

Personal Values in 2025

In 2025, **449,233** assessments were completed on Personalvalu.es. Health was the value ranked most often, by **49.2%** of them, and Family the one most often put first.

Figures as of 1 October 2026. Read it online at personalvalu.es/research/years/2025

AT A GLANCE, 2025

449k

Assessments

449,233 completed across 12 months of data.

49.2%

● 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.

27.8%

● Top three

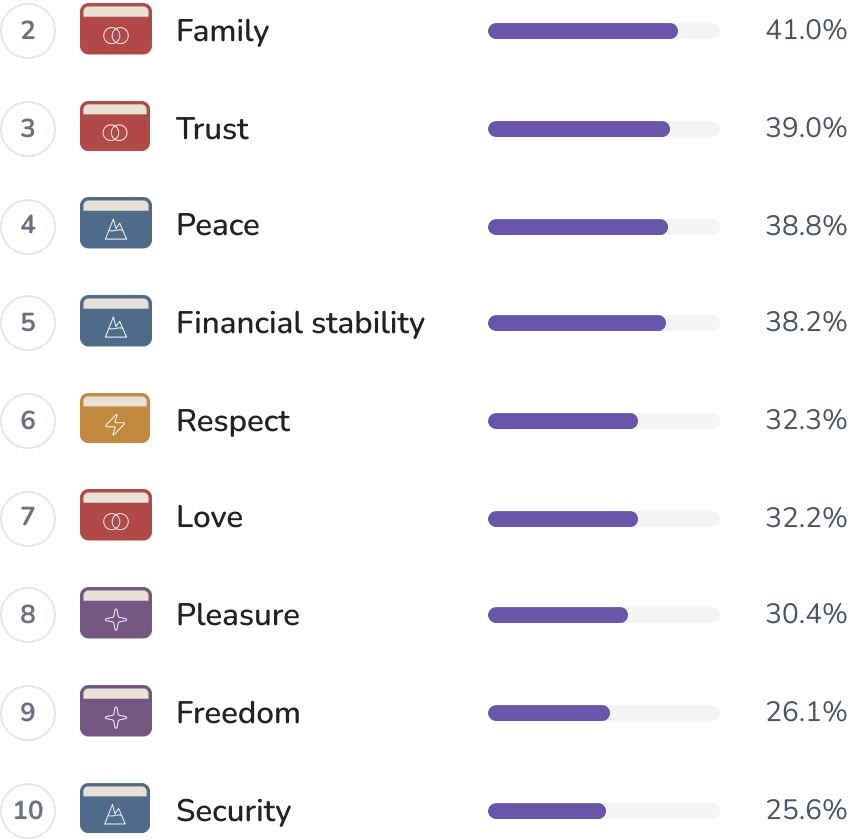
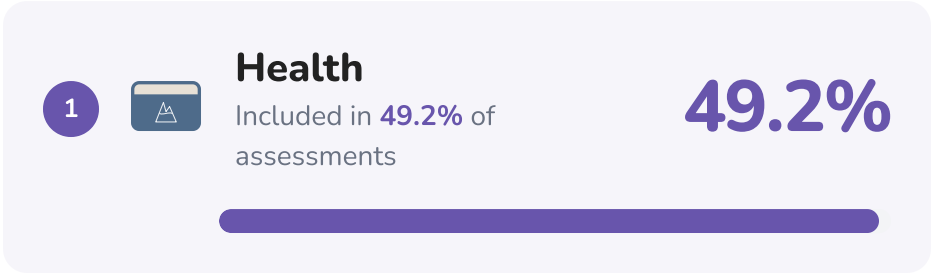
put Health in their top three, the most of any value.

The Most Popular Personal Values in 2025

The ten values ranked most often in 2025, 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.

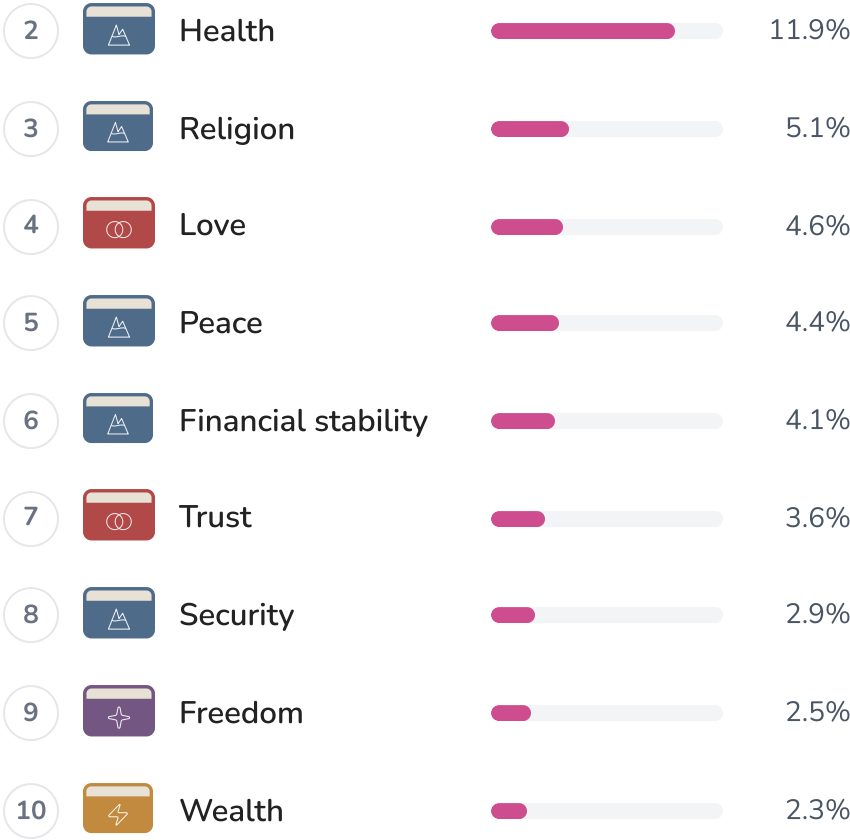
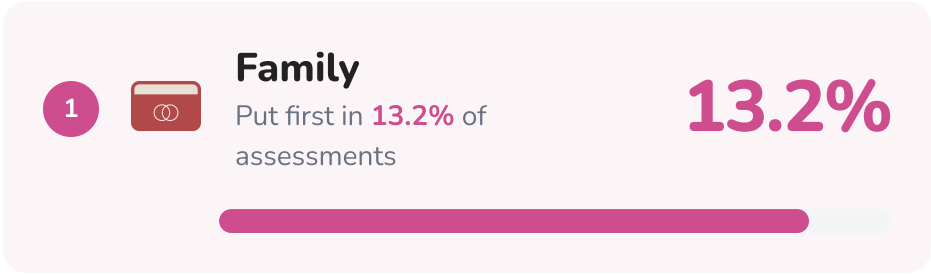
Ranked most often

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 449,233 assessments completed in 2025. Bars run from 0% to 50% on the left and to 15% on the right.

What Changed from 2024

The same ten values led in 2024 and 2025, though not always in the same order. Respect gained the most share, from 29.0% to **32.3%**.

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	2024	2025	Points
 Respect	29.0%	32.3% ▲3	+3.4
 Creativity	18.3%	20.8% ▲3	+2.5
 Accountability	16.8%	19.1% ▲4	+2.3
 Trust	37.1%	39.0% ▲1	+1.9
 Curiosity	18.5%	20.3% ▲1	+1.8

Fell most

Value	2024	2025	Points
 Inner harmony	13.2%	10.1% ▼8	−3.1
 Freedom	29.0%	26.1% ▼1	−2.9
 Ethics	16.5%	13.8% ▼4	−2.7
 Helpfulness	15.3%	12.6% ▼9	−2.7
 Wisdom	16.7%	14.6% ▼3	−2.1

2025 Month by Month

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

Month	Assessments	● Ranked most often
January	45,633	Health 48.9%
February	46,840	Health 48.0%
March	36,782	Health 48.8%
April	28,393	Health 47.8%
May	29,032	Health 49.7%
June	30,332	Health 54.7%
July	25,189	Health 50.3%
August	41,268	Health 47.5%
September	66,639	Health 48.1%
October	44,922	Health 49.2%
November	32,196	Health 49.3%
December	22,007	Health 50.6%

Values by country, age and gender in 2025

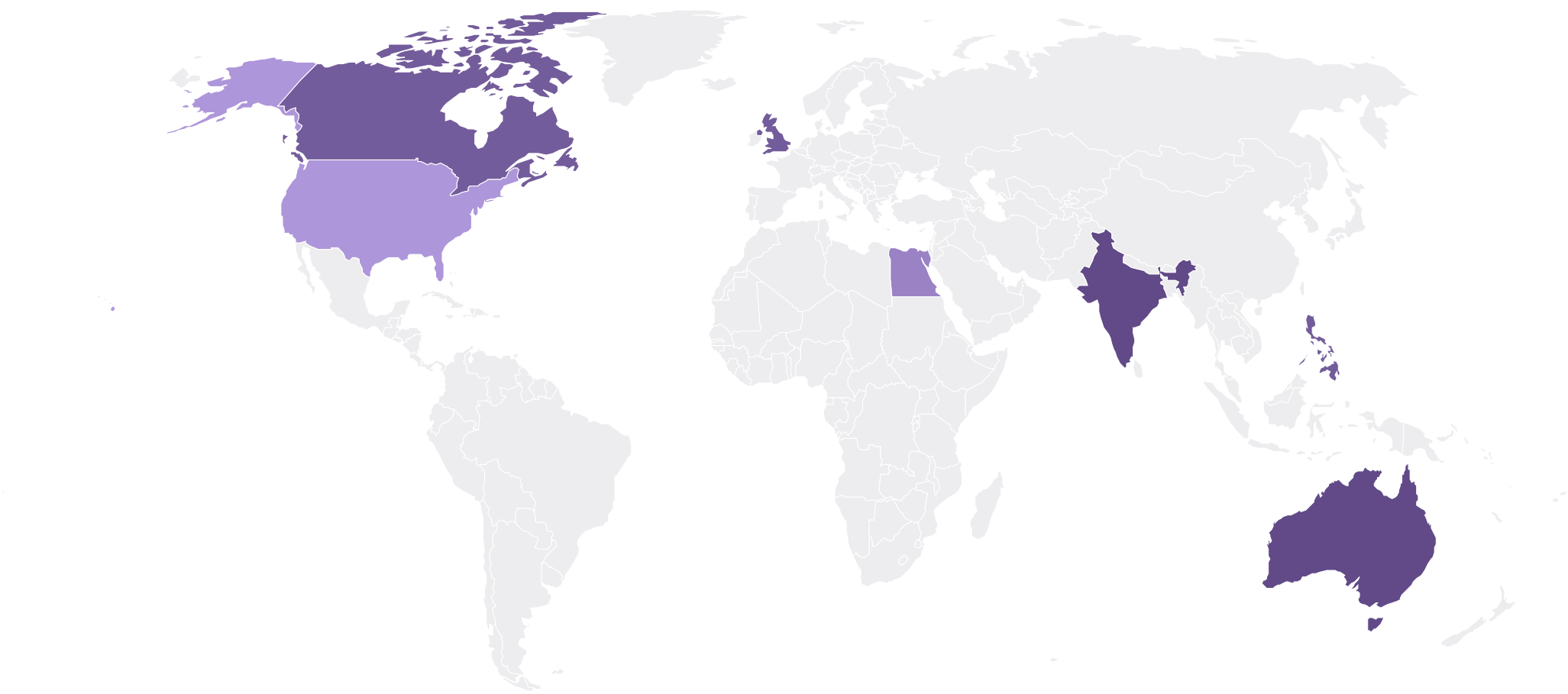
Country, age and gender are recorded on part of the archive only, so each table below reads the months of 2025 where enough assessments carry the answer, and names them. Every figure describes participants, not the population of a country or an age group.

By country

The 18,840 assessments with a known country from December 2025, and the 7 countries with enough of them to publish.

Where health is ranked most often

Share of each country's assessments whose ranked ten includes health, from 56.4% in Australia down to 47.5% in United States. Across all participants whose country is known it is 51.1%. Countries in grey have too few assessments to publish, which is most of the world.



47–49% 49–51% 51–53% 53–55% 55–57% not published

Appearance rate of health among Personalvalu.es participants, by country. Shading covers only the 7 countries that clear the publishing threshold. Every figure behind the map is in the table below.

Country	Assessments	Most often ranked	Most above average
United States	8,698	Health 47.5%, Financial stability 41.8%, Peace 40.7%	 Love +2.7
Philippines	1,900	Peace 64.1%, Financial stability 56.7%, Health 54.8%	 Discipline +23.3
Canada	1,285	Health 53.3%, Financial stability 40.9%, Family 40.8%	 Family +4.4

Country	Assessments	Most often ranked	Most above average
United Kingdom	1,273	Health 54.5%, Peace 42.9%, Financial stability 42.4%	 Honesty +4.3
Australia	1,137	Health 56.4%, Financial stability 40.9%, Pleasure 38.0%	 Curiosity +6.4
India	476	Health 55.5%, Peace 47.7%, Trust 43.9%	 Discipline +14.4
Egypt	368	Peace 52.7%, Health 50.3%, Family 43.8%	 Success +15.8

By age

The 3,776 assessments from December 2025 whose participants gave an age.

Age	Assessments	Most often ranked	Most above average
Under 18	594	Health 48.1%, Peace 44.1%, Trust 41.6%	 Wealth +12.4
18–24	792	Health 50.5%, Peace 48.1%, Financial stability 47.6%	 Discipline +8.3
25–34	859	Health 54.9%, Financial stability 49.2%, Peace 43.3%	 Growth +6.0
35–44	712	Health 52.8%, Financial stability 48.5%, Family 42.6%	 Family +6.9
45–54	507	Health 55.8%, Financial stability 45.6%, Family 44.0%	 Family +8.3

By gender

The 3,652 assessments from December 2025 whose participants gave a gender.

Gender	Assessments	Most often ranked	Most above average
Women	2,146	Health 54.3%, Financial stability 48.4%, Peace 45.4%	 Compassion +3.2
Men	1,445	Health 51.3%, Financial stability 43.9%, Peace 39.7%	 Discipline +7.8

The full breakdowns, across every month they cover, are in the [Global Values Research](#).

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.

49.2%

 Health, the highest in 2025

● **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 2025

● **Top three**

How often does it reach the very top?

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

27.8%

 Health, the highest in 2025

● **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.

3.49

 Religion, the best in 2025

#	Value	● Appearance rate	● First place	● Top three	● Average position
1	 Health	49.16%	11.94%	27.78%	3.77
2	 Family	41.04%	13.15%	24.86%	3.50
3	 Trust	39.04%	3.55%	13.01%	5.08
4	 Peace	38.85%	4.45%	14.44%	4.98
5	 Financial stability	38.19%	4.08%	14.61%	4.79
6	 Respect	32.34%	2.12%	8.62%	5.49
7	 Love	32.18%	4.64%	13.12%	4.70
8	 Pleasure	30.35%	2.19%	8.45%	5.53
9	 Freedom	26.13%	2.54%	6.53%	6.14
10	 Security	25.60%	2.89%	9.71%	5.00
11	 Friendship	24.49%	1.63%	6.66%	5.57
12	 Growth	23.22%	1.67%	5.92%	5.67
13	 Loyalty	22.56%	1.57%	5.77%	5.66
14	 Honesty	21.48%	1.28%	5.10%	5.78
15	 Authenticity	21.03%	2.13%	6.63%	5.23
16	 Discipline	20.90%	2.12%	7.15%	5.14

#	Value	● Appearance rate	● First place	● Top three	● Average position
17	 Creativity	20.79%	1.36%	4.62%	6.04
18	 Curiosity	20.25%	1.14%	4.37%	6.06
19	 Wealth	19.84%	2.35%	7.18%	5.04
20	 Accountability	19.05%	1.22%	4.86%	5.61
21	 Certainty	18.49%	2.10%	6.31%	5.28
22	 Compassion	17.84%	1.54%	5.07%	5.49
23	 Control	17.80%	1.87%	5.80%	5.46
24	 Success	17.13%	1.42%	4.63%	5.64
25	 Adventure	15.08%	0.87%	3.32%	6.02
26	 Privacy	14.66%	0.64%	2.72%	6.26
27	 Appreciation	14.66%	0.50%	2.37%	6.41
28	 Wisdom	14.60%	1.25%	4.07%	5.58
29	 Independence	13.91%	0.67%	2.58%	6.31
30	 Ethics	13.84%	1.47%	4.00%	5.81
31	 Job security	13.62%	0.80%	3.74%	5.50
32	 Meaningful work	13.53%	0.89%	2.89%	6.23
33	 Intelligence	13.24%	0.68%	2.49%	6.31
34	 Challenge	13.15%	0.55%	2.48%	6.24
35	 Justice	12.81%	1.06%	3.27%	5.90
36	 Helpfulness	12.57%	0.72%	2.21%	6.78
37	 Religion	12.46%	5.05%	7.74%	3.49
38	 Courage	11.64%	0.53%	2.16%	6.24
39	 Excitement	11.38%	0.34%	1.63%	6.67
40	 Acceptance	11.34%	0.41%	1.74%	6.58
41	 Equality	11.07%	1.17%	3.33%	5.58
42	 Passion	11.04%	0.54%	2.06%	6.30
43	 Inner harmony	10.06%	1.17%	3.16%	5.44
44	 Ambition	9.54%	0.60%	1.98%	6.22

#	Value	● Appearance rate	● First place	● Top three	● Average position
45	 Determination	9.40%	0.43%	1.71%	6.31
46	 Forgiveness	8.40%	0.40%	1.70%	6.12
47	 Tolerance	8.31%	0.41%	1.47%	6.67
48	 Commitment	7.92%	0.33%	1.18%	6.94
49	 Teamwork	7.69%	0.32%	1.14%	6.78
50	 Beauty	7.46%	0.34%	1.23%	6.73
51	 Competence	6.80%	0.25%	1.02%	6.67
52	 Spirituality	6.72%	0.84%	2.09%	5.57
53	 Uniqueness	6.18%	0.27%	1.05%	6.48
54	 Variety	5.75%	0.18%	0.82%	6.74
55	 Excellence	5.51%	0.27%	1.02%	6.35
56	 Reputation	5.51%	0.16%	0.72%	6.92
57	 Tradition	5.17%	0.27%	1.08%	6.27
58	 Influence	4.85%	0.15%	0.69%	6.73
59	 Contribution	4.20%	0.14%	0.59%	6.82
60	 Authority	2.91%	0.10%	0.42%	6.67
61	 Popularity	2.72%	0.11%	0.41%	6.75
62	 Fame	2.55%	0.15%	0.53%	6.27

Figures for the **449,233** assessments completed in 2025, 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 2025, 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 [2025 statistics](#) list every value with its trend against the year before.

Would your own ten look like 2025's? [Rank your own values](#).