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# Life Satisfaction and Maslow's Hierarchy of Needs: An Analysis of 48 Nations

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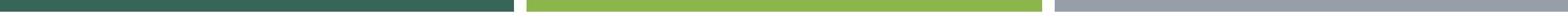
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# LIFE SATISFACTION AND MASLOW'S HIERARCHY OF NEEDS: AN ANALYSIS OF 48 NATIONS

HAILEY PAWSEY | DR. KENNETH CRAMER | DENISE DEBLOCK



**SELF ACTUALIZATION**

SELF FULFILLMENT

**ESTEEM NEEDS**

SELF ESTEEM, RECOGNITION, RESPECT

**BELONGINGNESS AND LOVE NEEDS**

RELATIONSHIPS, INTIMACY, CONNECTION

**SAFETY NEEDS**

FINANCES, EMPLOYMENT, SHELTER

**PHYSIOLOGICAL NEEDS**

FOOD, WATER, SLEEP

# PURPOSE

- Gap in the literature:
  - Little recent research, many studies have small sample sizes, large-scale studies were often limited in age range, few studies considered *both* individual and national level analyses
- Purpose of the present study is to assess whether life satisfaction can be predicted by the satisfaction of needs as predicted by Maslow at both the individual and national level.
- The present study will use data from the *World Values Survey* to determine the association between life satisfaction and physiological needs, safety needs, and love and belonging needs, as well as whether increased satisfaction of these needs can predict increased life satisfaction

# SAMPLE

- *World Values Survey Wave 7*
- 48 nations, 69 000 + individuals
- Probability representative sampling
- Face-to-face interviews asking a host of questions such as political, social, and demographic information

# HYPOTHESES

- H1: Life satisfaction can be predicted by physiological, security, and love and belonging needs in the order Maslow predicted
- H2: Lower-level need satisfaction will be a better predictor of life satisfaction in lower income nations than higher income nations
- H3: Higher-level need satisfaction will be a better predictor of life satisfaction in higher income nations than lower income nations

# METHOD AND MEASURES

- Assessed various items to measure physiological, safety, and love and belonging need satisfaction and their predictive ability on life satisfaction
  - Physiological needs – health satisfaction
  - Safety needs – financial satisfaction, income level
  - Love and belonging needs – trust composite score, confidence composite score
- Individual level analysis
  - Conducted based on WVS raw data from 69 000 + individuals
- National level analysis
  - Took averages of each item as well as GDP / capita to conduct analyses by nation

# INDIVIDUAL LEVEL RESULTS

- Stepwise multiple regression analysis:
- Regressed health satisfaction, income level, financial satisfaction, trust composite score, and confidence composite score onto life satisfaction
- Final model explained 36.5% of the variance
  - Step 1 – financial satisfaction (.532)
  - Step 2 – financial satisfaction & health satisfaction (.387)
  - Step 3 – financial satisfaction, health satisfaction, & trust (.041)
  - Step 4 – financial satisfaction, health satisfaction, trust, & income level (.023)

# NATIONAL LEVEL ANALYSIS

- Took means for each variable for each nation
- The overall model pulled out only financial satisfaction (.907) and the inverse of confidence (-.032) as significant predictors, explaining 80.9% of the variance
- 2-level split – lower vs. higher income nations:
  - In lower income nations, life satisfaction was best predicted by financial satisfaction (.934) and the inverse of trust (-.471)
  - In higher income nations, life satisfaction was best predicted by financial satisfaction (.830) and the inverse of confidence (-.080)
- 3-level split – lower vs. middle vs. higher income nations:
  - Financial satisfaction emerged as the only significant predictor in lower (.886), middle (1.122), and higher (.913) income nations

# CONCLUSION

- Overall, we found mixed support for our hypotheses
- Individual level:
  - Our hypothesis that life satisfaction would be predicted by physiological, safety and love and belonging needs was only partially supported. Although trust (a love and belonging need) came after lower-level needs in the model, financial satisfaction was most important, followed by health satisfaction. Income level was the fourth most important predictor, after trust.
- National level
  - Our hypotheses that lower-level need satisfaction would be more important in lower income nations and that higher-level need satisfaction would be more important in higher income nations was not supported.
- Financial satisfaction was the greatest predictor of life satisfaction at both individual and national levels, representing the second level of Maslow's hierarchy