

2025 Values Survey Data

What MATTERS MOST to me as a HUMAN?

My Happiness (8) **47%**

Family (8) **47%**

Friends (7) **41%**

My health (4) **24%**

Education: (3) **18%**

Money(3) **18%**

Respect(3) **18%**

Expression(2) **12%**

Enjoyment (2) **12%**

Success (2) **12%**

My dog/pets(2) **12%**

Our environment/planet(2) **12%**

Humanity
Respect
Self-assuredness
Belonging
People/creatures
Financial security
The people in my life
Impact of my actions on others
Humility + understanding
Well-being
Quality of life
Being in touch with self&nature
Ethics: pro planet/people
Human rights globally
Strong community
Enough \$\$ to live lifestyle
My children
Access to food/water/shelter

Good health for all
Creativity
Freedoms
Future
Sports
Peace
Peace within
My hobbies
Faith
Job
Travel
Experiences
Joy
Excitement
Relationships
Work ethic
Food
Being able
Giving back
Truth

Living with no regrets
Music
Academic success
Autonomy
Healthy hope optimism
Sense of fulfillment
Manners
Kindness
Water
Alone time
Happiness self/family
Exploration world

What do your PARENTS value most?

Their children (8) **47%**

Kid's happiness (6) **35%**

Money/finances (5) **29%**

Our family's health(5) **29%**

Family pets(2) **12%**

Kids success(2) **12%**

The environment
Outdoor access
Being present (life/self)
Following passions
Providing for children
Making world/envirom better for future generations
Individuality
Caring about others
Doing what's "right"
Religion does not equal money
Health
News
Respect
Responsibility

Safety
Kindness
Generosity
Success
Each other
Their parents
Relationships
Responsibility
Being Active
Being a "good" person
Faith
Freedom
Life to the fullest