With variables, you no longer need to work with one-time-use data.

At the beginning of this course, you declared the value of a string, but you didn't have a way to access or reuse the string later.

"Hello"; *// Here's a String "Hello"*

"Hello" + " World"; *// Here's a new String (also with the value "Hello") concatenated with " World"*

Storing the value of a string in a variable is like packing it away for later use.

**var** greeting = "Hello";

Now, if you want to use "Hello" in a variety of sentences, you don't need to duplicate "Hello" strings. You can just reuse the greeting variable.

greeting + " World!";

***Returns:****Hello World!*

greeting + " Mike!";

***Returns:****Hello Mike!*

You can also change the start of the greeting by *reassigning* a new string value to the variable greeting.

greeting = "Hola";

greeting + " World!";

***Returns:****Hola World!*

greeting + " Mike!";

***Returns:****Hola Mike!*

**Naming conventions**

When you create a variable, you write the name of the variable using camelCase (the first word is lowercase, and all following words are uppercase). Also try to use a variable name that accurately, but succinctly describes what the data is about.

**var** totalAfterTax = 53.03; *// uses camelCase if the variable name is multiple words*

**var** tip = 8; *// uses lowercase if the variable name is one word*

Not using camelCase for your variables names is not going to necessarily *break* anything in JavaScript. But there are recommended style guides used in all programming languages that help keep code consistent, clean, and easy-to-read. This is especially important when working on larger projects that will be accessed by multiple developers.

You can read more about Google's JavaScript StyleGuide [here](https://google.github.io/styleguide/jsguide.html).

**QUIZ QUESTION**

Which of these are good variable names?

* 

var thingy = 1;

* var count = 1;
* var postLiked = false;