

ORDER	VARIABLE	DESCRIPTION	CATEGORY
0	Code	Code	Geography
0	GEO	Geographic Summarization Indicator	Geography
1	SVBAS15HP	Household Population 15+	Basics
2	SV00001	Acceptance of Violence	Trends
3	SV00002	Active Government	Trends
4	SV00003	Adaptability to Complexity	Trends
5	SV00004	Advertising as Stimulus	Trends
6	SV00005	Anomie-Aimlessness	Trends
7	SV00006	Attraction For Crowds	Trends
8	SV00007	Attraction to Nature	Trends
9	SV00008	Aversion to Complexity	Trends
10	SV00009	Brand Apathy	Trends
11	SV00010	Brand Genuineness	Trends
12	SV00011	Buying on Impulse	Trends
13	SV00012	Community Involvement	Trends
14	SV00013	Concern for Appearance	Trends
15	SV00014	Confidence in Advertising	Trends
16	SV00015	Confidence in Big Business	Trends
17	SV00016	Confidence in Small Business	Trends
18	SV00017	Consumption Evangelism	Trends
19	SV00018	Consumptivity	Trends
20	SV00019	Cultural Assimilation	Trends
21	SV00020	Culture Sampling	Trends
22	SV00021	Discriminating Consumerism	Trends
23	SV00022	Duty	Trends
24	SV00023	Ecological Concern	Trends
25	SV00024	Ecological Fatalism	Trends
26	SV00025	Ecological Lifestyle	Trends
27	SV00026	Effort Toward Health	Trends
28	SV00027	Emotional Control	Trends
29	SV00028	Enthusiasm for Technology	Trends
30	SV00029	Equal Relationship with Youth	Trends
31	SV00030	Ethical Consumerism	Trends
32	SV00031	Fatalism	Trends
33	SV00032	Fear of Violence	Trends
34	SV00033	Financial Concern Regarding the Future	Trends
35	SV00034	Financial Security	Trends
36	SV00035	Flexible Families	Trends
37	SV00036	Fulfilment Through Work	Trends
38	SV00037	Global Consciousness	Trends
39	SV00038	Importance of Aesthetics	Trends
40	SV00039	Importance of Brand	Trends
41	SV00040	Importance of Price	Trends
42	SV00041	Importance of Spontaneity	Trends
43	SV00042	Interest in the Unexplained	Trends
44	SV00043	Introspection & Empathy	Trends
45	SV00044	Intuition & Impulse	Trends
46	SV00045	Joy of Consumption	Trends
47	SV00046	Just Deserts	Trends
48	SV00047	Legacy	Trends
49	SV00049	Multiculturalism	Trends
50	SV00050	National Pride	Trends
51	SV00051	Need for Escape	Trends
52	SV00052	Need for Status Recognition	Trends
53	SV00053	North American Dream	Trends

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54	SV00054	Obedience to Authority	Trends
55	SV00055	Ostentatious Consumption	Trends
56	SV00056	Parochialism	Trends
57	SV00057	Patriarchy	Trends
58	SV00058	Penchant for Risk	Trends
59	SV00059	Personal Challenge	Trends
60	SV00060	Personal Control	Trends
61	SV00061	Personal Creativity	Trends
62	SV00062	Personal Expression	Trends
63	SV00063	Personal Optimism	Trends
64	SV00273	Primacy of Environmental Protection	Trends
65	SV00064	Primacy of the Family	Trends
66	SV00065	Propriety	Trends
67	SV00066	Pursuit of Intensity	Trends
68	SV00067	Pursuit of Novelty	Trends
69	SV00068	Pursuit of Originality	Trends
70	SV00069	Racial Fusion	Trends
71	SV00070	Rejection of Authority	Trends
72	SV00272	Rejection of Inequality	Trends
73	SV00072	Rejection of Orderliness	Trends
74	SV00073	Religion a la Carte	Trends
75	SV00074	Religiosity	Trends
76	SV00075	Saving on Principle	Trends
77	SV00076	Search for Roots	Trends
78	SV00077	Sensualism	Trends
79	SV00078	Sexism	Trends
80	SV00079	Sexual Permissiveness	Trends
81	SV00080	Skepticism Toward Small Business	Trends
82	SV00081	Skepticism Towards Advertising	Trends
83	SV00271	Social Darwinism	Trends
84	SV00083	Social Intimacy	Trends
85	SV00084	Social Learning	Trends
86	SV00085	Social Responsibility	Trends
87	SV00086	Spiritual Quest	Trends
88	SV00087	Status via Home	Trends
89	SV00088	Technology Anxiety	Trends
90	SV00089	Time Stress	Trends
91	SV00090	Traditional Family	Trends
92	SV00091	Utilitarian Consumerism	Trends
93	SV00092	Vitality	Trends
94	SV00093	Voluntary Simplicity	Trends
95	SV00094	Work Ethic	Trends
96	SV00095	Xenophobia	Trends
97	SV00098	Violence is a part of life. It's no big deal	Attitudes
98	SV00099	It's acceptable to use physical force to get something you really want. The important thing is to get what you want	Attitudes
99	SV00100	When a person can't take it anymore and feels like he/she is about to explode, to be a little violent can relieve the tension. It's no big deal	Attitudes
100	SV00101	It should be primarily government, not the private sector, that is concerned with solving the country's social problems	Attitudes
101	SV00102	I like trying to take advantage of the unforeseen, of opportunities that present themselves	Attitudes
102	SV00103	I do not feel uncomfortable living with the uncertainties and the unexpected in life today	Attitudes
103	SV00104	It is not really a problem for me that life is becoming more and more complex	Attitudes
104	SV00107	Generally speaking, I feel that I don't really have any goals in life	Attitudes
105	SV00108	I feel that I have little value as an individual in society	Attitudes

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106	SV00109	My life is meaningless	Attitudes
107	SV00110	I like being in a large crowd	Attitudes
108	SV00111	I like sharing major events (public & social events, gatherings, etc.)	Attitudes
109	SV00112	Life in the country is much more satisfying than in the city	Attitudes
110	SV00113	Being in contact with nature is very important to me	Attitudes
111	SV00114	Feel the need to be in tune with nature	Attitudes
112	SV00115	I am prepared to pay more for brands, products and services that are truly authentic and based on traditional knowledge and skills	Attitudes
113	SV00116	When I buy a brand, product or service, it is very important to me that I get a sense of the origin, country or place where it was created	Attitudes
114	SV00117	I am prepared to pay more for brands, products and services that reflect the country or place they come from	Attitudes
115	SV00118	The fact that society is dividing into 'the haves' and the 'have nots' does not really bother me; it's just the way things are naturally evolving	Attitudes
116	SV00119	Often discussed the problems in your neighbourhood or municipality with people	Attitudes
117	SV00120	Often worked as a volunteer for a committee aimed at improving an aspect of life in your neighbourhood or municipality	Attitudes
118	SV00122	I always choose my clothes with great care	Attitudes
119	SV00123	It is important to look good	Attitudes
120	SV00124	It is very likely that, if a product is widely advertised, it will be a good product	Attitudes
121	SV00125	Advertising is useful in helping me make a choice when buying	Attitudes
122	SV00126	Big businesses generally try to strike a fair balance between profits and the public interest	Attitudes
123	SV00127	Most small businesses do their best to provide high quality goods and services to their customers	Attitudes
124	SV00128	Small businesses generally try to strike a fair balance between profits and the public interest	Attitudes
125	SV00129	Often offer advice to people who consult me before they shop for certain items	Attitudes
126	SV00130	I feel that I have a great deal of influence on the consumption choices of the people around me	Attitudes
127	SV00131	There are definitely one or more areas which are of great interest to me and which encourage me to spend	Attitudes
128	SV00132	I experience a great deal of pleasure when I buy things in certain areas of special interest to me	Attitudes
129	SV00133	For the areas which are of special interest to me, I make a point of keeping up-to-date with what is available on the market (by seeking out information, reading, etc.)	Attitudes
130	SV00135	I try to gather a lot of information about products before I make an important purchase	Attitudes
131	SV00136	I try to resist the tempting packaging and advertisements that attempt to make me buy things I don't really want	Attitudes
132	SV00137	It is important to fulfil your duties and obligations to others before pursuing your personal pleasure	Attitudes
133	SV00138	I prefer: people who, whatever happens, do their duty	Attitudes
134	SV00139	I prefer: people who pursue, above all, their own happiness	Attitudes
135	SV00140	It is acceptable that an industrial society such as ours produces a certain degree of pollution	Attitudes
136	SV00142	To preserve peoples jobs in this country, we must accept higher degrees of pollution in the future	Attitudes
137	SV00144	I avoid using the services or products of companies which I consider to have a poor environmental record	Attitudes
138	SV00145	I am prepared to pay more for an environmentally friendly product	Attitudes
139	SV00146	I exercise to keep myself healthy and feeling good	Attitudes
140	SV00147	It is important to watch and take care of my health	Attitudes
141	SV00148	I am excited by the possibilities presented by the new technologies	Attitudes
142	SV00149	I always keep informed about the latest technological developments	Attitudes
143	SV00150	Young people today have too much freedom and not enough discipline	Attitudes
144	SV00151	Good parents make and enforce strict rules for their children	Attitudes
145	SV00152	Teenagers should have the same freedom as adults	Attitudes
146	SV00153	I would never buy products or services from a company if I knew that they discriminated against certain types of employees	Attitudes
147	SV00154	I would never buy products or services from a company if I knew that they did business in countries that violate human rights	Attitudes
148	SV00155	I would never buy products from a company if I knew that they tested their products on animals	Attitudes
149	SV00156	Feel that violence is all around us and that we must constantly be on the look out	Attitudes
150	SV00157	Your finances in the coming years will get worse	Attitudes

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151	SV00158	Your finances in the coming years will improve	Attitudes
152	SV00159	Compared to this time last year, your financial position is - More Secure	Attitudes
153	SV00160	Compared to this time last year, your financial position is - Less Secure	Attitudes
154	SV00161	Looking at your personal future in the coming years - It will Improve	Attitudes
155	SV00162	Looking at your personal future in the coming years - It will Get Worse	Attitudes
156	SV00163	I am very concerned that I will not have enough money to live comfortably in the future	Attitudes
157	SV00164	Getting married and having children is the only real way of having a family	Attitudes
158	SV00165	Society should regard people of the same sex who live together as being the same as a married couple	Attitudes
159	SV00166	Society should regard people who live together without being married as being a family	Attitudes
160	SV00167	I would prefer: to do work that is in the public interest	Attitudes
161	SV00168	I would prefer: to make a lot of money in business	Attitudes
162	SV00169	I would prefer: to do work that is not particularly interesting, but that pays well	Attitudes
163	SV00170	I would prefer: to do work that is exciting, but does not pay very well	Attitudes
164	SV00171	Feel what people in other countries are going through when I watch them on television (on the international news, for example)	Attitudes
165	SV00172	Feel that I am more a citizen of the world than a citizen of my country	Attitudes
166	SV00173	I am only interested in things that are useful; I couldn't care less about beauty for its own sake	Attitudes
167	SV00174	Brands are not important to me at all	Attitudes
168	SV00175	I have my favourite brand and I normally stick to it	Attitudes
169	SV00176	I often buy things just because they are beautiful, whether or not they are practical	Attitudes
170	SV00177	I would like to see more variations in colour, design and finish in the products I buy	Attitudes
171	SV00178	I am willing to pay more for brand-name products	Attitudes
172	SV00179	When I buy a product, the brand is very important to me	Attitudes
173	SV00180	Whatever the type of product, whenever I buy something, price is always very important	Attitudes
174	SV00182	I am interested in everything that science cannot explain	Attitudes
175	SV00183	I like to put myself in another persons shoes and to imagine how I would have felt in his/her place	Attitudes
176	SV00184	I like to let my moods vary with my surroundings, the moments of the day, the weather	Attitudes
177	SV00186	To spend, to buy myself something new, is for me one of the greatest pleasures in life	Attitudes
178	SV00187	I love to buy consumer goods (excluding those basic ones essential to run a household)	Attitudes
179	SV00188	To buy myself something is always very gratifying for me	Attitudes
180	SV00189	I feel that people get what they deserve	Attitudes
181	SV00190	I have made plans for those I love after I die	Attitudes
182	SV00191	It is one of my goals in life that, when I die, I leave as much money as I can to others such as my children or my family or to charitable organizations	Attitudes
183	SV00192	It is not at all important to me that I leave money to others when I die	Attitudes
184	SV00193	Racism in Canada is by and large a thing of the past	Attitudes
185	SV00195	We should do much more to learn about the customs and heritage of the racial and ethnic groups in this country	Attitudes
186	SV00197	It is important that the country should hold a strong position in the world	Attitudes
187	SV00198	Even on vacation, I like to maintain regular contact with my duties or obligations back home	Attitudes
188	SV00199	It is important to me to regularly get away from all responsibilities and burdens	Attitudes
189	SV00200	It is important to me that people admire the things I own	Attitudes
190	SV00201	I need to feel that I have achieved a level of social success and that this is recognized by others	Attitudes
191	SV00202	We should show respect to people in positions of authority	Attitudes
192	SV00204	I believe: That young people should be taught to obey authority	Attitudes
193	SV00205	I believe: That young people should be taught to question authority	Attitudes
194	SV00207	The father of the family must be master in his own house	Attitudes
195	SV00208	From time to time, I'd like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation	Attitudes
196	SV00209	In order to get what I like, I would be prepared to take great risks in life	Attitudes
197	SV00210	Once I start something, I stick with it until I am satisfied with the results	Attitudes
198	SV00211	I often do something simply to prove to myself that I am able	Attitudes
199	SV00212	When I really want to do something, I almost always do it	Attitudes
200	SV00213	No matter what I do, I have a lot of trouble changing the course of events that affect me	Attitudes
201	SV00214	Whatever I do, my destiny is predetermined and history takes its course	Attitudes

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202	SV00215	I have great confidence in my creative ability and my power of imagination	Attitudes
203	SV00216	Creative, imaginative people - This reflects me	Attitudes
204	SV00217	It is important to be able to reveal your deep feelings to people you are close to	Attitudes
205	SV00218	It is important to be able to really communicate with people sincerely and spontaneously	Attitudes
206	SV00220	People who put their family above everything else - This reflects me	Attitudes
207	SV00222	I like to experience new emotions every day	Attitudes
208	SV00223	What one feels is more important than reason and logic	Attitudes
209	SV00224	I get pleasure out of letting myself go along with an impulse or passing emotions	Attitudes
210	SV00225	As soon as I see an opportunity to try something new, I do it	Attitudes
211	SV00226	I like to be immediately informed of new products and services so that I can use them	Attitudes
212	SV00227	It is important to try new products, new places for vacation, or new foods, just for the pleasure of the novelty	Attitudes
213	SV00228	I am prepared to pay more for products that are a bit different from those one sees all over	Attitudes
214	SV00229	I like the small details of my appearance and behaviour to make me stand out from others in a group	Attitudes
215	SV00230	I prefer: people who act like everybody else, without trying to stand out	Attitudes
216	SV00231	I prefer: people who do not always feel obliged to be like everybody else and who show some originality in their dress or behaviour	Attitudes
217	SV00232	I would be happy if someone in my family married someone of a different race	Attitudes
218	SV00235	I would like to have a religious service at my funeral	Attitudes
219	SV00236	My religious beliefs are very important to me	Attitudes
220	SV00238	I consider myself to be a member of a religious faith	Attitudes
221	SV00239	Which of these two opinions about money do you hold? Money is for making and saving	Attitudes
222	SV00240	Which of these two opinions about money do you hold? Money is for spending and circulating	Attitudes
223	SV00242	I believe: Teach children to spend wisely and choose their purchases carefully	Attitudes
224	SV00243	It is important to be thoroughly familiar with what I think of as my region, its history, its customs and its traditions	Attitudes
225	SV00245	In a household where both partners are working, it is not right for the wife to earn more than the husband	Attitudes
226	SV00246	Whatever people say, men have a certain natural superiority over women, and nothing can change this	Attitudes
227	SV00247	Pre-marital sex improves the later success of a marriage	Attitudes
228	SV00248	It outrages me to see so many articles and pictures about sex in films, magazines and books	Attitudes
229	SV00249	An extramarital affair from time to time is not that serious	Attitudes
230	SV00253	I learn a great deal from meeting people who are different from me	Attitudes
231	SV00254	An indispensable way to learn is to be in touch and interact with very different kinds of people	Attitudes
232	SV00255	If you want to learn and grow in life, it is essential to meet and converse with different kinds of people, who come from all kinds of backgrounds	Attitudes
233	SV00256	I believe: I have a personal responsibility to help those worse off than me	Attitudes
234	SV00257	I believe: I have enough trouble taking care of myself without worrying about the needs of the poor	Attitudes
235	SV00259	It is important to have a more intense and more spiritual inner life	Attitudes
236	SV00261	New technologies are causing more problems than they are solving	Attitudes
237	SV00262	Managing my time is one of my biggest challenges	Attitudes
238	SV00264	Things are so hectic nowadays, it feels like a major victory when I accomplish everything I have to do	Attitudes
239	SV00265	Compared to other people I know, I feel that I have a lot of energy	Attitudes
240	SV00267	Children have to be taught that to get ahead in life they have to work hard and make sacrifices	Attitudes
241	SV00268	Overall, there is too much immigration. It threatens the purity of the country	Attitudes
242	SV00269	Non-whites should not be allowed to immigrate to our country	Attitudes
243	SV00270	Immigrants of different races and ethnic groups should set aside their cultural backgrounds and try to blend into the Canadian culture	Attitudes
244	SV00274	It worries me greatly that government and companies are storing more and more information about people's private lives - Agree	Attitudes
245	SV00275	If I could, I would not allow all kinds of databanks to store data about me - Agree	Attitudes
246	SV00276	I take steps to protect my personal information online from being used in ways I did not agree to - Agree	Attitudes
247	SV00277	How my personal information is STORED by companies and the government - Not Very Important	Attitudes
248	SV00278	How my personal information is STORED by companies and the government - Very Important	Attitudes
249	SV00279	Changing Importance: How my personal information is STORED by companies and the government - Not Very Important	Attitudes

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250	SV00280	Changing Importance: How my personal information is STORED by companies and the government - Very Important	Attitudes
251	SV00281	How my personal information is USED by companies and the government - Not Very Important	Attitudes
252	SV00282	How my personal information is USED by companies and the government - Very Important	Attitudes
253	SV00283	Changing Importance: How my personal information is USED by companies and the government - Not Very Important	Attitudes
254	SV00284	Changing Importance: How my personal information is USED by companies and the government - Very Important	Attitudes
255	SV00285	The only way our country can get through the crisis ahead is to get back to our traditional values, put tough leaders in power, and silence the troublemakers spreading bad ideas - Agree	Attitudes
256	SV00286	Our country will be destroyed someday if we do not smash the perversions eating away at our moral fiber and traditional beliefs - Agree	Attitudes
257	SV00287	What our country really needs, instead of more civil rights, is a stiff dose of law and order - Agree	Attitudes
258	SV00288	Gays and lesbians are just as healthy and moral as anybody else - Agree	Attitudes
259	SV00289	Homosexuals and feminists should be praised for being brave enough to defy traditional family values - Agree	Attitudes
260	SV00290	Everyone should have their own lifestyle, religious beliefs, and sexual preferences, even if it makes them different from everyone else - Agree	Attitudes
261	SV00291	I think I'm better than most people at taking advantage of the opportunities and avoiding threats that are out there in the world - Agree	Attitudes
262	SV00292	I like to be in complex situations that challenge me to figure out how to come out ahead - Agree	Attitudes