



MATERIALISTIC VALUES SCALE

Studies show money does not buy happiness. Understanding the relationship between your well-being and worldly rewards is the first step in detaching yourself from those external values.

Instructions: For each of the following statements, select the point on the scale that you feel best describes you. (Note: The numbers are intentionally reversed in some instances. Scoring instructions follow the survey questions.)

1. I admire people who own expensive homes, cars, and clothes.

**STRONGLY
DISAGREE**

1

2

3

4

5

**STRONGLY
AGREE**

2. Some of the most important achievements in life include acquiring material possessions.

**STRONGLY
DISAGREE**

1

2

3

4

5

**STRONGLY
AGREE**

3. I don't place much emphasis on the amount of material objects people own as a sign of success.

**STRONGLY
DISAGREE**

5

4

3

2

1

**STRONGLY
AGREE**

4. The things I own say a lot about how well I'm doing in real life.

**STRONGLY
DISAGREE**

1

2

3

4

5

**STRONGLY
AGREE**

5. I like to own things that impress people.

**STRONGLY
DISAGREE**

1

2

3

4

5

**STRONGLY
AGREE**

6. I don't pay much attention to the material objects that people own.

**STRONGLY
DISAGREE**

1

2

3

4

5

**STRONGLY
AGREE**



MATERIALISTIC VALUES SCALE

7. I usually buy things I need.

**STRONGLY
DISAGREE**

5

4

3

2

1

**STRONGLY
AGREE**

8. I try to keep my life simple, as far as possessions are concerned.

**STRONGLY
DISAGREE**

5

4

3

2

1

**STRONGLY
AGREE**

9. The things I own aren't all that important to me.

**STRONGLY
DISAGREE**

1

2

3

4

5

**STRONGLY
AGREE**

10. I enjoy spending money on things that aren't practical.

**STRONGLY
DISAGREE**

1

2

3

4

5

**STRONGLY
AGREE**

11. Buying things gives me a lot of pleasure.

**STRONGLY
DISAGREE**

1

2

3

4

5

**STRONGLY
AGREE**

12. I like a lot of luxury in my life.

**STRONGLY
DISAGREE**

1

2

3

4

5

**STRONGLY
AGREE**

13. I put less emphasis on material things than most people I know.

**STRONGLY
DISAGREE**

5

4

3

2

1

**STRONGLY
AGREE**



MATERIALISTIC VALUES SCALE

14. I have all the things I really need to enjoy life.

**STRONGLY
DISAGREE**

5

4

3

2

1

**STRONGLY
AGREE**

15. My life would be better if I owned certain things that I don't have.

**STRONGLY
DISAGREE**

1

2

3

4

5

**STRONGLY
AGREE**

16. I wouldn't be any happier if I owned nicer things.

**STRONGLY
DISAGREE**

5

4

3

2

1

**STRONGLY
AGREE**

17. I'd be happier if I could afford to buy more things.

**STRONGLY
DISAGREE**

1

2

3

4

5

**STRONGLY
AGREE**

18. It sometimes bothers me quite a bit that I can't afford to buy all the things that I like.

**STRONGLY
DISAGREE**

1

2

3

4

5

**STRONGLY
AGREE**



MATERIALISTIC VALUES SCALE

Scoring

Look carefully at the numbers in each question—the scales are reversed in some cases. Add your scores from each page separately and record in the boxes below.

<p>Total of Questions 1–6</p> <p>_____</p> <p>DEFINED SUCCESS</p>	<p>Total of Questions 7–13</p> <p>_____</p> <p>ACQUISITION CENTRALITY</p>	<p>Total of Questions 14–18</p> <p>_____</p> <p>PURSUIT OF HAPPINESS</p>
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Survey Description

Generally speaking, the Materialistic Values Scale represents an individual's long-term endorsement of values, goals, and associated beliefs that center on the importance of acquiring money and possessions that convey status. Research has found a strong negative correlation between materialism and well-being.

Results Description

Defined success:

This score shows how much you think success is tied to the amount and quality of things that people own.

Acquisition centrality:

This score shows how close you place possessions (and your getting them) at the center of your life.

Pursuit of happiness:

This score indicates how much you view getting material things as important to your happiness.

The main validation sample for the materialistic values scale resulted in an average score of 2.85.

A higher-than-average score likely indicates lower levels of well-being driven by a motivation to attain money and possessions.



MARANASATI MEDITATION

Maranasati meditation refers to several early Buddhist practices focused on mindfulness of death. We're focusing not on physical death, but the "death" of our careers and our success. The objective is to familiarize ourselves with the concept of not being successful. Research shows that coming to terms with the idea of failure is essential to lessening anxiety and becoming happier.

Find 20 minutes of quiet time in your day. Take time to visualize each step for two minutes. Do this daily for two weeks.

You will find yourself breaking free of your fear of failure and making room for more love and happiness in your life.

1. I feel my dreams growing distant.
2. People wonder why I'm not more successful.
3. Others receive the attention I craved.
4. I have to accept work that I thought was beneath me.
5. I'm making less money than I hoped and doing work that I would have considered beneath me.
6. I don't feel I'm living up to my potential.
7. I think people feel sorry for me.
8. I am losing skills.
9. I accept my status as permanent.



CITATIONS & SOURCES

Pages 1, 2, 3, 4: Cite: Richins. (2004). The material values scale: Measurement properties and development of a short form. *The Journal of Consumer Research*, 31(1), 209–219., Dittmar, Bond, R., Hurst, M., & Kasser, T. (2014). The relationship between materialism and personal well-being: A meta-analysis. *Journal of Personality and Social Psychology*. 107(5), 879–924.