

VARIABLE	DESCRIPTION	CATEGORY
SVHHDS	Total Households	Basics
SVUS001	Adaptability to Complexity	Trends
SVUS004	Aversion to Complexity	Trends
SVUS003	Attraction For Crowds	Trends
SVUS007	Concern for Appearance	Trends
SVUS008	Confidence in Advertising	Trends
SVUS042	Skepticism Towards Advertising	Trends
SVUS012	Discriminating Consumerism	Trends
SVUS006	Buying on Impulse	Trends
SVUS013	Duty	Trends
SVUS014	Ecological Concern	Trends
SVUS015	Ecological Fatalism	Trends
SVUS019	Equal Relationship with Youth	Trends
SVUS020	Ethical Consumerism	Trends
SVUS021	Financial Security	Trends
SVUS022	Flexible Families	Trends
SVUS043	Traditional Family	Trends
SVUS023	Global Consciousness	Trends
SVUS031	Parochialism	Trends
SVUS024	Importance of Aesthetics	Trends
SVUS025	Importance of Brand	Trends
SVUS005	Brand Apathy	Trends
SVUS026	Joy of Consumption	Trends
SVUS027	Multiculturalism	Trends
SVUS011	Cultural Assimilation	Trends
SVUS028	Need for Status Recognition	Trends
SVUS029	Obedience to Authority	Trends
SVUS037	Rejection of Authority	Trends
SVUS030	Ostentatious Consumption	Trends
SVUS032	Patriarchy	Trends
SVUS033	Penchant for Risk	Trends
SVUS034	Personal Challenge	Trends
SVUS066	Personal Optimism	Trends
SVUS036	Pursuit of Intensity	Trends
SVUS016	Emotional Control	Trends
SVUS038	Religiosity	Trends
SVUS039	Saving on Principle	Trends
SVUS040	Sexism	Trends
SVUS041	Sexual Permissiveness	Trends
SVUS045	Xenophobia	Trends
SVUS055	Active Government	Trends
SVUS057	Civic Engagement	Trends
SVUS056	Civic Apathy	Trends
SVUS058	Community Involvement	Trends
SVUS059	Effort Toward Health	Trends
SVUS061	Importance of Spontaneity	Trends
SVUS062	Intuition & Impulse	Trends
SVUS063	Just Deserts	Trends
SVUS064	National Pride	Trends
SVUS065	Personal Control	Trends
SVUS060	Fatalism	Trends
SVUS067	Primacy of the Family	Trends
SVUS068	Social Responsibility	Trends
SVUS069	Technology Anxiety	Trends