

ORDER	VARIABLE	DESCRIPTION	CATEGORY	PART
1	CODE	Code	Geography	
2	GEO	Geographic Summarization Indicator	Geography	
3	SVBAS15HP	Household Population 15+	Basics	1
4	SV00001	Acceptance of Violence	Trends	1
5	SV00002	Active Government	Trends	1
6	SV00003	Adaptability to Complexity	Trends	1
7	SV00004	Advertising as Stimulus	Trends	1
8	SV00005	Anomie - Aimlessness	Trends	1
9	SV00006	Attraction For Crowds	Trends	1
10	SV00007	Attraction to Nature	Trends	1
11	SV00008	Aversion to Complexity	Trends	1
12	SV00009	Brand Apathy	Trends	1
13	SV00010	Brand Genuineness	Trends	1
14	SV00011	Buying on Impulse	Trends	1
15	SV00012	Community Involvement	Trends	1
16	SV00013	Concern for Appearance	Trends	1
17	SV00014	Confidence in Advertising	Trends	1
18	SV00015	Confidence in Big Business	Trends	1
19	SV00016	Confidence in Small Business	Trends	1
20	SV00017	Consumption Evangelism	Trends	1
21	SV00018	Consumptivity	Trends	1
22	SV00019	Cultural Assimilation	Trends	1
23	SV00020	Culture Sampling	Trends	1
24	SV00021	Discriminating Consumerism	Trends	1
25	SV00022	Duty	Trends	1
26	SV00023	Ecological Concern	Trends	1
27	SV00024	Ecological Fatalism	Trends	1
28	SV00025	Ecological Lifestyle	Trends	1
29	SV00026	Effort Toward Health	Trends	1
30	SV00027	Emotional Control	Trends	1
31	SV00028	Enthusiasm for Technology	Trends	1
32	SV00029	Equal Relationship with Youth	Trends	1
33	SV00030	Ethical Consumerism	Trends	1
34	SV00031	Fatalism	Trends	1
35	SV00032	Fear of Violence	Trends	1
36	SV00033	Financial Concern Regarding the Future	Trends	1
37	SV00034	Financial Security	Trends	1
38	SV00035	Flexible Families	Trends	1
39	SV00036	Fulfilment Through Work	Trends	1
40	SV00037	Global Consciousness	Trends	1
41	SV00038	Importance of Aesthetics	Trends	1
42	SV00039	Importance of Brand	Trends	1
43	SV00040	Importance of Price	Trends	1
44	SV00041	Importance of Spontaneity	Trends	1
45	SV00042	Interest in the Unexplained	Trends	1
46	SV00043	Introspection & Empathy	Trends	1
47	SV00044	Intuition & Impulse	Trends	1
48	SV00045	Joy of Consumption	Trends	1
49	SV00046	Just Desserts	Trends	1
50	SV00047	Legacy	Trends	1
51	SV00049	Multiculturalism	Trends	1
52	SV00050	National Pride	Trends	1
53	SV00051	Need for Escape	Trends	1
54	SV00052	Need for Status Recognition	Trends	1
55	SV00053	North American Dream	Trends	1
56	SV00054	Obedience to Authority	Trends	1
57	SV00055	Ostentatious Consumption	Trends	1
58	SV00056	Parochialism	Trends	1
59	SV00057	Patriarchy	Trends	1
60	SV00058	Penchant for Risk	Trends	1
61	SV00059	Personal Challenge	Trends	1
62	SV00060	Personal Control	Trends	1
63	SV00061	Personal Creativity	Trends	1
64	SV00062	Personal Expression	Trends	1
65	SV00063	Personal Optimism	Trends	1

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66	SV00064	Primacy of the Family	Trends	1
67	SV00065	Propriety	Trends	1
68	SV00066	Pursuit of Intensity	Trends	1
69	SV00067	Pursuit of Novelty	Trends	1
70	SV00068	Pursuit of Originality	Trends	1
71	SV00069	Racial Fusion	Trends	1
72	SV00070	Rejection of Authority	Trends	1
73	SV00272	Rejection of Inequality	Trends	1
74	SV00072	Rejection of Orderliness	Trends	1
75	SV00073	Religion a la Carte	Trends	1
76	SV00074	Religiosity	Trends	1
77	SV00075	Saving on Principle	Trends	1
78	SV00076	Search for Roots	Trends	1
79	SV00077	Sensualism	Trends	1
80	SV00078	Sexism	Trends	1
81	SV00079	Sexual Permissiveness	Trends	1
82	SV00080	Skepticism Toward Small Business	Trends	1
83	SV00081	Skepticism Towards Advertising	Trends	1
84	SV00271	Social Darwinism	Trends	1
85	SV00083	Social Intimacy	Trends	1
86	SV00084	Social Learning	Trends	1
87	SV00085	Social Responsibility	Trends	1
88	SV00086	Spiritual Quest	Trends	1
89	SV00087	Status via Home	Trends	1
90	SV00088	Technology Anxiety	Trends	1
91	SV00089	Time Stress	Trends	1
92	SV00090	Traditional Family	Trends	1
93	SV00091	Utilitarian Consumerism	Trends	1
94	SV00092	Vitality	Trends	1
95	SV00093	Voluntary Simplicity	Trends	1
96	SV00094	Work Ethic	Trends	1
97	SV00095	Xenophobia	Trends	1
98	SV00098	Violence is a part of life. It's no big deal	Attitudes	2
99	SV00099	It's acceptable to use physical force to get something you really want. The important thing is to get what you want	Attitudes	2
100	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	2
101	SV00101	It should be primarily government, not the private sector, that is concerned with solving the country's social problems	Attitudes	2
102	SV00102	I like trying to take advantage of the unforeseen, of opportunities that present themselves	Attitudes	2
103	SV00103	I do not feel uncomfortable living with the uncertainties and the unexpected in life today	Attitudes	2
104	SV00104	It is not really a problem for me that life is becoming more and more complex	Attitudes	2
105	SV00107	Generally speaking, I feel that I don't really have any goals in life	Attitudes	2
106	SV00108	I feel that I have little value as an individual in society	Attitudes	2
107	SV00109	My life is meaningless	Attitudes	2
108	SV00110	I like being in a large crowd	Attitudes	2
109	SV00111	I like sharing major events (public & social events, gatherings, etc.)	Attitudes	2
110	SV00112	Life in the country is much more satisfying than in the city	Attitudes	2
111	SV00113	Being in contact with nature is very important to me	Attitudes	2
112	SV00114	Feel the need to be in tune with nature	Attitudes	2
113	SV00115	I am prepared to pay more for brands, products and services that are truly authentic and based on traditional knowledge and skills	Attitudes	2
114	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	2
115	SV00117	I am prepared to pay more for brands, products and services that reflect the country or place they come from	Attitudes	2
116	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	2
117	SV00119	Often discussed the problems in your neighbourhood or municipality with people	Attitudes	2
118	SV00120	Often worked as a volunteer for a committee aimed at improving an aspect of life in your neighbourhood or municipality	Attitudes	2
119	SV00122	I always choose my clothes with great care	Attitudes	2
120	SV00123	It is important to look good	Attitudes	2

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121	SV00124	It is very likely that, if a product is widely advertised, it will be a good product	Attitudes	2
122	SV00125	Advertising is useful in helping me make a choice when buying	Attitudes	2
123	SV00126	Big businesses generally try to strike a fair balance between profits and the public interest	Attitudes	2
124	SV00127	Most small businesses do their best to provide high quality goods and services to their customers	Attitudes	2
125	SV00128	Small businesses generally try to strike a fair balance between profits and the public interest	Attitudes	2
126	SV00129	Often offer advice to people who consult me before they shop for certain items	Attitudes	2
127	SV00130	I feel that I have a great deal of influence on the consumption choices of the people around me	Attitudes	2
128	SV00131	There are definitely one or more areas which are of great interest to me and which encourage me to spend	Attitudes	2
129	SV00132	I experience a great deal of pleasure when I buy things in certain areas of special interest to me	Attitudes	2
130	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	2
131	SV00135	I try to gather a lot of information about products before I make an important purchase	Attitudes	2
132	SV00136	I try to resist the tempting packaging and advertisements that attempt to make me buy things I don't really want	Attitudes	2
133	SV00137	It is important to fulfil your duties and obligations to others before pursuing your personal pleasure	Attitudes	2
134	SV00138	I prefer: people who, whatever happens, do their duty	Attitudes	2
135	SV00139	I prefer: people who pursue, above all, their own happiness	Attitudes	2
136	SV00140	It is acceptable that an industrial society such as ours produces a certain degree of pollution	Attitudes	2
137	SV00142	To preserve peoples jobs in this country, we must accept higher degrees of pollution in the future	Attitudes	2
138	SV00144	I avoid using the services or products of companies which I consider to have a poor environmental record	Attitudes	2
139	SV00145	I am prepared to pay more for an environmentally friendly product	Attitudes	2
140	SV00146	I exercise to keep myself healthy and feeling good	Attitudes	2
141	SV00147	It is important to watch and take care of my health	Attitudes	2
142	SV00148	I am excited by the possibilities presented by the new technologies	Attitudes	2
143	SV00149	I always keep informed about the latest technological developments	Attitudes	2
144	SV00150	Young people today have too much freedom and not enough discipline	Attitudes	2
145	SV00151	Good parents make and enforce strict rules for their children	Attitudes	2
146	SV00152	Teenagers should have the same freedom as adults	Attitudes	2
147	SV00153	I would never buy products or services from a company if I knew that they discriminated against certain types of employees	Attitudes	2
148	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	2
149	SV00155	I would never buy products from a company if I knew that they tested their products on animals	Attitudes	2
150	SV00156	Feel that violence is all around us and that we must constantly be on the look out	Attitudes	2
151	SV00157	Your finances in the coming years will get worse	Attitudes	2
152	SV00158	Your finances in the coming years will improve	Attitudes	2
153	SV00159	Compared to this time last year, your financial position is - More Secure	Attitudes	2
154	SV00160	Compared to this time last year, your financial position is - Less Secure	Attitudes	2
155	SV00161	Looking at your personal future in the coming years - It will Improve	Attitudes	2
156	SV00162	Looking at your personal future in the coming years - It will Get Worse	Attitudes	2
157	SV00163	I am very concerned that I will not have enough money to live comfortably in the future	Attitudes	2
158	SV00164	Getting married and having children is the only real way of having a family	Attitudes	2
159	SV00165	Society should regard people of the same sex who live together as being the same as a married couple	Attitudes	2
160	SV00166	Society should regard people who live together without being married as being a family	Attitudes	2
161	SV00167	I would prefer: to do work that is in the public interest	Attitudes	2
162	SV00168	I would prefer: to make a lot of money in business	Attitudes	2
163	SV00169	I would prefer: to do work that is not particularly interesting, but that pays well	Attitudes	2
164	SV00170	I would prefer: to do work that is exciting, but does not pay very well	Attitudes	2
165	SV00171	Feel what people in other countries are going through when I watch them on television (on the international news, for example)	Attitudes	2

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166	SV00172	Feel that I am more a citizen of the world than a citizen of my country	Attitudes	2
167	SV00173	I am only interested in things that are useful; I couldn't care less about beauty for its own sake	Attitudes	2
168	SV00174	Brands are not important to me at all	Attitudes	2
169	SV00175	I have my favourite brand and I normally stick to it	Attitudes	2
170	SV00176	I often buy things just because they are beautiful, whether or not they are practical	Attitudes	2
171	SV00177	I would like to see more variations in color, design and finish in the products I buy	Attitudes	2
172	SV00178	I am willing to pay more for brand-name products	Attitudes	2
173	SV00179	When I buy a product, the brand is very important to me	Attitudes	2
174	SV00180	Whatever the type of product, whenever I buy something, price is always very important	Attitudes	2
175	SV00182	I am interested in everything that science cannot explain	Attitudes	2
176	SV00183	I like to put myself in another persons shoes and to imagine how I would have felt in his/her place	Attitudes	2
177	SV00184	I like to let my moods vary with my surroundings, the moments of the day, the weather	Attitudes	2
178	SV00186	To spend, to buy myself something new, is for me one of the greatest pleasures in life	Attitudes	2
179	SV00187	I love to buy consumer goods (excluding those basic ones essential to run a household)	Attitudes	2
180	SV00188	To buy myself something is always very gratifying for me	Attitudes	2
181	SV00189	I feel that people get what they deserve	Attitudes	2
182	SV00190	I have made plans for those I love after I die	Attitudes	2
183	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	2
184	SV00192	It is not at all important to me that I leave money to others when I die	Attitudes	2
185	SV00193	Racism in Canada is by and large a thing of the past	Attitudes	2
186	SV00195	We should do much more to learn about the customs and heritage of the racial and ethnic groups in this country	Attitudes	2
187	SV00197	It is important that the country should hold a strong position in the world	Attitudes	2
188	SV00198	Even on vacation, I like to maintain regular contact with my duties or obligations back home	Attitudes	2
189	SV00199	It is important to me to regularly get away from all responsibilities and burdens	Attitudes	2
190	SV00200	It is important to me that people admire the things I own	Attitudes	2
191	SV00201	I need to feel that I have achieved a level of social success and that this is recognized by others	Attitudes	2
192	SV00202	We should show respect to people in positions of authority	Attitudes	2
193	SV00204	I believe: That young people should be taught to obey authority	Attitudes	2
194	SV00205	I believe: That young people should be taught to question authority	Attitudes	2
195	SV00207	The father of the family must be master in his own house	Attitudes	2
196	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	2
197	SV00209	In order to get what I like, I would be prepared to take great risks in life	Attitudes	2
198	SV00210	Once I start something, I stick with it until I am satisfied with the results	Attitudes	2
199	SV00211	I often do something simply to prove to myself that I am able	Attitudes	2
200	SV00212	When I really want to do something, I almost always do it	Attitudes	2
201	SV00213	No matter what I do, I have a lot of trouble changing the course of events that affect me	Attitudes	2
202	SV00214	Whatever I do, my destiny is predetermined and history takes its course	Attitudes	2
203	SV00215	I have great confidence in my creative ability and my power of imagination	Attitudes	2
204	SV00216	Creative, imaginative people - This reflects me	Attitudes	2
205	SV00217	It is important to be able to reveal your deep feelings to people you are close to	Attitudes	2
206	SV00218	It is important to be able to really communicate with people sincerely and spontaneously	Attitudes	2
207	SV00220	People who put their family above everything else - This reflects me	Attitudes	2
208	SV00222	I like to experience new emotions every day	Attitudes	2
209	SV00223	What one feels is more important than reason and logic	Attitudes	2
210	SV00224	I get pleasure out of letting myself go along with an impulse or passing emotions	Attitudes	2
211	SV00225	As soon as I see an opportunity to try something new, I do it	Attitudes	2
212	SV00226	I like to be immediately informed of new products and services so that I can use them	Attitudes	2
213	SV00227	It is important to try new products, new places for vacation, or new foods, just for the pleasure of the novelty	Attitudes	2
214	SV00228	I am prepared to pay more for products that are a bit different from those one sees all over	Attitudes	2

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215	SVOO229	I like the small details of my appearance and behaviour to make me stand out from others in a group	Attitudes	2
216	SVOO230	I prefer: people who act like everybody else, without trying to stand out	Attitudes	2
217	SVOO231	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	2
218	SVOO232	I would be happy if someone in my family married someone of a different race	Attitudes	2
219	SVOO235	I would like to have a religious service at my funeral	Attitudes	2
220	SVOO236	My religious beliefs are very important to me	Attitudes	2
221	SVOO238	I consider myself to be a member of a religious faith	Attitudes	2
222	SVOO239	Which of these two opinions about money do you hold? money is for making and saving	Attitudes	2
223	SVOO240	Which of these two opinions about money do you hold? money is for spending and circulating	Attitudes	2
224	SVOO242	I believe: Teach children to spend wisely and choose their purchases carefully	Attitudes	2
225	SVOO243	It is important to be thoroughly familiar with what I think of as my region, its history, its customs and its traditions	Attitudes	2
226	SVOO245	In a household where both partners are working, it is not right for the wife to earn more than the husband	Attitudes	2
227	SVOO246	Whatever people say, men have a certain natural superiority over women, and nothing can change this	Attitudes	2
228	SVOO247	Pre-marital sex improves the later success of a marriage	Attitudes	2
229	SVOO248	It outrages me to see so many articles and pictures about sex in films, magazines and books	Attitudes	2
230	SVOO249	An extramarital affair from time to time is not that serious	Attitudes	2
231	SVOO253	I learn a great deal from meeting people who are different from me	Attitudes	2
232	SVOO254	An indispensable way to learn is to be in touch and interact with very different kinds of people	Attitudes	2
233	SVOO255	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	2
234	SVOO256	I believe: I have a personal responsibility to help those worse off than me	Attitudes	2
235	SVOO257	I believe: I have enough trouble taking care of myself without worrying about the needs of the poor	Attitudes	2
236	SVOO259	It is important to have a more intense and more spiritual inner life	Attitudes	2
237	SVOO261	New technologies are causing more problems than they are solving	Attitudes	2
238	SVOO262	Managing my time is one of my biggest challenges	Attitudes	2
239	SVOO264	Things are so hectic nowadays, it feels like a major victory when I accomplish everything I have to do	Attitudes	2
240	SVOO265	Compared to other people I know, I feel that I have a lot of energy	Attitudes	2
241	SVOO267	Children have to be taught that to get ahead in life they have to work hard and make sacrifices	Attitudes	2
242	SVOO268	Overall, there is too much immigration. It threatens the purity of the country	Attitudes	2
243	SVOO269	Non-whites should not be allowed to immigrate to our country	Attitudes	2
244	SVOO270	Immigrants of different races and ethnic groups should set aside their cultural backgrounds and try to blend into the Canadian culture	Attitudes	2