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**Abstract:**

The topic of values is undergoing something of a resurgence in the social. The media has framed recent political events as having been influenced by “values voters”, suggesting that academic interest in values mirrors popular notions. We offered one of multiple proposals to the ANES board to include a measure of values in the 2006 pilot study. In this report, we augment the discussion of the values measures in the 2006 ANES pilot study in two ways. First, we compare the items drawn from the Portrait Values Questionnaire with the alternative options that were pilot-tested, coming down strongly in support of using the PVQ items. Second, we analyze the PVQ items along two factor-derived dimensions to suggest alternative uses of these measures, uses that allow comparisons of potential ANES data with other cross-national surveys like the World Values Surveys.