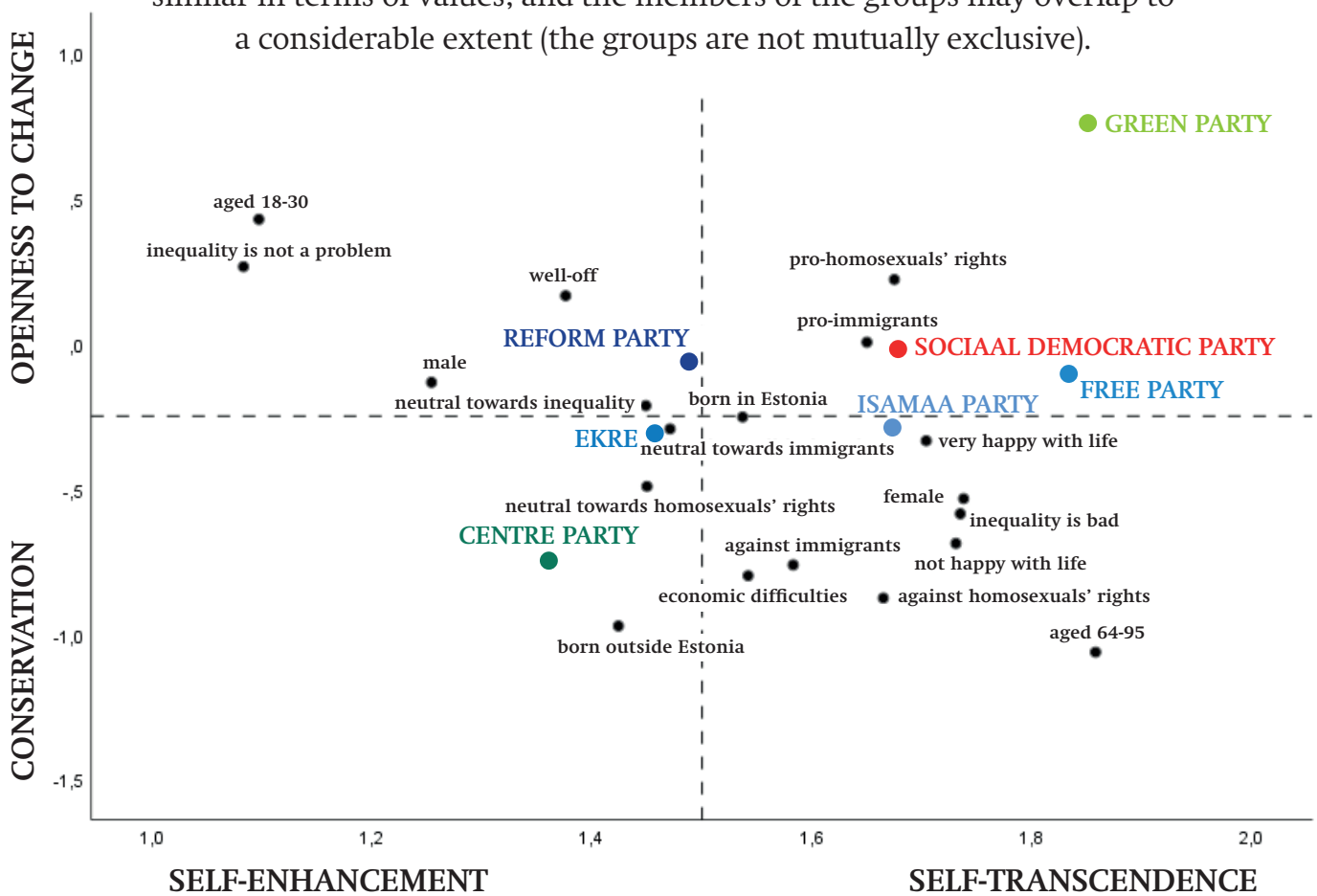


Socio-demographic characteristics are strongly correlated with people’s values, which in turn influence people’s choices in politics and in other spheres of life.

Groups of people formed on the basis of various socio-demographic characteristics, values and political preferences.

Where two groups have been positioned close to each other, the groups are similar in terms of values, and the members of the groups may overlap to a considerable extent (the groups are not mutually exclusive).



In the diagram, the openness vs. conservation dimension shows whether the person tends to value independence, creativity and new experiences (openness), or security, traditions and conformity (conservation). The self-transcendence vs. self-enhancement dimension shows whether the person tends to value tolerance, helping of people, and equal opportunities (self-transcendence), or money, success and respect from others (self-enhancement).

The University of Tartu carried out the study “Values as Human Resource, and Their Connection to Social Development” on the commission of the Foresight Centre. The study uses mainly the country data on Estonia in three databases: The *European Social Survey* (ESS), and the *European Values Study*, *World Values Survey* (EVS/WVS). The samples of the studies are representative of Estonian residents aged 18 years and over. Data representative of the country (weighted data) are used to compare countries and to describe the situation. The study is available on the webpage of the research “The Situation of the Estonian Human Resources” of the Foresight Centre: www.riigikogu.ee/arenguseire/eesti-inimvara-olukord.



- Estonian people are positioned fairly predictably in the value space, based on Schwartz's theory of basic human values and the concept of "culture war".¹ People who have more open values support the rights of sexual minorities and are more positively disposed towards immigrants. However, people with more conservative (traditional) views have a hostile stance regarding sexual minorities and immigrants.
 - The openness-conservation dimension is of central importance in the culture war. People actively participating in it are carriers of self-transcending values: improving the world is equally important to both of these parties, but they have different understandings of improvement.
- The indifferent, however, tend to be materialists who are dealing with their personal problems and are not interested in improving the world.
- Opponents and supporters of inequality differ in both the openness and the conservation dimensions. Those who consider economic inequality a problem (based on the question whether "The Government should implement measures to reduce the differences in the incomes level") have self-transcending and conservative values, and those who do not consider economic inequality a problem have self-enhancing and open values.

¹ Shalom H. Schwartz's theory of basic human values is based on two main value dimensions: openness to change vs. conservation, and self-transcendence vs. self-enhancement, which are the most general value dimensions that differentiate people.

The concept of the culture war – it is mostly a conflict between innovative and old-fashioned views in issues regarding sexual minorities, abortion, gender equality, etc. In the USA, the concept "culture war" has been used to describe this conflict (Hartman 2015). It is a conflict in which values, not economic interests, are in focus. The argument is about whose values are more correct, and not about who receives more economic gain.