



Manual for the  
**Scales on Cultures and Subcultures**

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## SCALES

The development of the Scale of Cultures and Subcultures is on-going and psychometric properties of some of the subscales have been described in each content area below:

### **Ethnicity:**

Gacio Harrolle, M. & Trail, G. T. (2007). Ethnic identification, acculturation, and sport identification of Latinos in the United States. *International Journal of Sport Marketing and Sponsorship*, 8, 234-253.

Harrolle, M. G., Trail, G. T., Rodríguez, A., & Jordan, J. S. (2010). Conative loyalty of Latino and Non-Latino professional baseball fans. *Journal of Sport Management*, 24, 456-471.

### **Religion:**

**Not investigated yet.**

### **Geographic/Regional:**

**Not investigated yet**

### **Age:**

Many different articles : Crossman, 1986; Pan et al., 1997; Shamir & Ruskin, 1984; Zhang, Pease, Hui & Michaud, 1995

### **Sexual Orientation:**

**Not investigated yet**

### **Household Income:**

Loy et al., 1978; Pan et al., 1997

### **Occupation:**

See Zhang and colleagues

### **Education:**

Shamir & Ruskin, 1984

The items are outlined in the following pages. Sometimes there is more than one possible question eliciting similar types of information. Oftentimes this information is very sensitive, so be careful when including some of these questions. **Always ask these questions at the end of the questionnaire** so that if the subjects quit filling out the survey you have at least obtained other aspects in the front end of the survey.

## Ethnic Measures

The Revised Multigroup Ethnic Identity Measure (MEIM; Roberts, Phinney, Mase, Chen, Roberts, & Romero, 1999) was tested in the Gacio Harrolle and Trail (2007) research. These three items seemed to work fairly well out of the original items from Roberts et al. (1999).

Factor and Item	$\beta$	$\alpha$	AVE
<b>Ethnic Identity</b>		.89	.65
I have a strong sense of belonging to my own ethnic group.	.825		
I feel a strong attachment to my own ethnic group.	.910		
I understand pretty well what my ethnic group membership means to me.	.657		

The Abbreviated Multidimensional Acculturation Scale (AMAS; Zea, Asner-Self, Birman & Buki, 2003) was also tested in the Gacio Harrolle and Trail (2007) research. These four items seemed to work fairly well out of the original items from Zea et al. (2003).

Factor and Item	$\beta$	$\alpha$	AVE
<b>Acculturation (Dominant Identity)</b>		.88	.61
I think of myself as being U.S. American.	.777		
I feel that I am a part of U.S. American culture.	.784		
Being U.S. American plays an important part of my life.	.788		
I have a strong sense of being U.S. American.	.883		

All of the above items are listed under their own categories. Obviously the order of the items should be randomly arranged on the survey and mixed in with other items of similar response format. The respondents indicate the extent to which they disagree or agree with each item on a 7-point scale ranging from “Strongly Disagree” (1) to “Strongly Agree” (7).

The following items are specific ethnic or race questions:

1. Are you Hispanic/Latino? (A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race).
  - a. Yes
  - b. No (Skip to Q3).
  
2. Which of the following describes your ethnic background? Please select all that apply.
  - a. Chicano/Mexican American
  - b. Cuban
  - c. Puerto Rican
  - d. Central American
  - e. South American
  - f. Other Hispanic

3. Which of the following describes your racial background? You may select more than one category.
- a. American Indian or Alaskan Native
  - b. Asian (includes people having origins in the Far East, Southern Asia, or the Indian Subcontinent)
  - c. Black or African American
  - d. Native Hawaiian or other Pacific Islander
  - e. White (includes people having origins in Europe, North Africa, or the Middle East)
  - f. Other

Ethnicity:   American Indian/Alaskan Native      Asian      Black      Hawaiian/Pacific Islander  
  Hispanic/Non-White      White/Hispanic      White/Non-Hispanic      other

**Religion:**

1. What is your religious preference?
- a. Agnostic
  - b. Atheist
  - c. Baptist
  - d. Buddhist
  - e. Christian Church (Disciples)
  - f. Eastern Orthodox
  - g. Episcopalian
  - h. Hindu
  - i. Jewish
  - j. Lutheran
  - k. Methodist
  - l. Mormon
  - m. Muslim
  - n. Presbyterian
  - o. Quaker
  - p. Roman Catholic
  - q. Seventh Day Adventis
  - r. Sikh
  - s. Taoist
  - t. Unitarian/Universalist
  - u. United Church of Christ/Congregational
  - v. Other (please indicate) \_\_\_\_\_
  - w. No religious preference

**Geographic/Regional:**

1. Please indicate the city or town and state in which you live: \_\_\_\_\_
2. Please indicate the city or town which you consider your hometown, if different than above: \_\_\_\_\_

**Age:**

What is your age (as of your last birthday)? \_\_\_\_\_

**Sexual Orientation:**

1. What is your sexual orientation?
  - a. Bisexual
  - b. Gay
  - c. Heterosexual
  - d. Lesbian
  - e. Questioning
  - f. Transgender

**Household Income:**

Household income:     below \$20,000     \$20,000-\$39,999     \$40,000-\$59,999     \$60,000-\$79,999  
 \$80,000-\$99,999     \$100,000-\$149,999     \$150,000-\$199,999     \$200,000 & above

**Occupation:**

1. Please indicate in which general area your occupation would fit:
  - a. Management Occupations
  - b. Business and Financial Operations Occupations
  - c. Computer and Mathematical Occupations
  - d. Architecture and Engineering Occupations
  - e. Life, Physical, and Social Science Occupations
  - f. Community and Social Services Occupations
  - g. Legal Occupations
  - h. Education, Training, and Library Occupations
  - i. Arts, Design, Entertainment, Sports, and Media Occupations
  - j. Healthcare Practitioners and Technical Occupations
  - k. Healthcare Support Occupations
  - l. Protective Service Occupations
  - m. Food Preparation and Serving Related Occupations
  - n. Building and Grounds Cleaning and Maintenance Occupations
  - o. Personal Care and Service Occupations
  - p. Sales and Related Occupations
  - q. Office and Administrative Support Occupations
  - r. Farming, Fishing, and Forestry Occupations
  - s. Construction and Extraction Occupations
  - t. Installation, Maintenance, and Repair Occupations
  - u. Production Occupations
  - v. Transportation and Material Moving Occupations
  - w. Student
  - x. Other \_\_\_\_\_

**Education:**

Highest level of education:  some high school       high school graduate       some college  
 college graduate       graduate degree       other

**Please check the appropriate box or fill in the blank for each item below.**

Gender:  Male     Female

Marital status:     single     married     divorced     widowed     other