

	Mean	Median	Mode	SD	Range	Min	Max
<i>Panel A: Basic Materials (n = 586)</i>							
<i>Certainty</i>	47.93	48.10	46.90	2.82	23.91	31.67	55.58
Tenacity	11.53	10.39	4.39	7.00	36.49	0.02	36.51
Leveling Terms	4.76	4.04	1.64	3.11	17.70	0.00	17.70
Collectives	7.24	6.36	4.32	4.39	44.44	0.00	44.44
Insistence	124.32	107.92	60.41	72.51	569.36	7.36	576.72
Numerical Terms	74.59	62.59	62.56	48.94	301.43	2.13	303.56
Ambivalence	3.40	3.03	0.05	2.54	13.51	0.00	13.51
Self-reference	0.87	0.44	0.00	2.10	42.28	0.00	42.28
Variety	0.46	0.45	0.44	0.09	0.60	0.14	0.74
<i>Optimism</i>	49.22	49.29	49.19	1.30	14.01	44.40	58.41
Praise	1.00	0.71	0.19	1.02	7.45	0.00	7.45
Satisfaction	0.58	0.32	0.00	0.82	9.62	0.00	9.62
Inspiration	2.60	2.20	0.00	2.04	17.62	0.00	17.62
Blame	0.22	0.03	0.00	0.44	3.82	0.00	3.82
Hardship	1.73	1.04	0.38	1.83	14.70	0.00	14.70
Denial	2.56	2.05	0.64	2.07	14.01	0.00	14.01
<i>Activity</i>	47.97	48.05	48.41	2.49	19.59	37.52	57.11
Aggression	1.26	0.79	0.09	1.57	14.20	0.00	14.20
Accomplishment	11.71	10.91	6.01	5.90	50.92	0.00	50.92
Communication	6.17	4.66	2.89	4.97	49.45	0.00	49.45
Motion	0.32	0.03	0.00	0.70	8.73	0.00	8.73
Cognition	6.23	5.34	1.82	4.42	55.19	0.00	55.19
Passivity	6.87	4.72	4.54	5.79	28.26	0.00	28.26
Embellishment	0.45	0.30	0.11	0.52	5.54	0.05	5.59
<i>Realism</i>	48.93	48.79	48.19	3.01	23.65	39.19	62.84
Familiarity	82.88	79.99	46.86	35.19	161.06	8.38	169.44
Spatial Terms	10.92	8.74	3.97	8.11	62.63	0.00	62.63
Temporal Terms	6.86	5.70	3.62	6.70	129.06	0.00	129.06
Present Concern	6.55	6.03	0.90	4.26	45.22	0.00	45.22
Human Interest	6.00	5.00	0.01	5.15	36.86	0.00	36.86
Concreteness	22.87	22.23	8.65	10.68	119.29	0.02	119.31
Past Concern	2.51	2.06	1.55	1.98	14.51	0.00	14.51
Complexity	4.87	4.94	5.11	0.62	5.39	1.70	7.09
<i>Commonality</i>	50.17	50.22	50.44	2.41	25.81	32.39	58.20
Centrality	9.44	8.71	4.47	5.01	44.78	0.00	44.78
Cooperation	8.72	8.08	5.65	4.93	36.29	0.00	36.29
Rapport	1.25	0.96	0.38	1.12	9.87	0.00	9.87
Diversity	1.02	0.58	0.00	1.64	31.39	0.00	31.39
Exclusion	2.05	1.61	1.19	1.83	16.97	0.00	16.97
Liberation	1.48	0.95	0.00	1.72	17.93	0.00	17.93
<i>Panel A: Consumer Discretionary (n = 618)</i>							
<i>Certainty</i>	48.34	48.84	50.24	3.01	26.73	29.82	56.55
Tenacity	12.55	11.01	7.65	6.90	31.06	0.00	31.06
Leveling Terms	4.53	4.00	2.80	2.76	21.66	0.27	21.93
Collectives	7.77	6.90	4.55	4.38	43.83	0.68	44.51
Insistence	142.91	124.70	51.72	84.96	741.60	6.81	748.41
Numerical Terms	72.40	58.91	52.62	48.62	312.66	9.26	321.92
Ambivalence	3.46	3.10	2.13	2.40	13.68	0.00	13.68

Self-reference	0.85	0.52	0.00	1.55	14.98	0.00	14.98
Variety	0.45	0.44	0.41	0.08	0.54	0.18	0.72
<i>Optimism</i>	49.65	49.50	48.89	1.45	27.61	44.49	72.10
Praise	0.91	0.54	0.16	1.20	11.72	0.00	11.72
Satisfaction	0.83	0.55	0.00	1.55	31.26	0.00	31.26
Inspiration	2.11	1.68	1.23	1.61	10.49	0.05	10.54
Blame	0.13	0.02	0.00	0.37	4.01	0.00	4.01
Hardship	0.88	0.59	0.54	1.08	11.35	0.00	11.35
Denial	2.54	2.06	1.78	2.05	24.99	0.01	25.00
<i>Activity</i>	47.20	47.20	47.03	2.35	19.27	40.83	60.10
Aggression	0.83	0.63	0.13	0.75	5.10	0.00	5.10
Accomplishment	10.05	9.76	11.70	3.98	30.81	2.35	33.16
Communication	5.02	3.84	2.37	4.29	47.38	0.37	47.75
Motion	0.38	0.02	0.00	1.14	14.71	0.00	14.71
Cognition	4.96	4.31	2.13	3.43	42.44	0.27	42.71
Passivity	8.68	7.46	1.20	6.02	28.61	0.23	28.84
Embellishment	0.38	0.24	0.10	0.57	7.47	0.06	7.53
<i>Realism</i>	50.05	50.32	51.73	2.90	19.91	40.86	60.77
Familiarity	91.22	86.12	33.53	34.41	167.13	10.94	178.07
Spatial Terms	9.67	7.79	1.97	6.98	38.47	0.23	38.70
Temporal Terms	7.53	6.20	3.88	5.36	51.64	1.06	52.70
Present Concern	7.96	7.09	3.35	4.58	47.28	0.48	47.76
Human Interest	7.10	6.49	7.96	5.26	34.81	0.00	34.81
Concreteness	23.49	22.26	16.77	9.12	55.52	4.84	60.36
Past Concern	2.54	2.04	3.55	1.81	10.61	0.01	10.62
Complexity	4.80	4.81	4.84	0.48	3.31	2.82	6.13
<i>Commonality</i>	51.00	51.25	51.24	2.22	22.90	35.85	58.75
Centrality	11.08	11.27	4.34	4.99	35.33	0.22	35.55
Cooperation	9.66	8.43	3.87	5.83	56.35	0.83	57.18
Rapport	1.14	0.87	0.54	0.95	5.94	0.00	5.94
Diversity	0.77	0.42	0.13	1.40	28.22	0.00	28.22
Exclusion	2.17	1.54	1.24	2.04	15.99	0.03	16.02
Liberation	1.13	0.74	0.51	1.26	14.25	0.00	14.25
