

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1	SVHHDS	Total Households	Basics
2	SVUS055	Active Government	Trends
3	SVUS001	Adaptability to Complexity	Trends
4	SVUS002	Advertising as Stimulus	Trends
5	SVUS003	Attraction For Crowds	Trends
6	SVUS004	Aversion to Complexity	Trends
7	SVUS005	Brand Apathy	Trends
8	SVUS006	Buying on Impulse	Trends
9	SVUS056	Civic Apathy	Trends
10	SVUS057	Civic Engagement	Trends
11	SVUS058	Community Involvement	Trends
12	SVUS007	Concern for Appearance	Trends
13	SVUS008	Confidence in Advertising	Trends
14	SVUS009	Confidence in Big Business	Trends
15	SVUS010	Confidence in Small Business	Trends
16	SVUS046	Conformity to Norms	Trends
17	SVUS051	Crude Materialism	Trends
18	SVUS011	Cultural Assimilation	Trends
19	SVUS049	Deconsumption	Trends
20	SVUS054	Discount Consumerism	Trends
21	SVUS012	Discriminating Consumerism	Trends
22	SVUS013	Duty	Trends
23	SVUS014	Ecological Concern	Trends
24	SVUS015	Ecological Fatalism	Trends
25	SVUS059	Effort Toward Health	Trends
26	SVUS016	Emotional Control	Trends
27	SVUS048	Enthusiasm for Consumption	Trends
28	SVUS017	Enthusiasm for New Technology	Trends
29	SVUS018	Entrepreneurialism	Trends
30	SVUS019	Equal Relationship with Youth	Trends
31	SVUS020	Ethical Consumerism	Trends
32	SVUS060	Fatalism	Trends
33	SVUS021	Financial Security	Trends
34	SVUS022	Flexible Families	Trends
35	SVUS023	Global Consciousness	Trends
36	SVUS024	Importance of Aesthetics	Trends
37	SVUS025	Importance of Brand	Trends
38	SVUS061	Importance of Spontaneity	Trends
39	SVUS062	Intuition & Impulse	Trends
40	SVUS026	Joy of Consumption	Trends
41	SVUS063	Just Deserts	Trends
42	SVUS027	Multiculturalism	Trends
43	SVUS064	National Pride	Trends
44	SVUS028	Need for Status Recognition	Trends
45	SVUS047	Need for Uniqueness	Trends
46	SVUS029	Obedience to Authority	Trends
47	SVUS030	Ostentatious Consumption	Trends
48	SVUS031	Parochialism	Trends
49	SVUS032	Patriarchy	Trends
50	SVUS033	Penchant for Risk	Trends
51	SVUS034	Personal Challenge	Trends
52	SVUS065	Personal Control	Trends
53	SVUS066	Personal Optimism	Trends
54	SVUS067	Primacy of the Family	Trends
55	SVUS035	Protection of Privacy	Trends
56	SVUS036	Pursuit of Intensity	Trends
57	SVUS037	Rejection of Authority	Trends
58	SVUS038	Religiosity	Trends
59	SVUS039	Saving on Principle	Trends
60	SVUS040	Sexism	Trends
61	SVUS041	Sexual Permissiveness	Trends
62	SVUS042	Skepticism Towards Advertising	Trends
63	SVUS068	Social Responsibility	Trends
64	SVUS052	Status via Home	Trends
65	SVUS050	Strategic Consumption	Trends
66	SVUS069	Technology Anxiety	Trends
67	SVUS043	Traditional Family	Trends

ORDER	VARIABLE	DESCRIPTION	CATEGORY
68	SVUS053	Upscale Consumerism	Trends
69	SVUS044	Voluntary Simplicity	Trends
70	SVUS045	Xenophobia	Trends