

| 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 |
| 54 | SV00054 | Obedience to Authority | Trends |
| 55 | SV00055 | Ostentatious Consumption | Trends |

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|-------|----------|---|-----------|
| 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 |
| 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 |

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| 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 |

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| 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 |
| 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 |

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| 194 | SVO0207 | The father of the family must be master in his own house | Attitudes |
| 195 | SVO0208 | 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 | SVO0209 | In order to get what I like, I would be prepared to take great risks in life | Attitudes |
| 197 | SVO0210 | Once I start something, I stick with it until I am satisfied with the results | Attitudes |
| 198 | SVO0211 | I often do something simply to prove to myself that I am able | Attitudes |
| 199 | SVO0212 | When I really want to do something, I almost always do it | Attitudes |
| 200 | SVO0213 | No matter what I do, I have a lot of trouble changing the course of events that affect me | Attitudes |
| 201 | SVO0214 | Whatever I do, my destiny is predetermined and history takes its course | Attitudes |
| 202 | SVO0215 | I have great confidence in my creative ability and my power of imagination | Attitudes |
| 203 | SVO0216 | Creative, imaginative people - This reflects me | Attitudes |
| 204 | SVO0217 | It is important to be able to reveal your deep feelings to people you are close to | Attitudes |
| 205 | SVO0218 | It is important to be able to really communicate with people sincerely and spontaneously | Attitudes |
| 206 | SVO0220 | People who put their family above everything else - This reflects me | Attitudes |
| 207 | SVO0222 | I like to experience new emotions every day | Attitudes |
| 208 | SVO0223 | What one feels is more important than reason and logic | Attitudes |
| 209 | SVO0224 | I get pleasure out of letting myself go along with an impulse or passing emotions | Attitudes |
| 210 | SVO0225 | As soon as I see an opportunity to try something new, I do it | Attitudes |
| 211 | SVO0226 | I like to be immediately informed of new products and services so that I can use them | Attitudes |
| 212 | SVO0227 | It is important to try new products, new places for vacation, or new foods, just for the pleasure of the novelty | Attitudes |
| 213 | SVO0228 | I am prepared to pay more for products that are a bit different from those one sees all over | Attitudes |
| 214 | SVO0229 | I like the small details of my appearance and behaviour to make me stand out from others in a group | Attitudes |
| 215 | SVO0230 | I prefer: people who act like everybody else, without trying to stand out | Attitudes |
| 216 | SVO0231 | 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 | SVO0232 | I would be happy if someone in my family married someone of a different race | Attitudes |
| 218 | SVO0235 | I would like to have a religious service at my funeral | Attitudes |
| 219 | SVO0236 | My religious beliefs are very important to me | Attitudes |
| 220 | SVO0238 | I consider myself to be a member of a religious faith | Attitudes |
| 221 | SVO0239 | Which of these two opinions about money do you hold? money is for making and saving | Attitudes |
| 222 | SVO0240 | Which of these two opinions about money do you hold? money is for spending and circulating | Attitudes |
| 223 | SVO0242 | I believe: Teach children to spend wisely and choose their purchases carefully | Attitudes |
| 224 | SVO0243 | It is important to be thoroughly familiar with what I think of as my region, its history, its customs and its traditions | Attitudes |
| 225 | SVO0245 | In a household where both partners are working, it is not right for the wife to earn more than the husband | Attitudes |
| 226 | SVO0246 | Whatever people say, men have a certain natural superiority over women, and nothing can change this | Attitudes |
| 227 | SVO0247 | Pre-marital sex improves the later success of a marriage | Attitudes |
| 228 | SVO0248 | It outrages me to see so many articles and pictures about sex in films, magazines and books | Attitudes |
| 229 | SVO0249 | An extramarital affair from time to time is not that serious | Attitudes |
| 230 | SVO0253 | I learn a great deal from meeting people who are different from me | Attitudes |
| 231 | SVO0254 | An indispensable way to learn is to be in touch and interact with very different kinds of people | Attitudes |
| 232 | SVO0255 | 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 | SVO0256 | I believe: I have a personal responsibility to help those worse off than me | Attitudes |
| 234 | SVO0257 | I believe: I have enough trouble taking care of myself without worrying about the needs of the poor | Attitudes |
| 235 | SVO0259 | It is important to have a more intense and more spiritual inner life | Attitudes |
| 236 | SVO0261 | New technologies are causing more problems than they are solving | Attitudes |

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| 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 |