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The Harry's Masculinity Report

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ABSTRACT

The study of masculinity in psychology began in the 1990s, and developed a deficit model, focusing mainly on problems related to masculinity. Positive psychology is also a relatively new field, and its application to masculinity has yet to be properly explored. This study aimed to find out what values men in 2017 think are important to them, and what factors contribute to their mental positivity. To do this, an online survey analysed using multiple linear regression was conducted. The first 2000 men born or resident in the British Isles who responded to the survey were included in the final data analysis. It was found that men tend to value honesty and reliability more than fitness and being adventurous. Multiple linear regression found that the main predictors of happiness were job satisfaction and being in a long term relationship. Older men also tended to be happier than younger men. Men, especially younger men, appear to value their mental health more than their physical health. All of these findings have implications for how we understand the role of men in the British Isles today.

BACKGROUND

The New Psychology of Men began in the 1990s. It questioned traditional norms for the male role and focusing mainly on the ways in which masculinity might be harmful to men and others (Levant and Pollack, 1995). This has possibly contributed to a tendency to think of masculinity in negative terms e.g. 'toxic masculinity', which may encourage men to think of themselves negatively.

The field of positive psychology is relatively new, with publications in this field starting in the late 1990s. Recently, this model has been applied to our view of men, resulting in the Positive psychology/positive masculinity (PPPM) model (Kiselica, Englar-Carlson & Fisher, 2006). This model suggests that there is more to be gained by seeing the positive aspects of masculinity rather than focusing on the negative. However a systematic review of positive psychology papers on gender, race and ethnicity found that men were underrepresented as participants (Rao & Donaldson, 2015). Although some studies have found gender differences in variables related to positive psychology, they have tended not to assess the predictors of outcomes on these variables. Also, although people's core values and wellbeing has been assessed in relation to the workplace (e.g. Zwetsloot et al, 2013), it has been less explored in a more general sense.

Based on the current state of the literature, the aims of the present study were to assess the predictors of happiness using the Positive Mindset Index (PMI), and assess the values most important to men today. The Positive Mindset Index (PMI) is a composite measure of happiness, optimism, confidence, sense of being in control, stability, and motivation, is typically slightly higher in men than women (e.g. Barry et al, 2014).

METHODS

Design

This study is a cross-sectional online survey analysed using multiple linear regression. Demographic variables were used as predictors. The dependent variables were mental positivity and ratings of values. Data were analysed using SPSS software, Version 22.

VARIABLES

Dependent variable

The dependent variable in this study is mental positivity, measured using the The Positive Mindset Index (PMI).

Mental Positivity (Appendix 1)

The Positive Mindset Index (PMI; Barry, Folkard & Ayliff, 2014) (Appendix 1). This scale consists of six items (happiness, confidence, being in control, emotional stability, motivation and optimism) on a 5-point Likert scale. This scale shows good internal reliability (Cronbach's alpha = 0.926) and good concurrent validity with the psychological subscale of the SF-12 ($r = .678$). Seager et al (2014) found good concurrent validity between the PMI and Paykel's (1974) Suicidal Ladder ($r = -.539$).

Free text responses

Free text responses (i.e. answers expressed in the respondent's own words).

Predictor variables

i. Age

Age was measured in years, and categorised into age groups (18-29, 30-39, 40-49, 50-59, 60-85) for some analyses.

ii. Job satisfaction

Job satisfaction was assessed with a single item on a 6-point Likert scale: How satisfied are you with your job? [6 = Highly satisfied.... 1 = Highly dissatisfied]

iii. Relationship status

Relationship status was operationalised by putting participants into two categories: those who were married, in a civic partnership, cohabiting or in a steady relationship (coded as 1) and those who were divorced, widowed, separated, or single (coded as 0).

iv. Values

Value domains were operationalised as shown in Appendix 2. The eight domains were: Work, Friendships, Romantic Relationships, Family, Sport & Leisure Activities, Health, Community, and Education. Each domain was described by several items, for example, the Sport & Leisure Activities domain asked how important winning, fun, feeling healthy etc were to participants.

Setting

The setting was online.

Participants

Participants were recruited via various websites, including the Men's Health Forum, Psychology on The Net, MensMindsMatter website and also social media. An invitation to participate in the study was posted on each participating site. To ensure broad UK reach across all demographics, the survey was also promoted by Martin Daubney via articles written for Telegraph Men, and The Round Table newsletter/website, plus radio interviews on TalkRadio and TalkSport.

Exclusion criteria

- i. Not giving key information e.g. age.
- ii. Being under 18
- iii. Not completing the consent form

Sample size

Based on the sample size calculations for multiple linear regression described in Tabachnick and Fidell (2001) it was decided that at least 400 cases were needed for sufficient statistical power.

Procedure

A notice regarding the survey appeared on participating websites and the social media of the research and his associates in the Male Psychology Network. The questionnaire survey is shown in Appendix 2. The survey data was collected using UCL's RedCap survey software.

Ethics

Informed consent was given before the survey could be started. Participants were informed that they could withdraw from the study at any point. Participants were not required to give any

identifying information, such as contact details. The data are confidential and treated in accordance with the Data Protection Act (1998). For any participants who may become upset due to reading the survey questions, contact details for support are given in the patient information section of the survey. Ethical approval for the study was granted by University College London's Graduate School Research Ethics Committee (REC reference: 4075/013).

Statistics

Means and SDs and parametric tests were used where relevant assumptions were met. Missing data were deleted pairwise, so that where a participant gave some information but had not given responses to all items, data for the responses they gave could be included in the analysis. The predictors of mental positivity were identified using the enter method with multiple linear regression. To reduce the chance of a type 1 error due to multiple testing, the threshold for significance was set at $p < .01$. All statistical tests were two-tailed. All statistical analyses were carried out using SPSS statistical software for Windows, Version 22 (IBM Corp, Armonk, NY, USA).

RESULTS

The survey ran between 25th May and runs until 24th May 2018, as per the one-year survey period agreed with the ethics committee. For the purposes of this report, we closed the survey on 1st September 2017 when the sample size of 2000 had been attained. The data presented in this report is from the final data set following exclusion of participants who omitted important data (e.g. mental positivity scores) or who were not born or resident in the British Isles. Findings published in other sources may differ very slightly due to being based on earlier versions of the data set that had not made these adjustments. Initially responses were collected from male and female participants, but because far fewer women responded than men, their data was not used in the analysis below. The final sample consisted of 2000 men born or resident in the British Isles (Table 2). Thus in the analyses below, only the UK sample is used. The total sample size (which included women and foreign men) was 2,789 respondents.

The mean (SD) age of the sample was 41.9 (15.2) years old. Table 2 shows that the most usual location of participants was London (20.3%). 45% of the men were married (Table 3). 38% of the men were fathers. The mean (SD) number of children was 1.2 (1.3).

Table 1. The age group of the participants in the sample

Age group	% of sample
18-29	22.6
30-39	22.9
40-49	24.8
50-59	19.2
60-85	10.4

Table 2. The location in the UK of the participants in the sample

Location	% of sample
South East England	16.2
London	20.3
North West England	9.9
East of England	10.0
West Midlands	5.7
South West England	8.2
Yorkshire & Humber	7.1
East Midlands	7.1
North East England	3.3
Scotland	6.6
Wales	3.2
Ireland	2.5

Table 3. The relationship status of the participants in the sample

Relationship status	% of sample
Single	29.6
Divorced, widowed, separated etc.	7.6
Cohabiting, or in rel	17.4
Married or civil partnership	45.4

Value system

Participants were presented with a list of 35 values (e.g. loyalty, honesty etc) and asked how important to them each were on a scale from 1 to 6, where 6 indicates 'very important'. Table 4 shows the five values that were consider most important and five considered least important.

Table 4. The five values considered most and important and least important by the sample.

Rank		Mean	SD
1	Honesty	5.3	1.0
2	Reliability	5.3	1.0
3	Dependability	5.3	1.0
4	Loyalty	5.3	1.0
5	Commitment	5.0	1.0
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31	Fitness	4.1	1.1
32	Collaboration	4.1	1.2
33	Creativity	4.0	1.2
34	Adventurous	3.9	1.6
35	Athleticism	3.7	1.3

Regional differences in positivity

Table 5 shows regional variation in mental positivity. Positivity was lowest in North East England (3.24) and highest in South West England (3.50).

Table 5. Regional differences in mental positivity, after taking age, relationship status, and parental status into account.

Location	Mean	Std. Deviation
South East England	3.49	.68
London	3.39	.68
North West England	3.39	.75
East of England	3.48	.73
West Midlands	3.49	.75
South West England	3.50	.70
Yorkshire & Humber	3.44	.68
East Midlands	3.44	.68
North East England	3.24	.74
Scotland	3.34	.67
Wales	3.30	.71
Ireland	3.34	.85

Relationship between age and the importance of physical versus mental health

Tables 6a and 6b & show that men, especially younger men, appear to value their mental health more than their physical health.

Table 6a. Mental health: importance to men of different ages

	Age Group				
	18-29	30-39	40-49	50-59	60-85
Very unimportant	2.0%	1.3%	0.8%	1.8%	1.0%
Unimportant	2.0%	2.0%	2.4%	0.8%	1.5%
Slightly unimportant	4.7%	3.5%	3.8%	2.4%	2.0%
Slightly important	13.2%	13.2%	9.9%	10.8%	9.4%
Important	31.9%	37.7%	37.2%	39.3%	43.3%
Very important	46.2%	42.3%	45.9%	44.9%	42.9%

Table 6b. Physical health: importance to men of different ages

	Age Group				
	18-29	30-39	40-49	50-59	60-85
Very unimportant	1.6%	0.4%	0.4%	0.8%	0.0%
Unimportant	1.6%	1.5%	0.6%	1.1%	0.5%
Slightly unimportant	2.9%	3.7%	4.7%	2.1%	2.5%
Slightly important	18.5%	19.6%	14.8%	16.3%	12.4%
Important	43.4%	45.4%	43.9%	43.2%	44.6%
Very important	32.1%	29.3%	35.6%	36.6%	40.1%

Values and demographics as predictors of mental positivity

Table 7 shows that the strongest predictor of mental positivity is job satisfaction. Romance showed the weakest relationship with mental positivity.

Table 7. Demographic and value-related predictors of mental positivity in men

Predictor	β	t
Age	.05	2.66**
Job satisfaction	.49	24.69*****
Relationship status	.12	6.01*****
Work	.05	1.78
Friendships	.01	.41
Romance	.00	.07
Family	.07	3.08***
Personal growth	.09	4.00****
Sport & Leisure	.07	3.11**
Health	.12	4.71*****
Community	.02	.76
Education	.02	.76

* p <.05, ** p <.01 *** p <.001, **** p <.0001, ***** p <.00001, ***** p <.0000001 (two tailed).

The above findings show that men’s mental positivity is strongly related to job satisfaction, relationship status (having a long term relationship rather than being single), valuing health, valuing personal growth, and valuing family.

The impact of core value domains on mental positivity

Taking the value domains that proved to be significant in the previous table, using multiple linear regression we assessed which of the factors within each domain had the greatest impact on mental positivity, after taking into account the effect of age and marital status.

Table 8 shows that of the values related to Sport & Leisure, after taking into account the effect of age and marital status, the strongest predictor of mental positivity is feeling healthy.

Table 8. Values related to Sport & Leisure that predict mental positivity

Predictor	β	t
Feeling healthy	.14	4.98*****
Competition	.12	3.30*****
Socialising	.07	2.67**

* $p < .05$, ** $p < .01$ *** $p < .001$, **** $p < .0001$, ***** $p < .00001$, (two tailed).

Table 9 shows that of the values related to Health, after taking into account the effect of age and marital status, the strongest predictor of mental positivity is feeling healthy.

Table 9. Values related to Health which predict mental positivity

Predictor	β	t
Living longer	.15	5.55*****
Mental health	.35	4.61*****
Physical health	.13	3.80*****
Feeling good	.08	2.60**

* p <.05, ** p <.01 *** p <.001, **** p <.0001, ***** p <.00001, (two tailed).

Table 10 shows that of the values related to Personal growth, after taking into account the effect of age and marital status, the strongest predictor of mental positivity is feeling healthy.

Table 10. Values related to Personal growth which predict mental positivity

Predictor	β	t
Feeling more fully 'me'	.12	4.12****
Religious observance	.11	3.91****
Being the 'real me'	.12	3.90****

* p <.05, ** p <.01 *** p <.001, **** p <.0001, ***** p <.00001, (two tailed).

Table 11 shows that of the values related to Work, after taking into account the effect of age and marital status, the strongest predictor of mental positivity is feeling healthy.

Table 11. Values related to Work which predict mental positivity

Predictor	β	t
Making an impact on business success	.22	8.50*****
Feeling inspired by workmates	.08	2.71**
Chat with workmates	.07	2.62**

* p <.05, ** p <.01 *** p <.001, **** p <.0001, ***** p <.00001, (two tailed).

Table 12 shows that of the values related to Family, the strongest predictor of mental positivity is feeling healthy.

Table 12. Values related to Family which predict mental positivity

Predictor	β	t
Being like my father	.08	2.84**

* p <.05, ** p <.01 *** p <.001, **** p <.0001, ***** p <.00001, (two tailed).

DISCUSSION

This survey of 2000 men born or resident in the British Isles shows that men in 2017 value moral characteristics (e.g. being honest) over physical characteristics (e.g. being athletic).

There is almost no research on core values of the general population. Most research on core values are from a specific perspective, mostly a business / organisational viewpoint. This means our survey is breaking new ground.

Our findings counter the fashionably negative view of men and masculinity as being somewhat tainted by toxicity. This distorted view probably impacts how men are treated and how men feel about themselves. A more rounded view of men is needed (as promoted by the Male Psychology Network in the UK and the Positive Psychology/Positive Masculinity movement in the US) and this survey helps to highlight that men embody and value many positive values.

Clinical relevance

In many ways the PMI is the ideal way to measure men's positivity because it is very brief and doesn't ask potentially off-putting questions about feelings of depression. Although the PMI is probably a good indirect measure of mental health (it is well correlated with measures of

mental illness), we have to be cautious about claims about the clinical relevance of our findings. This is partly because even the lower scores on the PMI (e.g. in North East of England) are not particularly low, which suggests that men in general in the UK are not obviously depressed.

Having made this caveat, there are some points that we can reasonably make about clinical relevance:

Practical applications of findings about job satisfaction

Men who have higher job satisfaction are much more likely to have a positive mindset. Having a direct impact on the success of the business was also important. In the free text answers, autonomy (e.g. being a consultant or self-employed) was cited as associated with increased job satisfaction.

Occupational Psychologists dealing with distressed or depressed men might encourage them towards more autonomy in their work. The study by (Wright & McLeod, 2016) of 305 men and women found that, in the long term, men didn't do as well as women in brief counselling in an Employee Assistance Programme. It is important that we find out what causes men to have such enduring problems due to work-related stress.

Practical applications of findings about Relationship status

We found that having a steady relationship is related to mental positivity. Furthermore, although single people's PMI score is at about the normal level, even people who have been divorced are happier. Age has an impact on the PMI/Relationship correlation, but very little.

The implications of these findings are that there is clinical importance to men having enduring relationships. Thus it is important that services that impact relationships should seek to ensure that they have a male-friendly approach.

Relationship stability is an important anchor for many men. For example, substance abuse is twice as common in men than women, and two key signs that addicts are on the road to good recovery is when they start to have meaningful work and are in a steady relationship (according

to Matt Baker, manager of a service covering nearly 4000 London-based substance abuse patients).

Practical applications of findings about Age

Linking our findings about relationships and age, a previous study of 2000 men and women found that for married men negative mood decreased with age (Mroczek & Kolarz, 1998). It might be expected that older age brings sadness due to an accumulation of stressful life events (e.g. health problems, death of friends etc). The finding that mental positivity increases with age is important, mainly because it sends a positive message to younger men who might look to the future with pessimism.

This finding supports some theory and evidence since the 1990s, when psychologists began to theorise that happiness is likely to improve with age because of improved regulation of emotion (e.g. Carstensen, 1995; Lawton, 1996). For example, Carstensen says younger people see the future as being full of possibility, whereas older people see the future as being more restricted; to cope, older people orientate their lives toward maximising happiness and minimising anything else. Possibly the best evidence on this topic is a very large international study by Inglehart (1990) of 169,776 people in 16 countries. He found that in the UK and Ireland happiness increased across the age groups (15 – 65+) though countries varied e.g. the US showed no change across the age groups. Another large study (Davis & Smith, 1995) found happiness increased across age groups, until the oldest group (78-89) who showed a slight dip. Note that none of these studies, including ours, are longitudinal, and the apparent impact of age on happiness might be due to different attitudes of different generations i.e. so-called 'Baby-boomers', born between 1946 and 1964, might have throughout their youth always been happier than today's young 'Millennials', for example. This is an interesting question for a follow-up study.

A general word of caution regarding interpreting the findings of the present study: "correlation does not prove causation". Many of the statistical analyses here are 'multiple linear regression', which is a type of complex correlation, typically used to analyse survey data. The key point is that we can't say things like 'Age causes an increase in Positivity', only that 'Age is significantly correlated with Positivity', or 'Age significantly predicts Positivity'. This does not negate the

findings, but it is useful not to fall into the habit of saying that 'X causes Y' when talking about correlational/regression findings.

Practical applications of findings regarding Sport & Leisure values

Men who value sport & leisure for the purposes of Feeling healthy, Competition and Socialising have a more positive mindset. Therefore let's encourage men to enjoy these aspects of sport & leisure. It will help men's physical health and provide isolated men with companionship. Sports Psychology may have a role in encouraging depressed men, who don't want a talking therapy, to engage in sport.

Practical applications of findings regarding Health values

Men who value their health as a way of living longer (for self and others), improving mental & physical health, and feeling good, have a more positive mindset. Health Psychologists might use these four aspects as ways of motivating men to engage more in health behaviours.

Practical applications of findings regarding Personal Growth values

Men who value a spiritual aspect to their life, being authentic and true to themselves, without doing what others want them to do all the time have a more positive mindset. Although it is known that Christian men in the UK don't do much churchgoing, the free text evidence from the present survey suggests that spirituality (e.g. perhaps meditation or mindfulness) should be considered as part of a range of options in therapy. The same goes for finding one's true self/voice/path in life.

Practical applications of findings regarding Family values

Men who valued a traditional paternal role ('being like my father', being authoritative) were more likely to have a positive mindset. Conversely, men who feel they are not living up to traditional standards for a family man are likely to be at mental health risk. Family therapists and family courts should appreciate this when dealing with men who are criticised as being too traditional in their fathering (or what is called generative parenting by Kiselica, Englar-Carlson & Fisher, 2006).

Main lessons from this survey

The core values suggest that men in the UK & Ireland in 2017 potentially make good workers and family members. Overall, it seems that men are more likely to have a positive mindset when they:

- Have good job satisfaction and are in a stable relationship
- Feel connected to others in an authentic way, and feel they can live up to their roles as men
- Are older
- Are more connected to a sense of spirituality
- Engage in sports

Regional differences need to be taken into account e.g. interventions to improve positivity might be focused in regions where positivity is lower.

Certain aspects of positivity might be enhanced by psychologists working in well established field e.g. sports psychologists might help men who are socially isolated by encouraging them into joining in sporting activities e.g. 'walking football'. However other areas related to positivity are less recognised in psychology, such as spirituality.

Are men ready to talk? Moreover, are we ready to listen?

Men are generally less likely than women to fill in surveys, but this survey managed to reach our quota in a relatively short period of time. This could be taken to imply that men in the British Isles are ready to talk about the things in life that are important to them. Unfortunately a lot of men sense that people are not ready to hear them. Martin Seager, consultant clinical psychologist with the Male Psychology Network, describes the 'double bind' of men being encouraged to contact telephone helplines, but then their call isn't taken seriously if they

happen to use humour ('banter') or if they want to talk about solving their problem rather than talking about their feelings. It seems that banter and reluctance to talk about feelings are male-typical communication styles that result in men not being listened to, and it would make sense that psychologists question whether they need to improve their listening skills when it comes to men (Liddon et al, 2017; Holloway et al, in review).

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Harry's conducted the study because they wanted to better understand British men ahead of launching in the UK in July 2017. As financial backers, they commissioned Dr John Barry of UCL to complete the Core Values & Wellbeing study, which later became the Harry's Masculinity Report and was the spearhead of a large-scale, UK-wide Press campaign.

Conflict of interests

None to declare.

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Appendix 1. The Positive Mindset Index (PMI). Barry et al (2014)

Please select one of the options (e.g. "happy" or "unhappy") for the words in each row, indicating how you are feeling at this moment.

Item 1	Very unhappy	Unhappy	Moderately happy	Happy	Very happy
Item 2	Very unconfident	Unconfident	Moderately confident	Confident	Very confident
Item 3	Very out of control	Out of control	Moderately in control	In control	Very in control
Item 4	Very unstable	Unstable	Moderately stable	Stable	Very stable
Item 5	Very unmotivated	Unmotivated	Moderately motivated	Motivated	Very motivated
Item 6	Very pessimistic	Pessimistic	Moderately optimistic	Optimistic	Very optimistic

Appendix 2. Survey questions

Thanks for taking this anonymous and confidential survey. There are no right or wrong answers here, so just feel free to express yourself in whatever way you like, without thinking too much about your answers.

How old are you ? [free text]

Please state your gender (male, female, other)

Please state your ethnic group e.g. White, Black, Asian, Mixed, Other [free text]

Please say what city or town you currently live in [free text]

Please say what country you were born in [free text]

What is your relationship status? For example, single, married etc. [free text]

Do you have children ? If so, please state how many [free text]

Please rate how important it is to you to live up to the following characteristics in your daily life:

	Very <u>un</u> important	<u>Un</u> important	Moderately <u>un</u> important	Moderately important	Important	Very important
Dependable						
Reliable						
Loyal						
Committed						
Open-minded						
Consistent						
Honest						
Efficient						
Innovative						
Creative						
Humorous						
Fun-loving						
Adventurous						
Motivated						
Positive						
Optimistic						
Inspiring						
Passionate						
Respectful						

Athletic						
Fit						
Courageous						
Educated						
Respected						
Loving						
Nurturing						
Humble						
Empathetic						
Equality						
Listening						
Quiet Confidence						
Improvement						
Collaborative						
Future-facing						
Thoughtful						

Please rate how important it is to you to experience the following in your work life.

	Very <u>un</u> important	<u>U</u> nimportant	Moderately <u>un</u> important	Moderately important	Important	Very important
Use my unique talents						
Express myself creatively						
Good pay						
Chat with workmates						
Promotion prospects						
Make a difference in the world						
Work / life balance						
Having a diverse set of perspectives						
Continued learning						

Making a direct impact on the success of the business						
Having my opinion valued						
Feeling inspired by those around you						
Other [free text]. Please rate this too.						

How satisfied are you with your job? [Highly satisfied.... Highly dissatisfied]

Please rate how important it is to you to bring the following characteristics in your friendships:

	Very <u>un</u> important	<u>Un</u> important	Moderately <u>un</u> important	Moderately important	Important	Very important
Supportive						
Good listener						
Caring						
Will defend no matter what						
Protective						
Being there						
Laughter						
Being fun to be with						
Having knowledge about relevant topics						
Offering emotional support						
Other [free text]. Please rate this too.						

Please rate how important the following are in your romantic relationships:

	Very <u>un</u> important	<u>Un</u> important	Moderately <u>un</u> important	Moderately important	Important	Very important
Faithfulness						
Leads to marriage						
Leads to children						
Love						
Exciting						
Good sex life						
Laughter						
Fun						
Supportive						
Encouraging						
Quick to move on from an argument						
Financial support						
Balance of responsibilities						
Emotional						

support						
Other [free text]. Please rate this too.						

Please rate how important it is to you to live up to the following characteristics in your family life.

	Very <u>un</u> important	<u>Un</u> important	Moderately <u>un</u> important	Moderately important	Important	Very important
Caring						
Provide guidance						
Supportive						
Kind						
Authoritative						
Protective						
Provide money						
Being like my mother						
Being like my father						
Being a good parent						
Being a good son or daughter						
Other [free text]. Please rate this too.						

Please rate how important it is to you to achieve the following in your personal growth:

	Very <u>un</u> important	<u>U</u> nimportant	Moderately <u>un</u> important	Moderately important	Important	Very important
Mental wellbeing						
Overcoming fears						
Letting go of the past						
Controlling my emotions						
Being the 'real me'						
Doing what I want						
Put myself first						
Spiritual development						
Religious observance						
Feel more fully "me"						
Other [free text]. Please rate this too.						

Please rate how important the following are to you in your sport & leisure activities:

	Very <u>un</u> important	<u>Un</u> important	Moderately <u>un</u> important	Moderately important	Important	Very important
Winning						
Fun						
Feel healthy						
Get a good body						
Competition						
Socialising						
Being skillful						
Other [free text]. Please rate this too.						

Please rate how important the following are to you for your health:

	Very <u>un</u> important	<u>Un</u> important	Moderately <u>un</u> important	Moderately important	Important	Very important
Healthy food						
Exercise						
Looking good						
Having a 'grooming' routine (shaving or make up etc.)						
Living longer						
Feeling good						
Avoiding illness						
Mental health						
Physical health						
Other [free text]. Please rate this too.						

Please rate how important it is to you to live up to the following as part of your community:

	Very <u>un</u> important	<u>Un</u> important	Moderately <u>un</u> important	Moderately important	Important	Very important
Help others						
Reduce crime						
Preserve historical places						
Preserve nature						
Look after neighbours						
Local issues & politics						
Charitable donations						
'Give back' to society						
Other [free text]. Please rate this too.						

Please rate how important are the following characteristics in your education (whether past, present or future):

	Very <u>un</u> important	<u>U</u> nimportant	Moderately <u>un</u> important	Moderately important	Important	Very important
Interesting subject						
Leads to interesting job						
Leads to good pay						
Personal growth						
Increased self-esteem						
Increased knowledge						
Understand the world more						
Other [free text]. Please rate this too.						

Please state your main strength(s) in education: [free text answer]

Please state your main weakness(es) in education: [free text answer]