

Universal Values List

LIFESTYLE

- Competence
- Change, Variety
- Simplicity
- Elegance
- Social Interaction
- Tradition
- Luxury
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NATURE

- Outdoors
- Animals
- Gardening
- Travel
- Conservation
- Location
-

PEOPLE

- Love
- Relationships
- Intimate Partner
- A Great Love
- Romance
- Children
- Family
- Friends
- Marriage
- Elders
- Privacy
- Cooperation
- Responsiveness
-

SOCIETY

- Service
- Volunteering/
Service
- Recognition/
Status
- Community
- Involvement
- Social Events
- Cooperation
- Country
- Global View
- Tradition
- Unity

INTERESTS

- Sports
- Passion
- Play/Fun
- Pleasure
-

THINKING

- Positive Attitude
- Decisiveness
- Education/
Knowledge
- Intelligence/
Wisdom
- Truth
- Teaching
- Influencing
- Others
- Science
- Research
- Inventing
- Solving Problems
- Inner Peace
-

SECURITY

- Security
- Financial Security
- Prosperity/Wealth
- Power
- Stability
-

CHARACTER

- Commitment
- Self-Reliance
- Self-Respect
- Reputation
- Wisdom
- Ethical Practice
- Equality/Fairness
- Justice
- Human Rights
- Diversity
- Religion
- Spirituality
- Loyalty
- Excellence/
Quality
- Being Charitable
- Personal
- Responsibility
- Accountability

- Truth/Honesty/
Integrity
- Freedom
- Decisiveness
-

SPIRITUALITY

- Calm and Peace
- Inner Harmony
- Solitude
- Religion
- Inspiration
- Faith
-

PHYSICAL

- Physical Health
- Sexuality
- Sexual
- Exclusivity
- Physical
- Challenge
- Fine Cuisine/
Cooking
- Organic,
vegetarian
- Comfort
-

CULTURE

- Creativity
- Arts
- Culture
- Fine Arts Events
- Beauty
- Image
-

SUCCESS

- Ambition
- Power/Authority
- Leadership
- Empowerment
- Empowering
- Others
- Competition
- Challenge
- Unlimited
Possibilities
- Work
- Responsibility
- Meaningful Work
- Joyful Work

- Teamwork
- Fame
- Time Freedom
- Achievement
- Growth/Change
-

INDEPENDENCE

- Freedom
- Adventure
- Independence
- Leadership
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HAPPINESS

- Pleasure
- Happiness
- Laughter and Wit
- Self-Respect
- Openmindedness
- Maturity
- Life as Ease/
Leisure
- Joy
-

STRUCTURE

- Punctuality
- Order
- Discipline
- Disorder
- Stability
- Accuracy

CITIZENSHIP

- Democracy
- World Peace
- Leadership
- Justice
- Diversity
- Equality
- Harmony
- Cooperation
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