



Asheville-Buncombe Community - Top 20 Values List

When multiple values have the same number of votes, this may result in more or less than 20 values being shown in the tables.

Personal Values			Current Culture Values			Desired Culture Values		
Votes	Value Name	Level	Votes	Value Name	Level	Votes	Value Name	Level
208	humor/ fun	5	438	arts and culture	5	247	arts and culture	5
171	creativity	5	351	buy local	6	217	buy local	6
170	family	2	234	creativity	5	198	concern for future generations	7
158	compassion	7	220	community pride	3	197	sustainability	6
157	quality of life	6	215	quality of life	6	185	environmental responsibility	6
147	integrity	5	195	entrepreneurship/ small business	4	174	economic development	1
147	love	4	179	environmental responsibility	6	159	accountability	4
132	continuous learning	4	174	health/wellbeing	6	159	collaboration	6
129	environmental responsibility	6	164	diversity	4	158	entrepreneurship/ small business	4
129	making a difference	6	154	community service/ volunteering	6	145	education	4
127	health/wellbeing	6	119	sustainability	6	142	governmental effectiveness	3
127	honesty	5	118	humor/ fun	5	140	long-term perspective	7
126	caring	2	115	tolerance	4	138	adaptability	4
125	balance (home/work)	4	109	faith/spirituality	5	134	quality of life	6
117	faith/spirituality	5	94	social responsibility	4	132	economic stability	1
116	positive attitude	5	90	freedom of speech	4	127	dependable public services	3
113	accountability	4	90	personal freedom	4	123	diversity	4
111	personal growth	4	89	hospitality	2	117	community service/ volunteering	6
109	concern for future generations	7	85	bureaucracy (L)	3	113	effective healthcare	1
109	responsibility	4	81	wasted resources (L)	3	112	community pride	3
						112	social responsibility	4



Asheville-Buncombe Community - Top 20 Current Culture Values vs. U.S. National Top 21 **Positive** Current Culture Values

Asheville Current Culture Values		
Votes	Value Name	Level
438	arts and culture	5
351	buy local	6
234	creativity	5
220	community pride	3
215	quality of life	6
195	entrepreneurship/ small business	4
179	environmental responsibility	6
174	health/wellbeing	6
164	diversity	4
154	community service/volunteering	6
119	sustainability	6
118	humor/ fun	5
115	tolerance	4
109	faith/spirituality	5
94	social responsibility	4
90	freedom of speech	4
90	personal freedom	4
89	hospitality	2
85	bureaucracy (L)	3
81	wasted resources (L)	3

US Current Culture Top <u>Positive</u> Values		
Votes	Value Name	Level
369	military strength	3
342	freedom of speech	4
224	human rights	7
213	diversity	4
205	democratic process	4
201	law enforcement	3
198	concern for future generations	7
191	legal rights	3
191	personal freedom	4
189	material needs	1
161	community services	6
160	personal fulfillment	6
156	environmental awareness	6
140	economic growth	1
128	educational opportunities	3
122	aesthetics	6
110	quality of life	6
103	strategic alliances	6
102	family	2
100	adaptability	4
100	community pride	3

Top Current Culture Values for the Asheville-Buncombe Community Values Assessment were largely positive.

Top Current Culture Values for the U.S. National Values Assessment were largely potentially limiting in nature.

To see what underlying contrasts or similarities existed between views of the Nation versus views of the Community, we subtracted the potentially limiting values from the U.S. results to show the top positive values. Many similarities emerged between the two groups assessed.

Note the values templates used for each assessment were slightly different, reflecting community and national levels of focus.

In these lists, matching values are highlighted in green. Similarly themed values appear in blue.