

CDSM © www.cultdyn.co.uk ATTRIBUTE QUESTIONS (BVS 2015– In alphabetical order)

Attribute	Question Elements	No.
Acquiescence	Nothing really excites me these days. I don't have much hope in life.	32
Adaptable	I believe that laws and rules should always be questioned, not just obeyed. I feel more comfortable with a chance to change my mind rather than just sticking with the same ideas all the time.	83
Adventure	He looks for adventures and likes to take risks. He wants to have an exciting life.	15
Aesthetics	I am sometimes stopped in my tracks by a beautiful sunset or view, regardless of what I'm doing. I often find and keep beautiful things, like bits of bark or driftwood.	26
Afraid	I believe there is too much violence and lawlessness in society. I'm afraid to walk alone at night in my neighbourhood.	81
Artisan	I get immense satisfaction from making or doing things myself I always enjoy learning a new art, skill or craft.	22
Aspiration	To me, achieving a better position in life is worth a lot of effort. At work, titles and grades are important to show how well I'm doing compared to others.	64
Be satisfied	He thinks it is important NOT to ask for more than what you have. He believes that people should be satisfied with what they've got.	9
Bender	I believe it's perfectly OK to bend the rules to get what you want – just don't get caught. I think that every system has its weak points – you just have to find them.	72
Big business	I believe that what is good for big business is usually good for everyone else. I think society would be better off with less government involvement.	101
Bodily ease	I'm not at all self-conscious about my body shape and don't feel a need to "improve" it. I think it's sad that so many people are obsessed with being thin.	27
Budget bedlam	I am very disorganised in all my financial affairs. I'm frequently overdrawn and take care of bills only when I have to.	28
Busy	There's never enough time in the day for me. I want products and services that allow me to fit things in at times that suit me.	88
Buzz	I need the buzz of risk or sensation. I like to do things that are considered dangerous or forbidden.	96
Car casual	A car is just a way to get from A to B. I really don't see a car as an expression of my own personality.	29
Caring	It is very important to him to help people around him. He wants to care for other people.	12
Catharsis	I believe that violence is just a part of life.	100

	I think that, when you can't take it any more and feel like you're about to explode, a little violent behaviour can relieve the tension.	
Certainty	I need clear cut rules to live by. I like things to be certain and predictable.	73
Cheerful	I can feel at home almost anywhere. I am cheerful in times of adversity.	30
Coasting	I'm not at all driven to "get to the top". I think the modern notion of being successful is just an illusion.	31
Complacent	As long as I am comfortable and contented, I really don't want too much more from life. I find it difficult to know what to think in a world filled with conflicting ideas.	86
Confident	I believe I can do most things as well as other people. Things usually work out the way I want them to.	66
Conscience	I believe that, to be a decent human being, I should follow my conscience regardless of the law. I think that nothing is more immoral than blind obedience.	89
Control	It is important for him to be in charge and tell others what to do. He wants people to do what he tells them.	17
Creativity	Thinking up new ideas and being creative is important to him. He likes doing things his own original way.	1
Deference	I believe it is important to show respect to people in authority. I think people should be patient.	74
Discipline	I believe that strict discipline is in a child's best interests. I think that criminals should face severe sentences to deter them from offending again.	77
Distant	When it comes to spending time doing non-family things - work, sport, social life, etc. - I'm not concerned. My family is always there and I will be able to find time for them.	36
Divided	The fact that society is dividing into "haves" and "have nots" doesn't bother me. I believe it's just a natural evolution.	46
Exhilaration	I enjoy doing things that other people consider dangerous. I would enjoy the sensation of riding very fast on a motorbike.	23
Faith	I believe in a universal power or God, and the power of prayer or meditation. I believe I am who I am because of my faith.	95
Fantasy	I sometimes see things and am not sure if they are really there. Sometimes it is hard for me to tell where daydreams end and reality begins.	37
Force	I believe it's acceptable to use physical force to get something you really want. I think the important thing is to get what you want.	85
Forgiveness	I believe that it is best to forgive and forget. I never seek vengeance and always allow others to make a fresh start.	92

Free	I want complete openness and freedom for the whole of society, so that everyone can express themselves. I really enjoy the feeling of walking around with no clothes on.	87
Fun	He seeks every chance he can to have fun. It is important to him to do things that give him pleasure.	21
Functional spender	When I'm shopping, I rarely stop and buy myself a treat – I just get what I need. Truthfully, I don't really enjoy spending my money.	33
Global	I believe there's still a lot I can learn from other cultures. By preference, I'd live somewhere surrounded by people from different ethnic, racial and social backgrounds.	41
Good time	Having a good time is important to him. He likes to "spoil" himself.	10
Green intent	I believe we need to take more care of the environment if we are to survive. I would stop buying products from companies that are causing damage to the environment.	60
Healthy lifestyle	It is important to me to get regular exercise. I make an effort to be full of vitality, health and energy.	43
Hetero-love	I believe that a man is not complete without a woman to love – and that a woman is not complete without a man to love.	65
Image	It is important for me to stand out in a group by the way I look or talk. I always dress for effect.	61
Impulsive spender	I spend more than I should I am an impulsive spender.	44
Independent	I tend always to go my own way and not worry much about what everyone else wants. I'm not worried what others think of me.	45
Indulgent diet	For me, it is NOT important to watch what I eat and drink in order to keep healthy. I know I have an unhealthy lifestyle, but I enjoy it.	47
Inquisitive	I find things interesting that other people find irrelevant. I am a mine of useless information.	48
Insular	I'm perfectly happy on my own – I keep myself to myself. I don't feel a need to get out and see a lot of people, and I'm not bothered about making new friends.	50
Irresolute	In most situations, I believe there's no point in putting in more effort than you have to. If something is working for me, I don't tend to mess with it.	51
Joyness	I love to see other people happy. I get as excited about the good fortune of others as I do about my own.	93
Justice	He thinks it is important that every person in the world be treated equally. He wants justice for everybody, even people he doesn't know.	3
Learner	I am thrilled when I learn something new.	94

	I am a true life-long learner.	
Listening	People often tell their problems to me. I find it easy to understand them.	53
Local	I identify strongly with people living in my area. I would be prepared to spend my free time helping my local community.	84
Looking good	It is important to me to spend time and effort caring for my appearance. I always check how I look before I leave home.	54
Loyalty	It is important to him to be loyal to his friends. He wants to devote himself to people close to him.	18
Luddism	Programmable equipment scares me. I find science and technology remote and incomprehensible.	55
Material wealth	It is important for him to be rich. He wants to have lots of money and expensive things.	2
National pride	It is important to me to take pride in British history and traditions. I am proud to be British.	24
National security	It is important to him that his country be safe from threats from within and without. He is concerned that social order be protected.	14
Nature	He strongly believes that people should care for nature. Looking after the environment is important to him.	19
No sweat	I don't worry about small things. It takes quite a lot to make me nervous.	57
Non-acquisitive*	When I've bought something, I immediately start thinking about what I can buy next. The more I have the more I want.	58
Non-reflective	I believe it's a waste of time trying to figure out who I am and what I'm good at. I am who I am, and the way I react and behave is not something I can or want to do something about.	59
Novelty	He likes surprises and is always looking for new things to do. He thinks it is important to do lots of different things in life.	6
Openness	It is important for him to listen to people who are different than himself. Even if he disagrees with the other person, he still wants to understand them.	8
Optimism	Life has its ups and downs but I believe everything will turn out fine. I feel good about what the future holds for me.	40
Overspend	I often come out of a shop having spent more than I intended. If I won £100,000 I'd spend, spend, spend!	25
Patriarchy	For me, a man's place is at work and a woman's place is in the home. I believe men are naturally superior to women.	39

Pessimism*	I believe I have had a raw deal from life. I have little to expect from the future.	38
Pleasure	It is important to me to get as much pleasure as possible. For me, pleasure is what it's all about.	62
Positive green	I believe that the way we live is having a huge negative impact on the environment. I think it's up to each and every one of us, starting with me, to change our behaviour in the interests of saving the environment.	98
Poverty aware	I believe that the world's wealthier countries could and should do much more to help pull the world's poorest people out of poverty. I think it's time the global economy learned NOT to depend on taking from the poor to give to the rich.	49
Premium shopper	I regularly pay extra to save time and trouble shopping around. I can't really be bothered to compare prices.	35
Propriety	It is important to him always to behave properly. He wants to avoid doing anything people would say is wrong.	16
Religious	Religious belief is very important to him. He tries hard to do what his religion requires.	20
Reserved	I am a quiet and reserved person. I usually talk easily to others only when I know them.	63
Revenge	If somebody does me a bad turn I don't get mad, I get even. I believe that everybody has their weak points – you just have to find them.	52
Rules	He believes that people should do what they are told. He thinks people should follow rules at all times, even when no-one is watching.	7
Safety	He thinks it is important to live in secure surroundings. He avoids anything that might endanger his safety.	5
Self-choice	It is important to him to make his own decisions about what he does. He likes to be free to plan and choose his activities for himself.	11
Self-efficacy	I am excited by the underlying uncertainties of life. They force me to make and take responsibility for my own choice	102
Sensitive	I am strongly affected by emotional situations. I have often felt like crying for a friend.	67
Sexual	Sex is an important piece of my life. It's definitely far more of a pleasure than a problem.	68
Shangri-la	I believe that society has lost its way. I would like to live in a time where there is more mystery, romanticism and adventure.	34
Showhome	I spend my time improving the appearance of my home. I enjoy keeping up with current trends in home decorating.	69
Simmer	The thought of social disorder excites me.	42

	I would enjoy being involved in a street riot.	
Skeptical	I feel that few products live up to the claims of the advertisers. I think that products don't last as long as they used to.	70
Socialist	I believe there is too much power in the hands of too few people. I think there should be a more even distribution of wealth.	78
Solitary	I hate being part of a crowd. I don't properly know many people in my neighbourhood, and I'm sure that only a few know me.	80
Speculate	I am a gambler at heart. I am prepared to take a risk in order to make a lot of money.	71
Stupid law	I don't believe that the law is always right. I feel that, when I think a law is stupid, it's OK not to obey it.	99
Tao (Reversed)*	I get annoyed when I see people breaking rules. I feel that works of art should be banned if some people find them offensive.	79
Traditional family	I believe that, if people want to have children, they should get married. I think families should stay together for the sake of the children, even if the parents don't get on.	56
Two classes	I believe that people can be divided into two classes – the weak and the strong. I think that issues of societal advantage or disadvantage are spurious.	90
Unobliged	I feel that people who meet with misfortune have brought it on themselves. I see no reason why rich people should feel obliged to help poor people.	97
Unplanned	I believe that it's important to see the possibilities in any situation, rather than simply adjusting to the facts as they are. I enjoy thinking about things that can't be proved one way or another.	82
Visible Ability	It is important for him to show his abilities. He wants others to admire what he does.	4
Visible success	Being very successful is important to him. He likes to impress other people.	13
Whip	I believe that sex crimes, such as rape and attacks on children, deserve more than mere imprisonment. I think that such criminals ought to be publicly whipped, or worse.	91
Wrong clothes	I have difficulty finding clothes that suit me. I am often disappointed with the clothes I buy.	75
WYSIWYG	I don't really care how I look. Clothes are just something I put on quickly and efficiently before getting on with things that are more important.	76

-

