

The overall feeling of happiness and life satisfaction among the people of Estonia has grown, and the importance of post-materialist values (trust, active citizenship and tolerance) has grown together with that. Neo-communitarian way of thinking emerges that opposes the materialist value of money and power, as well as the social insularity motivated by difficulties in coping.

## ESTONIAN PEOPLE MAY BE DIVIDED INTO SIX VALUE PATTERN GROUPS

**A Successful hedonist**  
Total average of 15% of residents over the years 2004–2016, and 14% of residents in 2016

Competitiveness, wealth and success, personal independence and hedonism are the most important values for representatives of this group. All this is also related to a relatively stronger need to achieve and innovativeness. Those belonging to this group are more open towards migration than the average, and have a more critical attitude towards social affairs. At the same time, their attitude towards the rights of sexual minorities tends to be neutral. People belonging to this group are less trusting of others.

**Who belongs there?** Young people of up to 30 (55%). In terms of all other indicators, the composition of this cluster is close to the composition of the complete sample, that is, all different population layers are represented there.

**B Creative neo-communitarian**  
Total average of 20% of residents over the years 2004–2016, and 25% of residents in 2016

People in this group merge a heady dose of hedonism with caring about their close surroundings and the environment, and the valuing of close human relationships. We call it neo-communitarian because innovativeness and creativity are linked with the valuing of customs and traditions here; at the same time, conformity and obedience are alien to this group. The group is characterised by openness and trust, and tolerance towards different people and cultures, be it attitude towards migration or the rights of sexual minorities; this group is little critical of society. Supposedly they are not critical due to their small interest in the functioning of the society, as they do not consider politics important either, while their conviction in their capacity to participate in politics is the highest in the sample (9.3 on the scale of 10).

**Who belongs there?** Young people of under 30 (35%), with higher education (47%), women (59%), economically secure (88%). The larger part of the cluster (92%) does not count themselves to be part of any ethnic minority.

**C Prefers equality and security**  
Total average of 19% of residents over the years 2004–2016, and 20% of residents in 2016

Equality of all people, and protection and security of ordinary people are central to this group. Success and recognition are the least important values. Together with the valuing of equal opportunities, they also have higher than average tolerance towards sexual minorities and a positive and trusting attitude towards all people.

**Who belongs there?** Mostly people who cope satisfactorily. The proportion of women is higher than average and Estonians form an overwhelming majority (92%).

**D Values recognition and caring**  
Total average of 20% of residents over the years 2004–2016, and 15% of residents in 2016

In the case of this group, the importance of material welfare and recognition is connected with conservatism, and little openness to and a hostile attitude towards both migration and minorities. This group appreciates obedience and prefers norms over freedom, uniting respect to customs, conformity and caring about surroundings with social recognition. At the same time, this group's trust in other people is lower than average.

**Who belongs there?** People of advanced age, that is, over 45 (66%), women (57%) and representatives of the Russian population (34%) and people with lower than average economic security (39%). The last indicator shows that this group is characterised by "deficit values".

**E Aspirational but deprived**  
 Total average of 12% of residents over the years 2004–2016, and 11% of residents in 2016

The group striving for success and recognition is characterised by an unsatisfied need for material success and recognition, and an attitude of one deprived of caring and security. Deficient success opportunities and alienation from surroundings are manifested in a highly critical attitude towards society, little trust, and rejection of strangers and those who behave differently.

**Who belongs there?** This attitude is more widespread among young people under 30 (60%) and among people with a lower than average education level (20% with basic education), as well as among those who are less well-off (34%), and among men (59%), regardless of nationality.

**F Negativity to values**  
 Total average of 13% of residents over the years 2004–2016, and 15% of residents in 2016

The group stands out for a lower than average level of all value factors, meaning that the value options set out in the questionnaire were seen as generally not important, or the group had a negative attitude towards them or could not formulate their preferences. This may be due to negativity towards value issues in principle, lack of value ties with surroundings, as well as inability or unwillingness to characterise oneself through value concepts. At the same time, this group is characterised by a relatively high level of social criticism, lack of trust in fellow humans, and a more negative than average attitude towards both immigrants and sexual minorities.

**Who belongs there?** People with such a negative attitude towards values can be found equally among both women and men. This group includes slightly fewer people with higher education and young people. Compared to the average, it includes more Estonians and people with economic difficulties.

**Group B as well as group C can be considered the supporters of the post-materialist or more open development trend in the Estonian society. Groups A, D, E and F uphold the mindset and way of life based on materialist values in the society.**

