**Cultural Values Survey**

This instrument was used in the research reported in Chia, R. C., Wuensch, K. L., Childers, J., Chuang, C., Cheng, B., Cesar-Romero, J., & Nava, S. (1994). [A comparison of family values among Chinese, Mexican, and American college students](http://core.ecu.edu/psyc/wuenschk/Articles/FamilyValues/FamilyValues.htm). *Journal of Social Behavior and Personality, 9,* 249-258.

A. How important is each of the following issues regarding the family?

Response scale is: 5 = extremely important, 4 = very important, 3 = fairly important,  
2 = not very important, 1 = not at all important.

1. a cohesive family
2. education and achievement
3. respect for family members
4. respect for elders
5. a cooperative and harmonious family
6. family loyalty
7. seeking fun and excitement
8. respect for authority
9. desire for material possessions
10. a belief in the value of hard work
11. willingness to delay gratification
12. a balance of work and play, with no excesses
13. ashamed to be dependent on public welfare
14. family being respected by the community
15. the family’s belief that the past is as important as the present
16. seeking out new experiences
17. finding a place for the family in the community and in relation to the past
18. responsible about carrying out obligations
19. restrained and disciplined
20. perpetuating our ancestral line
21. a family guided by morality and ethics
22. seeking salvation
23. maintenance of traditional customs and rituals
24. living in harmony with the land
25. freedom
26. a secure and comfortable life.

B. Now some questions about marriage and raising children. Response scale is 5 = strongly agree, 4 = agree, 3 = uncertain, 2 = disagree, 1 = strongly disagree.

1. Raising children should be just as important to a man as it is to a woman.
2. Husbands should make all the decisions in a marriage.
3. It is okay if a married woman with young children has a job outside of the home, if she wants.
4. Men shouldn’t do housework.
5. It is okay for the wife to earn more money than her husband.
6. A wife should do whatever her husband wants.
7. Married women have a right to continue their education.
8. Girls, as well as boys, must be prepared to support themselves as adults.
9. It is just as important for a girl to take math and science classes as it is for her to take art and literature courses.
10. A college education is more important for a boy than it is for a girl.
11. Only girls, and not boys, should help with housework.
12. Marriage and children are more important for a girl than is a career.
13. Boys, as much as girls, should learn to cook and care for themselves.

C. Husbands and wives (or people who have intimate relations and live together) make decisions every day. Ideally, who should make a decision on each of the following issues?

The response scale is: 5 = husband only, 4 = both, husband more, 3 = both equally, 2 = both, wife more, 1 = wife only.

1. whether the wife can take a job or not
2. whether the wife should quit her job
3. whether the husband can quit his job
4. whether your children should go on to college
5. how everyday expenses (such as food, clothes, etc.) are decided
6. how major purchases (such as buying a car, home, etc.) are decided.
7. Sex: 1 = Female, 2 = Male
8. Age: 1 = less than 20, 2 = 20-24
9. Group: 1 = Caucasian US, 2 = Mexican, 3 = Taiwan

The response options shown above have been reflected, since I reflected the data after receiving them from my research associates. I prefer that on scales of importance and scales of agreement low values indicate little importance or agreement and high scores indicate great importance or agreement, rather than low scores indicating great amounts of the measured attribute and high scores indicating little of the measured attribute. The survey also included nine items not reproduced here. These asked about the respondents’ relationships with their children, but very few of the respondents had any children.

If you wish to compute summative subscales based on the principle components analysis reported in our article, here are our recommendations on how to do so. You may compute item means or item sums.

* Component 1, Family Solidarity: Find the mean (or sum) of items 1, 2, 3, 4, 5, 6,10, and 18. Cronbach α = .86.
* Component 2, Executive Male: Items 28, 30, 32, 36, 37, 28, 43, and 45. Cronbach α = .81.
* Component 3, Conscience: Items 8, 14, 19, 20, 21, 22, 23, and 24. Cronbach α = .80.
* Component 4, Equality of the Sexes: Items 27, 29, 31, 33, 34, 35, and 39. Cronbach α = .77.
* Component 5, Temporal Farsightedness: Items 11, 12, 15, and 17. Cronbach α = .69.
* Component 6, Independence: Items 7, 9, 13, 16, 25, and 26. Cronbach α = .66.
* Component 7, Spousal Employment: Items 40, 41, and reflected item 42 (for item 42, recode the score to be 6 minus the original score). Cronbach α = .62.

Here is some statistical output from the principle components analysis and item analysis.

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Seven-Factor Solution, Family Values data (FV-Y), From Culled and Reflected Data. 1

The FACTOR Procedure

Input Data Type Raw Data

Number of Records Read 505

Number of Records Used 455

N for Significance Tests 455

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The FACTOR Procedure

Initial Factor Method: Principal Components

Prior Communality Estimates: ONE

The FACTOR Procedure

Rotation Method: Varimax

Rotated Factor Pattern

Factor1 Factor2 Factor3 Factor4 Factor5 Factor6 Factor7

Q3 0.81978 -0.09304 0.09032 0.12779 0.06627 0.02285 -0.00139

Q1 0.76514 0.04041 0.12191 -0.01831 -0.00222 -0.10598 0.06322

Q6 0.73200 -0.00949 0.08329 0.13353 0.11004 0.10372 -0.04518

Q5 0.70612 -0.06510 -0.09569 0.04119 0.32330 -0.06479 0.05566

Q4 0.68536 0.00012 0.15327 0.13504 0.17680 -0.03444 0.03973

Q2 0.58659 0.01655 0.09078 0.07316 -0.02845 0.21202 -0.10143

Q18 0.54642 0.00425 0.38616 0.10401 0.04383 0.10209 -0.05328

Q10 0.45644 -0.06410 -0.01077 0.02384 0.31915 0.40401 -0.05704

Factor2

Q37 -0.02475 0.69332 0.04654 -0.34774 -0.08070 0.08165 -0.04231

Q30 -0.05027 0.68890 0.08973 -0.36137 0.05457 0.11049 -0.00676

Q43 -0.05862 0.64635 -0.05038 0.29649 -0.00591 -0.06712 0.12329

Q28 -0.03935 0.64218 0.13679 -0.28366 0.19669 -0.00108 0.04461

Q32 -0.04096 0.63907 0.08190 -0.28985 0.02845 0.14269 0.04428

Q36 0.00304 0.59690 -0.05198 -0.36435 0.09202 0.19809 -0.09545

Q45 0.04758 0.54438 0.08406 -0.02202 -0.08688 -0.20003 0.06518

Q38 0.05735 0.43903 0.07031 -0.22678 0.09285 0.13289 0.10913

Q44 -0.10284 0.27326 0.12881 0.24341 -0.22844 -0.01299 0.16759

We recommend that Item 44 not be used.

Factor 3

Q23 -0.06954 0.08527 0.75081 0.07710 0.08521 0.03169 0.01377

Q21 0.30929 -0.06902 0.65519 0.01763 0.06307 -0.02313 -0.03650

Q22 0.06748 0.06939 0.64540 0.02266 -0.32047 0.15719 0.06145

Q19 0.29047 0.08327 0.62179 -0.00707 0.14206 0.03129 0.01785

Q24 0.04983 0.09214 0.60647 0.11674 -0.03638 0.18190 -0.02148

Q20 0.00229 0.17477 0.59937 -0.11574 0.36248 0.10192 0.06483

Q14 0.29285 0.02929 0.50269 0.10923 -0.02403 0.28525 0.13528

Q8 0.36527 0.01592 0.42252 0.09426 -0.43708 0.28770 0.11174

Factor 4

Q34 0.17534 -0.03727 0.07213 0.70462 0.03839 0.01493 -0.10162

Q33 0.16470 -0.23929 0.02141 0.64230 0.03188 -0.02731 0.00164

Q31 -0.01438 -0.18175 -0.04505 0.63395 -0.04435 0.09537 -0.11770

Q35 0.08943 -0.17989 0.06786 0.60513 0.11685 -0.02719 -0.01071

Q39 0.10629 -0.15446 0.02180 0.54470 0.05457 0.19221 0.04755

Q29 -0.03099 -0.10354 0.07574 0.53163 -0.17574 0.20096 -0.16207

Q27 0.27719 -0.19478 0.12911 0.50617 -0.07819 0.07643 -0.07969

Factor 5

Q15 0.09827 0.01040 0.30613 -0.01820 0.71349 -0.00409 0.10030

Q11 0.18770 0.05624 -0.03680 -0.00179 0.67861 0.01654 -0.03662

Q12 0.27662 0.04235 -0.14395 0.03201 0.60492 0.02521 0.14627

Q17 0.06750 0.07681 0.42343 0.01734 0.56261 0.15432 0.02441

Factor 6

Q9 -0.12074 0.13919 0.06693 -0.01243 0.07593 0.67205 0.08709

Q7 0.33103 0.02428 0.10867 0.09062 -0.06405 0.66559 0.12305

Q13 -0.12259 0.03761 0.21510 0.09422 -0.11269 0.49821 0.09358

Q26 0.36159 -0.00059 0.16718 0.15179 0.14992 0.46214 -0.14707

Q25 0.38967 0.03322 0.19565 0.21154 0.04433 0.43461 -0.25278

Q16 0.30775 0.02810 0.20924 0.09283 0.28288 0.37865 -0.01404

Factor 7

Q41 -0.05495 0.34944 0.09552 -0.06094 0.13356 0.11506 0.71087

Q40 0.06604 0.47213 0.07936 -0.22890 0.02658 0.02614 0.52246

Q42 0.02807 0.06973 -0.01438 0.12254 -0.02263 -0.04593 -0.73671

Variance Explained by Each Factor

Factor1 Factor2 Factor3 Factor4 Factor5 Factor6 Factor7

4.8554538 3.7775424 3.7624570 3.5527095 2.6973768 2.4455989 1.6733369

Final Communality Estimates: Total = 22.764475

Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8

0.61749994 0.41401165 0.71009661 0.54547640 0.62552457 0.58558126 0.59244941 0.60738136

Q9 Q10 Q11 Q12 Q13 Q14 Q15 Q16

0.50357962 0.48146780 0.50187629 0.48801413 0.34125343 0.45148884 0.62296446 0.37149092

Q17 Q18 Q19 Q20 Q21 Q22 Q23 Q24

0.53099172 0.47371576 0.49946413 0.54917805 0.53585738 0.55759928 0.59021774 0.42727847

Q25 Q26 Q27 Q28 Q29 Q30 Q31 Q32

0.49072414 0.43941216 0.40595532 0.55379346 0.39758030 0.63098823 0.46207977 0.52393817

Q33 Q34 Q35 Q36 Q37 Q38 Q39 Q40

0.49916314 0.54584345 0.42565190 0.54857491 0.61936981 0.29060310 0.37450748 0.56032262

Q41 Q42 Q43 Q44 Q45

0.67437679 0.56624412 0.53139231 0.24152468 0.35797029

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Family Solidarity

The CORR Procedure

8 Variables: Q1 Q2 Q3 Q4 Q5 Q6 Q10 Q18

Cronbach Coefficient Alpha

Variables Alpha

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Raw 0.853317

Standardized 0.854819

Cronbach Coefficient Alpha with Deleted Variable

Raw Variables Standardized Variables

Deleted Correlation Correlation

Variable with Total Alpha with Total Alpha

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Q1 0.615603 0.833376 0.617775 0.834853

Q2 0.517102 0.844706 0.516591 0.846685

Q3 0.745056 0.819018 0.745597 0.819316

Q4 0.620230 0.832545 0.622744 0.834262

Q5 0.618221 0.832993 0.619348 0.834666

Q6 0.675225 0.825371 0.676605 0.827785

Q10 0.477571 0.849805 0.475903 0.851328

Q18 0.503739 0.846469 0.503599 0.848175

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Executive Male

The CORR Procedure

9 Variables: Q28 Q30 Q32 Q36 Q37 Q38 Q43 Q44 Q45

Cronbach Coefficient Alpha

Variables Alpha

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Raw 0.787767

Standardized 0.782697

Cronbach Coefficient Alpha with Deleted Variable

Raw Variables Standardized Variables

Deleted Correlation Correlation

Variable with Total Alpha with Total Alpha

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Q28 0.591368 0.749126 0.575007 0.746324

Q30 0.674529 0.736451 0.662132 0.733275

Q32 0.627451 0.743968 0.600358 0.742568

Q36 0.569418 0.753250 0.534248 0.752293

Q37 0.661118 0.741278 0.643962 0.736029

Q38 0.402805 0.782287 0.391470 0.772533

Q43 0.316704 0.789986 0.338775 0.779746

Q44 0.098995 0.806091 0.128373 0.807205

Q45 0.357802 0.782196 0.374726 0.774840

Drop item 44 from this scale.

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Executive Male

The CORR Procedure

8 Variables: Q28 Q30 Q32 Q36 Q37 Q38 Q43 Q45

Cronbach Coefficient Alpha

Variables Alpha

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Raw 0.805564

Standardized 0.806762

Cronbach Coefficient Alpha with Deleted Variable

Raw Variables Standardized Variables

Deleted Correlation Correlation

Variable with Total Alpha with Total Alpha

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Q28 0.598729 0.771126 0.591759 0.774130

Q30 0.677633 0.758113 0.674908 0.761268

Q32 0.624707 0.766778 0.604741 0.772148

Q36 0.577700 0.775335 0.551038 0.780288

Q37 0.667602 0.762208 0.661080 0.763434

Q38 0.415303 0.804347 0.412227 0.800597

Q43 0.292132 0.812980 0.305976 0.815447

Q45 0.355369 0.804545 0.376897 0.805601

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Conscience

The CORR Procedure

8 Variables: Q8 Q14 Q19 Q20 Q21 Q22 Q23 Q24

Cronbach Coefficient Alpha

Variables Alpha

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Raw 0.798465

Standardized 0.802338

Cronbach Coefficient Alpha with Deleted Variable

Raw Variables Standardized Variables

Deleted Correlation Correlation

Variable with Total Alpha with Total Alpha

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Q8 0.450828 0.785013 0.449068 0.789784

Q14 0.494496 0.778124 0.496579 0.782705

Q19 0.528899 0.774371 0.535808 0.776764

Q20 0.421447 0.789173 0.433969 0.792007

Q21 0.562493 0.768703 0.560976 0.772907

Q22 0.547725 0.771334 0.544899 0.775375

Q23 0.572413 0.766809 0.569818 0.771544

Q24 0.518012 0.774451 0.512500 0.780304

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Equality of the Sexes

The CORR Procedure

7 Variables: Q27 Q29 Q31 Q33 Q34 Q35 Q39

Cronbach Coefficient Alpha

Variables Alpha

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Raw 0.765113

Standardized 0.777291

Cronbach Coefficient Alpha with Deleted Variable

Raw Variables Standardized Variables

Deleted Correlation Correlation

Variable with Total Alpha with Total Alpha

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Q27 0.486585 0.740756 0.489759 0.751391

Q29 0.418749 0.756319 0.415284 0.766022

Q31 0.510904 0.731514 0.501957 0.748951

Q33 0.539814 0.725702 0.544557 0.740329

Q34 0.566284 0.723398 0.579519 0.733138

Q35 0.497532 0.733386 0.507355 0.747867

Q39 0.450351 0.743115 0.461088 0.757078

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Temporal Farsightedness

The CORR Procedure

4 Variables: Q11 Q12 Q15 Q17

Cronbach Coefficient Alpha

Variables Alpha

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Raw 0.689240

Standardized 0.687599

Cronbach Coefficient Alpha with Deleted Variable

Raw Variables Standardized Variables

Deleted Correlation Correlation

Variable with Total Alpha with Total Alpha

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Q11 0.462938 0.630296 0.463194 0.627202

Q12 0.405281 0.664635 0.405659 0.663237

Q15 0.576457 0.552656 0.574059 0.553746

Q17 0.448244 0.639787 0.443846 0.639476

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Independence

The CORR Procedure

6 Variables: Q7 Q9 Q13 Q16 Q25 Q26

Cronbach Coefficient Alpha

Variables Alpha

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Raw 0.655588

Standardized 0.671648

Cronbach Coefficient Alpha with Deleted Variable

Raw Variables Standardized Variables

Deleted Correlation Correlation

Variable with Total Alpha with Total Alpha

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Q7 0.502989 0.567502 0.511910 0.590418

Q9 0.321969 0.634729 0.311343 0.660376

Q13 0.246366 0.680875 0.243777 0.682311

Q16 0.375451 0.616974 0.387296 0.634751

Q25 0.476057 0.584173 0.492590 0.597482

Q26 0.454306 0.591392 0.472320 0.604817

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Spousal Employment

The CORR Procedure

3 Variables: Q40 Q41 Q42R

Cronbach Coefficient Alpha

Variables Alpha

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Raw 0.618930

Standardized 0.617285

Cronbach Coefficient Alpha with Deleted Variable

Raw Variables Standardized Variables

Deleted Correlation Correlation

Variable with Total Alpha with Total Alpha

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Q40 0.449451 0.487437 0.446701 0.487681

Q41 0.517535 0.384739 0.514949 0.385145

Q42R 0.324820 0.655848 0.325184 0.655897