Culture and capital: Exploring the role of cultural identity in financial behavior

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INTRODUCTION

The relationship between cultural identity and financial decision-making has accumulated increasing attention in the sociological and financial world, yet studies focusing on immigrant populations, particularly South American ethnic groups, remain limited. For individuals of Colombian, Venezuelan, and Brazilian descent living in the United States, cultural background may significantly shape financial behaviors and priorities. These groups represent significant portions of the South American and broader Latino populations, each with unique cultural histories and economic challenges. Because much of the existing research often generalizes financial behaviors of Latino or Hispanic groups as a whole (Kusenbach, 2017), it overlooks potential differences in cultural traditions and economic preferences between countries such as Colombia, Venezuela, and Brazil.

While previous research has explored financial behaviors in Latino populations (Elengold et al., 2021; Kusenbach, 2017), there is a notable gap in studies that distinguish the financial behaviors of specific national groups within the broader Latino and South American immigrant communities. This distinction is crucial to address because financial behaviors do not exist in a vacuum, but rather they are shaped by a multitude of factors including cultural values, socioeconomic status, and historical context of immigration. For instance, Venezuelan immigrants may prioritize economic stability in response to political and financial instability in their home country, while Colombians may place greater value on homeownership as a symbol of upward mobility (Montalvo & Batalova, 2024).

This study seeks to bridge the gap in understanding by isolating these cultural influences and their impact on financial decision-making in a U.S. context. Based on this gap, I developed the following research question: To what extent does cultural identity influence financial prioritization among individuals of Colombian, Venezuelan, and Brazilian ethnic descent living in the United States? The purpose of this study is to examine how cultural identity influences financial decision-making, focusing on priorities related to housing, cars, vacations, luxury items, and education among Colombian, Venezuelan, and Brazilian immigrants. The findings will offer valuable insight for financial advisors, policymakers, and community leaders working to address the unique needs of immigrant populations in the United States, particularly those of South American descent. By exploring the intersection of cultural identity and financial prioritization, this research will provide a nuanced perspective on how these factors influence economic behavior, which is crucial for addressing the broader issues of economic integration and social mobility among immigrant populations.

LITERATURE REVIEW

The relationship between cultural identity and financial behavior is complex and multifaceted. Researchers have long examined how cultural values, norms, and traditions shape economic practices, but this relationship has often been explored in general terms, particularly regarding the context of Hispanic and Latino populations. Within this broader conversation, several studies have begun to explore the nuances of financial behaviors among subgroups of Latin American immigrants, offering valuable insights into how cultural identity impacts financial prioritization. This literature review will examine existing research on the influence of cultural factors on financial decision-making, with a specific focus on housing, cars, vacations, luxury items, and education, as well as the broader socioeconomic landscape that shapes these behaviors. This review will also highlight key gaps in the existing literature, particularly those related to South American immigrant groups in the United States.

Cultural Identity and Financial Decision-Making

One of the central themes of this research is the role of cultural identity in shaping financial decision-making. Cultural values and practices are deeply embedded in individuals' approach to money, especially in immigrant populations who may have distinct cultural attitudes toward wealth accumulation, savings, and spending. Davoli and Rodríguez-Planas (2020) explore the role of culture in shaping financial literacy among U.S. adults, noting that financial behavior is often influenced by cultural practices and generational transmission of financial knowledge. This generational relaying, especially within immigrant communities, can significantly impact financial literacy and decision-making. For instance, Latino immigrants, particularly those from countries with a strong emphasis on family relations and collective financial responsibility, may prioritize financial stability and family support over individual wealth accumulation (Crisp et al., 2015).

Similarly, Kusenbach’s (2017) study of homeownership among Latino immigrants in Florida underscores the symbolic importance of homeownership in Latino culture as an indicator of social mobility and personal success. While this research focuses on mobile home ownership, it demonstrates how financial decisions are influenced by cultural symbols and aspirations. For many Latino immigrants, purchasing a home is not just a financial decision but a cultural aspiration deeply tied to the concept of achieving the “American Dream.” While this concept of homeownership is common in many immigrant groups, it is important to note that different ethnic groups may have different perceptions and strategies for achieving this goal, as discussed in this study of Latino immigrants in Florida (Kusenbach 2017).

Nevertheless, the role of cultural identity in financial decision-making extends beyond material possessions and assets. Elengold et al. (2021) highlight that cultural factors, including debt aversion, can play a significant role in educational decisions. Latino students in the United States, for example, often experience barriers to college completion due to a reluctance to incur debt, reflecting broader cultural attitudes toward financial risk. This reluctance to borrow money may influence financial priorities not only in terms of education but also in terms of broader financial behaviors, such as decisions related to car purchases or taking on mortgages (Chatman, 2014). Such findings point to the need for culturally appropriate financial interventions that acknowledge these specific barriers and offer support in navigating financial decisions.

Socioeconomic Factors and Financial Behavior

While cultural identity plays an essential role in shaping financial behavior, it does not operate in isolation. Socioeconomic factors such as income, education, and wealth inequality significantly impact financial decision-making and priorities, particularly among immigrant populations. Painter and Qian (2016 A) examine wealth inequality among immigrants, revealing that racial and ethnic minorities, particularly Latino immigrants, face significant challenges in wealth accumulation compared to their White counterparts. This disparity in wealth outcomes can directly influence financial prioritization, as immigrants may be more likely to focus on immediate economic needs such as housing and job stability, rather than long-term financial planning or luxury expenditures.

Similarly, wealth inequality among immigrant populations is further exacerbated by factors such as immigration status, language proficiency, and educational attainment (Abramitzky & Boustan, 2017). Immigrants who arrive in the United States with lower levels of formal education or who lack English proficiency often face barriers to higher-paying jobs and financial security, which can also influence their spending behavior. For example, immigrants who struggle with low-paying jobs may prioritize basic needs, such as housing and transportation, over non-essential expenditures like vacations or luxury goods (Duan, 2024). This prioritization highlights the intersection of socioeconomic status and cultural identity in influencing financial decision-making.

The findings from these studies suggest that while cultural identity influences financial behavior, socioeconomic status may play an even larger role in shaping these behaviors among South American immigrant populations in the United States. Montalvo and Batalova (2024) argue that economic instability in home countries – particularly in Colombia, Venezuela, and Brazil – drives many immigrants to prioritize economic stability and savings once they arrive in the U.S. This experience especially reflects those of Venezuelan immigrants, who due to hyperinflation and political instability in their home country may often view financial stability as a critical priority (Batalova & Hoffman, 2023). This economic reality has a direct impact on their financial decisions, ultimately shaping their priorities in terms of housing and other major expenditures (Montalvo & Batalova, 2024).

Cultural Differences in Financial Prioritization

Although studies of general Latino and Hispanic populations offer valuable insights, they often fail to capture the distinct financial behaviors and priorities of specific South American groups. For instance, Colombian immigrants may place a strong emphasis on homeownership due to the cultural importance of owning property as a status symbol and a means of achieving upward mobility (Batalova & Chaves-González, 2023). On the other hand, Brazilian immigrants often have higher levels of educational attainment than other Latino groups, so they may prioritize investing in education and professional development (Painter & Qian, 2016 B). These variations in financial prioritization suggest that it is crucial to study specific ethnic groups within the Latino population to understand the unique cultural influences on their financial behaviors.

The literature so far indicates that while there is a general trend of financial conservatism and debt aversion within Latino populations, specific national and cultural backgrounds further create nuances in these behaviors. Understanding these variations is essential for informing policies that address the financial needs of immigrant communities and for providing tailored financial resources and education.

Gaps in the Literature

While existing research has begun to address the influence of culture on financial behavior, much of the focus has been on the broader Latino or Hispanic population, often treating these groups as homogeneous. There is a concerning lack of studies that have specifically examined the financial behaviors of South American immigrants, particularly those from Colombia, Venezuela, and Brazil. This gap in the literature is significant since cultural differences among these groups, shaped by their distinct national histories, political contexts, and social norms, are likely to influence their financial behaviors in unique ways.

In summary, the existing literature offers a compelling analysis of how cultural identity and socioeconomic factors shape financial decision-making. However, there is a clear need for more nuanced studies that examine specific immigrant groups, such as those of Colombian, Venezuelan, and Brazilian ethnic descent, to better understand how these communities prioritize their finances. It is essential to explore how cultural identity intersects with socioeconomic factors to sway financial decision-making among South American immigrants. Additionally, studies that focus on specific aspects of financial behavior, such as luxury purchases, cars, or vacations, are necessary to provide a deeper understanding of how these cultural and economic factors influence consumer preferences and priorities. Addressing these gaps can offer more specific insights into the financial behaviors of immigrant populations and provide valuable guidance for financial educators and policymakers.

METHOD

I began by reviewing literature on cultural identity and financial behavior, particularly among immigrant populations. I used the academic databases JSTOR, EBSCO, and Google Scholar to find scholarly sources. Initially, I used broad keywords like "cultural identity" and "financial behavior," but soon refined my search with terms like "college," "homeownership," "luxury items," and "vacations" to focus on the financial priorities I wanted to explore. These financial priorities were selected because they are commonly recognized as major expenses, meaning they have a large impact on daily life (Hendricks, 2014).

Through this preliminary research, I identified a gap: many studies on financial behavior within ethnic groups broadly categorize Latin American communities as "Latino" or "Hispanic" rather than focusing on specific South American nationalities. To fill this gap, I investigated which South American countries have the largest immigrant populations in the United States and found that Colombia, Venezuela, and Brazil top the list, with approximately 1,049,800 Colombian immigrants, 769,700 Venezuelan immigrants, and 707,100 Brazilian immigrants in the United States in 2023 (Migration Policy Institute, 2024). I then tailored my research to these three countries, searching for studies using the previously mentioned financial priorities, as well as terms like “financial behavior,” “immigration economics,” and “wealth inequality.” Some key studies, such as Elengold et al. (2021) on debt aversion and Davoli and Rodríguez-Planas (2020) on generational financial literacy, showed that both cultural identity and broader socioeconomic factors like wealth inequality and immigration status influence financial decisions. This narrowed my research question, refining my original broader approach to a more specific context.

I also sought approval from the school’s Institutional Review Board. I submitted a Google Form detailing my research topic and anticipated methods, which the Board reviewed and approved after one minor revision (changing “culture” to “experience” in the seventh survey question). I also submitted an informed consent form and my survey questions to ensure ethical compliance. Additionally, I completed an Inquiry Proposal Form, featuring more detail about my topic and intended method, receiving final approval from my school advisor to begin data collection.

For data collection, I decided to use snowball sampling, which is particularly effective for reaching specific communities that are difficult to access through other methods (Naderifar et al., 2017). In this approach, initial participants refer others who meet the research criteria (being of Colombian, Venezuelan, or Brazilian descent living in the United States), making it ideal for studying immigrant and cultural groups. Snowball sampling is well-suited to my research because it enables me to connect with individuals from the specific cultural communities I am studying. Snowball sampling ensures I can target specific populations – Colombians, Venezuelans, and Brazilians – whose financial behaviors might otherwise be overlooked (White et al., 2020). Traditional random sampling would likely miss these groups or fail to capture enough data, whereas snowball sampling allows me to gather data within targeted networks, which is essential for understanding the cultural and financial dynamics within these communities.

I used an online Google Form survey for efficient facilitation of the questions to participants and due to my familiarity with the application. The survey includes questions about financial priorities such as homeownership, cars, and vacations. These questions are designed to gauge the strength of participants' preferences and identify key financial priorities within each ethnic group. See **Survey Questions** in the **Appendix**. The online aspect is especially valuable since financial behaviors can be sensitive; the anonymity of the online survey encourages honest responses. By combining quantitative data with qualitative insights, I intend to further analyze how cultural factors influence financial decisions. Analyzing the data both quantitatively and qualitatively will help me explore how cultural identity and socioeconomic factors shape financial decision-making.

In conclusion, my chosen method of snowball sampling combined with an online survey is well-suited to my investigation of how cultural identity affects financial behavior among Colombian, Venezuelan, and Brazilian descendants in the United States. This approach will allow me to engage directly with these communities and explore the cultural and socioeconomic factors influencing their financial decisions. Through my research, I hope to contribute valuable insights into the financial priorities of South American descendants and offer a deeper understanding of their financial behavior in the United States.

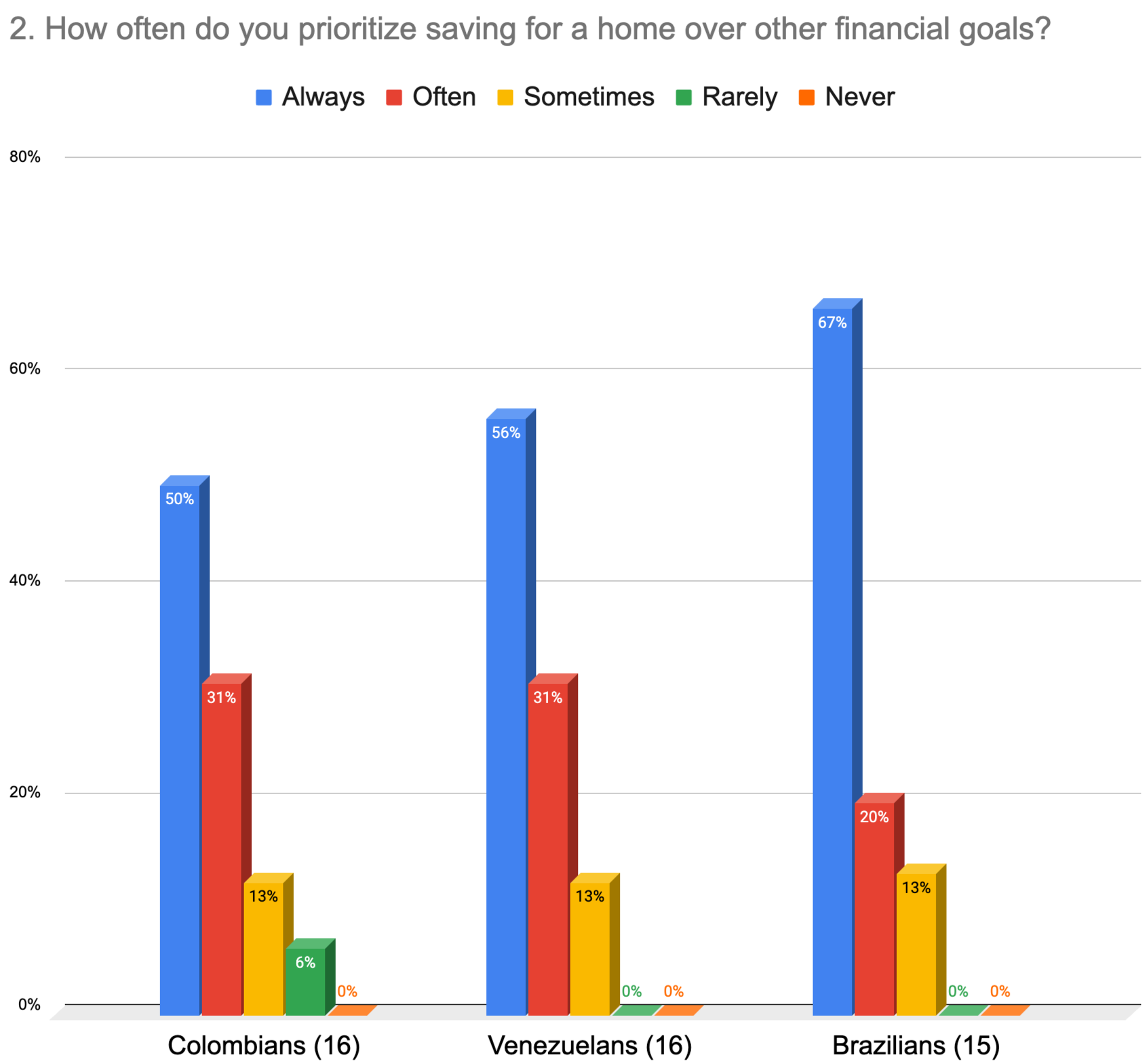
DATA

I sought 45 responses, and I ultimately received a total of 50 responses, consisting of 19 Colombians, 16 Venezuelans, and 15 Brazilians. Three Colombians, however, chose not to complete the survey entirely, as they did not answer every question. For this reason, their survey responses are disregarded in my calculations and analyses. Therefore, 16 will be considered the number of Colombian participants instead of 19, and 47 will be considered the number of total participants instead of 50.

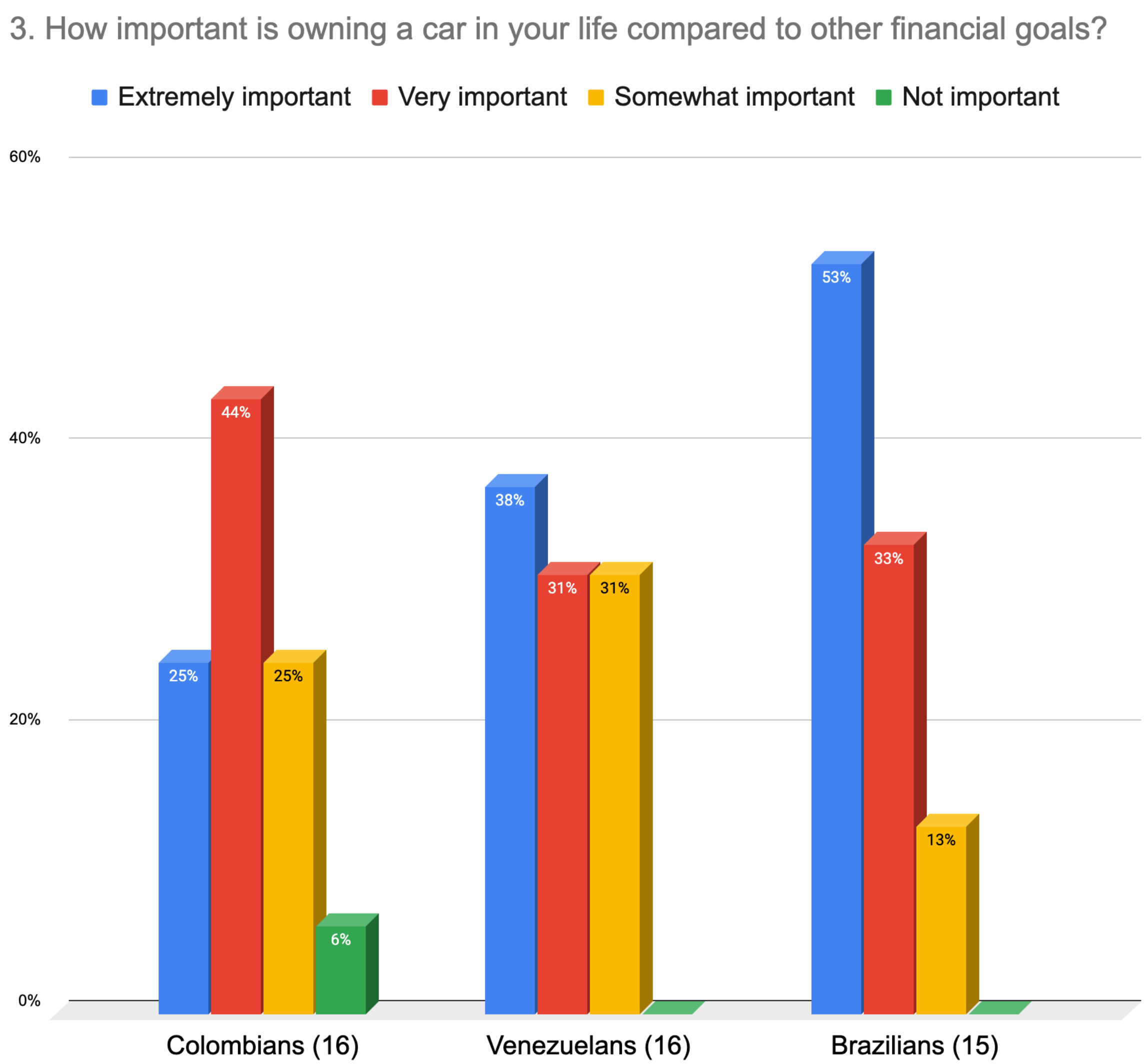
The data collected in this study provide thorough insights into the financial decision-making processes of individuals within the Brazilian, Colombian, and Venezuelan communities in the U.S. The following sections provide an overview of the responses to key questions on financial priorities, cultural influence, and family impact. The first survey question simply asked respondents for their ethnicity, as explained in the previous paragraph. See **Survey Questions** in the **Appendix**.

Note: Some percentages may not add to exactly 100% due to rounding.

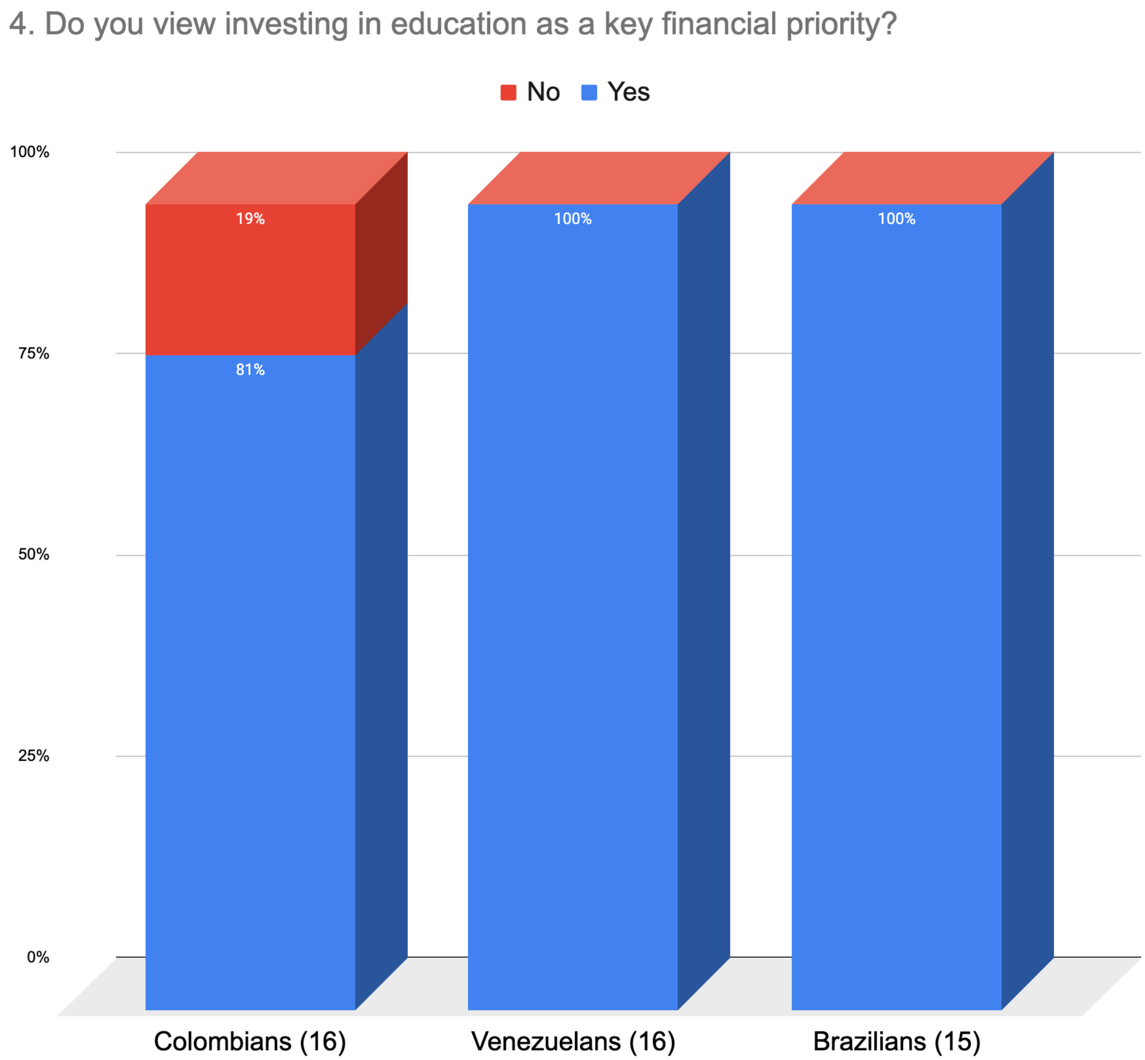
Question 2 - How often do you prioritize saving for a home over other financial goals?



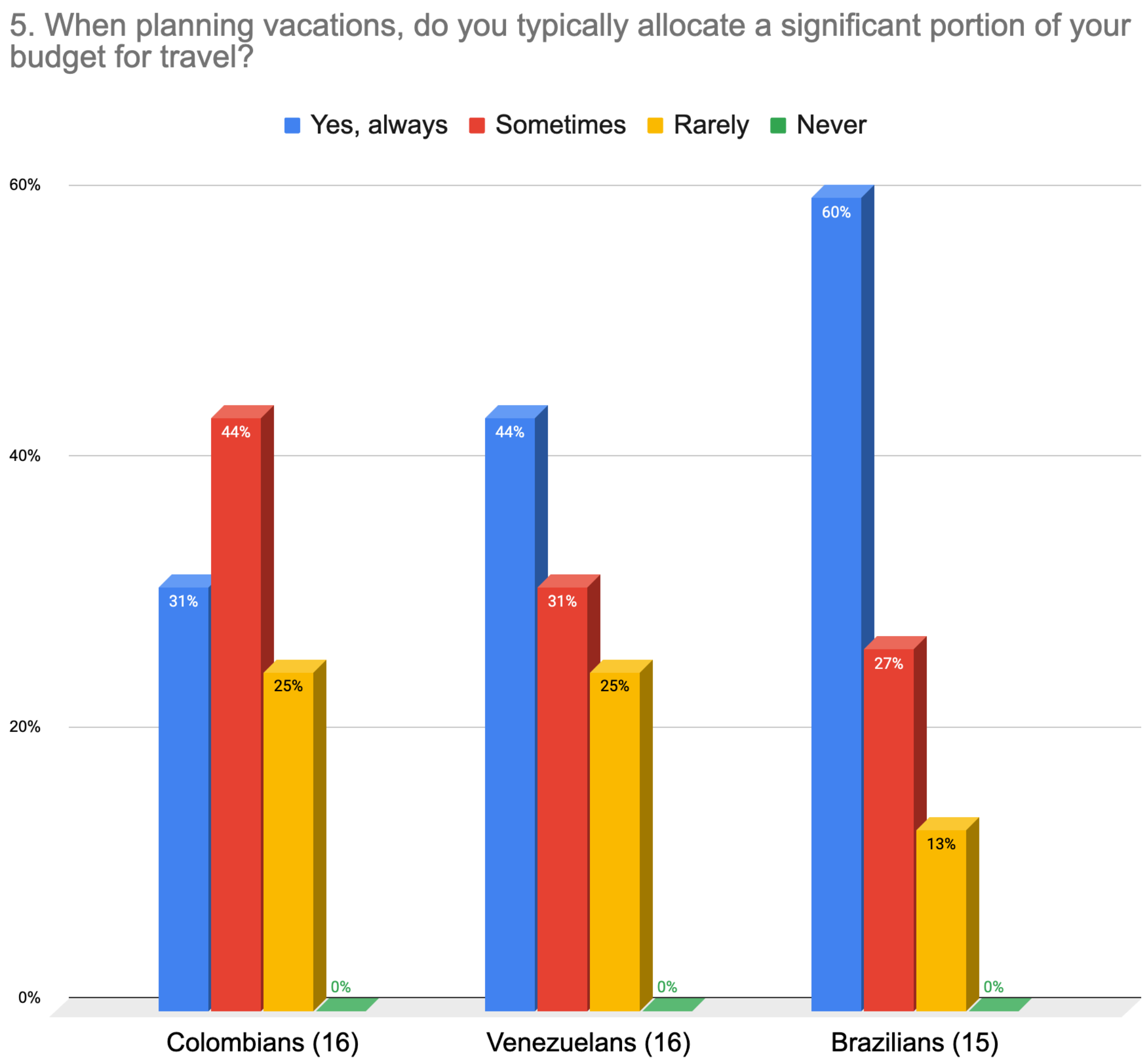
Question 3 - How important is owning a car in your life compared to other financial goals?



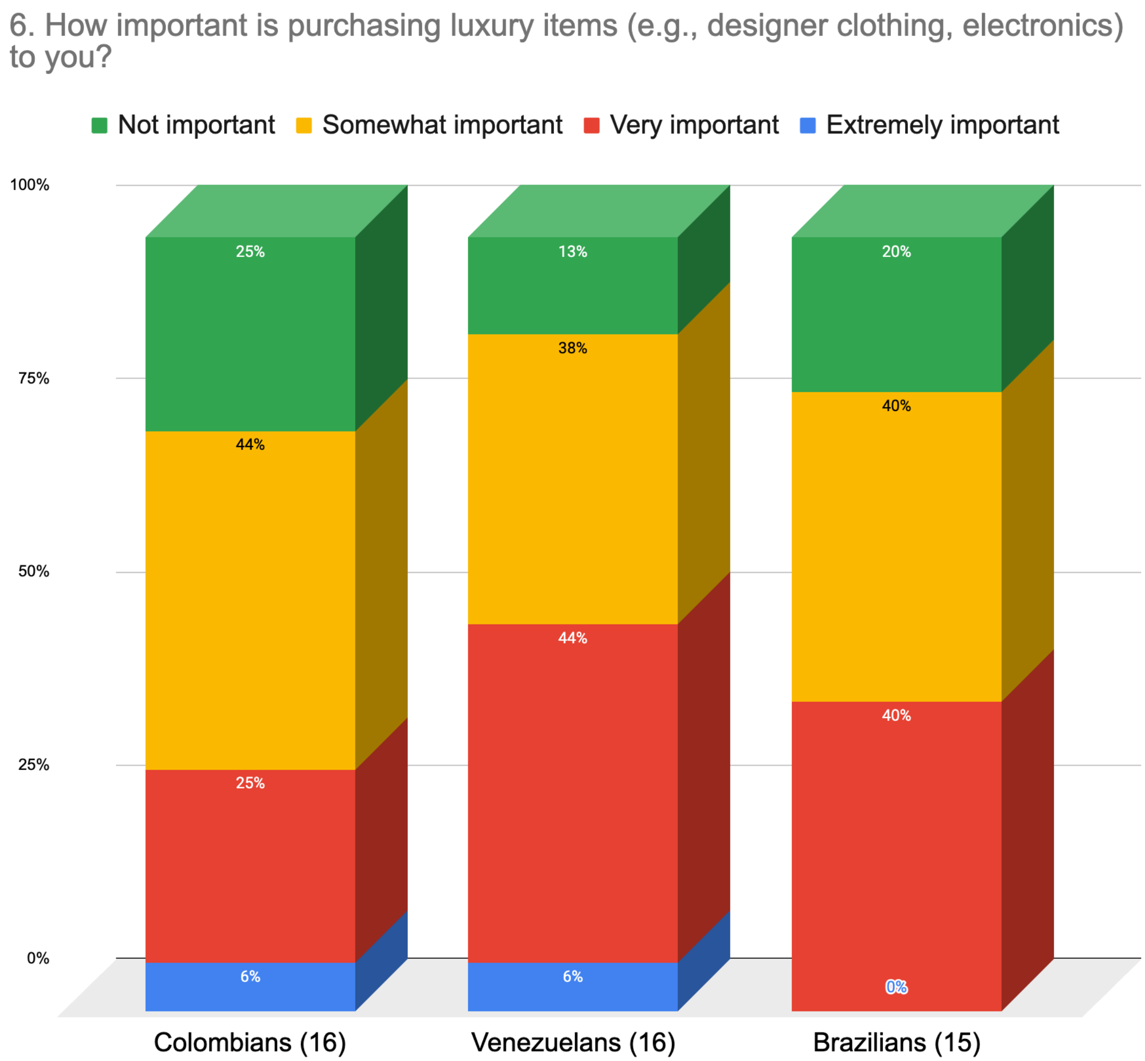
Question 4 - Do you view investing in education as a key financial priority?



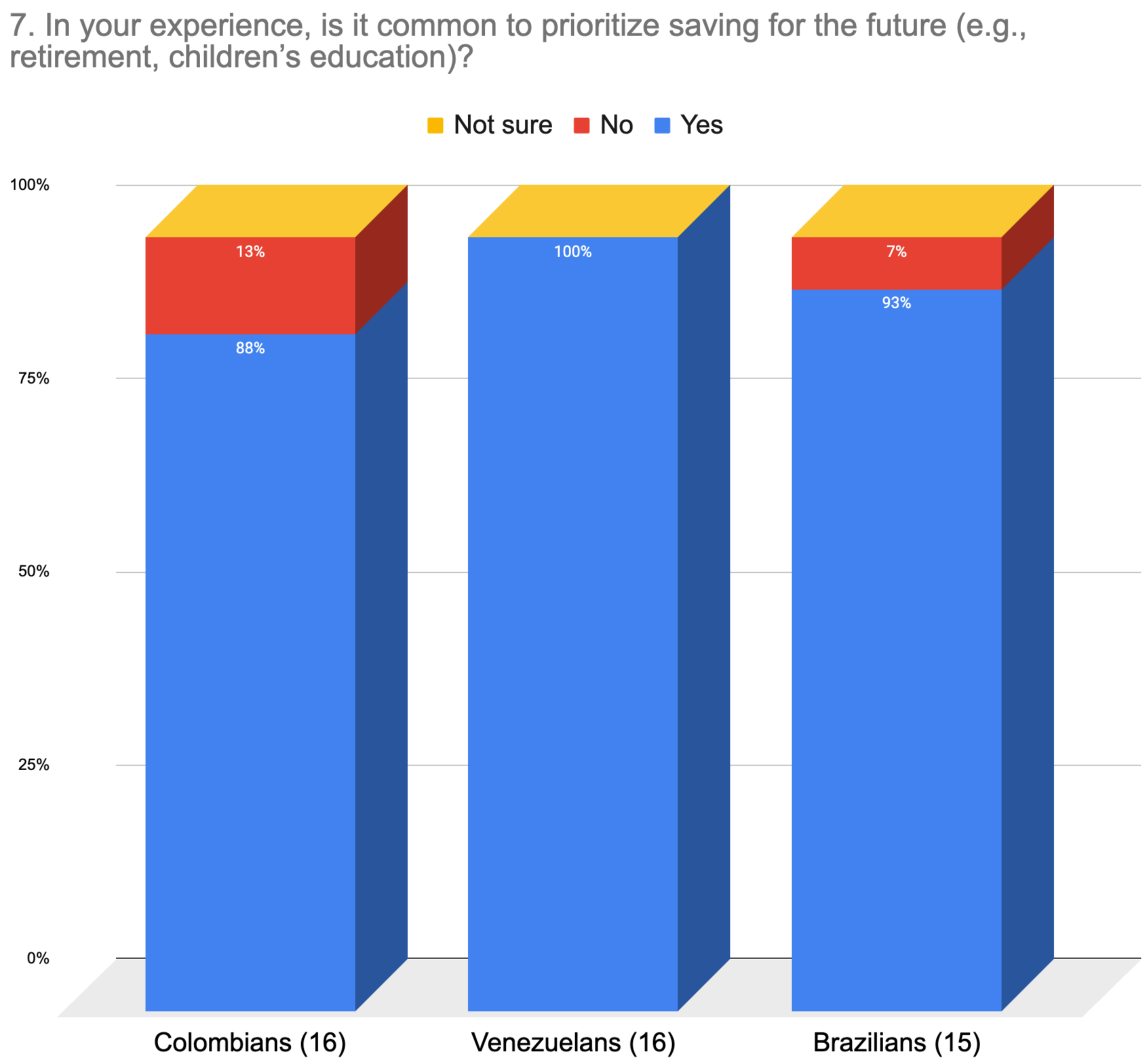
Question 5 - When planning vacations, do you typically allocate a significant portion of your budget for travel?



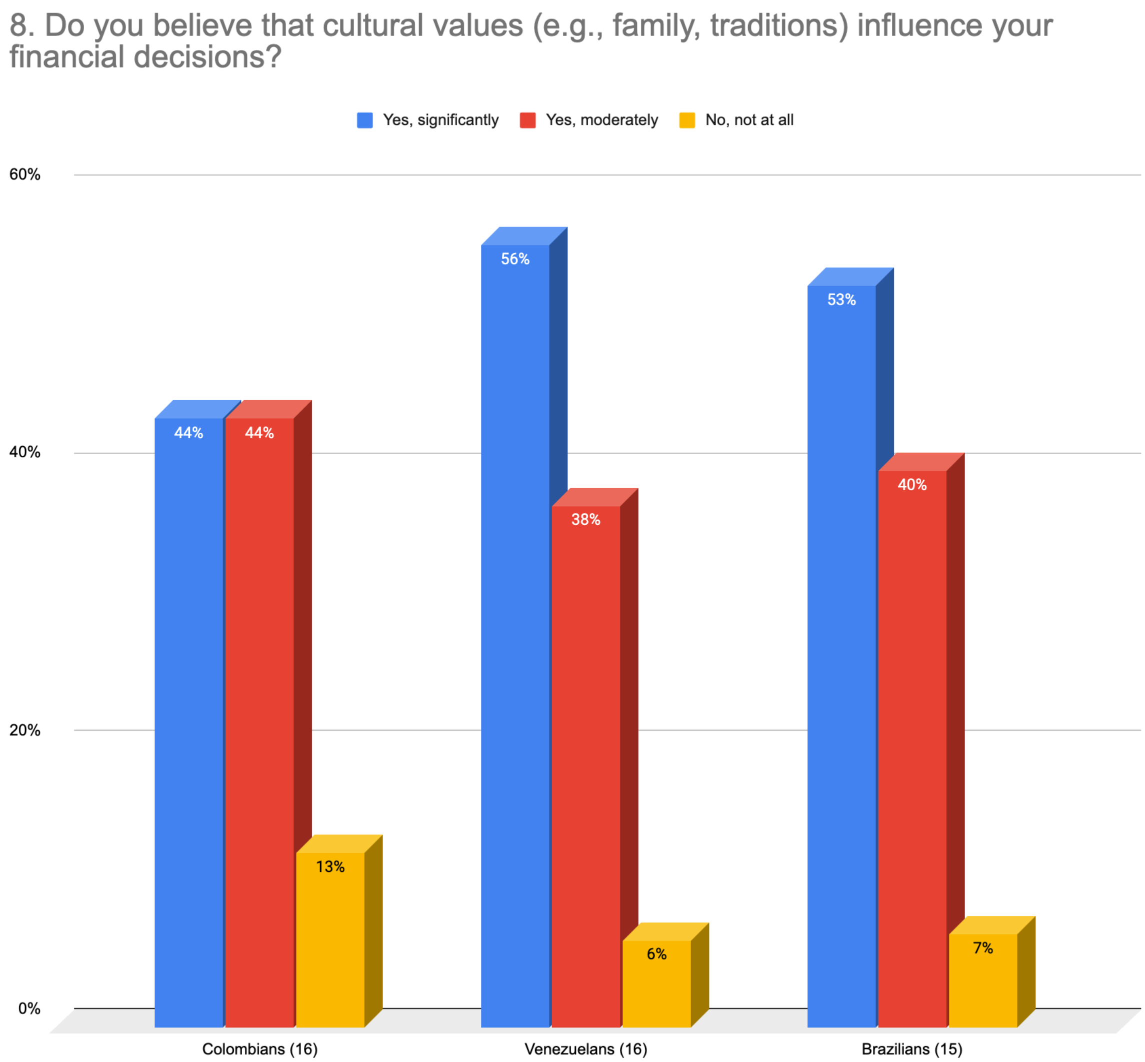
Question 6 - How important is purchasing luxury items (e.g., designer clothing, electronics) to you?



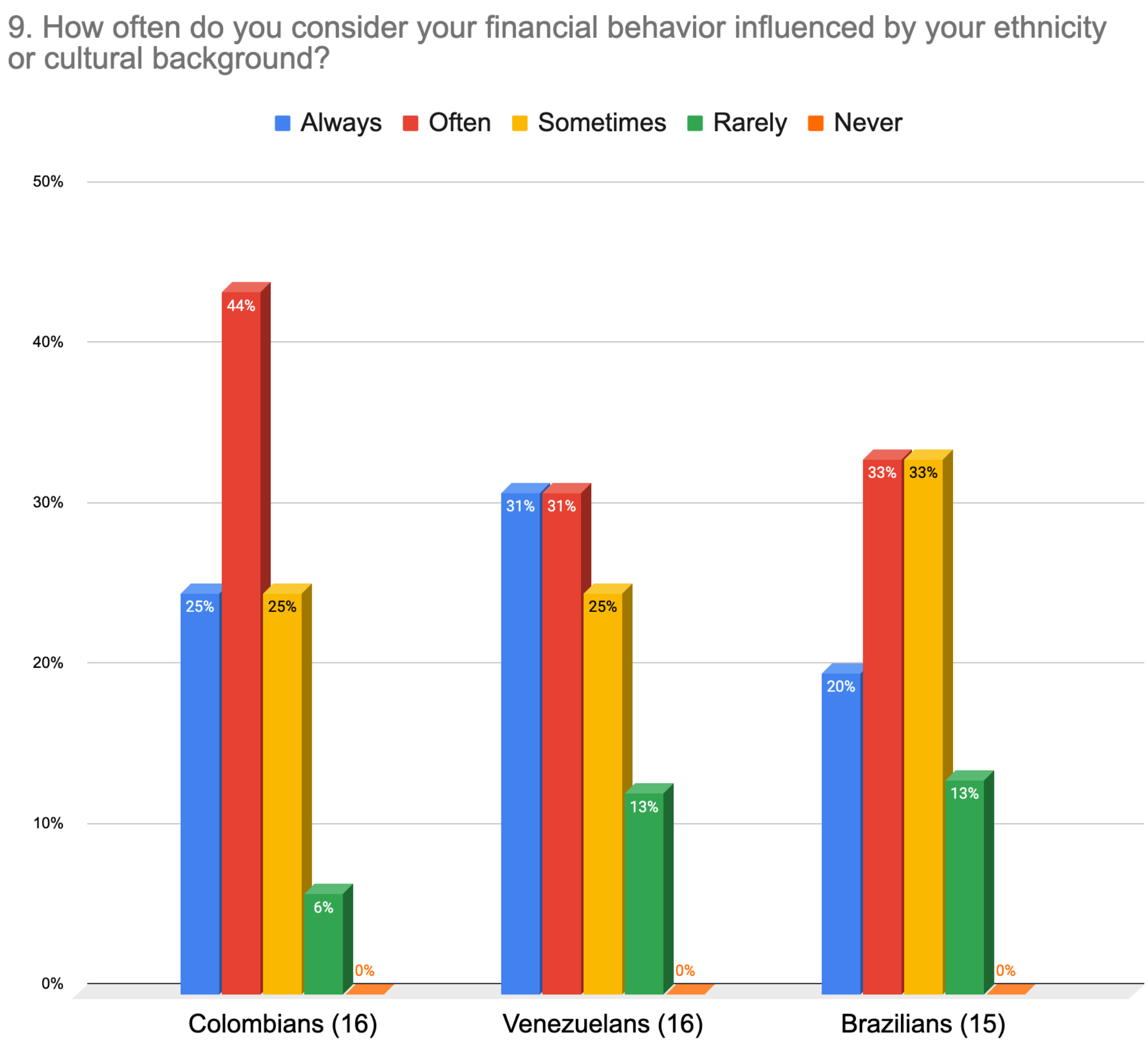
Question 7 - In your experience, is it common to prioritize saving for the future (e.g., retirement, children's education)?



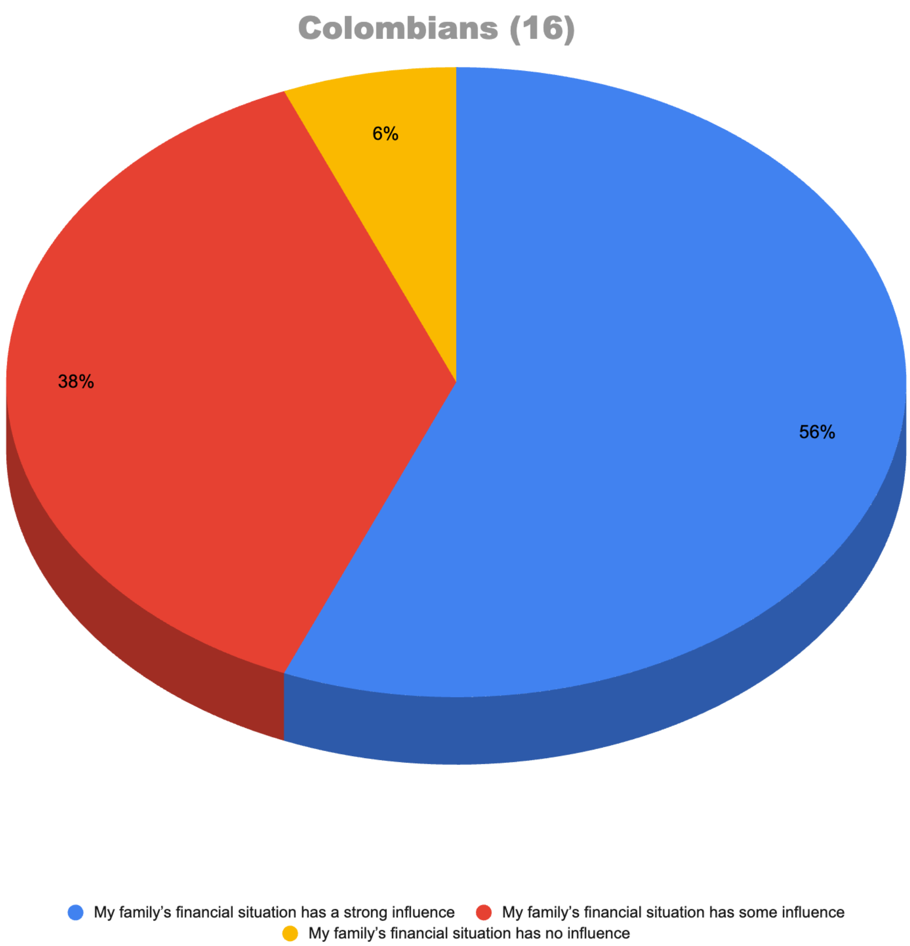
Question 8 - Do you believe that cultural values (e.g., family, traditions) influence your financial decisions?

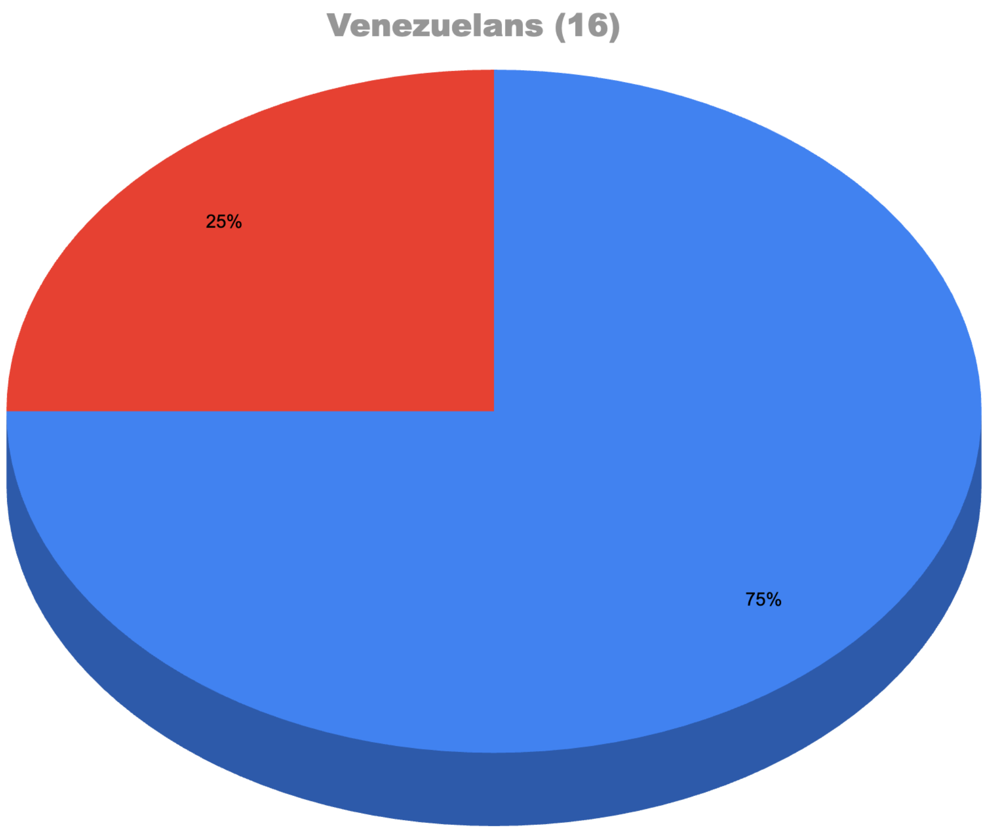


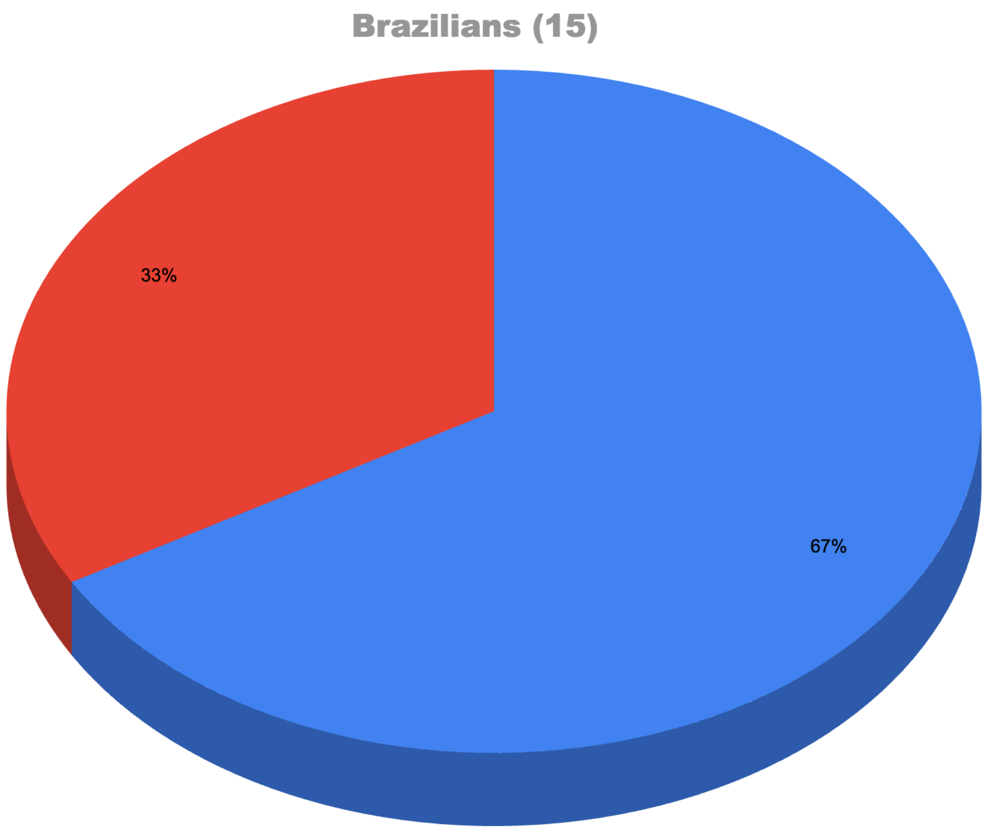
Question 9 - How often do you consider your financial behavior influenced by your ethnicity or cultural background?



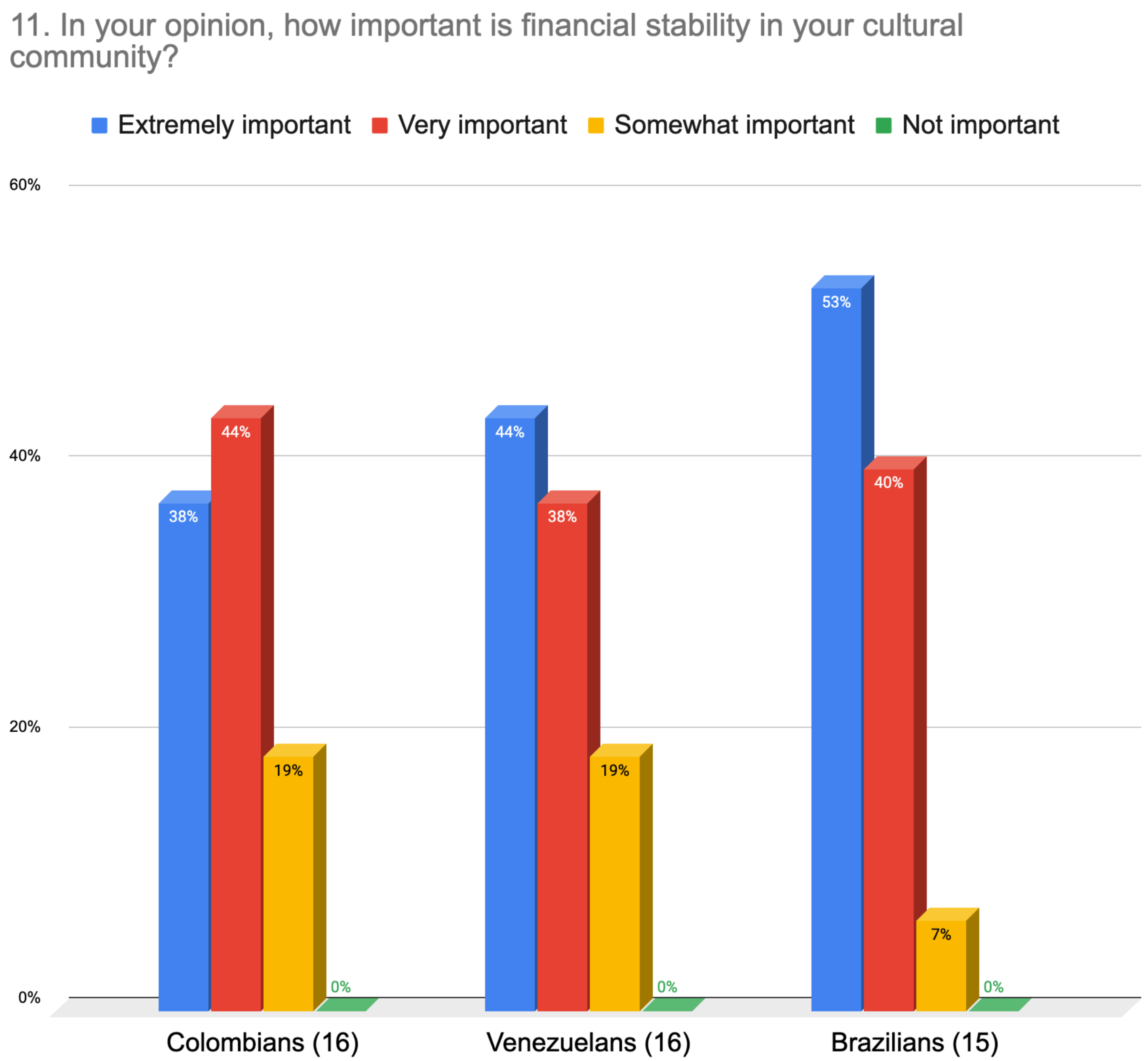
Question 10 - Which of the following best describes how your family's financial situation influences your financial decisions?




Venezuelans (16)
25%
75%


Brazilians (15)
33%
67%

Question 11 - In your opinion, how important is financial stability in your cultural community?



ANALYSIS

The analysis of the data highlights several key themes regarding how ethnicity and cultural background shape financial behaviors, specifically within the Colombian, Venezuelan, and Brazilian communities.

Financial Priorities and Ethnicity

Brazilians (53%) prioritized owning a car overwhelmingly more than Colombians (25%) and Venezuelans (38%) over other financial goals. Similarly, more Brazilian respondents prioritized saving for a home, with 67% of the sample indicating that they always prioritize saving for a home over other financial goals. Brazilians also tended to allocate a significant portion of their budget for travel and vacations more often than Colombians (31%) and Venezuelans (44%), with an overwhelming 60% reporting they always do so.

Colombian respondents illustrated a strikingly different pattern. For Colombians, 50% indicated that saving for a home was their top priority – less than Venezuelans (56%) and Brazilians (67%). Similarly, Colombians demonstrated more importance than Brazilians (53%) and Venezuelans (38%) in owning a car, with just 25% reporting that owning a car was extremely important to them over other financial goals.

However, unlike Colombian and Brazilian respondents who tended to have more distinguishable financial behaviors, Venezuelan respondents demonstrated a balanced focus: 56% of the Venezuelan sample indicated they always prioritized saving for a home over other financial goals, and 38% indicated that owning a car is extremely important to them over other financial goals. Similarly, 44% of Venezuelan respondents reported that they always allocate a significant portion of their budget for travel and vacations. Each of these values are in between those of Brazilian and Colombian respondents.

Overall, Brazilian respondents illustrated the strongest tendency to prioritize homeownership, car ownership, and spending on vacations. In contrast, Colombian respondents showed the weakest tendency to prioritize these expenses, while Venezuelan respondents fell in between. This finding has significant implications for how financial planning is approached within different cultural contexts. For example, while homeownership and car ownership are often considered long-term goals in many U.S. financial contexts, they may take on even greater cultural significance in Latin American communities, especially those of Brazilians, where owning property can signify social status and financial security (National Immigration Forum, 2024).

Immediate vs. Long-Term Goals

The data also revealed slight differences in saving for future expenses, such as retirement and children's education: Venezuelans demonstrated the most prominent commitment (100%), followed by Brazilians (93%) and Colombians (88%). This could reflect cultural differences in the value placed on immediate enjoyment versus long-term financial security. While the majority of respondents reported that it was common to prioritize saving for the future, the data suggests that the different ethnic groups placed slightly varying degrees of emphasis on long-term financial goals, such as homeownership and education, versus more immediate financial pleasures, such as luxury items. Venezuelan respondents seemed to prioritize these short-term pleasures more than the other groups, with just 13% reporting that purchasing luxury items (e.g., electronics, designer clothing) was of no importance to them, while more Brazilians (20%) and

Colombians (25%) indicated no importance. This may reflect differing national economic contexts or varying degrees of financial insecurity (O'Neil, 2018).

Additionally, education was a common priority across all ethnicities. Brazilians and Venezuelans each had 100% of respondents report that investing in education is a key financial priority. However, while the majority of Colombians also indicated education as a key financial priority (81%), this is significantly less than the other ethnic groups, as 19% of Colombians indicated that education was not a key financial priority. The fact that Brazilians and Venezuelans prioritize education more than Colombians indicates a variation in financial behavior between different cultural groups that may have been previously overlooked.

When asked how important financial stability is in their cultural community, Brazilian respondents demonstrated the most importance, with 92% indicating extremely or very important. Interestingly, Venezuelans and Colombians each had 82% indicating extremely or very important, illustrating a difference in the Venezuelan pattern from other themes. While Venezuelan respondents tend to have a pattern of demonstrating the most importance of long-term financial goals, it is interesting to note that they do not prioritize the same value on financial stability. However, Colombians tend to illustrate a consistent pattern of demonstrating the least importance of long-term financial goals and stability.

Influence of Cultural Values and Background

A central finding of this study is the profound influence of cultural values on financial decision-making. When asked if cultural values influence their financial decisions, Venezuelan respondents reported the most influence, with 94% indicating significant or moderate influence. This finding was followed by Brazilians (93%) and Colombians (88%). On the other hand, when asked how often they considered their financial behavior influenced by their ethnicity or cultural background, Colombian respondents reported the most influence, with 69% reporting this influence always or often. This finding was followed by Venezuelans (62%) and Brazilians (53%).

Familial values also emerged as a prominent factor in shaping financial behavior. When asked the degree to which their family's financial situation influences their own financial decisions, Venezuelan respondents reported the highest influence, with 75% indicating a strong influence and 25% indicating some influence. This finding was followed by Brazilians, with 67% indicating a strong influence and 33% indicating some influence. This concept supports the literature on collectivist cultural orientations in Latin American societies, where family connections and traditions are highly prioritized (Dondero & Humphries, 2016). Interestingly, however, just 56% of Colombians reported a strong influence, with 38% reporting some influence and 6% reporting no influence. The fact that the Colombian respondents reported familial influence on financial decisions significantly less than Venezuelans and Brazilians could be due to the gap that existing research simply focuses on general Latin American populations as opposed to specific ethnic groups.

LIMITATIONS

This study has several limitations that should be acknowledged. The sample size of 50 respondents – 47 respondents when excluding the three Colombians who left questions blank – is not large enough to allow for broad generalizations across the wider Brazilian, Colombian, and Venezuelan populations in the U.S. While the total sample size satisfies the Central Limit

Theorem, as there were over 30 total respondents, the sample size of each individual ethnic group fails to satisfy this theorem, limiting the ability to apply this data to a broader context. Similarly, the relationships found within the data do not mean that a certain result was caused by a certain concept. Furthermore, the snowball sampling method may have introduced a selection bias, as it relies on participants referring others from their social circles, potentially skewing the sample towards individuals with similar socioeconomic status, educational background, and cultural perspectives.

Moreover, the survey questions fail to address the participants' demographics, including socioeconomic status, age, income, and geographic location (e.g., the state of residence). The exclusion of demographics was done intentionally – collecting this information would go against the ethical compliance to which I agreed per my school's Institutional Review Board. However, including demographic information could add new perspectives of significant importance to the subject of cultural identity influencing financial behavior; the intersection of cultural and socioeconomic factors has a profound impact on the financial decision-making process, as described thoroughly in the literature review.

Additionally, while the survey format was designed to capture both quantitative and qualitative data, it relied on self-reporting, which can introduce bias, especially in questions relating to financial habits and behaviors. Respondents may have been influenced by a social desire bias, leading them to present their financial priorities and habits in a way that they believe is socially acceptable or ideal. The cross-sectional design of the study also limits the ability to make causal inferences. The data reflects a moment in time, but it cannot provide insights into how financial behaviors evolve over time or how they might change in response to shifting cultural or economic circumstances.

IMPLICATIONS

The findings from this study have several important implications for understanding the intersection of culture and financial decision-making. The results highlight the need for financial literacy programs that consider the cultural contexts of different communitie. Financial education that acknowledges cultural values – such as the importance of family or social obligations – may be more effective than traditional models that focus solely on individual financial goals.

Additionally, the study suggests that financial institutions and policymakers should consider cultural factors when designing products and services. For instance, recognizing the importance of homeownership and family support within these communities may guiderr the development of more inclusive financial products that cater to the unique needs of Latin American ethnic groups.

This finding has significant implications for how financial planning is approached within different cultural contexts. The balance between short-term enjoyment and long-term savings reflects not only economic priorities but also the broader societal values that inform those priorities. For example, while homeownership and education are often considered long-term goals in many U.S. financial contexts, they may take on even greater cultural significance in Latin American communities, where owning property can signify social status and financial security.

FUTURE RESEARCH

Future research could build on this study by expanding the sample size and exploring how these financial behaviors evolve over time. Prolonged studies could provide deeper insights into how financial priorities shift in response to changing economic conditions, particularly in countries like Venezuela, where instability may rapidly alter financial decision-making due to a history of unpredictable political and economic conditions.

Another avenue for future research could involve exploring the differences in financial behaviors between immigrants and those native-born in the U.S. within these ethnic populations. This path of study would allow for a comparison of how cultural influences persist or adapt when individuals transition to different social or economic environments. Similarly, comparing the financial decisions of individuals across all South American or Latin American descents would further address possible nuances in financial behaviors in each separate country background.

Exploring the role of gender in financial decision-making within these cultural contexts would also provide an additional layer of insight. Common or socially-accepted gender roles may play a significant part in how financial decisions are made, particularly in more collectivist societies, where family dynamics are often central to decision-making.

CONCLUSION

In conclusion, the analysis of financial behaviors among Colombian, Venezuelan, and Brazilian communities in the U.S. reveals the significant impact of ethnicity and cultural background on financial priorities and decision-making. Brazilians tend to prioritize homeownership, car ownership, and travel, often viewing these priorities as symbols of social status and financial security, while Venezuelans exhibit a balanced approach and Colombians demonstrate less emphasis on these goals. Venezuelans tend to demonstrate the most importance on long-term financial goals, whereas Colombians tend to illustrate a consistent pattern of demonstrating the least importance on long-term financial goals and stability. Cultural values and familial influence play a profound role in shaping financial behavior, with Venezuelans reporting the most significant familial influence on their financial decisions, followed by Brazilians and Colombians. Overall, these findings emphasize the need to consider cultural context when understanding financial priorities and behaviors in different ethnic and cultural communities.

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APPENDIX

Survey Questions

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Culture and Capital: Exploring the Role of Cultural Identity in Financial Behavior
Survey Questions

1. What is your ethnicity?
   - Colombian
   - Venezuelan
   - Brazilian
   - Other: _______________

2. How often do you prioritize saving for a home over other financial goals?
   - Always
   - Often
   - Sometimes
   - Rarely
   - Never

3. How important is owning a car in your life compared to other financial goals?
   - Extremely important
   - Very important
   - Somewhat important
   - Not important

4. Do you view investing in education as a key financial priority?
   - Yes
   - No

5. When planning vacations, do you typically allocate a significant portion of your budget for travel?
   - Yes, always
   - Sometimes
   - Rarely
   - Never

6. How important is purchasing luxury items (e.g., designer clothing, electronics) to you?
   - Extremely important
   - Very important
   - Somewhat important
   - Not important

7. In your experience, is it common to prioritize saving for the future (e.g., retirement, children's education)?
    - Yes
    - No
    - Not sure

8. Do you believe that cultural values (e.g., family, traditions) influence your financial decisions?
    - Yes, significantly
    - Yes, moderately
    - No, not at all

9. How often do you consider your financial behavior influenced by your ethnicity or cultural background?
    - Always
    - Often
    - Sometimes
    - Rarely
    - Never

10. Which of the following best describes how your family's financial situation influences your financial decisions?
    - My family's financial situation has a strong influence
    - My family's financial situation has some influence
    - My family's financial situation has no influence

11. In your opinion, how important is financial stability in your cultural community?
    - Extremely important
    - Very important
    - Somewhat important
    - Not important