

GLOBAL PERSONAL VALUES RESEARCH

What do people value?

Explore insights from **2,099,004** personal values assessments collected through Personalvalu.es.

Figures as of 1 October 2026. Read it online at personalvalu.es/research



2,099,004

completed assessments

Each one a participant's ten most important values, put in order.

62

core values

One fixed list, shown in full to every participant.

70

months of data

From July 2020 to September 2026, aggregated month by month.

216

countries

Participants from around the world, with the 25 largest broken down country by country.

What the dataset measures

Each assessment asks a person to choose, from a fixed list of 62 core values, the ones that matter most to them, and then to put ten of them in order through a series of choices between two values at a time. The dataset is the aggregate of those rankings.



Read together, they show which personal values people consider important, which they put first, how that has changed since 2020, and how it differs between groups of participants.

In this research

- 02 Key findings
- What the rankings say, each with its figures.
- 03 Values
- The most popular values, and the ones ranked first.
- 04 Trends
- How the ranking has shifted since 2020.
- 05 The world
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- Which values rise with age, and where women and men differ.
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- 08 Methodology
- Where the figures come from, and how they are built.

Last updated 1 October 2026. Figures are rebuilt from the underlying assessments periodically, so every headline figure states the period it covers.

Key findings from the personal values data

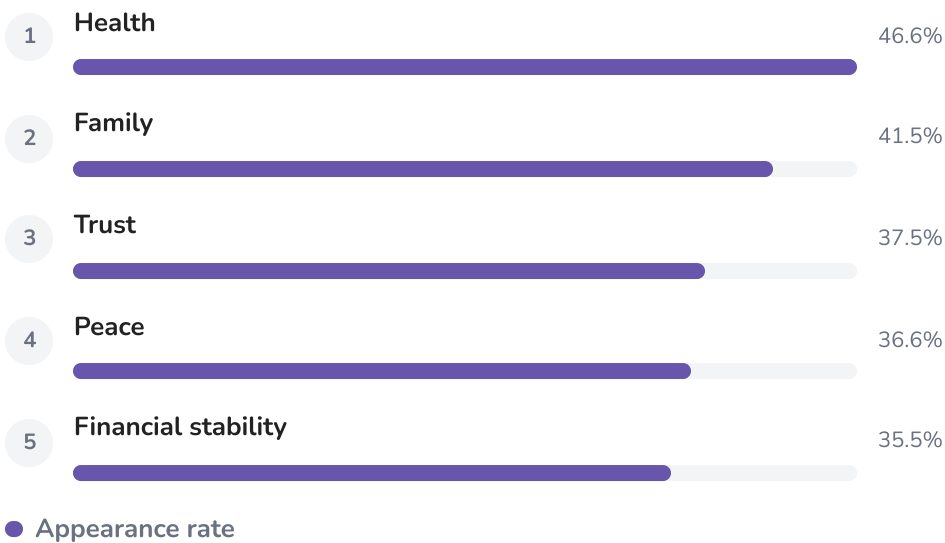
15 observations about which values people put first, how that differs between groups and how it has shifted over time. Each one is drawn from the rankings people made in completed Personalvalu.es assessments, and comes with the figures behind it.

What people hold dearest has not changed since 2020

Four values have held the top four places every year since 2020.

They are family, health, trust and peace. Their order changes from one year to the next. In seven yearly rankings, from 2020 to 2026 so far, no other value has broken into the group.

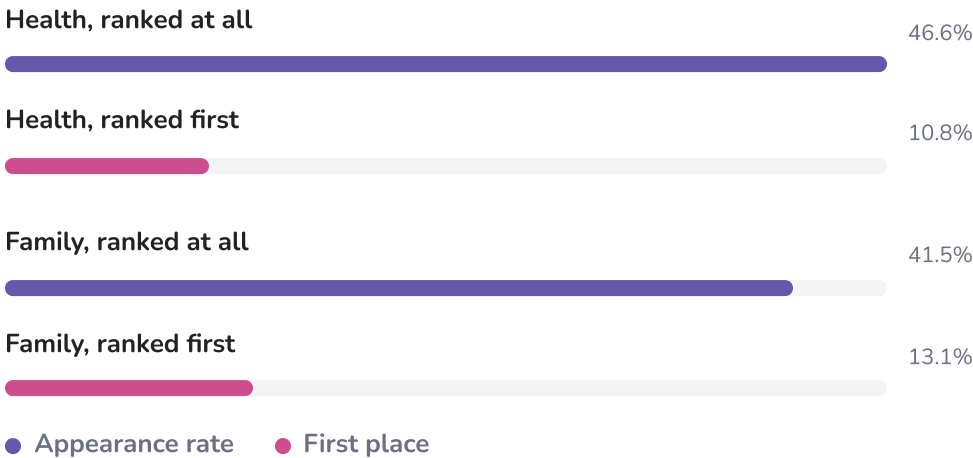
[See every value ranked since 2020 →](#)



Which values lead

Health is on more lists, but family is the one people put first

13.1% of the 2,099,004 assessments completed since 2020 put family first. No other value is picked first as often.

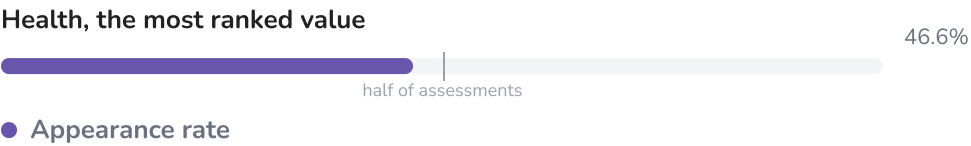


Health is the value people rank most often. It is in 46.6% of assessments since 2020, against 41.5% for family. But family is picked first more often, 13.1% against 10.8%. Being ranked often and being ranked first are two different things.

[See the figures for family →](#)

No single value speaks for everyone

46.6% is the highest share any value reaches since 2020. Not one of the 62 values is ranked by half of participants.

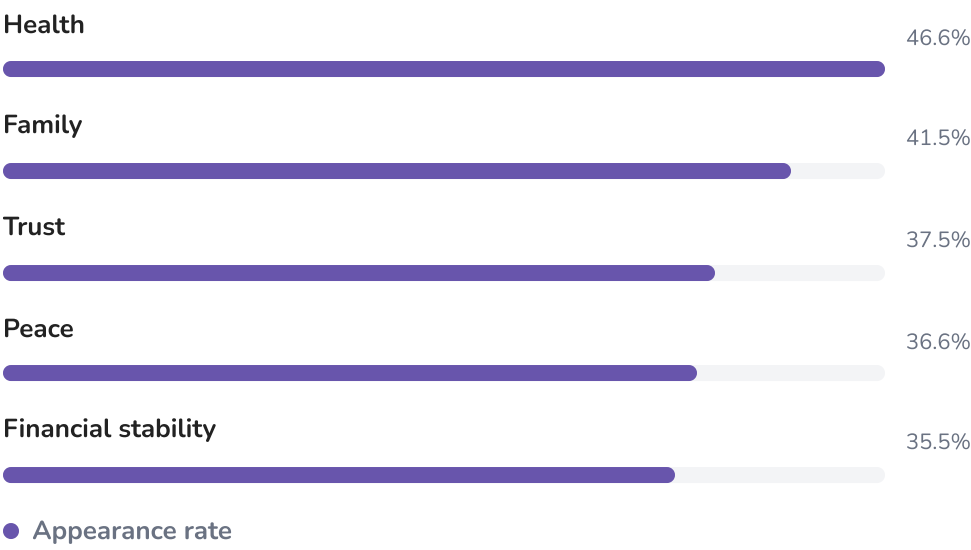


Every assessment ranks ten of the 62 values. Health was in 977,603 of those tens, more than any other value. Most people still leave it out.

[See all 62 values →](#)

Health is in a league of its own

5.0 points separate health from family. It is the widest gap between two neighbours in the top ten since 2020.



Health is ranked in 46.6% of assessments. Family, the next value down, is in 41.5%. The other steps in the top ten average 2.1 points. The top ten is tight everywhere except at the top.

[See the figures for health →](#)



What this says about us

The values that lead belong to private life

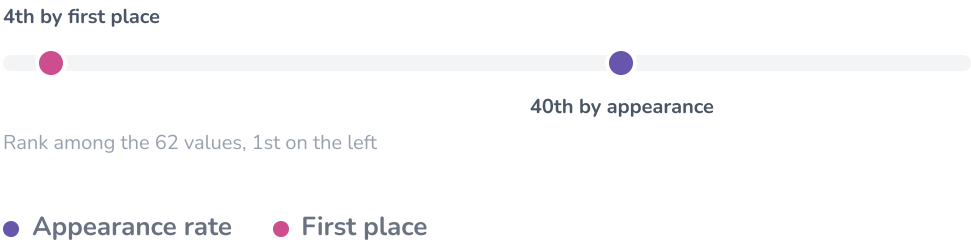
Health, family, trust and peace are values of the private sphere. They describe a body that holds up, people close by and a home without conflict, and none of them asks anything of institutions, work or public life. Anthony Giddens called this ontological security, the basic confidence that one's world will carry on tomorrow much as it did today. Across years marked by a pandemic, a war in Europe and a cost-of-living crisis, the values that hold the top of the ranking are the ones that keep that confidence in place.

Health leads on how often it is chosen and family on how often it is chosen first, and the difference is one of function. Health is a precondition, something nearly everyone needs before any other plan is possible, so it is widely shared but seldom the point itself. Family is a relationship through which people define who they are. Sociologists of the family have traced its shift from an economic unit to the main source of meaning and emotional belonging in modern life, and the single top place is where that meaning shows.

The shape of the ranking

Religion is rare, but it runs deep

4.5% of assessments since 2020 ranked religion first. Only 11.3% ranked it at all.

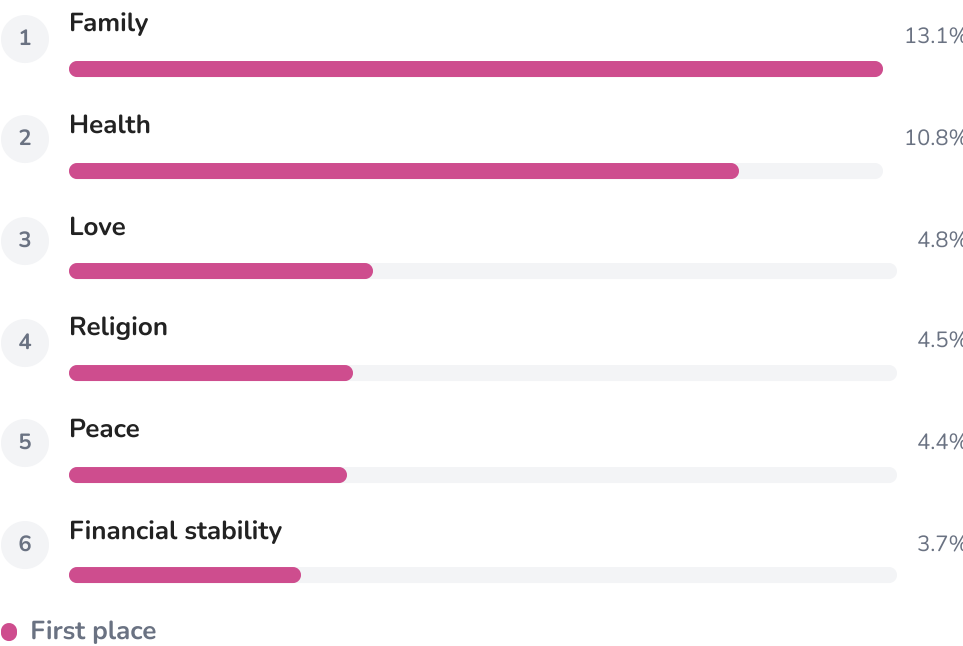


By how often it is ranked, religion is 40th of 62 values. By first place it is fourth. The people who do rank it put it at position 3.56 on average. Few people pick it, and those who do put it near the top.

[See the figures for religion →](#)

When people choose just one value, it is most often family or health

23.9% of people put family or health first since 2020. The other 60 values share the rest.

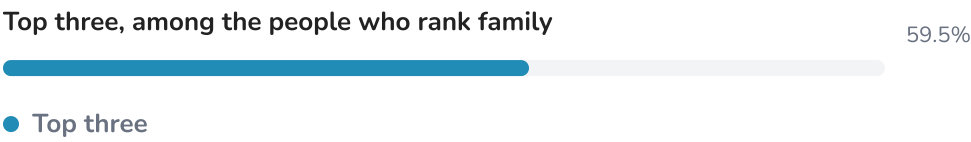


Family is the first value for 13.1% of the 2,099,004 people who ranked their values since 2020, and health for 10.8%. Love comes third at 4.8%. From there the figures fall away, and 32 of the 62 values are first for fewer than one person in a hundred.

[See every value ranked since 2020 →](#)

Family is rarely an afterthought

59.5% of the people who rank family put it in their top three. No other value in the top ten since 2020 does as well.

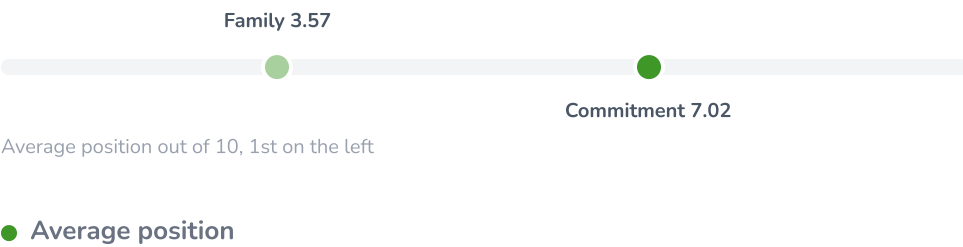


Family is ranked in 41.5% of assessments since 2020. It reaches the first three places in 24.7% of them. Its average position is 3.57. When people choose family, they choose it early.

[See the figures for family →](#)

Commitment makes the list but rarely leads it

7.02 out of 10 is the average position of commitment since 2020. Among values ranked by at least 5% of participants, none sits lower.

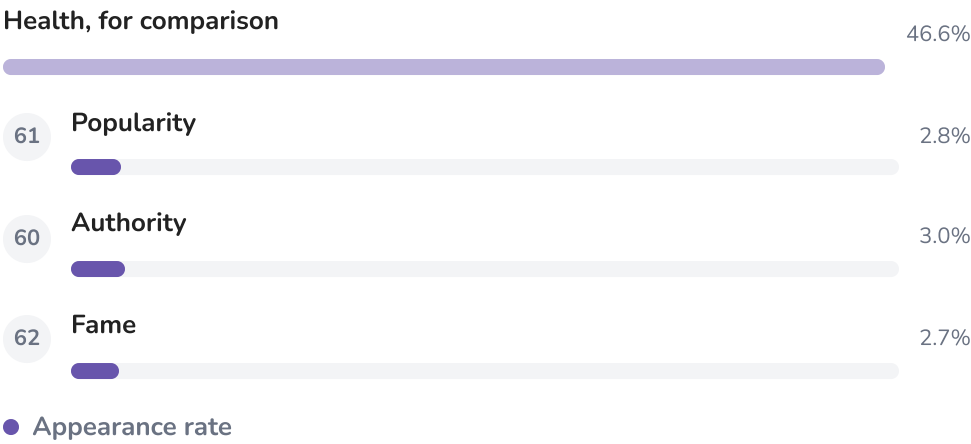


9.2% of assessments rank commitment somewhere. 0.38% put it first. People add it to their ten and then leave it near the bottom.

[See the figures for commitment →](#)

Few people build their lives around popularity, authority or fame

Three values have filled the last three places every year since 2020.



They are popularity, authority and fame. Across everything since 2020, fame is last, in 2.7% of assessments. Health appears 17 times as often. What people leave out is as steady as what they pick.

See all 62 values →



What this says about us

Conviction runs deep and status sits at the bottom

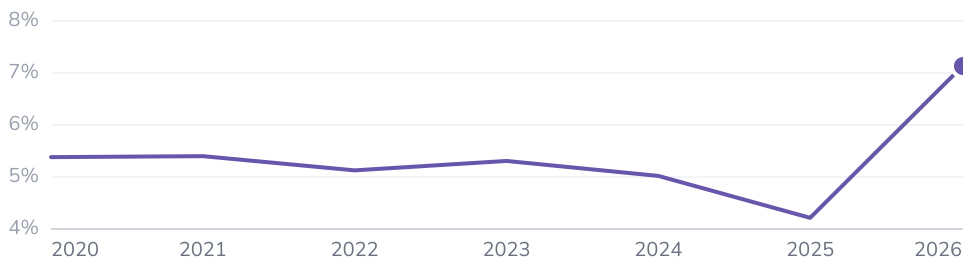
Religion is chosen by a minority, but for that minority it is rarely one value among many. Émile Durkheim described the sacred as what is set apart and placed above everyday concerns, and Max Weber called this kind of commitment value-rational, held for its own sake whatever it costs. A value that organises the rest of a life does not settle for the middle of a list. Where faith is also a community's shared frame it carries belonging with it, which is part of why those who choose it place it so near the top.

Popularity, authority and fame are values of standing, of how one is seen and how far one's word reaches. Shalom Schwartz found power values at or near the bottom of value hierarchies in almost every society his surveys covered, and the same order holds here. Part of it is sincere, as few people build a life around being looked at. Part of it is that most cultures teach people to want status quietly, and a value one would hesitate to say out loud is a value one hesitates to rank.

What has changed

Contribution is quietly gaining ground

+69.3% is the sharpest one-year rise in the data. Contribution rose that much between 2025 and 2026 so far.



Contribution, share of assessments

● Appearance rate

Contribution was in 4.20% of 2025 assessments and 7.10% of those from 2026 so far. That is 2.91 percentage points. Across everything since 2020 it is 57th of 62 values.

[See the figures for contribution →](#)

Friendship matters more now than it did in 2020

+5.9 points is the biggest gain in share since 2020. Friendship gained it between 2020 and 2026 so far.



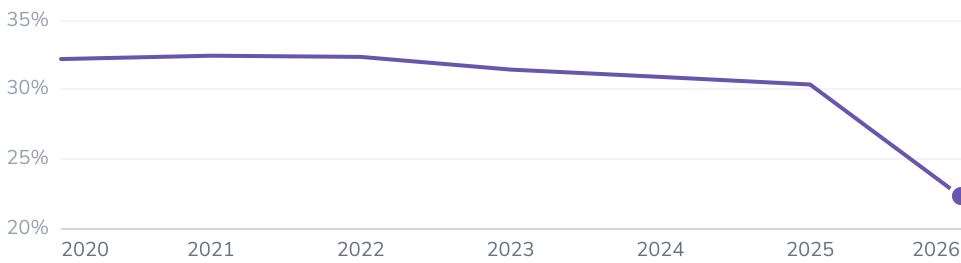
● Appearance rate

Friendship was in 23.1% of 2020 assessments. In 2026 so far it was in 29.0%. That is a rise of 25.3%. It moved from 12th to 8th of 62 values.

[See the figures for friendship →](#)

Pleasure is losing its pull

-26.4% is the sharpest one-year fall in the data. Pleasure fell that much between 2025 and 2026 so far.



Pleasure, share of assessments

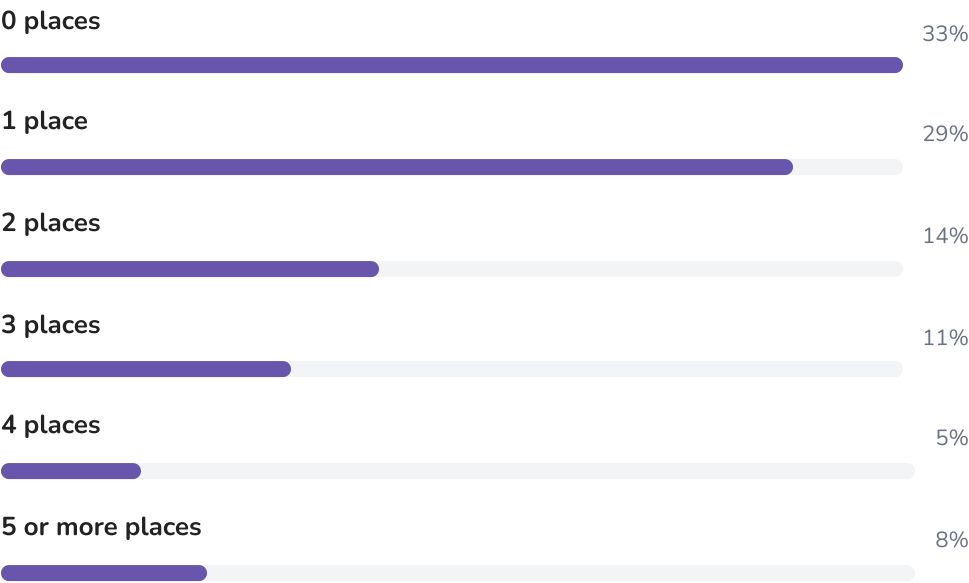
● Appearance rate

Pleasure was in 30.35% of 2025 assessments and 22.33% of those from 2026 so far. That is 8.02 percentage points. Across everything since 2020 it is 8th of 62 values.

[See the figures for pleasure →](#)

Values shift, but slowly

77% of all year-to-year moves in the ranking are two places or fewer.



● Appearance rate

Every value is compared with its own place in the year before. That is 372 comparisons across seven yearly rankings. The median move is one place. The changes above are real. The ranking as a whole moves slowly.

[Browse the statistics archive →](#)



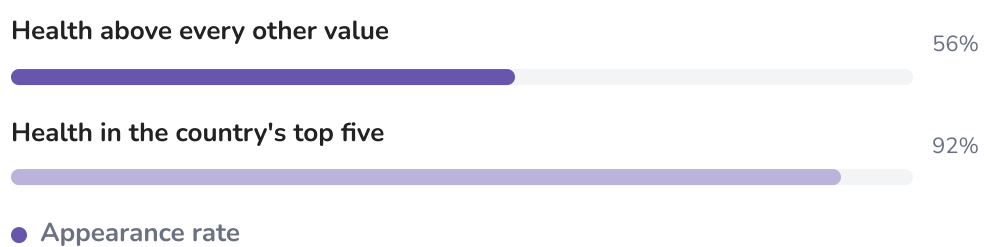
What this says about us

Against those moves, the ranking as a whole barely shifts from one year to the next. Inglehart's second claim, the socialisation hypothesis, is that basic values are formed in youth and change mainly as one generation replaces another, not as individuals change their minds. The sharpest one-year swings are best read as mood, a population responding to a particular year. The deep order of the ranking is the part that behaves like culture.

Where countries differ

Wherever people live, health tends to come first

56% of countries rank health above every other value. 23 of them have it in their top five.

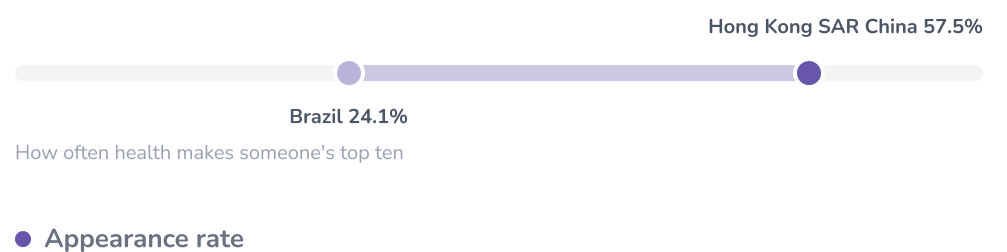


The exceptions are family in the United States, New Zealand, Malaysia, Mexico, Saudi Arabia, France and Brazil, financial stability in South Africa and Indonesia, peace in the Philippines and respect in the United Arab Emirates. Everywhere else health comes first.

[See the country table →](#)

Where you live shapes how much health matters

33.3 points separate the countries that rank health most and least often. No value splits the countries more.



In Hong Kong SAR China health is in 57.5% of assessments. In Brazil it is in 24.1%.

[See the figures for health →](#)



What this says about us

The body is the one resource no society can supply on someone's behalf, which goes some way to explain why health leads almost everywhere. The exceptions say more. Financial stability comes first in South Africa and Indonesia, middle-income economies where a single lost job or illness can undo a household's footing. It is the scarcity reading again, since economic security weighs most where it is least assured, and it suggests that the priority on health in richer countries rests partly on a floor of security people there can take for granted.

Which personal values do people consider most important? The answer depends on what “most important” is taken to mean. A value can be chosen by many people and put first by few, or chosen by few and put first by nearly all of them.

This chapter reads all 2,099,004 assessments since 2020 as one period and ranks the 62 core values three ways: by how often they are included, by how often they come first, and on every measure side by side.

IN THIS CHAPTER

- Most popular values
- Highest ranked values
- Every value, by each measure

POPULAR VALUES

What are the most popular personal values?

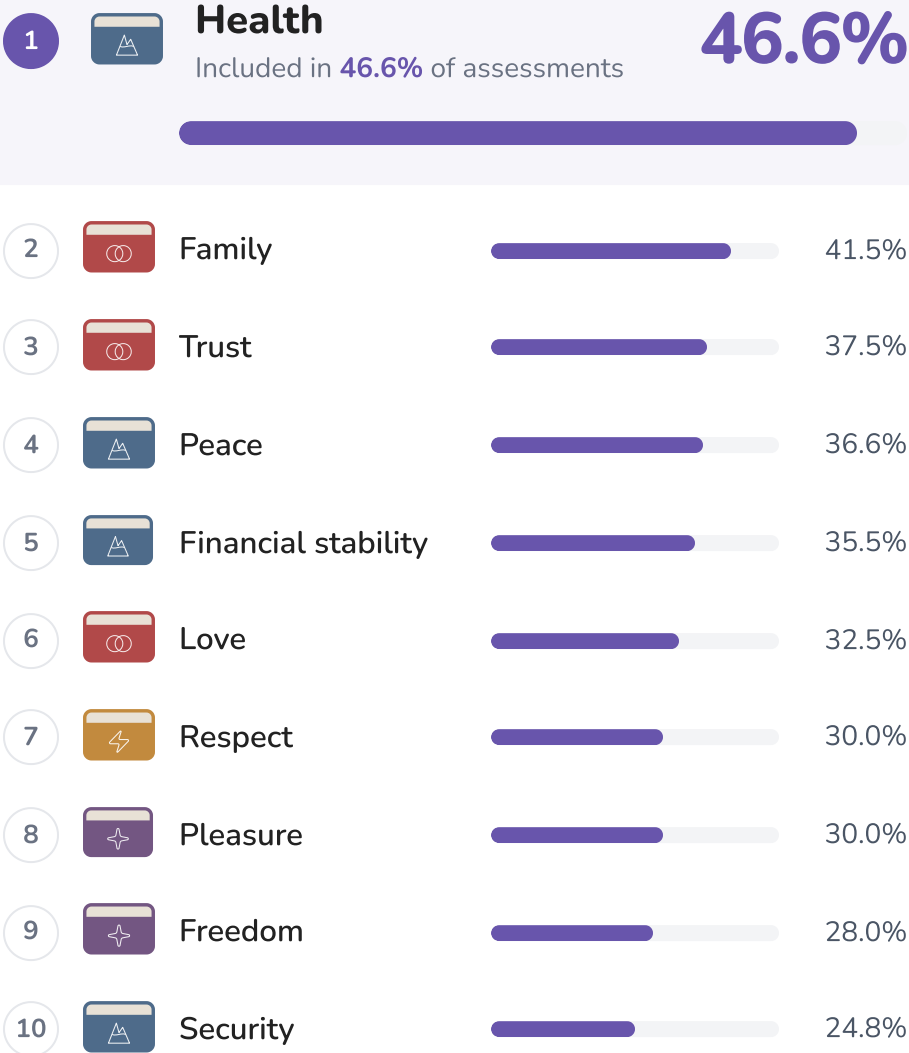
Which values appear most often among people's top ten? Based on the 2,099,004 assessments completed since 2020, these are the values most commonly included.

How it is measured. A value counts when it is one of the ten a person puts in order at the end of the assessment. Its appearance rate is the share of all completed assessments that include it. That makes it a measure of how widely a value is held rather than how highly it is placed, so a value can be common here and still rarely come first.



● Appearance rate

The share of assessments whose ranked ten includes the value.

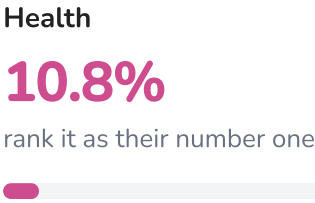
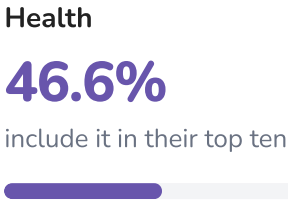


Health is the value people include most often.

46.6% of people include Health among their top ten, ahead of Family at 41.5%.

Being popular is not being ranked first.

Health is included in 46.6% of assessments, but only 10.8% of people rank it as their number one value.



[See what people rank first →](#)

Share of the 2,099,004 assessments completed since 2020 whose ranked ten includes the value. Bars run from 0% to 50%.

How to read this ranking. Each rate is the share of assessments that put the value among their ten. Even Health, at the top, is left out of most.

[See all 62 values by each measure →](#)

RANKED HIGHEST

Which values do people rank highest?

Being in someone's top ten is one thing. Being put at the very top is another. Across the **2,099,004** assessments completed since 2020, these are the values people most often put in first place, and anywhere in their top three.

How it is measured. First place is the share of all completed assessments that put the value in position one, and top three the share that put it anywhere in positions one to three. Both are shares of every assessment, not only of those that include the value, so they read directly against the appearance rate above.

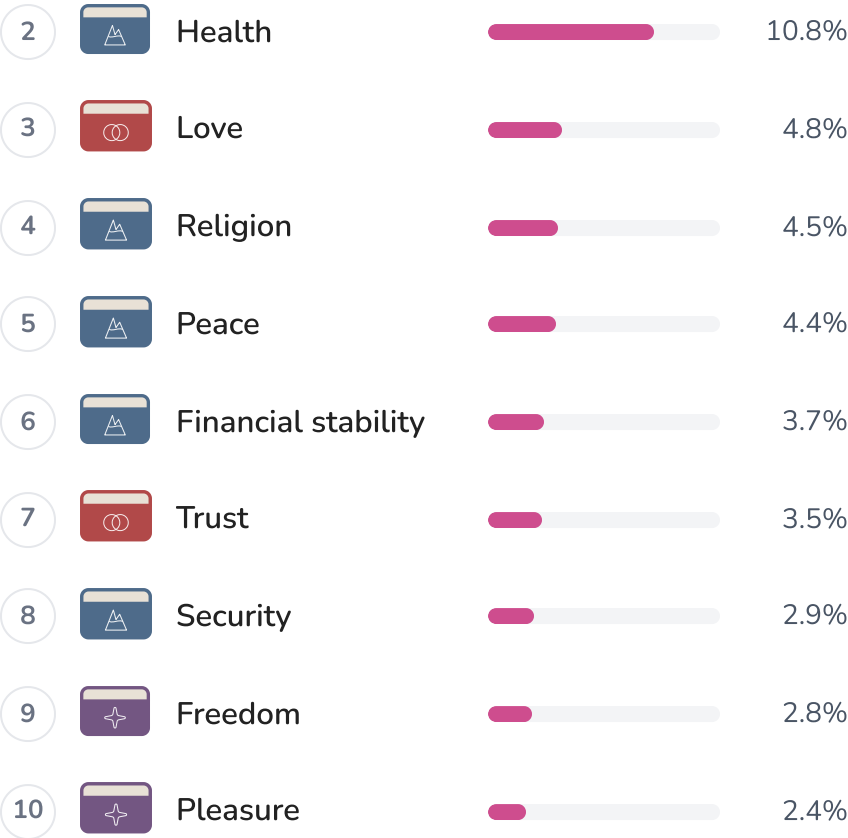
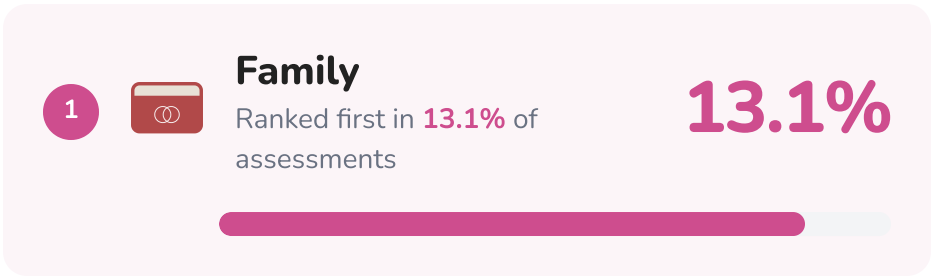


Family is ranked first more often than any other value.

13.1% of people put Family in first place, ahead of Health at 10.8%. Health is included in more rankings, in **46.6%** of them, but is put at the top of fewer.

● **First place**

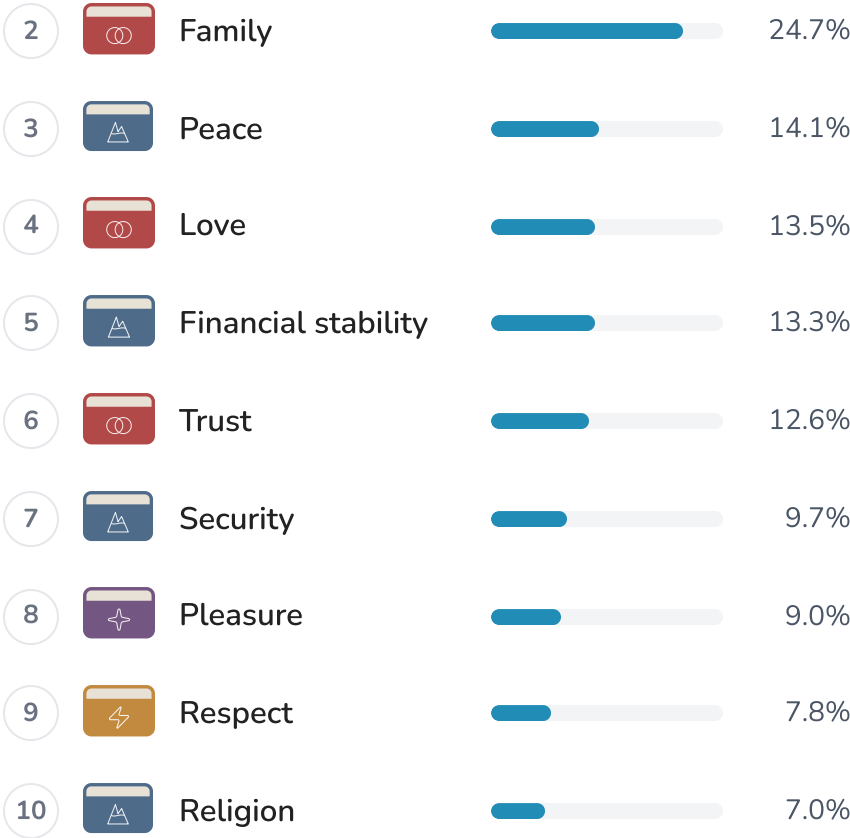
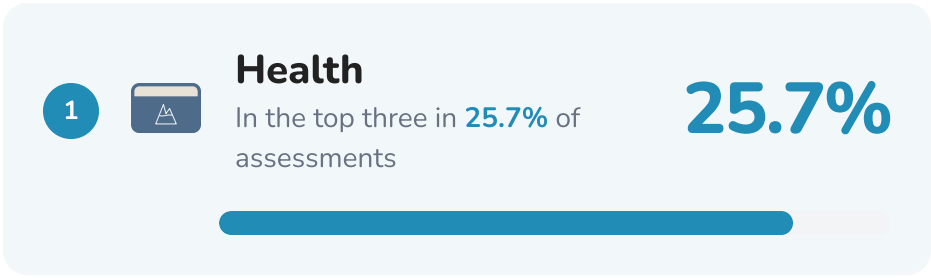
The share of assessments that put the value at number one.



Share of the 2,099,004 assessments completed since 2020 that put the value first, over all 62 values. Bars run from 0% to 15%.

● **Top three**

The share of assessments that put the value anywhere in their top three.



Share of the 2,099,004 assessments completed since 2020 that put the value in their top three, over all 62 values. Bars run from 0% to 30%.

How to read it. These two lists measure how strongly a value is held rather than how widely. Where a value sits higher here than in the list of the most popular personal values, the people who choose it tend to put it near the top of their ranking. Where it sits lower, it is often included but seldom the value a person puts first.

[See the full ranking →](#)

THE MEASURES

Every core value, by each measure

“Most popular” can mean several things. The page uses four measures, each answering a different question, and they order the values differently. That is why they are never merged into a single score.

● Appearance rate

How often is a value ranked at all?

The share of assessments whose final ten includes the value. This is what the popular values chart shows.

46.6%

 Health, the highest since 2020

● First place

How often is it the single most important one?

The share of assessments that put the value in position one.

13.1%

 Family, the highest since 2020

● Top three

How often does it reach the very top?

The share of assessments that put the value anywhere in positions one to three.

25.7%

 Health, the highest since 2020

● Average position

How high does it sit when it is chosen?

The mean position, from 1 to 10, over the assessments that include the value. Lower is higher.

3.56

 Religion, the best since 2020

#	Value	● Appearance rate	● First place	● Top three	● Average position
1	 Health	46.57%	10.77%	25.66%	3.83
2	 Family	41.54%	13.09%	24.72%	3.57
3	 Trust	37.54%	3.49%	12.60%	5.05
4	 Peace	36.60%	4.40%	14.06%	4.87
5	 Financial stability	35.49%	3.67%	13.33%	4.81
6	 Love	32.46%	4.79%	13.48%	4.65
7	 Respect	29.98%	1.91%	7.81%	5.54
8	 Pleasure	29.98%	2.40%	8.98%	5.34
9	 Freedom	28.03%	2.81%	6.73%	6.31
10	 Security	24.80%	2.94%	9.72%	4.87
11	 Friendship	24.74%	1.68%	6.75%	5.59
12	 Growth	24.49%	2.01%	6.75%	5.54
13	 Loyalty	22.38%	1.66%	5.96%	5.60
14	 Honesty	21.25%	1.25%	5.10%	5.77
15	 Authenticity	20.79%	1.97%	6.43%	5.27
16	 Creativity	19.67%	1.34%	4.57%	5.93
17	 Curiosity	19.19%	1.12%	4.29%	5.96
18	 Discipline	19.15%	1.90%	6.49%	5.14
19	 Wealth	18.24%	2.13%	6.60%	5.01

#	Value	● Appearance rate	● First place	● Top three	● Average position
20	 Compassion	18.05%	1.47%	4.97%	5.56
21	 Certainty	18.00%	2.22%	6.55%	5.09
22	 Control	17.61%	1.96%	6.05%	5.28
23	 Success	17.46%	1.47%	4.74%	5.66
24	 Accountability	17.12%	1.03%	4.23%	5.66
25	 Wisdom	15.56%	1.30%	4.22%	5.67
26	 Ethics	15.54%	1.56%	4.17%	6.01
27	 Meaningful work	15.16%	0.99%	3.15%	6.29
28	 Helpfulness	14.77%	0.80%	2.42%	6.96
29	 Independence	14.77%	0.80%	2.93%	6.24
30	 Adventure	14.63%	0.85%	3.27%	5.94
31	 Appreciation	14.22%	0.53%	2.43%	6.30
32	 Privacy	14.13%	0.67%	2.84%	6.11
33	 Intelligence	13.88%	0.79%	2.75%	6.27
34	 Justice	13.75%	1.09%	3.42%	6.00
35	 Job security	13.24%	0.75%	3.59%	5.48
36	 Equality	13.18%	1.49%	4.02%	5.57
37	 Challenge	12.69%	0.57%	2.53%	6.14
38	 Inner harmony	11.86%	1.56%	3.90%	5.34
39	 Passion	11.42%	0.61%	2.27%	6.21
40	 Religion	11.33%	4.49%	6.96%	3.56
41	 Acceptance	11.18%	0.46%	1.92%	6.42
42	 Courage	11.04%	0.49%	2.08%	6.20
43	 Excitement	10.82%	0.35%	1.67%	6.54
44	 Tolerance	10.41%	0.52%	1.78%	6.76
45	 Determination	9.93%	0.50%	1.91%	6.24

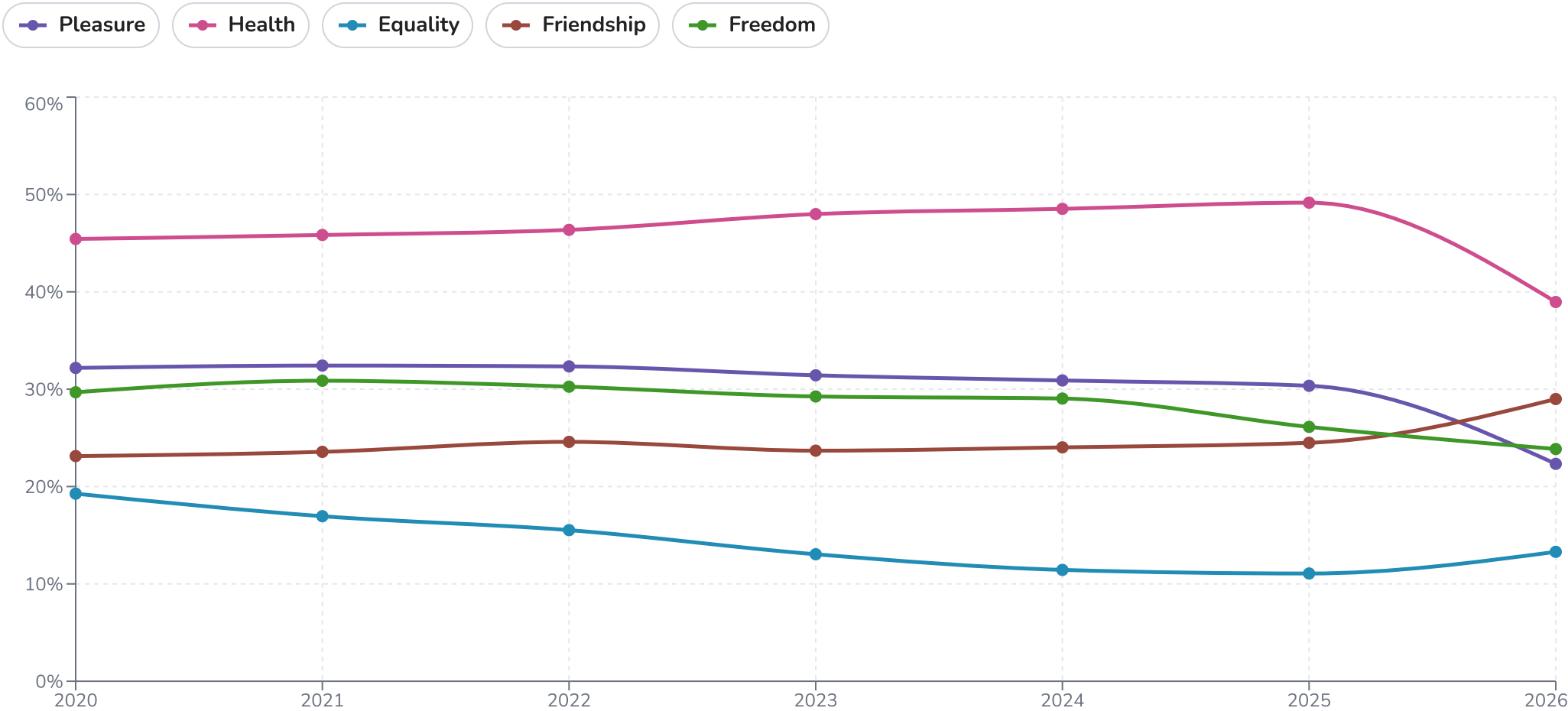
#	Value	● Appearance rate	● First place	● Top three	● Average position
46	 Ambition	9.88%	0.63%	2.06%	6.25
47	 Commitment	9.18%	0.38%	1.34%	7.02
48	 Forgiveness	8.82%	0.42%	1.78%	6.14
49	 Teamwork	8.47%	0.33%	1.20%	6.88
50	 Spirituality	7.68%	0.98%	2.45%	5.52
51	 Competence	7.05%	0.28%	1.10%	6.64
52	 Beauty	6.79%	0.33%	1.18%	6.61
53	 Uniqueness	6.60%	0.32%	1.19%	6.36
54	 Excellence	5.90%	0.32%	1.18%	6.25
55	 Variety	5.84%	0.18%	0.86%	6.66
56	 Reputation	5.51%	0.19%	0.79%	6.76
57	 Contribution	5.25%	0.22%	0.83%	6.68
58	 Influence	4.98%	0.16%	0.74%	6.64
59	 Tradition	4.87%	0.25%	1.03%	6.17
60	 Authority	3.00%	0.12%	0.48%	6.53
61	 Popularity	2.85%	0.11%	0.44%	6.68
62	 Fame	2.69%	0.15%	0.57%	6.22

Figures for the **2,099,004** assessments completed since 2020, given to two decimal places. The number is each value's position by appearance rate.

How Personal Values Have Changed Over Time

Pleasure has moved further than any other value since 2020. It was in 32.2% of assessments that year and in 22.3% of those from 2026 so far, a fall of **9.9 percentage points**.

How to read the chart. Each line follows one value from 2020 to 2026. A point at 40% means the value was among the ten most important in 40% of the assessments completed that year. It counts how often the value was chosen, not how high it was placed. 2026 is still under way, so its point covers January to September 2026 only.



Appearance rate by year among Personalvalu.es participants, 2020 to 2026 so far. The chart opens on the five values whose rate moved furthest over that time, in percentage points.

The five values that moved most, year by year

Value	2020	2021	2022	2023	2024	2025	2026	Change (pp)
 Pleasure	32.2%	32.4%	32.3%	31.4%	30.9%	30.4%	22.3%	−9.9
 Health	45.4%	45.8%	46.4%	48.0%	48.5%	49.2%	39.0%	−6.5
 Equality	19.3%	17.0%	15.5%	13.0%	11.4%	11.1%	13.3%	−6.0
 Friendship	23.1%	23.6%	24.6%	23.7%	24.0%	24.5%	29.0%	+5.9

Value	2020	2021	2022	2023	2024	2025	2026	Change (pp)
 Freedom	29.7%	30.9%	30.3%	29.3%	29.0%	26.1%	23.9%	-5.8

The last column is the change from 2020 to 2026 so far in percentage points. A value that falls from 30% to 20% has lost 10 points, not a third.

What this says about us

Attention moves closer to home

Equality fell every year from 2020 to 2025, from 19.3% of assessments to 11.1%. Justice fell with it, from 16.3% to 12.8%. In 2020 both were at the centre of public debate. Values this deep rarely change in a person within five years. What changes is which of them come to mind first when someone has to choose, and that follows the news. The economist Anthony Downs called this the issue-attention cycle. After a dramatic event the public cares a lot about a problem, then slowly loses interest, usually long before the problem is solved.

Much of the change in this chart happened in 2026 alone. Health fell from 49.2% of assessments in 2025 to 39.0% in 2026 so far, and security, certainty and financial stability fell with it, each from near its highest level. At the same time friendship rose from 24.5% to 29.0%, and loyalty from 22.6% to 26.0%. The psychologist Shalom Schwartz puts the first four values in a group about keeping yourself and your family safe, and the last two in a group about caring for the people close to you. Values in the same group tend to move together, and here they did, as two blocks. People worry less about what might go wrong and care more about who they would turn to if it did.

The figures for pleasure, year by year →

Personal Values by Country

Among Personalvalu.es participants in the Philippines, peace appears in **52.9%** of assessments, against 34.5% across all participants whose country is known. That is the widest gap of any country here with at least 1,000 assessments behind it.

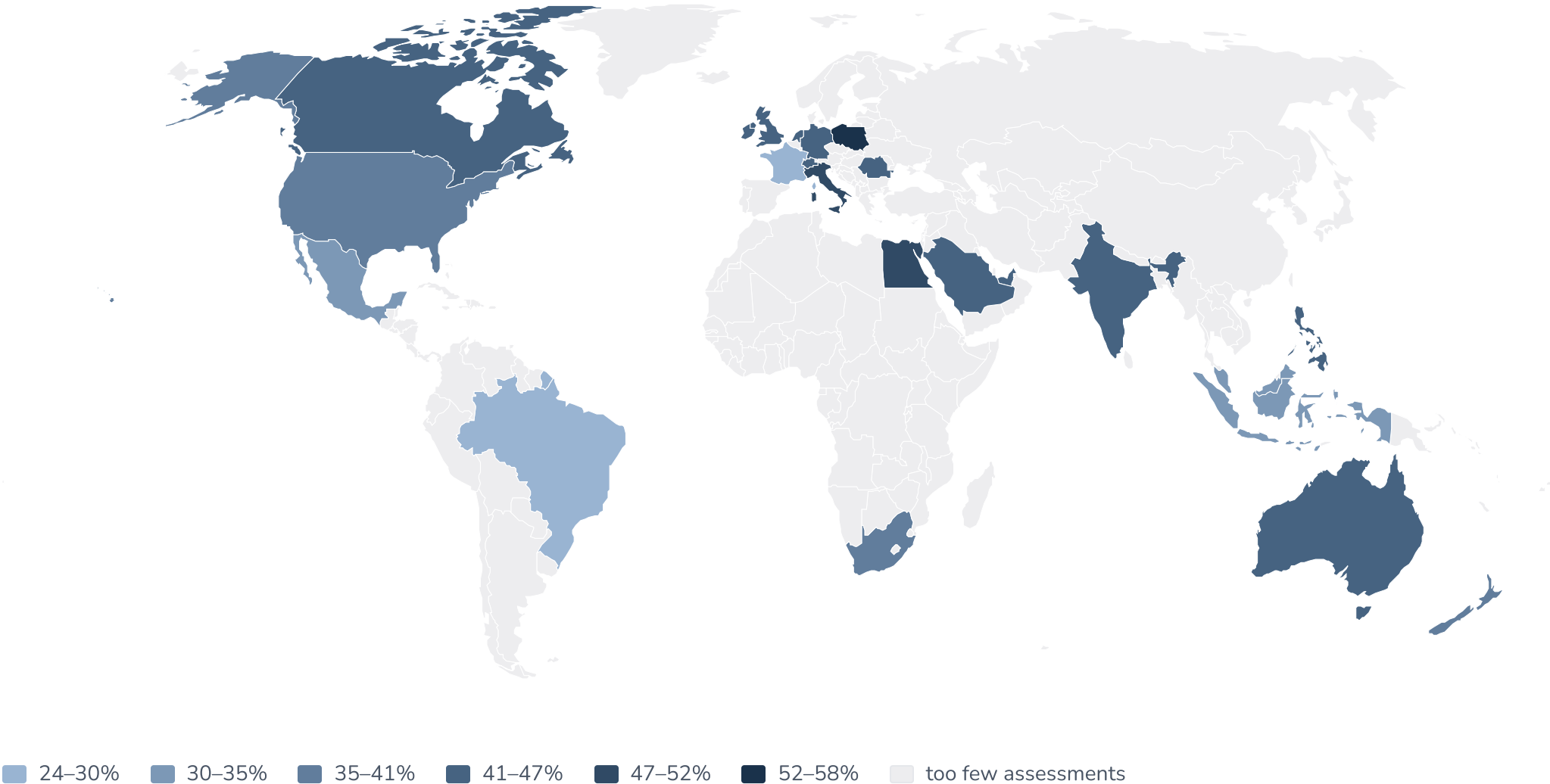


216 countries took part	25 countries with enough assessments to publish	272,982 assessments with a known country	10 months covered, December 2025 to September 2026
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What the figures cover. Country is recorded for 83.6% of the 326,540 assessments completed in December 2025 to September 2026, which is 272,982 assessments in total. Rates below are shares of each country's own assessments, and each is compared against the same group rather than against the whole archive.

Where health is ranked most often

39.8% of participants rank health in their top ten, from **57.5%** in Hong Kong SAR China to **24.1%** in Brazil.



Only months where country is known for most assessments are included, and only countries with at least 300 assessments appear.

Country	Assessments	Most often ranked	Most above average
United States	154,508	Family 40.0%, Health 37.1%, Trust 36.6%	 Religion +2.7
Australia	22,203	Health 42.9%, Family 41.1%, Trust 37.0%	 Respect +3.5
Canada	18,667	Health 42.1%, Family 40.4%, Trust 35.2%	 Health +2.3
United Kingdom	13,561	Health 45.0%, Family 39.2%, Financial stability 37.4%	 Authenticity +6.0
India	7,202	Health 45.1%, Peace 41.1%, Family 38.3%	 Discipline +11.9
Philippines	5,645	Peace 52.9%, Financial stability 47.8%, Health 46.3%	 Peace +18.4
New Zealand	5,381	Family 40.7%, Health 39.2%, Trust 37.8%	 Friendship +3.6
Egypt	3,089	Health 47.2%, Peace 46.5%, Family 45.3%	 Religion +13.4
South Africa	2,608	Financial stability 45.1%, Health 40.2%, Peace 39.7%	 Discipline +11.1
Singapore	2,481	Health 43.9%, Financial stability 43.7%, Peace 40.8%	 Financial stability +8.9
Germany	2,274	Health 46.0%, Financial stability 35.5%, Family 32.9%	 Curiosity +10.6
Netherlands	2,246	Health 44.5%, Financial stability 35.9%, Family 34.8%	 Freedom +8.6
Romania	1,535	Health 46.1%, Financial stability 42.3%, Family 40.5%	 Freedom +8.2
Indonesia	1,533	Financial stability 42.3%, Peace 39.5%, Growth 34.6%	 Financial stability +7.5
Switzerland	1,067	Health 42.5%, Family 39.7%, Financial stability 36.3%	 Ambition +10.3
Malaysia	1,057	Family 39.8%, Financial stability 39.0%, Growth 35.0%	 Freedom +7.8
Mexico	941	Family 40.1%, Love 37.4%, Respect 37.1%	 Discipline +13.1
Saudi Arabia	768	Family 47.0%, Health 43.1%, Respect 37.6%	 Religion +11.8
France	667	Family 41.2%, Respect 40.6%, Friendship 35.2%	 Ambition +16.1
Italy	564	Health 47.3%, Family 42.4%, Love 37.4%	 Freedom +11.2
United Arab Emirates	481	Respect 42.8%, Family 42.6%, Health 41.6%	 Respect +10.3
Poland	423	Health 56.7%, Financial stability 53.9%, Family 35.5%	 Financial stability +19.1
Ireland	385	Health 45.2%, Family 41.8%, Financial stability 35.8%	 Health +5.4
Brazil	373	Family 42.4%, Growth 34.0%, Financial stability 31.6%	 Contribution +12.0
Hong Kong SAR China	369	Health 57.5%, Family 50.7%, Financial stability 37.9%	 Wealth +19.1

What this says about us

Security changes what people single out

Curiosity and freedom is what most sets apart participants in Germany and the Netherlands, and discipline those in India, South Africa and Mexico. Ronald Inglehart and Christian Welzel mapped the world's values along exactly this line. Where material security can be taken for granted, priorities move from survival towards self-expression, from what is needed to what is interesting. Discipline sits on the other side of it. In economies where effort and schooling still decide much of where a life ends up, self-control is what a future rests on, and it is named as a value rather than assumed.

Religion sets apart Egypt and Saudi Arabia and also the United States, the only Western country here where it does. In the first, faith frames public as well as private life. The United States is the long-noted exception among rich countries, most of which have moved towards secular values as they grew wealthier. Alexis de Tocqueville saw it in the 1830s and traced it to the absence of an established church, where every congregation had to win its members and faith stayed a matter of choice. A value that is chosen is also a value people name.

Age and gender are optional questions on the result page, so these sections describe the participants who chose to answer them. What they add to the global ranking is the difference between groups: which values climb or fall from one age band to the next, and which values women and men rank at different rates.

IN THIS CHAPTER

- Values by age
- Values by gender

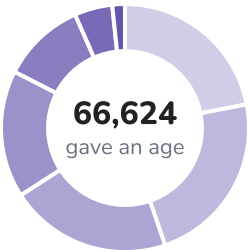
Personal Values by Age

Among Personalvalu.es participants, authenticity rises from **11.5%** of assessments among participants under 18 to **34.3%** among those aged 55–64. Over the same bands, wealth falls from **23.9%** of assessments among participants under 18 to **5.4%** among those aged 55–64.



Who gave an age

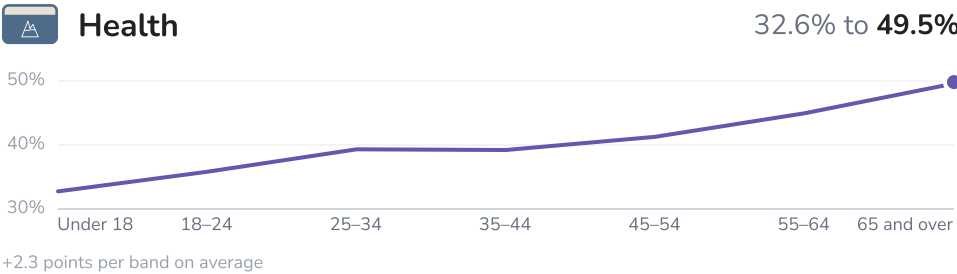
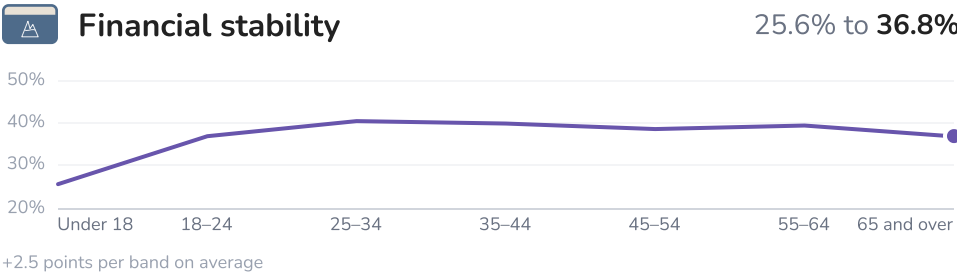
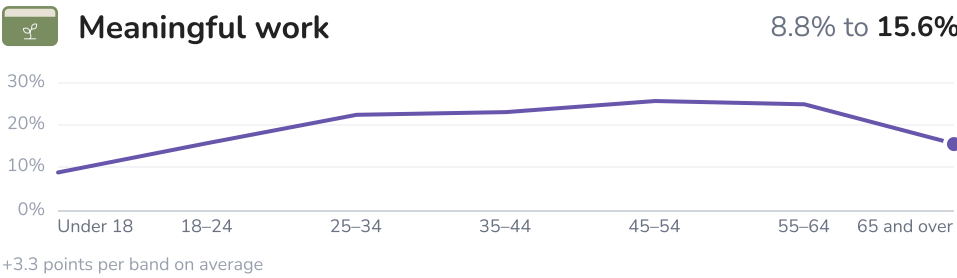
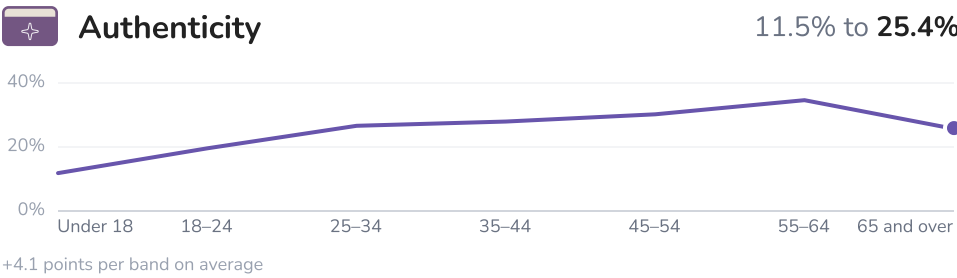
Share of the assessments with an age, by band, December 2025 to September 2026.



Under 18	21.9%	14,615
18–24	22.8%	15,203
25–34	21.1%	14,080
35–44	16.6%	11,071
45–54	10.9%	7,261
55–64	4.9%	3,296
65 and over	1.6%	1,098

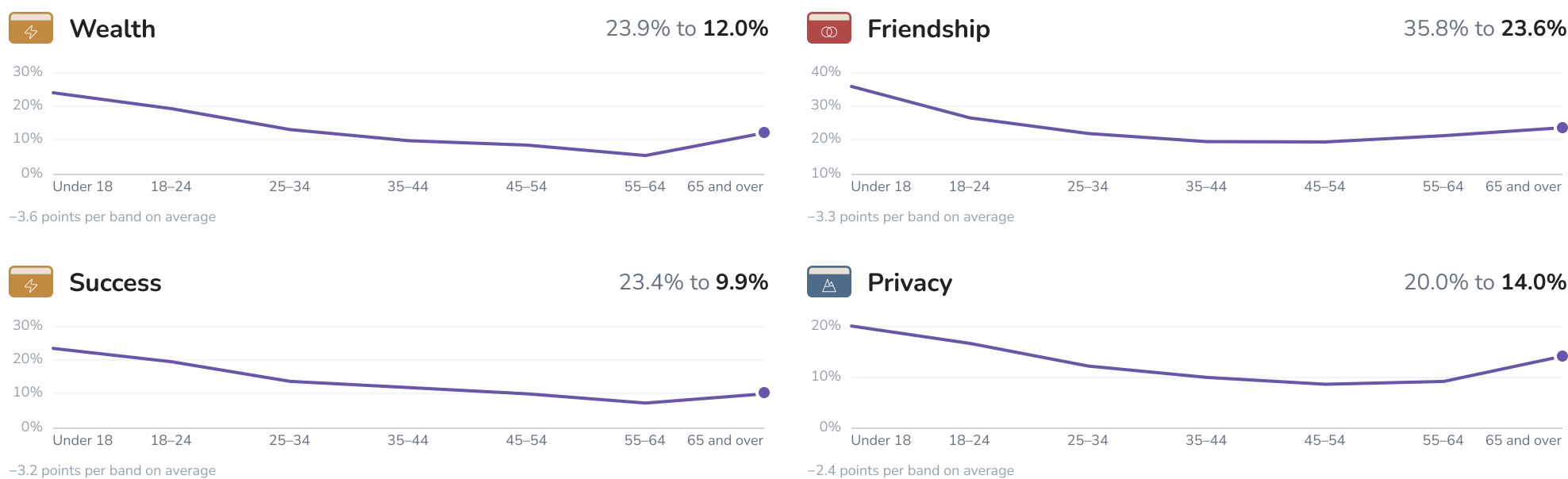
Rises with age

Appearance rate in each age band, youngest on the left. The values whose rate climbs most steadily from one band to the next.



Falls with age

Appearance rate in each age band, youngest on the left. The values whose rate drops most steadily from one band to the next.



Age	Assessments	Most often ranked	Most above average
Under 18	14,615	Family 37.1%, Friendship 35.8%, Love 35.6%	 Friendship +10.5
18–24	15,203	Financial stability 36.8%, Health 35.7%, Family 34.5%	 Wealth +3.8
25–34	14,080	Financial stability 40.4%, Health 39.2%, Growth 37.6%	 Growth +6.5
35–44	11,071	Family 42.8%, Financial stability 39.8%, Health 39.1%	 Authenticity +5.2
45–54	7,261	Family 45.5%, Health 41.1%, Financial stability 38.5%	 Authenticity +7.4
55–64	3,296	Health 44.8%, Family 44.1%, Financial stability 39.4%	 Authenticity +11.9
65 and over	1,098	Health 49.5%, Family 41.2%, Financial stability 36.8%	 Health +11.9

What this says about us

Ambition gives way to meaning

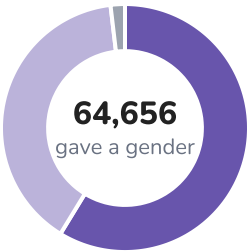
Wealth falls from 23.9% of assessments among the youngest participants to 5.4% among those aged 55–64, and success with it, while authenticity and meaningful work climb. Laura Carstensen's socioemotional selectivity theory describes this turn. While the time ahead feels open, people invest in goals that pay off later, such as money, standing and new contacts. As it comes to feel finite, they turn to what is worth having now. Erik Erikson called the task of midlife generativity, the wish to leave something of value behind, and meaningful work peaks in the same years, at 25.6% among those aged 45–54.

Among participants under 18, friendship stands further above the rate for all ages than any other value, at 35.8% against 25.3%. Developmental psychologists describe adolescence as the stretch of life when peers take over from parents as the main reference point, and being accepted by them is its central task. Financial stability then climbs from 25.6% to 36.8% between the under-18s and the 18–24 band, the moment paying one's own way stops being hypothetical, and it stays close to that level for the rest of the age range.

A difference between bands is a difference between the participants in them, and it mixes two things these figures cannot separate: what changes as people age, and what differs between generations. How the figures are built is set out in the [methodology](#).

Personal Values by Gender

Among Personalvalu.es participants who gave a gender, discipline appears in **25.0%** of men's assessments and 14.0% of women's. Compassion leans the other way, at **24.7%** of women's against 14.8% of men's. Around those gaps, 8 of the ten values women rank most often are also among the ten men rank most often.



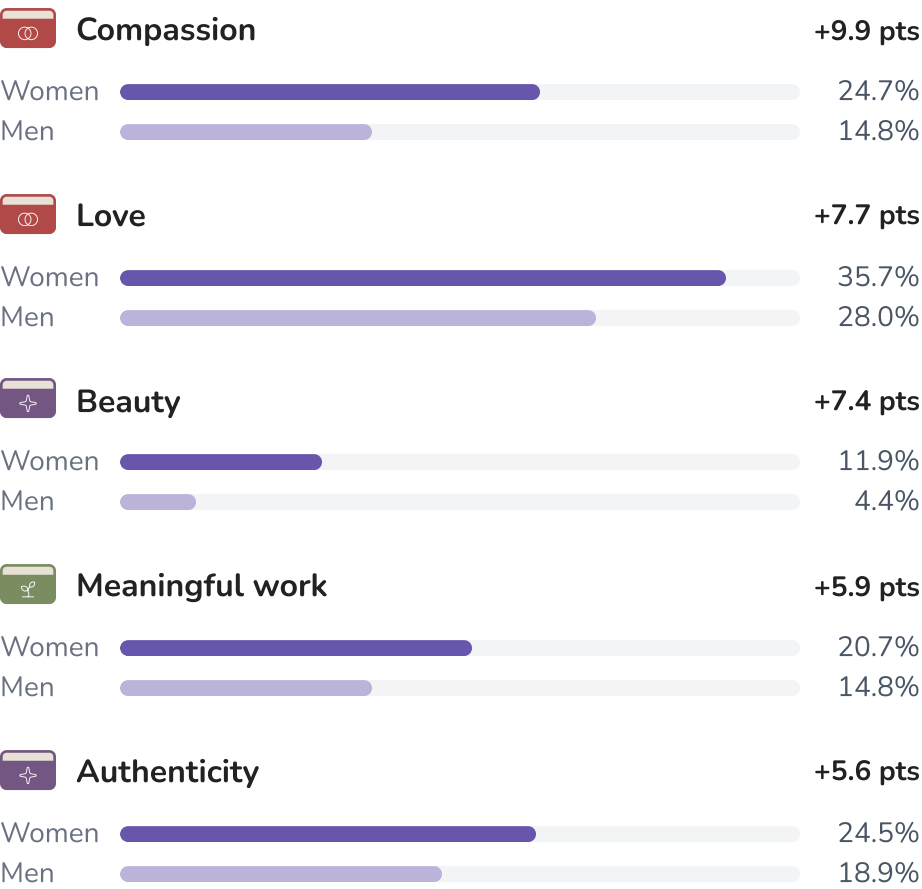
Who gave a gender

Share of the assessments with a gender, by group, December 2025 to September 2026.

Women	58.7%	37,968
Men	39.4%	25,478
Non-binary	1.9%	1,210

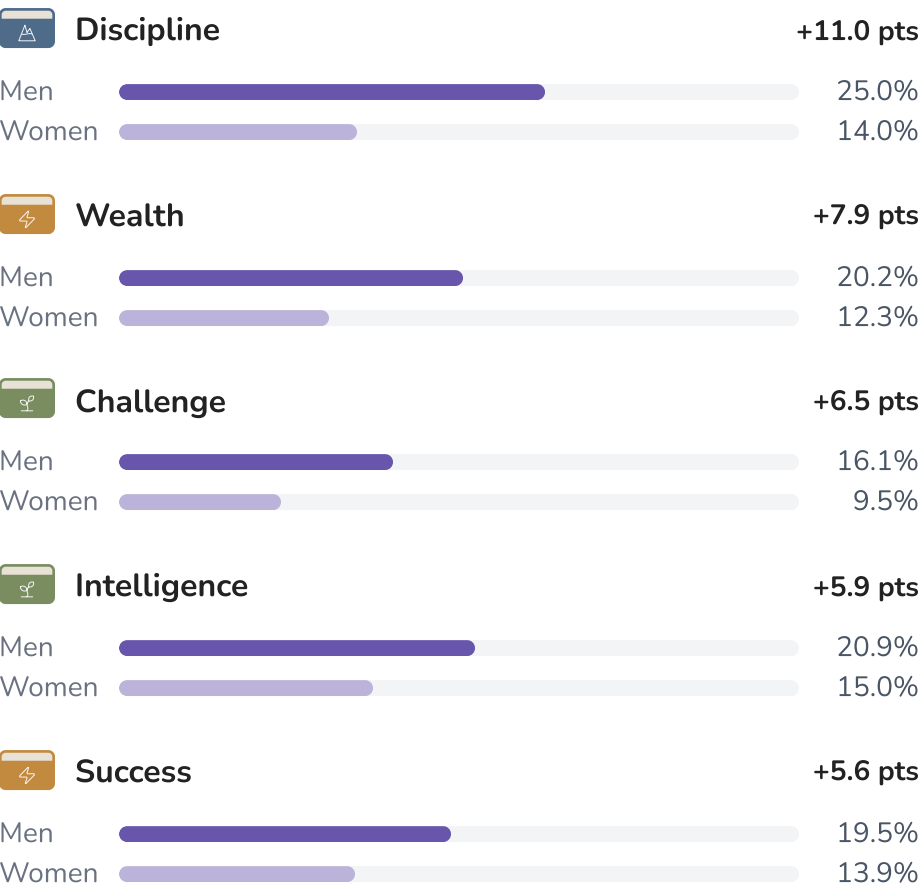
Ranked more often by women

Appearance rate among women and among men, widest gap first.



Ranked more often by men

Appearance rate among women and among men, widest gap first.



Gender	Assessments	Most often ranked	Most above average
Women	37,968	Family 40.8%, Health 37.9%, Financial stability 36.6%	Compassion +3.9
Men	25,478	Health 37.9%, Family 35.7%, Financial stability 35.5%	Discipline +6.7
Non-binary	1,210	Creativity 39.2%, Curiosity 35.2%, Love 33.5%	Creativity +19.3

What this says about us

Getting ahead and getting along

Women and men share eight of their ten most often ranked values, and health is chosen by both at almost the same rate, 37.9% and 37.9%. Shalom Schwartz and Tammy Rubel found the same pattern across seventy countries. Sex differences in values run in a consistent direction, but they are small, and far smaller than the differences among women or among men. What separates the two groups is emphasis around a common core, not two different sets of priorities.

Where they differ, men more often rank discipline, wealth and challenge, and women compassion and love. The psychologist David Bakan named these two orientations agency and communion, getting ahead and getting along. Alice Eagly's social role theory traces them to the roles each sex has long been steered into, as provider and as carer, rather than to anything fixed. On that account the gap is less about who women and men are than about what each has been expected to carry.

Explore the Data

Explore the dataset by year and by value.

Every year and each of the 62 values has a research page of its own, built from 2,099,004 assessments in the Personalvalu.es dataset.

By year

See how value rankings change over time.

2020

2021

2022

2023

2024

2025

2026

2026

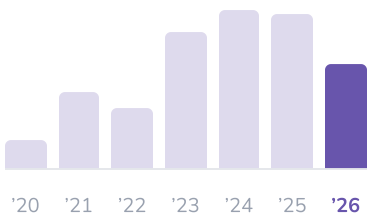
The five values ranked most often, to the end of September

1		Family	39.5%
2		Health	39.0%
3		Trust	35.5%
4		Peace	34.0%
5		Love	33.6%

The 2026 research →

304,533

assessments in 2026
to the end of September



Assessments per year, 2,099,004 in all since 2020.

By value

Where each value stands by year, country, age and gender. Ranked by how often it is among the ten a participant chooses, across every assessment since 2020.

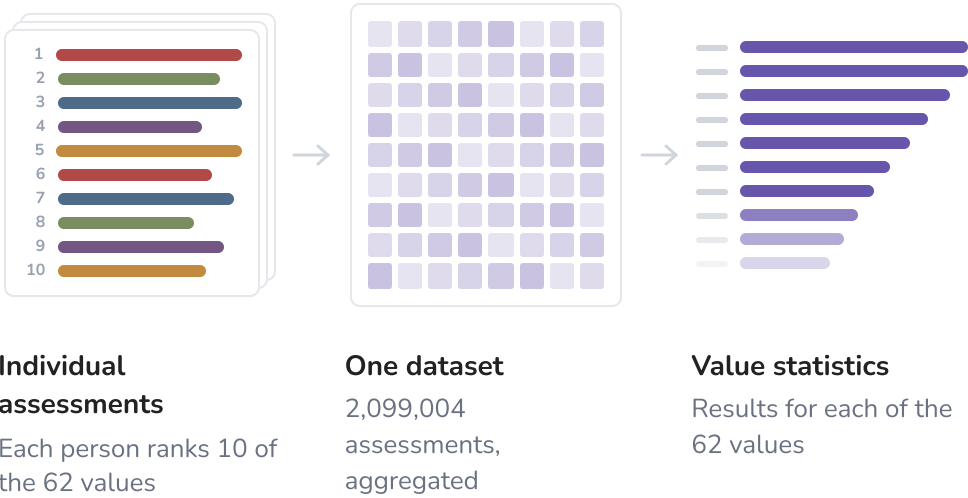
1		Health	46.6%	25		Wisdom	15.6%
2		Family	41.5%	26		Ethics	15.5%
3		Trust	37.5%	27		Meaningful work	15.2%
4		Peace	36.6%	28		Helpfulness	14.8%
5		Financial stability	35.5%	29		Independence	14.8%
6		Love	32.5%	30		Adventure	14.6%
7		Respect	30.0%	31		Appreciation	14.2%
8		Pleasure	30.0%	32		Privacy	14.1%
9		Freedom	28.0%	33		Intelligence	13.9%
10		Security	24.8%	34		Justice	13.7%
11		Friendship	24.7%	35		Job security	13.2%
12		Growth	24.5%	36		Equality	13.2%
13		Loyalty	22.4%	37		Challenge	12.7%
14		Honesty	21.2%	38		Inner harmony	11.9%
15		Authenticity	20.8%	39		Passion	11.4%
16		Creativity	19.7%	40		Religion	11.3%
17		Curiosity	19.2%	41		Acceptance	11.2%
18		Discipline	19.2%	42		Courage	11.0%
19		Wealth	18.2%	43		Excitement	10.8%
20		Compassion	18.1%	44		Tolerance	10.4%
21		Certainty	18.0%	45		Determination	9.9%
22		Control	17.6%	46		Ambition	9.9%
23		Success	17.5%	47		Commitment	9.2%
24		Accountability	17.1%	48		Forgiveness	8.8%

49		Teamwork	8.5%	56		Reputation	5.5%
50		Spirituality	7.7%	57		Contribution	5.3%
51		Competence	7.1%	58		Influence	5.0%
52		Beauty	6.8%	59		Tradition	4.9%
53		Uniqueness	6.6%	60		Authority	3.0%
54		Excellence	5.9%	61		Popularity	2.8%
55		Variety	5.8%	62		Fame	2.7%

Research Methodology

Every figure here is calculated directly from 2,099,004 completed Personalvalu.es assessments, collected from July 2020 to September 2026. Each assessment ranks ten of the same **62 core values**.

There is no survey panel, third-party data, modelling or weighting.



2,099,004

completed assessments

70

months of data

July 2020 to September 2026

62

core values

in every assessment

What is counted

Each assessment ranks ten values from the same set of 62. We aggregate how often each value appears and where it is ranked. The aggregates store no individual rankings or participant identifiers.

[In full →](#)

How the measures work

Appearance rate, first place and top three are shares of assessments in a period. Average position is the mean rank from 1 to 10 among assessments that include the value.

[In full →](#)

What it represents

A large self-selected group, not a representative sample of any population. It shows how values are chosen and ranked within this dataset, not why people choose them.

[In full →](#)

Transparency

We publish the dataset methodology, definitions and limitations so every figure can be understood in context.

[Read the full research methodology →](#)