



Barrett Values Centre

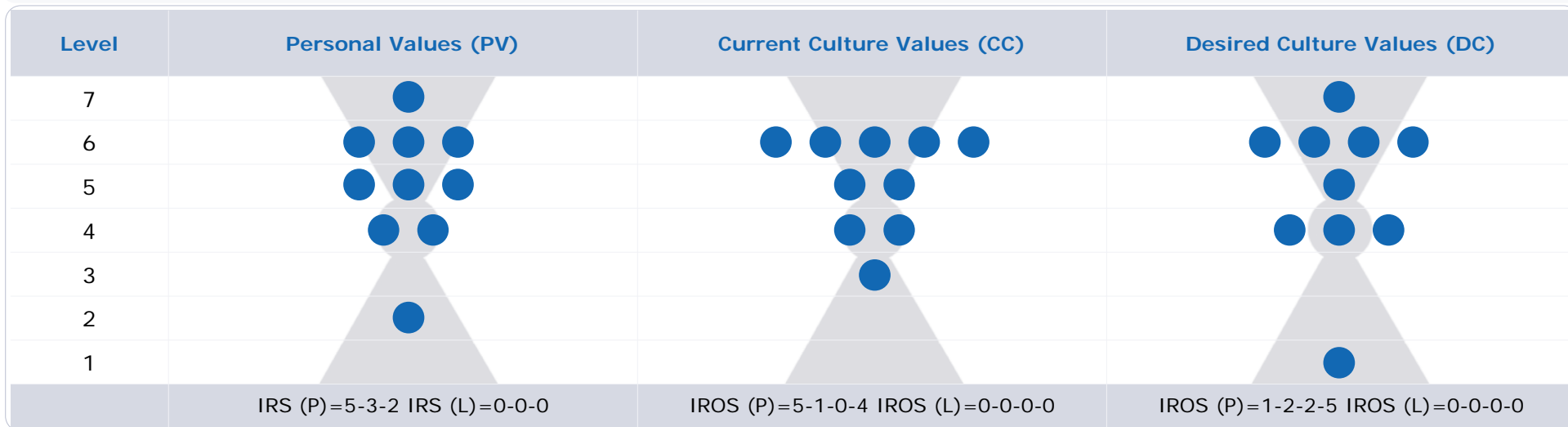
## Asheville Community Values Survey: Overall Group

Prepared by

Barrett Values Centre



# Asheville Community Values Survey: Overall Group (571)



Matches	PV - CC 3	CC - DC 4	PV - DC 0	new requests	Cultural Entropy: Current Culture 15%
humor/ fun	208 5(I)	<i>arts and culture</i>	438 5(S)	<i>arts and culture</i>	247 5(S)
<u>creativity</u>	171 5(I)	<i>buy local</i>	351 6(S)	<i>buy local</i>	217 6(S)
family	170 2(R)	<u>creativity</u>	234 5(I)	concern for future generations	198 7(S)
compassion	158 7(R)	community pride	220 3(I)	sustainability	197 6(S)
<u>quality of life</u>	157 6(I)	<u>quality of life</u>	215 6(I)	<i>environmental responsibility</i>	185 6(S)
integrity	147 5(I)	<i>entrepreneurship/small business</i>	195 4(I)	economic development	174 1(O)
love	147 4(R)	<i>environmental responsibility</i>	179 6(S)	accountability	159 4(R)
continuous learning	132 4(I)	health/wellbeing	174 6(I)	collaboration	159 6(R)
<i>environmental responsibility</i>	129 6(S)	diversity	164 4(R)	<i>entrepreneurship/small business</i>	158 4(I)
making a difference	129 6(S)	community service/volunteering	154 6(S)	education	145 4(O)

Black Underline = PV & CC  
 Orange = PV, CC & DC

Orange = CC & DC  
 Blue = PV & DC

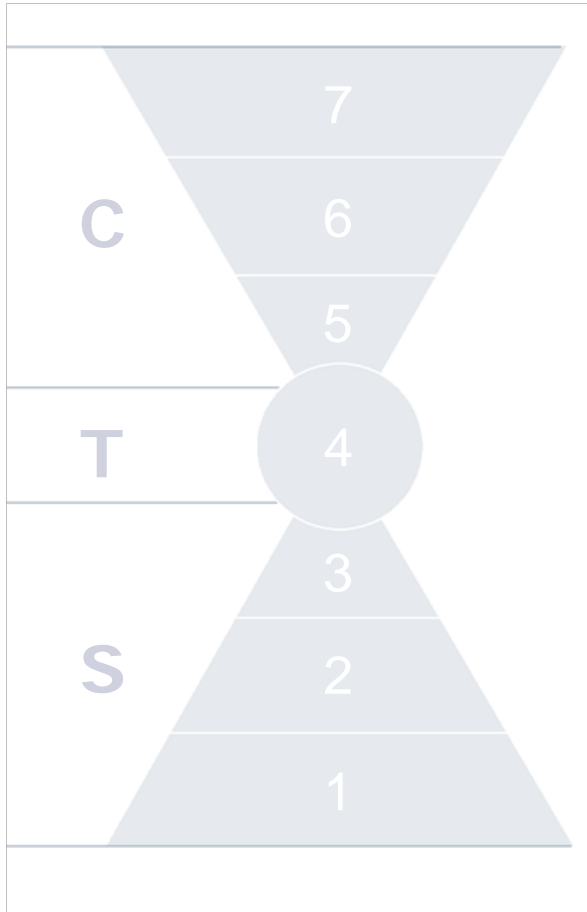
P = Positive  
 L = Potentially Limiting (white circle)

I = Individual  
 R = Relationship

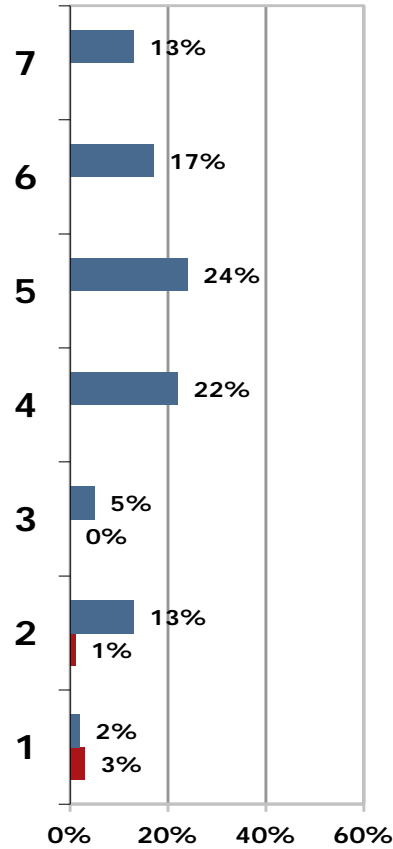
O = Organizational  
 S = Societal



# Asheville Community Values Survey: Overall Group (571)



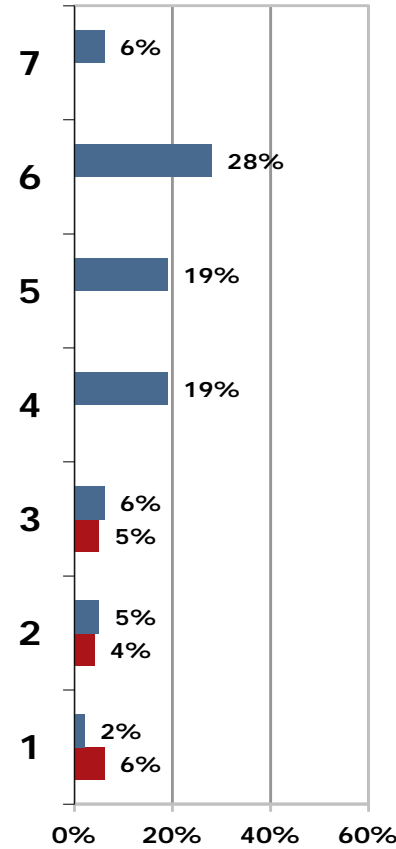
### Personal Values



CTS = 54-22-24

Cultural Entropy = 4%

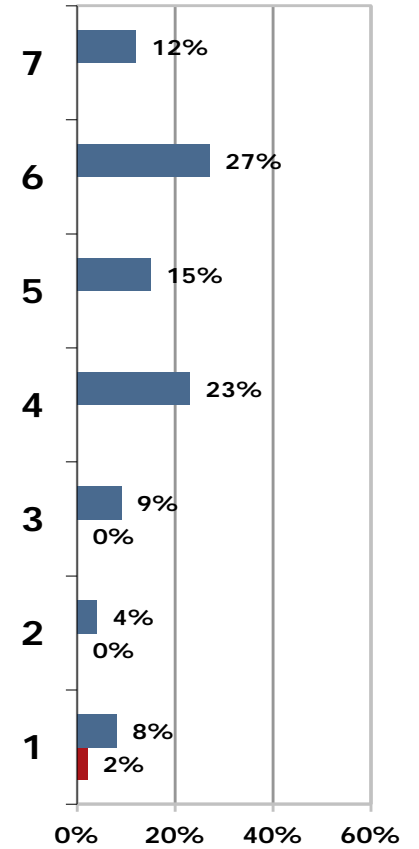
### Current Culture Values



CTS = 53-19-28

Cultural Entropy = 15%

### Desired Culture Values



CTS = 54-23-23

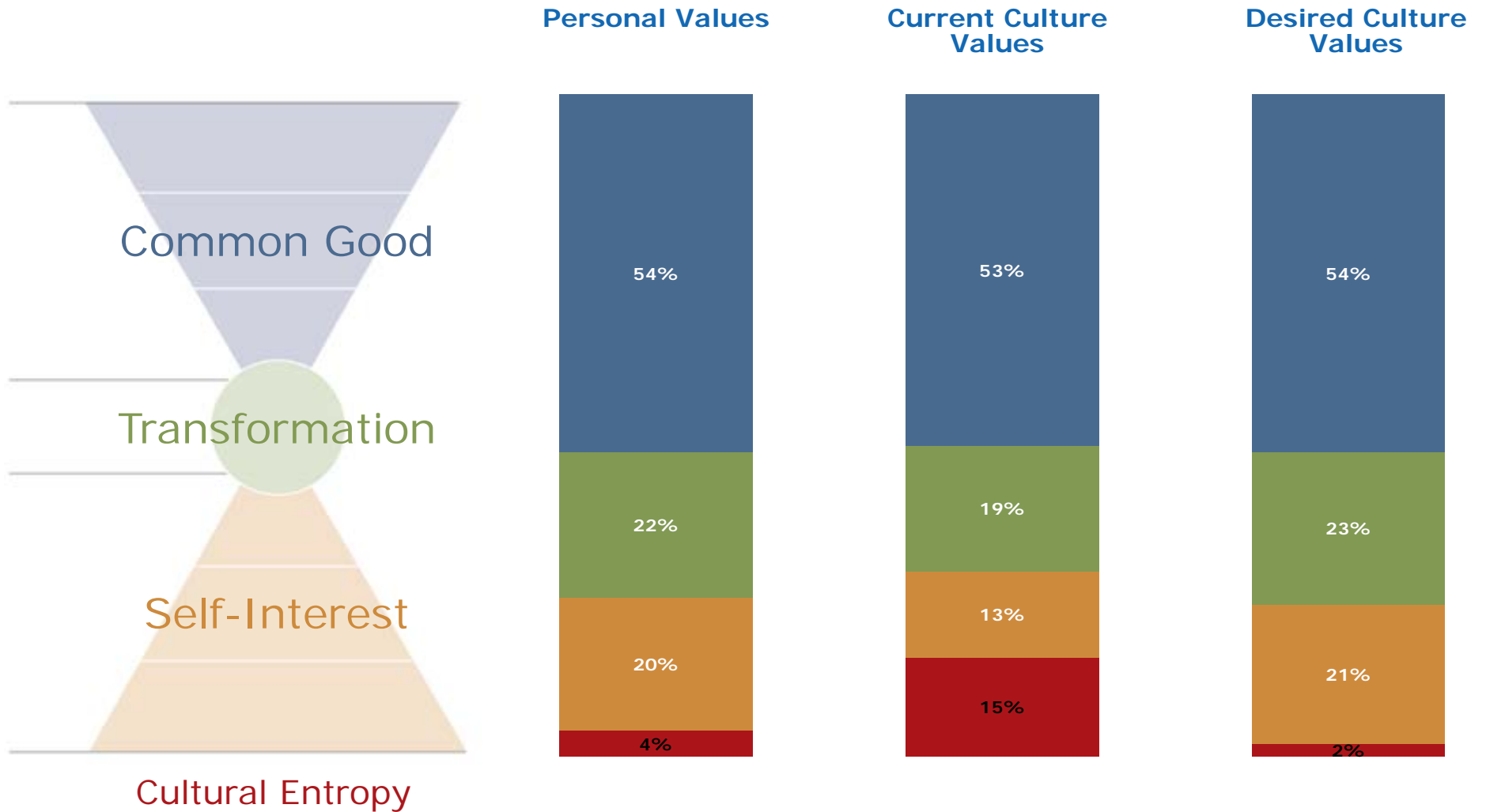
Cultural Entropy = 2%

C = Common Good  
 T = Transformation  
 S = Self-Interest

■ Positive Values  
 ■ Potentially Limiting Values



# Asheville Community Values Survey: Overall Group (571)





# Asheville Community Values Survey: Overall Group (571)

## Cultural Entropy Report

This table depicts the survey participants' total votes for Current Culture potentially limiting values by level. Potentially limiting values reflect the degree of disorder within a system and are found only at levels 1, 2 and 3. Please note that among the report diagrams slight variations in total Cultural Entropy percentages may occur as a result of rounding the level/category percentages to the nearest whole number.

Level	Potentially Limiting Values (Votes)	Cultural Entropy %
3	bureaucracy (85) wasted resources (81) elitism (64) apathy (37) convenience (27) strict moral/ religious codes (18)	5% of total votes
2	discrimination (49) blame (44) conflict/ aggression (35) tradition (35) conformity (22) loneliness/ isolation (22)	4% of total votes
1	uncertainty about the future (77) drugs/alcohol (58) short-term focus (57) doing more with less (47) materialism (33) crime/ violence (32) corruption (25) survival (15)	6% of total votes
Total	863 out of 5702	15% of total votes



# Asheville Community Values Survey: Overall Group (571)

## Values Jumps

A value jump occurs when there are more votes for a value in the Desired Culture than in the Current Culture. Listed below are the values with the largest increase in votes. The values in **bold** are represented in the Desired Culture.

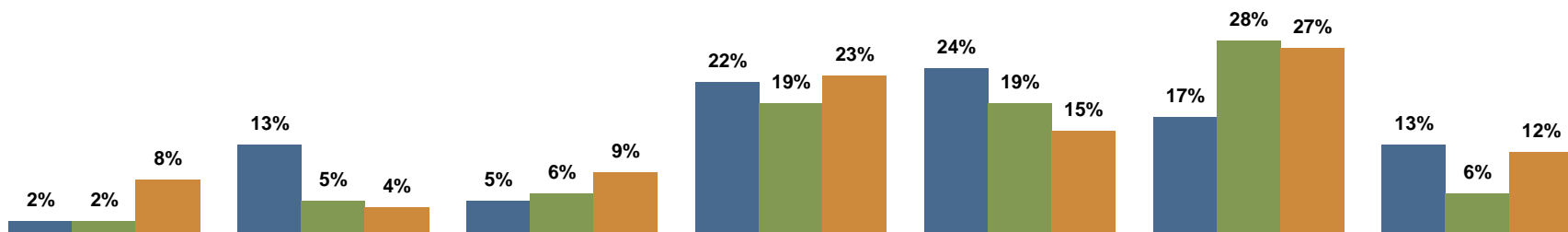
	Current Culture Votes	Desired Culture Votes	Jump
<b>accountability</b>	<b>8</b>	<b>159</b>	<b>151</b>
<b>concern for future generations</b>	<b>60</b>	<b>198</b>	<b>138</b>
governmental effectiveness	8	142	134
long-term perspective	7	140	133
<b>economic development</b>	<b>43</b>	<b>174</b>	<b>131</b>
economic stability	7	132	125
dependable public services	21	127	106
<b>collaboration</b>	<b>64</b>	<b>159</b>	<b>95</b>
<b>education</b>	<b>52</b>	<b>145</b>	<b>93</b>
adaptability	46	138	92



# Asheville Community Values Survey: Overall Group (571)

## Positive Values Distribution

This diagram shows the percentage of Personal, Current and Desired Culture votes for positive values by level. The table indicates the top Desired Culture values and Values Jumps chosen by participants at the levels where they are requesting the most new focus. These provide clarity around the desired direction of your group.



	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7
<b>Desired Culture Values</b>	economic development			accountability entrepreneurship/small business education			concern for future generations
<b>Values Jumps</b>	economic stability		governmental effectiveness dependable public services	adaptability			long-term perspective

Personal Values ■

Current Culture Values ■

Desired Culture Values ■