

# 10 CORE CONSERVATIVE VALUES



1. Caution towards novelty and change. Defence of status-quo and institutions. Preference for tradition and tried and tested approaches.
2. Sceptical of centralisation, grand theories and ideologies. Suspicious of the vested interests of commercial and state power blocks.
3. Respect for authority and hierarchies (a strong father parenting model).
4. Need for closure and certainty. Authenticity, reliability, honesty, clear categories.
5. Conscientiousness. Thorough, careful, vigilant, disciplined.
6. Defence of purity against corruption/pollution. Focus on health, especially of children. Cleanliness.
7. Loyalty to group (family, community, country). Security, sacrifice.
8. Fairness. Success is rewarded. Transgressions are punished.
9. Sensitive to negativity and ugliness.
10. Aspiration to enjoyment, happiness, a good life.