



UK Values Alliance

UK Values Alliance Focus on Values – #GE2015 Campaign

Introduction

The UK Values Alliance is a non-partisan collaborative group that is seeking to promote values in society. Its members are individuals and organisations who are either interested or active in the field of values – Personal, Organisational or Societal. The Alliance conducts its work in alignment with its core values of:

- ✓ Compassion
- ✓ Empowerment
- ✓ Collaboration
- ✓ Learning
- ✓ Making a difference

At the UK Values Alliance meeting on 20 March 2015, members considered the question of whether the Alliance could and/or should undertake campaigns and if so what sort of campaigns might be appropriate. The idea of gaining an insight into how much importance is attached to the topic of values by parliamentary candidates across the UK standing for election in 2015 emerged and was explored. This quickly gathered wholehearted support and a small task group was formed.

The collective effort led to the launch of the nationwide 'Focus on Values' campaign on the 10th April 2015 asking individual candidates 3 key questions about their perspective on values:

1. What are your five highest priority/core values as an individual standing to become an MP?
2. What are the five highest priority/core values for your political party?
3. What are the five highest priority/core values you would like to see present in UK society?

The deadline for responses was set as 20th April 2015 to enable analysis and publication of results before the polls.



UK Values Alliance

Methodology

Recognising that time was short with the election looming on 7th May it was decided to write via email from one central point to as many of the prospective parliamentary candidates across the UK as possible. Email addresses were collected from public domain sources such as [UK Political Info](#). In alignment with its values the Alliance took steps to explain the purpose of the campaign by writing to all party leaders in advance of the email to all candidates. The Alliance also stated that results would be published based on aggregated data by political party, not individuals, and overall response rates would be given so that readers could form their own views on the reliability of the results.

Individual Alliance members were encouraged to make direct contact with the candidates standing in their home constituency and an open invitation to take part was extended to the general public via website/Facebook/Twitter as follows:

'If you wanted to write and ask the candidates for your constituency these same questions please do. If you get an answer the UK Values Alliance would love you to let them know via their contact form on their website <http://valuesalliance.net/contact/>.'

There are clear limitations to the approach adopted:

- Tight timescales so narrow opportunity to respond
- Communication being received by candidates when very busy with campaigning
- Only communication being email rather than hard copy post or face to face attendance at surgeries

There was no preface to the letter to explain what values are or how values might be described. Some respondents commented that this lack of definition made answering more difficult. This was a deliberate design feature for two main reasons: the Alliance did not want to influence the vocabulary chosen by candidates to describe values; part of the purpose of the question was to explore what candidates thought of as 'values'.



UK Values Alliance

The Data Set

Response Rate: A total of 48 people responded with answers that could be analysed – a small number of additional individuals replied to the email but not ‘answers’ as such.

The party breakdown was

- Liberal Democrat 18
- Green 17
- Conservative 6
- Labour 6
- UKIP 1

This campaign could be regarded as a form of direct mail market research. About 3,500 individuals were approached giving a response rate was 1.37% - a ‘typical’ response rate for direct marketing is in the range of 1%-3%.

This is not a statistically significant number of responses so results cannot reliably be generalised as to what the rest of the candidates in each party might have said. There are, however, a number of things that can be observed from the results.

General Observations

A number of respondents commented that to list their personal 5 priority values and the values priorities for their party and then the top five to be nurtured in UK society was a challenge and something that took some thinking about. Some even commented that they needed to think about what was meant by the term ‘values’ before being able to answer.

In one way this was a good result in its own right. Values are hard because of their abstract nature and the fact that they sit in the unconscious so if someone has not done any deliberate work on their values or the shared values of their party (organisation) it is not going to be that easy to answer off the top of the head. So, that any of the individuals approached bothered to stop and think is a positive



UK Values Alliance

step: if in future they prompt others in their own party to do the same then progress will be underway to a consciously values based government.

A number of respondents in the answers replied with a mixture of values and actions or targets. This suggests an opportunity for people active in the political arena to gain greater clarity about values and how values influence policy and practice.

A lack of clarity does raise a question about the foundations from which some politicians pass judgement on the values of others – examples from the last year would include those in the fields of law and order, education and healthcare – especially if the confusion about values reported by respondents is commonplace in parliament.

Encouragingly ‘cut & paste’ responses where values had been plucked from a party publication were in the minority. Some people gave simple lists of terms, others paragraphs of narrative for each value putting it into context and explaining how they came to this position.

It is encouraging that the majority of respondents made a genuine effort to answer from their own perspective and not simply regurgitate a party line.

Analysis of Responses

Coding and counting qualitative text takes a lot of time and can be subject to researcher bias. To enable the analysis to be done promptly and without researcher bias all responses were pasted into a software programme called ValScan. This instrument draws upon the Minnesence Values Framework and identifies energy laden language associated with each of the 128 distinct values in the framework.

At only 1 response there is not enough information to analyse UKIP using ValScan so these responses are shown as supplied.

For the other four parties we looked at the Top 10 priority values from an individual candidate’s perspective - Appendix 1



UK Values Alliance

It is interesting that at individual level there are two values shared across members of all four parties – Accountability/Ethics and Equity/Rights – this may say more about those individuals who felt a question about values was important to answer than it does about the values of their peers as a community. Also note that the UKIP candidate mentions ‘accountability’ and ‘integrity’.

In Appendix 2 there is a comparison of candidates’ perceptions of the core values of their party.

- There are three shared values across Green, Lib Dem and Labour – Equity Rights, Equality/Self Determination and Self Actualisation.
- Liberal Democrats align more with Greens than Labour or Conservatives.
- Accountability/Ethics only makes it through from the values of individual candidates into the party perception for Labour and Greens.
- Values concerned with ‘equality’ figure significantly for Greens, Lib Dems and Labour but do not appear in the Conservatives results.
- Conservatives and Labour are the furthest apart from one another
- UKIP response appears quite distinct.

More variation in these sets of responses than any of the others – so surely this would influence manifesto content.....

Running the text of the party manifestos for the Green Party, Liberal Democrats, Conservatives and Labour through ValScan gives a different picture - Appendix 3

Here bear in mind that each party talks about many of the same areas – economy, education, health etc so this will affect the vocabulary chosen – nonetheless, in theory, something of their priority values should ‘bleed’ through in ‘why’ they think what they think and yet three documents from different ideologies share 9/10 values (the Greens differ from the rest by 2 values). Across all four manifestos there are 8 shared values in the top ten – admittedly not in exactly the same order of priority but in 3 cases the top three are made up of the same key ideas and Financial Success is number 2 in each of these. This could be a direct response to what the politicians think the public needs to be convinced about.

Finally responses to the values to be nurtured in society are in Appendix 4.

- One value that makes it into the top 10 for each of the four – Empathy. In many ways Empathy can be considered the core of an enlightened society as it prompts a mindfulness of impacts on others and allows for the idea that not everybody sees and feels things in the same way. In this instance Empathy may align with the UKIP response around ‘compassion’.



UK Values Alliance

- It is interesting how many of the values in the Conservative list for society might be considered more 'liberal' in terms of being open to change and appreciating diversity compared to the candidates' perception of the values of the party
- Financial Success features for both Liberal Democrats and Conservatives but not the other 3 parties.

General Points About the Top 10's

The percentages give a sense of how close the relationship is between number 1 and 2, 2 and 3 etc. No1 is always expressed as 100% as it came top of the heap. If No 2 stands at 83% it is a pretty close second but if it stands at 60% then No1 was a runaway leader.

The Minessence Values Framework contains 128 distinct energy laden constructs referred to as values. Each value has a label for the central idea – Empathy – and then a descriptor - 'to deeply relate with others in such a way that they feel understood'.

With 128 values in theory, it is possible for each of the four parties ValScanned to come out with 10 completely different values for each question (that would use 40) and even 8 completely different values for each of the four exercises (that would use all 128). So when a value comes up more than once the probability that this is a random result is very low. When large numbers of values all appear together in more than one list (as in the case of the manifestos) this is then a significant finding.

Conclusions

This campaign was a collaborative venture undertaken out of a genuine interest in the part values play in politics and a desire to prompt more people to consider values consciously especially in terms of how values shape policy and practice.

The campaign generated some interesting but not conclusive results and catalysed some constructive dialogue between the UK Values Alliance and some individual candidates.

With the benefit of hindsight and the feedback of a number of candidates who identified shortcomings in the methodology, the UK Values Alliance has learned a great deal from this experience and owes a debt of thanks to everyone who supported the campaign and to everyone who replied to the questions.



UK Values Alliance

It may be a little under five years before the same question can be asked again and in the meantime it will be interesting to see how the field of values and politics develops.

Jackie Le Fèvre
June 2015



UK Values Alliance

Appendix 1 Individual Values – Shared Top 10's – values in black are unique to that party

GREEN – 6 shared values with Lib Dem – 4 shared with Labour - 2 shared values with Conservatives – 3 unique values

Interdependence (100%) -	To value personal and inter-institutional co-operation above individual decision-making.
Social Affirmation (60%) -	Seeking personal respect and validation through the support and respect of significant others.
Equity/Rights (51%) -	Acting in ways which demonstrate and encourage the fair and equitable treatment of all people.
Accountability/Ethics (46%) -	To hold yourself and others accountable to a code of ethics derived from your principles. To address the appropriateness of your behaviour in relation to living your values.
Community Support (46%) -	To have, or to create, cooperative groups of peers with shared values that provide mutual support and enhancement of each other.
Equality/Self-Determination (46%) -	To appreciate the equal value of all people and everyone's right to be their own person.
Care/Nurture (40%) -	To be physically and emotionally supported by family and friends and to value doing the same for others.
Expressiveness/Joy (40%) -	Sharing thoughts and feelings openly, joyfully and spontaneously.
Rights/Respect (40%) -	To respect the rights and property of others as I expect them to respect me and mine.
Deep Ecology (37%) -	Advocating the criticality of the interdependent value of human and non-human life and the importance of the ecosystem and natural processes.

LIBERAL DEMOCRAT – 6 shared values with Greens - 6 shared values with Conservatives – 5 shared with Labour – 1 unique value

Interdependence (100%) -	To value personal and inter-institutional co-operation above individual decision-making.
Equity/Rights (71%) -	Acting in ways which demonstrate and encourage the fair and equitable treatment of all people.
Empathy (52%) -	To deeply relate with others in such a way that they feel understood.
Personal Authority/Integrity (52%) -	To command authority through your knowledge and integrity.
Education/Knowledge (48%) -	Engaging in ongoing learning to gain new facts, truths, principles and insights.
Equality/Self-Determination (48%) -	To appreciate the equal value of all people and everyone's right to be their own person.
Community Support (43%) -	To have, or to create, cooperative groups of peers with shared values that provide mutual support and enhancement of each other.
Expressiveness/Joy (43%) -	Sharing thoughts and feelings openly, joyfully and spontaneously.
Sharing/Listening/Trust (43%) -	To actively and accurately hear and sense another's thoughts and feelings. To express your own thoughts and feelings in a climate of mutual trust.
Accountability/Ethics (39%) -	To hold yourself and others accountable to a code of ethics derived from your principles. To address the appropriateness of your behaviour in relation to living your values.

CONSERVATIVE – 6 shared values with Lib Dem – 4 shared with Labour – 2 shared values with Greens – 3 unique values

Community Support (100%) -	To have, or to create, cooperative groups of peers with shared values that provide mutual support and enhancement of each other.
Education/Certification (83%) -	To complete a formally prescribed course of learning and to receive a certificate of accomplishment.
Personal Authority/Integrity (83%) -	To command authority through your knowledge and integrity.



UK Values Alliance

Accountability/Ethics (67%) -	To hold yourself and others accountable to a code of ethics derived from your principles. To address the appropriateness of your behaviour in relation to living your values.
Education/Knowledge (67%) -	Engaging in ongoing learning to gain new facts, truths, principles and insights.
Work (67%) -	To have the skills, confidence and desire to engage in productive work.
Empathy (50%) -	To deeply relate with others in such a way that they feel understood.
Equity/Rights (50%) -	Acting in ways which demonstrate and encourage the fair and equitable treatment of all people.
Achievement (33%) -	To accomplish something noteworthy and admirable in your work, education, or your life in general.
Self Assertion (33%) -	The capacity to express yourself boldly and directly.

LABOUR – 5 shared values with Conservatives – 4 shared with Lib Dem – 4 shared with Greens - 4 unique values

Equity/Rights (100%) -	Acting in ways which demonstrate and encourage the fair and equitable treatment of all people.
Accountability/Ethics (71%) -	To hold yourself and others accountable to a code of ethics derived from your principles. To address the appropriateness of your behaviour in relation to living your values.
Equality/Self-Determination (71%) -	To appreciate the equal value of all people and everyone's right to be their own person.
Generosity (71%) -	To unconditionally share your resources, talents and skills as a way of serving others.
Congruence (33%) -	One's words, actions and deeds are in alignment with espoused beliefs. (Walk the talk. Practise what you preach.)
Interdependence (33%) -	To value personal and inter-institutional co-operation above individual decision-making.
Personal Authority/Integrity (57%) -	To command authority through your knowledge and integrity.
Service/Vocation (67%) -	To use your unique gifts, skills and abilities to contribute to society through your career, profession or calling.
Self Assertion (43%) -	The capacity to express yourself boldly and directly.
Social Justice (43%) -	To value every human being equally and place a priority on taking action to correct oppressive conditions.

UKIP

- 1 Honesty and integrity
- 2 Hard work
- 3 Ability to listen to and consider other viewpoints
- 4 Accountability to those who vote for me
- 5 Approachability



UK Values Alliance

Appendix 2 Party Values – Shared Top 10 - values in black are unique to that party

GREEN –3 shared w/ both Lab and Lib Dem, 5 shared in total with Lib Dem, 5 shared in total w/ Lab, 1 shared in total with Conservative, 2 unique

Interdependence (100%) -	To value personal and inter-institutional co-operation above individual decision-making.
Faith/Risk/Vision (54%) -	To commit to a vision, cause, or to champion a way of life, even if it means significant personal risk.
Health/Well-Being (49%) -	To practise self-awareness and healthy living in order to have physical and emotional well-being.
Equality/Self-Determination (43%) -	To appreciate the equal value of all people and everyone's right to be their own person.
Equity/Rights (43%) -	Acting in ways which demonstrate and encourage the fair and equitable treatment of all people.
Expressiveness/Joy (43%) -	Sharing thoughts and feelings openly, joyfully and spontaneously.
Social Affirmation (43%) -	Seeking personal respect and validation through the support and respect of significant others.
Self Actualisation (38%) -	To develop your full potential through spiritual, mental and physical practices.
Work (38%) -	To have the skills, confidence and desire to engage in productive work.
Accountability/Ethics (32%) -	To hold yourself and others accountable to a code of ethics derived from your principles. To address the appropriateness of your behaviour in relation to living your values.

LIBERAL DEMOCRAT –3 shared w/ both Lab and Green, 5 shared in total w/ Green, 3 shared in total w/ Conservative, 2 unique

Equity/Rights (100%) -	Acting in ways which demonstrate and encourage the fair and equitable treatment of all people.
Equality/Self-Determination (91%) -	To appreciate the equal value of all people and everyone's right to be their own person.
Expressiveness/Joy (42%) -	Sharing thoughts and feelings openly, joyfully and spontaneously.
Financial Success (39%) -	To achieve financial success through the effective and efficient control and management of resources.
Financial Security (36%) -	To be financially secure.
Self Actualisation (33%) -	To develop your full potential through spiritual, mental and physical practices.
Health/Well-Being (27%) -	To practise self-awareness and healthy living in order to have physical and emotional well-being.
Hierarchy/Protocol (27%) -	To have a hierarchical arrangement of persons and things in conformity with established levels of authority within an organisation.
Community Support (24%) -	To have, or to create, cooperative groups of peers with shared values that provide mutual support and enhancement of each other.
Deep Ecology (24%) -	Advocating the criticality of the interdependent value of human and non-human life and the importance of the ecosystem and natural processes.

CONSERVATIVE – 3 shared in total w/ Lib Dem, 1 shared in total w/ Green, 7 unique

Work (100%) -	To have the skills, confidence and desire to engage in productive work.
Financial Success (67%) -	To achieve financial success through the effective and efficient control and management of resources.
Financial Security (58%) -	To be financially secure.
Achievement (50%) -	To accomplish something noteworthy and admirable in your work, education, or your life in general.



UK Values Alliance

Family/Belonging (42%) -

Competition (33%) -

Education/Certification (25%) -

Design/Pattern/Order (25%) -

Community Support (25%) -

Care/Nurture (25%) -

Having a place or sense of home. To be devoted to people you consider family and to experience belonging and acceptance.

To have a sense of rivalry—with others and/or with oneself in order to be first, most respected or the best possible in a given arena.

To complete a formally prescribed course of learning and to receive a certificate of accomplishment.

Using systems thinking to create new patterns/structures in organisations, the arts, ideas, technology,

To have, or to create, cooperative groups of peers with shared values that provide mutual support and enhancement of each other.

To deeply relate with others in such a way that they feel understood.



UK Values Alliance

LABOUR –3 shared w/ both Green and Lib Dem, 5 total shared w/ Greens, 3 shared total w/ Lib Dem, 5 unique

Equity/Rights (100%) -	Acting in ways which demonstrate and encourage the fair and equitable treatment of all people.
Equality/Self-Determination (62%) -	To appreciate the equal value of all people and everyone's right to be their own person.
Interdependence (62%) -	To value personal and inter-institutional co-operation above individual decision-making.
Congruence (50%) -	One's words, actions and deeds are in alignment with espoused beliefs. (Walk the talk. Practise what you preach.)
Social Justice (50%) -	To value every human being equally and place a priority on taking action to correct oppressive conditions.
Accountability/Ethics (38%) -	To hold yourself and others accountable to a code of ethics derived from your principles. To address the appropriateness of your behaviour in relation to living your values.
Communication/Information (38%) -	The effective and efficient flow of ideas and factual information.
Self Actualisation (38%) -	To develop your full potential through spiritual, mental and physical practices.
Loyalty (29%) -	The observance of promises and duties to those in authority and to those in close personal relationships.
Unity/Standardisation (29%) -	Establishing and maintaining efficiency, order, loyalty and conformity to established norms.

UKIP

- 1 National Sovereignty
- 2 Supremacy of our law & protection of our legal system
- 3 Independence of Parliament, free elections/free press
- 4 Protecting our Judeo-Christian heritage
- 5 A common English language



UK Values Alliance

Appendix 3 – Values of Manifestos

GREEN

Design/Pattern/Order (100%) -	Using systems thinking to create new patterns/structures in organisations, the arts, ideas, technology,
Financial Success (97%) -	To achieve financial success through the effective and efficient control and management of resources.
Property/Control (97%) -	To accumulate and manage property to meet your physical needs and your need for security.
Community Support (84%) -	To have, or to create, cooperative groups of peers with shared values that provide mutual support and enhancement of each other.
Interdependence (80%) -	To value personal and inter-institutional co-operation above individual decision-making.
Financial Security (74%) -	To be financially secure.
Care/Nurture (65%) -	To be physically and emotionally supported by family and friends and to value doing the same for others.
Education/Certification (62%) -	To complete a formally prescribed course of learning and to receive a certificate of accomplishment.
Membership/Organisation (60%) -	Belonging to and having a role in an organisation.
Work (60%) -	To have the skills, confidence and desire to engage in productive work.

LIBERAL DEMOCRAT

Community Support (100%) -	To have, or to create, cooperative groups of peers with shared values that provide mutual support and enhancement of each other.
Financial Success (98%) -	To achieve financial success through the effective and efficient control and management of resources.
Design/Pattern/Order (95%) -	Using systems thinking to create new patterns/structures in organisations, the arts, ideas, technology,
Care/Nurture (86%) -	To be physically and emotionally supported by family and friends and to value doing the same for others.
Interdependence (84%) -	To value personal and inter-institutional co-operation above individual decision-making.
Organisational Growth (78%) -	To creatively enable an organisation to change and grow.
Achievement (74%) -	To accomplish something noteworthy and admirable in your work, education, or your life in general.
Work (72%) -	To have the skills, confidence and desire to engage in productive work.
Financial Security (70%) -	To be financially secure.
Property/Control (69%) -	To accumulate and manage property to meet your physical needs and your need for security.

CONSERVATIVE

Community Support (100%) -	To have, or to create, cooperative groups of peers with shared values that provide mutual support and enhancement of each other.
Financial Success (98%) -	To achieve financial success through the effective and efficient control and management of resources.
Design/Pattern/Order (82%) -	Using systems thinking to create new patterns/structures in organisations, the arts, ideas, technology,
Work (80%) -	To have the skills, confidence and desire to engage in productive work.
Financial Security (74%) -	To be financially secure.
Interdependence (74%) -	To value personal and inter-institutional co-operation above individual decision-making.



UK Values Alliance

Property/Control (69%) -
Care/Nurture (67%) -
Achievement (66%) -
Creativity (66%) -

To accumulate and manage property to meet your physical needs and your need for security.
 To be physically and emotionally supported by family and friends and to value doing the same for others.
 To accomplish something noteworthy and admirable in your work, education, or your life in general.
 Transforming ideas and images into concrete form.

LABOUR

Community Support (100%) -
Interdependence (76%) -
Work (74%) -
Design/Pattern/Order (67%) -
Financial Success (67%) -
Property/Control (60%) -
Care/Nurture (55%) -
Achievement (53%) -
Financial Security (53%) -
Family/Belonging (53%) -

To have, or to create, cooperative groups of peers with shared values that provide mutual support and enhancement of each other.
 To value personal and inter-institutional co-operation above individual decision-making.
 To have the skills, confidence and desire to engage in productive work.
 Using systems thinking to create new patterns/structures in organisations, the arts, ideas, technology,
 To achieve financial success through the effective and efficient control and management of resources.
 To accumulate and manage property to meet your physical needs and your need for security.
 To be physically and emotionally supported by family and friends and to value doing the same for others.
 To accomplish something noteworthy and admirable in your work, education, or your life in general.
 To be financially secure.
 Having a place or sense of home. To be devoted to people you consider family and to experience belonging and acceptance.

The table below gives a summary of which values appear in which manifestos.

Value	Green	Lib Dem	Conservative	Labour
Community Support	√	√	√	√
Design/Pattern/Order	√	√	√	√
Financial Success	√	√	√	√
Property/Control	√	√	√	√
Interdependence	√	√	√	√
Work	√	√	√	√
Financial Security	√	√	√	√
Care/Nurture	√	√	√	√
Achievement		√	√	√



UK Values Alliance

Organisational Growth		√		
Creativity			√	
Family/Belonging				√
Education/Certification	√			
Membership/Organisation	√			

Given that we read and/or listen to what the parties propose as much with our hearts as our heads – when you see how much overlap there is between the messages in terms of their emotional content should we really be surprised that people often respond with – ‘they all sound the same to me’.

This could be an illustration of why it matters so much that the individuals standing for election and the parties for which they stand have consistent clarity about their core values as people seeking to enter public service. It is very difficult, if not impossible to differentiate easily on the basis of the published rhetoric.

Appendix 4 – Desired Values in Society one value shared across all four Top 10 lists- Empathy

GREEN – 4 shared with Labour, 4 shared with Lib Dem, 2 shared with Conservative, 4 unique

Interdependence (100%) -	To value personal and inter-institutional co-operation above individual decision-making.
Social Affirmation (53%) -	Seeking personal respect and validation through the support and respect of significant others.
Empathy (50%) -	To deeply relate with others in such a way that they feel understood.
Equity/Rights (47%) -	Acting in ways which demonstrate and encourage the fair and equitable treatment of all people.
Faith/Risk/Vision (40%) -	To commit to a vision, cause, or to champion a way of life, even if it means significant personal risk.
Expressiveness/Joy (37%) -	Sharing thoughts and feelings openly, joyfully and spontaneously.
Education/Knowledge (33%) -	Engaging in ongoing learning to gain new facts, truths, principles and insights.
Equality/Self-Determination (33%) -	To appreciate the equal value of all people and everyone's right to be their own person.
Self Actualisation (33%) -	To develop your full potential through spiritual, mental and physical practices.
Achievement (30%) -	To accomplish something noteworthy and admirable in your work, education, or your life in general.

LIBERAL DEMOCRAT – 4 shared with Green, 4 shared with Conservative, 3 shared with Labour, 3 unique

Equity/Rights (100%) -	Acting in ways which demonstrate and encourage the fair and equitable treatment of all people.
Empathy (94%) -	To deeply relate with others in such a way that they feel understood.



UK Values Alliance

Endurance/Patience (75%) -	To meet and accept difficult and painful circumstances with calmness and perseverance.
Care/Nurture (62%) -	To be physically and emotionally supported by family and friends and to value doing the same for others.
Limitation/Acceptance (62%) -	To positively accept that we all have limitations.
Rights/Respect (62%) -	To respect the rights and property of others as I expect them to respect me and mine.
Equality/Self-Determination (56%) -	To appreciate the equal value of all people and everyone's right to be their own person.
Community Support (50%) -	To have, or to create, cooperative groups of peers with shared values that provide mutual support and enhancement of each other.
Financial Success (50%) -	To achieve financial success through the effective and efficient control and management of resources.
Expressiveness/Joy (44%) -	Sharing thoughts and feelings openly, joyfully and spontaneously.

CONSERVATIVE – 3 shared with Labour, 4 shared with Lib Dem, 2 shared with Green, 4 unique

Accountability/Ethics (100%) -	To hold yourself and others accountable to a code of ethics derived from your principles. To address the appropriateness of your behaviour in relation to living your values.
Empathy (100%) -	To deeply relate with others in such a way that they feel understood.
Generosity (100%) -	To unconditionally share your resources, talents and skills as a way of serving others.
Care/Nurture (67%) -	To be physically and emotionally supported by family and friends and to value doing the same for others.
Collaborative Individualist (67%) -	Commitment to societal transformation through both individual independent action and a cooperative network.
Community Support (67%) -	To have, or to create, cooperative groups of peers with shared values that provide mutual support and enhancement of each other.
Financial Security (67%) -	To be financially secure.
Financial Success (67%) -	To achieve financial success through the effective and efficient control and management of resources.
Education/Certification (67%) -	To complete a formally prescribed course of learning and to receive a certificate of accomplishment.
Education/Knowledge (67%) -	Engaging in ongoing learning to gain new facts, truths, principles and insights.

LABOUR – 3 shared with Conservatives, 3 shared with Lib Dem, 4 shared with Greens, 5 unique

Equity/Rights (100%) -	Acting in ways which demonstrate and encourage the fair and equitable treatment of all people.
Interdependence (83%) -	To value personal and inter-institutional co-operation above individual decision-making.
Congruence (67%) -	One's words, actions and deeds are in alignment with espoused beliefs. (Walk the talk. Practise what you preach.)
Equality/Self-Determination (67%) -	To appreciate the equal value of all people and everyone's right to be their own person.
Work (67%) -	To have the skills, confidence and desire to engage in productive work.
Accountability/Ethics (50%) -	To hold yourself and others accountable to a code of ethics derived from your principles. To address the appropriateness of your behaviour in relation to living your values.
Cooperation/Reciprocity (50%) -	To work with others in ways that enable everyone's unique skills and qualities to supplement, support and enhance each other.
Empathy (50%) -	To deeply relate with others in such a way that they feel understood.
Loyalty (40%) -	The observance of promises and duties to those in authority and to those in close personal relationships.



UK Values Alliance

Unity/Standardisation (40%) - Establishing and maintaining efficiency, order, loyalty and conformity to established norms.

UKIP

- 1 Freedom of expression & respect for each other's views
- 2 Compassion
- 3 Individual responsibility not blame
- 4 Gratitude and generosity
- 5 Courtesy