

Rokeach Values Survey

(Rokeach, M. (1973). *The Nature of Human Values*. New York: Free Press.)

On the following page are two lists of values, each in alphabetical order. Each value is accompanied by a short description and a blank space. Your goal is to rank each value in its order of importance to you for each of the two lists. Study each list and think of how much each value may act as a guiding principle in your life.

To begin, select the value that is of most importance to you. Write the number 1 in the blank space next to that value. Next, choose the value is of second in importance to you and write the number 2 in the blank next to it. Work your way through the list until you have ranked all 18 values on this page.

Rank the two lists of values separately. That is, after you have finished ranking the first list of 18 values, rank the second list of 18 values in the same way.

When ranking, take your time and think carefully. Feel free to go back and change your order should you have second thoughts about any of your answers. When you have completed the ranking of both sets of values, the result should represent an accurate picture of how you really feel about what's important in your life.

	RANK
A Comfortable Life a prosperous life	_____
Equality brotherhood and equal opportunity for all	_____
An Exciting Life a stimulating, active life	_____
Family Security taking care of loved ones	_____
Freedom independence and free choice	_____
Health physical and mental well-being	_____
Inner Harmony freedom from inner conflict	_____
Mature Love sexual and spiritual intimacy	_____
National Security protection from attack	_____
Pleasure an enjoyable, leisurely life	_____
Salvation saved; eternal life	_____
Self-Respect self-esteem	_____
A Sense of Accomplishment a lasting contribution	_____
Social Recognition respect and admiration	_____
True Friendship close companionship	_____
Wisdom a mature understanding of life	_____
A World at Peace a world free of war and conflict	_____
A World of Beauty beauty of nature and the arts	_____

	RANK
Ambitious hardworking and aspiring	_____
Broad-minded open-minded	_____
Capable competent; effective	_____
Clean neat and tidy	_____
Courageous standing up for your beliefs	_____
Forgiving willing to pardon others	_____
Helpful working for the welfare of others	_____
Honest sincere and truthful	_____
Imaginative daring and creative	_____
Independent self-reliant; self-sufficient	_____
Intellectual intelligent and reflective	_____
Logical consistent; rational	_____
Loving affectionate and tender	_____
Loyal faithful to friends or the group	_____
Obedient dutiful; respectful	_____
Polite courteous and well-mannered	_____
Responsible dependable and reliable	_____
Self-controlled restrained; self-disciplined	_____