

## Voters want politicians to talk about more than money

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In my book [The Courageous State](#) I argue that all people have material, emotional and intellectual needs, all of which combine into their need for a sense of purpose.

If the Scottish independence referendum has tackled anything it is that sense of purpose. That sense is, in my book, placed furthest from material need, because I think that it probably is.

Politicians of all parties put most of their campaigning focus on material well being, and have done so for several decades. Voter participation has fallen steadily.

In the Scottish referendum where the emphasis is on the other end of the scale voter participation is expected to be very high.

Surely some politicians are going to notice?

Surely?

Please?