

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1	SVUS001	Adaptability to Complexity	Trends
2	SVUS002	Advertising as Stimulus	Trends
3	SVUS003	Attraction For Crowds	Trends
4	SVUS004	Aversion to Complexity	Trends
5	SVUS005	Brand Apathy	Trends
6	SVUS006	Buying on Impulse	Trends
7	SVUS007	Concern for Appearance	Trends
8	SVUS008	Confidence in Advertising	Trends
9	SVUS009	Confidence in Big Business	Trends
10	SVUS010	Confidence in Small Business	Trends
11	SVUS011	Cultural Assimilation	Trends
12	SVUS012	Discriminating Consumerism	Trends
13	SVUS013	Duty	Trends
14	SVUS014	Ecological Concern	Trends
15	SVUS015	Ecological Fatalism	Trends
16	SVUS016	Emotional Control	Trends
17	SVUS017	Enthusiasm for New Technology	Trends
18	SVUS018	Entrepreneurialism	Trends
19	SVUS019	Equal Relationship with Youth	Trends
20	SVUS020	Ethical Consumerism	Trends
21	SVUS021	Financial Security	Trends
22	SVUS022	Flexible Families	Trends
23	SVUS023	Global Consciousness	Trends
24	SVUS024	Importance of Aesthetics	Trends
25	SVUS025	Importance of Brand	Trends
26	SVUS026	Joy of Consumption	Trends
27	SVUS027	Multiculturalism	Trends
28	SVUS028	Need for Status Recognition	Trends
29	SVUS029	Obedience to Authority	Trends
30	SVUS030	Ostentatious Consumption	Trends
31	SVUS031	Parochialism	Trends
32	SVUS032	Patriarchy	Trends
33	SVUS033	Penchant for Risk	Trends
34	SVUS034	Personal Challenge	Trends
35	SVUS035	Protection of Privacy	Trends
36	SVUS036	Pursuit of Intensity	Trends
37	SVUS037	Rejection of Authority	Trends
38	SVUS038	Religiosity	Trends
39	SVUS039	Saving on Principle	Trends
40	SVUS040	Sexism	Trends
41	SVUS041	Sexual Permissiveness	Trends
42	SVUS042	Skepticism Towards Advertising	Trends
43	SVUS043	Traditional Family	Trends

ORDER	VARIABLE	DESCRIPTION	CATEGORY
44	SVUS044	Voluntary Simplicity	Trends
45	SVUS045	Xenophobia	Trends
46	SVUS046	Conformity to Norms	Trends
47	SVUS047	Need for Uniqueness	Trends
48	SVUS048	Enthusiasm for Consumption	Trends
49	SVUS049	Deconsumption	Trends
50	SVUS050	Strategic Consumption	Trends
51	SVUS051	Crude Materialism	Trends
52	SVUS052	Status via Home	Trends
53	SVUS053	Upscale Consumerism	Trends
54	SVUS054	Discount Consumerism	Trends