

# Basic Human Fears, Desires, and Needs

FEARS	
Type	Item
Universal	Death
Universal	Failure
Universal	Isolation
Universal	Loss of Self-Dominance
Universal	Rejection
Universal	The Unknown
Misc.	Clowns
Misc.	Enclosed spaces
Misc.	Evil Powers
Misc.	Flying
Misc.	Ghosts
Misc.	Heights
Misc.	Intimacy
Misc.	Public speaking
Misc.	Snakes
Misc.	Spiders
Misc.	Success

DESIRES	
Type	Item
Basic Wants	Abundance of money
Basic Wants	Attract other people
Basic Wants	Attractive appearance
Basic Wants	Business opportunities
Basic Wants	Food satisfaction
Basic Wants	Good health
Basic Wants	Have more leisure time
Basic Wants	Recognition
Basic Wants	Sex appeal
Basic Wants	Success
Basic Wants	Ultimate comfort

NEEDS	
Type	Item
Max-Neef	Affection
Max-Neef	Creation
Max-Neef	Freedom
Max-Neef	Identity
Max-Neef	Leisure
Max-Neef	Protection
Max-Neef	Subsistence
Max-Neef	Understanding
Physiological	Air, water, food
Physiological	Clothing
Physiological	Sexual competition
Physiological	Shelter
Safety & Security	Accident protection
Safety & Security	Financial
Safety & Security	Health & well-being
Safety & Security	Personal
Love & Belonging	Family
Love & Belonging	Friendship
Love & Belonging	Intimacy
Esteem-Low	Attention
Esteem-Low	Fame
Esteem-Low	Respect of others
Esteem-High	Independence
Esteem-High	Mastery
Esteem-High	Self-confidence
Esteem-High	Self-respect
Self-Actualization	Finding purpose
Self-Actualization	Living purpose
Self-Actualization	Sharing purpose