China one child one family policy introduced in 1979 as a measure to control the fast growing population has mixed results. A growing number of families have more than one child. One of the reasons is due to “male heir”. In this talk we discuss the impact of ”male heir” mentality on decision to have multiple children either abiding by or in violation of local governmental regulations. We quantify the impact of ”male heir” by means of excessive births based on recurrent event survival models and a sample of data collected in study of medical insurance in Pinggu, Beijing. In this process, we identify and incorporate other determinants (confounders) of decision to have multiple children. These candidate determinants include demographic factors such as education, occupation, income, and family structure. (Received September 19, 2010)