

Personal Values in 2020

In 2020, **84,378** assessments were completed on Personalvalu.es. Health was the value ranked most often, by **45.4%** of them, and Family the one most often put first.

The archive holds 6 months of 2020, from July 2020 to December 2020, so its figures cover part of the year.

Figures as of 1 October 2026. Read it online at personalvalu.es/research/years/2020

AT A GLANCE, 2020

84k

Assessments

84,378 completed across 6 months of data.

45.4%

● Appearance rate

ranked Health among their ten, more than any other value.

12.4%

● First place

put Family first, the value most often ranked first.

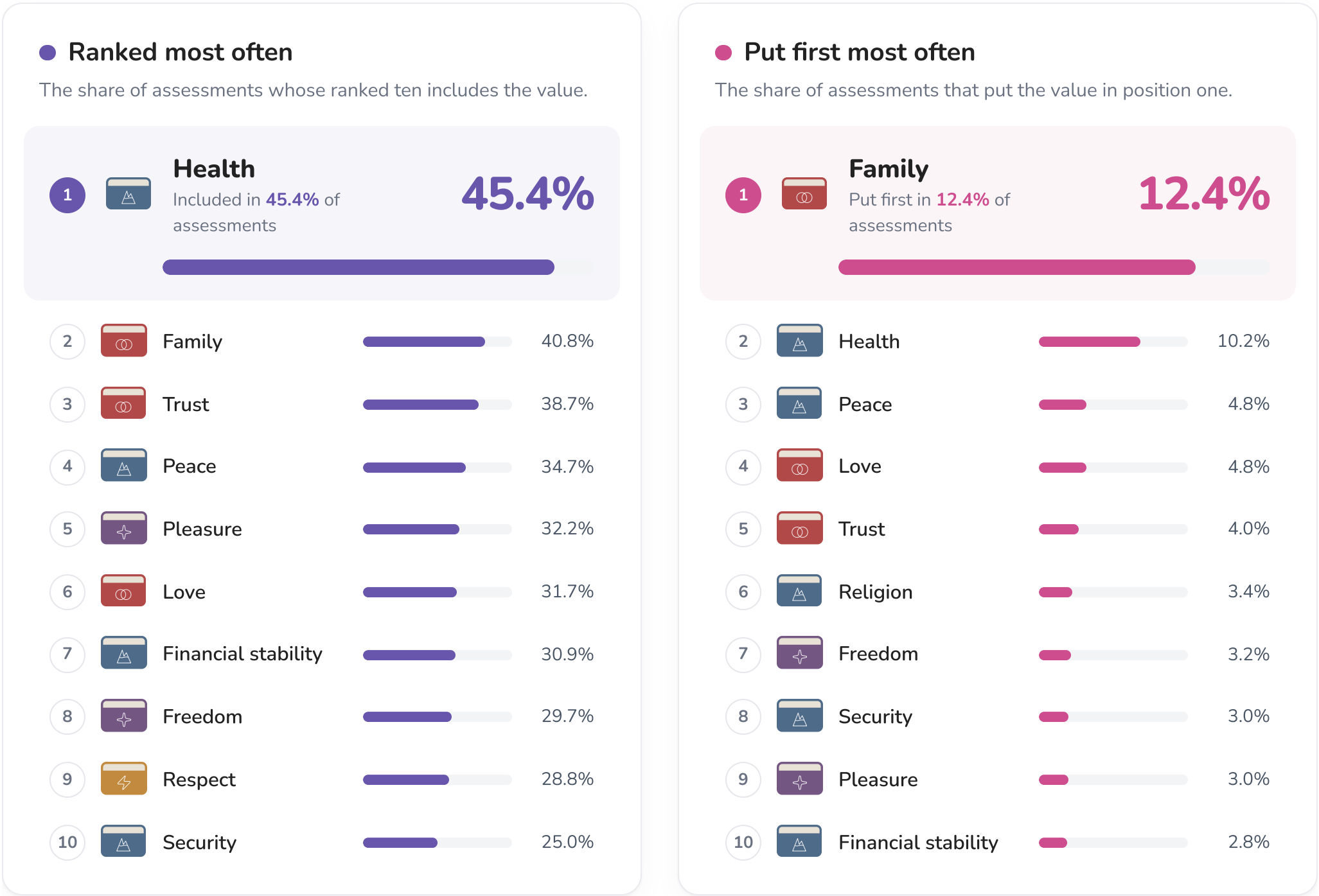
24.9%

● Top three

put Health in their top three, the most of any value.

The Most Popular Personal Values in 2020

The ten values ranked most often in 2020, beside the ten most often put first. The two lists answer different questions, so a value can be widely held and still rarely come first.



Month	Assessments		● Ranked most often
December	10,547		Health 47.3%

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.

45.4%

 Health, the highest in 2020

● **First place**

How often is it the single most important one?

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

12.4%

 Family, the highest in 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.

24.9%

 Health, the highest in 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.

3.68

 Family, the best in 2020

#	Value	● Appearance rate	● First place	● Top three	● Average position
1	 Health	45.43%	10.20%	24.87%	3.84
2	 Family	40.80%	12.41%	23.55%	3.68
3	 Trust	38.72%	4.05%	13.88%	4.89
4	 Peace	34.66%	4.80%	14.42%	4.62
5	 Pleasure	32.18%	2.97%	10.51%	5.13
6	 Love	31.65%	4.76%	13.25%	4.62
7	 Financial stability	30.91%	2.82%	10.80%	4.94
8	 Freedom	29.69%	3.23%	7.20%	6.41
9	 Respect	28.76%	1.90%	7.60%	5.52
10	 Security	25.01%	3.04%	10.09%	4.74
11	 Growth	24.12%	2.06%	6.90%	5.49
12	 Friendship	23.13%	1.48%	5.87%	5.71
13	 Authenticity	22.40%	2.06%	6.87%	5.24
14	 Honesty	21.78%	1.33%	5.37%	5.70
15	 Loyalty	21.30%	1.50%	5.45%	5.64
16	 Creativity	20.17%	1.35%	4.77%	5.87

#	Value	● Appearance rate	● First place	● Top three	● Average position
17	 Compassion	19.43%	1.64%	5.49%	5.52
18	 Equality	19.27%	2.72%	6.78%	5.25
19	 Curiosity	18.66%	1.07%	4.15%	5.94
20	 Control	18.16%	2.19%	6.59%	5.10
21	 Ethics	17.86%	1.86%	4.69%	6.08
22	 Certainty	17.78%	2.24%	6.85%	4.92
23	 Meaningful work	17.44%	1.28%	3.79%	6.23
24	 Discipline	17.33%	1.52%	5.64%	5.21
25	 Wisdom	16.86%	1.46%	4.52%	5.69
26	 Helpfulness	16.79%	0.84%	2.56%	7.12
27	 Justice	16.31%	1.36%	4.35%	5.88
28	 Accountability	15.67%	0.86%	3.77%	5.69
29	 Success	15.26%	1.14%	3.64%	5.91
30	 Adventure	15.21%	0.88%	3.47%	5.92
31	 Independence	14.68%	0.83%	2.86%	6.24
32	 Wealth	13.88%	1.28%	4.63%	5.21
33	 Intelligence	13.87%	0.87%	2.85%	6.22
34	 Tolerance	13.74%	0.84%	2.70%	6.57
35	 Privacy	13.72%	0.69%	2.96%	5.95
36	 Challenge	13.66%	0.65%	2.87%	5.99
37	 Inner harmony	13.04%	1.82%	4.43%	5.26
38	 Job security	12.92%	0.68%	3.47%	5.47
39	 Courage	11.75%	0.55%	2.27%	6.11
40	 Appreciation	11.74%	0.40%	1.87%	6.42
41	 Excitement	10.91%	0.31%	1.70%	6.50
42	 Ambition	10.85%	0.67%	2.20%	6.33
43	 Acceptance	10.35%	0.43%	1.75%	6.43
44	 Passion	10.21%	0.55%	1.93%	6.32

#	Value	● Appearance rate	● First place	● Top three	● Average position
45	 Determination	10.12%	0.47%	1.86%	6.29
46	 Commitment	9.56%	0.46%	1.40%	7.12
47	 Religion	9.50%	3.42%	5.57%	3.78
48	 Forgiveness	9.33%	0.46%	1.88%	6.19
49	 Teamwork	7.98%	0.33%	1.15%	6.96
50	 Spirituality	7.89%	0.91%	2.39%	5.64
51	 Uniqueness	6.97%	0.30%	1.21%	6.43
52	 Variety	6.17%	0.17%	0.96%	6.60
53	 Influence	6.02%	0.22%	0.96%	6.45
54	 Competence	5.95%	0.23%	0.85%	6.74
55	 Contribution	5.36%	0.22%	0.80%	6.77
56	 Tradition	5.22%	0.30%	1.26%	5.89
57	 Excellence	5.22%	0.27%	1.00%	6.30
58	 Beauty	4.79%	0.18%	0.73%	6.72
59	 Reputation	4.42%	0.14%	0.59%	6.79
60	 Authority	2.79%	0.11%	0.43%	6.59
61	 Fame	2.40%	0.12%	0.48%	6.33
62	 Popularity	2.25%	0.07%	0.30%	6.84

Figures for the **84,378** assessments completed in 2020, given to two decimal places. The number is each value's position by appearance rate.

Every Year on Record

Each year on a page of its own, read the same way as this one.

2020 84,378 assessments	2021 224,096 assessments	2022 179,271 assessments	2023 397,249 assessments
2024 460,244 assessments	2025 449,233 assessments	2026 so far 304,533 assessments	

About These Figures

Every figure on this page is a share of the assessments completed on Personalvalu.es in 2020, read from the same aggregates as the [Global Values Research](#). A value counts when it is one of the ten a participant puts in order at the end, so the rates describe the people who took part that year and say nothing on their own about why.

How the aggregates are built, and why some countries and groups are left out, is set out in the [methodology](#). The [2020 statistics](#) list every value with its trend against the year before.

Would your own ten look like 2020's? [Rank your own values](#).