

ORDER	VARIABLE	DESCRIPTION	CATEGORY
1	SVHHDS	Total Households	Basics
2	SVUS001	Adaptability to Complexity	Trends
3	SVUS002	Advertising as Stimulus	Trends
4	SVUS003	Attraction For Crowds	Trends
5	SVUS004	Aversion to Complexity	Trends
6	SVUS005	Brand Apathy	Trends
7	SVUS006	Buying on Impulse	Trends
8	SVUS007	Concern for Appearance	Trends
9	SVUS008	Confidence in Advertising	Trends
10	SVUS009	Confidence in Big Business	Trends
11	SVUS010	Confidence in Small Business	Trends
12	SVUS046	Conformity to Norms	Trends
13	SVUS051	Crude Materialism	Trends
14	SVUS011	Cultural Assimilation	Trends
15	SVUS049	Deconsumption	Trends
16	SVUS054	Discount Consumerism	Trends
17	SVUS012	Discriminating Consumerism	Trends
18	SVUS013	Duty	Trends
19	SVUS014	Ecological Concern	Trends
20	SVUS015	Ecological Fatalism	Trends
21	SVUS016	Emotional Control	Trends
22	SVUS048	Enthusiasm for Consumption	Trends
23	SVUS017	Enthusiasm for New Technology	Trends
24	SVUS018	Entrepreneurialism	Trends
25	SVUS019	Equal Relationship with Youth	Trends
26	SVUS020	Ethical Consumerism	Trends
27	SVUS021	Financial Security	Trends
28	SVUS022	Flexible Families	Trends
29	SVUS023	Global Consciousness	Trends
30	SVUS024	Importance of Aesthetics	Trends
31	SVUS025	Importance of Brand	Trends
32	SVUS026	Joy of Consumption	Trends
33	SVUS027	Multiculturalism	Trends
34	SVUS028	Need for Status Recognition	Trends
35	SVUS047	Need for Uniqueness	Trends
36	SVUS029	Obedience to Authority	Trends
37	SVUS030	Ostentatious Consumption	Trends
38	SVUS031	Parochialism	Trends
39	SVUS032	Patriarchy	Trends
40	SVUS033	Penchant for Risk	Trends
41	SVUS034	Personal Challenge	Trends
42	SVUS035	Protection of Privacy	Trends
43	SVUS036	Pursuit of Intensity	Trends
44	SVUS037	Rejection of Authority	Trends
45	SVUS038	Religiosity	Trends
46	SVUS039	Saving on Principle	Trends
47	SVUS040	Sexism	Trends
48	SVUS041	Sexual Permissiveness	Trends
49	SVUS042	Skepticism Towards Advertising	Trends
50	SVUS052	Status via Home	Trends
51	SVUS050	Strategic Consumption	Trends
52	SVUS043	Traditional Family	Trends
53	SVUS053	Upscale Consumerism	Trends
54	SVUS044	Voluntary Simplicity	Trends
55	SVUS045	Xenophobia	Trends