

Personal Values in 2026

So far in 2026, **304,533** assessments were completed on Personalvalu.es. Family was the value ranked most often, by **39.5%** of them, and the one most often put first.

2026 is still under way, so these figures cover January 2026 to September 2026.

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

AT A GLANCE, 2026 SO FAR

305k

Assessments

304,533 completed across 9 months of data.

39.5%

● Appearance rate

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

12.7%

● First place

put Family first, the value most often ranked first.

24.2%

● Top three

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

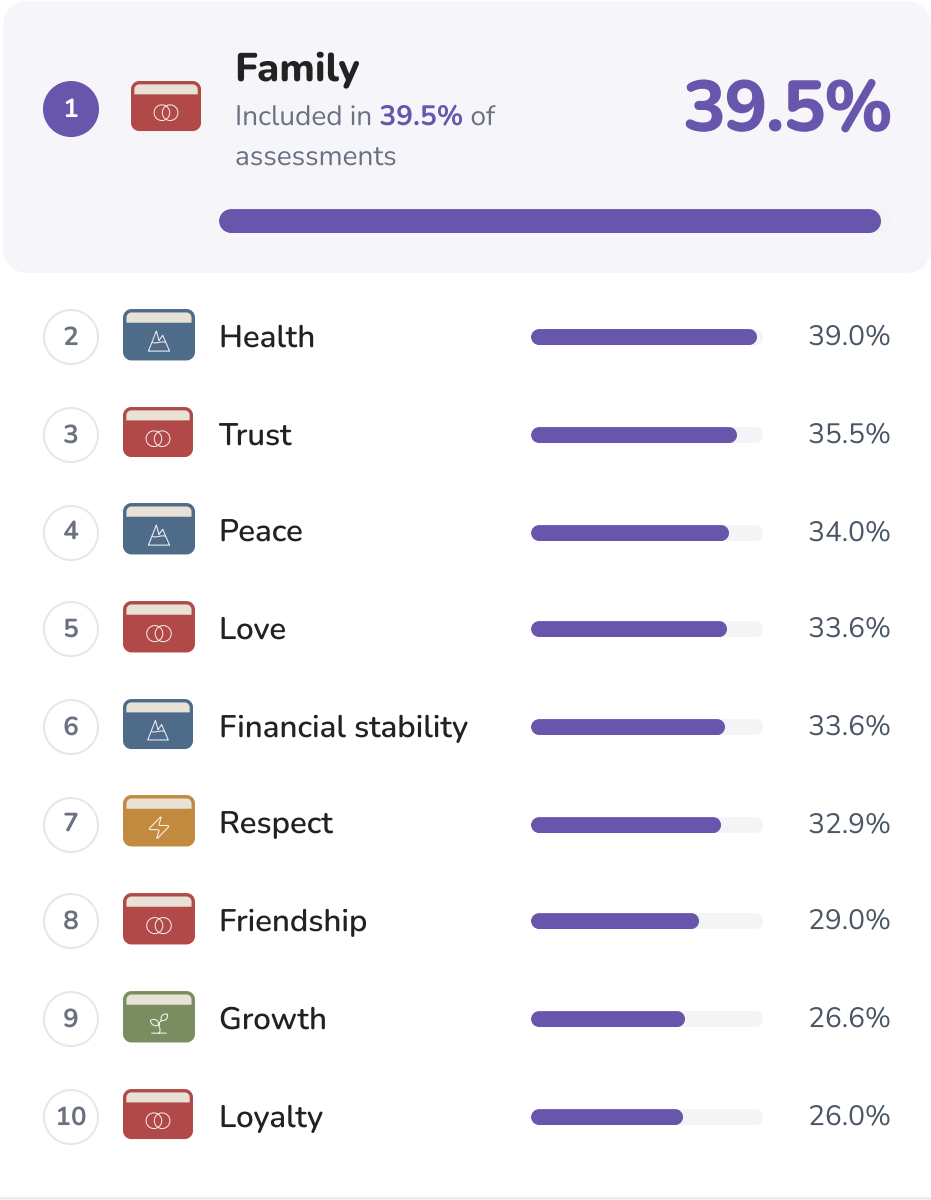
The Most Popular Personal Values in 2026 so far

The ten values ranked most often in 2026 so far, 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.

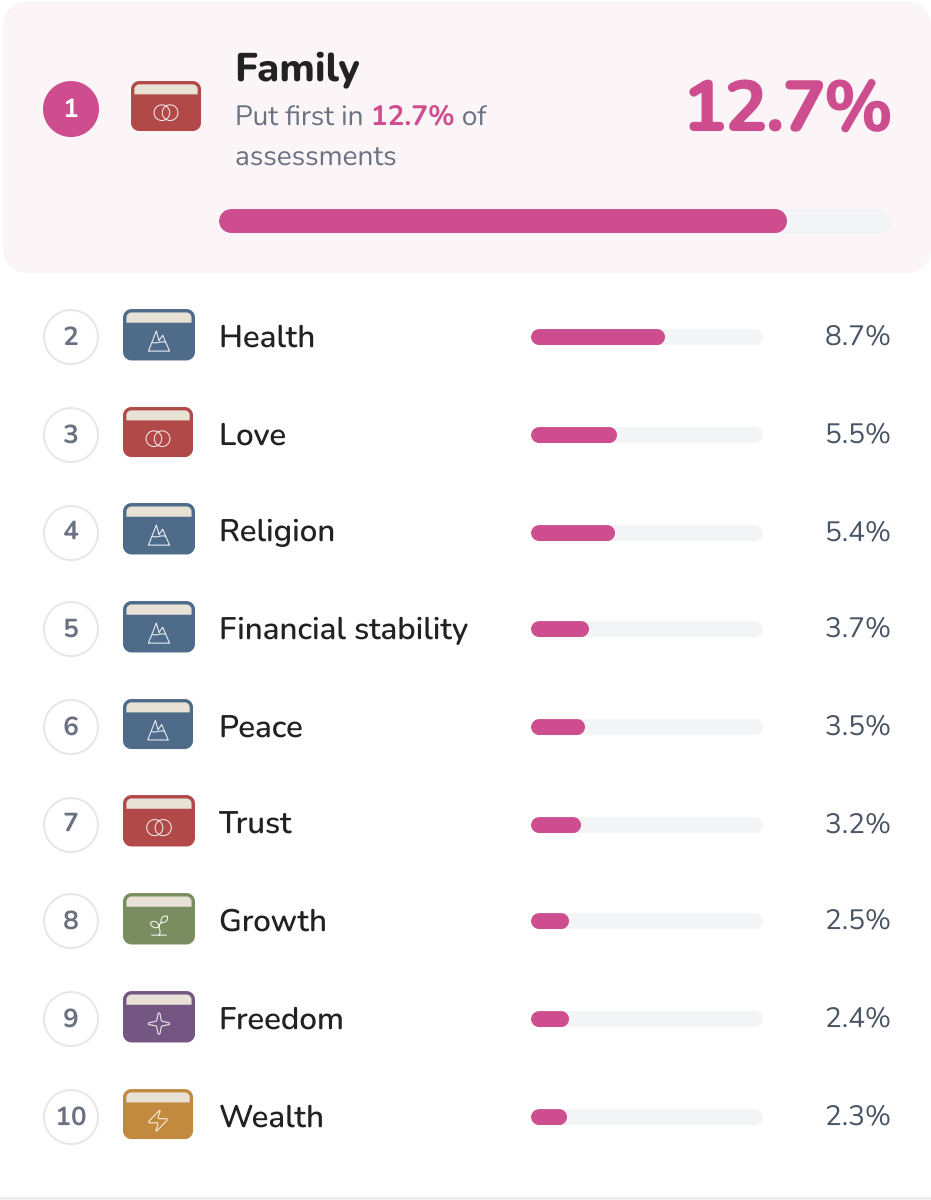
Ranked most often

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 304,533 assessments completed in 2026 so far. Bars run from 0% to 40% on the left and to 15% on the right.

What Changed from 2025

Friendship, Growth and Loyalty entered the top ten in 2026 so far, in place of Pleasure, Freedom and Security. Friendship gained the most share, from 24.5% to **29.0%**.

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. 2025 holds 12 months of data and 2026 9, so part of a difference can be the season a year's months fall in.

Rose most

Value	2025	2026	Points
 Friendship	24.5%	29.0% ▲3	+4.5
 Loyalty	22.6%	26.0% ▲3	+3.5
 Passion	11.0%	14.5% ▲12	+3.5
 Growth	23.2%	26.6% ▲3	+3.4
 Reputation	5.5%	8.5% ▲6	+3.0

Fell most

Value	2025	2026	Points
 Health	49.2%	39.0% ▼1	−10.2
 Pleasure	30.4%	22.3% ▼5	−8.0
 Security	25.6%	20.3% ▼6	−5.3
 Peace	38.8%	34.0%	−4.9
 Financial stability	38.2%	33.6% ▼1	−4.6

2026 Month by Month

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

Month	Assessments	● Ranked most often
January	43,298	Health 48.8%
February	41,336	Health 48.4%
March	32,413	Health 49.9%
April	29,886	Health 49.6%
May	23,422	Health 49.4%
June	20,376	Family 36.5%
July	21,012	Family 37.8%
August	35,493	Family 40.1%
September	57,297	Family 41.3%

Values by country, age and gender in 2026

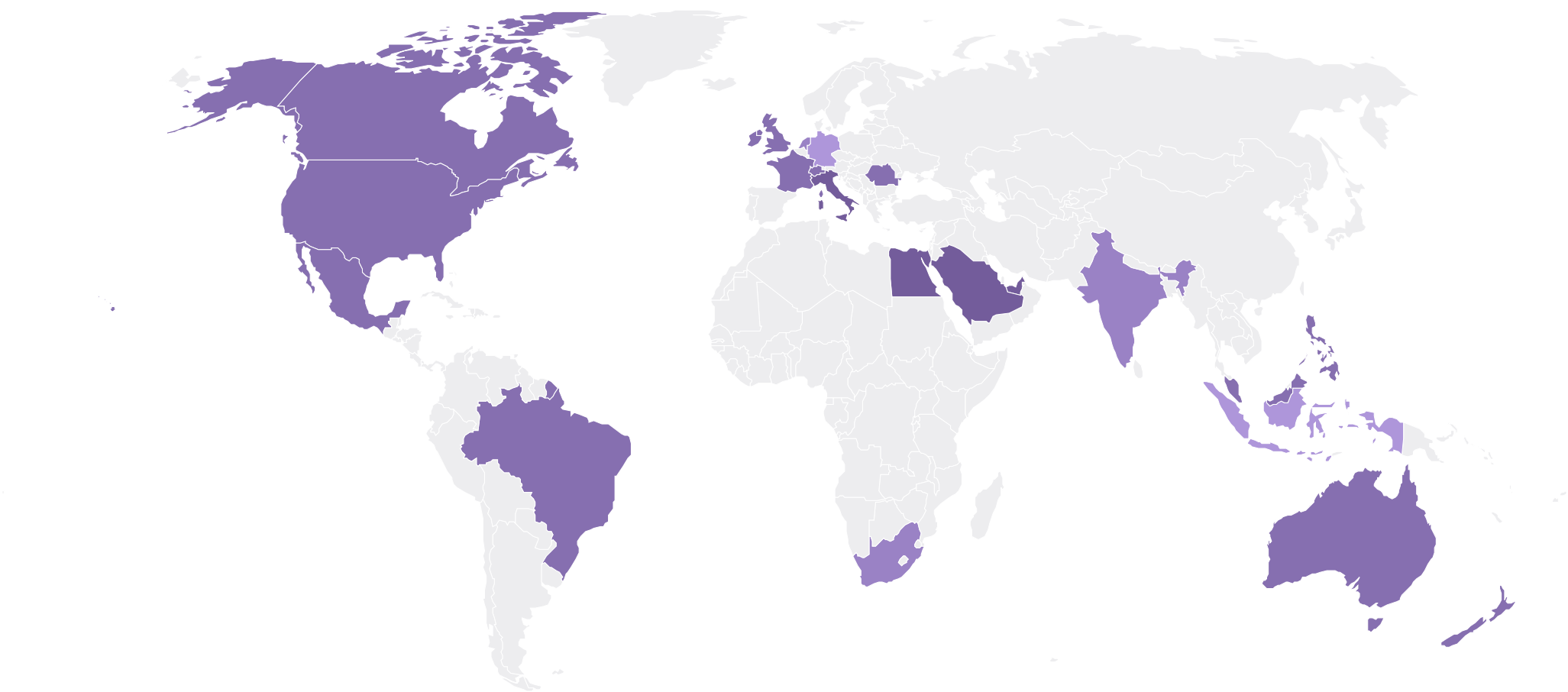
Country, age and gender are recorded on part of the archive only, so each table below reads the months of 2026 where enough assessments carry the answer, and names them. Every figure describes participants, not the population of a country or an age group.

By country

The 254,142 assessments with a known country from January 2026 to September 2026, and the 24 countries with enough of them to publish.

Where family is ranked most often

Share of each country's assessments whose ranked ten includes family, from 50.7% in Hong Kong SAR China down to 30.7% in Indonesia. Across all participants whose country is known it is 39.8%. Countries in grey have too few assessments to publish, which is most of the world.



30–34% 34–38% 38–43% 43–47% 47–51% not published

Appearance rate of family among Personalvalu.es participants, by country. Shading covers only the 24 countries that clear the publishing threshold. Every figure behind the map is in the table below. Singapore and Hong Kong SAR China have data but are too small to draw at this scale.

Country	Assessments	Most often ranked	Most above average
United States	145,810	Family 40.2%, Health 36.4%, Trust 36.4%	 Religion +2.6
Australia	21,066	Health 42.2%, Family 41.4%, Trust 36.9%	 Respect +3.6
Canada	17,382	Health 41.3%, Family 40.3%, Trust 35.1%	 Health +2.3

Country	Assessments	Most often ranked	Most above average
United Kingdom	12,288	Health 44.0%, Family 39.3%, Financial stability 36.9%	 Authenticity +6.1
India	6,726	Health 44.3%, Peace 40.6%, Family 38.4%	 Discipline +11.8
New Zealand	5,241	Family 40.7%, Health 39.0%, Trust 37.6%	 Respect +3.5
Philippines	3,745	Peace 47.2%, Financial stability 43.2%, Health 42.0%	 Peace +13.4
Egypt	2,721	Health 46.7%, Peace 45.6%, Family 45.5%	 Religion +13.5
South Africa	2,500	Financial stability 44.6%, Peace 39.5%, Health 39.5%	 Discipline +11.7
Singapore	2,350	Health 43.4%, Financial stability 43.1%, Peace 40.5%	 Financial stability +9.0
Netherlands	2,090	Health 44.0%, Financial stability 35.6%, Family 35.3%	 Freedom +8.3
Germany	2,031	Health 44.8%, Financial stability 35.5%, Family 32.3%	 Curiosity +11.1
Indonesia	1,408	Financial stability 42.0%, Peace 38.8%, Growth 35.0%	 Financial stability +7.8
Romania	1,398	Health 45.6%, Financial stability 42.0%, Family 41.2%	 Financial stability +7.8
Malaysia	1,057	Family 39.8%, Financial stability 39.0%, Growth 35.0%	 Freedom +7.7
Mexico	941	Family 40.1%, Love 37.4%, Respect 37.1%	 Discipline +13.3
Switzerland	935	Health 41.0%, Family 40.2%, Financial stability 36.9%	 Ambition +11.3
France	667	Family 41.2%, Respect 40.6%, Friendship 35.2%	 Ambition +15.9
Saudi Arabia	617	Family 46.5%, Health 39.7%, Respect 38.2%	 Religion +12.4
United Arab Emirates	481	Respect 42.8%, Family 42.6%, Health 41.6%	 Respect +10.3
Italy	424	Health 44.1%, Family 42.7%, Love 36.3%	 Freedom +9.4
Ireland	385	Health 45.2%, Family 41.8%, Financial stability 35.8%	 Health +6.2
Brazil	373	Family 42.4%, Growth 34.0%, Financial stability 31.6%	 Ethics +11.9
Hong Kong SAR China	369	Health 57.5%, Family 50.7%, Financial stability 37.9%	 Wealth +19.1

By age

The 62,848 assessments from January 2026 to September 2026 whose participants gave an age.

Age	Assessments	Most often ranked	Most above average
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Age	Assessments	Most often ranked	Most above average
Under 18	14,021	Family 37.3%, Friendship 36.3%, Love 35.7%	 Friendship +10.5
18–24	14,411	Financial stability 36.3%, Health 34.9%, Family 34.8%	 Wealth +3.8
25–34	13,221	Financial stability 39.8%, Health 38.2%, Growth 38.0%	 Growth +6.5
35–44	10,359	Family 42.8%, Financial stability 39.2%, Health 38.1%	 Authenticity +5.2
45–54	6,754	Family 45.7%, Health 40.0%, Financial stability 38.0%	 Authenticity +7.5
55–64	3,061	Family 44.5%, Health 43.7%, Financial stability 38.4%	 Authenticity +11.8
65 and over	1,021	Health 48.5%, Family 41.9%, Financial stability 35.3%	 Health +11.8

By gender

The 61,004 assessments from January 2026 to September 2026 whose participants gave a gender.

Gender	Assessments	Most often ranked	Most above average
Women	35,822	Family 40.9%, Health 36.9%, Love 36.0%	 Compassion +3.9
Men	24,033	Health 37.1%, Family 35.9%, Financial stability 35.0%	 Discipline +6.7
Non-binary	1,149	Creativity 38.8%, Curiosity 34.8%, Love 33.5%	 Creativity +19.1

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.

39.5%

 Family, the highest in 2026 so far

● First place

How often is it the single most important one?

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

12.7%

 Family, the highest in 2026 so far

● Top three

How often does it reach the very top?

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

24.2%

 Family, the highest in 2026 so far

● 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.

3.38

 Religion, the best in 2026 so far

#	Value	● Appearance rate	● First place	● Top three	● Average position
1	 Family	39.46%	12.69%	24.24%	3.44
2	 Health	38.95%	8.66%	20.50%	4.02
3	 Trust	35.48%	3.21%	11.49%	5.17
4	 Peace	33.97%	3.46%	11.31%	5.27
5	 Love	33.65%	5.50%	14.44%	4.55
6	 Financial stability	33.57%	3.71%	12.52%	4.92
7	 Respect	32.90%	2.28%	8.87%	5.50
8	 Friendship	28.99%	2.30%	9.08%	5.26
9	 Growth	26.61%	2.47%	8.06%	5.31
10	 Loyalty	26.05%	2.08%	7.44%	5.45
11	 Freedom	23.86%	2.42%	7.03%	5.57
12	 Honesty	22.61%	1.61%	5.92%	5.64
13	 Pleasure	22.33%	1.40%	5.43%	5.90
14	 Creativity	21.37%	1.42%	4.70%	6.12
15	 Curiosity	20.46%	1.21%	4.42%	6.12
16	 Security	20.31%	1.99%	6.80%	5.36

#	Value	● Appearance rate	● First place	● Top three	● Average position
17	 Authenticity	19.71%	2.23%	6.62%	5.14
18	 Discipline	19.52%	1.91%	6.29%	5.32
19	 Compassion	19.45%	1.85%	5.94%	5.32
20	 Accountability	18.32%	1.32%	4.90%	5.60
21	 Wealth	18.21%	2.31%	6.63%	5.11
22	 Success	18.11%	1.60%	5.25%	5.49
23	 Intelligence	15.79%	0.87%	3.33%	6.09
24	 Privacy	15.40%	0.81%	3.06%	6.28
25	 Independence	15.33%	0.81%	3.03%	6.25
26	 Adventure	15.30%	0.89%	3.22%	6.15
27	 Control	15.16%	1.30%	4.09%	5.90
28	 Appreciation	15.00%	0.55%	2.48%	6.46
29	 Certainty	14.59%	1.42%	4.42%	5.62
30	 Passion	14.53%	0.90%	3.32%	5.97
31	 Meaningful work	14.27%	0.97%	3.44%	5.86
32	 Acceptance	13.78%	0.67%	2.61%	6.38
33	 Equality	13.29%	1.58%	4.47%	5.24
34	 Religion	13.10%	5.44%	8.36%	3.38
35	 Helpfulness	12.93%	0.93%	3.21%	5.88
36	 Excitement	12.82%	0.46%	2.04%	6.62
37	 Justice	12.75%	1.19%	3.80%	5.51
38	 Challenge	12.72%	0.56%	2.37%	6.33
39	 Ethics	12.60%	1.73%	4.73%	4.99
40	 Job security	12.12%	0.77%	3.29%	5.64
41	 Determination	11.98%	0.73%	2.69%	5.94
42	 Wisdom	11.95%	1.03%	3.39%	5.52
43	 Courage	11.37%	0.53%	2.15%	6.30
44	 Ambition	10.60%	0.80%	2.66%	5.80

#	Value	● Appearance rate	● First place	● Top three	● Average position
45	 Beauty	9.95%	0.42%	1.49%	6.90
46	 Forgiveness	9.91%	0.47%	2.00%	6.14
47	 Competence	9.11%	0.45%	1.79%	6.22
48	 Teamwork	9.01%	0.37%	1.44%	6.58
49	 Inner harmony	8.88%	1.07%	2.97%	5.24
50	 Reputation	8.51%	0.33%	1.31%	6.77
51	 Commitment	8.15%	0.37%	1.54%	6.35
52	 Tolerance	8.04%	0.40%	1.50%	6.44
53	 Spirituality	7.83%	1.26%	2.96%	5.07
54	 Uniqueness	7.78%	0.34%	1.34%	6.53
55	 Excellence	7.51%	0.42%	1.58%	6.16
56	 Contribution	7.10%	0.48%	1.65%	5.96
57	 Variety	6.52%	0.21%	0.89%	6.89
58	 Influence	4.84%	0.15%	0.68%	6.84
59	 Tradition	4.70%	0.21%	0.89%	6.51
60	 Popularity	4.06%	0.16%	0.66%	6.70
61	 Authority	3.55%	0.14%	0.55%	6.68
62	 Fame	3.28%	0.20%	0.69%	6.30

Figures for the **304,533** assessments completed in 2026 so far, 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 2026 so far, 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](#). Month-by-month figures for every value are in the [monthly archive](#).

Would your own ten look like 2026's? [Rank your own values](#).