

Personal Values in 2024

In 2024, **460,244** assessments were completed on Personalvalu.es. Health was the value ranked most often, by **48.5%** of them, and Family the one most often put first.

Figures as of 1 October 2026. Read it online at personalvalu.es/research/years/2024

AT A GLANCE, 2024

460k

Assessments

460,244 completed across 12 months of data.

48.5%

● Appearance rate

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

13.5%

● First place

put Family first, the value most often ranked first.

26.8%

● Top three

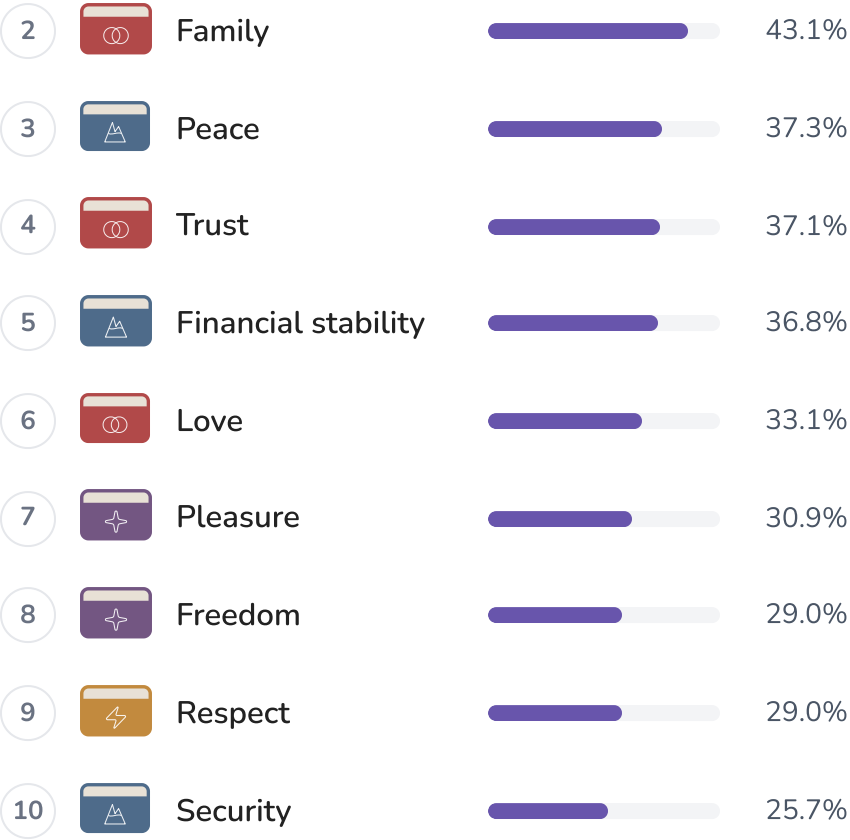
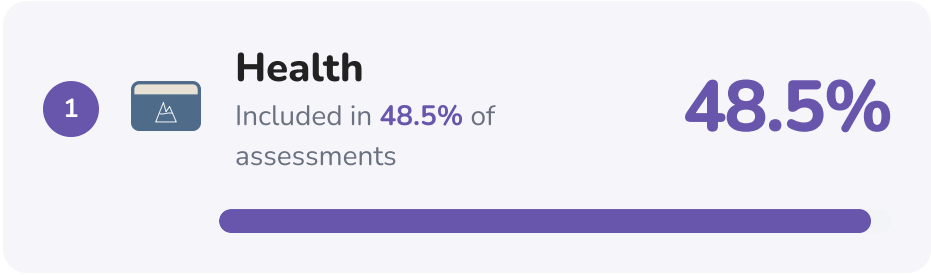
put Health in their top three, the most of any value.

The Most Popular Personal Values in 2024

The ten values ranked most often in 2024, 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.

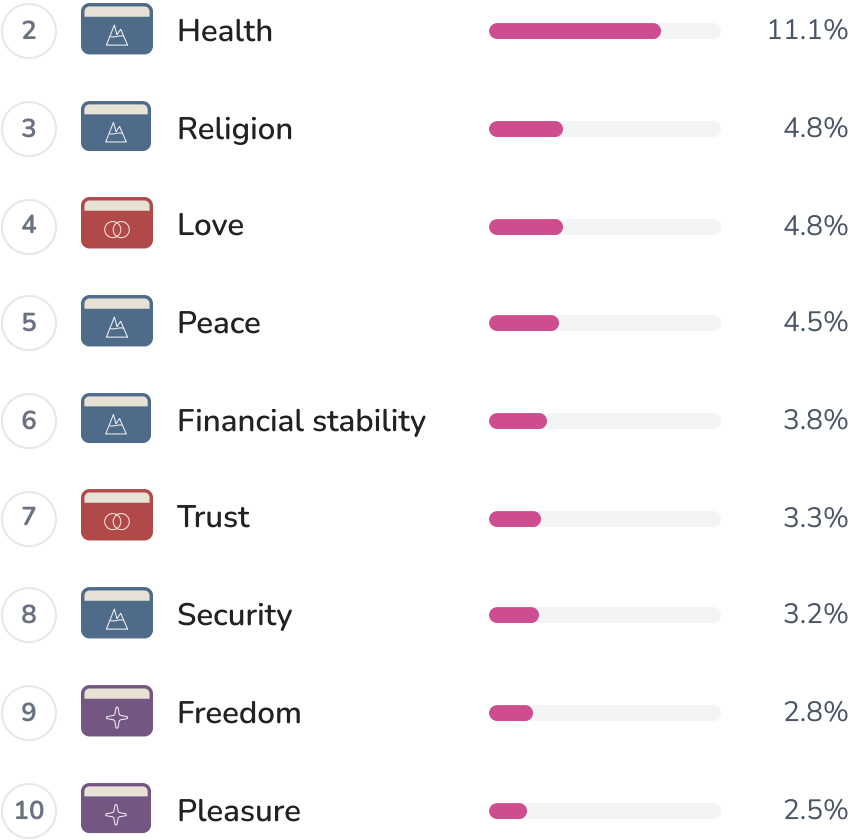
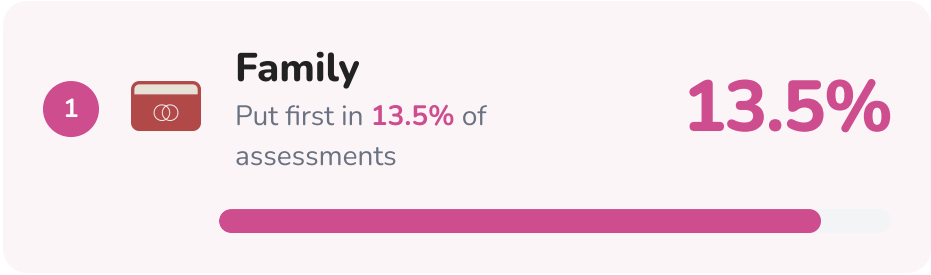
Ranked most often

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 460,244 assessments completed in 2024. Bars run from 0% to 50% on the left and to 15% on the right.

What Changed from 2023

The same ten values led in 2023 and 2024, though not always in the same order. Religion gained the most share, from 10.2% to **12.1%**.

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.

Rose most

Value	2023	2024	Points
 Religion	10.2%	12.1% ▲6	+1.9
 Love	32.0%	33.1%	+1.1
 Family	42.1%	43.1%	+1.0
 Financial stability	35.9%	36.8%	+0.9
 Peace	36.5%	37.3% ▲1	+0.8

Fell most

Value	2023	2024	Points
 Equality	13.0%	11.4% ▼2	−1.6
 Tolerance	11.4%	10.3% ▼2	−1.1
 Meaningful work	15.8%	15.2% ▼1	−0.6
 Privacy	13.6%	13.0% ▼1	−0.6
 Pleasure	31.4%	30.9%	−0.5

2024 Month by Month

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

Month	Assessments	● Ranked most often
January	42,364	Health 49.2%
February	47,702	Health 47.5%
March	34,130	Health 48.4%
April	34,789	Health 48.6%
May	35,785	Health 49.7%
June	26,644	Health 49.2%
July	29,536	Health 51.0%
August	43,411	Health 47.3%
September	65,031	Health 47.3%
October	45,523	Health 48.0%
November	32,552	Health 48.6%
December	22,777	Health 50.3%

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.

48.5%

 Health, the highest in 2024

● **First place**

How often is it the single most important one?

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

13.5%

 Family, the highest in 2024

● **Top three**

How often does it reach the very top?

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

26.8%

 Health, the highest in 2024

● **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.

3.55

 Religion, the best in 2024

#	Value	● Appearance rate	● First place	● Top three	● Average position
1	 Health	48.52%	11.10%	26.75%	3.82
2	 Family	43.09%	13.45%	25.47%	3.60
3	 Peace	37.31%	4.52%	14.64%	4.78
4	 Trust	37.10%	3.30%	12.16%	5.08
5	 Financial stability	36.76%	3.80%	13.93%	4.76
6	 Love	33.08%	4.79%	13.75%	4.64
7	 Pleasure	30.90%	2.49%	9.41%	5.27
8	 Freedom	29.04%	2.84%	6.49%	6.52
9	 Respect	28.96%	1.80%	7.37%	5.56
10	 Security	25.75%	3.18%	10.38%	4.76
11	 Growth	24.47%	1.92%	6.60%	5.60
12	 Friendship	24.02%	1.52%	6.32%	5.68
13	 Loyalty	21.94%	1.65%	5.90%	5.59
14	 Honesty	20.76%	1.15%	4.87%	5.80
15	 Authenticity	20.73%	1.82%	6.22%	5.32
16	 Discipline	19.56%	1.99%	6.72%	5.07

#	Value	● Appearance rate	● First place	● Top three	● Average position
17	 Certainty	18.97%	2.44%	7.17%	4.96
18	 Wealth	18.95%	2.21%	6.92%	4.95
19	 Curiosity	18.47%	1.09%	4.23%	5.89
20	 Creativity	18.28%	1.30%	4.35%	5.86
21	 Success	17.82%	1.55%	4.90%	5.65
22	 Control	17.82%	1.98%	6.26%	5.19
23	 Compassion	17.47%	1.31%	4.52%	5.69
24	 Accountability	16.80%	0.95%	4.04%	5.70
25	 Wisdom	16.69%	1.37%	4.42%	5.74
26	 Ethics	16.54%	1.50%	4.00%	6.25
27	 Helpfulness	15.26%	0.73%	2.16%	7.23
28	 Meaningful work	15.23%	0.98%	3.00%	6.42
29	 Independence	14.54%	0.82%	2.94%	6.21
30	 Appreciation	14.21%	0.56%	2.51%	6.22
31	 Adventure	13.91%	0.80%	3.15%	5.88
32	 Justice	13.73%	1.00%	3.17%	6.17
33	 Job security	13.66%	0.75%	3.67%	5.45
34	 Intelligence	13.45%	0.76%	2.57%	6.34
35	 Inner harmony	13.16%	1.74%	4.30%	5.37
36	 Privacy	12.98%	0.56%	2.53%	6.13
37	 Religion	12.08%	4.81%	7.43%	3.55
38	 Challenge	12.05%	0.52%	2.40%	6.12
39	 Equality	11.44%	1.09%	3.07%	5.86
40	 Passion	10.98%	0.56%	2.12%	6.26
41	 Tolerance	10.34%	0.47%	1.60%	6.94
42	 Courage	10.31%	0.44%	1.90%	6.21
43	 Acceptance	10.28%	0.41%	1.76%	6.41
44	 Ambition	9.99%	0.63%	2.01%	6.35

#	Value	● Appearance rate	● First place	● Top three	● Average position
45	 Excitement	9.96%	0.31%	1.51%	6.50
46	 Commitment	9.84%	0.40%	1.33%	7.19
47	 Determination	9.48%	0.45%	1.79%	6.29
48	 Forgiveness	8.80%	0.42%	1.79%	6.12
49	 Teamwork	8.51%	0.33%	1.15%	7.00
50	 Spirituality	7.77%	0.96%	2.44%	5.58
51	 Competence	6.96%	0.26%	1.03%	6.75
52	 Beauty	6.34%	0.33%	1.20%	6.40
53	 Uniqueness	6.17%	0.32%	1.15%	6.28
54	 Excellence	5.74%	0.31%	1.16%	6.24
55	 Variety	5.42%	0.16%	0.78%	6.62
56	 Contribution	5.00%	0.18%	0.71%	6.88
57	 Reputation	4.89%	0.16%	0.69%	6.73
58	 Tradition	4.86%	0.25%	1.03%	6.11
59	 Influence	4.76%	0.16%	0.71%	6.62
60	 Authority	2.94%	0.12%	0.48%	6.47
61	 Popularity	2.60%	0.09%	0.40%	6.65
62	 Fame	2.57%	0.15%	0.53%	6.19

Figures for the **460,244** assessments completed in 2024, 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 2024, 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 [2024 statistics](#) list every value with its trend against the year before.

Would your own ten look like 2024's? [Rank your own values](#).