

## **Rokeach Values Survey**

### **How to Complete the Survey**

On the following two pages are two lists of values, each in alphabetical order. Each value is accompanied by a brief description and a blank space. The first page lists Terminal Values (sometimes called End Values) and the second page lists Instrumental Values.

**Please do each page separately.**

Begin with the Terminal Values (page 2) and place a check mark beside the five values that are most important to you. After you have checked five values, then rank order the checked values in order of their importance to you, with 1 = most important and 5 = least important.

Now turn to the Instrumental Values page (page 3) and place a check mark beside the five values that are most important to you. After you have checked five values, then rank order the checked values in order of their importance to you, with 1 = most important and 5 = least important.

When ranking, take your time and think carefully. Feel free to go back and change your order if you have second thoughts about any of your answers.

**A Comfortable Life**

a prosperous life

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**Equality**

brotherhood and equal opportunity for all

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**An Exciting Life**

a stimulating, active life

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**Family Security**

taking care of loved ones

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**Freedom**

independence and free choice

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**Health**

physical and mental well-being

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**Inner Harmony**

freedom from inner conflict

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**Mature Love**

sexual and spiritual intimacy

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**National Security**

protection from attack

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**Terminal Values****Pleasure**

an enjoyable, leisurely life

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**Salvation**

saved; eternal life

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**Self-Respect**

self-esteem

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**A Sense of Accomplishment**

a lasting contribution

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**Social Recognition**

respect and admiration

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**True Friendship**

close companionship

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**Wisdom**

a mature understanding of life

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**A World at Peace**

a world free of war and conflict

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**A World of Beauty**

beauty of nature and the arts

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<b>Ambitious</b> hardworking and aspiring	_____
<b>Broad-minded</b> open-minded	_____
<b>Capable</b> competent; effective	_____
<b>Clean</b> neat and tidy	_____
<b>Courageous</b> standing up for your beliefs	_____
<b>Forgiving</b> willing to pardon others	_____
<b>Helpful</b> working for the welfare of others	_____
<b>Honest</b> sincere and truthful	_____
<b>Imaginative</b> daring and creative	_____
<b>Independent</b> self-reliant; self-sufficient	_____
<b>Intellectual</b> intelligent and reflective	_____
<b>Logical</b> consistent; rational	_____
<b>Loving</b> affectionate and tender	_____
<b>Loyal</b> faithful to friends or the group	_____
<b>Obedient</b> dutiful; respectful	_____
<b>Polite</b> courteous and well-mannered	_____
<b>Responsible</b> dependable and reliable	_____
<b>Self-controlled</b> restrained; self-disciplined	_____

**Instrumental Values**

## Rokeach Values Survey

### Scoring and Interpretation

*End values*, according to Rokeach tend to fall into two categories—personal and social. For example, mature love is a personal end value and equality is a social end value. Analyze the five end-values you selected and their rank order and determine whether your primary end values tend to be personal or social. What do your five selections together mean to you? Compare your end value selections with another person, with each of you explaining what you learned about your end values from this exercise.

*Instrumental values* also tend to fall into two categories—morality and competence. The means people use to achieve their goals might violate moral values (e.g., be dishonest) or violate one's personal sense of competence and capability (e.g., be illogical). Analyze the five instrumental values you select and the rank order and determine whether your primary instrumental values tend to focus on morality or competence. What do the five selected values together mean to you? What do they mean for how you will pursue your life goals? Compare your instrumental values selections with another person and describe what you learned from this exercise.

Caution: the two columns do not represent the full range of instrumental and end values. Your findings might change over time or if a different list of values were listed.

Sources: Robert C. Benfari, *Understanding and Changing your Management Style* (San Francisco: Jossey-Bass, 1999), pp 179-183; and M Rokeach, *Understanding Human Values* (The Free Press, 1979).