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| * Achievement | * Friendships | * Power and authority |
| * Advancement and promotion | * Helping other people | * Privacy |
| * Affection (love and caring) | * Helping society | * Public service |
| * Challenging problems | * Honesty | * Quality of what I take part in |
| * Change and variety | * Independence | * Religion |
| * Close relationships * Compassion | * Inner harmony | * Reputation (respect from others, status) |
| * Community | * Integrity | * Responsibility and accountability |
| * Competition | * Intellectual status | * Security |
| * Cooperation | * Involvement | * Self-Respect |
| * Country | * Job tranquility * Justice | * Stability |
| * Decisiveness | * Knowledge | * Truth |
| * Democracy | * Leadership |  |
| * Ecological awareness | * Loyalty |  |
| * Economic security | * Meaningful work |  |
| * Efficiency * Empathy | * Merit |  |
| * Ethical practice * Equity | * Being around people who are open and honest |  |
| * Excellence | * Personal development |  |
| * Financial gain | * Freedom |  |
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