

Personal Values in 2023

In 2023, **397,249** assessments were completed on Personalvalu.es. Health was the value ranked most often, by **48.0%** of them, and Family the one most often put first.

Figures as of 1 October 2026. Read it online at personalvalu.es/research/years/2023

AT A GLANCE, 2023

397k

Assessments

397,249 completed across 12 months of data.

48.0%

● **Appearance rate**

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

13.2%

● **First place**

put Family first, the value most often ranked first.

26.6%

● **Top three**

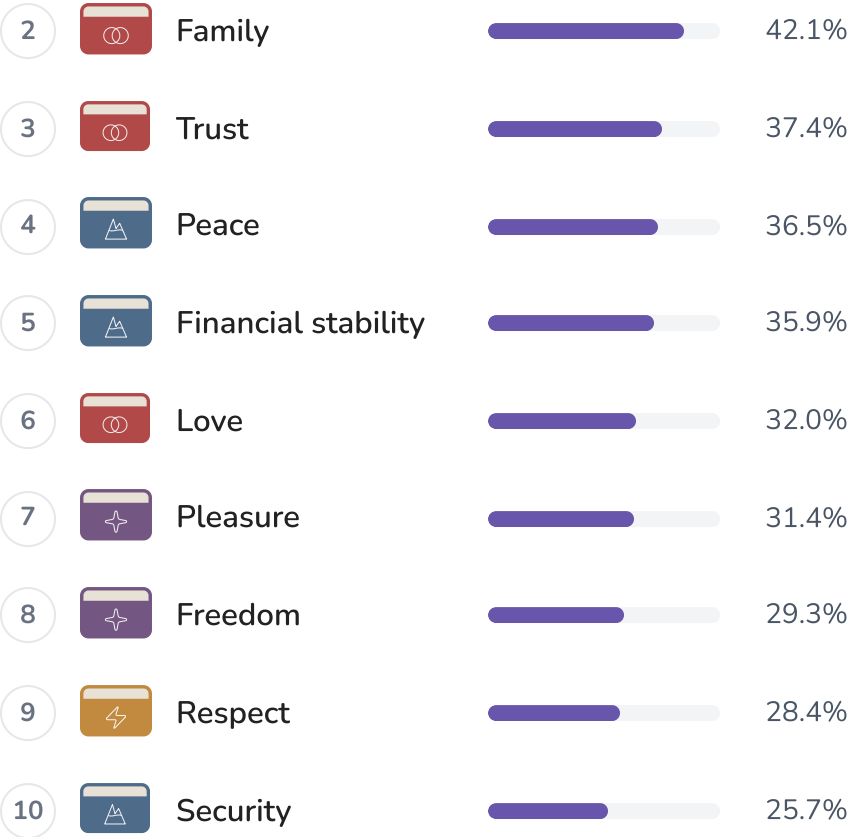
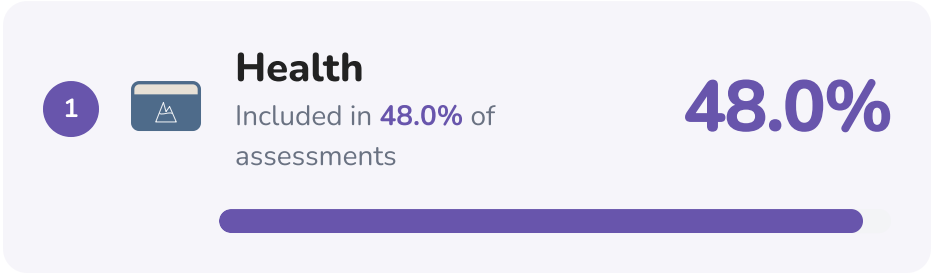
put Health in their top three, the most of any value.

The Most Popular Personal Values in 2023

The ten values ranked most often in 2023, 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.

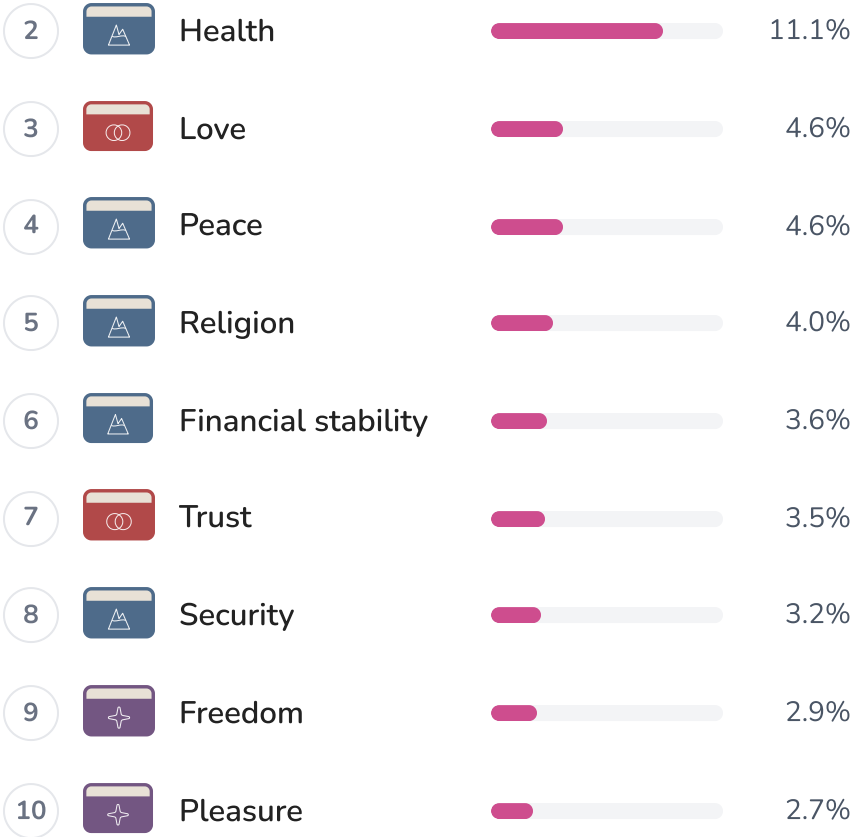
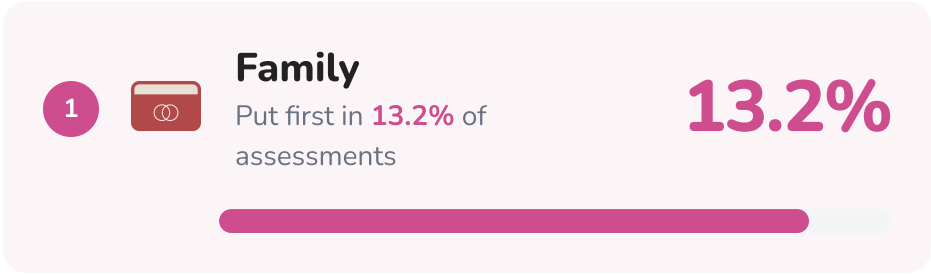
Ranked most often

The share of assessments whose ranked ten includes the value.



Put first most often

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



Shares of the 397,249 assessments completed in 2023. Bars run from 0% to 50% on the left and to 15% on the right.

What Changed from 2022

The same ten values led in 2022 and 2023, though not always in the same order. Financial stability gained the most share, from 33.7% to **35.9%**.

Each rate is a share of its own year's assessments, so years of different sizes compare directly. Changes are in percentage points of that share, and the arrow is the value's move in the ranking. 2022 holds 7 months of data and 2023 12, so part of a difference can be the season a year's months fall in.

Rose most

Value	2022	2023	Points
 Financial stability	33.7%	35.9%	+2.1
 Health	46.4%	48.0%	+1.6
 Discipline	17.7%	18.9% ▲4	+1.2
 Accountability	15.6%	16.5% ▲2	+1.0
 Religion	9.4%	10.2% ▲3	+0.8

Fell most

Value	2022	2023	Points
 Equality	15.5%	13.0% ▼8	−2.5
 Privacy	14.9%	13.6% ▼3	−1.3
 Adventure	15.1%	13.9%	−1.1
 Freedom	30.3%	29.3%	−1.0
 Creativity	19.6%	18.7% ▼3	−0.9

2023 Month by Month

How many assessments each month held, and the value ranked most often in it.

Month	Assessments	● Ranked most often
January	35,101	Health 48.1%
February	39,534	Health 48.2%
March	34,827	Health 48.1%
April	27,069	Health 48.8%
May	26,810	Health 48.7%
June	24,687	Health 49.4%
July	23,420	Health 49.6%
August	35,478	Health 47.0%
September	50,882	Health 46.8%
October	42,375	Health 47.0%
November	32,564	Health 47.5%
December	24,502	Health 48.8%

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.

48.0%

 Health, the highest in 2023

● **First place**

How often is it the single most important one?

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

13.2%

 Family, the highest in 2023

● **Top three**

How often does it reach the very top?

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

26.6%

 Health, the highest in 2023

● **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.

3.61

 Religion, the best in 2023

#	Value	● Appearance rate	● First place	● Top three	● Average position
1	 Health	47.99%	11.12%	26.63%	3.79
2	 Family	42.10%	13.18%	24.83%	3.61
3	 Trust	37.45%	3.47%	12.59%	5.03
4	 Peace	36.52%	4.61%	14.67%	4.73
5	 Financial stability	35.87%	3.62%	13.55%	4.77
6	 Love	32.02%	4.62%	13.16%	4.67
7	 Pleasure	31.43%	2.65%	9.81%	5.20
8	 Freedom	29.25%	2.93%	6.60%	6.50
9	 Respect	28.41%	1.69%	7.17%	5.59
10	 Security	25.70%	3.20%	10.43%	4.73
11	 Growth	24.56%	2.04%	6.74%	5.56
12	 Friendship	23.69%	1.57%	6.24%	5.68
13	 Loyalty	21.49%	1.60%	5.72%	5.61
14	 Authenticity	20.89%	1.81%	6.21%	5.33
15	 Honesty	20.80%	1.18%	4.89%	5.80
16	 Discipline	18.88%	1.93%	6.58%	5.05

#	Value	● Appearance rate	● First place	● Top three	● Average position
17	 Certainty	18.69%	2.45%	7.10%	4.95
18	 Curiosity	18.69%	1.10%	4.26%	5.90
19	 Creativity	18.66%	1.28%	4.44%	5.85
20	 Wealth	18.36%	2.16%	6.71%	4.94
21	 Control	18.19%	2.15%	6.59%	5.10
22	 Success	17.62%	1.46%	4.72%	5.71
23	 Compassion	17.58%	1.31%	4.60%	5.67
24	 Ethics	16.81%	1.54%	4.08%	6.24
25	 Wisdom	16.57%	1.36%	4.44%	5.73
26	 Accountability	16.53%	0.91%	3.94%	5.70
27	 Meaningful work	15.84%	1.01%	3.11%	6.43
28	 Helpfulness	15.74%	0.78%	2.26%	7.22
29	 Independence	14.97%	0.86%	3.06%	6.20
30	 Appreciation	14.02%	0.55%	2.49%	6.22
31	 Adventure	13.94%	0.82%	3.17%	5.88
32	 Justice	13.88%	1.01%	3.19%	6.17
33	 Intelligence	13.66%	0.80%	2.73%	6.29
34	 Job security	13.60%	0.75%	3.68%	5.43
35	 Privacy	13.57%	0.65%	2.74%	6.04
36	 Inner harmony	13.24%	1.84%	4.46%	5.31
37	 Equality	13.04%	1.39%	3.76%	5.73
38	 Challenge	12.56%	0.58%	2.59%	6.05
39	 Tolerance	11.41%	0.54%	1.86%	6.86
40	 Courage	10.76%	0.47%	2.03%	6.17
41	 Passion	10.72%	0.59%	2.08%	6.26
42	 Acceptance	10.56%	0.43%	1.81%	6.38
43	 Religion	10.22%	3.99%	6.20%	3.61
44	 Excitement	10.01%	0.33%	1.58%	6.46

#	Value	● Appearance rate	● First place	● Top three	● Average position
45	 Commitment	9.94%	0.40%	1.36%	7.16
46	 Ambition	9.73%	0.58%	1.91%	6.40
47	 Determination	9.71%	0.49%	1.83%	6.28
48	 Teamwork	8.96%	0.33%	1.21%	6.99
49	 Forgiveness	8.42%	0.40%	1.67%	6.17
50	 Spirituality	7.97%	0.95%	2.44%	5.63
51	 Competence	6.82%	0.27%	0.99%	6.76
52	 Uniqueness	6.26%	0.30%	1.18%	6.26
53	 Beauty	6.00%	0.33%	1.17%	6.37
54	 Excellence	5.80%	0.33%	1.17%	6.22
55	 Variety	5.66%	0.17%	0.85%	6.57
56	 Contribution	5.29%	0.19%	0.74%	6.88
57	 Influence	5.01%	0.16%	0.76%	6.58
58	 Reputation	4.91%	0.17%	0.73%	6.64
59	 Tradition	4.83%	0.26%	1.03%	6.06
60	 Authority	2.93%	0.12%	0.50%	6.39
61	 Popularity	2.68%	0.11%	0.43%	6.57
62	 Fame	2.62%	0.15%	0.56%	6.17

Figures for the **397,249** assessments completed in 2023, 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 2023, 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 [2023 statistics](#) list every value with its trend against the year before.

Would your own ten look like 2023's? [Rank your own values](#).