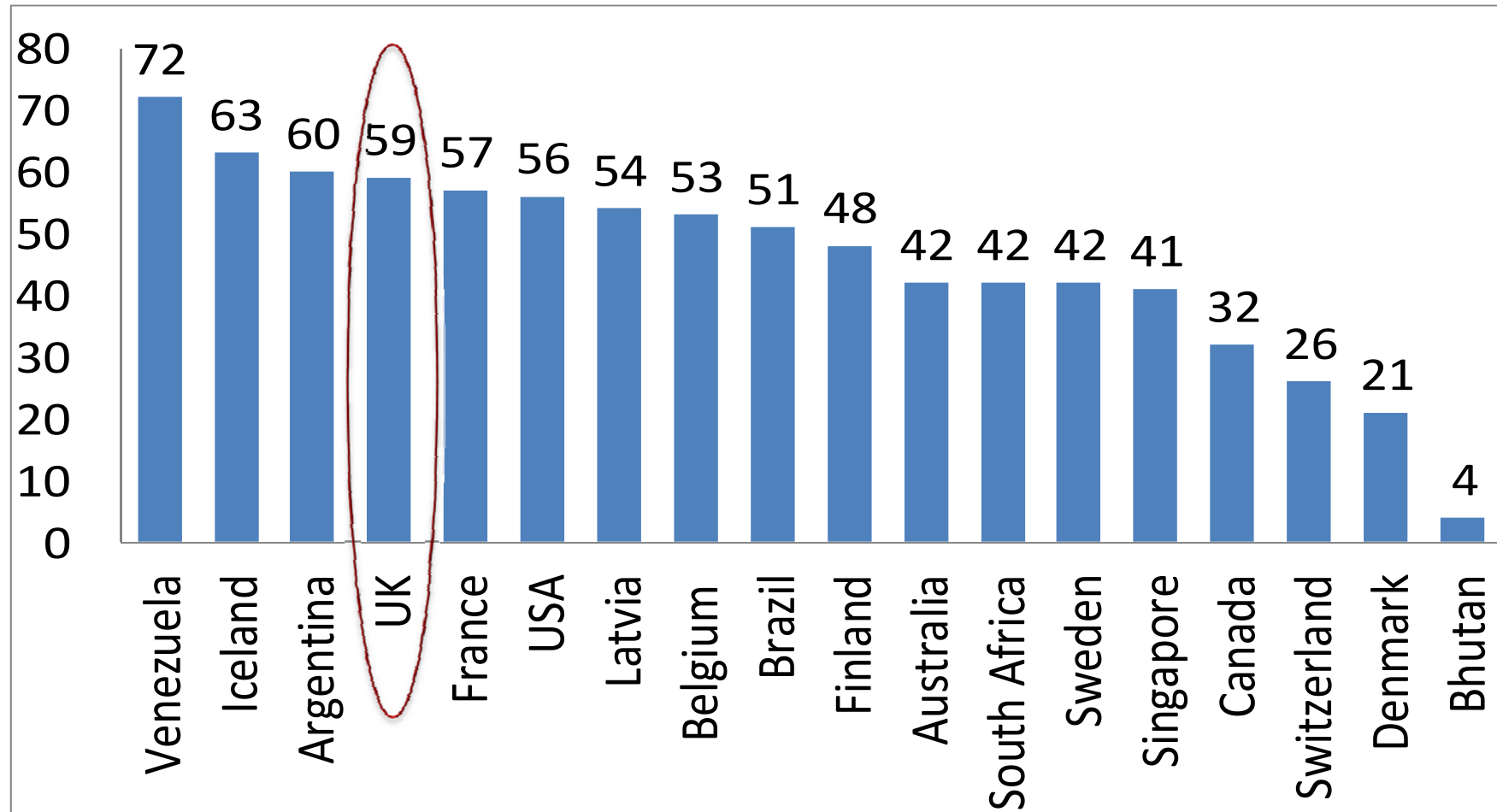
- bureaucracy
- crime/ violence
- corruption
- uncertainty about the future
- blame
- wasted resources
- drugs/ alcohol

UK Citizens are calling for

- Accountability
- Honesty
- Caring
- Effectiveness



Entropy Percentages by Nation

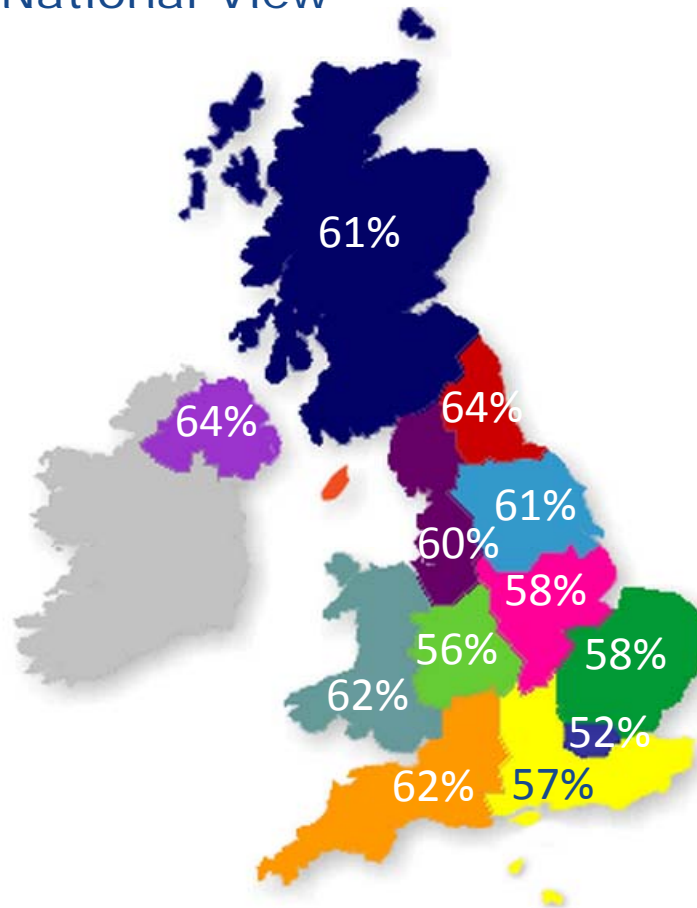


Cultural entropy is a measure of dysfunctional, toxic or destructive energy in a system



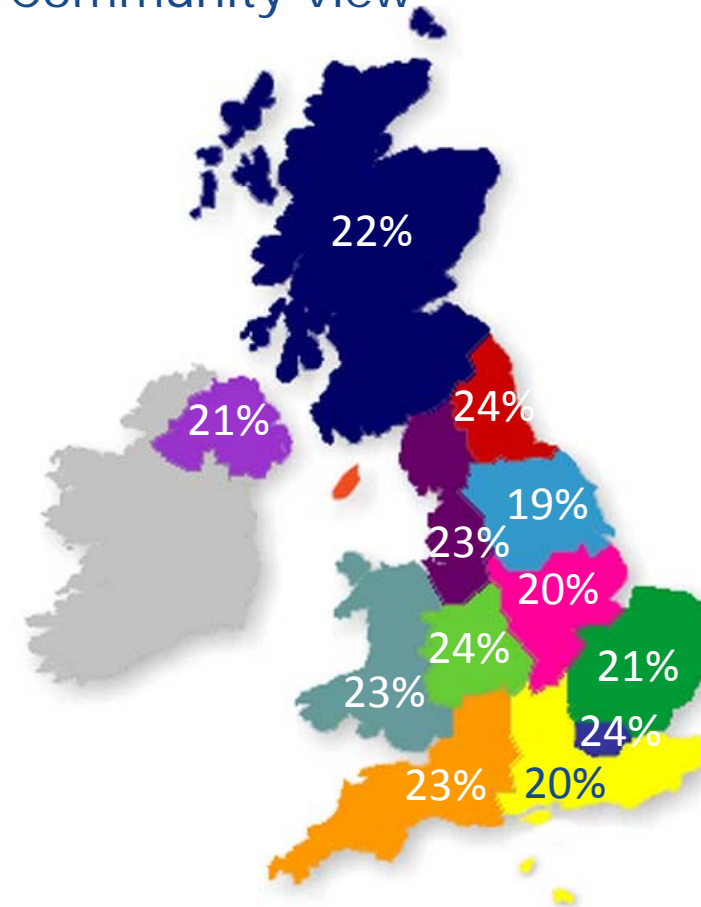
Cultural Entropy by Region

National View



UK Overall = 59%

Community view

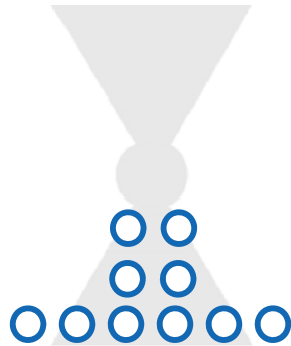


UK Overall = 22%



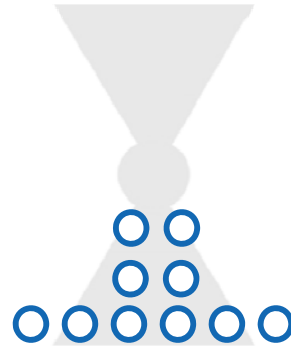
National Values Comparison

USA 2011 (56%)



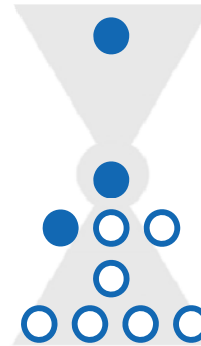
blame (L)
bureaucracy (L)
wasted resources (L)
corruption (L)
materialistic (L)
uncertainty about the future (L)
conflict/ aggression (L)
crime/ violence (L)
unemployment (L)
short-term focus (L)

France 2012 (57%)



unemployment (L)
uncertainty about the future (L)
wasted resources (L)
crime/ violence (L)
conflict/ aggression (L)
bureaucracy (L)
corruption (L)
poverty (L)
environmental pollution (L)
contempt (L)

Sweden 2012 (43%)



unemployment (L)
bureaucracy (L)
freedom of speech
uncertainty about the future (L)
materialistic (L)
wasted resources (L)
blame (L)
peace
crime/ violence (L)
educational opportunities

Bhutan 2007 (4%)

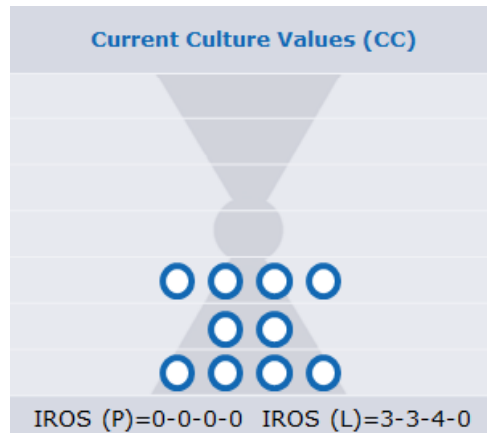


continuous improvement
environmental protection
strict moral/religious codes
political rights
education
nature conservancy
shared vision
information availability
shared values
contentment
social justice



Comparison of National & Community Current Culture

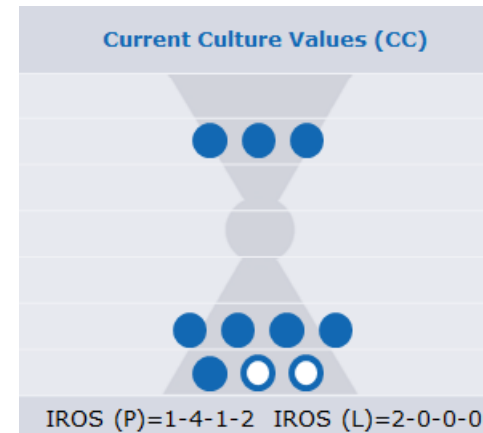
National View



bureaucracy (L)
crime/ violence (L)
uncertainty about the future (L)
corruption (L)
blame (L)
wasted resources (L)
media influence (L)
conflict/ aggression (L)
drugs/ alcohol (L)
apathy (L)

UK Overall = 59%

Community View

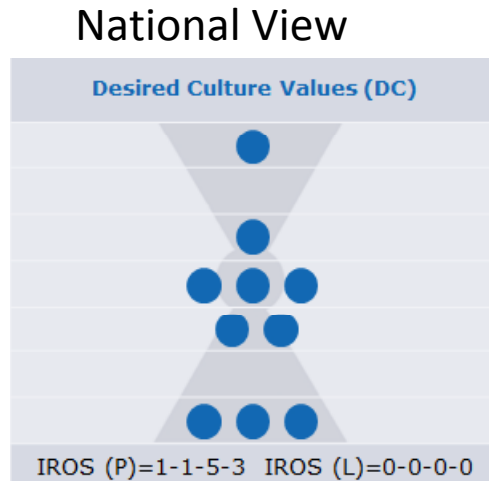


quality of life
family
buy local
helpfulness
friendship
community services
safety
drugs/ alcohol (L)
uncertainty about the future (L)
sense of community

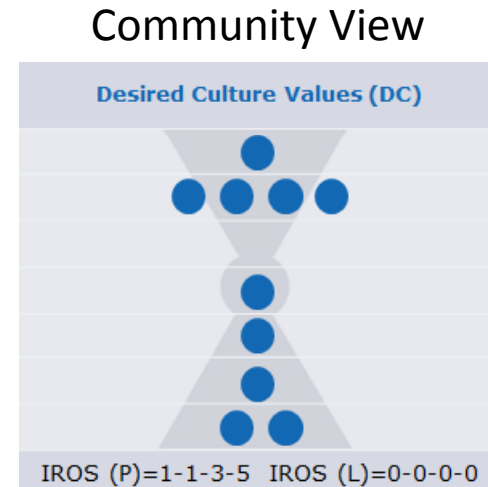
UK Overall = 22%



Comparison of National & Community Desired Culture



caring for the elderly
accountability
affordable housing
caring for the disadvantaged
employment opportunities
dependable public services
concern for future generations
effective healthcare
honesty
governmental effectiveness



caring for the elderly
community services
affordable housing
employment opportunities
dependable public services
caring for the disadvantaged
quality of life
buy local
sense of community
concern for future generations



Barrett Values Centre

National Values Assessment: UK National View

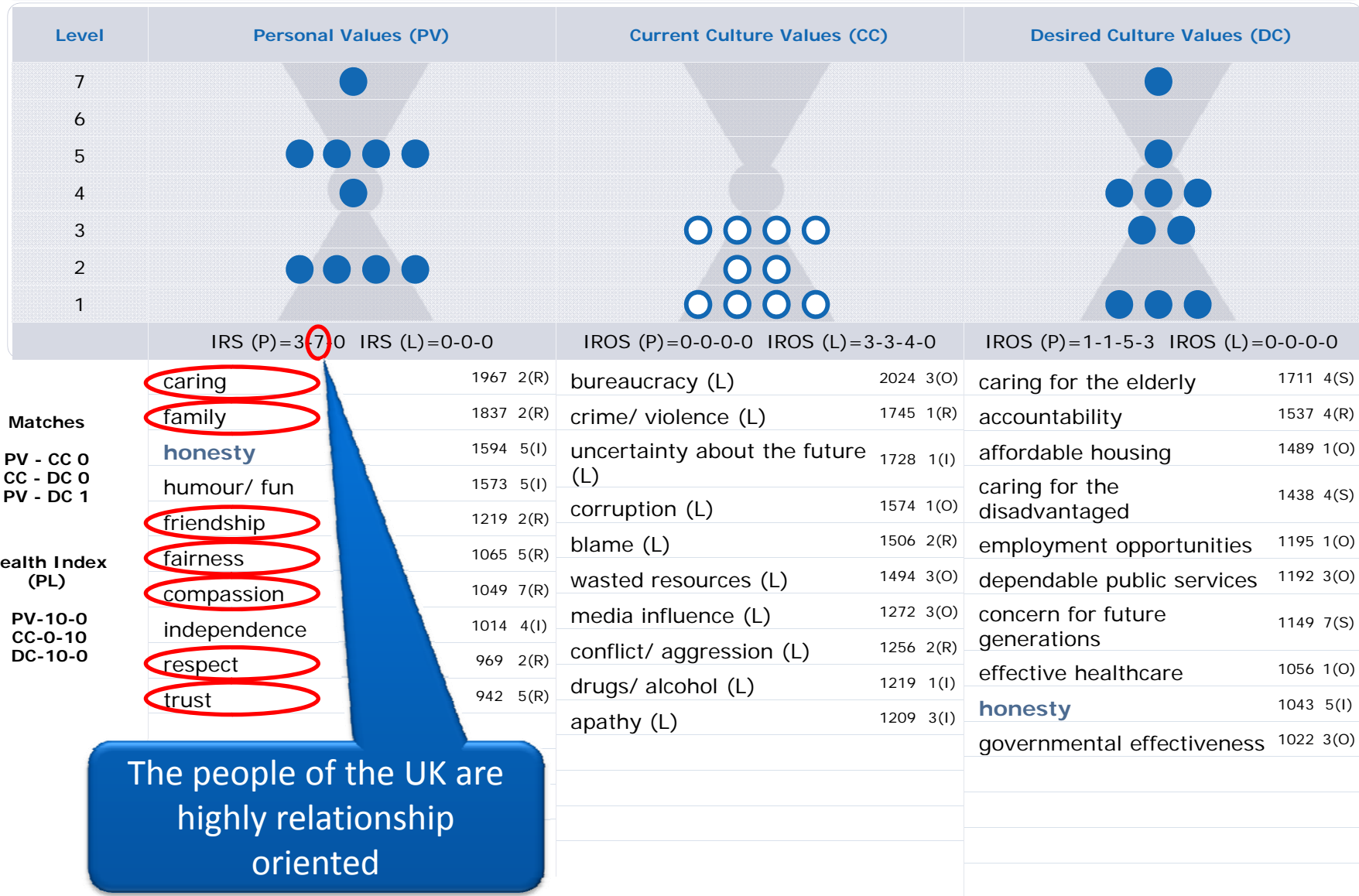
Prepared by:

Barrett Values Centre

October 11, 2012



National Values Assessment: UK National View (4000)



Black Underline = PV & CC
 Orange = PV, CC & DC

Orange = CC & DC
 Blue = PV & DC

P = Positive
 L = Potentially Limiting (white circle)

I = Individual
 R = Relationship

O = Organisational
 S = Societal



National Values Assessment: UK National View (4000)

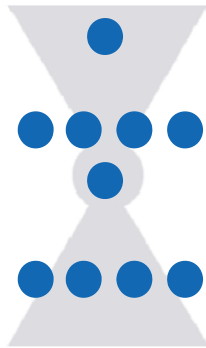
VALUES JUMPS

A value jump occurs when there are more votes for a value in the Desired Culture than in the Current Culture. Listed below are the values with the largest increase in votes. The values in **bold** are represented in the Desired Culture.

value	Current Culture Votes	Desired Culture Votes	Jump	Percentage Increase
caring for the elderly	302	1711	1409	567%
accountability	247	1537	1290	622%
affordable housing	223	1489	1266	668%
caring for the disadvantaged	245	1438	1193	587%
employment opportunities	181	1195	1014	660%
honesty	135	1043	908	773%
dependable public services	303	1192	889	393%
financial stability	117	969	852	828%
governmental effectiveness	256	1022	766	399%
economic development	265	955	690	360%

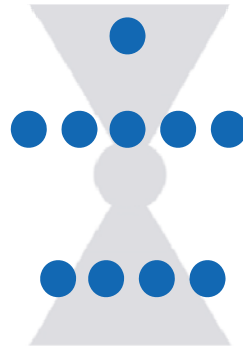
Personal Values by Country

England



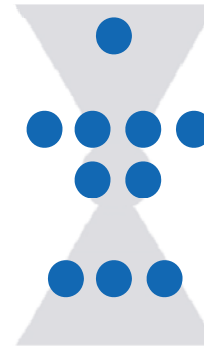
caring
family
honesty
humour/ fun
friendship
fairness
compassion
independence
respect
patience

Scotland



family
caring
humour/ fun
honesty
friendship
respect
trust
compassion
patience
fairness

Northern Ireland



caring
family
humour/ fun
honesty
friendship
compassion
fairness
independence
commitment
responsibility

Wales



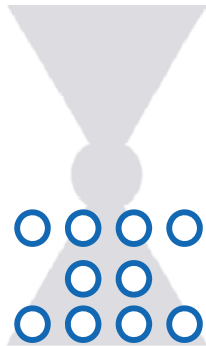
caring
family
honesty
humour/ fun
friendship
fairness
independence
trust
compassion
responsibility

Blue = Values present in all 4 nations
Orange = Values present in 3 nations

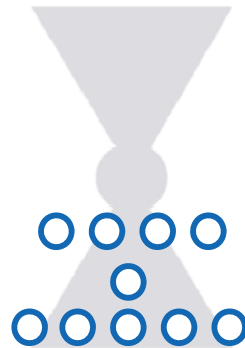
Who are we? What is the same, what is different?

Current National Values by Country

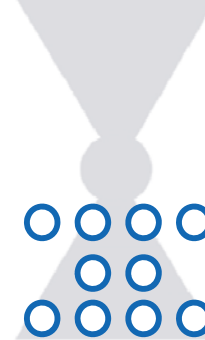
England (58%)



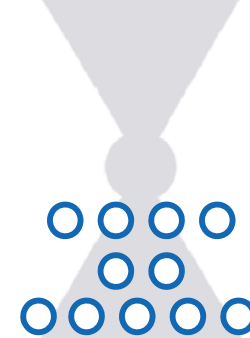
Scotland (61%)



Northern Ireland (64%)



Wales (62%)

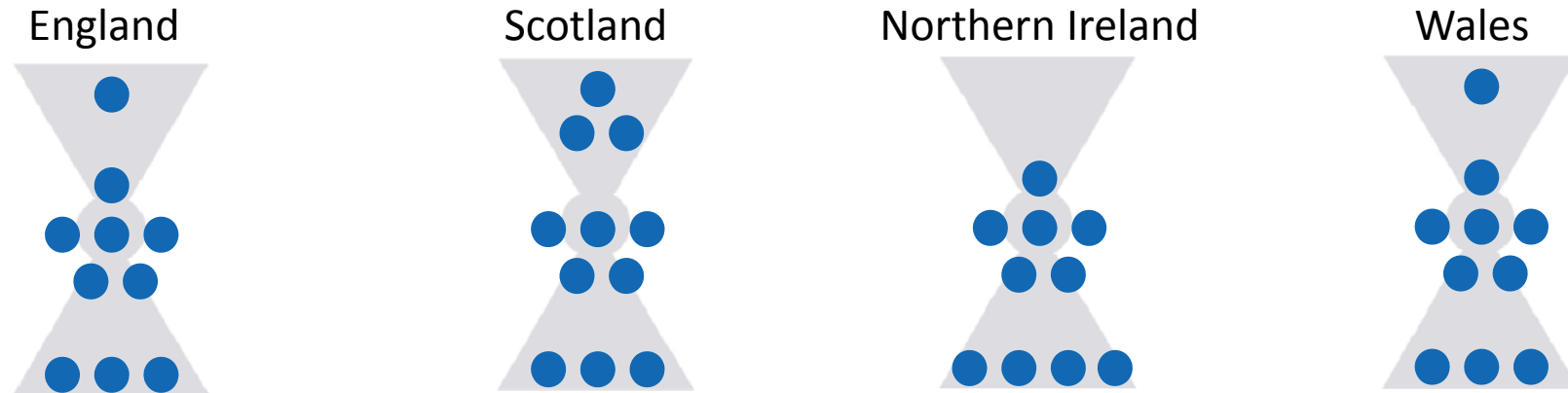


bureaucracy (L)	bureaucracy (L)	crime/ violence (L)	uncertainty about the future (L)
uncertainty about the future (L)	crime/ violence (L)	bureaucracy (L)	crime/ violence (L)
crime/ violence (L)	corruption (L)	uncertainty about the future (L)	bureaucracy (L)
corruption (L)	uncertainty about the future (L)	drugs/ alcohol (L)	drugs/ alcohol (L)
blame (L)	blame (L)	blame (L)	wasted resources (L)
wasted resources (L)	wasted resources (L)	corruption (L)	blame (L)
media influence (L)	drugs/ alcohol (L)	wasted resources (L)	corruption (L)
conflict/ aggression (L)	centralised government (L)	conflict/ aggression (L)	media influence (L)
apathy (L)	poverty (L)	media influence (L)	conflict/ aggression (L)
drugs/ alcohol (L)	apathy (L)	apathy (L)	elitism (L)
			materialistic (L)

Blue = Values present in all 4 nations

Orange = Values present in 3 nations

? Desired National Values by Country



caring for the elderly	caring for the elderly	caring for the elderly	caring for the elderly
accountability	affordable housing	accountability	accountability
affordable housing	caring for the disadvantaged	employment opportunities	caring for the disadvantaged
caring for the disadvantaged	accountability	affordable housing	affordable housing
dependable public services	employment opportunities	caring for the disadvantaged	honesty
employment opportunities	concern for future generations	educational opportunities	dependable public services
concern for future generations	dependable public services	economic development	effective healthcare
honesty	effective healthcare	effective healthcare	governmental effectiveness
effective healthcare	quality of life	honesty	employment opportunities
governmental effectiveness	community services	governmental effectiveness	concern for future generations
	educational opportunities		

Blue = Values present in all 4 nations
Orange = Values present in 3 nations



UK2012 - Top 20 National Values

Top 10

Votes	Value Name
2024	bureaucracy
1745	crime/ violence
1728	uncertainty about the future
1574	corruption
1506	blame
1494	wasted resources
1272	media influence
1256	conflict/ aggression
1219	drugs/ alcohol
1209	apathy

11-20

Votes	Value Name
1104	centralised government
1082	materialistic
1001	poverty
929	discrimination
927	elitism
858	short-term focus
738	human rights
704	freedom of speech
600	long hours
592	loneliness/ isolation



Barrett Values Centre

UK National Values Assessment: Community View

Prepared by:

Barrett Values Centre

October 11, 2012



National Values Assessment: Community View (4000)

Level	Personal Values (PV)	Current Culture Values (CC)	Desired Culture Values (DC)
7			
6			
5			
4			
3			
2			
1			
	IRS (P)=3-7-0 IRS (L)=0-0-0	IROS (P)=1-4-1-2 IROS (L)=2-0-0-0	IROS (P)=1-1-3-5 IROS (L)=0-0-0-0
<div>Matches</div> <div>PV - CC 2</div> <div>CC - DC 4</div> <div>PV - DC 0</div> <div>Health Index (PL)</div> <div>PV-10-0</div> <div>CC - 8-2</div> <div>DC-10-0</div>	caring1967 2(R)	<i>quality of life</i> 1276 6(I)	caring for the elderly1552 4(S)
	<u>family</u> 1837 2(R)	<u>family</u> 1265 2(R)	<i>community services</i> 1442 6(S)
	honesty1594 5(I)	<i>buy local</i> 1117 6(S)	affordable housing1427 1(O)
	humour/ fun1573 5(I)	helpfulness1084 2(R)	employment opportunities1166 1(O)
	<u>friendship</u> 1219 2(R)	<u>friendship</u> 1035 2(R)	dependable public services1162 3(O)
	fairness1065 5(R)	<i>community services</i> 984 6(S)	caring for the disadvantaged1095 6(S)
	compassion1049 7(R)	safety827 1(O)	<i>quality of life</i> 1089 6(I)
	independence1014 4(I)	drugs/ alcohol (L)825 1(I)	<i>buy local</i> 1051 6(S)
	respect969 2(R)	uncertainty about the future (L)825 1(I)	<i>sense of community</i> 1017 2(R)
	trust942 5(R)	<i>sense of community</i> 822 2(R)	concern for future generations985 7(S)

Black Underline = PV & CC
 Orange = PV, CC & DC

Orange = CC & DC
 Blue = PV & DC

P = Positive
 L = Potentially Limiting (white circle)

I = Individual
 R = Relationship

O = Organisational
 S = Societal



UK National Values Assessment: Community View (4000)

VALUES JUMPS

A value jump occurs when there are more votes for a value in the Desired Culture than in the Current Culture. Listed below are the values with the largest increase in votes. The values in **bold** are represented in the Desired Culture.

value	Current Culture Votes	Desired Culture Votes	Jump	Percentage Increase
employment opportunities	305	1166	861	382%
caring for the elderly	775	1552	777	200%
caring for the disadvantaged	342	1095	753	320%
accountability	176	884	708	502%
affordable housing	765	1427	662	187%
economic development	226	705	479	312%
community services	984	1442	458	147%
dependable public services	782	1162	380	149%
governmental effectiveness	143	513	370	359%
compassion	413	763	350	185%



Top 20 Community Values

Top 10

Votes	Value Name
1276	quality of life
1265	family
1117	buy local
1084	helpfulness
1035	friendship
984	community services
827	safety
825	drugs/ alcohol
825	uncertainty about the future
822	sense of community

11-20

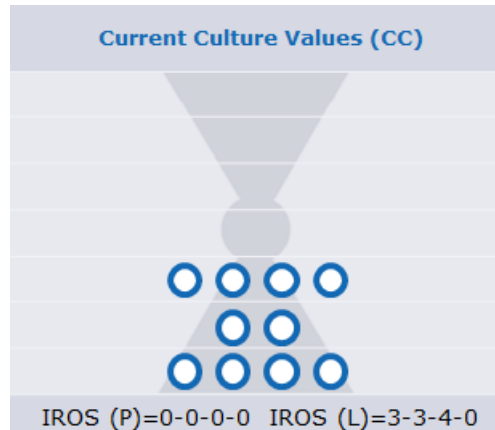
Votes	Value Name
782	dependable public services
775	caring for the elderly
769	crime/ violence
765	affordable housing
749	cooperation
730	effective healthcare
710	apathy
698	wasted resources
695	peace
676	educational opportunities



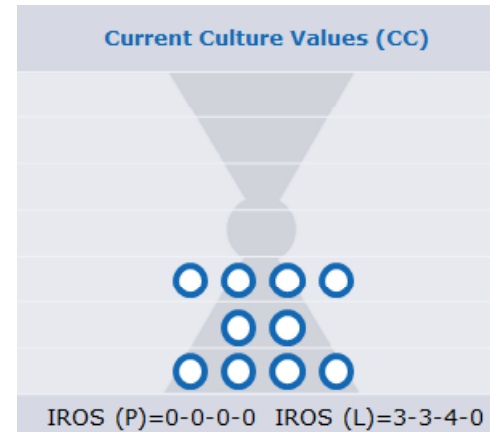
National Current Culture by Gender



59%



bureaucracy (L)
crime/ violence (L)
corruption (L)
uncertainty about the future (L)
blame (L)
wasted resources (L)
apathy (L)
conflict/ aggression (L)
drugs/ alcohol (L)
centralised government (L)



bureaucracy (L)
uncertainty about the future (L)
crime/ violence (L)
wasted resources (L)
corruption (L)
blame (L)
media influence (L)
conflict/ aggression (L)
drugs/ alcohol (L)
apathy (L)



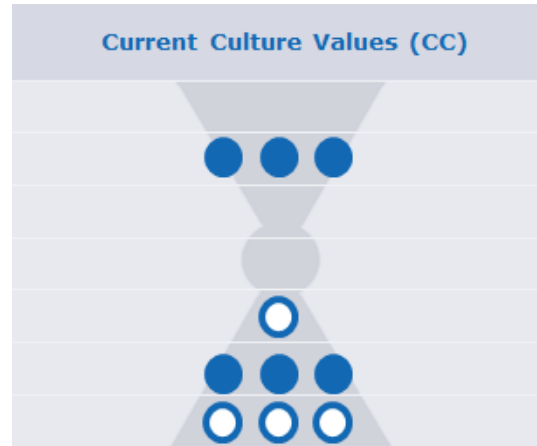
59%



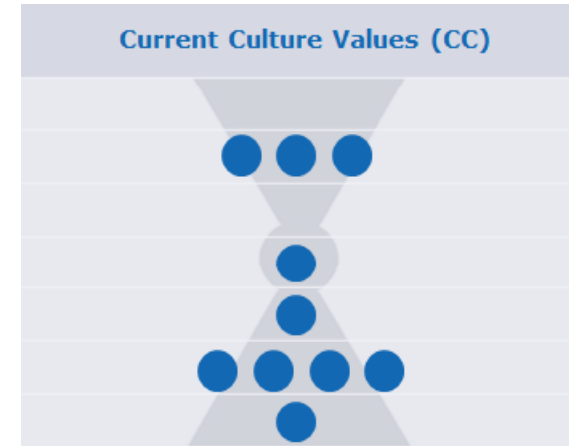
Community View by Gender



24%



quality of life
buy local
family
helpfulness
community services
apathy (L)
friendship
drugs/ alcohol (L)
uncertainty about the future (L)
crime/ violence (L)



family
quality of life
helpfulness
friendship
buy local
community services
sense of community
safety
educational opportunities
caring for the elderly



20%

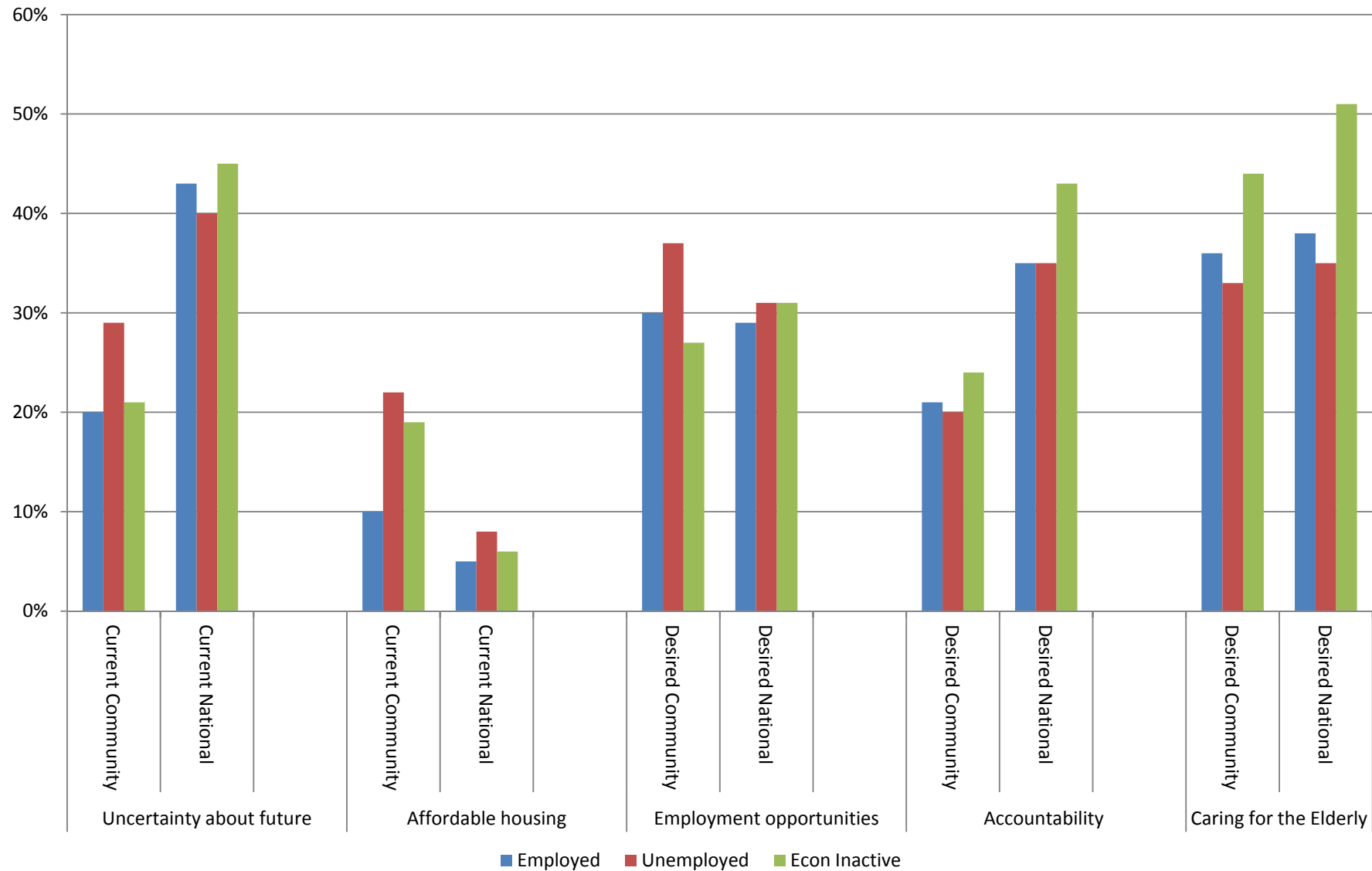


UK Subjective Wellbeing Scores

	ONS July 2012	BVC Oct 2012
Overall, how satisfied are you with your life nowadays	7.4	6.3
Overall, to what extent do you feel that 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

**OTHER LINES OF ENQUIRY
WORK IN PROGRESS**

Insights by Economic Status



HIGHLIGHTS FROM THE UK NATIONAL VALUES ASSESSMENTS 2012

NATIONAL VIEW - TOP VALUES SELECTED

PERSONAL VALUES

May contribute to Wellbeing
& Happiness

Caring (49%)
Family (46%)
Honesty (40%)
Humour/fun (39%)

POTENTIALLY LIMITING VALUES

May detract from Wellbeing
& Happiness

Bureaucracy (51%)
Crime/violence (44%)
Uncertainty about future (43%)

DESIRED CULTURE VALUES

(Order based on Values Jumps)

Increased presence of these values may
contribute to Wellbeing & Happiness

Caring for the elderly (43%)
Accountability (38%)
Affordable housing (37%)
Caring for the disadvantaged (36%)
Employment opportunities (30%)
Honesty (26%)
Dependable public services (30%)

SIMILAR RESULTS WERE RECORDED FOR ALL DEMOGRAPHICS IN THE NATIONAL VIEW

% = proportion of those selecting the value

HIGHLIGHTS FROM THE UK NATIONAL VALUES ASSESSMENTS 2012

OTHER OBSERVATIONS

Bureaucracy

Experienced less by the young – aged 16-19 (19%); aged 45-75 (59%). **Males experience this slightly more than females** (54% v 48%).

Drugs/alcohol

Second top potentially limiting value for those **aged 16-19** (34%). (Their top - crime/violence, 36%). Drugs/alcohol appeared on other plots but not in such a high position.

Blame

Top potentially limiting value for those **aged 20- 24** (41%). Less for those older - 55-75+ (27%).

Centralised Government

Selected as a potentially limiting value by **Scotland** (36%), **N East** (33%), **S East** (30%), **S West** (30%), **aged 16-19** (21%), **aged 55-75+** (34%), **Not Working or Seeking Work** (31%) and **Males** (29%).

Arts/culture/sport

Selected as a Current and Desired Culture value by those **aged 16–19** indicating its importance to that group.

Peace

Selected as a Desired Culture value by **aged 16-19** (25%), **aged 20-24** (18%) and **Unemployed** (20%).

HIGHLIGHTS FROM THE UK COMMUNITY VALUES ASSESSMENTS 2012

COMMUNITY VIEW - TOP VALUES SELECTED

PERSONAL VALUES

May contribute to Wellbeing
& Happiness

Caring (49%) – DC also
Family (46%) – CC also
Honesty (40%)
Humour/fun (39%)
Friendship (30%) - CC also
Fairness (27%)

POTENTIALLY LIMITING VALUES

May detract from Wellbeing
& Happiness

Drugs/alcohol (21%)
Uncertainty about future (21%)

DESIRED CULTURE VALUES

(Order based on Values Jumps)

Increased presence of these values may
contribute to Wellbeing & Happiness

Employment opportunities (29%)
Caring for the elderly (39%)
Caring for the disadvantaged (27%)
Accountability (22%)
Affordable housing (36%)

IN THE CURRENT CULTURE OF THE COMMUNITY, THE NUMBER OF POSITIVE VALUES FAR OUTWEIGHS THE POTENTIALLY LIMITING ONES. DESIRED CULTURE RESULTS, BASED ON VALUES JUMPS, ARE SIMILAR TO THOSE FOUND IN THE NATIONAL VIEW. HONESTY DOES NOT SEEM TO BE AN ISSUE IN THE COMMUNITY DESIRED CULTURE.

SIMILAR RESULTS WERE RECORDED FOR ALL DEMOGRAPHICS IN THE COMMUNITY

% = proportion of those selecting the value

HIGHLIGHTS FROM THE UK COMMUNITY VALUES ASSESSMENTS 2012

OTHER OBSERVATIONS

Wasted resources

Selected as a potentially limiting value by around 20% or more in **North East** (23%), **South East** (19%) and by **aged 45-54** (22%).

Crime/violence

Selected as a potentially limiting value by around 20% or more in **N Ireland** (27%), **London** (25%), **North West** (23%), **West Midlands** (22%), **Yorkshire and the Humber** (20%), **age groups 16-54** (20%) and **Males** (20%).

Apathy

Selected as a potentially limiting value by around 20% or more in **East** (20%), **aged 45-54** (23%), **aged 55-64** (21%) and **Males** (22%).

Arts/culture/sport

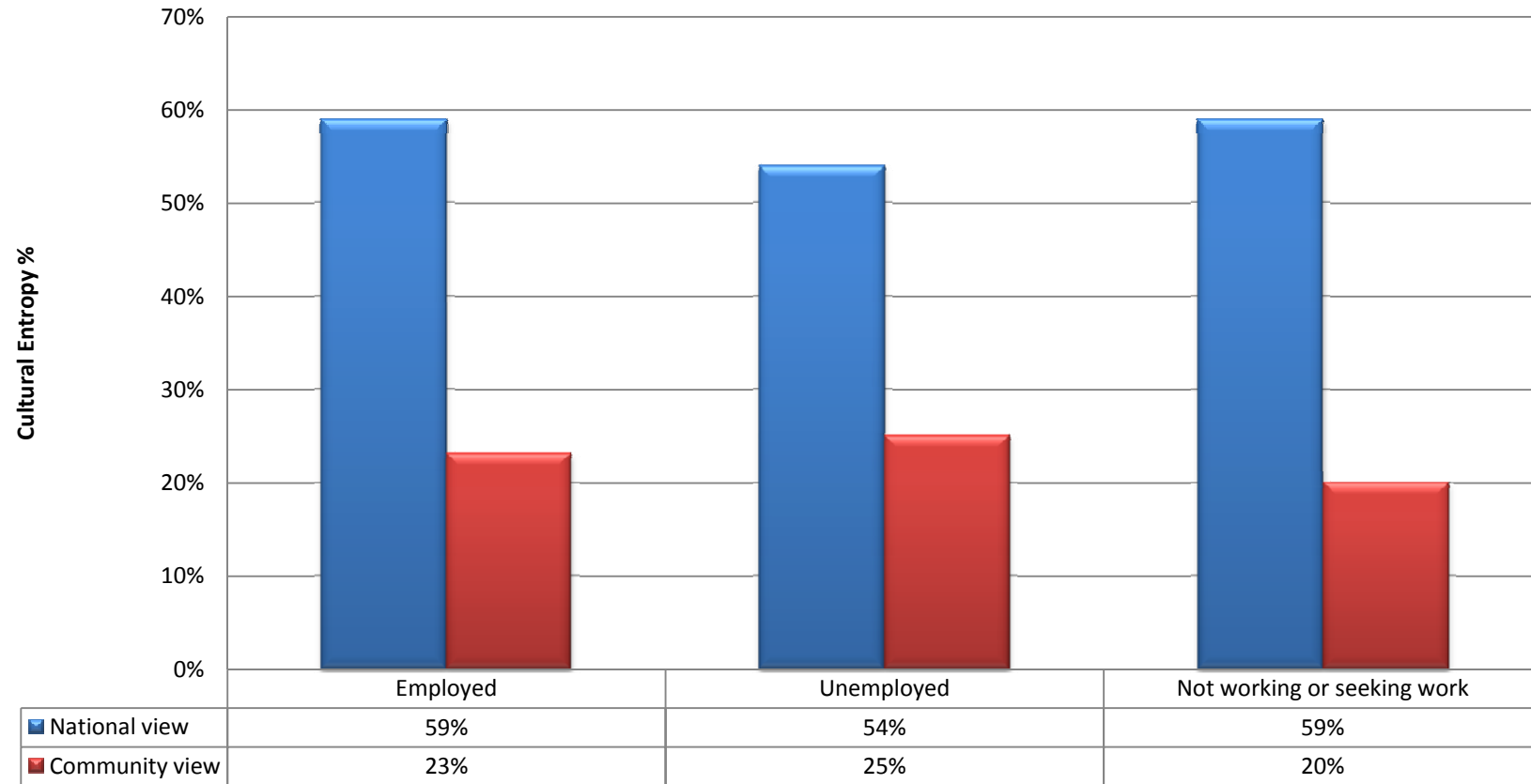
Selected as a Current and Desired Culture value by those **aged 16–19** indicating its importance to that group.

Peace

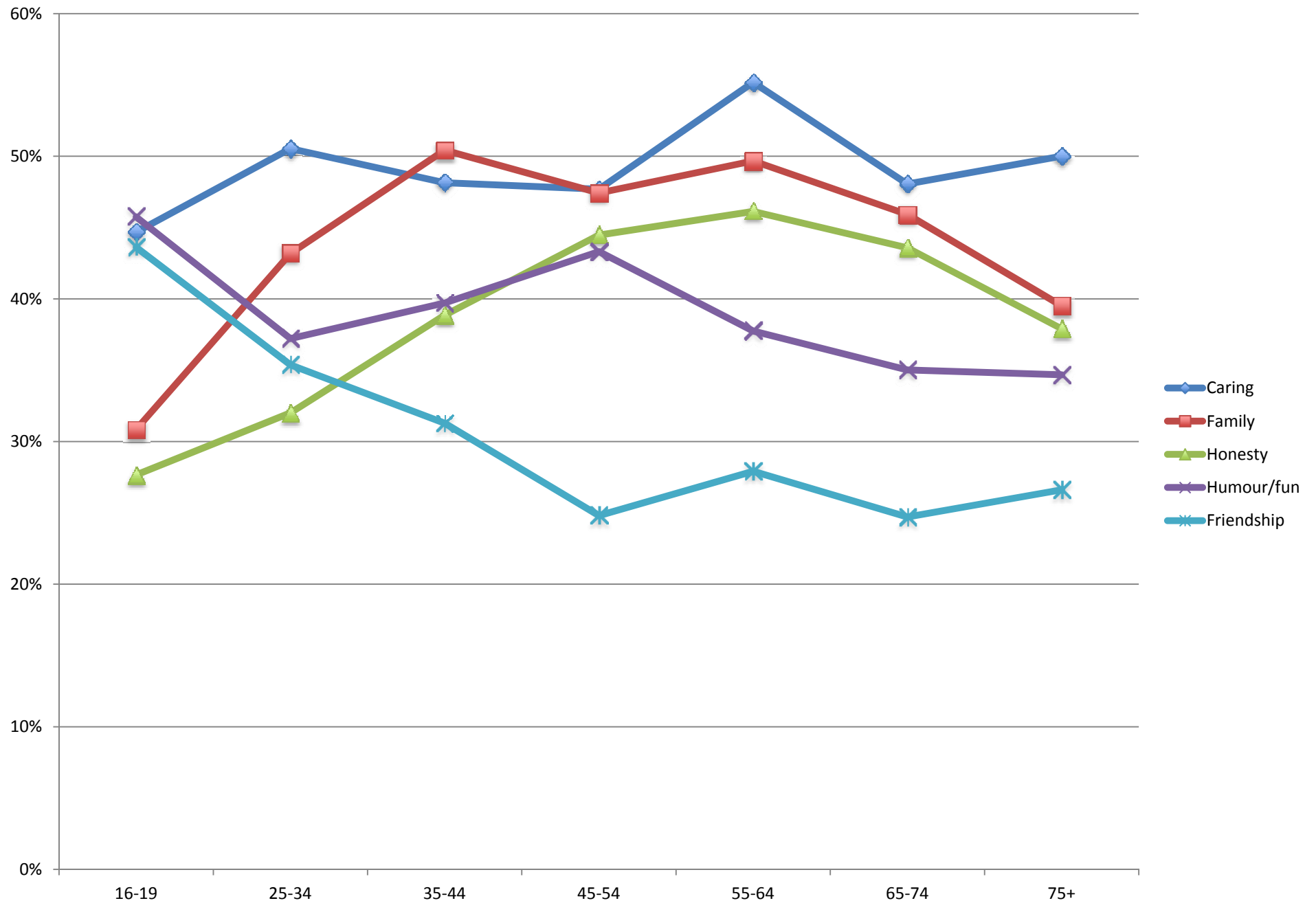
Selected as a Desired Culture value by **aged 16-19** (21%), **aged 20-24** (22%) and **Unemployed** (24%).



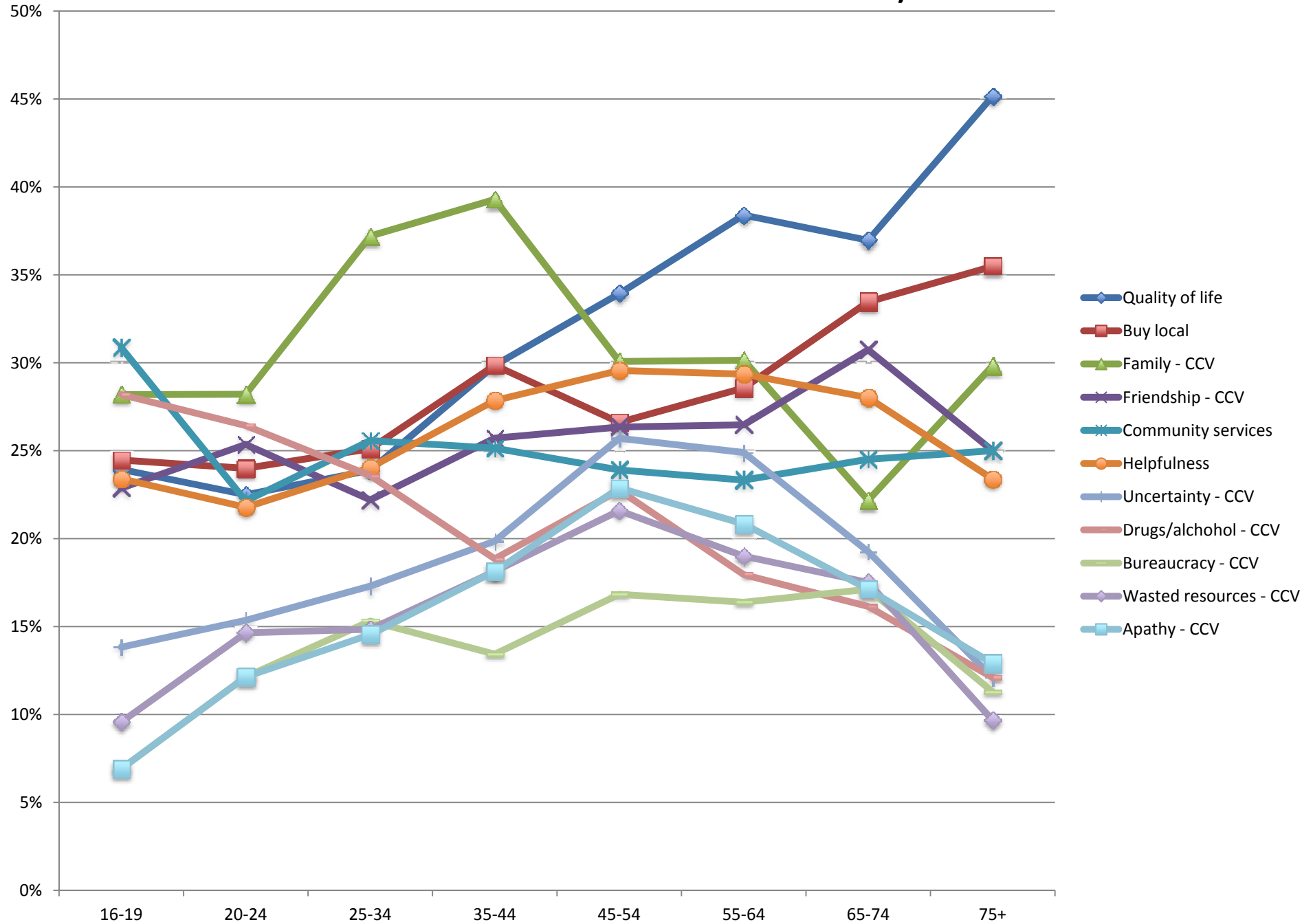
Cultural Entropy by Employment Status



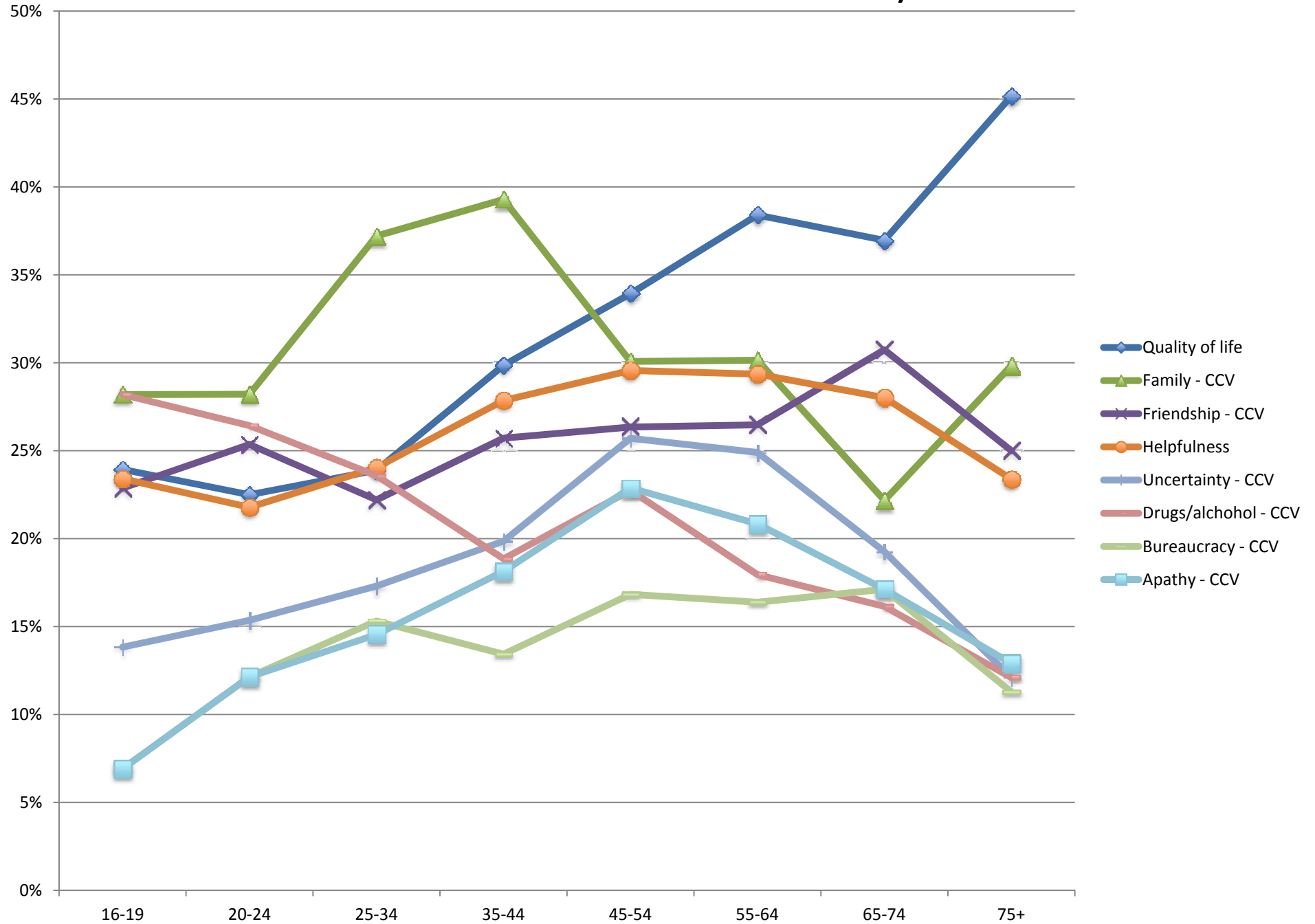
Personal Values by Age



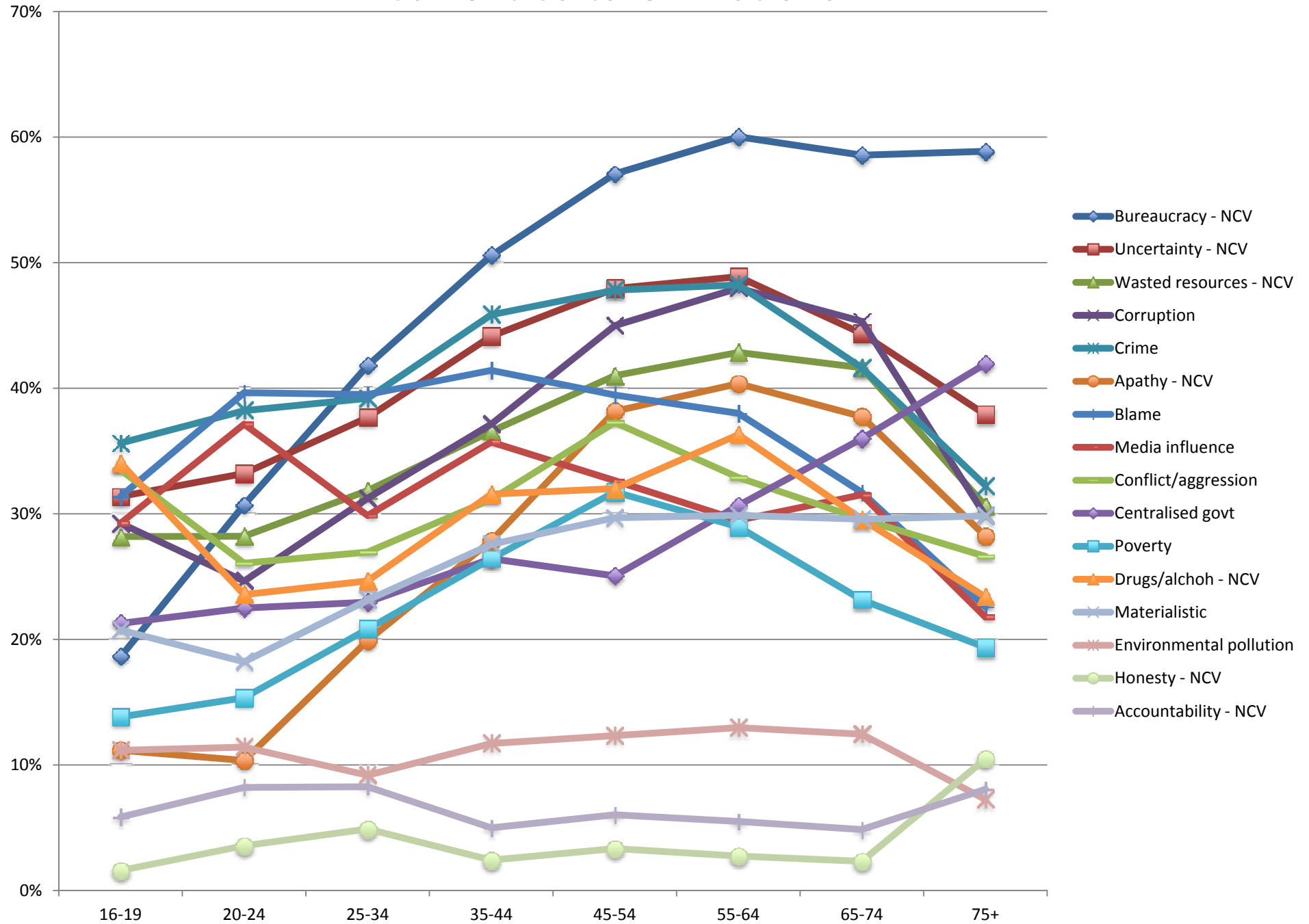
Current Culture – Community



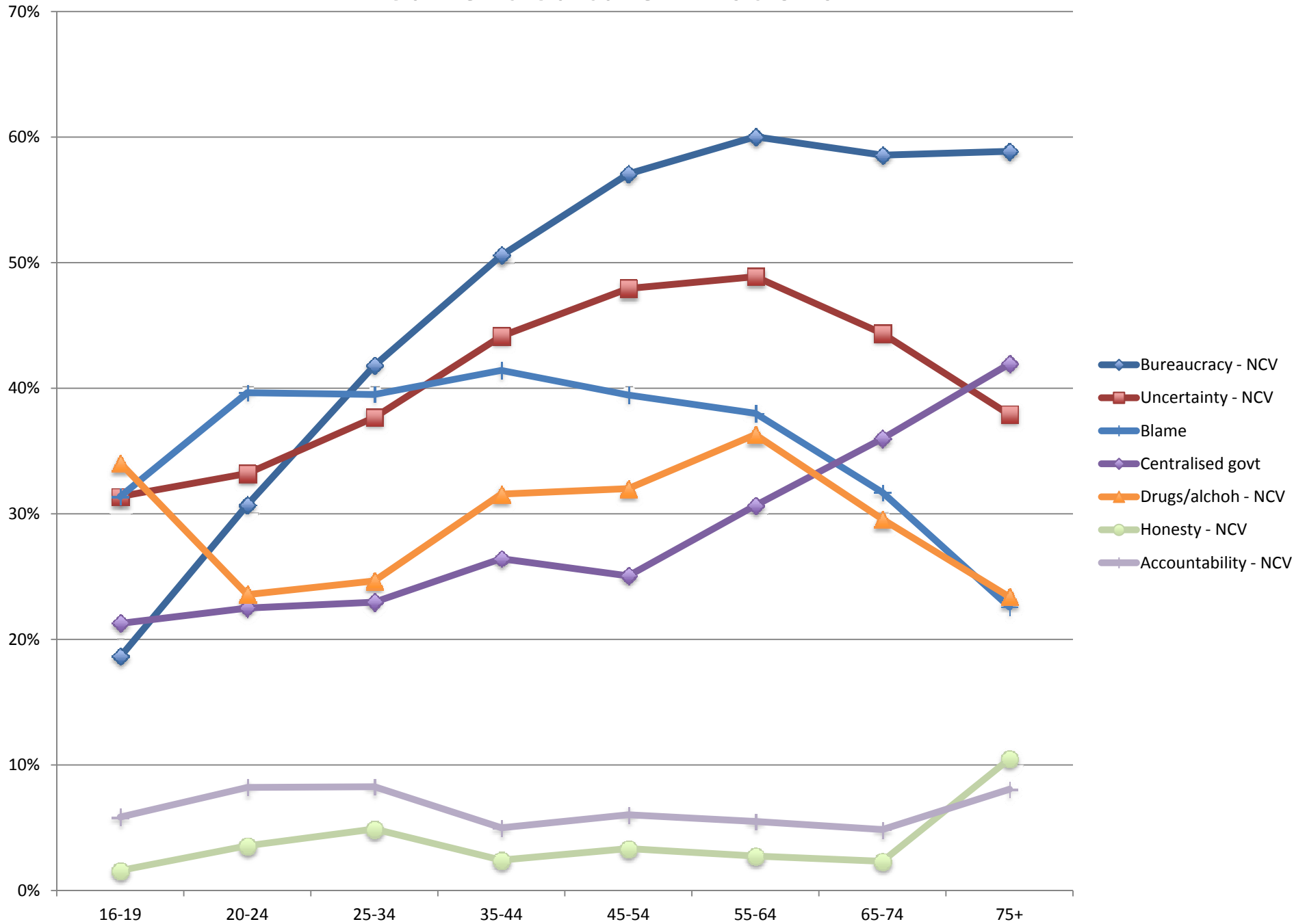
Current Culture – Community



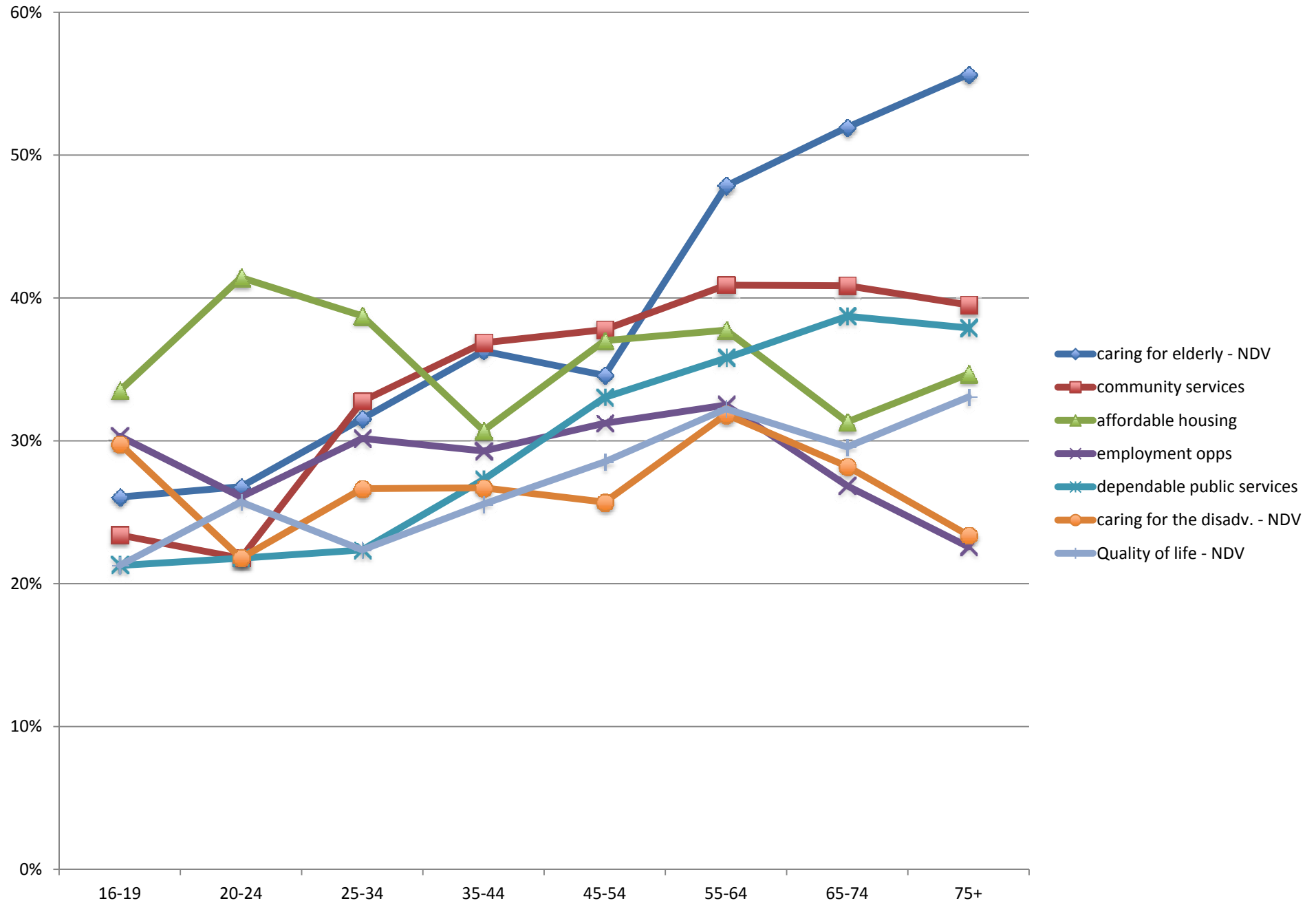
Current Culture – National



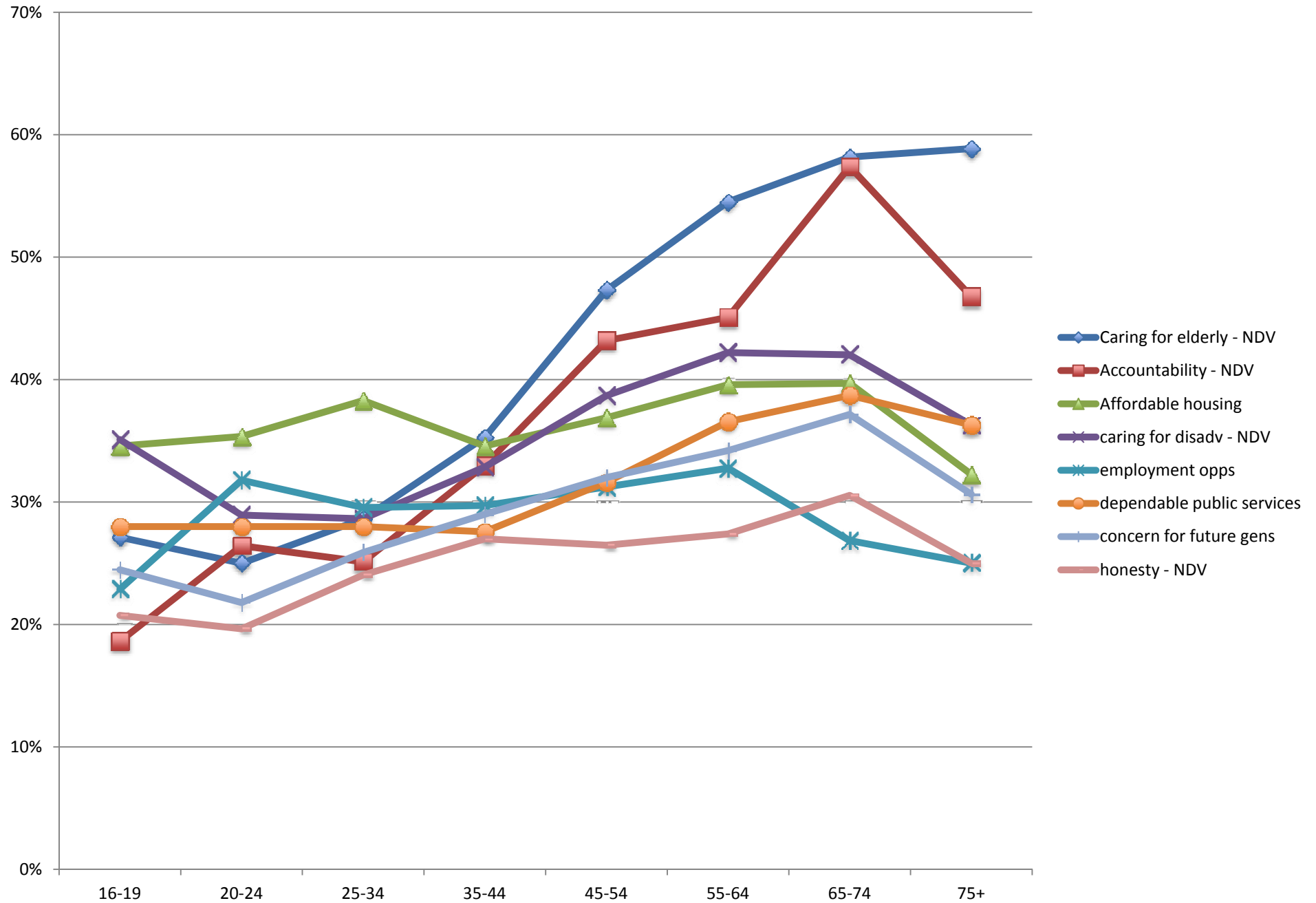
Current Culture – National



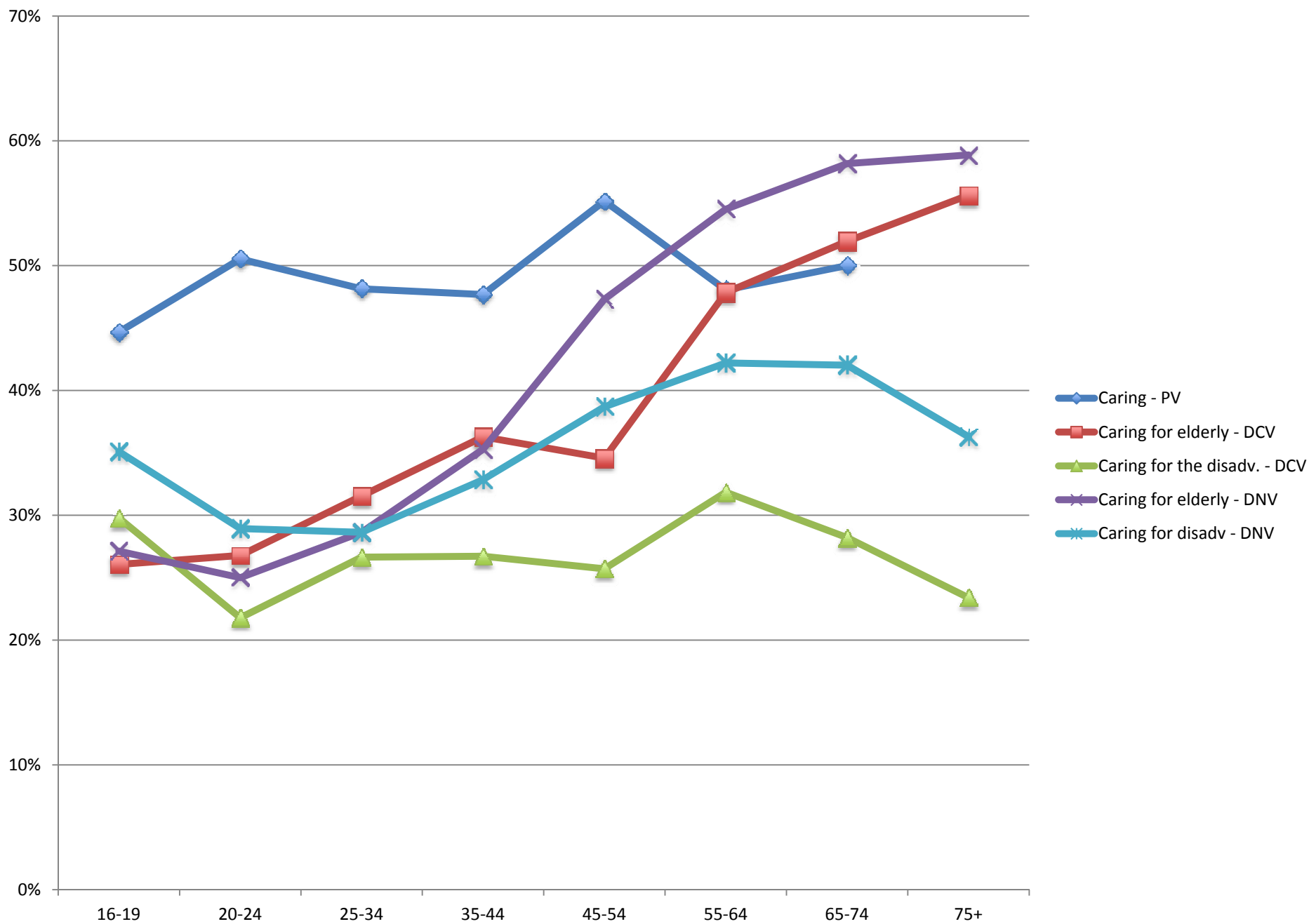
Desired Culture – Community



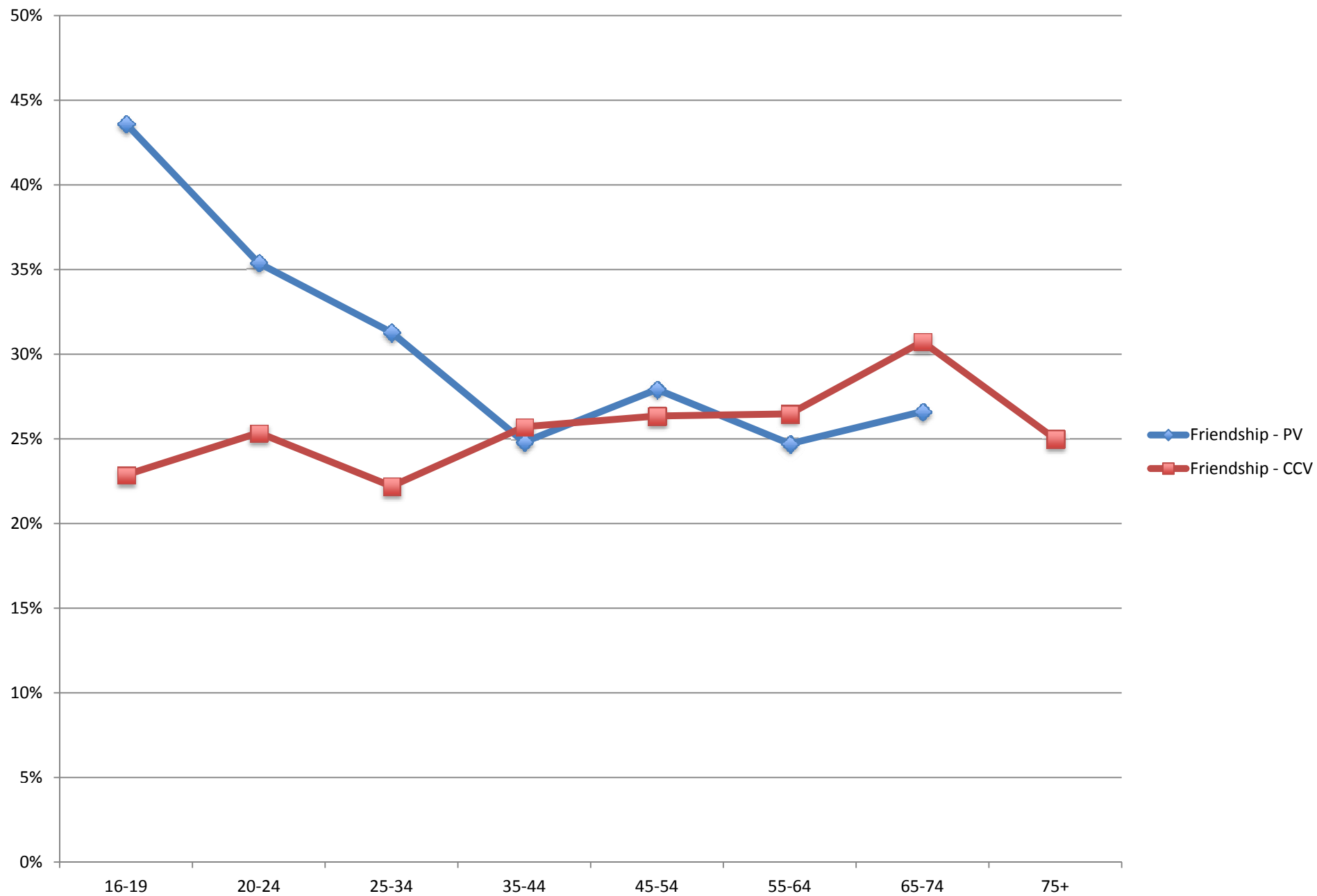
Desired Culture – National



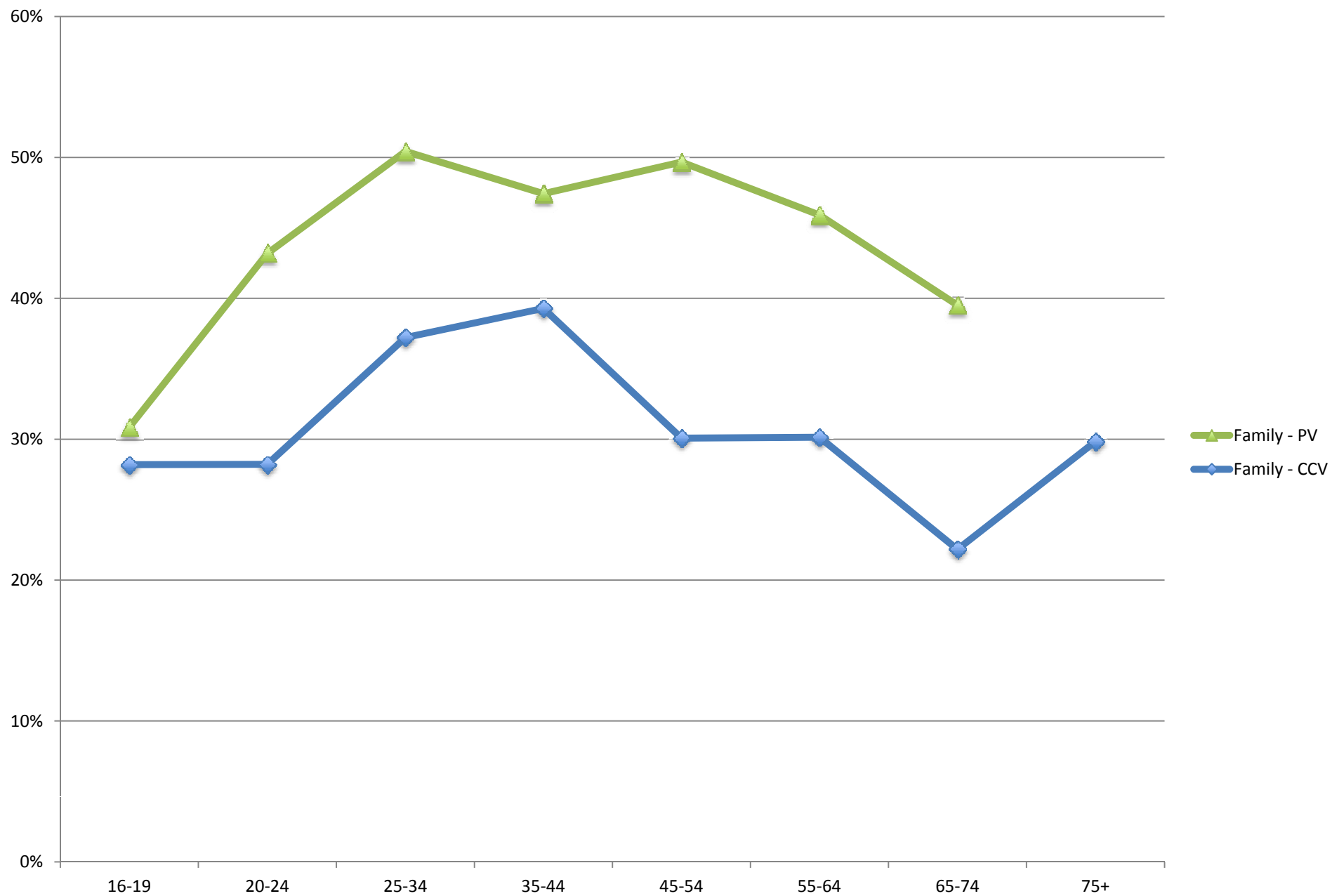
Analysis of value 'Caring' across plots



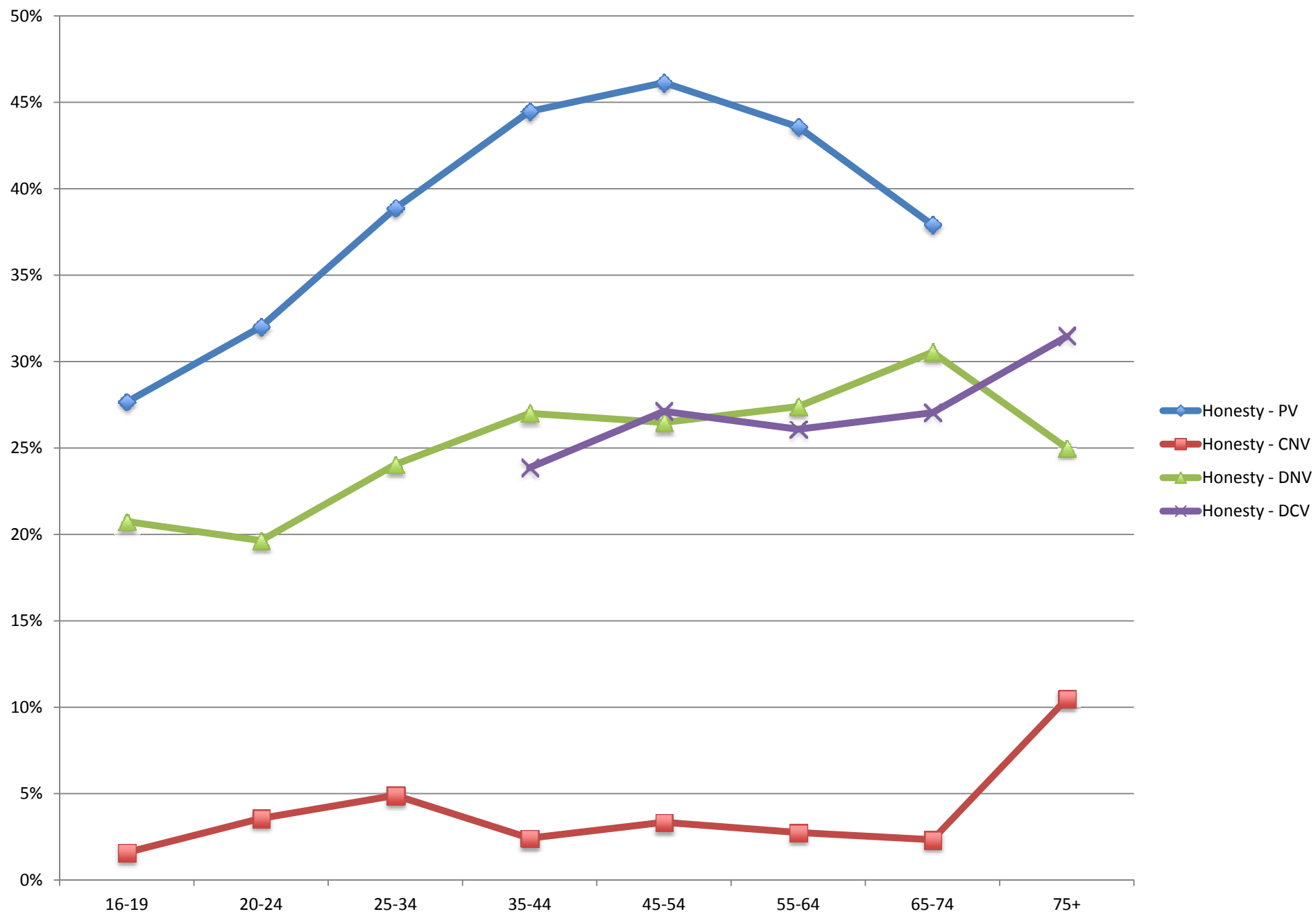
Analysis of value 'friendship' across plots



Analysis of 'family' across plots

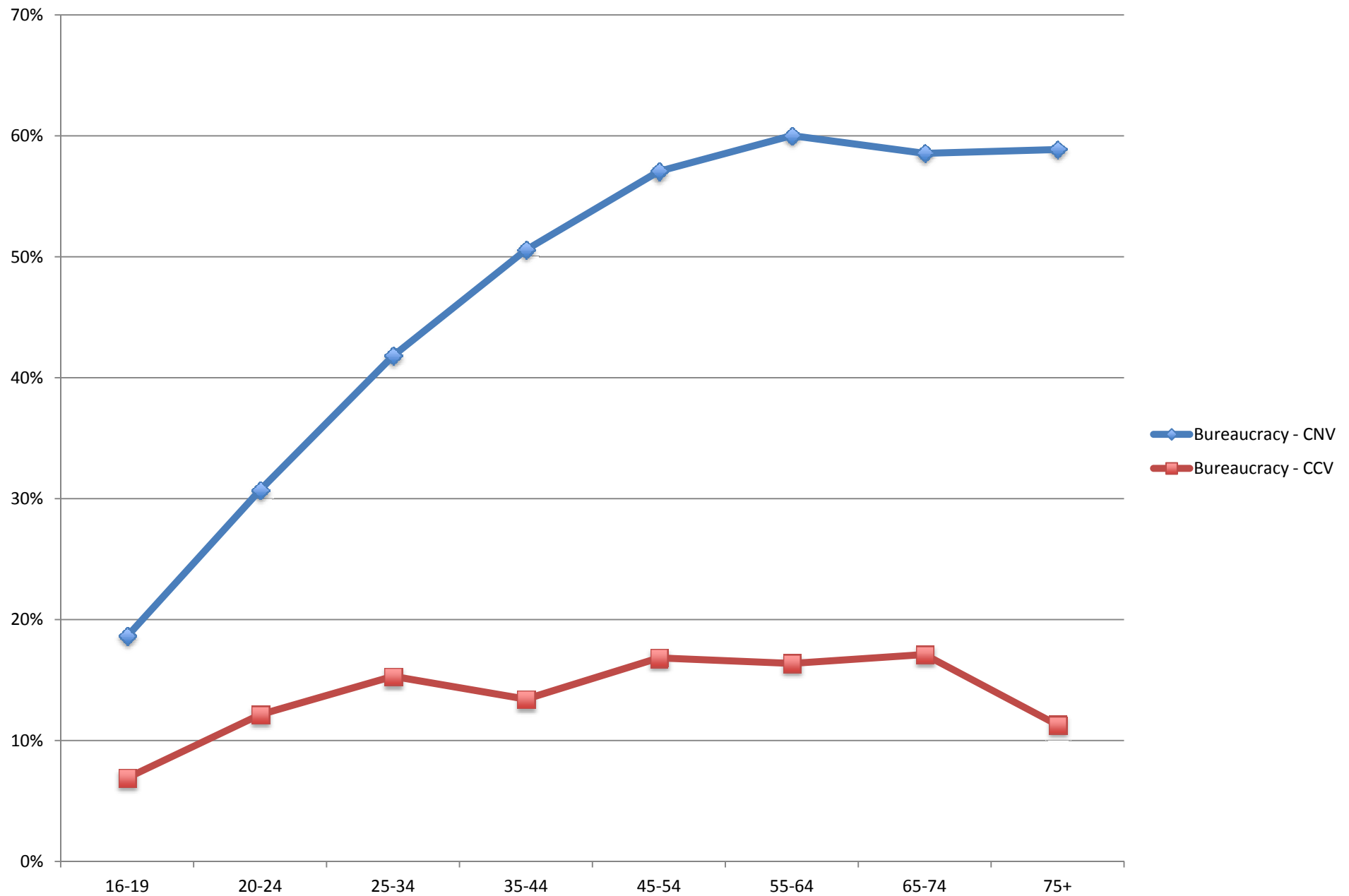


Analysis of value 'honesty' across plots

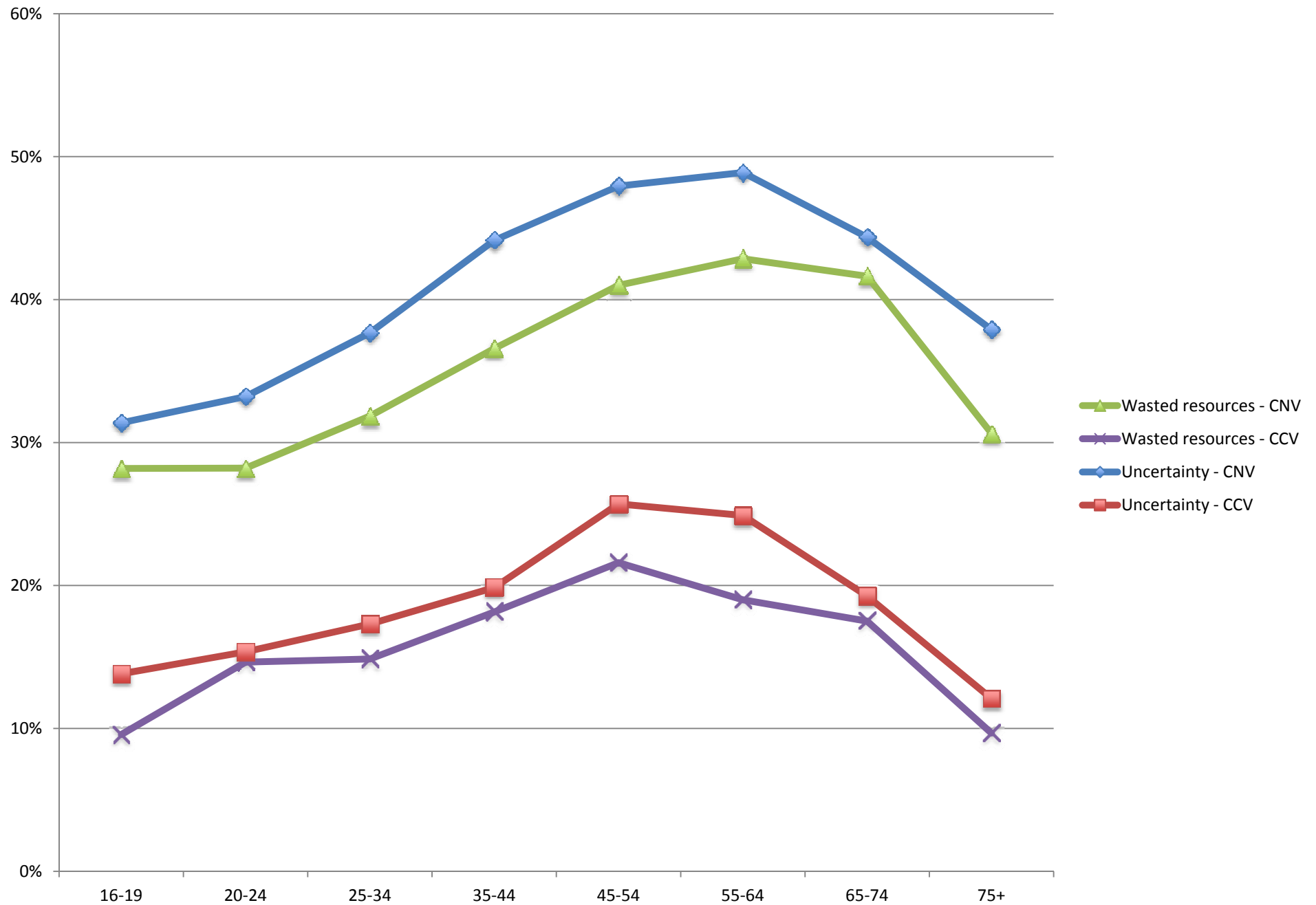


Analysis of values between National & Community

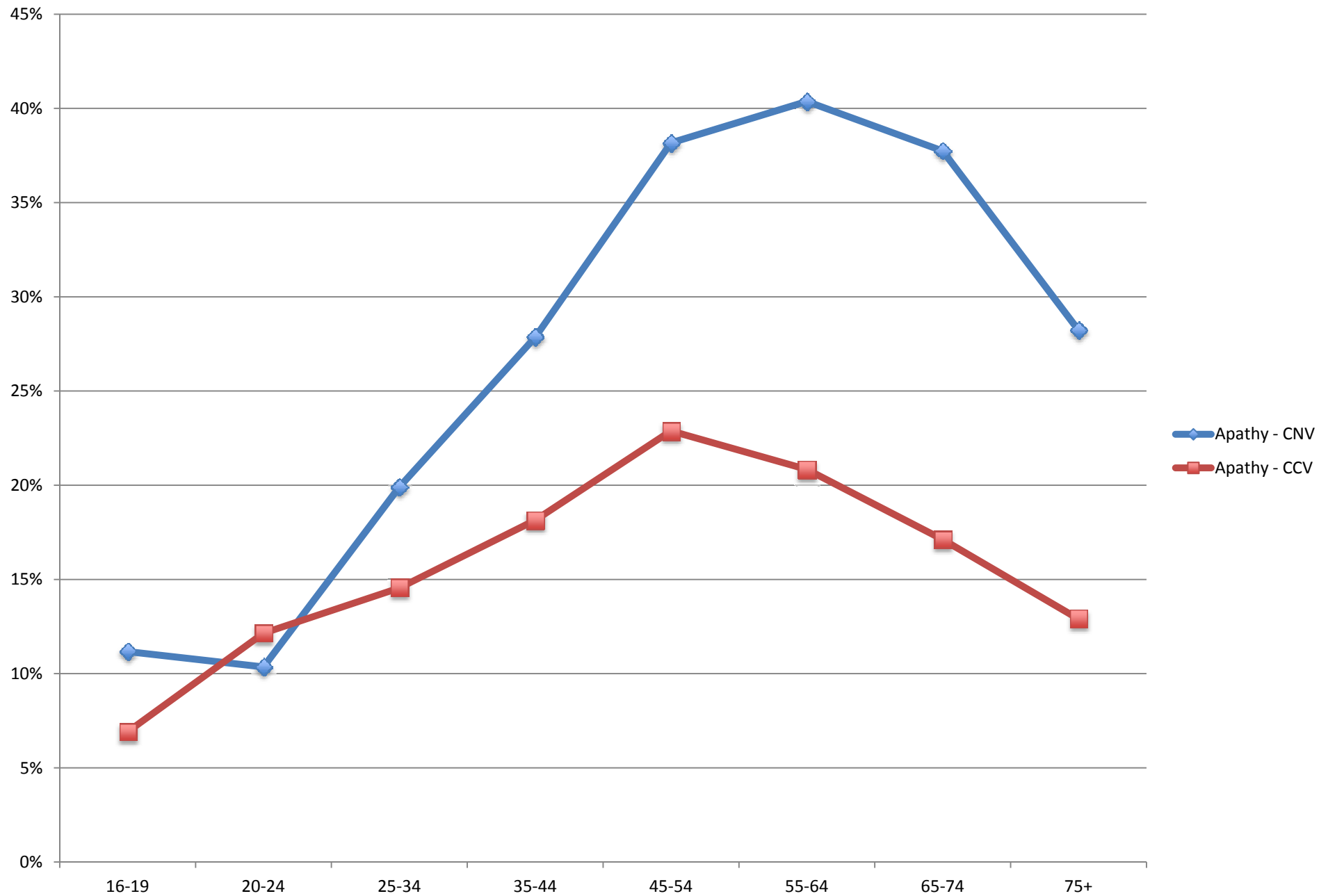
Analysis of values between National & Community



Analysis of values between National & Community



Analysis of values between National & Community



Analysis of values between National & Community

