Beyond Class: The Motivational Values And Political Affinities of British Voters

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Introduction

British political parties have traditionally looked at voters in terms of age, sex and class (Socio Economic Group or SEG), and at themselves in terms of left-right political ideology, or 'managerialism' v ideology. A huge amount of commentary and analysis proceeds from these starting points, and a lot of time is then spent trying to explain public opinions, aspirations and voting behaviour in these terms. For example puzzling over who the 'Middle Class' are, and arguing about what 'working class' now means.

Analysis of motivational values[1] provides an alternative or additional insight into the politics of the 'public', which goes beyond class.

In December 2013, CDSM (Cultural Dynamics Strategy and Marketing www.cultdyn.co.uk) carried out a survey of 2,000 representative British adults over 16, as part of their regularly updated British Values Survey (BVS). This involves asking hundreds of questions about attitudes and beliefs, and in this case they were also asked the question **"At heart, which political party do you identify with most strongly?"** This is not a question about voting intention but about feelings of support.

The options given were: Conservative, Labour, Liberal Democrat, Scottish National Party, Plaid Cymru, UK Independence Party, British National Party and 'Other', together with 'don't know'. Respondents were also asked a set of questions developed over decades of running the BVS which segment them by values, into the three main 'Maslow Groups' (MGs) of Settler, Prospector and Pioneer, and the twelve more distinct Values Modes (VMs), which lie four within each of the MGs. They were also surveyed for age, sex and SEG. The data shown in this note are for Maslow Group – anyone interested in accessing the more detailed data on Values Modes should contact Pat Dade at CDSM (pat@cultdyn.co.uk)

[1] Explanations of the 'Values Modes' system can be found at www.cultdyn.co.uk where you can also take an online survey to identify your own values. An introductory explanation is here, and The differences between the four Pioneer Values Modes (VMs) in each of the three MGs, are explained here: Settler, Prospector, Pioneer. The book *What Makes People Tick: The Three Hidden Worlds of Settlers, Prospectors, and Pioneers* provides many examples of how the system works and is available here. There are numerous blogs and articles at www.cultdyn.co.uk and www.campaignstrategy.org (including 'three worlds' blog).

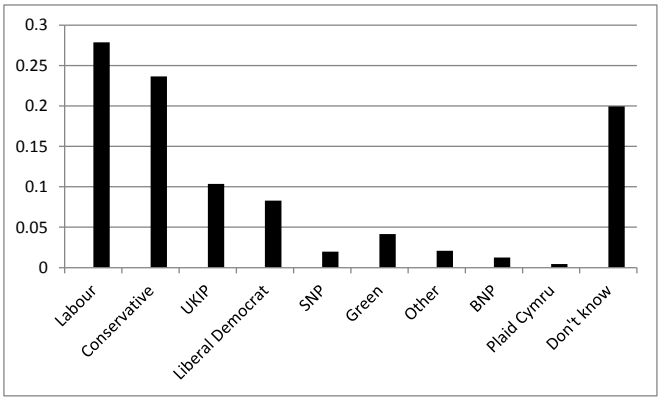
The same question "At heart, which political party do you identify with most strongly?" has been asked in a number of previous surveys.

Reports of a 2005 British 'Values and Voters' survey can be found here, a 2009 article in *Total Politics* here and a 2013 report by Nic Pecorelli at IPPR '*The New Electorate: Why Understanding Values is the Key to Electoral Success*' here, while blogs at CDSM's website include *The State of the Westminster Parties - May 2013*, *Council Elections, May 2013 - Little England on the Warpath*, *Values-based politics - Establishing concepts and heuristics*, and on the US Tea Party *Anyone Fancy a Spot of Tiffin ? The inside story of the American Tea Party*. A set of articles about values and the 2010 UK election is at *Tipping Point or Falling Down? Democracy and the British General Election 2010*.

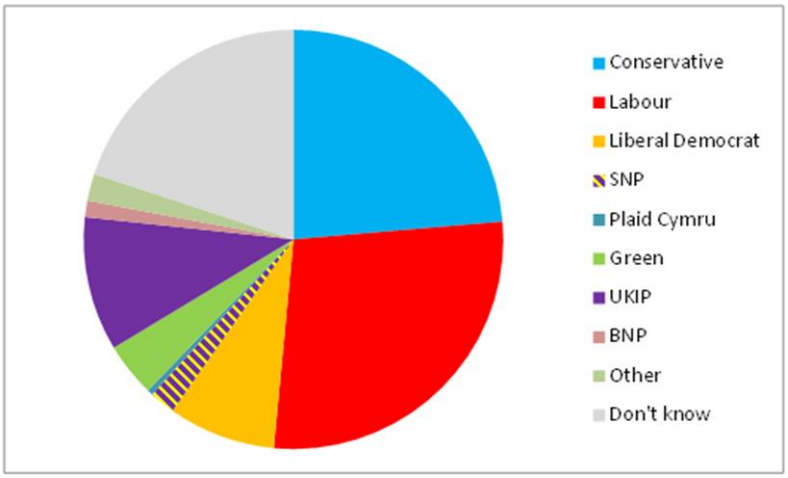
Some Results From The 2013 Survey

Here are the national results without values.

Labour	27.9%
Conservative	23.6%
UKIP	10.4%
Liberal Democrat	8.3%
SNP	2.0%
Green	4.1%
Other	2.1%
BNP	1.3%
Plaid Cymru	0.4%
Don't know	19.9%



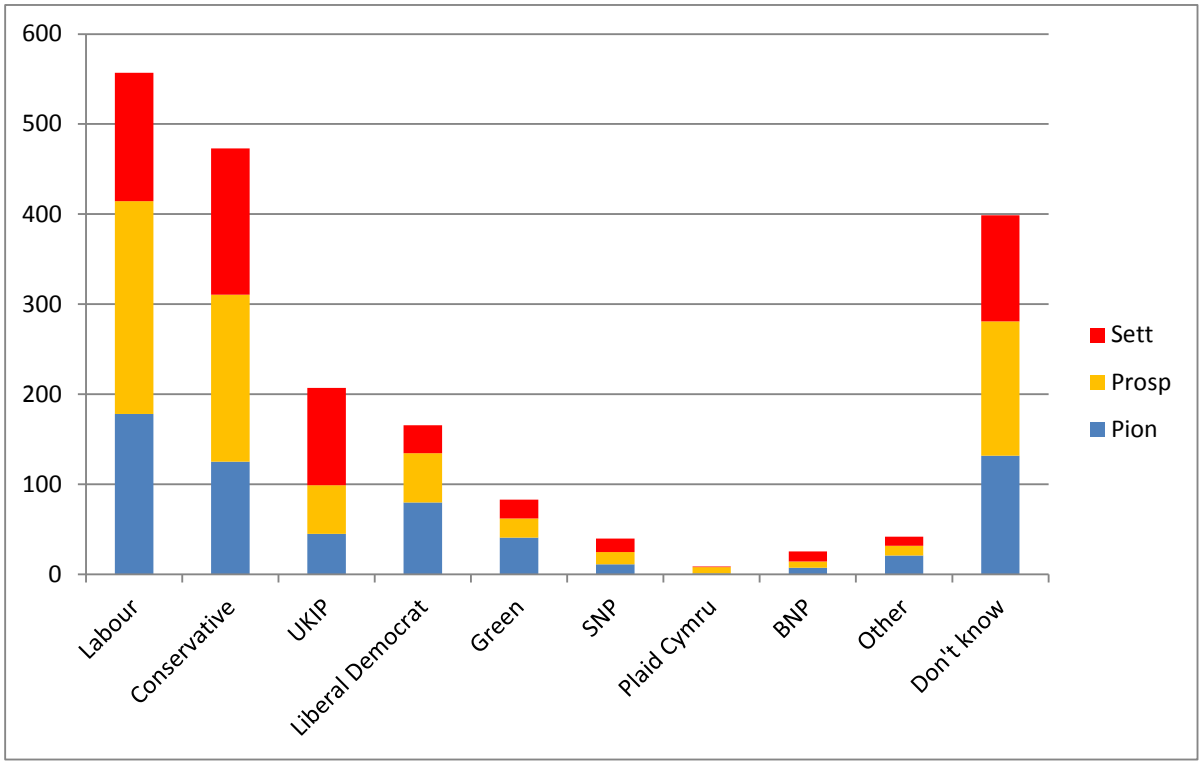
The most popular choice is Labour, followed by Conservative, UKIP and Liberal Democrat. There is a large 19.9% 'don't know' which is of course of interest to politicians.



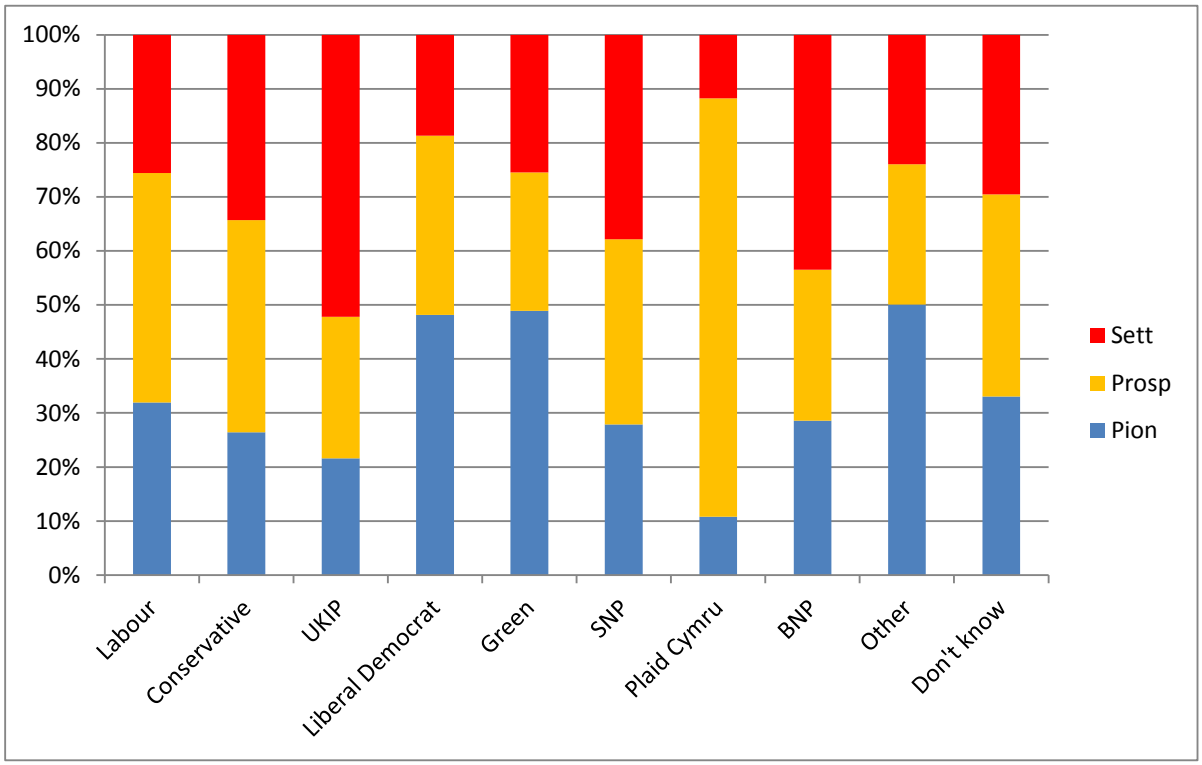
Below: the numbers from the survey taking each option, across values groups (MGs).

	At heart, which political party do you			
	Sum of CV	MG		
		Pion	Prosp	Sett	Grand Tota
Labour		178	237	143	557
Conservative		125	186	162	473
UKIP		45	54	108	207
Liberal Democrat		80	55	31	166
Green		41	21	21	83
SNP		11	14	15	40
Plaid Cymru		1	7	1	9
BNP		7	7	11	25
Other		21	11	10	42
Don't know		132	149	118	399
Grand Total		640	740	620	2000
		32.0%	37.0%	31.0%	

Below: graphs showing the make up of option by MG (actual nos in sample):

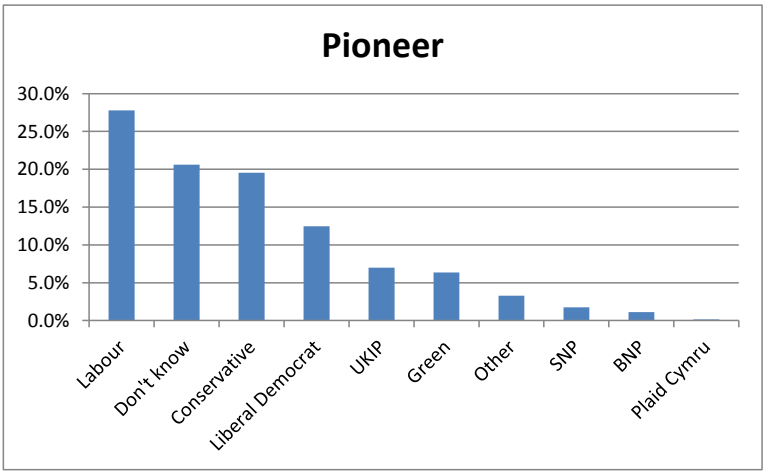


Below: make up of party affinity by MG (each sums to 100%)

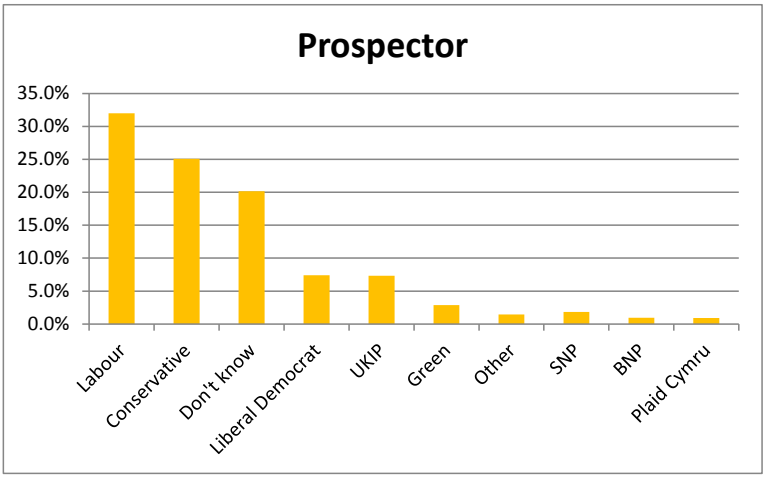


Preferences in rank order by MG:

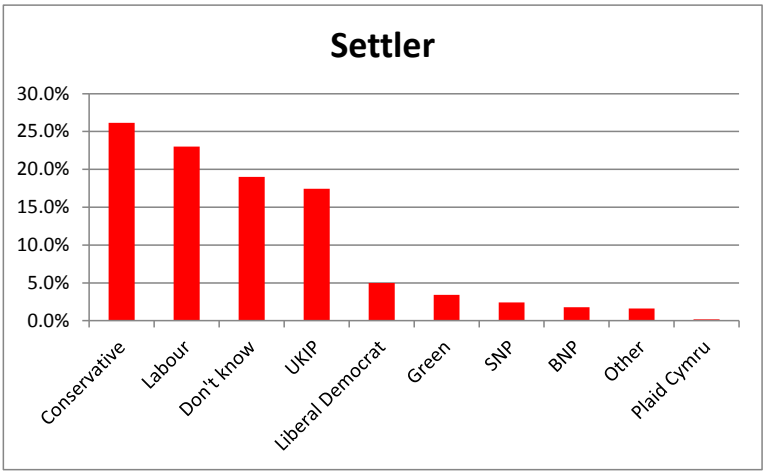
	Pioneer
Labour	27.8%
Don't know	20.6%
Conservative	19.5%
Liberal Democrat	12.5%
UKIP	7.0%
Green	6.3%
Other	3.3%
SNP	1.7%
BNP	1.1%
Plaid Cymru	0.1%



	Prospector
Labour	32.0%
Conservative	25.1%
Don't know	20.1%
Liberal Democrat	7.4%
UKIP	7.3%
Green	2.9%
Other	1.5%
SNP	1.8%
BNP	1.0%
Plaid Cymru	0.9%



	Settler
Conservative	26.2%
Labour	23.0%
Don't know	19.0%
UKIP	17.4%
Liberal Democrat	5.0%
Green	3.4%
SNP	2.4%
BNP	1.8%
Other	1.6%
Plaid Cymru	0.2%



Next page: the results showing the statistical significances.

At heart, which political party do you				
Sum of CW	MG			
Q1	Pion	Prosp	Sett	Grand Tota
Conservati	125	186	162	473
	19.5%	25.1%	26.2%	23.6%
	26.4%	39.3%	34.3%	
	83	106	111	
Labour	178	237	143	557
	27.8%	32.0%	23.0%	27.9%
	31.9%	42.5%	25.6%	
	100	115	83	
Liberal Der	80	55	31	166
	12.5%	7.4%	5.0%	8.3%
	48.2%	33.1%	18.7%	
	150	90	60	
SNP	11	14	15	40
	1.7%	1.8%	2.4%	2.0%
	27.9%	34.3%	37.9%	
	87	93	122	
Plaid Cym	1	7	1	9
	0.1%	0.9%	0.2%	0.4%
	10.8%	77.5%	11.8%	
	34	209	38	
Green	41	21	21	83
	6.3%	2.9%	3.4%	4.1%
	48.9%	25.6%	25.5%	
	153	69	82	
UKIP	45	54	108	207
	7.0%	7.3%	17.4%	10.4%
	21.6%	26.2%	52.2%	
	68	71	168	
BNP	7	7	11	25
	1.1%	1.0%	1.8%	1.3%
	28.6%	27.9%	43.5%	
	89	75	140	
Other	21	11	10	42
	3.3%	1.5%	1.6%	2.1%
	50.1%	25.9%	24.0%	
	157	70	77	
Don't know	132	149	118	399
	20.6%	20.1%	19.0%	19.9%
	33.1%	37.4%	29.5%	
	103	101	95	
Grand Tota	640	740	620	2000
	32.0%	37.0%	31.0%	

Explanation of data in options:

166 number of people in option

8.3%: % picking this option from total

31 number of Settlers in this option

5%: % of Settlers picking this option

18.7%: % of this option made up by Settlers

60 Index (see next page)

'Skews' or over and under-indexes are calculated for each values group, against each question option, so that the size differences of each values group are taken into account when assessing significance. These are shown in the coloured cells. 100 indicates average (i.e. in line with the population as a whole, taking into account the size of the group in the population), and anything above 100 is an over index and anything under is an under index.

Skews are identified at three confidence levels.

Red, orange and pale orange mean the option is chosen *more* than would be expected by the number of Pioneers or prospectors or Settlers in the total sample.

Pale green, dark green or blue mean the option is chosen *less* than would be expected by the number of Pioneers or Prospectors or Settlers in the total sample.

	Over-represented, significant at 99% confidence level.
	Over-represented, significant at 97.5% confidence level.
	Over-represented, significant at 95% confidence level.
	Neither over nor under represented (at or close to population average)
	Under represented, significant at 95% confidence level
	Under represented, significant at 97.5% confidence level
	Under represented, significant at 99% confidence level

Table showing skews only, across MG values groups:

	At heart, which political party do you		
	MG		
	Pion	Prosp	Sett
Conservative	83	106	111
Labour	100	115	83
Liberal Democrat	150	90	60
SNP	11	14	15
Plaid Cymru	34	209	38
Green	153	69	82
UKIP	68	71	168
BNP	7	7	11
Other	157	70	77
Don't know	103	101	95

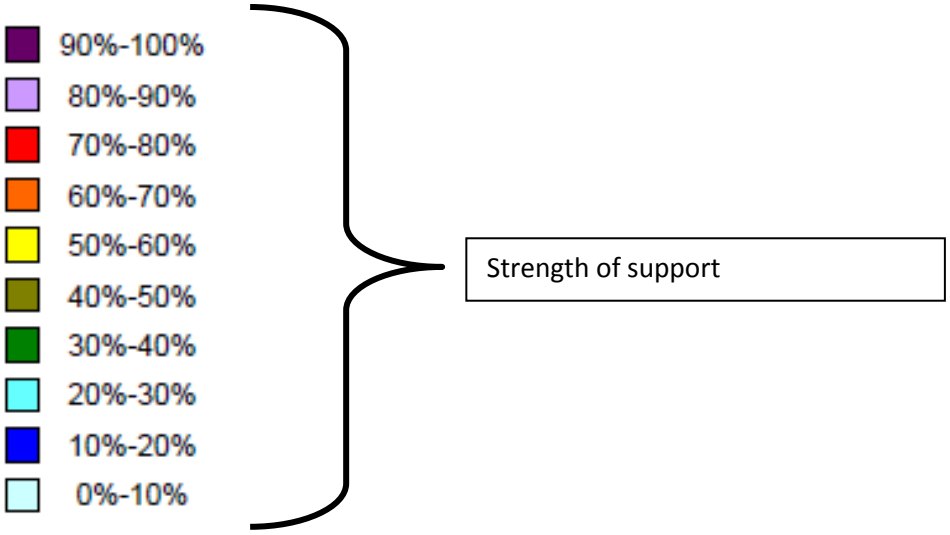
This is the simplest level of values analysis but shows that the Conservatives appeal significantly less to Pioneers (by 17%, index 83), whereas Labour is average with Pioneers (100), under-indexes with Settlers at 83 and over-indexes with Prospectors at 115.

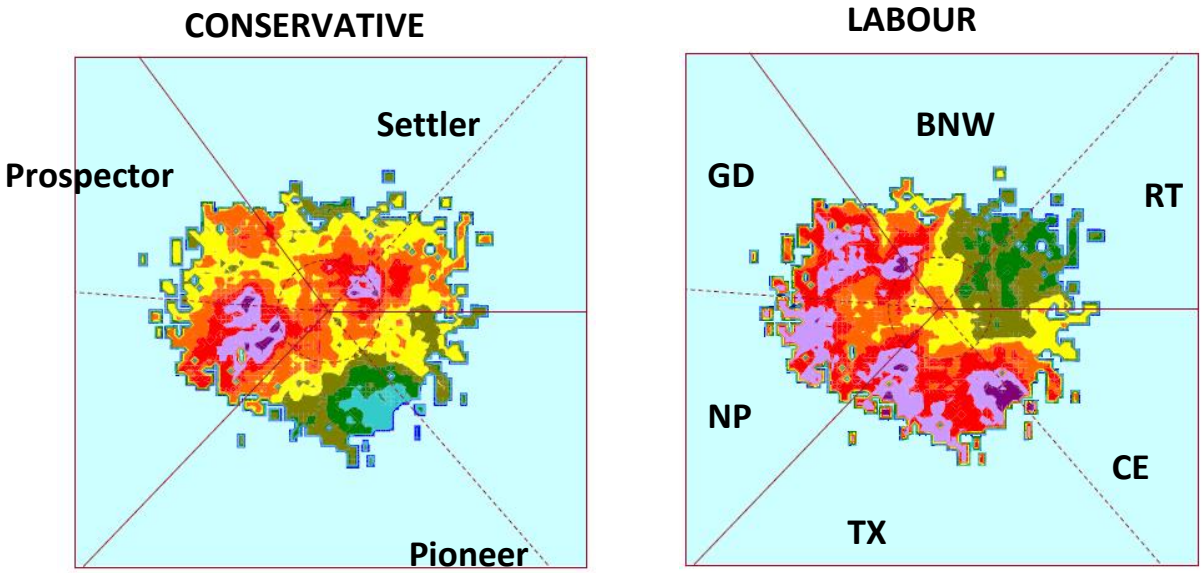
Liberal Democrats (LDs) and UKIP have strong but opposite values skews. The LDs over index by 50% amongst Pioneers and under index by 40% amongst Settlers, whereas UKIP over indexes as a choice by 68% amongst Settlers and under indexes amongst Prospectors by 29% and with Pioneers by 32%.

The Green Party over indexes with Pioneers by 53% and under indexes with Prospectors by 31%. We don't know what 'other' actually means but it was only chosen by 2.1%, and the BNP and Plaid numbers are really too small to analyse.

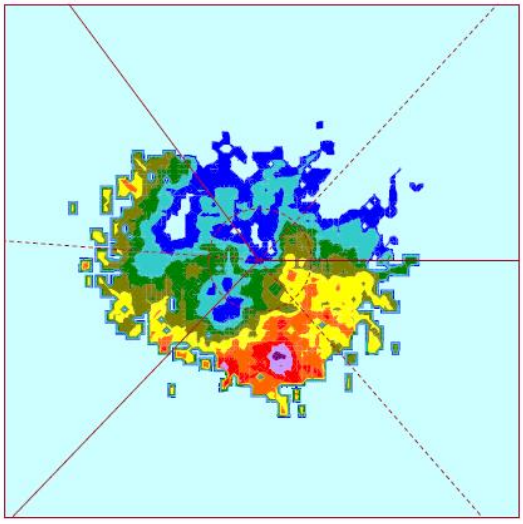
Party 'Terrain' Values Maps

These maps visualise the response for some parties, plotted on a 1000 x 1000 grid generated by comparing the results from a thousand attitude and belief questions which make up the underlying BVS. Colours indicate the strength of 'espousal'. MG values groups are named on the Conservative example and the six outside edge Values Modes on the Labour example.

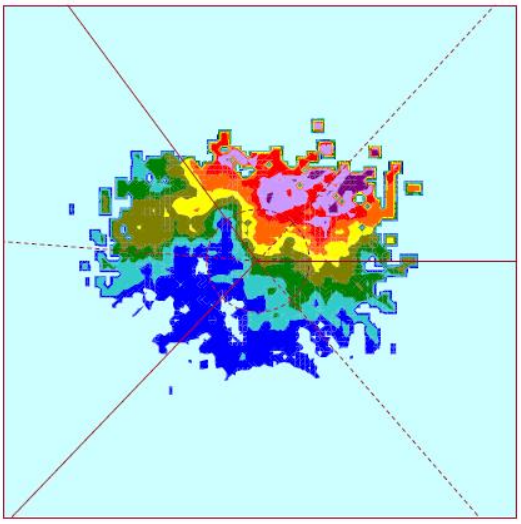




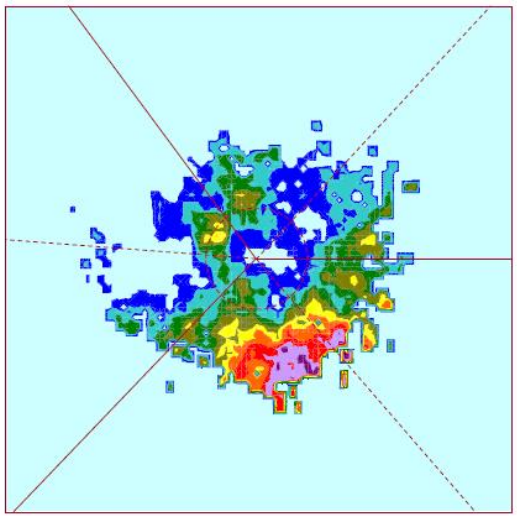
LIBERAL DEMOCRAT



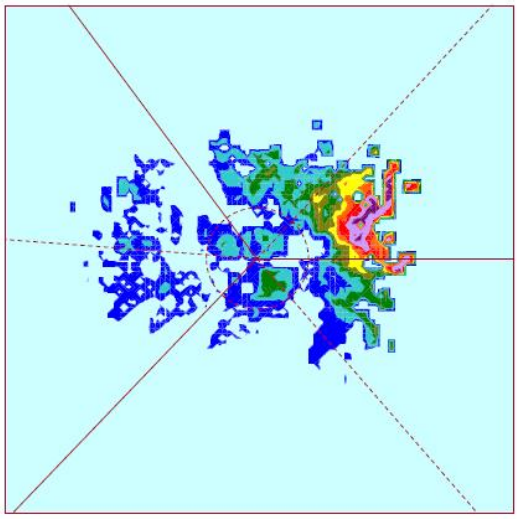
UKIP



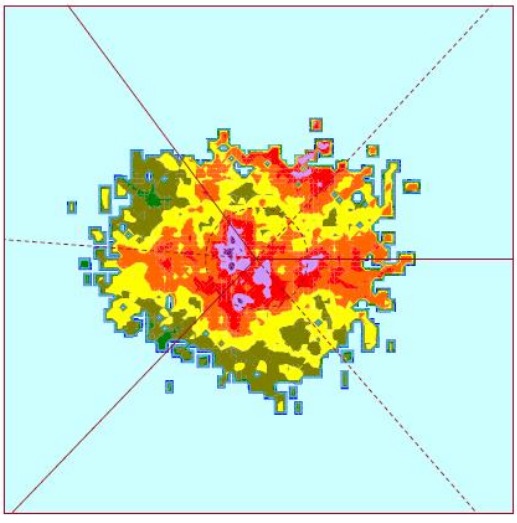
GREEN



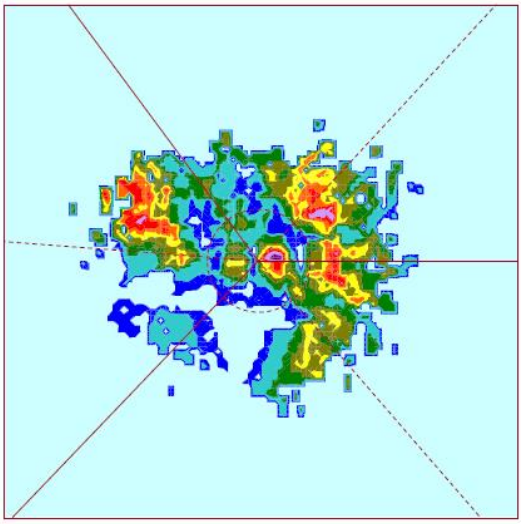
BNP



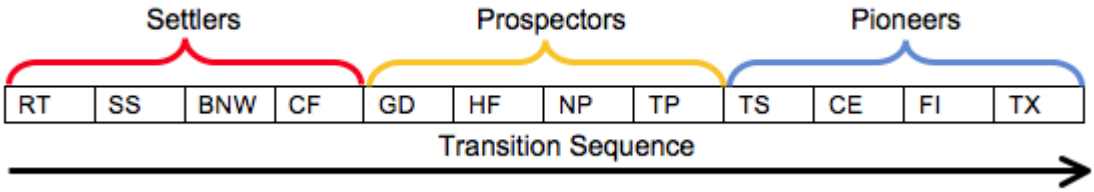
OTHER



SNP

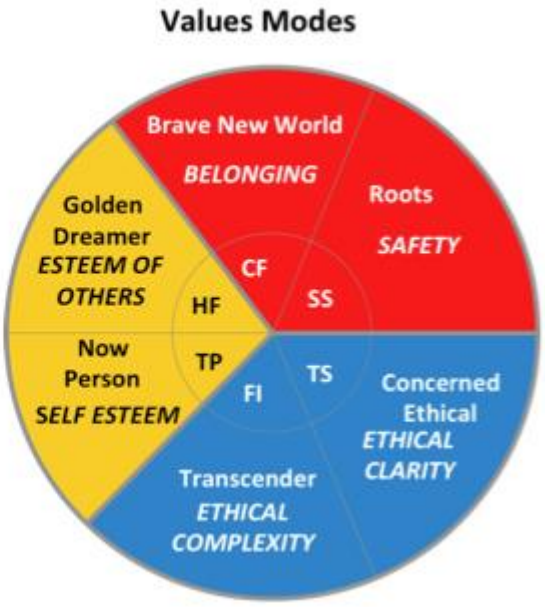


The VMs or Values Modes (see notation on Labour example above) segment the map at a more detailed level than the three MGs. Where life experiences enable them to meet their needs, evidence suggests they 'transition' from RT 'Roots' (the starting point in Settler) towards TX 'Trasncender' (in Pioneers) as shown below.



The names given to each Values Mode by CDSM are shown below, together with a schematic version of the 'Values Map'.

RT	Roots
SS	Smooth Sailing
BNW	Brave New World
CF	Certainty First
GD	Golden Dreamer
HF	Happy Follower
NP	Now Person
TP	Tomorrow Person
TS	Transitional
CE	Concerned Ethical
FI	Flexible Individualist
TX	Transcender



Commentary

From the above it is clear that there is a large overlap between Conservative and Labour support in the Prospectors but that the Conservatives have more support in the Settlers. To win more support here, Labour would need to resonate with Settler values such as safety, identity, security and belonging. The attempts to win support on the issue of immigration are perhaps one such example but Labour is in a three way fight with UKIP and Conservative for the core Settler vote. UKIP has little support outside the Settler values area but eroding it would be difficult without a long bottom-up process because the UKIP vote is a result of sustained neglect by other parties. Finding another Settler-resonant battleground might be more fruitful for Labour but its main gains can probably

be made in the Prospectors. Labour currently has more support in the GD Golden Dreamers and the Conservatives more amongst the NP Now People.

The main deficit for the Conservatives is support amongst the Pioneers. The more it tries to play to the issues that excite UKIP voters, the more acute this problem may become because there is a huge divide on many attitudes between VMs such as RT and BNW (Settlers) and TX and CE (Pioneers) (see values maps later).

Liberal Democrat support is concentrated in just two VMs, the TX Transcender and CE Concerned Ethical Pioneers. Values of LibDem supporters are almost the diametric opposite of the main Conservative supporter values, indicating the uneasy nature of their 'marriage of convenience' in the governing coalition. Any government politicians who have convinced themselves that they really share a common cause are deluding themselves: their supporters do not feel it.

The LibDem support base really shares more values with the Greens but they have an even smaller base centred in the TX, and they heavily overlap with Labour.

[It should be remembered in looking at these values maps that the attitudes and beliefs involved are not mainly political-ideological but about the importance of things like tradition, benevolence, justice, ethics, hedonism, conformity, respect and success, power and universalism (for a version of the 2012Values Map showing the CDSM Attributes see the end of this note, and for an explanation of the current Attributes see here).]

Those selecting 'don't know' come principally from the six VMs at the *centre* of the map, which are those least affected by the pull of values. It is quite likely that these people will not vote at all as they are less 'bothered' about life in general but if they do, they will be most influenced by the VMs that lie to their outside, and their values.

The BNP's tiny base is centred in the RT Roots VM, which is the one with least sense of self-agency. These people are those least likely to go out and proselytize. The SNP has an interesting map which may be analysed in a future post at www.cultdyn.co.uk by Pat Dade.

Breaking Out ?

The parties with the most distinct values profile – UKIP and the Liberal Democrats – face the most difficult task in breaking out of their 'natural' base and attracting wider support. Realistically this would involve the Liberal Democrats appealing to *more* Pioneers but for that they are in direct competition with both the Green Party and Labour, as well as to more Prospectors, especially Now People (NPs). The shortest answer for the LibDems to appeal to NP Prospectors is that they need to look more fun, and less earnest and ethical but that in turn might upset the CE Concerned Ethicals in their base.

Pioneers are the most universalist, global minded and civic minded of the MG values groups. Prospectors are the most transactional, assessing political offers more as a deal – "what's on offer for me ?" – but are also on an active search to be entertained, so they are most attracted to celebrity and 'star quality'. Part of Tony Blair's appeal to

Prospectors, which was a key component of the 'New Labour' brand, was his charisma, youthful energy and 'modern-ness' compared to both the Conservatives of the time and to Old Labour. Indeed the fact that New Labour seemed to be more a 'brand' in the commercial sense, and less an ideology (not about ideas – Pioneer, and not a dogmatic creed – Settler), was attractive to Prospectors in itself.

As was noted in our 2005 'Values and Voters' study, the Conservatives of the time still had their base in the Settlers, whereas Labour had reached out to embrace many Prospectors. For both these parties, the Prospectors remain the main battle ground today. Even without structured values insights, many politicians will feel this: hence all the talk of *aspirational* families.

Left-Right ?

UKIP's base over indexes amongst Settlers, which is not surprising for an identity-based political organisation, essentially defined by nationality. In traditional right-left thinking UKIP would be seen as right of the Conservatives, while the Liberal Democrats, Labour and the Greens would be seen as to 'the left' or in the US, as 'progressives', although for parties like the Liberal Democrats, this left-right axis becomes somewhat frayed at the edges and even a left and right wing of the party does not describe the differences very well.

It is true that in other surveys we have run in the UK and other countries, if people are asked to place themselves on a right – left spectrum there is a trend to Settlers skewing right, Pioneers skewing left, and Prospectors dividing across the centre. However there are several different values-based reasons why someone might feel affinity to a right-wing party. Settlers may rally to a right wing party because they feel a sense of external threat to identity or security or both, and if that party is identity-based. Prospectors if they see it as offering the best chance of success for themselves and their family (or, probably less so, the country), in other words pure pragmatism. Pioneers of the right tend to be libertarians, because all Pioneers feel the need for self-choice and self-direction. Typically there are fewer right-wing Pioneers but they are the iconoclasts, and often rather prominent in the media (eg as pundits, columnists, contrarians).

The extent to which people then declare a right or left affinity for parties then depends not just on their values but the offer being made by the parties. In the past, UK politics was dominated by Settlers (who formed the majority of the population) and both the Conservatives and Labour had identity based (in the UK 'class based') followings who voted 'instinctively' or 'traditionally'. Those certainties have broken down since the mid C20th.

Who Offers 'Identity' ?

As social conditions improved in the second half of the C20th, later generations became more Prospector and Pioneer. Both these values groups are more willing to exercise self-choice than Settlers, including making different choices from their parents in voting but also choosing not to vote at all, or to adopt 'alternative politics', such as 'issue-based' campaigns.

In addition, in trying to engage with a 'new electorate' the political parties have changed themselves. They have mostly lost their old social identities and at the same time, in the case of the UK, all broadly adopted the idea that government (and hence themselves) are there not to provide and deliver but to manage and facilitate a 'market' of consumer choices, business activities and finance. As a result their manifesto offers and styles tend to converge and the number of things that can be offered with any certainty, becomes a lot smaller.

This process has largely left the Settlers, who very much want certainty, with no obvious reason to vote Labour or Conservative, and certainly not Liberal Democrat (unless, as is another Settler trait, for the man or woman who has proved themselves as a good local MP). Similar effects elsewhere in Europe have probably left many Settlers with no identity-based option 'on the left', leading to an increasing tendency for Settler values to equate with 'right wing'. This was plainly not the case in the past when socialism was a creed, identity and a belief system, and it may not be the case in the future. Perhaps the politics of inequality, currently a more Pioneer dominated concern (e.g. the cause of "1%") may lead to a new political offer, if that ever becomes organised.

That is for the future, and current political affinities are a lagging indicator of social change. In British elections, many people do not vote at all, and in previous BVS surveys, less than 3% have given 'my politics' as one of their top three identity factors (the top one is 'being a parent'). So politics in and of itself is not something which pre-occupies or much interests many people in Britain.

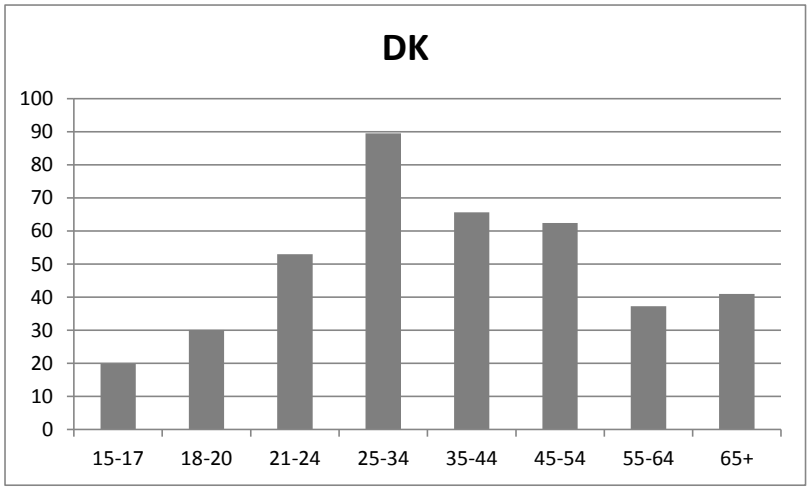
Other Demographics

Almost 20% of people in this survey say 'don't know' which political party they feel closest to. So who are these people?

For a start, they are more women (right col.) than men (left col.), by 43%:

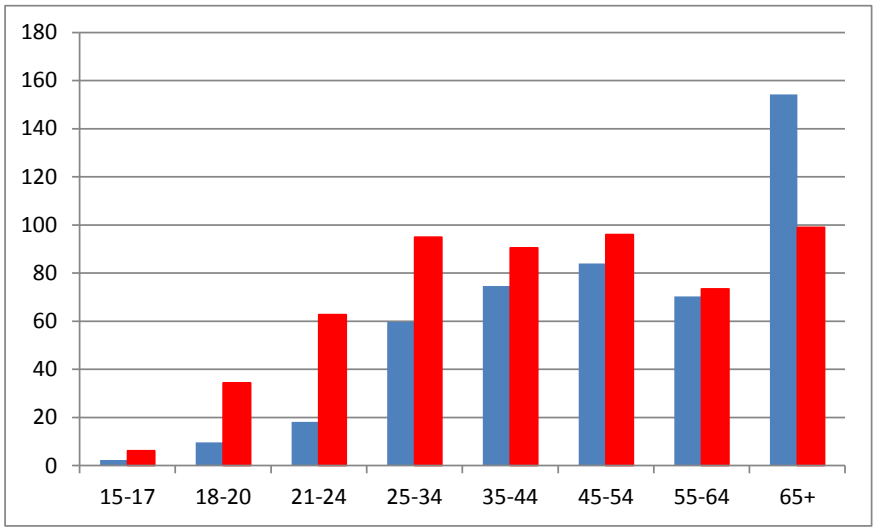
Don't know	152	247	399
	15.6%	24.1%	19.9%
	38.2%	61.8%	
	78	121	

They also tend to be younger.



The 'don't knows' peak at around 30 years of age but their profile is considerably younger than the British population as a whole, and as the skews in the table below indicate, they are very over-represented in all the 15 – 34 age groups.

It is also noticeable that the Conservatives are very under represented in the younger age groups up to 34, and it is the only party apart from UKIP which over indexes amongst the over 65s, while Labour is over represented in the 18 – 24s.



Left: Labour (red) and Conservative (blue) affinity by age; below, data and skews by age and affinity (nos from sample)

At heart, which political party do you									
Sum of CV	AGE								
Q1	15-17	18-20	21-24	25-34	35-44	45-54	55-64	65+	Grand Tota
Conservati	2	10	18	60	75	84	70	154	473
	5.7%	10.7%	10.0%	18.1%	23.0%	24.7%	25.3%	37.1%	23.6%
	0.5%	2.0%	3.8%	12.6%	15.8%	17.7%	14.9%	32.6%	
	24	45	42	77	97	104	107	157	
Labour	6	34	63	95	91	96	73	99	557
	15.4%	38.4%	34.4%	28.8%	27.9%	28.2%	26.4%	23.8%	27.9%
	1.1%	6.2%	11.3%	17.0%	16.2%	17.2%	13.2%	17.8%	
	55	138	123	103	100	101	95	85	
Liberal Der	3	3	20	33	29	23	21	33	166
	7.9%	3.4%	10.8%	9.9%	9.1%	6.7%	7.7%	8.0%	8.3%
	1.9%	1.8%	11.9%	19.8%	17.8%	13.8%	13.0%	20.0%	
	96	41	130	120	110	81	93	96	
SNP	3	0	4	4	3	6	10	10	40
	8.2%	0.0%	2.1%	1.2%	0.9%	1.8%	3.5%	2.4%	2.0%
	8.2%	0.0%	9.8%	9.8%	7.5%	15.1%	24.4%	25.2%	
	411	0	108	59	46	89	176	121	
Plaid Cym	1	0	2	0	2	0	2	2	9
	2.4%	0.0%	1.1%	0.0%	0.6%	0.0%	0.7%	0.5%	0.4%
	10.8%	0.0%	21.8%	0.0%	22.2%	0.0%	22.1%	23.1%	
	542	0	240	0	137	0	159	111	
Green	2	6	5	16	15	17	10	12	83
	5.3%	6.9%	2.9%	4.8%	4.5%	5.0%	3.5%	2.9%	4.1%
	2.6%	7.4%	6.3%	19.2%	17.5%	20.7%	11.9%	14.5%	
	128	166	70	116	108	122	85	70	
UKIP	1	4	12	22	31	39	39	59	207
	2.9%	4.8%	6.8%	6.7%	9.4%	11.4%	14.1%	14.1%	10.4%
	0.6%	2.1%	6.0%	10.7%	14.7%	18.7%	19.0%	28.3%	
	28	46	66	65	91	110	137	136	
BNP	0	1	3	4	4	5	5	3	25
	0.0%	1.2%	1.8%	1.2%	1.2%	1.4%	1.8%	0.7%	1.3%
	0.0%	4.3%	12.9%	16.1%	15.7%	19.4%	19.8%	11.9%	
	0	95	141	97	97	114	142	57	
Other	1	1	2	7	10	8	10	3	42
	2.7%	1.1%	1.1%	2.1%	3.0%	2.4%	3.5%	0.7%	2.1%
	2.6%	2.4%	4.8%	16.8%	23.6%	19.2%	23.3%	7.3%	
	129	54	53	102	146	113	168	35	
Don't know	20	30	53	90	66	62	37	41	399
	49.5%	33.6%	29.1%	27.1%	20.3%	18.4%	13.4%	9.9%	19.9%
	5.0%	7.6%	13.3%	22.4%	16.5%	15.7%	9.3%	10.3%	
	248	168	146	136	102	92	67	49	
Grand Tota	40	90	182	330	324	340	278	416	2000
	2.0%	4.5%	9.1%	16.5%	16.2%	17.0%	13.9%	20.8%	

There may of course be several reasons to declare "don't know" including disinterest, ignorance and indecision but in terms of a fight between Labour and Conservative this might be a key battleground.

Age Groups and Values

People are believed to start off in life as Settlers with unmet needs for safety, security, identity and belonging and then become Prospectors if they meet those unmet needs. The unmet Prospector needs are esteem of others and then, self-esteem. If those are fully met they become Pioneers with needs such as integration, interdependence, ethics, self-choice and innovation. The UK BVS includes adults over 16 so younger Settlers

would be excluded and many (UK[2]) teenagers are clearly Prospectors but some indication of age transitions can be seen here.

The British population by age and values at MG level:

Age Group				
Sum of CV	MG			
AGEA	Pion	Prosp	Sett	Grand Tota
15-17	15	18	8	40
	2.3%	2.4%	1.2%	2.0%
	36.8%	43.9%	19.3%	
	115	119	62	
18-20	28	48	14	90
	4.3%	6.5%	2.3%	4.5%
	31.0%	53.4%	15.6%	
	97	144	50	
21-24	50	104	28	182
	7.9%	14.0%	4.6%	9.1%
	27.7%	56.8%	15.5%	
	86	154	50	
25-34	89	151	90	330
	13.9%	20.4%	14.5%	16.5%
	27.0%	45.8%	27.3%	
	84	124	88	
35-44	96	147	81	324
	15.0%	19.9%	13.1%	16.2%
	29.6%	45.4%	25.0%	
	93	123	81	
45-54	122	119	99	340
	19.1%	16.1%	16.0%	17.0%
	35.9%	35.0%	29.1%	
	112	95	94	
55-64	93	67	118	278
	14.5%	9.1%	19.0%	13.9%
	33.5%	24.1%	42.4%	
	105	65	137	
65+	147	87	182	416
	23.0%	11.8%	29.4%	20.8%
	35.3%	20.9%	43.7%	
	110	57	141	
Grand Tota	640	740	620	2000
	32.0%	37.0%	31.0%	

There are some marked age-values skews within Settlers and Prospectors but not amongst Pioneers.

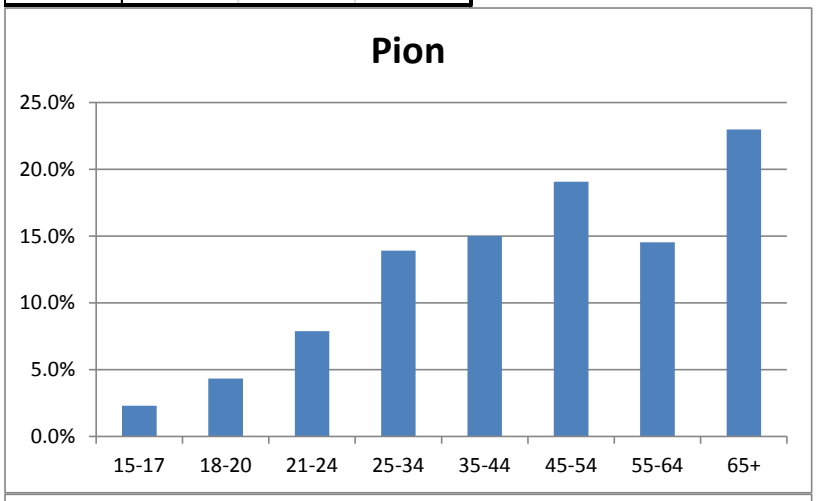
Prospectors over index in all the age groups 18 – 44, and Settlers in age groups over 55.

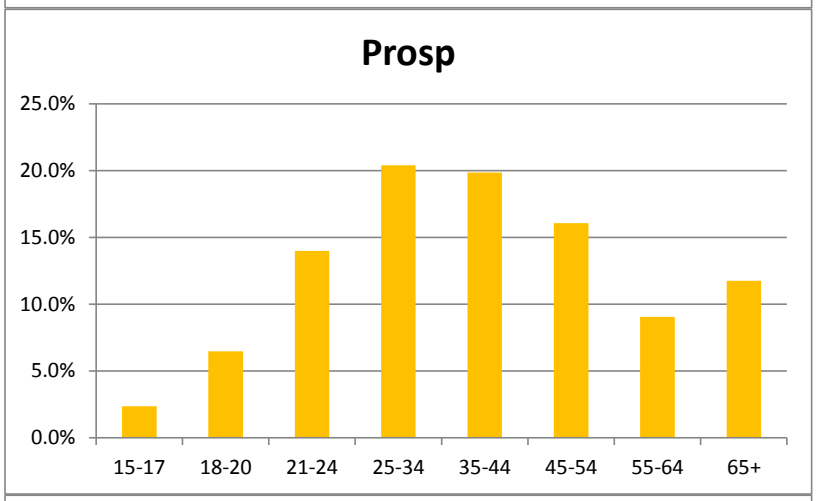
This does not mean that all the people or indeed the majority of people in any of those age classes are of one values group, nor that all or most Settlers are over 55, or that all Prospectors are 18 – 44 (though most are).

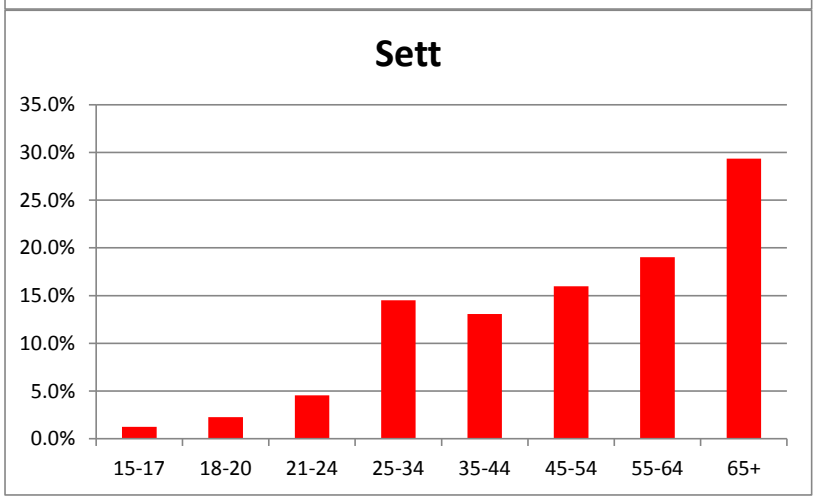
[2] We have run national values surveys in more than ten countries and age-values correlations are not consistent across countries because of varying cohort effects and social conditions.

	Pion	Prosp	Sett
15-17	2.3%	2.4%	1.2%
18-20	4.3%	6.5%	2.3%
21-24	7.9%	14.0%	4.6%
25-34	13.9%	20.4%	14.5%
35-44	15.0%	19.9%	13.1%
45-54	19.1%	16.1%	16.0%
55-64	14.5%	9.1%	19.0%
65+	23.0%	11.8%	29.4%

Age distributions of values groups UK 2013







Household Social Class and Politics

At heart, which political party do you					
Sum of CW	CLASS				
Q1	AB	C1	C2	DE	Grand Tota
Conservati	146	146	81	101	473
	28.4%	24.4%	20.0%	20.7%	23.6%
	30.8%	30.8%	17.1%	21.3%	
	120	103	85	88	
Labour	120	162	127	148	557
	23.5%	27.2%	31.4%	30.4%	27.9%
	21.6%	29.1%	22.8%	26.6%	
	84	98	113	109	
Liberal Der	63	50	24	29	166
	12.3%	8.4%	5.9%	5.9%	8.3%
	38.0%	30.2%	14.5%	17.4%	
	148	101	72	72	
SNP	8	14	13	5	40
	1.6%	2.3%	3.1%	1.0%	2.0%
	20.2%	35.2%	32.0%	12.6%	
	79	118	158	52	
Plaid Cym	5	2	0	2	9
	0.9%	0.3%	0.0%	0.4%	0.4%
	54.7%	22.3%	0.0%	23.1%	
	214	75	0	95	
Green	27	31	7	18	83
	5.3%	5.3%	1.7%	3.6%	4.1%
	32.4%	37.9%	8.3%	21.4%	
	127	127	41	88	
UKIP	58	40	49	61	207
	11.3%	6.6%	12.0%	12.5%	10.4%
	28.0%	19.1%	23.5%	29.4%	
	109	64	116	121	
BNP	6	4	6	9	25
	1.2%	0.7%	1.5%	1.9%	1.3%
	24.4%	15.7%	23.8%	36.1%	
	95	53	118	148	
Other	7	15	9	11	42
	1.3%	2.5%	2.2%	2.3%	2.1%
	16.5%	35.7%	21.4%	26.4%	
	65	119	106	108	
Don't know	73	133	90	103	399
	14.2%	22.3%	22.2%	21.2%	19.9%
	18.2%	33.4%	22.5%	25.9%	
	71	112	111	106	
Grand Tota	512	597	405	487	2000
	25.6%	29.8%	20.2%	24.3%	

Conservatives and Liberal Democrats over index on ABs but otherwise there are relatively few significant class-political differences within the main parties, compared to age and to values.

The relationship between social class and values is shown below.

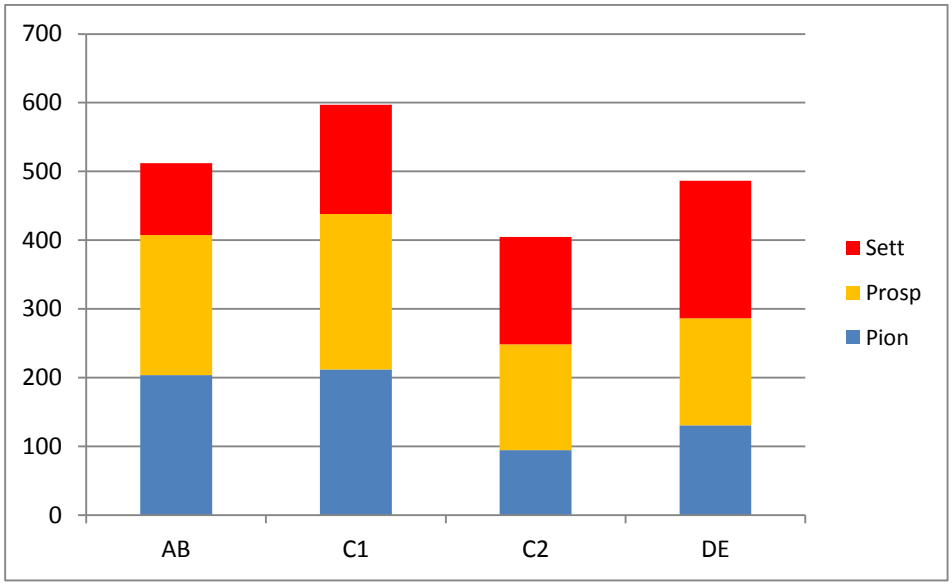
Household Social Class				
Sum of CW	MG			
CLASSA	Pion	Prosp	Sett	Grand Tota
AB	203	204	104	512
	31.8%	27.6%	16.8%	25.6%
	39.7%	39.9%	20.4%	
	124	108	66	
C1	212	226	159	597
	33.1%	30.5%	25.6%	29.8%
	35.5%	37.9%	26.6%	
	111	102	86	
C2	94	154	156	405
	14.7%	20.8%	25.2%	20.2%
	23.3%	38.1%	38.6%	
	73	103	124	
DE	130	156	200	487
	20.4%	21.0%	32.3%	24.3%
	26.8%	32.0%	41.2%	
	84	86	133	
Grand Tota	640	740	620	2000
	32.0%	37.0%	31.0%	

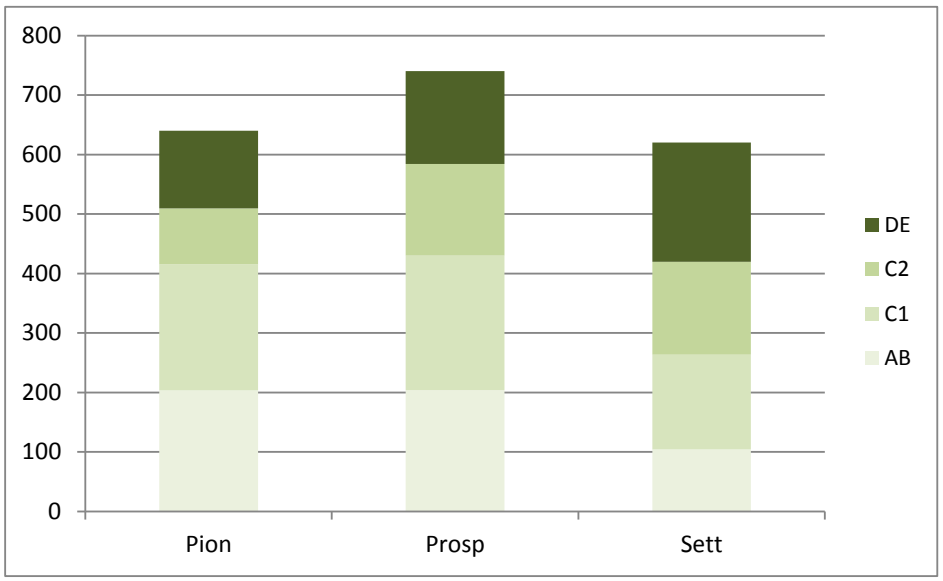
There are some strong social class (SEG) skews but the two are far from equivalent. ABs skew to Pioneer by 24% and Settlers under index by 44% but 68.2% of Pioneers are not ABs. There are fewer skews within the Prospectors except an under index in the DEs, and Settlers over index and Pioneers under index in the C2 and DEs.

Note that although it is not shown here, there is no direct relationship between income and values, although there is usually a significant effect between values group and the *importance* accorded to wealth (Prospectors, especially Golden Dreamers, placing a higher importance on it than Pioneers for example).

Numbers from sample:

	Pion	Prosp	Sett
AB	203	204	104
C1	212	226	159
C2	94	154	156
DE	130	156	200





Occupation and Values

Occupations show some significant skews but there is a spread of occupations across all values groups (below).

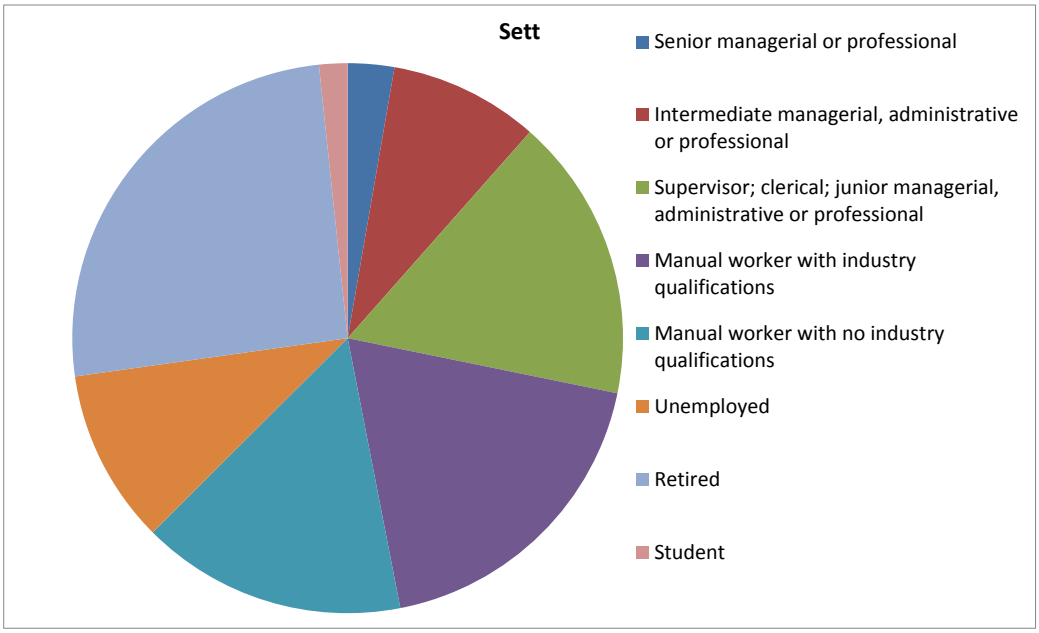
For example, Pioneers and Prospectors are both average amongst the Senior managerial or professionals and over index on Intermediate', while Settlers under index amongst both categories but still make up 17% of Intermediate and 18% of the Senior managers.

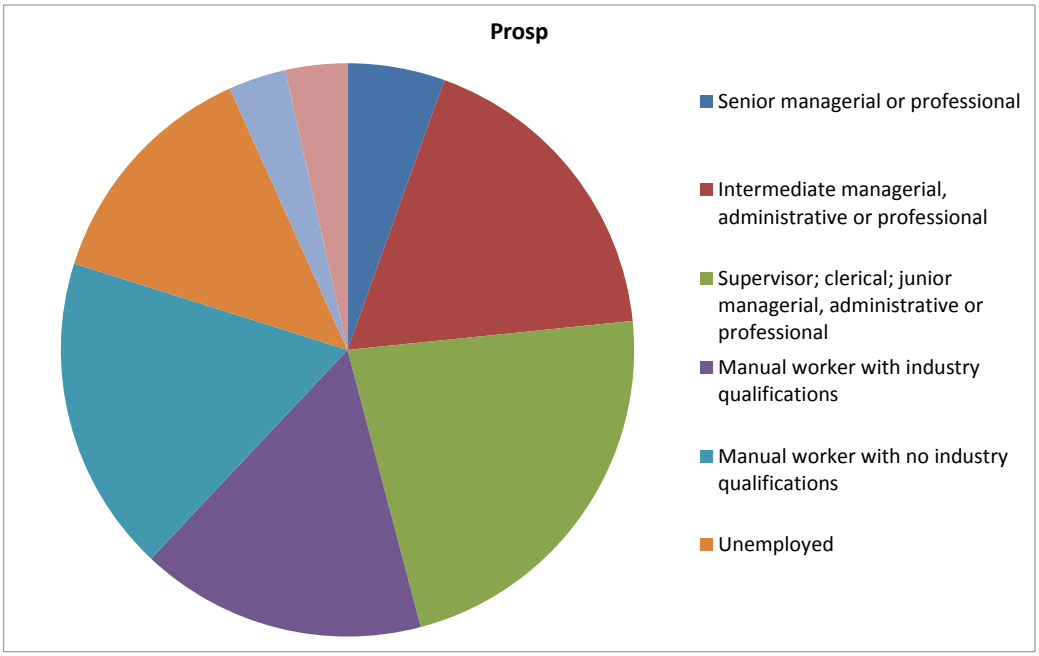
Settlers strongly over index amongst the unemployed (by 68%) and retired (by 37%) but 64% of Settlers are not in these groups. On the other hand, 42% of the retired are Settlers.

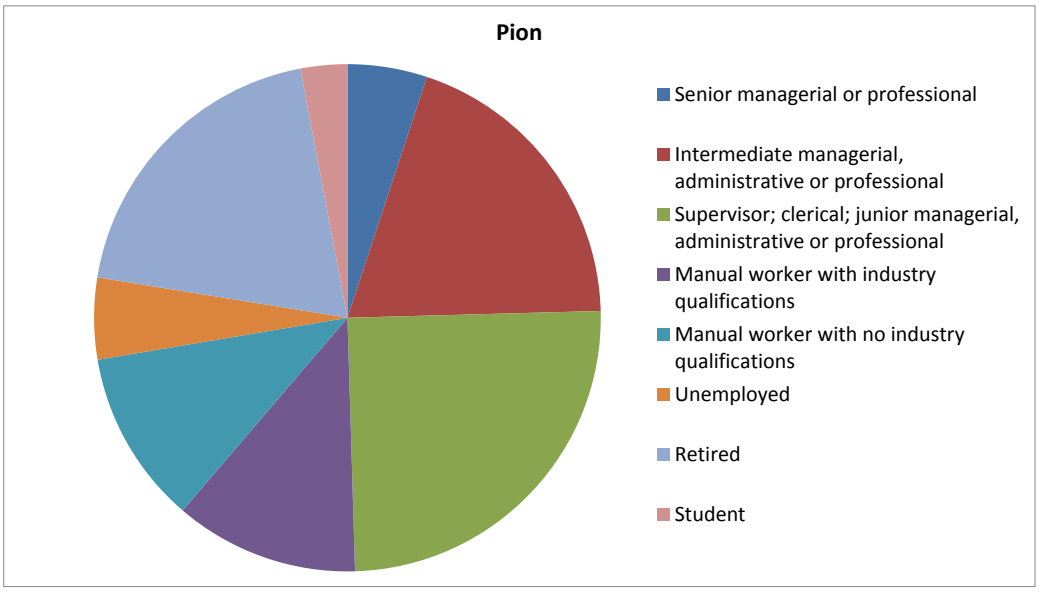
Occupation of main income earner				
Sum of CWSARMG	MG			
S5	Pion	Prosp	Sett	Grand Tota
Senior managerial or professional	33	43	17	92
	5.1%	5.8%	2.7%	4.6%
	35.3%	46.3%	18.4%	
	110	125	59	
Intermediate managerial, administrative or professional	125	139	54	318
	19.5%	18.8%	8.8%	15.9%
	39.2%	43.6%	17.1%	
	123	118	55	
Supervisor; clerical; junior managerial, administrative or professional	160	175	104	438
	24.9%	23.6%	16.7%	21.9%
	36.5%	39.9%	23.7%	
	114	108	76	
Manual worker with industry qualifications	75	138	116	330
	11.7%	18.7%	18.7%	16.5%
	22.8%	42.0%	35.2%	
	71	114	114	
Manual worker with no industry qualifications	71	104	97	271
	11.1%	14.0%	15.6%	13.6%
	26.1%	38.3%	35.6%	
	82	103	115	
Unemployed	33	25	64	122
	5.2%	3.4%	10.3%	6.1%
	27.3%	20.7%	52.1%	
	85	56	168	
Retired	125	89	158	373
	19.5%	12.1%	25.6%	18.6%
	33.5%	24.0%	42.5%	
	105	65	137	
Student	19	27	10	56
	3.0%	3.7%	1.7%	2.8%
	33.7%	47.9%	18.3%	
	105	130	59	
Grand Total	640	740	620	2000
	32.0%	37.0%	31.0%	

Below: numbers from the sample

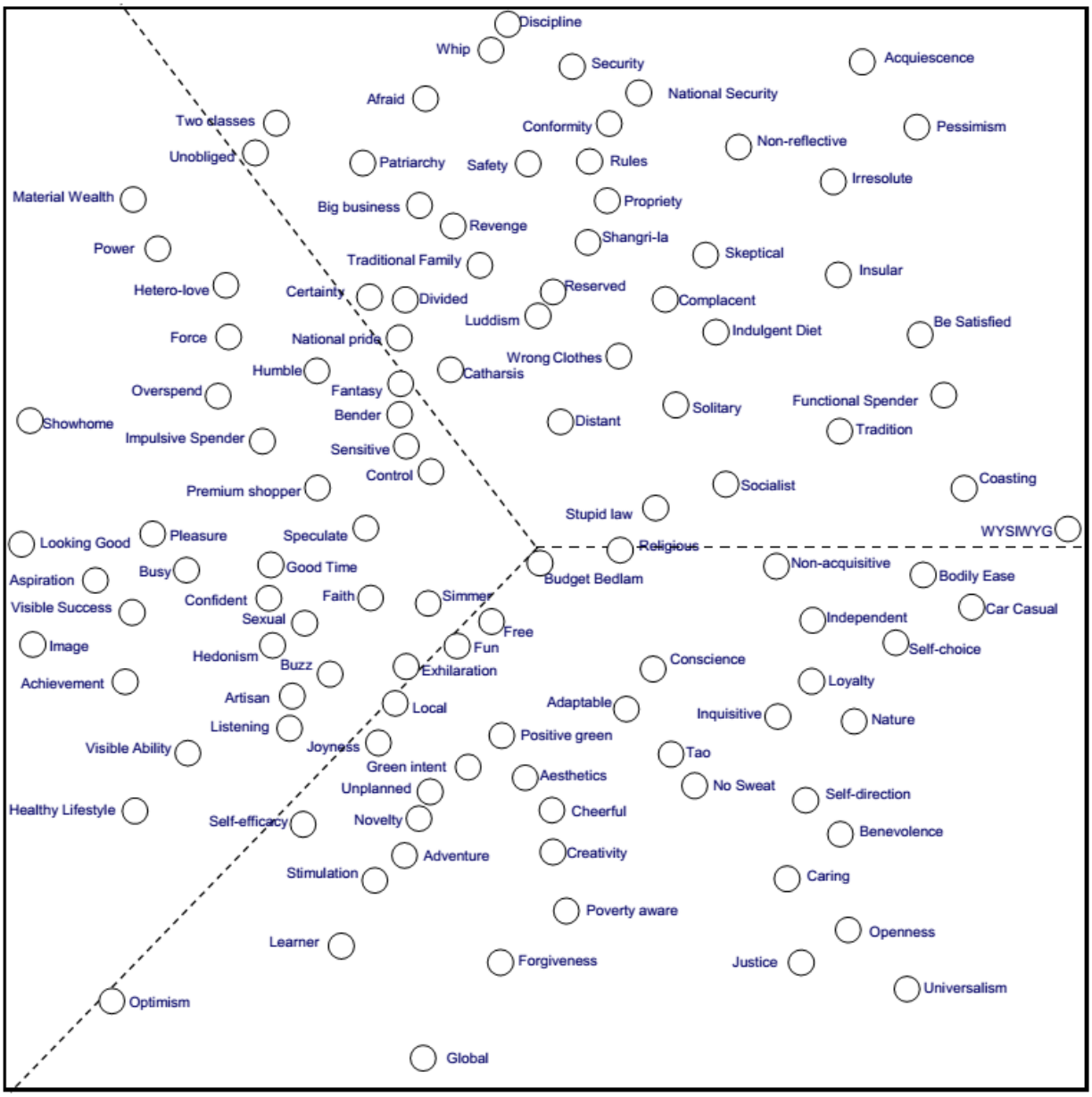
	Pion	Prosp	Sett
Senior managerial or professional	33	43	17
Intermediate managerial, administrative or professional	125	139	54
Supervisor; clerical; junior managerial, administrative or	160	175	104
Manual worker with industry qualifications	75	125	116
Manual worker with no industry qualifications	71	138	97
Unemployed	33	104	64
Retired	125	25	158
Student	19	27	10


Sett
Senior managerial or professional
Intermediate managerial, administrative or professional
Supervisor; clerical; junior managerial, administrative or professional
Manual worker with industry qualifications
Manual worker with no industry qualifications
Unemployed
Retired
Student


Prosp
Senior managerial or professional
Intermediate managerial, administrative or professional
Supervisor; clerical; junior managerial, administrative or professional
Manual worker with industry qualifications
Manual worker with no industry qualifications
Unemployed


Pion
Senior managerial or professional
Intermediate managerial, administrative or professional
Supervisor; clerical; junior managerial, administrative or professional
Manual worker with industry qualifications
Manual worker with no industry qualifications
Unemployed
Retired
Student

UK Values Map



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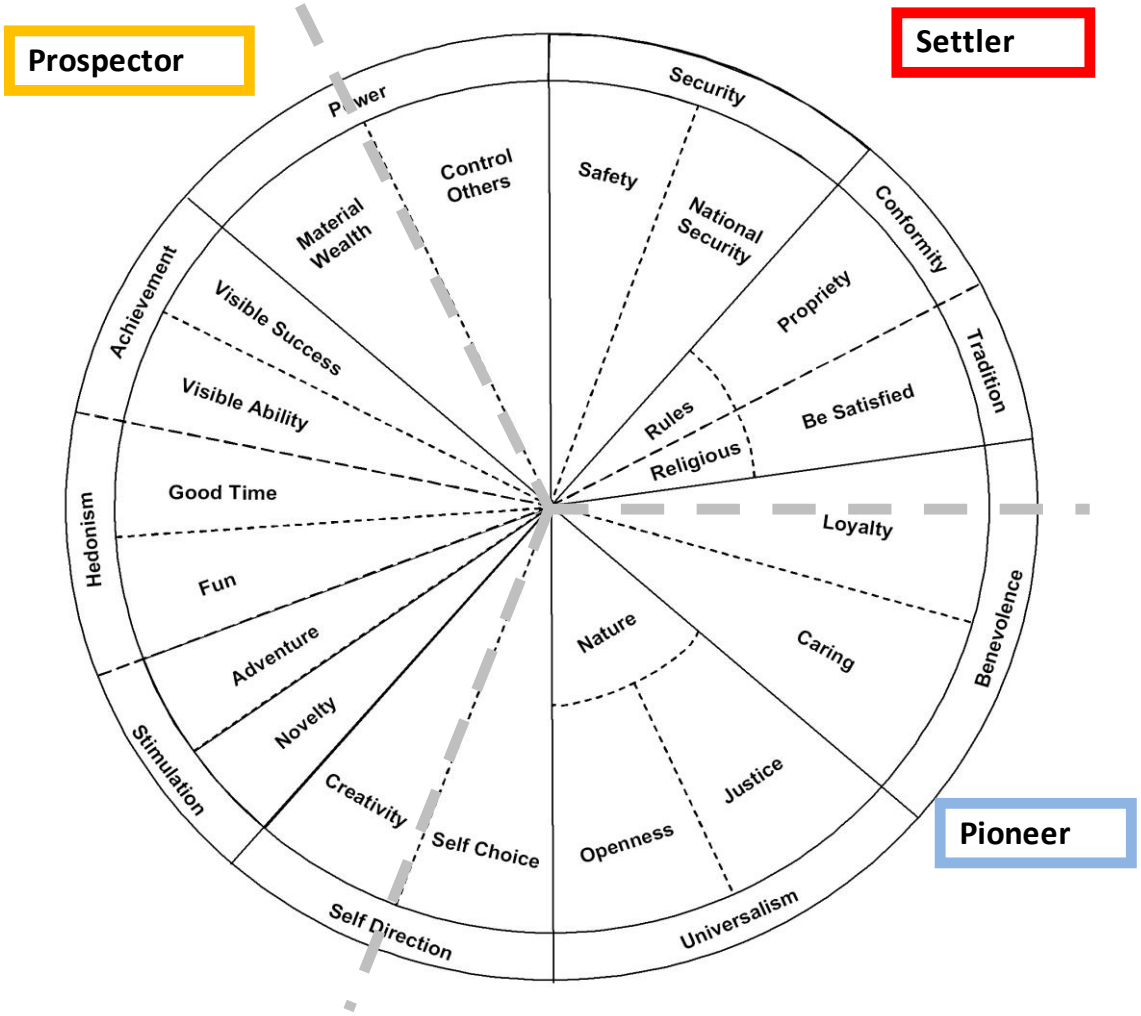
Each of the above Attributes, which together represent 50% of the factors that most spread the data from the BVS survey, is based on responses to two or more closely correlated questions, compared with all the others. They are shown at the point of maximum espousal in the map but each could be plotted as a terrain of agreement across the whole map. It is like a statistical mind map of the UK.

Below, the 'international' Schwartz map of values orientated in Maslow Space by CDSM.



The above diagram is based on essentially similar measurements to the UK map but in less detail. It has been established through surveys by Shalom Schwartz in many countries.

End Note

I am indebted to CDSM for permission to publish parts of the 2013-14 BVS results in this paper.

CDSM is continuing to develop its current British Values Survey in 2014 and plans to conduct several waves with different sets of questions. Enquiries should be addressed to Pat Dade at CDSM pat@cultdyn.co.uk.

To take the CDSM values survey yourself visit www.cultdyn.co.uk

Further reading: reports at www.campaignstrategy.org, www.cultdyn.co.uk and *What Makes People Tick: The Three Hidden Worlds of Settlers, Prospectors and Pioneers*.

ends