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What's a university worth? Changes in the lifestyle and status of post-2000 European Graduates.

by

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Abstract The paper is structured in two main chapters, the first presenting a literature review on lifestyle, underlining the main themes approached in recent scientific papers, and conducting factorial analysis as to discriminate the most relevant research directions, and the second dedicated to studying, on the data provided by the European Social Survey, the lifestyle patterns of post-2000 European graduates. The methodological perspective included probit regression and log-linear models, as well as cluster analysis. The main results refer to testing the concept of lifestyle calibration, that we proposed in the paper, on the selected population of young European graduates. A total of four groups, two exhibiting a good lifestyle calibration, and the other two a poor lifestyle calibration, were obtained. Each family of two groups constitutes a lifestyle type, which is characterized in the paper according to values-behaviours coordination, time allocation and its relation to life satisfaction, defined as an estimator of lifestyle calibration. The conclusions include discussions on the inclusion and exclusion of the European graduates population from these groups, which resulted from our analysis.

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Changes in the lifestyle and status of post-2000 European graduates

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Abstract

The paper is structured in two main parts: the first one comprises a literature review on the occurrences of lifestyle in literature, on samples of academic publications. The second one is dedicated to tracing the proposed concept of *lifestyle calibration* in a sub-sample of the *European Social Survey*, round 2, composed of young European graduates under 35. The H0 of the study states that the groups exhibiting a good lifestyle calibration are likely to reach high levels of life satisfaction, which is not valid for groups with wrongly calibrated lifestyles. The results of the research have shown the existence of two distinct population, in the sub-sample, which we referred to as *pragmatic lifestyle* and *rhetoric lifestyle*. The pragmatic lifestyle group has a good lifestyle calibration and, confirming H0, a high level of life satisfaction, which we recorded as a lifestyle estimator, while individuals falling into the second category have wrongly calibrated lifestyles and low levels of life satisfaction. These two groups are further divided into two other clusters, per lifestyle group: graduates with a pragmatic lifestyle can be either missionaries or skeptics, while graduates with a rhetoric lifestyle are either chameleons or misanthropes. This final systematizing of the groups, preparing the ground for a cross-national comparison between the various categories of graduates, resulted from multi-cluster analysis, probit regression and log-linear models employed on the data samples. The conclusions support the diversity of lifestyles in the population of young European graduates, which still allows for an operational systematizing. The lifestyle function resulting from the study enlarges and enriches the perspectives based exclusively on time allocation models, by introducing, in the form of the lifestyle calibration concept, functions based on a system of matrices including choices, personal values, and behaviours. The complexity of the model is, thus, increased, turning it into a more appropriate estimator of a concept which has undergone, in the last years, definitions inflation, becoming a fuzzy, difficult to standardize variable.

Key words: lifestyle calibration, values and behaviours, lifestyle function

JEL Codes: C23, D71, I20, I31, J23

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1. LITERATURE FOCUS ON LIFESTYLE. A 2000-2007 CONTENT ANALYSIS

1.1. INTRODUCTION

The symbolic threshold of 2000 reshaped the attitudes people held towards work-life balance (Duxbury, Dyke and Lam, 2000), making them wish of quality time outside work, as the *Workforce 2000* report of the Hudson Institute prophesied. Moreover, changes in socio-demographics, like the incremental number of lone-parent households (Duxbury and Higgins, 2001), contributed to the lifestyle transitions which became manifest in the late '90s. A growing sensation of insecurity (Lowe, 2000), giving raise to the "safety utopia" (Boutellier, 2004), as well as an increasing need for a convenient life, for satisfaction, in a world where money earning conflicts with time consumption, dominate the new, emerging, lifestyle pattern. This ego-specific (Funk, 2006) lifestyle suits the individuals who exhibit a strong desire for freedom being, at the same time, prone to affiliation (Rifkin, 2000). In the particular case of Europe (which undergoes a process of gradual expansion), lifestyle changes, related to migration (Jolly and Reeves, 2005), and fluctuating life standards, within a short period, add to macroscopic lifestyle transformations.

1.2. METHODOLOGY

Under these conditions, we find it natural that lifestyle is a topic highly debated in literature. Still, given the all-roundness of the concept, some frequency disparities appear. The SCOPUS database includes 32,539 research articles on lifestyle, published between 1st of January 2000, and 31st of December 2007. But only 158 articles – approximately 0.48% – out of these refer to lifestyle in Europe, analyzed from the point of view of social sciences. The remaining majority discusses lifestyle from life sciences perspectives, with a particular focus on health acceptations of the concept, as a dietary parameter, and a means to assess health risks (Stürmer, Hasselback and Anelang, 2006; Manheim, 2007).

Starting from this finding, we analyzed the articles on lifestyle contained in seven major research databases (EBSCO, Emerald Management Extra, Oxford Journals Online, PROQUEST, Sage Journals Online, SCOPUS, SpringerLink), in the aforementioned period, 1st of January 2000 and 31st of December 2007, after having excluded the repeated results. The relative frequency of the articles discussing, socio-economically, lifestyle in Europe is:

- 4.27% for Oxford Journals Online
- 11.66% for PROQUEST
- 12% for Springerlink
- 24% for Sage Journals Online
- 25.1% for EBSCO
- 27.76% for Emerald Management Extra.

Based on these data, which reveal that examination of the European lifestyle from a social perspective forms less than one third – in the most socially specialized databases – of the total research papers dedicated to the topic, we set, from the 2010 publications included in the Social Sciences Citation Index, a main group of seventeen journals, and a control group of three journals, publishing in English, French and German. The main group includes leading journals in the fields of sociology and marketing, while the control group includes journals which were thought to be more specialized on behavioural, lifestyle aspects, in order for us to be able to contrast the general trends with the specific ones.

We examined exclusively research articles, leaving apart reviews, comments, viewpoints. The two groups of journals analysed are presented in **Table 1**.

Table 1. Main and Control Group of Journals Included in the Analysis

Main Group	Control Group
<i>Acta Sociologica</i>	<i>Ageing & Society</i>
<i>Archives Européennes de Sociologie</i>	<i>European Journal of Marketing</i>
<i>Berliner Journal für Soziologie</i>	<i>Family Relations</i>
<i>Current Sociology</i>	
<i>Economy and Society</i>	
<i>European Sociological Review</i>	
<i>International Journal of Social Welfare</i>	
<i>Journal for the Theory of Social Behaviour</i>	
<i>Journal of Consumer Research</i>	
<i>Journal of Leisure Research</i>	
<i>Journal of Marketing</i>	
<i>Journal of Social and Personal Relationships</i>	
<i>Journal of Sociology</i>	
<i>Marketing Science</i>	
<i>Population and Environment</i>	
<i>Psychology and Marketing</i>	
<i>Sociological Perspectives</i>	

The conceptual map of the research areas and topics which are, very probably – to our previous knowledge – reflected in literature is illustrated by **Table 2**.

Table 2. Current research agenda

Research Areas	Research Themes
State, citizenship and institutions	Citizenship
	Constitution
	Country characteristics
	Norms
	Social system
Migration	Demographic shifts
	Globalization
	Glocalization
	Immigration
	Localization
	Overpopulation
	Retirement migration
	Transitional migration
Identity and difference	Culture
	Ethnicity
	Individualization
	Self-awareness
	Self-esteem
	Social differentiation
	Terrorism
	Violence

Comparative studies	Cross-countries comparisons
	Between gender comparisons
	Intergenerational comparisons
	Urban-rural comparisons
Groups and society	Adoption
	Brotherhood
	Community
	Dating patterns
	Decline in fertility rate
	Division of household labour
	Dual career couples
	Empty/ Full-nest
	Family
	Friendship
	Grandparenthood
	Involvement
	Low income families
	Marriage
	Neighbours
	Parenthood
	Parents-children relationships
	Personal social network
	Social minorities
	Solidarity
Widowhood	
Working mothers	
Individual and collective values, attitudes, beliefs, perceptions	Alcohol consumption
	Age roles
	Feminine ideal
	Gift giving
	Modes of thought
	Money meaning
	Music/ movie choice
	Playing sports
	Time value
	Vegetarianism
Welfare and consumer behaviour	Advertising
	Career
	Convenience
	Customer goods
	Customer orientation
	Earning
	Education
	Employment/ unemployment
	Gambling
	Homeless
	Inequality
	Loneliness
	Ownership
	Poverty
	Shopping
Work-life balance	
Ageing and generations	Adolescents
	Ageing
	Agelessness
	Children
	Intergenerational conflicts and influences
	Long-term marriage

Ageing and generations	Age labour market
	Social disability
	Early retirement
	Care giving
Future of the society	IT age
Methodological aspects	Conceptual tools

Using content analysis software, we determined the frequencies of lifestyle topics, grouped on journals, years, research areas and research themes.

1.3. RESULTS

After having examined the chosen groups of journals, a content hierarchy resulted, in both the main and the control sample. The ranking of journals in the main and control groups, according to the frequency of articles discussing lifestyle from a European, socio-economic perspective, is presented in **Table 2**:

Table 2. The Ranking of the Analyzed Journals

Journal	# of articles	% of articles	
Main group	<i>Current Sociology</i>	29	13.67
	<i>Psychology and Marketing</i>	25	11.79
	<i>Journal of Marketing</i>	24	11.32
	<i>Archives Européennes de Sociologie</i>	21	9.9
	<i>International Journal of Social Welfare</i>	18	8.49
	<i>Acta Sociologica</i>	16	7.54
	<i>Population and Environment</i>	16	7.54
	<i>European Sociological Review</i>	12	5.66
	<i>Berliner Journal für Soziologie</i>	11	5.18
	<i>Journal of Sociology</i>	11	5.18
	<i>Journal of Consumer Research</i>	8	3.77
	<i>Sociological Perspectives</i>	7	3.3
	<i>Economy and Society</i>	6	2.83
	<i>Journal for the Theory of Social Behaviour</i>	3	1.41
	<i>Marketing Science</i>	3	1.41
	<i>Journal of Social and Personal Relationships</i>	2	0.94
	<i>Journal of Leisure Research</i>	0	-
Total	212	100	
Control group	<i>Ageing & Society</i>	64	45.71
	<i>European Journal of Marketing</i>	45	32.14
	<i>Family Relations</i>	31	22.14
	Total	140	100

The ranking of the first ten main research themes that we identified in the analysed sample of main group journals is presented in **Table 3**:

Table 3. First Ten Research Themes in the Main Group

Research Themes	# of articles	% of articles
Costumer orientation	12	5.66
Ethnicity	8	3.77
Community	5	2.35
Unemployment	5	2.35
Family	4	1.88
Poverty	4	1.88
Shopping	4	1.88
Age	3	1.41
Gender	3	1.41
Friendship	3	1.41

It can be seen from here that, due to the large number of identified themes and to the multivariate perspective of approaching lifestyle, the thematic clusters are quite narrow in scope, as far as the main group of journals is concerned. Still, the prevalence of costumer orientation is visible, certifying the connection which is made, in literature, between lifestyle and marketing tools.

The corresponding leading ten research themes identified in the journals belonging to our control group are presented in **Table 4**:

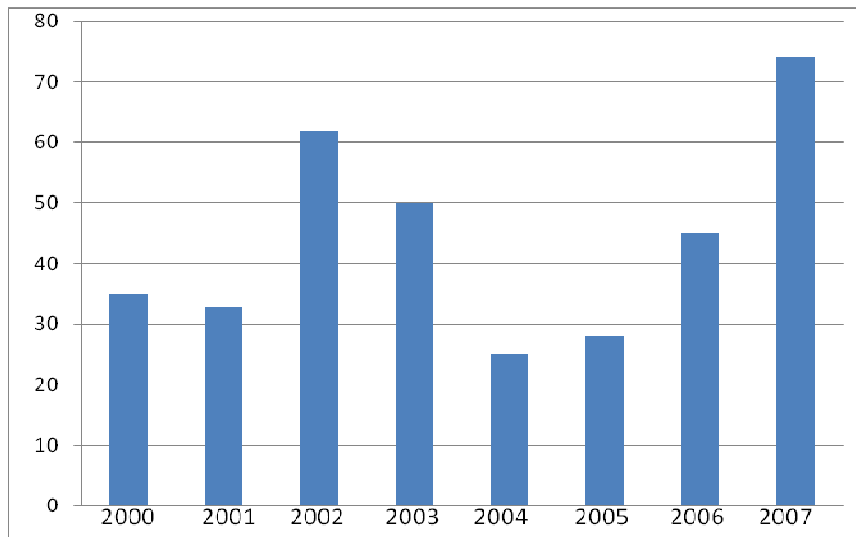
Table 4. First Ten Research Themes in the Control Group

Research Themes	# of articles	% of articles
Costumer orientation	11	7.85
Family	10	7.14
Age	9	6.42
Advertising	4	2.85
Globalization	3	2.14
Poverty	3	2.14
Ethnicity	2	1.42
Friendship	2	1.42
Neighbours	2	1.42
Religion	2	1.42

In the control group the clusters are, again, narrow. Their ranking may account for the main directions in defining and theorizing lifestyle. The prevalence of the marketing perspective is maintained in the control group as well, like in the main group. With some exceptions, the proportion of the themes is similar, between the two groups. In the control group, the second position is held by *family*, and the third by *age*, illustrating the tendency which exists in literature to tie lifestyle, on the one hand, to social groups and, on the other, to generational groups. In order words, lifestyle is thought to vary following a relational and a time pattern.

The frequency distribution of the articles, both main group and control group, by year of publication, is presented in **Figure 1**:

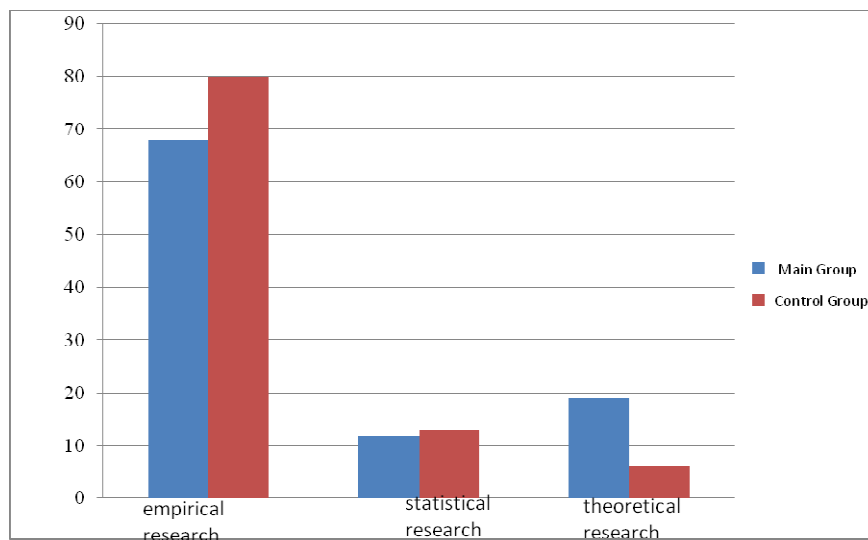
Figure 1. Frequency distribution by year



The chart shows that the interest for lifestyle, in literature, exhibits a peak in 2002 (if we think at the regular academic journals metabolism, the articles published in 2002 seized the transformations which began to take place in 2000), then a regression, between 2003 and 2005, followed by a growth tendency, starting with 2006. The interest in lifestyle being consistent with the interest in fashion, advertising, etc. it is expectable that its evolution has seasonal ups and downs, following the major trends of the considered year.

According to the research methods used in the articles, the distribution, comparatively, in the main and control groups, is presented in **Figure 2**:

Figure 2. Research methods distribution



Articles in the journals forming the control group are less empirical and statistical than the ones in the control group, which may be explained by the tie existing, especially in the control group, between lifestyle and marketing. If lifestyle data are to be used in market research, then the articles' orientation towards quantitative techniques is a normal consequence.

1.4. CONCLUSIONS

Between January 2000 and December 2007, lifestyle issues were debated in 352 articles, considered in our literature review. Out of these, 212 were found in a group of general sociology and marketing journals, which we designated as the main group, and 140 in a group of more specialized journals, which we designated as the control group. The pattern of distribution over years shows that the interest in lifestyle reached a peak value in 2002, when published literature actually reflected the matters which were in focus in 2000, and that the interest in this topic is currently growing. The mapping of the topics of interest shows a relative homogeneity between the main and the control group, with customer orientation in the leading position, echoed by sub-related topics as shopping and advertising, which certifies the influence of lifestyle studies on marketing studies. Another stream of research refers to family studies, regarding family as the closest social group which may shape a person's way of living. Next, lifestyle is related to generations, to ageing patterns, which may affect it not only in terms of health capital, "hygiene" (eating, sleeping, etc.) behaviour, but also as far as changes in the social roles are involved. Here, educational cycles, in life's evolution, may play a prominent part. This is precisely the research niche we endeavour to fill.

2. CONCEPTUAL APPROACH

Lifestyle was traditionally understood through the lenses of social classes, and perceived social status, as illustrated by the early works of Adler, Weber and Simmel (in Jensen, 2007), where lifestyle referred to a nexus of income, education, occupation and status. Also, for these "classics", lifestyle was a matter of choice and chance, but only as they came, and were made available to the individual, due to social position (the idea that life hazard is, actually, socially programmed, and the distinction between *way of life* – nothing to choose, and *lifestyle* – conditioned choice, will come back in Shove, 2003). This addresses to an age of social stability, in which people were born and educated to occupy a position which was supposed to oscillate only between upper and lower control limits. Of course, it is not the case with post-modern economies (Knights and McCabe, 2003), with their flexible work (Dunn, 2004), just-in-time education (Slaughter and Rhoades, 2004) and importance granted not that much to material wealth, as to immaterial social relations (Poster, 2004), where lifestyles are rather "epidemic", transgressing class borders – actually, as social classes are ill-defined and unstable, lifestyle is a mixture of the mainstream behaviour in the "departure" social class, and the mainstream behaviour in the "arrival" social class. Superficial social relationships (Groot, van der Brink and van Praag, 2007) and *me-too* approaches to lifestyle are characteristic to the post-2000 period. Hybridized social classes pressurize individuals to adopt easy changing lifestyles, in their rush to catch up with an ideal which is always changing.

Lifestyle is a concept, as proven by our previous content analysis, confiscated by healthcare specialists, who usually mean by it the diets which can assure the state of physical and psychical well-being that the WHO labels as health. In this acceptance, lifestyle nears life program, which is individual focused. We live in an individualistic age (Doost, 2004), no doubt, but lifestyle, unless life program – which may benefit, nevertheless, from the example of the group, is still collectively shaped (Frohlich, 2000). This can be asserted because lifestyle includes values and behaviours (Veal, 2000) which emerge at the individual level, and contribute to the individual self-esteem, but are performed in a social context. Lifestyle may be a matter of social dominance, if we were to adapt Bourdieu's terms (Saucier, 2000), which explains the way in which it behaves as a luxury good – for instance, in the form of lifestyle shopping (Fox, 2006).

In an attempt to systematize the lifestyle iceberg, we can say that its social, extrovert component is made up of the components of the social position (Gershuny, 2002), like education, occupation, income, social status. In a classical paradigm, these components should emerge from one another – the level and type of education will influence the future occupation, which will determine the level of income which, in its turn, will decide the social status. Still, things are not that simple regarding post-2000 lifestyle, in which occupation has less and less to do with education, becoming more a contextual variable, nor does the social status have much in common with occupation and education and, in some cases which will be discussed, not even with income. The other component of lifestyle, individual, introvert refers to the chain values – beliefs – attitudes – time allocation – life satisfaction. We state that, for lifestyle, the negotiated values, beliefs and attitudes of the individual and of his maximum compatibility group (which we define as the most convenient for the individual intersection of all the groups he/ she is a part of) determine the individual's life priorities, which turn into time allocation criteria, which influence life satisfaction levels.

The two lifestyle components, the social and the individual one, meet in the form of consumption behaviour. Of course, consumer behaviour is income-driven. Still, even when having a virtually unlimited income, and being able to buy virtually everything, consumers face choice (Steedman, 2001). This happens because their buying decision relies, as well, on their values, beliefs, and attitudes and, ultimately, on the life satisfaction which one or the other of their consumption choices may provide to them. So, if lifestyle research turns into an instrument for marketing studies, able to predict which purchases will be repeated and which consumption decisions are likely to be avoided, both sides of the iceberg have to be taken into account: the manifest, social peak – which proves that 20% of volume determines 80% of the effects, as consumer behaviours, needless to say, rely heavily on income, and the “under the waters”, individual set of life priorities emerging from a process of negotiation between the individual and his closest group. The correlation of the individual and group factors, with the individual trying to maximize his life satisfaction subject to personal constraints (values, beliefs) and group constraints (position, income) sets the niches of behaviour (Tomlinson, 2003), pressurized by the influences of the post-traditional social structures on lifestyle (Binkley, 2004; Aubert, 2003; Beck-Gernsheim, 2003). Education, being a factor which depends both on individual determination (OECD, 2006) and on individual multiple intelligence (Teele, 2000), but also on societal factors, as access to education, depending, in its turn, on social class (Oduaran and Bhola, 2006) and beliefs held by the group, appears to be the pivotal element in understanding the double bias of lifestyle. This is why we refer to the difference higher education background makes in lifestyle options, integrating this approach into a more general theory of elites and their choices. If, and why the lifestyle of the educated elite may constitute a model which may drive European people into the education process, will be the final answer of the research.

We take as a starting point the definition provided by Brunsø, Scholderer and Grunert (2004): „lifestyle is a system of individual differences in the habitual use of declarative and procedural knowledge structures that intervene between abstract goal states (personal values) and situation-specific product perception and behaviours.” The model we advance will, then, comprise three matrices: V, staying for the values that a) are education dependent and b) are likely to create social effects (Kragh and Bislev, 2005), P, staying for procedures – how do people use their values to shape their behaviours, and B, staying for behaviours, *i.e.*, choices people make in life, according to their preset scenario named lifestyle.

Coming back to the lifestyle iceberg, there are two exteriorities to be assessed: behaviours, which are obviously placed in the public arena, although they originate in private choices (Munger, 2004), and claimed values. Each of them corresponds to a distinct lifestyle category. We term the two lifestyle categories *values-in* (that is, only behaviours, presumably

values-based, are apparent), respectively *values-out* (also declared values are considered, together with behaviours). In other words, we speak about a pragmatic and a rhetoric lifestyle, which are going to be examined in turns.

The analysis, which is intended to lead to a model of current elite European lifestyle, is based on the fulfilment of the following objectives:

- a) Constructing a lifestyle function, based on these three matrices, for two groups of European citizens, with similar characteristics, excluding education.
- b) Identifying patterns of variance of the function, and finding sociological explanations for mathematical relationships.
- c) Building an additional lifestyle function, across professional groups (for instance, the lifestyle function of medical doctors, technicians and nurses) and compare its homogeneity, considering different levels of training, but similar professional environments, with the resemblance in variation for a function whose input variables are considered once for doctors, and then, say, for engineers (same training level, different professional environments).
- d) Considering all the preceding objectives, our overall is to assess the importance of the variable “training”, particularly university education, in influencing the values of the lifestyle function for the considered population.

3. RESEARCH DESIGN AND METHODS

3.1. Data

The analysis uses population survey data from the *European Social Survey*, round 2 (fielded in 2002/2003), made available by the courtesy of IRISS/CEPS. The data were used to create a sub-database including the records meeting the conditions: postsecondary education, and age below 35, at the moment of the survey. The number of chosen respondents, for this analysis, was 1080, from the total sample of 47357 records in the database. These data were weighted, in order to make the sample more representative.

3.2. Concept measurement

We base our analysis on the concept of lifestyle calibration (adapted after Goldsmith and Gopalakrishna Pillai, 2006), which can be expressed in the form of the following matrix:

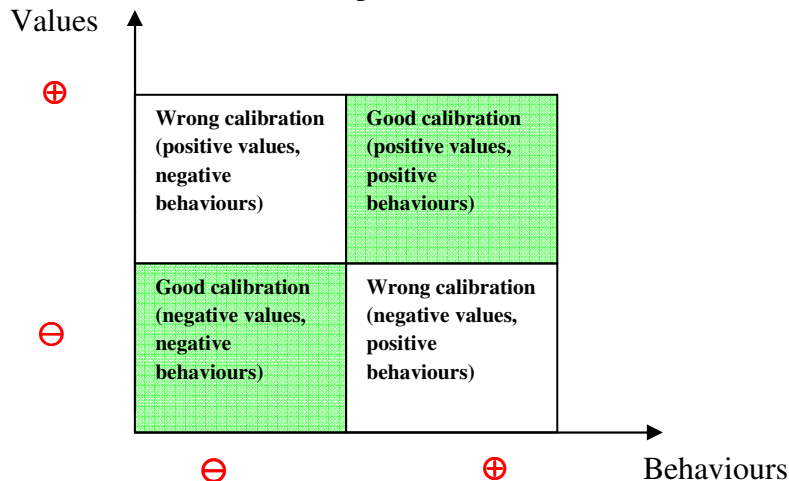


Figure 3. Lifestyle calibration

As it can be seen from the above figure, we appreciate that lifestyle is well calibrated whenever there is a correspondence between the values one holds and the attitudes one exhibits. We took as an estimator of lifestyle calibration life satisfaction (variable **stflife**, in *ESS*), having as H0: *life satisfaction is high whenever lifestyle is well calibrated*.

3.2.1. Dependent variable

The dependent variable is **stflife** (how satisfied with life as a whole), as an estimator of the concept we defined, of lifestyle calibration. The variable was measured on scale starting from “0” = “Extremely dissatisfied” to “10” = “Extremely satisfied”.

3.2.2. Independent variables

We examined life satisfaction based on three sets of independent variables:

i. Choices set

The choice set, S , included six different choices recorded as variables in the *ESS*:

- a) important to be rich – **imprich**
- b) important to be successful and that people recognize achievements – **impsuccess**
- c) important to be free – **impfree**
- d) important to try new and different things in life – **impdiff**
- e) important to be humble and modest, not to draw attention – **ipmodst**
- f) important to have a good time – **ipgdtim**

Following Novak and MacEvoy’s (1990) model of latent class choice, $P(s|X_n)$ designates the probability of the individual n , having a set of characteristics X , to belong to class s , where s_1 refers to people who think that being rich is important, s_2 consists of people who think success is important, etc.

Then, the probability of the individual n to choose an alternative a becomes:

$$P(a|X_n) = \sum_{s=1}^S P(a|n,s)P(s|X_n)$$

The alternatives an individual chooses are, actually, expressed by that individual’s behaviours. So, the second set of independent variables considered in the model consists of the behaviours of our subjects.

ii. Behaviours set

The behaviours set, B , comprises ten behaviours which are, in fact, time allocation patterns:

- g) TV watching – **tvttot**
- h) Radio listening – **rdttot**
- i) Newspaper reading – **nwsptot**
- j) Personal use of internet – **netuse**
- k) Meeting with friends, relatives – **sclmeet**
- l) Doing housework – **hwkpwd1**
- m) Going to work – **wkhtot**
- n) Attending courses – **atncrse**
- o) Studying – **stdhrsw**
- p) Looking after others (children, ill, disabled) – **lkafohh**

The time allocation function we considered proper for this model, following Psarianos (2007) is:

$$U(J, L) = \frac{e}{e-1} J^{\frac{e}{e-1}} L^{\frac{e}{(e-1)^2}}$$

where J includes all the behaviours directed towards performing a certain job (**f, g, h, i, j**), and L all leisure behaviours (**a, b, c, d, e**), and e represents the elasticity of switching from one type of activity to another.

iii. Values set

The V set of the values of the subjects comprises the following five possibilities:

- q) trust in people – **ppltrst**
- r) religion – **rlgblg**
- s) voluntariate – **ctzhlpo**
- t) honesty – **ctzchtx; sclnflw; flinsrw; olwmsop**
- u) family - **prrfmly**

These values, and their uses delimitate the sphere of personal activism: own self, family, community.

3.3. Multiple regression model and data analysis

We estimated the frequency of involvement in the activities in set B (behaviours) for the chosen sample, by employing the log-linear regression, after having derived, from the sample data, all the frequencies for the considered activities in the form of x times per week. We also used several correlation matrices, in order to split the respondents into two groups: those with a well-calibrated lifestyle (which we termed *pragmatic lifestyle*), and those with an ill-calibrated lifestyle (which we termed *rhetoric lifestyle* – the individual declares some values and behaves oppositely).

We used a multivariate probit in order to estimate the pragmatic lifestyle equations. We used PCA in order to obtain lifestyle clusters, based on time-allocation, and way of relating to the particular worth of a certain activity, in terms of personal prestige.

On the other hand, rhetoric lifestyle was expressed as a function of personal values (an aggregated variable of the five basic values), which result in life priorities (career, family, self, community). Another set of clusters was obtained, based on these values.

3.4. Variables validity

The variables reliability analysis was performed, on the V set, by applying Cronbach's Alpha, as recorded in **Table 5**:

Table 5. Values Reliability Analysis

Reliability Coefficients

N of Cases = 783,0 N of Items = 8

Alpha = ,7345

The value of the Alpha shows that the values chosen for the analysis are consistent with one another.

4. Results

The log-linear regression revealed two main time-spending models. 73% of the sample allocate their job time mainly to going to work, and their leisure time mainly to the personal use of the internet, while 27% of the sample spend their job time looking after others and their leisure time to meeting with friends and relatives. Spending one's time working results in a decrease in life satisfaction ($\chi^2 = 7.136$, $p = 0.002$), while meeting with friends and relatives is related to a higher life satisfaction ($\chi^2 = 8.251$, $p = 0.003$).

Additionally, by applying cluster analysis to the first group, we obtained: highbrow careerists, who regard career as an investment in their personal image, with a high return, highbrow family heads/ family mothers, which put family forward, as an indicator of prestige, highbrow activists, which take their satisfaction from community involvement (**figure 4**). A particularity of the post-2000 period is that these clusters tend to overlap, because a lifestyle migrates onto another. Then, we mention popular careerists (or workaholics, who depend on their work, but don't manage to turn it into a mechanism of social prestige), popular family heads/ family mothers, or traditionalists, who inherited the cult of the family, apart from any "prom" of the happy family, and popular activists, or religious, in a broad sense, people, who involve because they want to prove themselves useful.

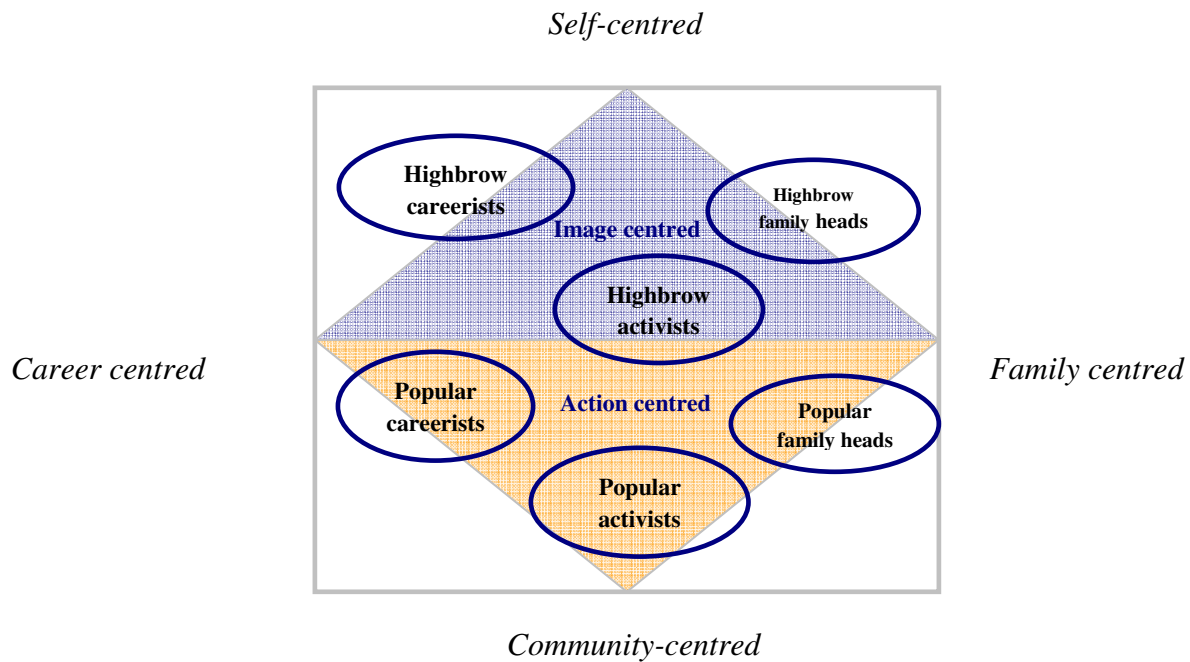


Figure 4. Pragmatic lifestyle clusters

The clustering of the second group of respondents reveals four more types of lifestyles: sceptics (not holding neither the aforementioned values as being valid, nor the corresponding attitudes, and centred on the self), misanthropes (believing in the values, but refusing to adopt social attitudes, and centred on self and career), chameleons (miming attitudes, but lacking values, centred on the community), missionaries (embracing both the values and the attitudes, family and community centred).

A characteristic of the post-2000 period is, in this second model, as well, is the instability of the lifestyle patterns. This is why lifestyle clusters, in this second model, form, actually, a bandwidth of values and attitudes, from the extreme sceptic to the most committed missionary, where everyone should feel free to change position.

Statistically, there is a predominance of the careerists (22.4%), with a slight prevalence of the highbrow careerists (62.6% of the careerists).

Considering values and behaviours, the additional four lifestyle clusters are pictured in **Figure 5**:

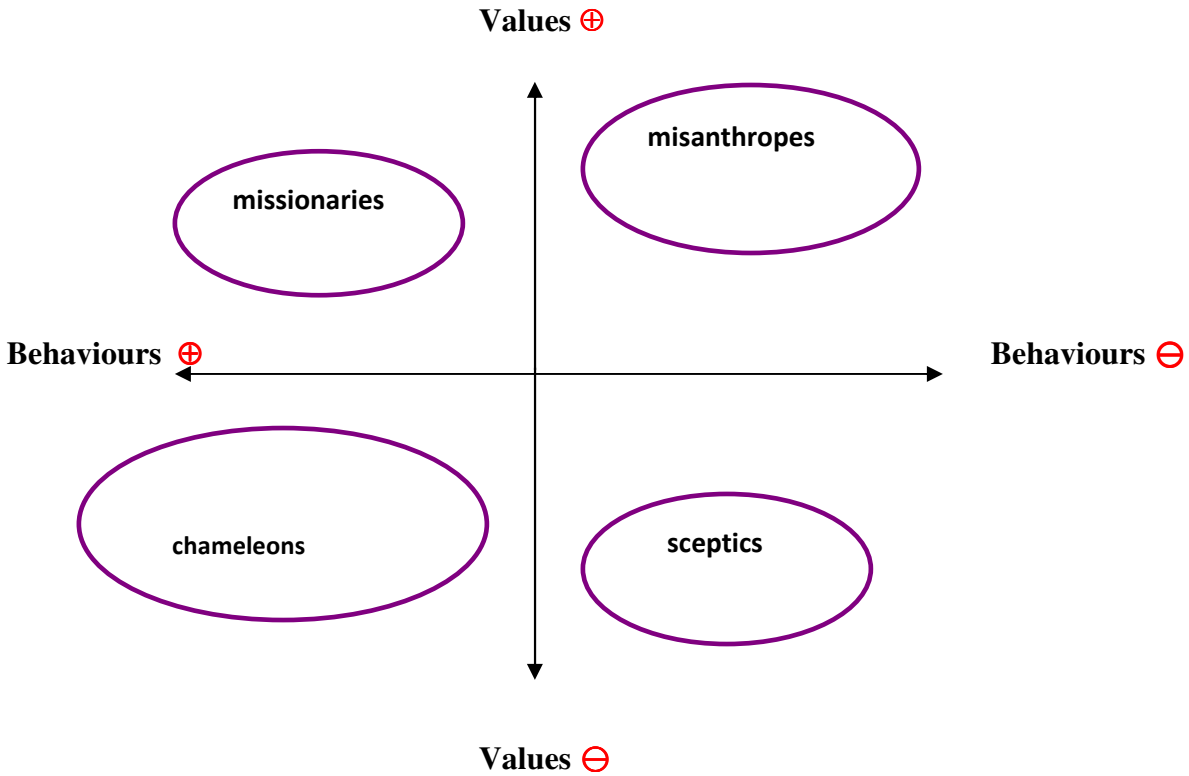


Figure 5. Lifestyle clusters, according to values and behaviours calibration

As represented in **Figure 5**, missionaries and sceptics have well-calibrated, pragmatic lifestyles, while chameleons and misanthropes have rhetoric lifestyles, wrongly calibrated. According to H0, we expect that missionaries and sceptics exhibit high levels of life satisfaction, as an estimator of lifestyle calibration, while misanthropes and chameleons are hardly satisfied with their life.

The first sub-sample, composed of missionaries and sceptics, exhibits a positive correlation between values and behaviours. For instance, **ppltrst** correlates with **scmeet** and **lkafohh**, **rlgblg** with **lkafohh**, **ctzhlp** with **scmeet**, **ctzctx** with **tvttot**, **rdttot**, **nwsptot**, **netuse**, while **prrfmly** correlates negatively with **wkhot**, **atncrse** and **stdhrsw**, and positively with **hwkpwd1**, as shown in **Table 6**:

Table 6. Values and Behaviours Correlations

a) ppltrst

Correlations				
		Most people can be trusted or you can't be too careful	How often socially meet with friends, relatives or colleagues	Look after others in household, children/ill/disabled/elderly
Pearson Correlation	Most people can be trusted or you can't be too careful	1,000	,118**	,031
	How often socially meet with friends, relatives or colleagues	,118**	1,000	,109**
	Look after others in household, children/ill/disabled/elderly	,031	,109**	1,000
Sig. (2-tailed)	Most people can be trusted or you can't be too careful	,	,001	,364
	How often socially meet with friends, relatives or colleagues	,001	,	,001
	Look after others in household, children/ill/disabled/elderly	,364	,001	,
N	Most people can be trusted or you can't be too careful	864	864	862
	How often socially meet with friends, relatives or colleagues	864	868	866
	Look after others in household, children/ill/disabled/elderly	862	866	866

** Correlation is significant at the 0.01 level (2-tailed).

b) rlgblg

Correlations			
		Belonging to particular religion or denomination	Look after others in household, children/ill/disabled/elderly
Pearson Correlation	Belonging to particular religion or denomination	1,000	,034
	Look after others in household, children/ill/disabled/elderly	,034	1,000
Sig. (2-tailed)	Belonging to particular religion or denomination	,	,338
	Look after others in household, children/ill/disabled/elderly	,338	,
N	Belonging to particular religion or denomination	809	807
	Look after others in household, children/ill/disabled/elderly	807	866

c) ctzctx

		Correlations	
		Citizens should spend some free time helping others	How often socially meet with friends, relatives or colleagues
Pearson Correlation	Citizens should spend some free time helping others	1,000	,047
	How often socially meet with friends, relatives or colleagues	,047	1,000
Sig. (2-tailed)	Citizens should spend some free time helping others	,	,170
	How often socially meet with friends, relatives or colleagues	,170	,
N	Citizens should spend some free time helping others	865	865
	How often socially meet with friends, relatives or colleagues	865	868

d) ctzctxm (modified, including sclnflw, flinswr, olwmpsop)

		Correlations				
		Citizens should not cheat on taxes mod.	TV watching, total time on average weekday	Radio listening, total time on average weekday	Newspaper reading, total time on average weekday	Personal use of internet/e-mail/www
Pearson Correlation	Citizens should not cheat on taxes mod.	1,000	,067	-,022	,086*	,028
	TV watching, total time on average weekday	,067	1,000	,057	,093(**)	,161**
	Radio listening, total time on average weekday	,022	,057	1,000	,097(**)	,034
	Newspaper reading, total time on average weekday	,086*	,093**	,097**	1,000	,064
	Personal use of internet/e-mail/www	,028	,161**	,034	,064	1,000
Sig. (2-tailed)	Citizens should not cheat on taxes mod.	,	,051	,523	,012	,428
	TV watching, total time on average weekday	,051	,	,096	,006	,000
	Radio listening, total time on average weekday	,523	,096	,	,004	,332
	Newspaper reading, total time	,012	,006	,004	,	,069

	on average weekday					
	Personal use of internet/e-mail/www	,428	,000	,332	,069	,
N	Citizens should not cheat on taxes mod.	862	861	861	861	815
	TV watching, total time on average weekday	861	867	866	867	820
	Radio listening, total time on average weekday	861	866	867	866	820
	Newspaper reading, total time on average weekday	861	867	866	867	820
	Personal use of internet/e-mail/www	815	820	820	820	821
* Correlation is significant at the 0.05 level (2-tailed).						
** Correlation is significant at the 0.01 level (2-tailed).						

e) prrfmly

Correlations						
	A person's family should be main priority in life	Part you spend of total time housework on typical weekday 1	Improve knowledge/skills: course/lecture/conference, last 12 months	Hours you spend studying, how many an average term-time week	Total hours normally worked per week in main job overtime included	
Pearson Correlation	A person's family should be main priority in life	1,000	,027	-,022	-,018	-,018
	Part you spend of total time housework on typical weekday 1	,027	1,000	,121*	-,287	-,186**
	Improve knowledge/skills: course/lecture/conference, last 12 months	-,022	,121*	1,000	,088	-,109**
	Hours you spend studying, how many an average term-time week	-,018	-,287	,088	1,000	,114
	Total hours normally worked per week in main job overtime included	-,018	-,186(**)	-,109(**)	,114	1,000
Sig. (2-tailed)	A person's family should be main priority in life	,	,622	,515	,830	,625
	Part you spend of total time housework on typical weekday 1	,622	,	,026	,112	,001

	Improve knowledge/skills: course/lecture/conference, last 12 months	,515	,026	,	,287	,003
	Hours you spend studying, how many an average term-time week	,830	,112	,287	,	,248
	Total hours normally worked per week in main job overtime included	,625	,001	,003	,248	,
N	A person's family should be main priority in life	865	338	863	150	752
	Part you spend of total time housework on typical weekday 1	338	338	337	32	315
	Improve knowledge/skills: course/lecture/conference, last 12 months	863	337	865	148	752
	Hours you spend studying, how many an average term-time week	150	32	148	150	104
	Total hours normally worked per week in main job overtime included	752	315	752	104	753
* Correlation is significant at the 0.05 level (2-tailed).						
** Correlation is significant at the 0.01 level (2-tailed).						

In the case of the first group, for which we supposed a good lifestyle calibration, there is a positive Pearson correlation between values and attitudes, considering the pairs we have set, by grouping values which are most likely to be the expression of a certain attitude.

The subsequent multivariate probit shows life satisfaction dependency upon values:

Table 7. Probit analysis of values (life satisfaction = factor)

* * * * * P R O B I T A N A L Y S I S * * * * *

Parameter Estimates (PROBIT model: (PROBIT(p)) = Intercept + BX):

	Regression Coeff.	Standard Error	Coeff./S.E.
PPLTRST	,00336	,00811	,41502
RLGBLG	,00771	,03437	,22434
CTZHLPO	,00420	,02237	,18760
CTZCHTX	-,00066	,02001	-,03280

SLCNFLW	-,00396	,02833	-,13985
FLINSRW	-,00134	,02742	-,04900
OLWMSOP	-,00189	,01935	-,09748
PRRFMLY	-,00037	,02085	-,01763

	Intercept	Standard Error	Intercept/S.E.	STFLIFE
	,06411	,25891	,24763	1
	,05773	,27118	,21290	2
	,08191	,18147	,45137	3
	,02387	,17268	,13825	4
	,06418	,15489	,41439	5
	,04800	,15825	,30333	6
	,06958	,15133	,45979	7
	,07943	,15217	,52199	8
	,08977	,15313	,58627	9
satisf	,09157	,15783	,58018	Extremely

Pearson Goodness-of-Fit Chi Square = 14,626 DF = 761 P = 1,000

Since Goodness-of-Fit Chi square is NOT significant, no heterogeneity factor is used in the calculation of confidence limits.

-

Covariance (below) and Correlation (above) Matrices of Parameter Estimates

FLINSRW PPLTRST RLGBLG CTZHLPO CTZCHTX SLCNFLW

PPLTRST ,01645	,00007	,00086	,04199	,03411	-,02186	-
RLGBLG ,07205	,00000	,00118	-,10710	-,01958	-,04379	
CTZHLPO ,02782	,00001	-,00008	,00050	-,08614	-,00826	-
CTZCHTX ,14513	,00001	-,00001	-,00004	,00040	,06716	
SLCNFLW ,41169	-,00001	-,00004	-,00001	,00004	,00080	-
FLINSRW ,00075	,00000	,00007	-,00002	,00008	-,00032	
OLWMSOP ,00007	,00000	,00001	-,00008	-,00010	,00000	
PRRFMLY ,00000	-,00002	-,00011	-,00006	-,00002	,00005	

* * * * * P R O B I T A N A L Y S I S * * * * *

	OLWMSOP	PRRFMLY
PPLTRST	,01522	-,11543
RLGBLG	,01217	-,15233
CTZHLPO	-,18712	-,12472
CTZCHTX	-,25664	-,05955
SLCNFLW	,00091	,07679
FLINSRW	,13940	,00266
OLWMSOP	,00037	-,01906
PRRFMLY	-,00001	,00043

We summarize life satisfaction as a function of values which, for the chosen group of missionaries and sceptics are consistent with their behaviours, in the form of the multivariate regression below:

Table 8. Life satisfaction's dependency on individual values

Var.	Coef.	Std.Err.	T	P> t	[95% Conf. interval]	
stflife						
ppltrst	-.1685887	.0145323	-4.06	0.000	-.2500155	-.0871618
rlgblg	.2668252	.0249941	10.68	0.000	.2178226	.3158277
ctzhlp	.1163812	.0289571	4.02	0.000	.059609	.1731535
ctzchtxm	.0442686	.0141976	3.12	0.002	.0164333	.0721039
prfrmly	.0243321	.0330298	0.74	0.461	-.0404251	.0890892
_cons	2.992975	.2361508	12.67	0.000	2.529986	3.455964

As results from the table, trust in people has a slightly negative effect on life satisfaction, which is the result of including in the same study group missionaries and sceptics, with a possible bias towards sceptics, sharing with the misanthropes distrust in people. All the other values included in the study correlate positively with life satisfaction, with a prevalence of religious belonging, which gives a strong sense of life satisfaction to the entire group, with a presumable bias towards missionaries.

We conclude that, for this first group, H0 is observed.

For the second group, composed of misanthropes and chameleons, we would expect, according to H0, that their life satisfaction is low, because there is a gap between their life values and their behaviours, which makes their lifestyle calibration poor. This was proved by a frequency analysis, presented in **Table 9** below:

Table 9. Life satisfaction in the second group

How satisfied with life as a whole					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely dissatisfied	73	6,8	6,8	6,8
	1	72	6,7	6,7	13,5

	2	76	7,0	7,0	20,5
	3	362	33,5	33,5	54
	4	196	18,1	18,2	72,2
	5	213	19,7	19,7	91,9
	6	13	1,2	1,3	93,2
	7	37	3,4	3,4	96,6
	8	19	1,8	1,8	98,4
	9	10	,9	,9	99,3
	Extremely satisfied	8	,7	,7	100,0
	Total	1079	99,9	100,0	
Missing	System Missing	1	,1		
	Total	1	,1		
Total		1080	100,0		

As results from the table, less than 10% from the second sub-sample, composed of misanthropes and of chameleons, are above the average, on a 0 to 10 scale of their life satisfaction, which confirms H0.

6. Conclusions

The study showed that post-2000 European university graduates can be divided into two groups, which are rather homogenous from the point of view of their time allocation patterns, in the sense that the first group, accounting for 73% of the sample, is formed of workaholic, socially autistic persons, who would ever prefer going to work than looking after others, and spending their spare time over the internet, instead of socializing with relatives and friends, while the attitudes of the minority group (27%) exhibit quite an opposite tendency. The first group includes persons whose values are not consistent with their behaviours – they praise a certain attitude and they behave awry – which we have split, based on lifestyle clustering, in *misanthropes* and *chameleons*. Both these categories have an ill-calibrated lifestyle, and their level of satisfaction with present life is, consequently, low. As shown by the study, their category prevails in the population of young European graduates, which may be the case for an alert. The other group includes the *sceptics* and the *missionaries*, for whom life is participation, even if the former don't see any use in that, and the later devote their time and energy to this cause. Their lifestyle calibration is good, and

their life satisfaction reaches optimal levels, as compared with their peers whose behaviours contradict their values.

There are, still, some limitations to the study. Some of them come from the choice of the survey, which included, only additionally, lifestyle matters. Some of the variables we chose needed transformation, some other were maybe not as sensitive for education-dependent lifestyle transformations. A further research should include *European Values Survey*, as well, and other micro-sets of data collected in target countries, in a field research dedicated precisely to this purpose. Other limitations come from the models we use, which do not include psychographic variables, in the sense of mapping some mental patterns of our subjects, aggregates of values which are likely to drive their long-term behaviours. A broader approach, which will make the final connection between lifestyle and customer behaviour, will include also these aspects.

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