

# What Matters to Citizens of the United Kingdom: Social, Political and Economic Values

**A Report from the Anatomy of Civil Societies Research Project**



The Anatomy of Civil Societies Research Project is examining the characteristics of individuals who provide financial and human capital support to civil society organisations. The 5-year, Australian Research Council funded project is a collaboration between colleagues in universities in Australia, North America and Europe.

# What Matters to Citizens of the United Kingdom: Social, Political and Economic Values

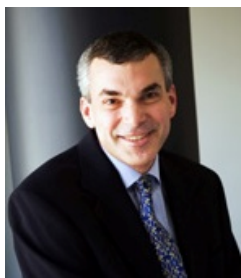
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## Acknowledgements

This project is supported, in part, by a Discovery Program Grant from the Australian Research Council. Additional support and infrastructure is made available by the University of Technology, Sydney and Melbourne Business School.

Additional technical and research assistance was provided by Michal Ulrych and Vichit Laoledchai.



## 1. Executive Summary

Societies are complex entities with competing and conflicting and supporting and reinforcing characteristics. This study, part of a multiyear project sponsored by the Australian Research Council (ARC) in conjunction with the University of Technology, Sydney and Melbourne Business School, seeks to chart the social, economic and political preferences of society using a unique methodology that provides us with a more accurate and robust picture of how individuals, as citizens, make fundamental trade-offs about things of material interest to their society.

The study was conducted in the United Kingdom with nearly 1,700 participants, chosen to match the profile of the voting age population. Similar studies were conducted in Australia, the USA and Germany. Examined were 16 categories of general social, economic and political issues that ranged from the local (for example, crime and public safety) to the global (for example, global security) along with 113 sub-issues that also varied from the local (for example, public transport and children's schooling) to the global (for example, nuclear non-proliferation and third world debt). This information was linked to data on the population's religious and political activities, its general demographics, and donating and volunteering activities with civil society organisations.

Some obvious and not so obvious results arise from this study. What is perhaps most obvious is that local issues dominate global issues. Fundamentally, the citizen population of the United Kingdom are much more concerned about issues that relate to their own lives and their local community. Concerns about food and health and local crime and public safety are more material to the population than any other class of issue, with the cost of daily living the most extreme specific issue on the issues scale.

A less obvious but no less important finding is how little these preferences vary across the demographic spectrum. While there is a tendency to expect that people are different based on their gender, their income or age, our research finds this is less likely than generally believed. Although some differences exist, these are fundamentally marginal and do not drive the big issues that motivate the population at large. More important is that these preferences tend to be related to people's political orientation.

What is potentially the most critical finding is that the issues that matter to the population are only weakly related to support for issues-based organisations in civil society. In fact, it seems there may be no relation whatsoever between people financially supporting an issue and where that issue fits into their values after it is traded off against the full gamut of potential concerns. For example, animal welfare organisations rate in the top five for donations, yet our respondents put animal welfare concerns well below many other issues. Humane farming, freedom from animal testing and the protection of wild populations from extinction, over-hunting or over-fishing are all clearly traded off against more material matters for the average individual.

Another key finding that is informative at a time when the UK government is developing its own measures of what matters to the well-being of the population, is that citizens of the UK still view economic growth as a very significant priority.

Overall, our results present a nuanced view of the social, economic and political preferences of the British population. It is valuable in informing businesses, policy makers, politicians and civil society organisations in developing their strategies for the future.



## 2. Introduction

### Why Examine Social, Political and Economic Values?

In this, the first of our global values studies to examine the United Kingdom, we investigate the citizenships' perspectives on a range of social, economic and political issues. The research looks at individual preferences using a unique methodology that gives us a detailed profile on how people trade-off economic, social and political issues – something standard surveys do not do. The benefit of our approach is in gaining a more realistic and nuanced understanding of people's values, allowing policy makers, third sector groups, and others to more effectively understand what really matters to their key stakeholders and giving them options that are in line with what is truly salient.

### What was Done in the Study?

The study is based on six distinct, but related, data collection exercises on a sample representative of the voting age population in the United Kingdom:

1. Best-worst experimental assessments of 16 general categories of economic, political and social issues. This allowed us to identify general categories of issues that matter to people.
2. Best-worst experimental assessments of the sub-issues within each of the general categories, 113 in total. This allowed us to examine what matters within and across issue categories.
3. An assessment of the individual's satisfaction with their home and work/school life, personal health, and the political situation.
4. A battery of demographic and social and political questions about each respondent's situation and position in society (including educational status, employment status, income). This section also recorded religious activities and beliefs, and voting and political party affiliations.
5. An ethical disposition inventory to measure participants' altruistic tendencies.
6. Finally, respondents were asked about their donating and volunteering activities across nineteen general categories, from working in their local church or school to being involved in political parties, museums, homeless or healthcare organisations, animal welfare and environmental organisations and other categories of Civil Society Organisations.

The hallmark of this study is the application of the best-worst experimental assessment. Nearly all research and polling exercises on social economic and political issues considers each issue individually, and typically measure regard for an issue using a simple multi-point scale. Usually these polling exercises require participants to nominate their position on an issue as a point on a scale, for example between one and five, in response to a view, or scenario, put forward by the researcher. However, as outlined in work by members of this research team,<sup>1</sup> such an approach distorts and overstates

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<sup>1</sup> Auger, P., Devinney, T.M. & J.J. Louviere (2007). "Using best-worst scaling methodology to investigate consumer ethical beliefs across countries," *J. of Business Ethics*, vol. 70, no. 3, pp. 299-326.

the importance of emotive social issues while failing to address what really matters in a trade-off situation. This arises because the social issues that matter to people do not exist in isolation to economic issues. Both kinds of issues form part of people's beliefs and political preferences and infiltrate other aspects of their lives. In this sense, the value of a single issue cannot be examined in isolation, as the value of one social, political or economic issue can only be determined by how it stands against other competing issues. We address this by creating a situation where people must make trade-offs amongst issues, thereby effectively generating a relative measure of their value, importance and salience. In addition, because we examine a wide range of issues (more than 100), we get a better approximation to how citizens actually value issues, from the very unimportant to the most critical. Our approach to the problem, gives us a picture not just of what matters to society, in general, but to individuals in that society.

### **Who was Studied?**

The study takes a representative sample of the UK population, focusing on voting age population. The study captures information about each participant's voting and political activities, religious beliefs and practices, and donating and volunteering activities. We also asked respondents to rate their satisfaction, both generally and in relation to their life circumstances. Participants rated their satisfaction with circumstances in their immediate personal situation (school, workplace) and at the societal level (politics).

### **Core Demographics**

The study covers a representative sample of voters across England, Scotland, Wales and Northern Ireland (1,673 respondents). Slightly more than half (53%) of the study population are female and the mean age is 42 years. The average respondent's household income is £29,117 before tax, and he or she has 2.2 children. Half of all respondents own their home, either with a mortgage or outright. Just under half the study population (47%) is married or widowed, while a quarter is single. Nearly all of the study participants – 94% – are UK citizens.

### **Religiosity**

Within the UK population there are two large groups that are polarised by their religious beliefs. Two fifths of the population has a western Christian religious orientation, while exactly the same proportion state they have no religion. The remaining fifth of the population is made up of small groups identifying themselves with a range of different faiths such as Islam (2%), Hinduism (1%) and Eastern religions – Shinto, Buddhism, Taoism (1% combined). Religious affiliation is a deliberate choice with citizens exhibiting freedom to decide for themselves, with nearly a fifth of respondents saying they had converted to their religious position.

Christianity has a privileged position at a societal level in the UK. Recent debate has queried the justification of this privilege, which is based on the

reported level of Christian adherents in the UK population. While a majority may describe themselves as Christian on the national census, Christian practice is low in the UK. Our study collected data on a range of religious observances and practices, which allows a more nuanced view of religiosity at the level of citizen and at the population level.

Our study examines a variety of religious activities, from the private and personal to public and communal, in order to chart religious preferences. On average, the typical individual goes to church for only nine and a half weeks of the year. Or, to look at religious attendance another way: two thirds of respondents attend religious services and a third never do. People practice their religion and play out their beliefs in a variety of ways. The level of religious intensity of people's private lives is also quite low. Only 15% of respondents engage in religious activities, such as saying prayer at meals, watching religious programming, listening to religious music or viewing religious websites. The evidence from our study leads to the conclusion that Christian activity is at the periphery of the daily lives and concerns of the average UK household.

The debate about the place of Christianity in the UK has been about its role at the societal level: within political power structures, by reserving parliamentary seats for bishops, and by placing Christian worship in schools. Schools across England and Wales that receive state funding are required by law to provide religious education and daily "collective worship" of a "broadly Christian" nature to all students.<sup>2</sup> This forced allocation of time and resources to religion within school education could be an attempt to boost the prominence and influence of Christianity. Without such mandates, our evidence hints that religion is not central to education and has not been for a long time. The typical experience of education of the adult population is a secular one, as generations have not been choosing to entrust their children's education directly to religious groups. Our study investigates the attendance at religious-based schools across all education and finds that from nursery school through university, the average British adult completed only 10% of their education at a religious-based school or university.

In the UK, the state's power structures have a mandated Christian element. Yet how does this fit with the average UK voter's religious values? We find that while as many as two out of three adults attend some kind of religious service, less than a third of respondents seek any kind of guidance from an omniscient power in their daily lives. This stunningly low number of worshippers suggests that much of the public worship is part of social belonging and social rituals, not the expression of personal commitment to religious beliefs. Further highlighting religion's lack of salience in people's personal belief systems, the evidence from our research indicates that for their personal decision-making, the majority of UK citizens relies neither on any religious beliefs nor on guidance from religious institutions.

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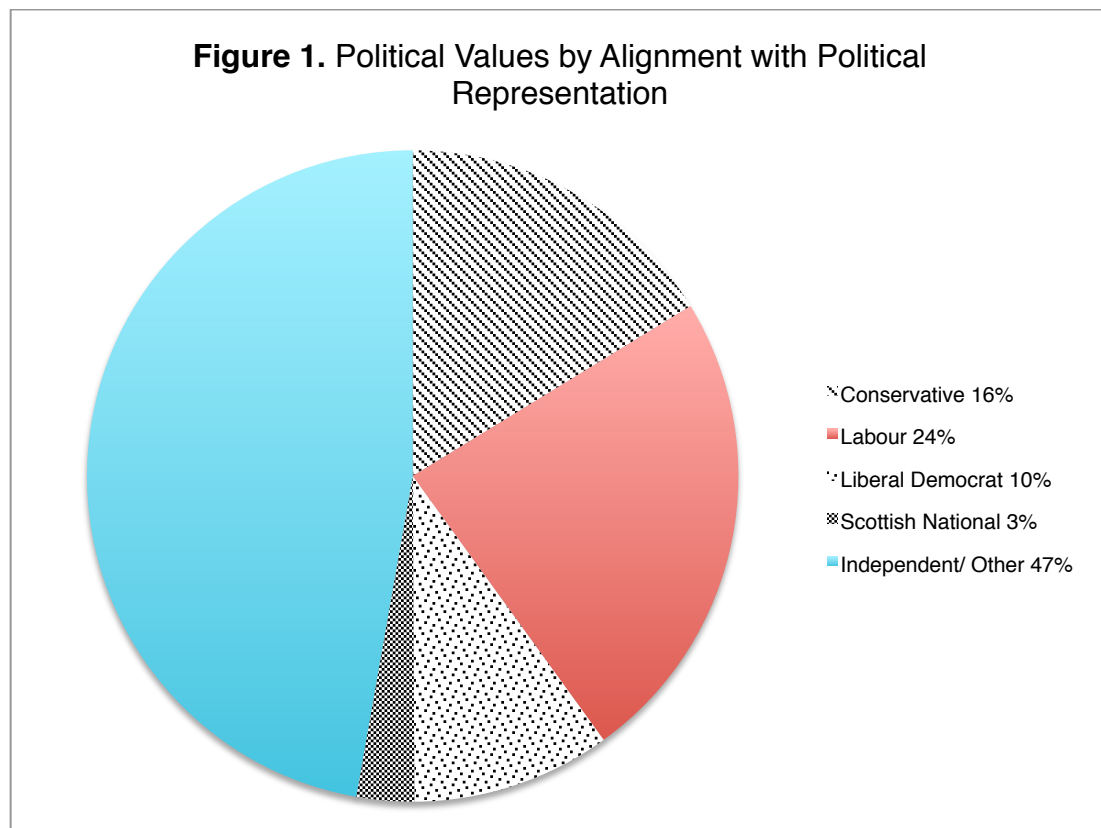
<sup>2</sup> Department for Education, Collective Worship Guidance, <http://www.education.gov.uk/a0064979/collective-worship>. Accessed 14 April 2012.

What, then is the average person in the UK's view of the role religion should play at the societal level? When it comes to preferences on whether there should be any connection between political leadership and religion, we find even less evidence that Britons expect faith to come into play in running their country. Only one in five voters state that religious beliefs of politicians matter to their vote. When asked should religious authorities influence political outcomes, more than 85% of respondents said they should not. Our study finds no evidence to support any picture of the UK population as being actively religious, nor any desire by the average voter for religion to be involved in management at the state level.

What we find is a surprising counter to the claims that the UK has a Christian tradition and, therefore, Christianity must be at the forefront of society's institutions. These findings are important to those who seek to represent the religious beliefs and values of the general population. Despite the favoured status in UK society that has been given to Christianity by the state, there is little evidence that Christianity is really at the core of that society, according to the beliefs and commitments of its population.

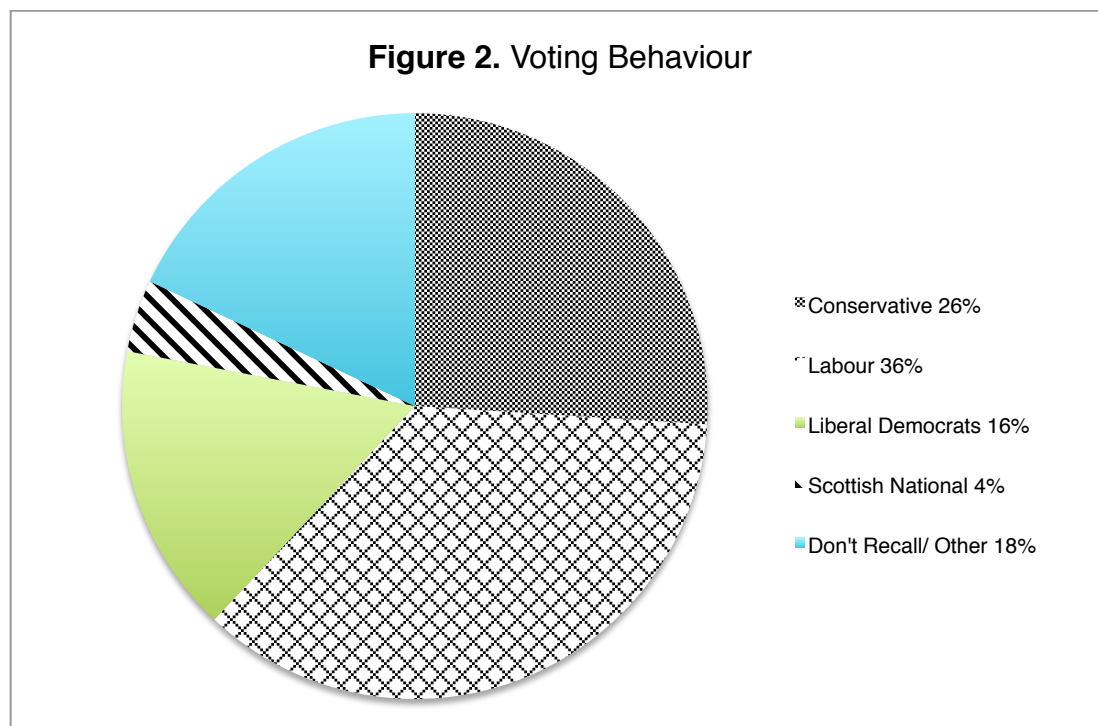
### Politics

The major political parties frame the nature of public political debate on major issues that affect society and its members. Study participants were queried as to which political party was closest to representing their political beliefs. Nearly a quarter of respondents believed the Labour Party represented their political values. Only 16% of respondents felt that their political beliefs aligned with the Conservative Party. One in ten felt aligned with the Liberal Democrats.



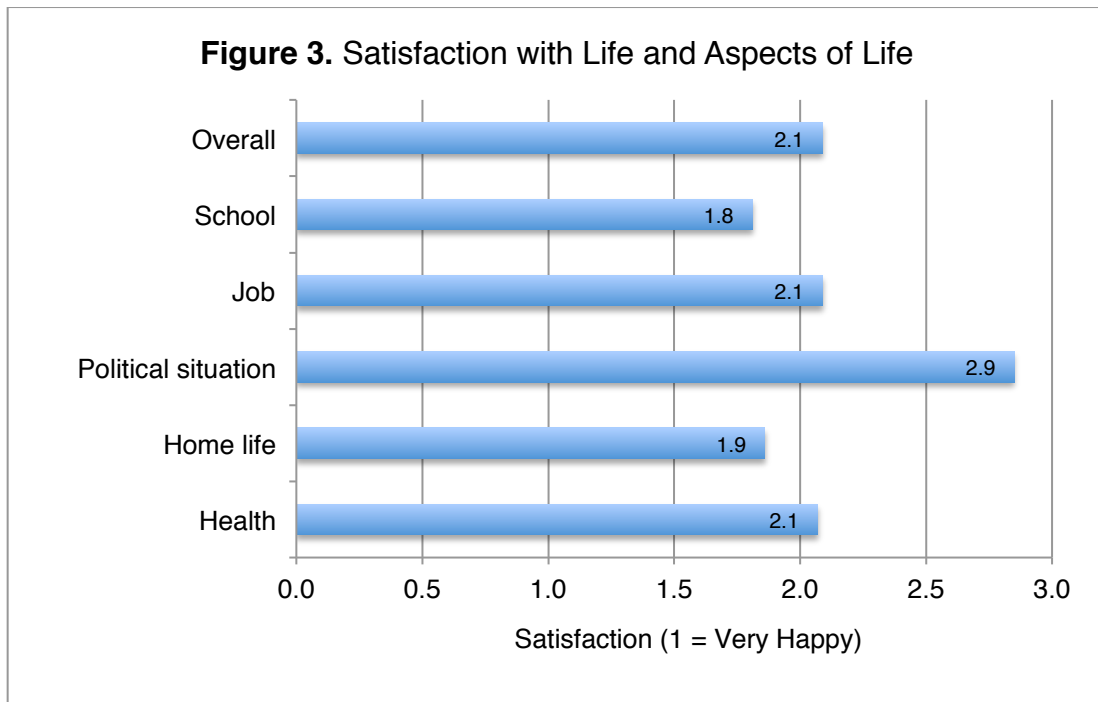
Nearly half of the people in our study would side with an independent political position or did not feel their political values correspond to any of the representation options available to them through the UK's three main political parties or the Scottish National Party. Clearly there is a large gap between what matters to the population and its political representation.

When it comes to supporting parties via the ballot box, though, democratic support for the major parties grows significantly. This could indicate that people who believe their values are not represented by any major party decide to nonetheless vote for a major party for the sake of putting a majority government in charge of their country.



### Satisfaction with Life

The average person in the UK declares him or herself to be moderately happy with everything in their life, that is: life overall, their home life, health and job/school situation. Unsurprisingly, the political situation is less satisfying. When asked to rate their happiness on a similar scale, the average respondent in the UK scores 2.2 out of five, which is fairly happy, or as Brits like to say, 'Can't complain'.



### Ethical Disposition Inventory

To get a measure of the study participants' levels of altruism, we conducted an ethical disposition survey using the well-known Machiavellianism scale.<sup>3</sup> Machiavellianism corresponds to an individual's tendency to be unscrupulous and deceptive in pursuit of a personal goal. The Machiavellian results measure Machiavellianism along a scale from 0-100 where scores above 60 are said to represent 'high Machiavellianism'. A position on the low end of the scale has been shown to indicate individuals hold higher levels of trust for others<sup>4</sup> and greater altruism.<sup>5</sup> For the UK population the mean and median scores – at 56.24 and 56, respectively – are in the moderate to slightly low Machiavellianism range. For example, comparable mean and median scores for Americans are 53.98 and 55.00, for Australians they are 55.44 and 55.00 and for Germans they are 57.82 and 58.00. The modal response is at the neutral score of 60 (9.7 per cent of the population have this score). 4.5 per cent of the population fall into the 'high' Machiavellianism range (with a score over 70), while over 22 per cent fall into the 'low' Machiavellianism range (with a score less than 50). Overall, the results reveal the UK population to have a somewhat 'low' tendency towards Machiavellianism.

### Support for Civil Society: Financial and Human Capital

Involvement in civil society reveals the kinds of organisations in the UK that are able to engage people, which, in turn, suggest the issues that matter

<sup>3</sup> Christie, R. & F.L. Geis (1970). *Studies in Machiavellianism*. New York: Academic Press.

<sup>4</sup> Gunnthorsdottir, A., McCabe, K. & V. Smith (2002). "Using the Machiavellianism Scale to Predict Trustworthiness in a Bargaining Game," *Journal of Economic Psychology*, Vol. 23, No. 1, pp. 49-66.

<sup>5</sup> Wilson, D.S. & M. Csikszentmihalyi (2007). "Health and the Ecology of Altruism," in S.G. Post (ed.), *Altruism and Health: Perspectives from Empirical Research*, Oxford, UK: Oxford.

enough to be actively supported by a significant percentage of the population. The pattern of involvement also indicates the relative influence of different issues and the organisations that represent those issues.

Civil Society Organisations (CSOs) have grown dramatically around the world; in number, capacity and influence. They rely on the personal involvement of private citizens in order to undertake their mission. Civil society refers to the range of non-governmental and non-profit organisations that represent the interests and values of those who support them. CSOs include community groups, non-governmental organisations (NGOs), labour unions, charitable organisations, faith-based organisations, civil rights groups and philanthropic foundations. These organisations are dedicated to considerations that may be ethical, cultural, political, scientific, religious or philanthropic.<sup>6</sup>

The UK encourages the existence of CSOs and their support by the general public, through taxation frameworks. The UK government HM Revenue and Customs (HMRC) provides a generous and comprehensive system of tax reliefs for charitable organisations that are recognised by the government regulators in Ireland, Scotland, England and Wales.<sup>7</sup> Charities must provide a public benefit, and have a charitable purpose. Charitable purposes that are eligible for tax reliefs are very broad. The thirteen categories of charitable purpose defined by the Charities Act for England and Wales includes the promotion of the efficiency of the armed forces of the Crown or of the police.

A range of tax incentives and schemes encourage British taxpayers to donate to British charities.<sup>8</sup> Gifts to most CSOs are tax-deductible and through the HMRC Gift Aid scheme, charities and Community Amateur Sports Clubs are able to reclaim basic rate tax on individual gifts.<sup>9</sup> Encouraged by these taxation incentives, in England and Wales alone, there are more than 160,000 registered charities,<sup>10</sup> or one registered charitable organisation for every 340 individuals.

Half of the study population donate money to CSOs, but only a one in five volunteer their time. The average annual donation is £191, just over 1% of annual household income. Donations are concentrated on just 1.5 different groups per donor.

Donations are tax deductible because the donor does not directly benefit. Hence, giving is often represented as altruistic, as it is meant to result in a

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<sup>6</sup> World Bank (2011). *Defining Civil Society*, <http://go.worldbank.org/4CE7W046K0>. Accessed 21 Feb 2012.

<sup>7</sup> HM Revenue & Customs, *Charities and tax: the basics*. <http://www.hmrc.gov.uk/charities/tax/basics.htm> Accessed 19 June 2012.

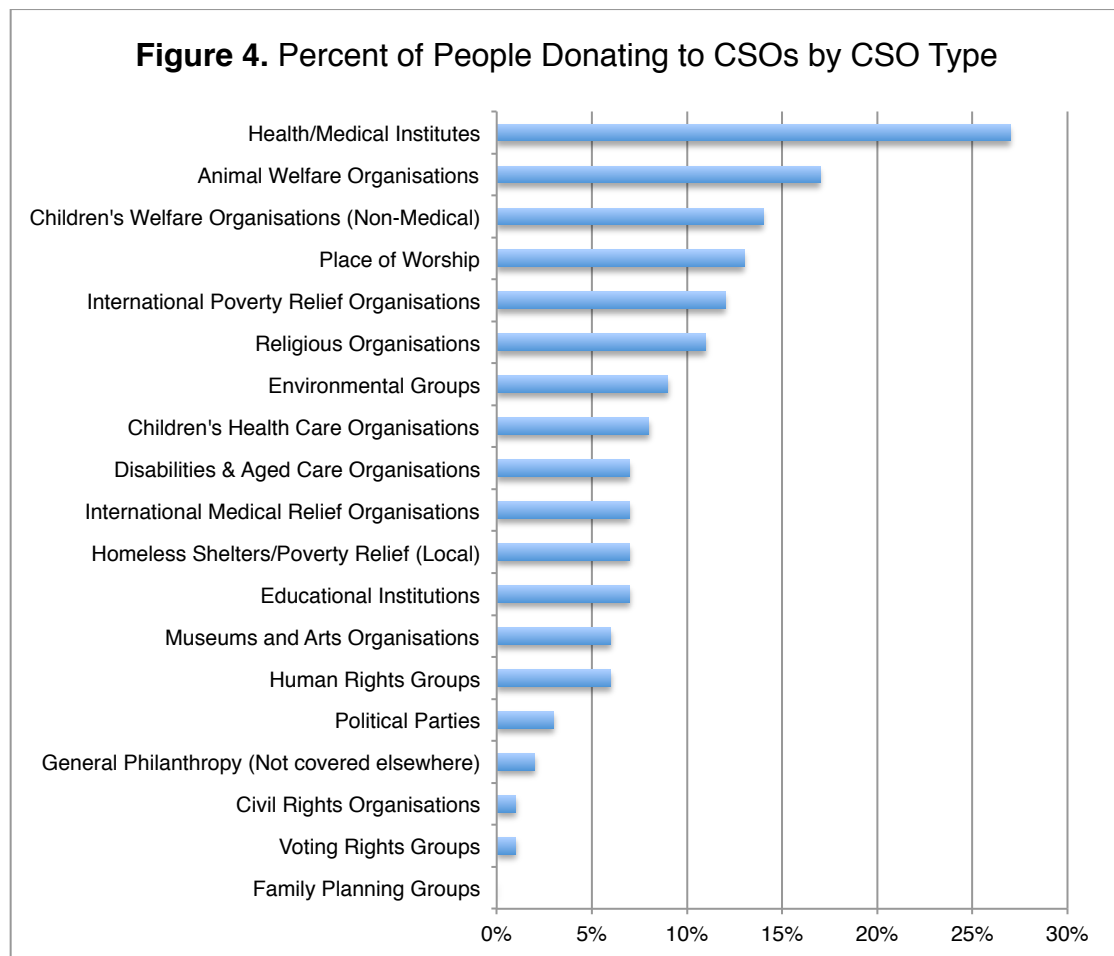
<sup>8</sup> DirectGov, *Tax efficient giving to charity: the basics*. [http://www.direct.gov.uk/en/MoneyTaxAndBenefits/ManagingMoney/GivingMoneyToCharity/DG\\_188051](http://www.direct.gov.uk/en/MoneyTaxAndBenefits/ManagingMoney/GivingMoneyToCharity/DG_188051) Accessed 19 June 2012.

<sup>9</sup> DirectGov, *Tax relief when giving to charity through Gift Aid*. [http://www.direct.gov.uk/en/MoneyTaxAndBenefits/ManagingMoney/GivingMoneyToCharity/DG\\_078490](http://www.direct.gov.uk/en/MoneyTaxAndBenefits/ManagingMoney/GivingMoneyToCharity/DG_078490) Accessed 19 June 2012.

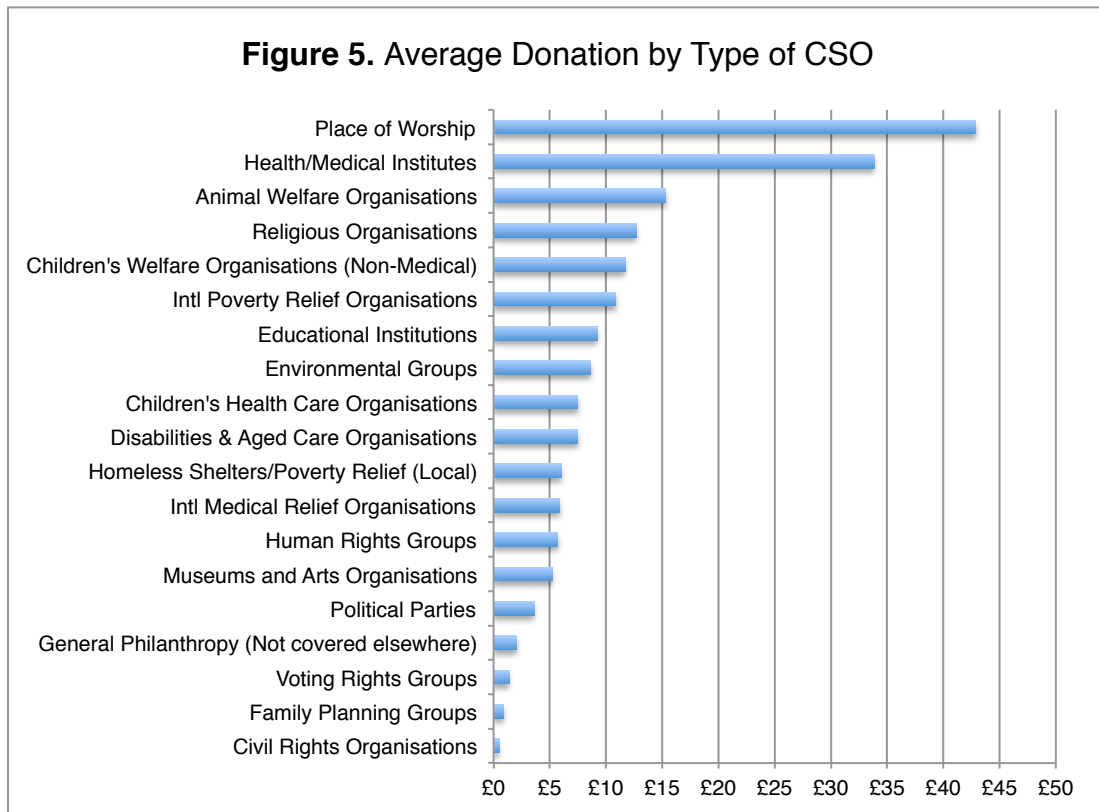
<sup>10</sup> Charity Commission, <http://www.charity-commission.gov.uk/>. Accessed 19 June 2012.

public benefit. However, much giving is to organisations close to the giver and with which it is likely that the giver has another relationship, either as a member or user of its services. Health and Medical Institutes have the highest percentage of givers of any individual category. Adding together the percentage of people who donate to religious organisations and places of worship reveals that around a quarter of donations are connected with religion and collected by religious organisations. Children’s charities (welfare and health care combined) attract the next largest group of donors, with around one in five donors supporting these, followed by animal welfare.

Looking at the dollar amounts donated to CSOs by category reveals a different pattern of giving, compared to the numbers of people donating. Around one in ten Britons donate to a place of worship, making it the fourth ranked donation category by proportion of people donating to that type of organisation. More people donate to health and medical institutes, and organisations dedicated to animal welfare, than give to the church collection plate. Yet it is places of worship that attract the highest average donations. Health and medical institutes attract only the second highest average donation. And the share of British donations collected by religious CSOs is even higher because many charities are religiously affiliated organisations collecting funds for a range of social issues.



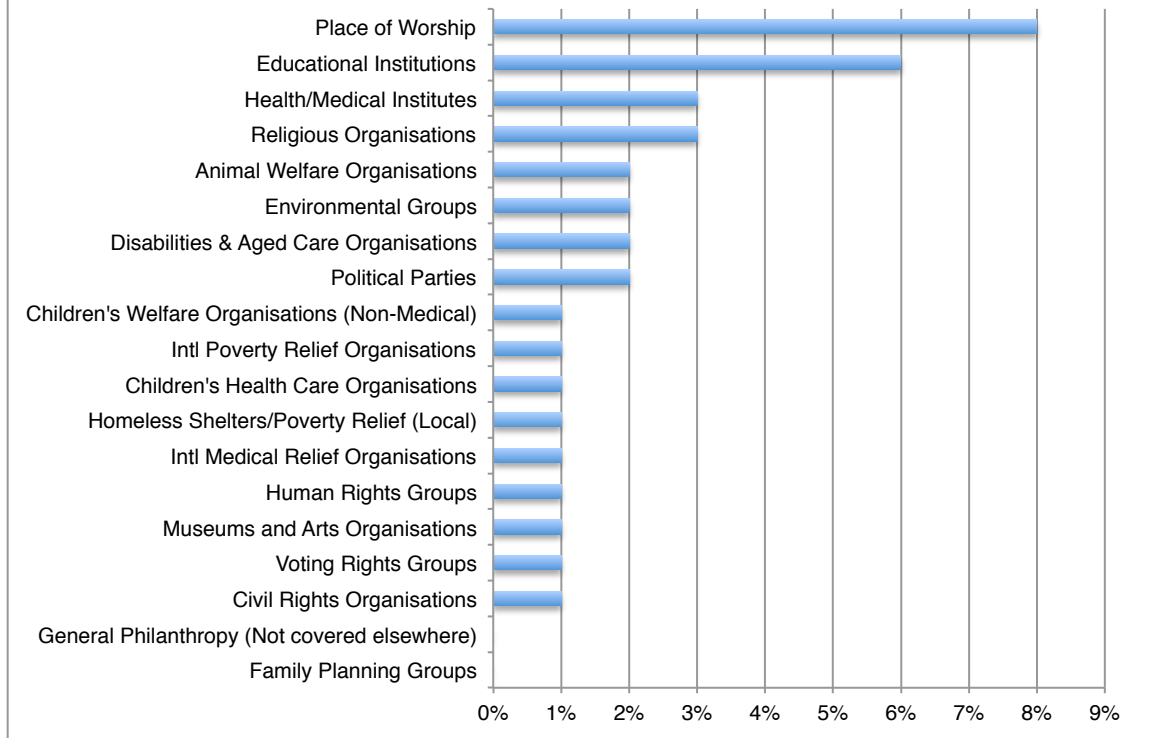




After religious organisations (£56 combined donation), health and medical institutes (£34), children’s welfare and health (just £19 combined donation) and animal welfare (£15), every other cause receives an average donation of just £5. Clearly, those charitable organisations that are not religiously affiliated or associated with the most popular donation categories must work hard to attract donations. The average donations to places of worship and religious organisations are much higher than to organisations dedicated to specific issues. Whether this indicates that many donors are trusting religious organisations to decide which issues deserve their donations, or that many donors trust religious organisations to tackle the issues that matter to them and so give them their donations, or something else entirely, requires further investigation currently being undertaken as a part of this study.

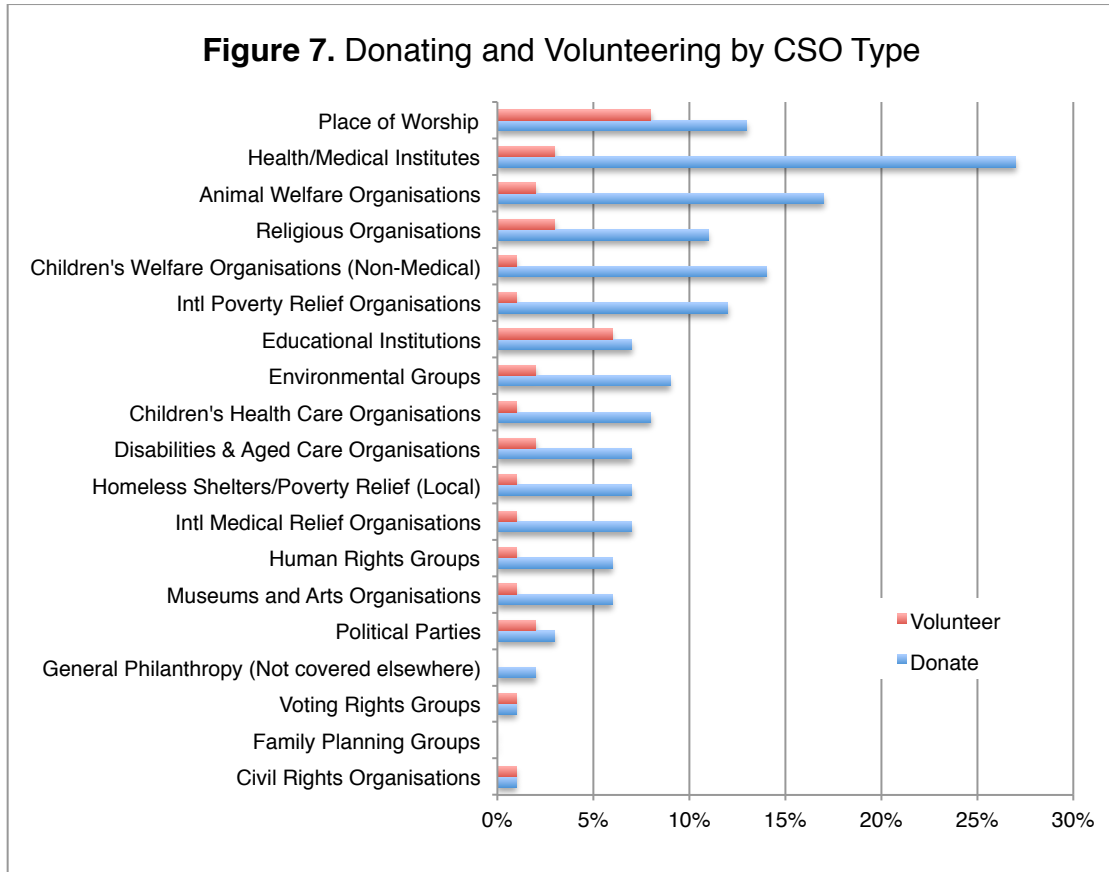
Volunteering behaviour displays a pattern similar to donation behaviour. Places of worship attract the highest proportion of volunteers but, unlike donation behaviour, this is closely followed by volunteerism at educational institutes. Support for educational institutions via donating or volunteering is close to same level (7% and 6% respectively). Volunteering at educational institutions and places of worship is around the same level of involvement (6% vs 8%). However, there is a big drop from the proportion of people who attend a place of worship as a member of congregation (two thirds) to the percentage of people who donate to a place of worship (13%) and finally to those who volunteer (8%). These two types of organisations have the most engagement in terms of people giving their time.

**Figure 6. Percent of People Who Volunteer with CSOs, by CSO Type**



This reveals the importance of salient proximity when it comes to a citizen's involvement in civil society. Many individuals are actively involved in their places of worship and educational institutions; these organisations connect them with their familial, community and spiritual obligations. Schools and places of worship have longstanding programmes of low-skilled volunteer activities such as fundraising, sports coaching, even property maintenance. Many people are connected to these organisations through their families and their local communities and they will commit to volunteer activities on an ongoing basis. Indeed some voluntary activities are built over generations and people grow up with members of their family demonstrating a model of adulthood that includes active involvement in their place of worship and their school. Many other kinds of NGOs lack this advantage of salient proximity. The majority of CSOs get little volunteer involvement either because the consideration represented may be remote to the average individual's life experience, or the CSO may be dedicated to a consideration that is relatively recent, such as concern for the environment, and has not had time to become integrated into community activities.

**Figure 7. Donating and Volunteering by CSO Type**



This pattern of involvement in organisations that have high touch points in Britons’ lives and their engagement with CSOs, does not extend to participation in health and medical institutes. More people donate to health and medical institutes than any other type of organisation, probably inspired by someone close who has been afflicted by a particular health or medical condition. Salience thus inspires donations to health and medical institutes. However these organisations require very specialised, expert services, with few opportunities for volunteer involvement.

The research data indicate that while there is modest support for organisations that are proximate to the lives of their supporters – either through religious activity, education, family health issues, or the welfare of children and domestic animals – most types of civil society organisations receive very little support from the general population of the UK. This is in spite of the proliferation of charitable organisations seeking their support. Political parties do not attract active involvement from UK voters. Voting rights and family planning groups are fundamentally inconsequential on the dimensions of donating or volunteering by our study respondents. UK charitable organisations must fight hard to secure individuals’ support.

### 3. What Matters to UK Citizens: A General Profile

In order to capture the salience of general issues to people in the United Kingdom we asked participants to evaluate sixteen categories of social, political and economic issues. The categories were based on those used in surveys to produce reports on public opinions on major topics, in longstanding programmes such as the Universal Declaration of Human Rights,<sup>11</sup> and Eurobarometer,<sup>12</sup> which the European Commission applies to its decision making. We also based our issue categories on those used in the research on social, economic and political causes and issues and obtained advice from political and social writers and academics. The general categories of social issues are listed in Table 1. In addition, each category was made up of a number of sub-issues that we will discuss shortly. Table 1 lists some of the indicative sub-category issues. Appendix 1 contains the complete listing.

Individual preferences amongst all these issues are determined in a series of trade-offs via what are known as best-worst scaling experiments (Appendix 2 contains a discussion of the approach). Best-worst scaling models the cognitive process individuals use as they select the largest perceptual difference seen in a set of options. Best-worst scales are particularly relevant to the examination of social, political and economic issues for three reasons.

First, because the individual must make trade-offs amongst a set of options, the behaviour being examined is more realistic than when using traditional multi-point scales. In other words, individuals are making choices that require that they reveal how they discriminate since they must reveal what they would sacrifice.

Second, a common issue with surveys addressing social issues is that individuals indicate that ‘everything matters’. Best-worst approaches require that individuals make distinct choices; hence they cannot avoid making a decision that excludes an option.

Third, best-worst approaches allow researchers to directly estimate the utility value that individuals get from a choice in a way that is comparable across individuals. Traditional surveys do not allow this because of what is known as “scale invariance” – in other words, one individual’s score of “3” on a scale is not comparable to another individual’s “3”. However, when two individuals make the same choice amongst a set of options, the choice is the same for both individuals.

In our best-worst experiments, individuals were presented with rotating blocks of options representing social, political and economic issues. Their task was to evaluate those issues *in the conduct of their life* and make two choices: (a) which in the set they considered the most important and (b) which in the set they considered the least important.

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<sup>11</sup> <http://www.un.org/en/documents/udhr/> Accessed 12 May 2012

<sup>12</sup> [http://ec.europa.eu/public\\_opinion/index\\_en.htm](http://ec.europa.eu/public_opinion/index_en.htm)

**Table 1: General Categories of Social Issues and Selected Sub-Issues**

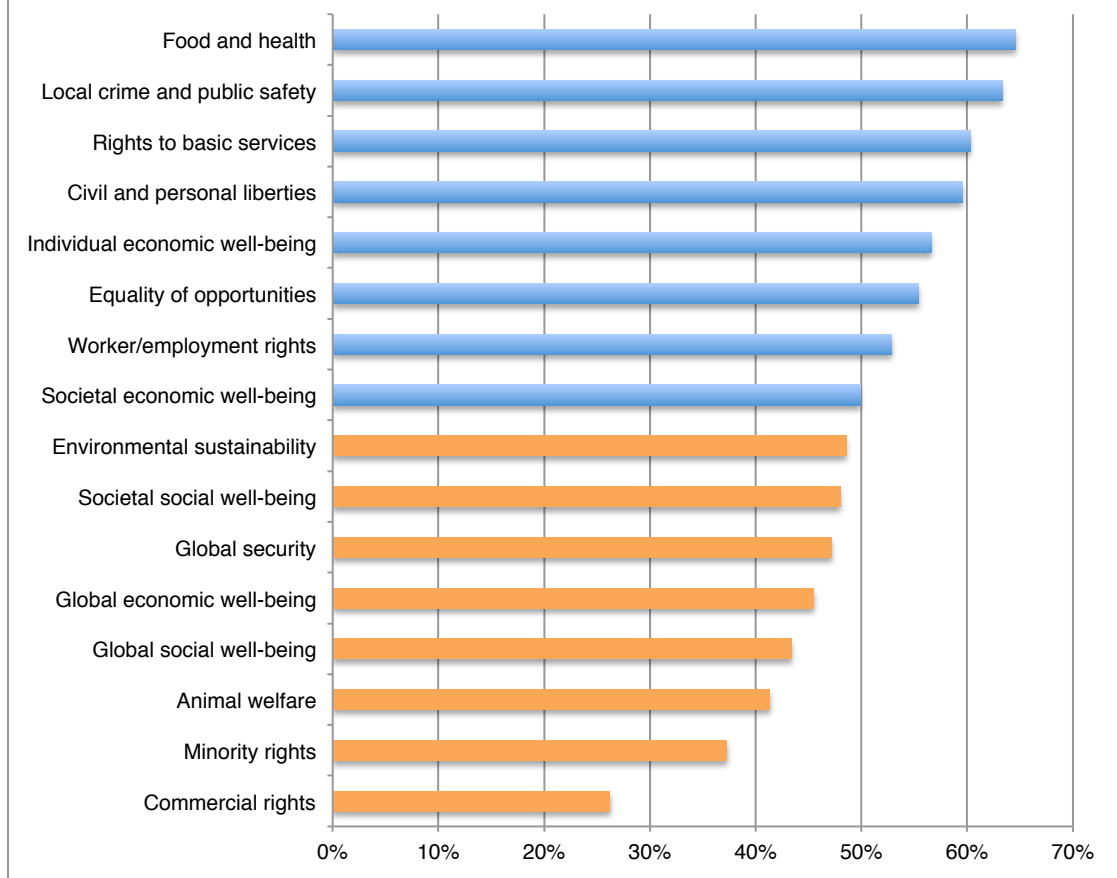
General Categories	Selected Sub-Issues
Food and health	Water and sanitation, GM foods, obesity, abortion
Local crime and public safety	Safety, child pornography, violent crime, corruption
Rights to basic services	Healthcare, food, education, benefits of last resort
Civil and personal liberties	Rights: legal, to vote, marital, free speech etc.
Equality of opportunities	Discrimination based on age, gender etc.
Individual economic well-being	Inflation, taxation, interest rates, cost of living
Worker/employment rights	Work safety, unions, retirement, child labour
Environmental sustainability	Pollution, climate change, biodiversity loss
Societal economic well-being	Poverty, employment, energy prices, growth, deficit
Global security	Terrorism, nuclear weapons, criminal syndicates
Societal social well-being	Quality of schooling, public transport, immigration
Global economic well-being	Resources management, trade, global finance issues
Animal welfare	Treatment of individual animals and species' survival
Global social well-being	Peace, diseases, poverty
Minority rights	Rights including cultural preservation and expression
Commercial rights	Commerce and ownership such as IP rights

### The Most Salient Issues to Citizens of the United Kingdom

Our best-worst scaling experiments result in a picture of the importance for each issue category and all the sub-issues. Figure 8 presents the salience of the general categories. To make the results easier to understand, we have translated them into a 0-100% scale. The issues at the top are more likely to be selected when put up against the issues lower down the scale. For example, a score of 100% would imply that whenever that issue was pitted against all other issues it is chosen 'most important' every time. A score of 0% implies that the issue is chosen as 'least important' every time. The beauty of the approach is that the likelihood that an issue is superior in a choice set to any other issue is just the ratio of the two scores.

Food and health is the top issue category with a score of over 70%, implying that it will be selected as 'most important' seven times out of ten against any mixture of the other issue categories. For simplicity, we distinguish between the issues that dominate the preferences of our UK respondents in blue and those issues that fall below the middle score of 50% in orange.

**Figure 8. Salience of General Categories of Social and Economic Issues in the UK**



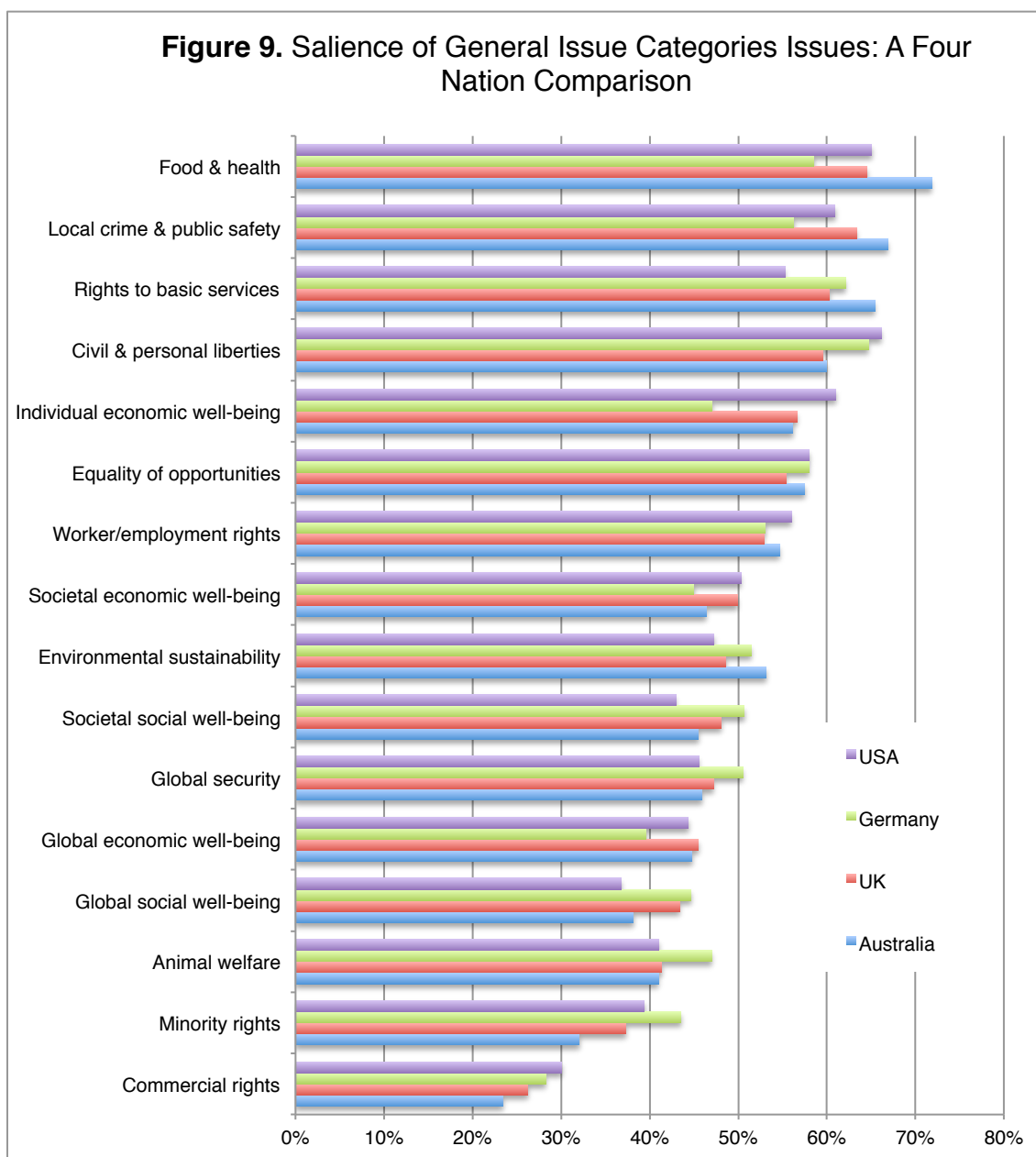
What the results reveal is that the most salient issues for a citizen in the conduct of their lives are those most immediate and closest to their personal welfare. Food and health, local crime and public safety and rights to basic services are their top three concerns. People, in general, are effectively indifferent to global and societal issues, rating these significantly lower. The rights of minorities and commercial rights issues have virtually no real resonance with the population. Overall what we see is that issues impacting people’s lives directly matter most. What follows next are issues affecting their broader local community; e.g., the economic issues within society, environmental sustainability, followed by indicators of society’s well-being. After this, people in the UK worry about global issues affecting people, and finally, they have concerns for creatures other than people. The issues that have the least priority, are the rights of minorities and of businesses.

Is this salience of proximate issues to UK citizens unique to people in the British Isles? What is telling about these results when compared to our investigations in Germany, the USA and Australia is the stability across nations; we find that an issue’s salience to a person’s life still determines its priority. Slight national variations result from strong elements of national culture that can make an issue more or less primary for that national population. These variations suggest that history has a part to play in

moulding issue preferences, with a potential influence from contemporary history.

Figure 9 gives the salience scale for all the nations we have studied so far. Six issues are salient for all four nations. The UK and Australia are by far the closest in agreement, with the seven top issues being identical. People in the UK put societal economic well-being slightly ahead of Australians, while Australians are slightly more environmentally conscious.

Comparing the nations in our study few strong differences emerge. Germans and Americans put civil and personal liberties ahead of every other issue. Germans swap individual economic well-being for societal social well-being and global security in their salient issues. All the less proximate issues cluster below.

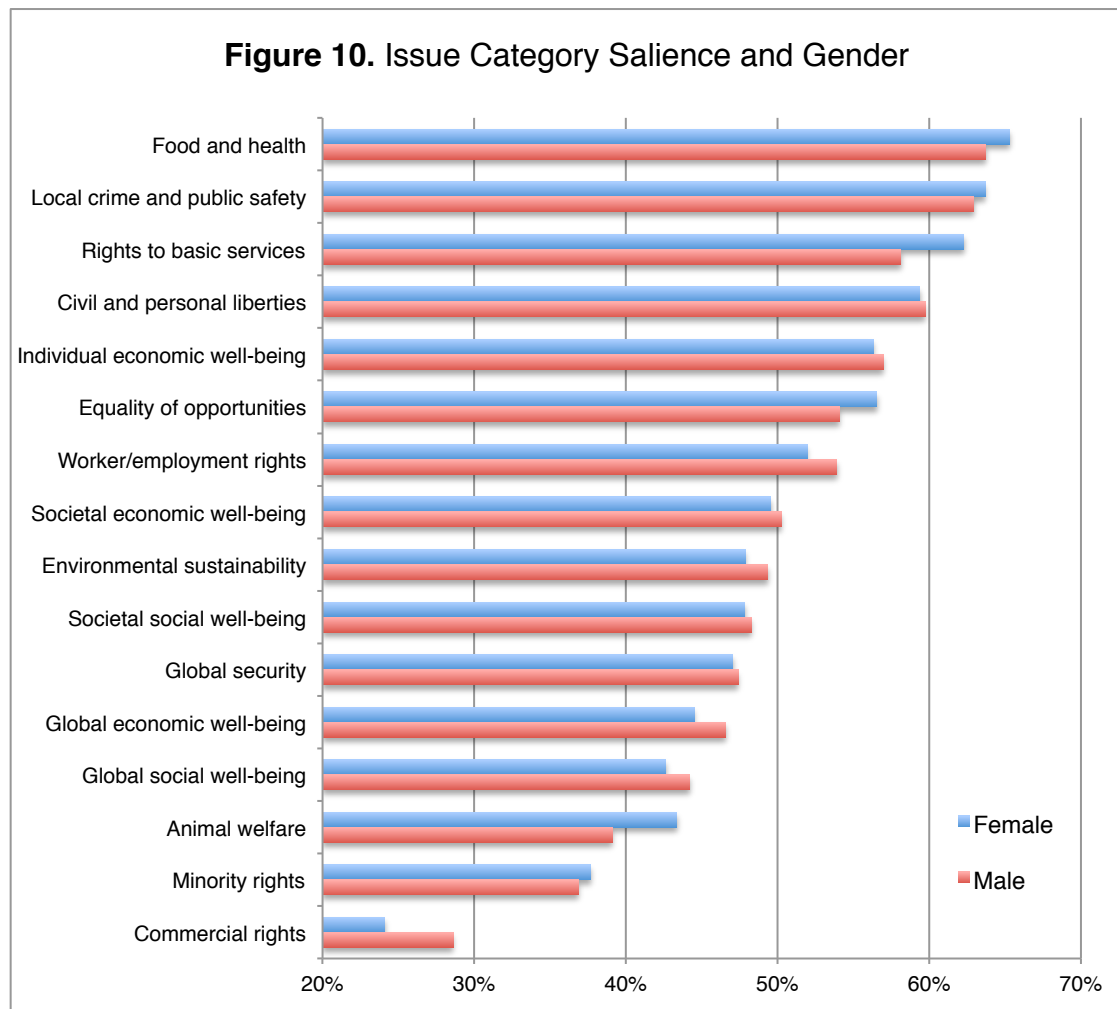


## 4. What Matters: Distinctive Breakdowns

This section describes general population breakdowns, based on income, age, politics, religiosity and gender, and looks at shifts in the salience of the general categories of social, political and economic issues. Our data allows many relevant comparisons. Some tabular results are included in Appendix 3.

### Gender

The gender split of the study population was roughly equal. Differences in the social, political and economic preferences of the genders are most marked in the areas of equality of opportunities and animal welfare (more salient to women) and civil and personal liberties (more salient to men). There is a five-point gap between the genders on the issue of commercial rights; however, this difference is one of magnitude rather than order. Yet despite these differences, the ordering of the general categories of social, economic and political issues are approximately the same for both genders.

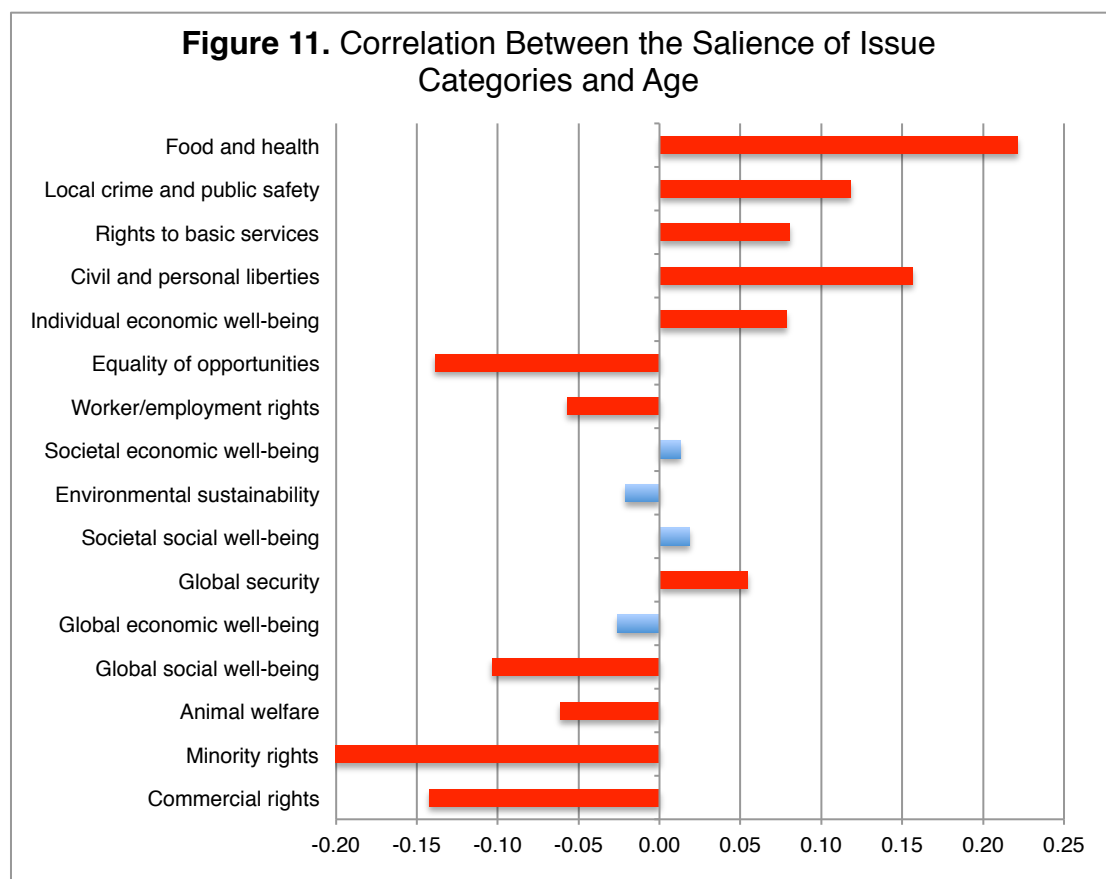




## Age

There are some material differences when we examine the relationship between social, economic and political issue preferences and respondents' age. We examine this in two ways.

First, we look at the simple relationship between age and issue preferences. Figure 11 presents the correlations between age and category preferences. Significant effects are shown in red (correlation above  $\pm 0.05$  in magnitude).

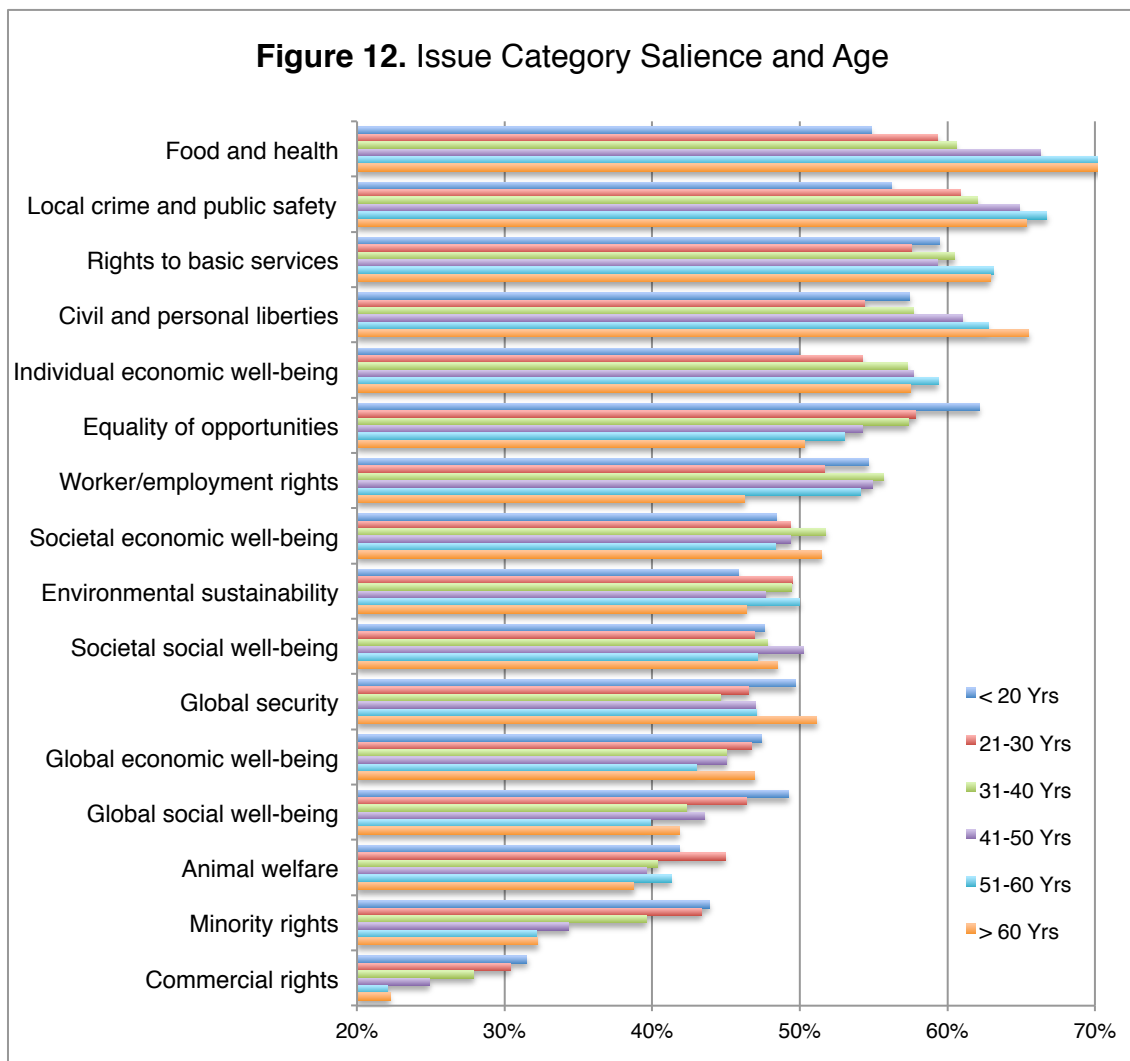


The salience of three quarters of the issue categories changes based on a respondent's age. We see in Figure 12 that six issue categories are positively related to age. Older individuals are concerned more about food and health, local crime and public safety, rights to basic services, civil and personal liberties, and individual economic well-being. For people who either experienced or were born in the shadow of World War II matters of global security move into salience. Another six issues are negatively related to age; meaning that they are more likely to be of concern to younger people. Two issues out of the top eight salient concerns for the general population's come to matter more to younger citizens: equality of opportunities and worker and labour rights. Out of the bottom issues for the general population, four increase in salience for younger respondents: global social well-being, animal welfare, minority rights and commercial rights.

Second, we break age into groups that represent 10-year blocks to examine if there are any specific age groupings that stand out. This is presented in Figure 12.

When we review the preferences of different age groups we see food and health, and local crime and public safety, the two most salient categories for the whole study population, are both more critical for individuals over 50 years of age. Local crime and public safety moves based on the age of the respondent, from the number one concern for people aged 31-40 years, down to fourth place for respondents younger than 20 years of age.

Equality of opportunities shifts dramatically depending on the age. It is the number one concern of people less than twenty years old, and number three for the next age group up to thirty years of age. It remains higher than individual economic well-being for the next group aged 31-40. For people setting out and making their way in the world, concerns of potential barriers are more salient than most concerns of the general population.

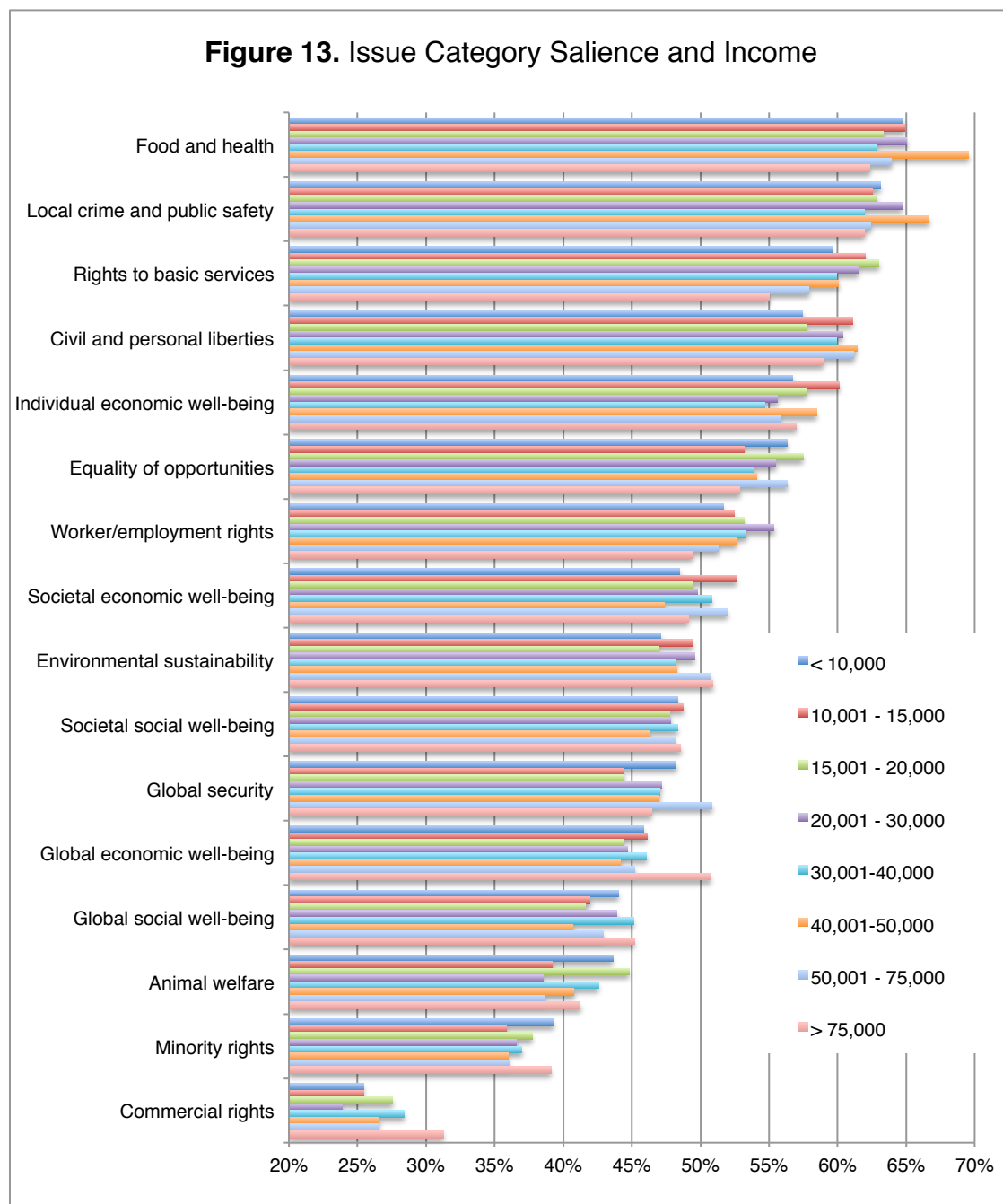


Unsurprisingly, worker rights issues vary in importance with respondent age. For the general study population it ranks seventh. However, for respondents aged over 60 the issue drops to twelfth place and effectively ceases to be salient. The implication is that salience is higher for those still in the labour force, when it is most personally relevant.

## Household Income

As with our examination of the relationship between age and social, economic and political preferences, we have two ways to investigate the influence of income on what matters to UK respondents. First, we examine the correlations between income and issue category preferences. When we do this we find surprisingly few general trends. Indeed, there appears to be no relationship between income and any of the issue categories (hence we present no graph).

Next, if we examine differences in category preferences based on income by looking at income ranges, we see a slight polarisation occurring between high- and low-income groups. This is given in Figure 13.

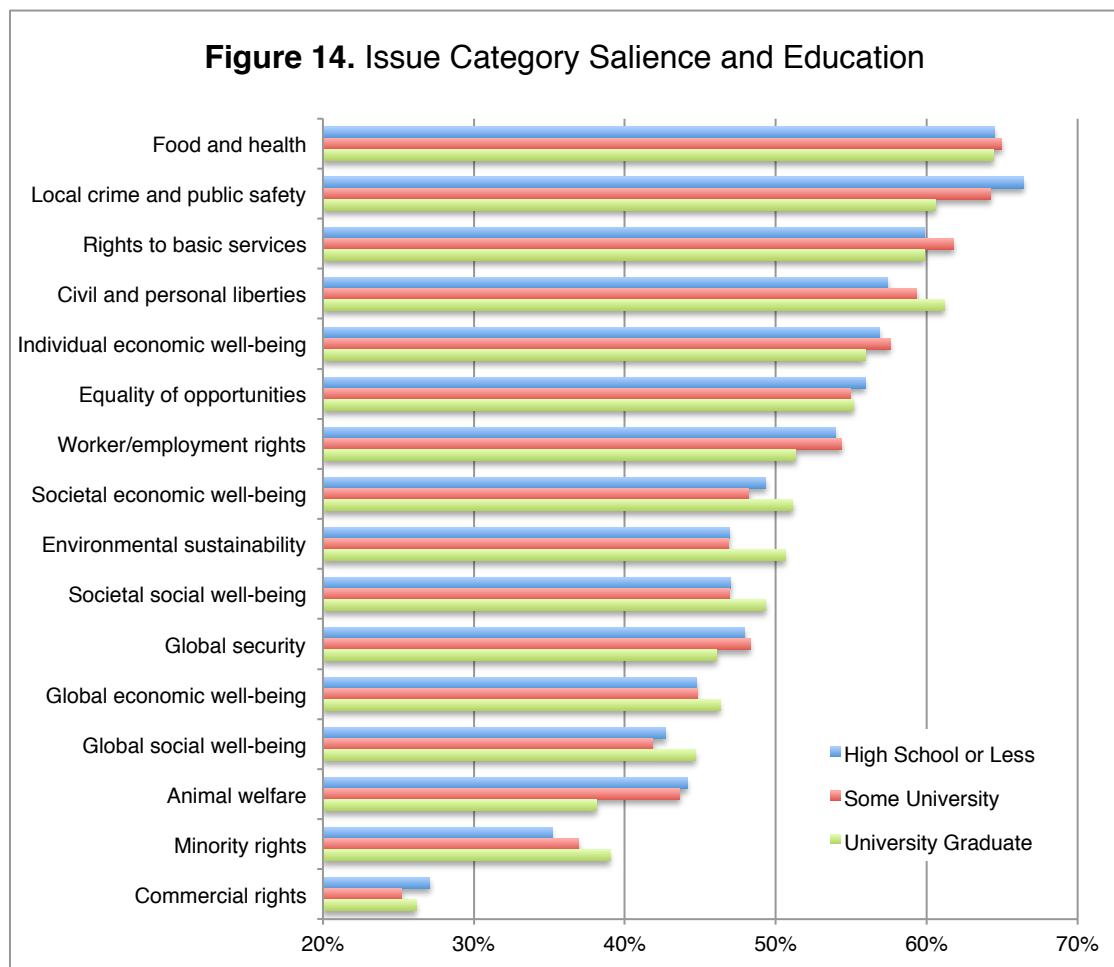


For all respondents in the higher taxation band, rights to basic services drops from number three for the general population. The present study has four income brackets that correspond to the United Kingdom's higher income tax band. Rights to basic services drops two places for the very wealthiest households. Another material change for the wealthiest respondents is that worker rights ceases to be salient at all, replaced by global economic well-being. In an unusual change from the general population's preferences for personal and local issues over global ones, the wealthiest people in our study put global economic well-being well ahead of societal economic well-being. It may be that wealthy UK residents see their own well-being as being more closely tied to global economic issues than do other respondents.

People in the lowest income bracket of the study put rights to basic services as their second highest issue category, and for them animal welfare jumps ahead of all global issue categories.

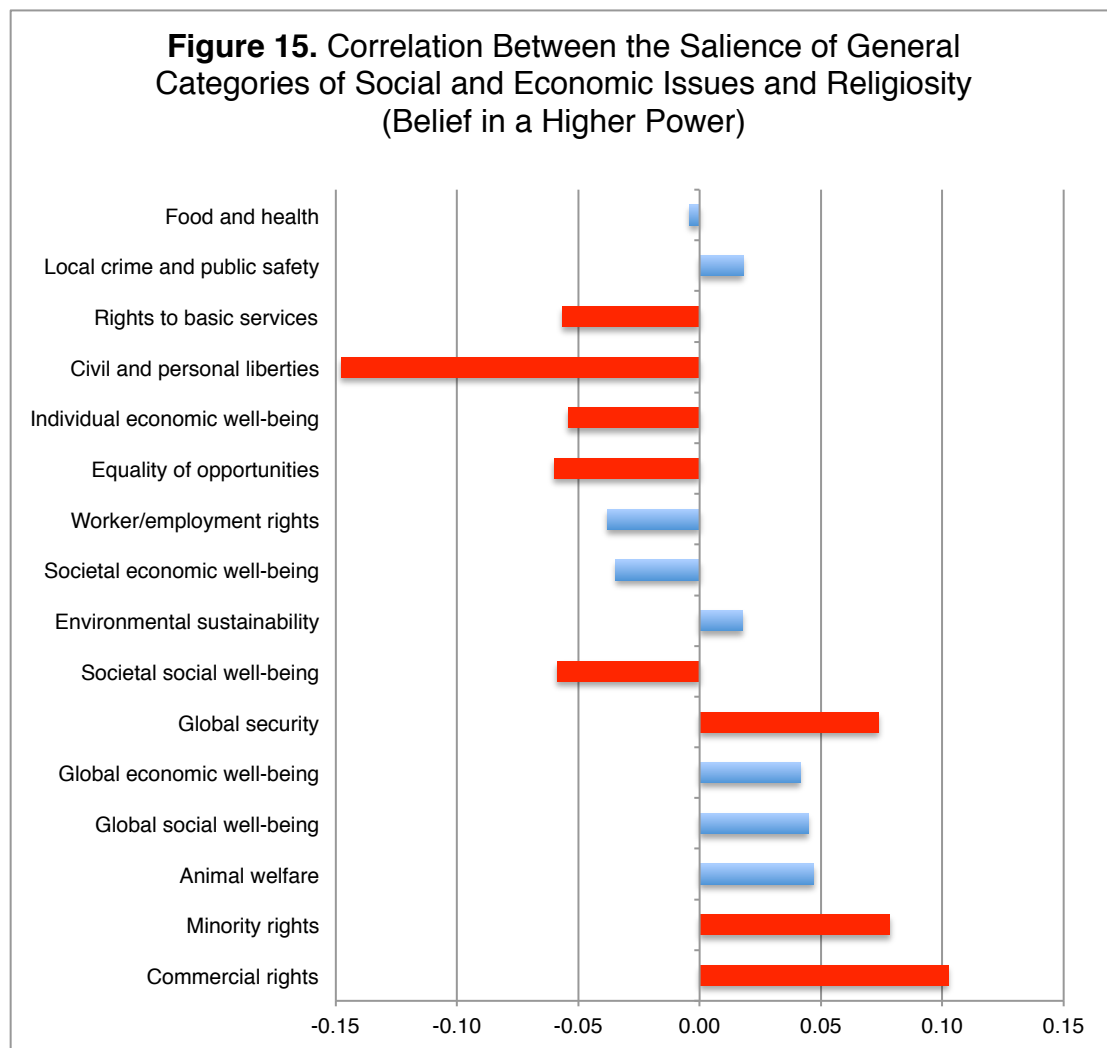
### Education

The impact of education is not terribly marked. However, overall education seems related very slightly to issues such as civil and personal liberties (positively), environmental sustainability (positively), crime and public safety (negatively), animal welfare (negatively) and minority rights (positively).



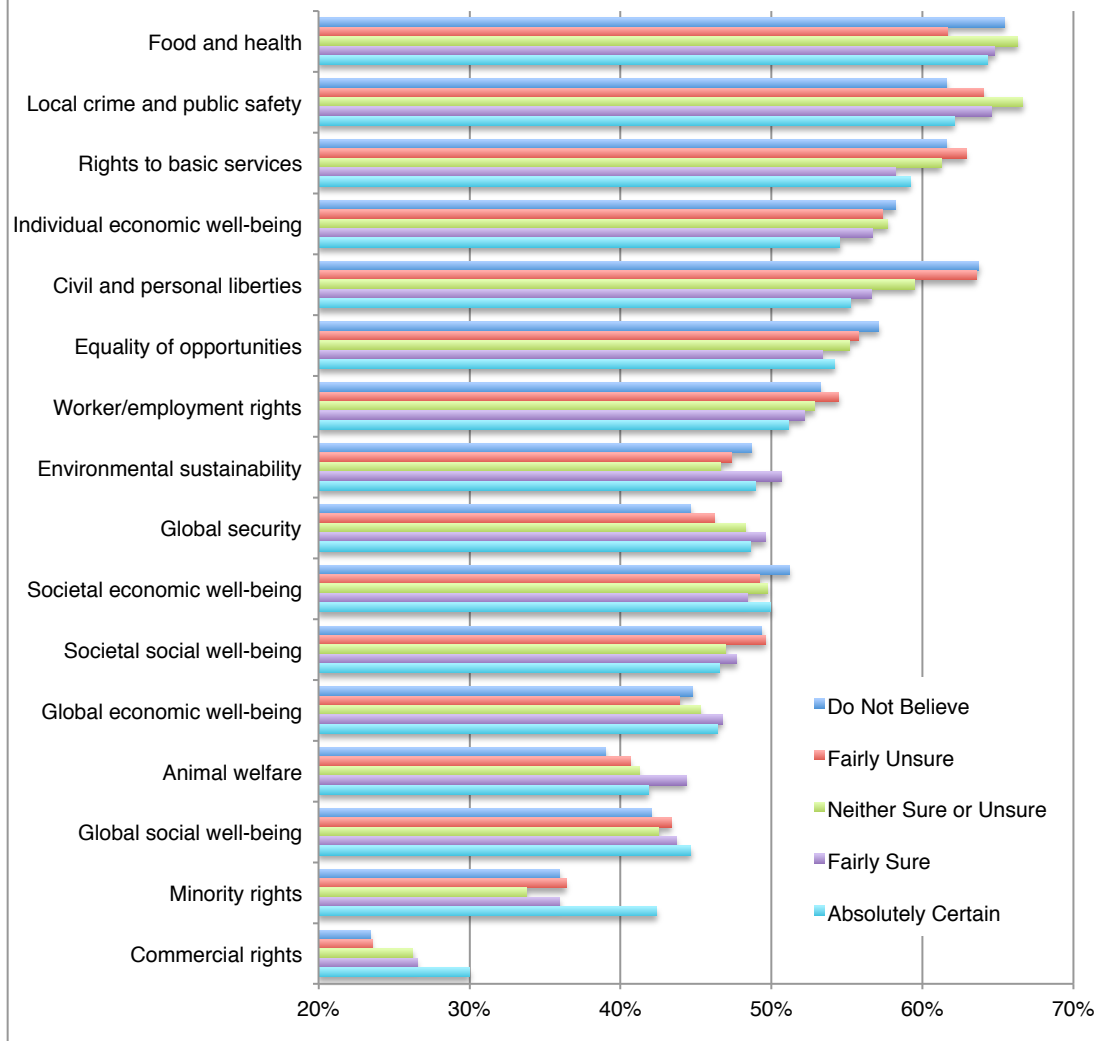
## Religiosity

We collected an extensive battery of information about each individual's religious practices and beliefs. For simplicity, we focus on one question only: the extent to which the individual believed in god or a higher power. This question was strongly related to a number of other variables such as religious practices and activities. Study participants were queried about their belief in a god on a scale from "absolutely do not believe in the existence of a higher power" to "absolutely certain" in their belief as to a higher power's existence.



This information was first analysed by looking at the correlation between the belief in a higher authority and social, economic and political preferences. The issue category correlations with religious belief are given in Figure 15. They reveal that those with stronger beliefs are more likely to give higher salience to commercial rights and global security and give lower salience to civil liberties, individual economic well-being, societal social well-being, and equality of opportunities. Another way to interpret this is that the more agnostic or atheistic a respondent the more they put value on civil society in general.

**Figure 16. Issue Category Salience and Belief in a Higher Power**



What this reveals is that the intensity of religious belief has a moderate influence on social and economic preferences. Figure 16 looks at the responses at each level in the scale to attempt to get a better picture of what this information is telling us. The profile of issues for those who have absolute certainty of the existence of a higher power does not vary at all from the general population profile. For people who are fairly sure of the existence of a god, there are some shifts in what issues matter to them. Individual economic well-being overtakes civil and personal liberties and two issues rise into salience – environmental sustainability and global security. And for this same group, societal economic well-being drops out of salience. Issues of local crime and public safety are the most salient for people whose religious beliefs are wavering, or are fairly unsure. Also for people who are fairly unsure, concerns about food and health drop to third place, while societal social well-being becomes salient. By contrast, respondents who hold no belief in the existence of a higher power have a far greater interest in civil and personal liberties – it climbs two places into second place. People who do not rely on religious authorities and precepts to take care of basic individual rights give these issues higher salience in their personal concerns. Or to put it

conversely, the more people do rely on religious authorities and precepts to take care of personal rights, the less these issues matter to them personally.

### Political beliefs

The study collected an extensive battery of information about the individual's political beliefs and activities. For simplicity, we focus on one question only: Which political party best aligns with their political beliefs? The issues profiles of respondents who align with one of the major political parties tend to resemble the issues platforms of their chosen party. After our findings confirm that people affiliate with a political party because it more or less aligns with what matters to them, we look into what matters to the politically unaffiliated.

The largest group in the study that indicates a clear alignment with a political party affiliate with Labour. For this group, comprising around a quarter of respondents, worker rights climbs ahead of equality of opportunity and societal social well-being rises.

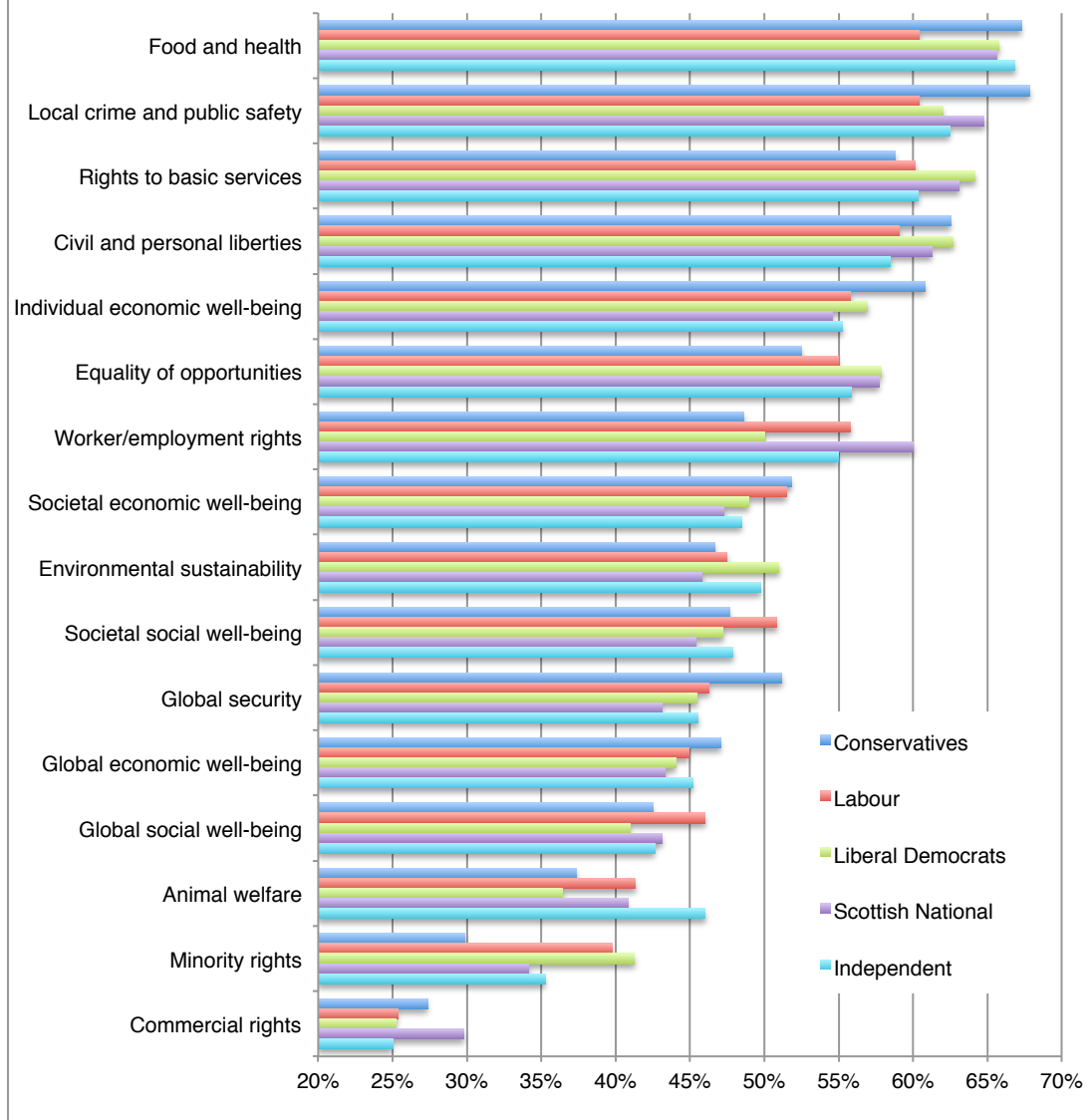
People who nominate the Conservative Party as closest to representing their political beliefs rated local crime and public safety as their top issue and put rights to basic services below civil and personal liberties and individual economic well-being. For the most politically conservative respondents in the study, worker rights declines in salience with global security rising. In a rationally logical trade-off, this group also trades off environmental sustainability with global economic well-being.

Respondents aligned to the Liberal Democrats put less emphasis on crime and public safety but more salience on equality of opportunity jumps. Individual economic well-being and societal economic well-being both decline in importance for this group. Environmental sustainability rises above worker right and the rights of minorities moves above animal welfare and global societal well-being.

For the respondents who align with the Scottish Nationals, worker rights is more important than individual economic well-being and equality of opportunity, while environmental sustainability drops below global security and global economic well-being.

Nearly half the study population indicate that no political party aligns with their political beliefs. As this is, by far, the largest proportion of citizens, we would expect that their issue profile would be closest to the average for the overall population. There are some material changes, however. Equality of opportunity rises up into the top-five, while environmental sustainability becomes more salient.

**Figure 17. Issue Category Salience and Political Orientation**



### Happiness

There is considerable discussion in the economics and politics literature about the relationship of happiness to economic and political development. This has been taken up in the UK at the state level. The Office for National Statistics is developing a new measure of national well-being that will be reported alongside more traditional measures of the country’s economic performance.<sup>13</sup> To capture whether such a measure is truly relevant we included it in our examination of social, economic and political values. Again, we do this by examining the general tendency and then the specifics of the extremes of the scale.

<sup>13</sup> <http://www.ons.gov.uk/ons/guide-method/user-guidance/well-being/index.html> Accessed 22 July 2012



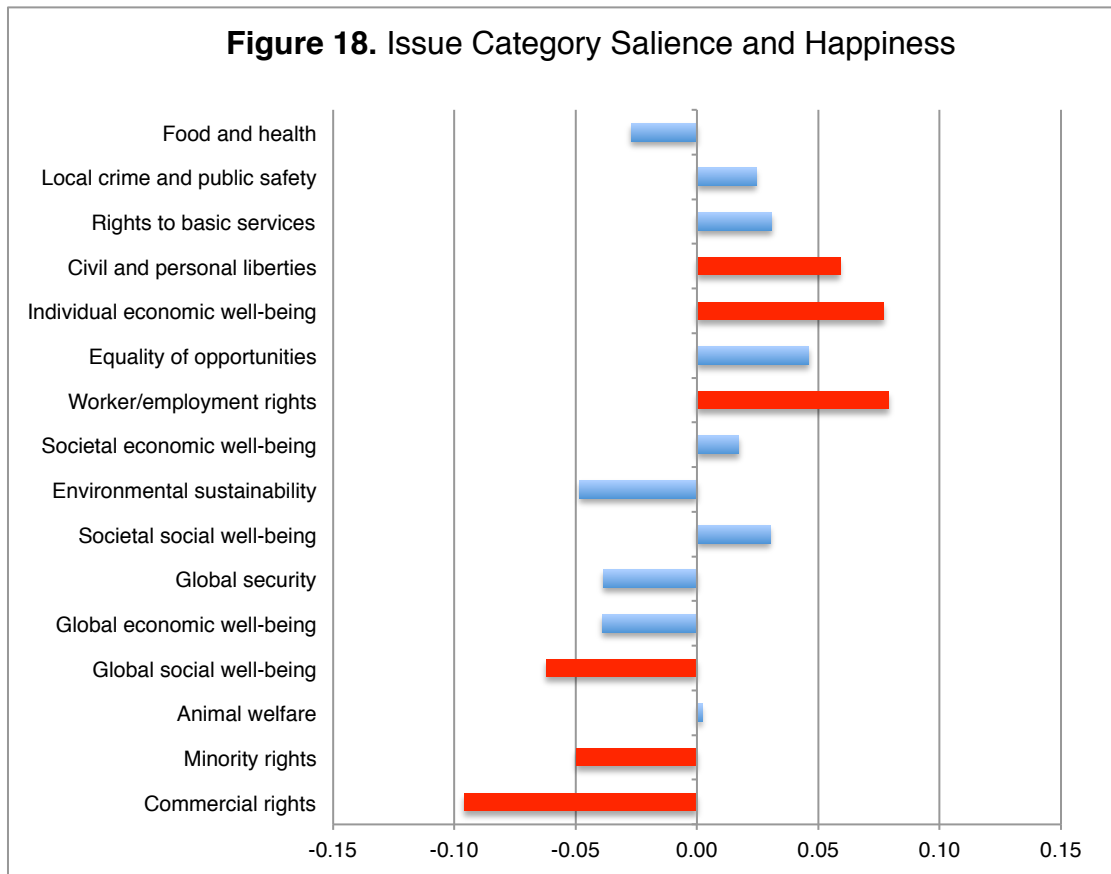
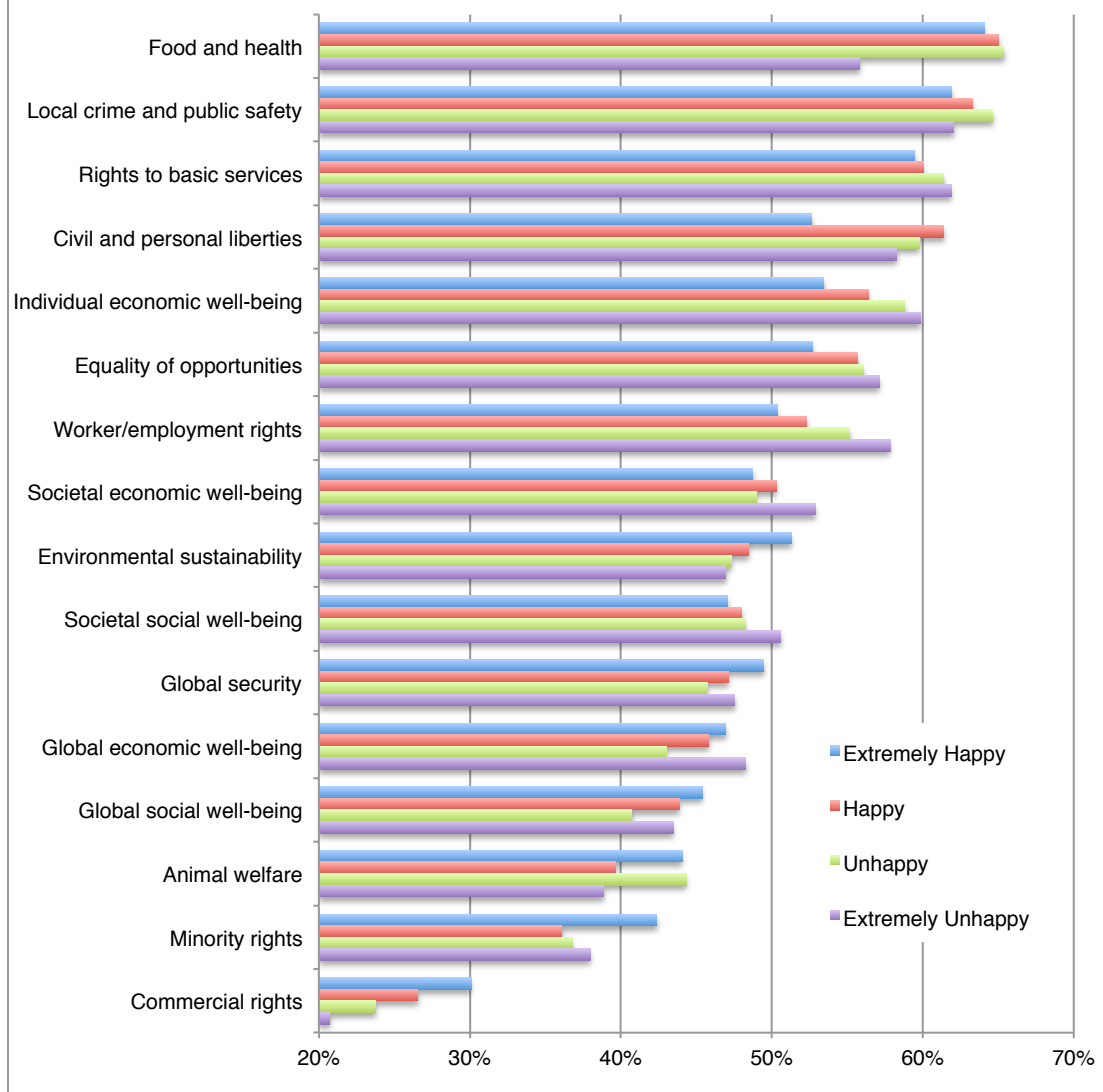


Figure 18 provides the correlations between happiness and salience of the issue categories. Remembering that a lower happiness score is ‘better’, the correlations have to be read in reverse (significant effects are in red). Hence, there is a positive relationship (negative correlation) between happiness and the salience of global social well-being, minority rights and commercial rights. Those that are less happy give more salience to factors that were salient already, such as civil and personal liberties, individual economic well-being and worker and employment rights.

When we look at the individual scale responses we see that some differences emerge at the two extreme ends of the scale (Figure 19). Extremely happy people in the study give more salience to local, individual concerns; e.g., individual economic well-being and equality of opportunities. Environmental sustainability rises for the happiest respondents. Unhappy people rate societal economic well-being far lower but put animal welfare ahead of global economic and social well-being. Food and health plummets to seventh place for the least happy group while worker and employment rights is more important the less happy a respondent. Similarly commercial rights declines as the respondent is less happy.

**Figure 19. Issue Category Salience and Happiness**

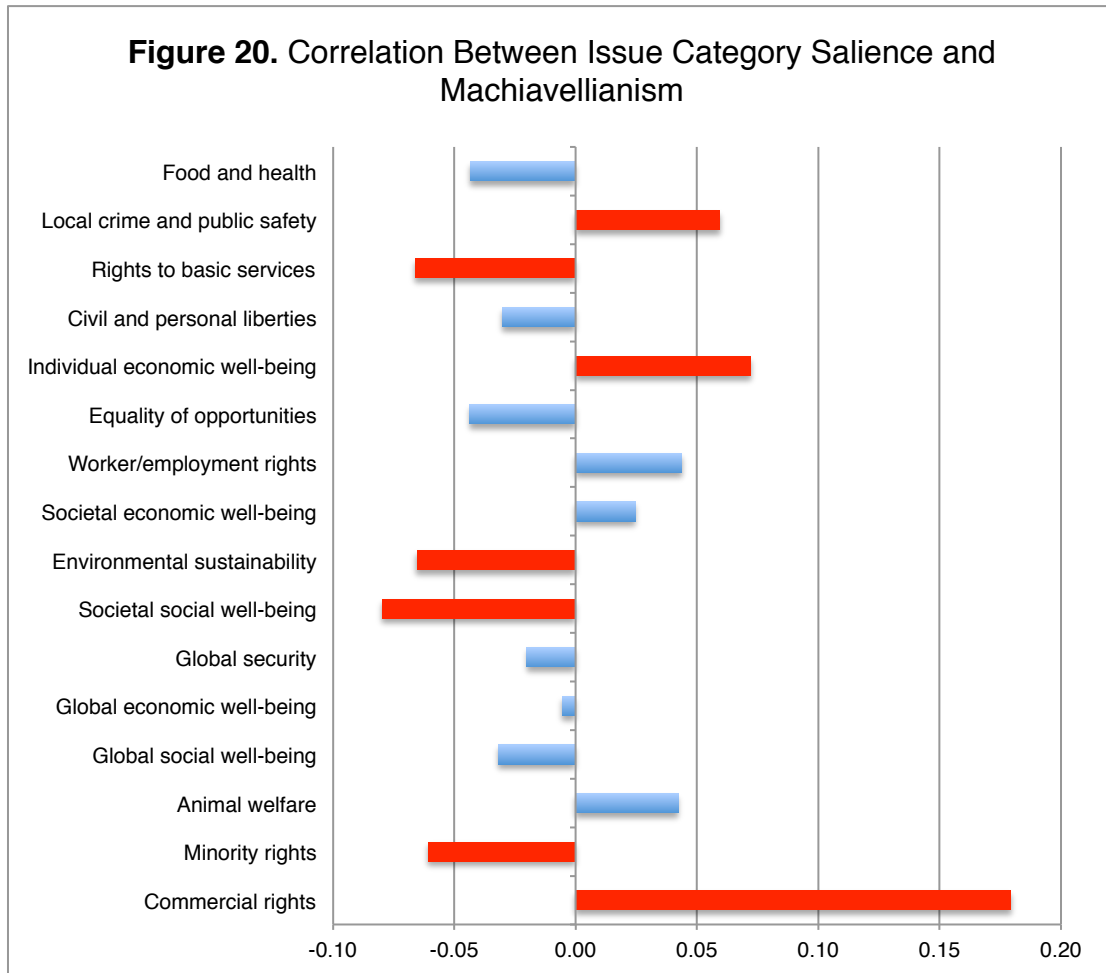


### Ethical Disposition

The ethical disposition of the population was measured with the Christie and Geis Machiavellianism scale. A low score has historically been associated with individuals who are more trusting of others, take into consideration the impact of their behaviour on others and are generally more altruistic. A higher score represents a greater predisposition for Machiavellianism; that is, the tendency to be manipulative and deceptive. As noted earlier a neutral score on the scale is 60, which just happens to be the modal response for respondents from the UK. Also as discussed with the population surveys is slightly low on Machiavellianism (mean = 56.24).

The results in Figure 20 show the category preferences based on any correlation of ethical disposition with salience of the social, economic and political issue categories. Overall, a correlation of  $\pm 0.05$  is sufficient for a significant relationship (these are presented in red).

What we see is that those with higher Machiavellianism scores are more likely to be more concerned about local crime and public safety, individual well-being, and (very strongly) commercial rights. On the down side, these same individuals are more likely to downplay issues relating to rights to basic services, societal social well-being, environmental sustainability and minority rights. The results also imply that low Machiavellians would put higher preferences on these latter factors and less salience on the former factors.



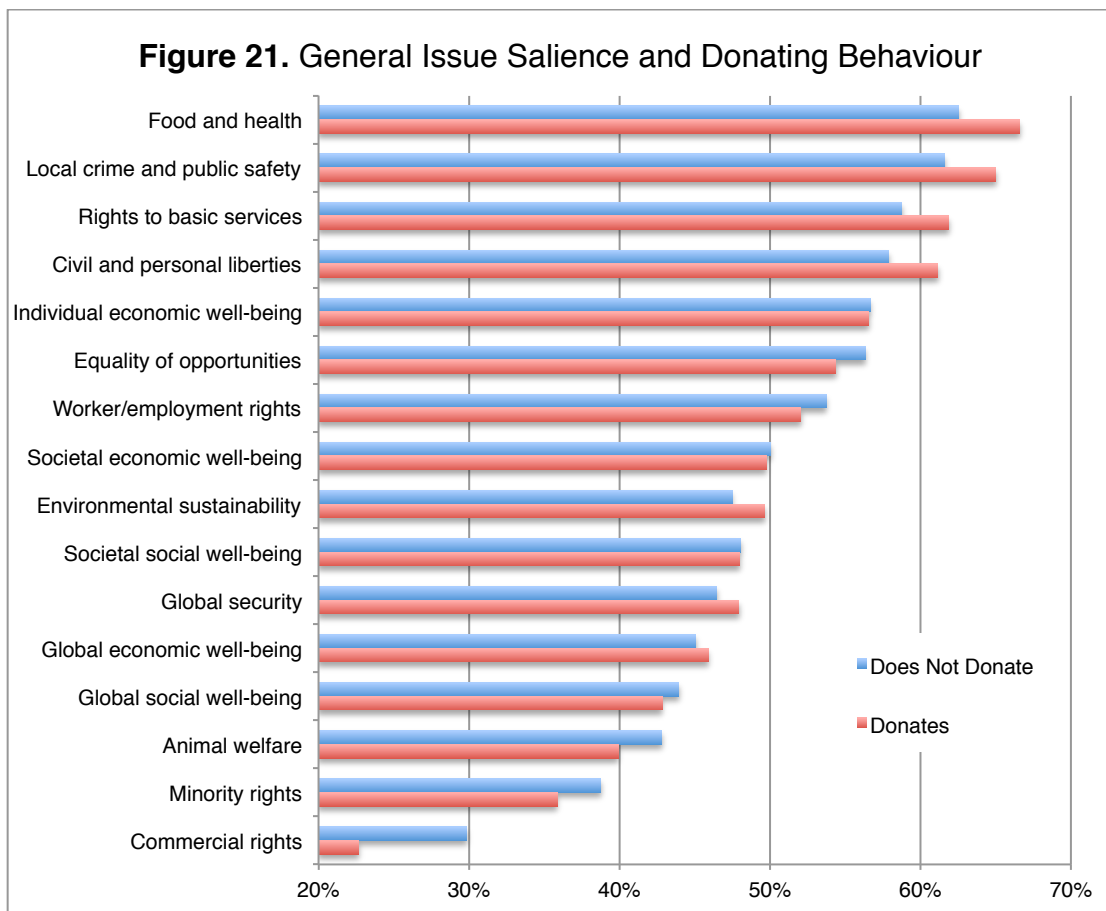
Also, individuals with higher Machiavellianism scores are significantly less likely to donate to a CSO (correlation = -0.1560), less likely to volunteer (correlation = -0.113), likely to give to fewer causes (correlation = -0.192) and when they do donate will donate much less. The correlation between the amount given and Machiavellianism is -0.129 when measured in pounds and -0.093 when measured as a per cent of income donated.

### Involvement in Civil Society

The issues that matter to people in the UK are important to the nation’s civil society organisations and political parties, because they rely on the support of private individuals. Half of the UK study participants are involved with CSOs by donating money and one in five volunteer their time.

In our study, most donations were collected by religious organisations, with strong showings also by health and medical institutes, children’s welfare and

health and animal welfare groups. These causes do not necessarily translate into specific issues (except for health). Yet, many CSO supporters, and the actively religious, like to think they are very different from everyone else, and very possibly, better than those who do not make their personal contribution. However, our study finds that the overall profile of issue categories does not alter from the population norm for either the donating half of the study or the non-donating half. There is no evidence that financial support for a cause translates into greater salience for the cause issue. For example, UK donors give strong financial support for animal welfare, yet when they must trade off animal welfare as an issue against more local or personally relevant concerns, animal welfare is not a significantly salient issue.



Volunteers comprise a significant minority in our study. The greatest number of volunteers dedicates their time to places of worship followed by places of education. This is also quite consistent across all countries. For our small group of volunteers, equality of opportunity is considerably more important and environmental sustainability and societal economic well-being rise marginally. Overall, volunteers, as expected show marginally more interest in the society around them. However, these movements are not massive and reflect slight changes in the preference profile of the general population.

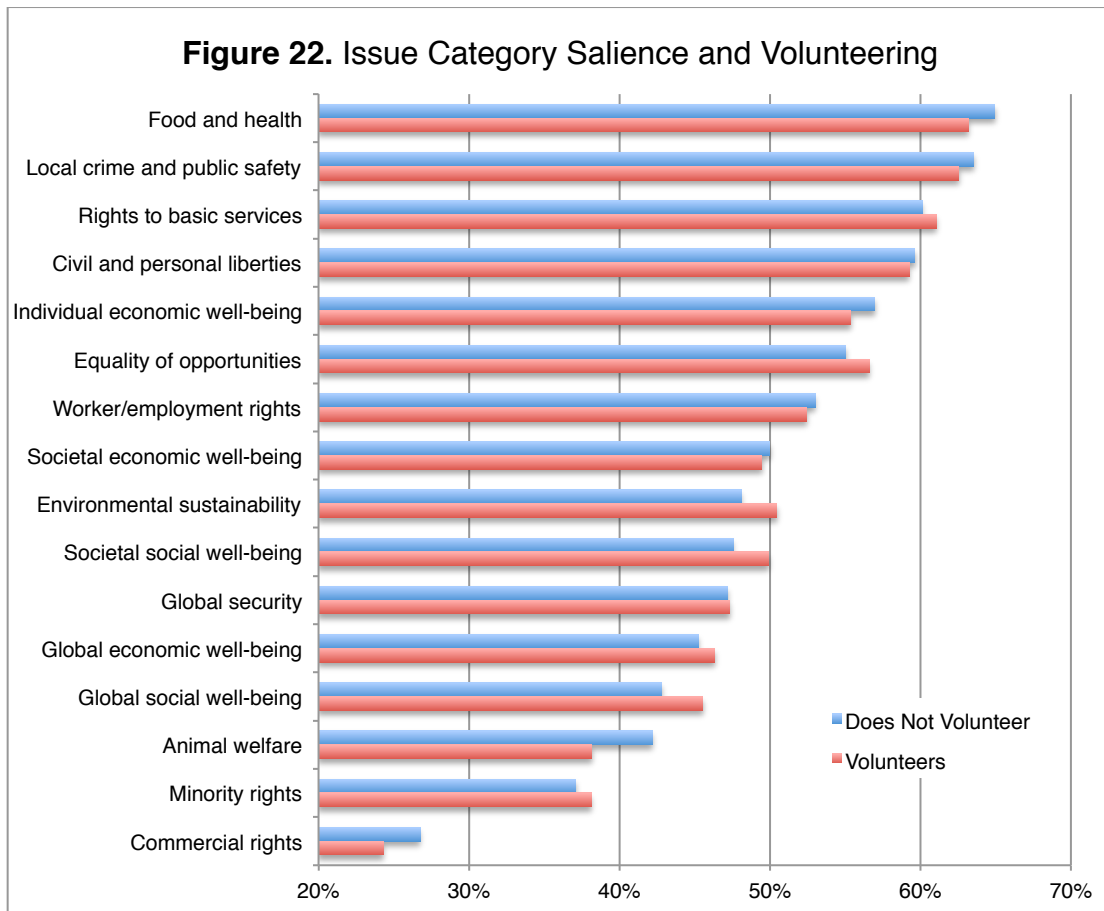
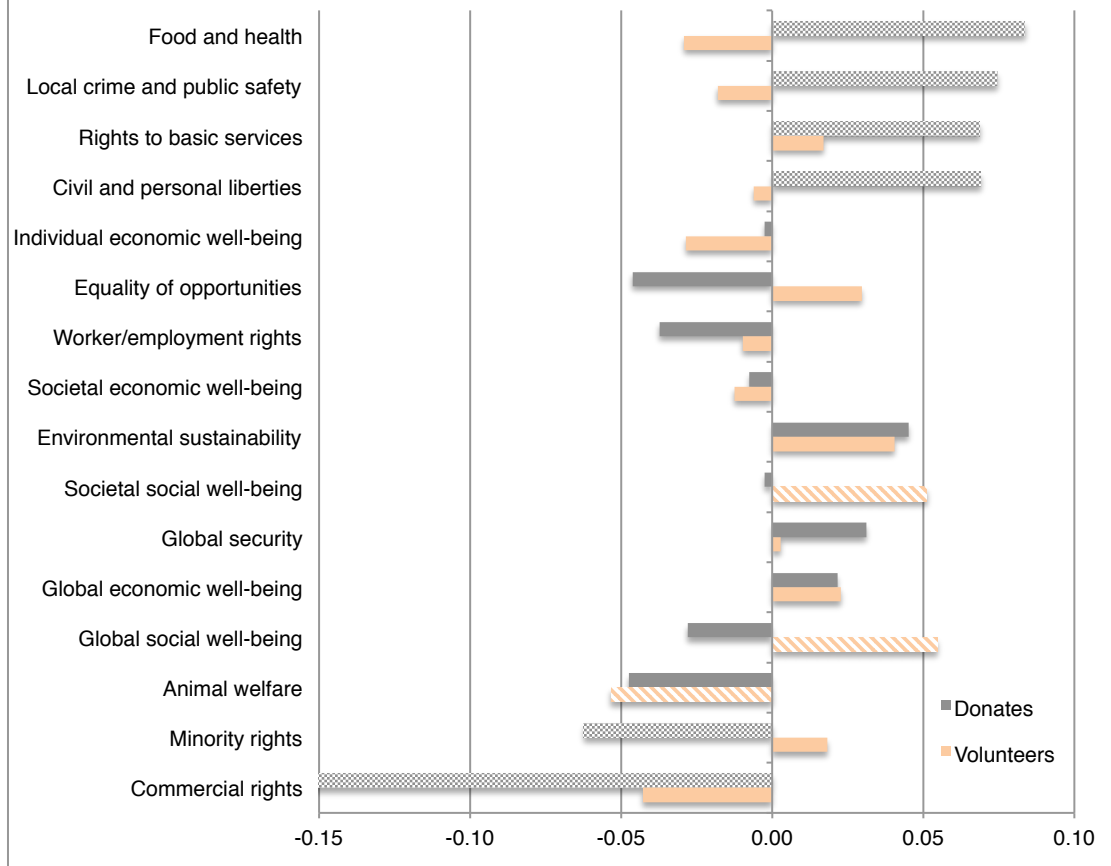


Figure 23 presents an overview of the relationship between the act of donating or volunteering and issue category preferences. The figure presents the correlation between donors and non-donors, and volunteers and non-volunteers, and the salience of the issue categories. The cut-off for a significant effect is a correlation of 0.05 (for simplicity this is not shown in red as was the case in the prior correlation graphs, but with patterns for the significant effects).

We see that donations are positively related to increased concerns about the issues that are the most salient for the general population: food and health, local crime and public safety, rights to basic services, and civil and personal liberties. This suggests that donors put slightly more emphasis on what is important to them when they trade off issues. Donating is negatively related to concerns about minority or commercial rights, but these are the matters of least concern for the study population. Those with greater concerns about animal welfare are less likely to volunteer while those concerned about global social well-being are more likely to volunteer.

**Figure 23.** Correlation Between the Salience of General Issues Categories and Donating and Volunteering



Overall, these results reveal that those donating and volunteering have different preferences; but primarily at the margin and most likely influenced by factors that are only weakly related to the causes to which they donate or for which they volunteer.

## 5. What Matters at the Micro Level?

We uncover greater detail about what matters to the population across a large number of specific, yet wide ranging issues by examining the trade-offs respondents make between sub-category issues.

Study participants made a series of trade-offs within the 113 total sub-issues, allowing us to produce a relative ordering of precise issues underlying the categories. The results indicate how individuals value distinct issues within the general, umbrella categories of social, economic and political concerns we have already discussed. In addition, the results indicate how people's concern for specific issues stack up against relatively mundane matters (such as schooling, food, healthcare, schooling and working conditions) and less immediate concerns (including third world debt or poverty, slavery and human trafficking). For simplicity our discussion here will address the issues at the top and bottom of the assessment. All 113 sub-issues are listed in Appendix 1 and Appendix 3 contains all the scores.

Overall, the top categories of the general issues profile covered in section 3 above also appear in the most salient sub issues, and we see much more detail of what drives preferences for certain classes of issue. For example, the most salient category, food and health is high overall because of primary concerns about five of the category's sub issues: clean water and sanitation, mental illness, infant mortality, life expectancy and alcoholism and drug abuse. The second most salient category overall, local crime and public safety category is important because it contains issues of child pornography and sexual exploitation and protection from violent crime. Individual economic well-being is in the top five of the overall issue profile, yet it has only a single issue in the top 25 sub issues; cost of daily living is the number one sub issue for Britons. The issue category civil and personal liberties is critical for many different reasons – i.e., right to life, freedom from harm, right of free speech and right of liberty. All-in-all we see a multifaceted logic for why specific categories dominate.

**Table 2:** Top Sub-Issues of Salience to Citizens of the United Kingdom

Sub-Issue	Rank	Category
Cost of Daily Living	1	Individual Economic Well-being
Clean Water and Sanitation	2	Food & Health
Child Pornography & Sexual Exploitation	3	Local Crime & Public Safety
Protection from Violent Crime	4	Local Crime & Public Safety
Economic Growth	5	Societal Economic Well-being
Right of Access to Food	6	Rights to Basic Services
Right to life	7	Civil & Personal Liberties
Right of Access to Healthcare, Medicines	8	Rights to Basic Services
Disabilities	9	Equality of Opportunities
Age: Elderly	10	Equality of Opportunities
Mental Illness	11	Food & Health
Freedom from harm	12	Civil & Personal Liberties
Right to a Safe Work Environment	13	Worker/Employment Rights
Right to Minimum Standard of Living	14	Rights to Basic Services
Infant Mortality	15	Food & Health
Life Expectancy	16	Food & Health
Right to a Minimum Wage	17	Worker/Employment Rights
Protection of Children in the Labour Force	18	Worker/Employment Rights
Right of free speech	19	Civil & Personal Liberties
Poverty	20	Societal Economic Well-being
Protection from Terrorism at Home	21	Local Crime & Public Safety
Right of liberty	22	Civil & Personal Liberties
Alcoholism and Drug Abuse	23	Food & Health
Energy Prices	24	Societal Economic Well-being
Deforestation and Habitat Destruction	25	Environmental Sustainability

A similar effect is seen when we examine the bottom 25 issues, presented in Table 3. We find all the least salient of the general preference categories of issues (given in section 3) predominate the bottom 25 sub-issues. This is not surprising. Commercial rights are the bottom of the general issues categories profile and all five commercial rights sub issues end up at the bottom of the 113 sub issues. Minority rights and animal welfare concerns also end up in the bottom 25, as do global issues relating to security and global social and economic well-being. Interestingly, we also see a couple of worker rights issues that end up in the bottom of the list: the right to strike and the right to form or join a union.



**Table 3: Sub-Issues of Least Salience to Citizens of the United Kingdom**

Sub-Issue	Rank	Category
Third World Debt	89	Global Economic Well-being
Population Growth	90	Global Social Well-being
Income Inequality	91	Societal Social Well-being
Right to Form/Join a Labour Union	92	Worker/Employment Rights
Public Transport	93	Societal Social Well-being
Personal Pollution	94	Environmental Sustainability
Unilateral Military Action	95	Global Security
Global Criminal Syndicates	96	Global Security
Ancillary Pollution	97	Environmental Sustainability
Protection of Endangered Species	98	Animal Welfare
Free Trade Policy	99	Global Economic Well-being
Humane Farming	100	Animal Welfare
Right to Benefits of Last Resort	101	Rights to Basic Services
Balance of Payments/Trade Deficits	102	Societal Economic Well-being
Right to Cultural Expression in Public	103	Minority Rights
Right to Strike	104	Worker/Employment Rights
Right to Speak a Foreign Language	105	Minority Rights
Freedom from Animal Testing	106	Animal Welfare
Right of Secession/Separation	107	Minority Rights
Protection Against Over-Hunting/Fishing	108	Animal Welfare
Freedom to start/own a business	109	Commercial Rights
Physical property rights	110	Commercial Rights
Freedom to trade	111	Commercial Rights
Intellectual property rights	112	Commercial Rights
Right of commercial domain	113	Commercial Rights

### International Comparison of UK Interests

We next compare what matters to UK citizens with citizens from broadly similar societies, political systems and economies with analogous demographics. Data collected from Germany, Australia and the United States shows that preferences are generally consistent across these populations.

People in the UK concur with their national counterparts on the most salient of all the issues. The top ten sub issues in the UK are also in the top ten for at least one of these peer countries. The most salient issues for the UK are also strongly salient for at least one further peer country (i.e., in the top 20). There are only two sub issues to turn up in the UK top 25 that are not ranked as highly by any of these other countries. The sub issues with greatest salience only to people in the UK are life expectancy and poverty at a local societal level.

We next compare the sub issues that are the top and bottom 25 concerns for each national population. The data in Table 4 and Table 5 demonstrate that many of the same categories end up in the top and bottom categories as rated by the populations of all the nations studied. What is unique to these other countries is explored further in each country's report.

**Table 4: Top 25 Sub-Issues Across Four Nations**

Rank	Germany	United Kingdom	Australia	United States
1	Right to Life	Cost of Daily Living	Clean Water and Sanitation	Clean Water and Sanitation
2	Right of Liberty	Clean Water and Sanitation	Protection from Violent Crime	Cost of Daily Living
3	Clean Water and Sanitation	Child Pornography & Sexual Exploitation	Cost of Daily Living	Economic Growth
4	Freedom from Harm	Protection from Violent Crime	Child Pornography & Sexual Exploitation	Protection from Violent Crime
5	Right of Access to Food	Economic Growth	Right of Access to Healthcare, Medicines	Right of Free Speech
6	Right of Free Speech	Right of Access to Food	Right of Access to Food	Child Pornography & Sexual Exploitation
7	Child Pornography & Sexual Exploitation	Right to Life	Mental Illness	Right to Life
8	Quality Schooling	Right of Access to Healthcare, Medicines	Alcoholism and Drug Abuse	Right of Liberty
9	Economic Growth	Disabilities	Disabilities	Freedom from Harm
10	Disabilities	Age: Elderly	Age: Elderly	Legal Rights
11	Age: Elderly	Mental Illness	Economic Growth	Disabilities
12	Right of Access to Healthcare, Medicines	Freedom from Harm	Freedom from Harm	Right of Access to Food
13	Right to Retirement Benefits	Right to a Safe Work Environment	Right to Life	Age: Elderly
14	Age: Youth	Right to Minimum Standard of Living	Right to a Safe Work Environment	Mental Illness
15	Protection from Violent Crime	Infant Mortality	Suicide	Right to a Safe Work Environment
16	Cost of Daily Living	Life Expectancy	Right of Free Speech	Alcoholism and Drug Abuse
17	Right to Retirement at a Pre-specified Age	Right to a Minimum Wage	Infant Mortality	Right to Religious Freedom
18	Right of Identity	Protection of Children in the Labour Force	Legal Rights	Protection of Children in the Labour Force
19	Right to a Minimum Wage	Right of Free Speech	Protection from Terrorism at Home	Infant Mortality
20	Right to Minimum Standard of Living	Poverty	Right to Choose/Abortion	Right to Retirement Benefits
21	Deforestation and Habitat Destruction	Protection from Terrorism at Home	Right to a Minimum Wage	Right to Choose/Abortion
22	Protection of Children in the Labour Force	Right of Liberty	Right of Liberty	Stability of Financial System
23	Mental Illness	Alcoholism and Drug Abuse	Obesity	Right to a Minimum Wage
24	Infant Mortality	Energy Prices	Deforestation and Habitat Destruction	Protection from Terrorism at Home
25	Peace (Freedom from Conflict)	Deforestation and Habitat Destruction	Energy Prices	Right of Access to Healthcare, Medicines

**Table 5: Bottom 25 Sub-Issues Across Four Nations**

Rank	Germany	United Kingdom	Australia	United States
89	Religion (Equality of Opportunities)	Third World Debt	Personal Pollution	Free Trade Policy
90	Inflation	Population Growth	Ancillary Pollution	Social Isolation
91	Income Inequality	Income Inequality	Global Criminal Syndicates	Personal Pollution
92	Population Growth (Global Economic)	Right to Form/Join a Labour Union	Government Budget Deficit	Unilateral Military Action
93	Ancillary Pollution	Public Transport	Right to Engage in Cultural Practices	Right to Cultural Expression in Public
94	Right to Cultural Expression in Public	Personal Pollution	Third World Debt	Protection of Endangered Species
95	Population Growth (Global Social)	Unilateral Military Action	Population Growth (Global Social)	Global Criminal Syndicates
96	Right to Form/Join a Labour Union	Global Criminal Syndicates	Free Trade Policy	Public Transport
97	Third World Debt	Ancillary Pollution	Humane Farming	Income Inequality
98	Unilateral Military Action	Protection of Endangered Species	Right to Form/Join a Labour Union	Physical property rights
99	Public Transport	Free Trade Policy	Right to Benefits of Last Resort	Balance of Payments/Trade Deficits
100	Freedom from Animal Testing	Humane Farming	Balance of Payments/Trade Deficits	Right to Benefits of Last Resort
101	Free Trade Policy	Right to Benefits of Last Resort	Income Inequality	Right to Strike
102	Personal Pollution	Balance of Payments/Trade Deficits	Physical property rights	Third-World Poverty rights
103	Government Budget Deficit	Right to Cultural Expression in Public	Right to Cultural Expression in Public	Population Growth (Global Social)
104	Balance of Payments/Trade Deficits	Right to Strike	Protection Against Over-Hunting/Fishing	Humane Farming
105	Right to Strike	Right to Speak a Foreign Language	Unilateral Military Action	Right to Speak a Foreign Language
106	Protection Against Over-Hunting/Fishing	Freedom from Animal Testing	Right to Speak a Foreign Language	Third World Debt
107	Right of Secession/Separation	Right of Secession/Separation	Freedom from Animal Testing	Freedom to start/own a business
108	Interest Rates	Protection Against Over-Hunting/Fishing	Right to Strike	Freedom from Animal Testing
109	Physical property rights	Freedom to start/own a business	Freedom to start/own a business	Right of Secession/Separation
110	Right of commercial domain	Physical property rights	Freedom to trade	Freedom to trade
111	Intellectual property rights	Freedom to trade	Right of Secession/Separation	Intellectual property rights
112	Freedom to trade	Intellectual property rights	Intellectual property rights	Protection Against Over-Hunting/Fishing
113	Freedom to start/own a business	Right of commercial domain	Right of commercial domain	Right of commercial domain

People from a range of developed nations seem to agree on what sorts of issues are least salient to their lives. Germans, Australians, Americans and citizens of the UK are unanimous in having little regard for issues associated with commerce and ownership. All these issues, known collectively as commercial rights, are categorically unimportant when compared with all the other issues that figure in people's lives. It is not that these commercial issues only relate to large corporations; if they did we could interpret the results as indicating respondents find these rights as remote to their lives. Every respondent from these wealthy nations would enjoy some form of physical property rights and yet this issue is in the bottom five for the British, and in the bottom 20 for the other four nations.

Citizens of the UK rate animal welfare as a concern when it comes to donating, but when trading off issues based on their materiality to their lives, animal welfare issues lose out. People in the UK are on a par with Americans in putting four animal welfare issues at the bottom of their lists; Australians put three and Germans only two. Respondents from all four nations will easily trade off freedom from animal testing and protection from over hunting and fishing when considering these issues amidst the raft of alternatives. Only people in the UK and US see protection of endangered species as a non-issue.

## 6. The Overall Picture: A Conventional Society

The results in this report provide a short overview of a complex and intriguing inquiry into the salience of key social, economic and political issues to members of the UK society. In creating this report our goal was to provide a less stereotyped and more nuanced assessment and one that was less likely to be influenced by the way in which individuals respond to opinion polls.

What we see in these results is a picture of a relatively conservative society, concerned with local issues that influence its members' daily lives. Although issues of global concern dominate the popular press, there is no indication that they resonate sufficiently to remove the salience of key, local, economic and social concerns.

That said, it is not the case that the UK society is conservative in the most extreme characterisation of that stereotype. People in the UK are deeply concerned about the impact of local social issues, and give a high degree of salience to issues of health, public safety, civil liberties, equal opportunities and access to specific types of basic services. Where a more conservative aspect of the UK population is seen, is in its downplaying of issues that are more 'socially democratic'; namely workplace and employment rights, social subsidies and the protection of minority rights. Equally, the conservatism of the UK populace reveals no preference for corporatism or commercial rights. Indeed, commercial rights are the issues emphatically of least importance to Britons.

When we examine our results for the UK contrasted with the results of other comparable populations, we find several interesting facts. First, there is a remarkable degree of stability in our findings. Although specific issues move up and down a bit here and there, the overall picture of UK society is not that different from that of Germany, the United States, and is very close to Australian society. Local and primary issues predominate, and what are less important are issues relating to the natural environment, global matters and populations, animals, minorities and commerce. This is interesting given some of the contemporary events such as the different performance of national economies and expected impacts on issues that matter to citizens. However, it does reveal that there is a common denominator that drives most social, economic and political preferences that CSOs, policy makers and political parties would be foolish to ignore.

Where we see a big difference in the concerns of the UK population, however, is in the importance of issues that are surprisingly salient for a prosperous, developed nation. Cost of daily living is the number one sub issue for people in the United Kingdom, and they are the only population in the study to put societal poverty and life expectancy in their top 25 concerns. What we do not yet know is whether these unique responses for the people in the UK will persist over time or if these issues are at an unusual peak. What our results do reveal is that any CSO trying to appeal to the British population for support

for any issue that can be pitted against the cost of daily living will not win support.

For a more societal perspective, our results show that while the United Kingdom is a society generous in its support of the CSOs that contribute social benefits, this is heavily influenced by organised religion. And yet our study does not find that the population is especially religious in other aspects of personal or social living. The strongest aspects of giving and volunteering are related not so much to the link between the cause and the preferences of the people involved with the cause, but with the link between the organisation and the individual. This arises most clearly in the case of an individual's religiosity and the religious affiliation of the CSOs with which they become involved. This is potentially disheartening to many CSOs where there is a belief that it is the cause that matters to the individual donating or volunteering. The main finding is that this is probably something of a myth.

Finally, there is a desire at times to want to characterise individuals based upon their demographics or life circumstances. We find that this is not reliable in trying to understand an individual's social, economic and political preferences. Indeed, with our methodology we see that there are not many ways of discriminating amongst individuals based on such obvious factors as gender, income, education and so on. What seems to matter is something more deeply embedded in the individual that shows up in other ways – such as in religious convictions, political orientation, or general personality (as measured in our case by Machiavellianism).

This report was an overview only and much more can be gleaned by attempting to understand not just the findings here but from the results from the other countries where this investigation is operating. However, this simple summary aims to provide a provocative look at our society in a new way that will be useful.

## Appendix 1: Categories and Sub-Category Items in the Social, Political, and Economic Values Inventory

The inventory includes 16 categories of issues that individually contain up to 12 sub-category issue items. The total number of sub-category issue items is 113. The categories and items were extensively pre-tested and meant to be inclusive of major issues that would be relevant across a range of countries based on their economic and social development. Hence, it is expected that specific items would not necessarily be relevant for individuals in all countries. However, they are included so as to make cross-cultural comparisons meaningful.

- **Civil and Personal Liberties**—includes issues associated with individual rights and freedom. These include:
  - Right to Life
  - Right of Free Speech/Opinion/Expression (inc. freedom of the press)
  - Right of Association (freedom of assembly and association)
  - Right of Liberty (freedom from arrest or detention except under authority of law)
  - Right to Vote in Free and Fair Elections
  - Right to Religious Freedom (freedom of thought, conscience and religion)
  - Right of Freedom from Harm and from Cruel, Inhuman or Degrading Punishments
  - Legal Rights (the right to a fair trial by a competent and independent court)
  - Right to a Nationality (and not have it removed arbitrarily)
  - Right of Identity (e.g., the right to have a legal ‘existence’)
  - Freedom of Movement within and across Borders
  - Marital Rights (equal rights between married couples and the right to choose one’s spouse)
- **Equality of Opportunities**—consists of freedom from discrimination based on a variety of criteria such as:
  - Gender
  - Age: Elderly
  - Age: Youth
  - Sexual Orientation
  - Marital Status
  - Disabilities
  - Racial/Ethnic Background
  - Religion
- **Commercial Rights**—focuses on issues associated with commerce and ownership and includes:
  - Physical Property Rights (freedom to enjoy lawfully acquired property)
  - Intellectual Property Rights (right of ownership of creation of labour; eg, materials created, etc.)
  - Freedom to Trade (right to make contracts between entities)
  - Right of Commercial Domain (right to locate business operations in country of your choosing)
  - Freedom to Start/Own a Business

- **Worker/Employment Rights**—includes those rights and freedoms of workers exclusive of those covered by normal commercial rights. These include:
  - Freedom to Engage in a Trade, Profession or Occupation
  - Right to Form/Join a Labour Union, ie the right of collective bargaining
  - Right to Strike, i.e., freedom to withdraw labour
  - Right to a Safe Work Environment e.g., OSHA
  - Right to Retirement at a Pre-specified Age
  - Right to Retirement Benefits ie. safety guarantees to a pension
  - Protection of Children in the Labour Force
  - Right to a Minimum Wage
  - Right to Out-of-Work Benefits
- **Rights to Basic Services**—addresses access to basic services and include the rights to:
  - Right to Minimum Standard of Living, e.g. clothing, housing
  - Right to Benefits of Last Resort, e.g., welfare, dole
  - Right of Access to Food
  - Right of Access to Healthcare, Medicines
  - Right of Access to Basic Education
- **Animal Welfare**—consists of issues dealing with the treatment of animals and preservation of animal species. It includes both rights of an individual animal and protection of a species.
  - Freedom from Animal Testing
  - Freedom from Animal Cruelty
  - Humane Farming
  - Protection of Endangered Species
  - Protection Against Over-Hunting/Fishing
- **Environmental Sustainability**—focuses on issues associated with the protection of the natural environment. It includes issues relating to:
  - Recycling of Materials, Use of Recycled Materials and Product Disposability
  - Industrial Pollution: air, water, soil
  - Ancillary Pollution; e.g., chemical runoff from farming, mining
  - Personal Pollution; e.g., automobile, wood burning, outdoor grills
  - Biodegradability of Materials and Products
  - Alternative Energy Generation; e.g., solar, wind, water
  - Climate Change
  - Loss of Biodiversity
  - Deforestation and Habitat Destruction
- **Minority Rights**—deals with rights and protection of minority groups within a society and include:
  - Right to Cultural Preservation
  - Right to Cultural Expression in Public
  - Right to Engage in Cultural Practices
  - Right of Secession/Separation
  - Right to Speak a Foreign Language



- **Local Crime and Public Safety**—relate to issues associated with local societal crime and safety and it contains:
  - Safety of Personal Property
  - Protection from Violent Crime
  - Freedom from Harassment
  - Protection from Terrorism at Home
  - Child Pornography & Sexual Exploitation
  - Human Slavery & People Smuggling
  - Protection from Bribery and Corruption
  - Right to Private Protection; Self Defense
  
- **Food and Health**—deals with major health issues that affect the society and include:
  - AIDS/HIV Infection
  - Obesity
  - Alcoholism and Drug Abuse
  - Teenage Pregnancy
  - Right to Choose/Abortion
  - Family Planning
  - Suicide
  - Mental Illness
  - Infant Mortality
  - Life Expectancy
  - Genetically Modified Foods
  - Clean Water and Sanitation
  
- **Individual Economic Well-being**—focuses on economic issues that affect the individual and their family. These contain issues such as:
  - Cost of Daily Living (food, clothing and daily expenses)
  - Freedom from Arbitrary and Excessive Taxation
  - Housing Affordability
  - Interest Rates
  - Inflation
  
- **Societal Economic Well-being**—involves economic issues at the country (societal) level that may affect the individual and their family, but do so less directly. Such issues include:
  - Economic Growth
  - Unemployment (general)
  - Poverty
  - Energy Prices
  - Stability of Currency
  - Government Budget Deficit
  - Balance of Payments/Trade Deficits
  
- **Societal Social Well-being**—deals with social issues at the country (societal) level that may affect the individual and their family. These issues include:
  - Quality Schooling
  - Immigration
  - Public Transport (quality and investment)
  - Income Inequality
  - Youth Inactivity and Unemployment
  - Social Isolation (Esp adult & elderly)

- **Global Economic Well-being**—focuses on economic issues at the global level that can affect the individual and society. It contains issues such as:
  - Population Growth
  - Free Trade Policy
  - Third World Debt
  - Depletion of Energy/Resources
  - Global Economic Growth
  - Stability of Financial System
  
- **Global Social Well-being**—considers issues of social well-being at the global level, abstracting from the economic issues given earlier. It includes concerns about:
  - Income Inequality
  - Third-World Poverty
  - Population Growth
  - Diseases (epidemics)
  - Peace (freedom from conflicts)
  
- **Global Security**—includes issues associated with security at the global level and involves:
  - Religious Extremism
  - Global Terrorism
  - Nuclear and Biological Weapons Proliferation
  - Global Criminal Syndicates
  - Unilateral Military Action
  - Genocide/Ethnic Cleansing

## Appendix 2: Structure of the Best-Worst Task

Best-Worst tasks operate by determining a relative ordering of items for each individual. This is superior to both Likert-based scale methods (e.g., responding on a 1-5 scale) and ranking methods but for different reasons.

In the case of Likert scales there are serious issues of what are known as response styles (how people use the scale) and common method problems. In the case of emotive social issues, like those studied here, individuals tend to rate everything as important, making their marginal preferences impossible to understand. When examining individuals across countries, there are potential problems with how individuals in different countries use the scales. In the case of ranking tasks, individuals are good at ranking extremes but cannot effectively distinguish between mid range items when the list becomes even moderately long. This is particularly relevant here, as there are many issues to be examined and we would expect individuals to differ considerably.

Best-Worst tasks reduce the burden on the respondent by having them: (a) examine only small sets of items in experimentally designed blocks and (b) asks them only to respond with the “best” (most important) and “worst” (least important) in the block. From this we are able to estimate both the relative importance of each item in the set of items considered as well as determining how sure the individual is about their assessment. In addition, this type of task reduces the common method and response style problems because, (1) all individuals are using exactly the same discrete choice measure (an item is either best or worst and this choice is the same for everyone) – hence the scale is the same for everyone – and (2) it is impossible to say everything is important since the task forces a trade-off. As will be noted below, we also account for when individuals don’t want to make a trade-off.

In the tasks here, individuals first examined the sixteen general categories. They then evaluated the sub-items within each category. Finally, they were asked to evaluate category sub-items against each other. The nature of the experimental approach allows us to determine the importance of the categories, the importance of sub-issues in a category, and the importance of sub-issues across categories.

The task asked individuals for three pieces of information when presented with a block of items:

- (1) Select the **one issue** among the four that is **least important to you in the conduct of your life**
- (2) Select the **one issue** that is **most important to you in the conduct of your life and**
- (3) Considering the group of issues, are **all, none or some of them** important in the sense that they materially matter to you in the conduct of your life. By this we mean that you give thought to all, some or none of the issues on a regular basis.

Below is an example of how the task looked to individuals when examining the 16 general categories and a screenshot of the actual task. For the 'within' and 'between' category queries, the structure of the task is the same but the block sizes would vary (below the block is a mixture of 4 of the 16 categories), as would the number of blocks individuals are asked to evaluate.

Question no.	Which issue matters LEAST to you?	Sets of issues for you to consider	Which issues matters MOST to you?	Are all, some or none of these "important"?
1	<input type="checkbox"/> <input checked="" type="checkbox"/> Only one issue selected <input type="checkbox"/> <input type="checkbox"/>	Minority Rights Food and Health Animal Welfare Global Security	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Only one issue selected <input type="checkbox"/>	<input type="checkbox"/> All <input type="checkbox"/> Some <input checked="" type="checkbox"/> None

Section A: Views on General Categories of Economic and Social Issues

All questions are required / Click issues to view explanation. You will not be able to proceed until all questions are answered.

Question No.	Which issue matters LEAST to you?	Sets of issues for you to consider	Which issues matters MOST to you?	Are all, some or none of these "important"?
1	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Equality of Opportunities Rights to Basic Services Minority Rights Global Economic Well-Being	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> All <input type="radio"/> Some <input type="radio"/> None
2	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Civil and Personal Liberties Rights to Basic Services Animal Welfare Environmental Sustainability	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> All <input type="radio"/> Some <input type="radio"/> None
3	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Rights to Basic Services Local Crime and Public Safety Societal Economic Well-Being Global Security	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> All <input type="radio"/> Some <input type="radio"/> None
4	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Worker/Employment Rights Rights to Basic Services Individual Economic Well-Being Global Social Well-Being	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> All <input type="radio"/> Some <input type="radio"/> None

## Appendix 3: Tabular Presentation of a Selection of the Data in the Report

**Table III.1** Basic Demographics

Gender (Male)	47.00%
Age (Mean)	42.01
Income (Household)	£29,117.00
Home Mortgage or Owned	49.87%
Single	26.18%
Married or Widowed	47.28%
Children (Number)	2.16
Citizen of the UK	94.00%

**Table III.2** Donating and Volunteering Activity

	Percent of People Donating	Average Amount Donated	Percent of People Volunteering
Place of Worship	13%	£42.89	8%
Religious Organisations	11%	£12.69	3%
Educational Institutions	7%	£9.21	6%
Political Parties	3%	£3.60	2%
Environmental Groups	9%	£8.62	2%
Voting Rights Groups	1%	£1.39	1%
Human Rights Groups	6%	£5.72	1%
Animal Welfare Organisations	17%	£15.29	2%
Health/Medical Institutes	27%	£33.85	3%
Children's Health Care Organisations	8%	£7.49	1%
Homeless Shelters/Poverty Relief (Local)	7%	£6.02	1%
Children's Welfare Organisations (Non-Medical)	14%	£11.72	1%
International Medical Relief Organisations	7%	£5.89	1%
International Poverty Relief Organisations	12%	£10.85	1%
Disabilities & Aged Care Organisations	7%	£7.49	2%
Family Planning Groups	0%	£0.88	0%
Civil Rights Organisations	1%	£0.49	1%
Museums and Arts Organisations	6%	£5.25	1%
General Philanthropy (Not covered elsewhere)	2%	£2.03	0%

**Table III.3 Overall Category Importance**

Category	Importance
Food and health	64.56%
Local crime and public safety	63.33%
Rights to basic services	60.31%
Civil and personal liberties	59.53%
Individual economic well-being	56.62%
Equality of opportunities	55.36%
Worker/employment rights	52.88%
Societal economic well-being	49.88%
Environmental sustainability	48.57%
Societal social well-being	48.03%
Global security	47.20%
Global economic well-being	45.46%
Global social well-being	43.38%
Animal welfare	41.34%
Minority rights	37.30%
Commercial rights	26.24%

**Table III.4 Sub Category Issue Importance**

Rank	Sub Category Issue	Importance
1	Cost of Daily Living (Individual Economic Well-being)	47.66%
2	Clean Water and Sanitation (Food & Health)	47.64%
3	Child Pornography & Sexual Exploitation (Crime & Public Safety)	43.69%
4	Protection from Violent Crime (Crime & Public Safety)	43.12%
5	Economic Growth (Societal Economic Well-being)	43.03%
6	Right of Access to Food (Rights to Basic Services)	41.26%
7	Right to Life (Civil Liberties)	39.60%
8	Right of Access to Healthcare, Medicines (Rights to Basic Services)	37.16%
9	Disabilities (Equality of Opportunity)	36.91%
10	Age: Elderly (Equality of Opportunity)	36.28%
11	Mental Illness (Food & Health)	35.23%
12	Freedom from Harm (Civil Liberties)	35.02%
13	Right to a Safe Work Environment (Worker/Employment Rights)	34.98%
14	Right to Minimum Standard of Living (Rights to Basic Services)	33.30%
15	Infant Mortality (Food & Health)	33.10%
16	Life Expectancy (Food & Health)	32.96%
17	Right to a Minimum Wage (Worker/Employment Rights)	32.74%
18	Protection of Children in the Labour Force (Worker/Employment Rights)	32.57%
19	Right of Free Speech (Civil Liberties)	32.53%
20	Poverty (Societal Economic Well-being)	32.51%
21	Protection from Terrorism at Home (Crime & Public Safety)	31.91%
22	Right of Liberty (Civil Liberties)	31.78%
23	Alcoholism and Drug Abuse (Food & Health)	31.58%
24	Energy Prices (Societal Economic Well-being)	31.01%
25	Deforestation and Habitat Destruction (Environmental Sustainability)	30.94%
26	Age: Youth (Equality of Opportunity)	30.78%
27	Unemployment (Societal Economic Well-being)	30.55%
28	Human Slavery & People Smuggling (Crime & Public Safety)	30.10%
29	Depletion of Energy/Resources (Global Economic Well-being)	29.95%
30	Right to Retirement Benefits (Worker/Employment Rights)	29.92%
31	Global Terrorism (Global Security)	29.86%
32	Stability of Financial System (Global Economic Well-being)	29.79%
33	AIDS/HIV Infection (Food & Health)	29.77%
34	Legal Rights (Civil Liberties)	29.49%
35	Right to Choose/Abortion (Food & Health)	29.10%
36	Family Planning (Food & Health)	28.99%
37	Quality Schooling (Societal Social Well-being)	28.97%
38	Safety of Personal Property	28.65%
39	Right of Identity (Civil Liberties)	28.26%
40	Suicide (Food & Health)	27.98%
41	Industrial Pollution (Environmental Sustainability)	27.86%
41	Youth Inactivity and Unemployment (Societal Social Well-being)	27.86%
43	Obesity (Food & Health)	27.51%
44	Racial/Ethnic Background (Equality of Opportunity)	27.24%
45	Teenage Pregnancy (Food & Health)	27.06%
46	Peace (Freedom from Conflict) (Global Social Well-being)	26.84%
47	Freedom from Harassment (Crime & Public Safety)	26.44%
48	Gender (Equality of Opportunity)	26.24%
49	Inflation (Individual Economic Well-being)	25.85%

Rank	Sub Category Issue	Importance
50	Freedom from Arbitrary and Excessive Taxation (Individual Economic Well-being)	25.01%
51	Genocide/Ethnic Cleansing (Global Security)	24.97%
52	Recycling of Materials (Environmental Sustainability)	24.61%
53	Housing Affordability (Individual Economic Well-being)	24.48%
54	Income Inequality (Global Social Well-being)	24.40%
55	Right of Access to Basic Education (Rights to Basic Services)	24.38%
56	Freedom to Engage in a Trade, Profession or Occupation (Worker/Employment Rights)	24.12%
57	Alternative Energy Generation (Environmental Sustainability)	23.97%
58	Right to a Nationality (Civil Liberties)	23.81%
59	Right to Private Protection (Crime & Public Safety)	23.74%
60	Diseases & Epidemics (Global Social Well-being)	23.63%
61	Climate Change (Environmental Sustainability)	23.53%
62	Marital Status (Equality of Opportunity)	23.52%
62	Nuclear and Biological Weapons Proliferation (Global Security)	23.52%
64	Religious Extremism (Global Security)	23.49%
65	Stability of Currency (Societal Economic Well-being)	22.92%
66	Global Economic Growth (Global Economic Well-being)	22.89%
67	Right to Out-of-Work Benefits (Worker/Employment Rights)	22.76%
68	Population Growth (Global Economic Well-being)	22.67%
69	Immigration (Societal Social Well-being)	22.63%
70	Right to Religious Freedom (Civil Liberties)	22.21%
71	Right to Retirement at a Pre-specified Age (Worker/Employment Rights)	22.16%
72	Freedom from Animal Cruelty (Animal Welfare)	21.63%
73	Marital Rights (Civil Liberties)	21.43%
74	Interest Rates (Individual Economic Well-being)	21.41%
75	Freedom of Movement (Civil Liberties)	21.16%
75	Right to Vote (Civil Liberties)	21.16%
77	Protection from Bribery and Corruption (Crime & Public Safety)	21.13%
78	Social Isolation (Societal Social Well-being)	20.85%
79	Sexual Orientation (Equality of Opportunity)	20.72%
80	Biodegradability of Materials and Products (Environmental Sustainability)	20.29%
81	Genetically Modified Foods (Food & Health)	20.15%
82	Loss of Biodiversity (Environmental Sustainability)	19.94%
83	Right of Association (Civil Liberties)	19.47%
84	Right to Engage in Cultural Practices (Minority Rights)	18.93%
85	Government Budget Deficit (Societal Economic Well-being)	18.89%
86	Right to Cultural Preservation (Minority Rights)	18.85%
87	Third-World Poverty (Global Social Well-being)	18.61%
88	Religion (Equality of Opportunity)	17.68%
89	Third World Debt (Global Economic Well-being)	16.90%
90	Population Growth (Global Social Well-being)	16.81%
91	Income Inequality (Societal Social Well-being)	16.45%
92	Right to Form/Join a Labour Union (Worker/Employment Rights)	15.56%
93	Public Transport (Societal Social Well-being)	15.55%
94	Personal Pollution (Environmental Sustainability)	15.54%
95	Unilateral Military Action (Global Security)	15.41%
96	Global Criminal Syndicates (Global Security)	14.64%
97	Ancillary Pollution (Environmental Sustainability)	14.62%
98	Protection of Endangered Species (Animal Welfare)	14.44%
99	Free Trade Policy (Global Economic Well-being)	14.08%
100	Humane Farming (Animal Welfare)	14.05%



Rank	Sub Category Issue	Importance
101	Right to Benefits of Last Resort (Rights to Basic Services)	13.89%
102	Balance of Payments/Trade Deficits (Societal Economic Well-being)	13.65%
103	Right to Cultural Expression in Public (Minority Rights)	13.55%
104	Right to Strike (Worker/Employment Rights)	13.45%
105	Right to Speak a Foreign Language (Minority Rights)	13.31%
106	Freedom from Animal Testing (Animal Welfare)	11.45%
107	Right of Secession/Separation (Minority Rights)	10.84%
108	Protection Against Over-Hunting/Fishing (Animal Welfare)	10.31%
109	Freedom to Start/Own a Business (Commercial Rights)	9.49%
110	Physical Property Rights (Commercial Rights)	9.24%
111	Freedom to Trade (Commercial Rights)	8.82%
112	Intellectual Property Rights (Commercial Rights)	7.76%
113	Right of Commercial Domain (Commercial Rights)	6.14%