

南華大學社會科學院國際事務與企業學系公共政策研究碩士班

碩士論文

Master Program in Public Policy Studies

Department of International Affairs and Business

College of Social Sciences

Nanhua University

Master Thesis

蒙古南戈壁省年輕人生活型態之研究

A Study on Life Styles of Mongolian Young People
in Southgobi Province

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中華民國 109 年 1 月

January 2020

南華大學

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口試日期：中華民國 108 年 12 月 30 日

ACKNOWLEDGMENT

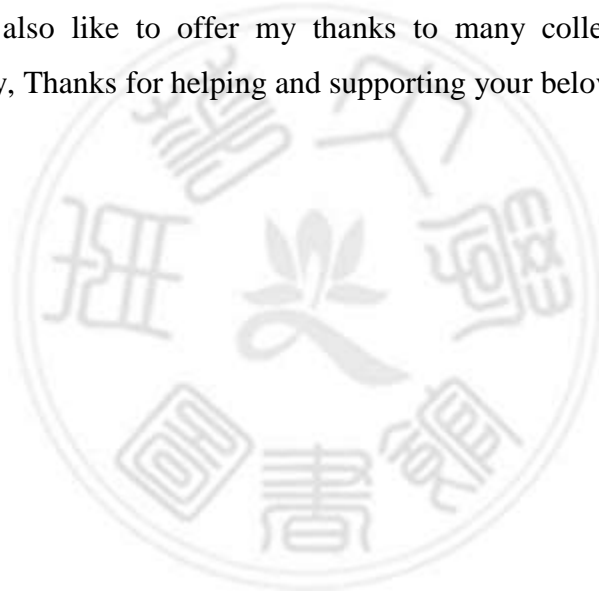
The completion of this thesis is attributed to a number of people's assistance support and encouragement.

First of all, I would like to express my deepest and sincerest gratitude to my advisor, Prof. Chih-Ming Chung. His inspiring guidance and invaluable suggestions guided me in the right direction of research. His endless patience and timely encouragement made me stick to my goal and try to complete this thesis. They are also grateful to Prof. Shen Cen-Chu and Prof. Sun Guo-Xiang for advice.

Many thanks to the young people from Southgobi province for their active participation in my research. This accomplishment wouldn't have been possible without them.

In addition, I would also like to offer my thanks to many colleagues and friends who are concerned about me. Finally, Thanks for helping and supporting your beloved close family.

Thank you so much.



中文摘要

本研究是針對受過高等教育的蒙古年輕人所進行的調查，他們出生於 1985-1995 年間，居住在蒙古的南戈壁省。這項研究主要側重於確定年輕人的價值觀、生活目標、計劃生育問題、以及休閒時間和娛樂活動，並衡量他們在社會和政治活動中的活躍度和參與度。

因此，以多種方式構建假設並調查社會轉型期對這一年齡群體，生活方式（取決於他們的教育背景和職業）的影響對社會的影響和改革的影響，以及對他們的影響，可能具有重要意義。通過他們的生活方式和日常工作來適應後代，發現並確定該年齡段的興趣、需求和抱負。

生活在南戈壁省的受過高等教育的年輕人的價值觀是他們的個人價值觀，例如父母、家庭和健康狀況，大多數已婚、參加者對配偶完全滿意，他們上網看電視或結識朋友來消磨身體上的閒暇時間。年輕人的社會和政治參與較弱，尤其是對於年齡在 25 至 29 歲之間的女性或年輕參與者。

關鍵詞：年輕人、生活方式、年輕人次文化、價值、休閒時間、社交活動和參與度

ABSTRACT

It was surveyed by young people with high education, born between 1985-1995 and live in Southgobi Province, Mongolia. This research mainly focuses on identifying the values, life goals, family planning issues, leisure time and recreational activities of young people and measuring their activeness and engagement level in the social and political activities.

Therefore, it may be significant in a number of ways to construct hypothesis and surveying on the impacts of the transitional period of society and reform that made to the lives of this group age, lifestyles depending on their educational background and profession, the impacts they influence to the post generation by their lifestyles and daily routines, and discovering and identifying the interests, needs and ambitions of this age groups.

The values of the highly educated young people living in Southgobi province are their personal values, such as parents, families and health. Most of the married participants are completely happy with their spouses. they spend their leisure time physically inactive by surfing the internet, watching TV or meeting friends. The social and political involvement of the young people is weaker, especially it is true for females or younger participants aged between 25 and 29.

Keywords: Young people, lifestyles, subculture of young people, value, leisure time, social activeness and engagement

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CHAPTER 1: INTRODUCTION

1.1 Research rationale

Conducting research on the lifestyles, and particularly, of young people in the rural area seemed to be more significant thesis. The young people, who may be the results of intensive growth of population, hold largest percentage share in the population in comparison with other age groups. Although Mongolia was defined as “Country of children and youth” ten years ago, now it has become “Country of young people” and is proven not only showing by the result of census but also proven by the indicators of society¹. The results of population census conducted in 2010 clearly shown that group age of 15-64 holds 68 percentage in the total population whereas this group age holds 66 percentages by the results of midterm population census conducted ² in 2015 and group ages of 15-40 held the 42,9 percent in the census.

Table 1. Population between 15-39 years old

Age groups	Total*
15-19	239,910
20-24	313,709
25-29	263,638
30-34	263,538
35-39	232,634

* Total population of Mongolia is 3,057,778. (2015)

Source: National Statistics Office, *2015 Population and Housing by Census of Mongolia* (Ulaanbaatar: National Statistics Office, 2015), p. 63.

For the population demographics of Southgobi, the group ages of 15-40 holds the largest percentage in the society and this led me to the reason of researching on the life style of this group age. Moreover, I personally believe that they may differ from the other group ages for their socialization of

¹ Mongolian Youth Association, *Social Images of Mongolian Young People* (Ulaanbaatar: Mongolian Youth Association, 2015), p. 12.

² National Statistics Office, *2010 Population and Housing Census of Mongolia*, (Ulaanbaatar: National Statistics Office, 2010), p. 123; National Statistics Office, *2015 Population and Housing by Census of Mongolia* (Ulaanbaatar: National Statistics Office, 2015), p. 97.

childhood and teenage life went through a transitional period of significant change in the country.

There are number of reasons for conducting research on the lifestyle of this young people in consideration of the group age holds the largest percentage in the population and actively engages in the socio-economic activities:

Firstly: The young people hold the largest percentage in the other group ages of population. Therefore, it is indispensable to survey on the lifestyle of this group age for they may bear the main burden of social phenomenon and activities, development and prosperity of the society.

Secondly: However, Mongolians have a wealthy tradition of having their offspring be literate and exposed to knowledge and life philosophy. The provision of adopting compulsory education for involving juniors and youth only belongs to the historic process occurred for the last 100 years. During the development of socialism in Mongolia, a number of people acquired higher education and various types of professions in many different sectors of society formed and carried out compulsory education without any sex discrimination. In the continuity of this process, after the democratic revolution, the number of people who acquired higher education has increased ever than before. In one hand, research on the lifestyles of the young people, their values, life goals, and social activeness including the community needs and engagement in social activities is significant in observing the value of higher education and quality, and on the other hand, it has various significance for predicting young people' contributions to the development of the society and its further influence and impacts.

Thirdly: According to the result of census conducted in 2010, the total population of Southgobi province was 61591 and 13442 citizens were registered and immigrated to Southgobi in between 2010-2018. The active participants in this migration are the young people and nearly 50% of th were 18-40 age group³. The people who want to secure their livelihood and better living on the basis of mine sector and other reasons. Thus, researching on their adaptation to the living in the rural area, and the contribution to the local development may have a great significance for educational purpose and research practice.

Fourthly: It is inevitable that researching on the young people who spent their childhood and age of basic socialization through the period of dramatic changes of society or the transitional period of two different societal institutions. There are actual needs in the society for conducting research works not

³ National Statistics Office, *2010 Population and Housing Census of Mongolia* (Ulaanbaatar: National Statistics Office, 2010), p. 64.

only for the young people who acquired higher education and specialization alone but also the detailed research papers on their lifestyles are required to be done in the further. As the functions of basic social agents altered due to the change of societal institutions, there were multiple important factors involved in the individual's growth, development of social skills and the character formation of this young people such as the open source of information and strong influence of new and advanced technologies etc.

Moreover, the fact that there is similar research work identifying lifestyles of young people in Southgobi becomes one of the reason I chose this topic as well.

1.2. Research Aim and Objectives

Within the scope of this survey, the following objectives were proposed.

Firstly: Analyses on the theories and methodologies of lifestyle research works.

Secondly: To study on the lifestyle of young people who acquired higher education and born between 1985-1995 on their basis of social activeness and engagement. In the range of social engagement study, the following objectives have been identified:

- Demographic parameters of young people, level of living standards in general;
- Life goals and values;
- Leisure and recreational activities, sources of information they tend to access;
- Forms of activities participating actively in the society;
- Local policy of Southgobi Province towards the equipment of young people and its outcomes.

Thirdly: Researching on the socialization process of young people in coordination with the culture issues of the community.

1.3. Definition of Terms

There is no strict age limit or established term on the concept “young people” at present and whereas the General Assembly at UN⁴ and the World Bank announces young people as the group of 15-34 age⁵, the program “Youth is Social Wealth”⁶ considers the terms belongs to 15-29 age. However, The Danish Youth Council⁷ considers the age group of 15-34 is as young people for any society.

The term “young people” is generally defined in the encyclopedia as “a socio-demographic group, which can similarly be defined themselves as an integrated community by their social psychological factors due to the aspects of social institutions, socialization patterns, and nurture and disciplines depending on their age and social status”⁸. Considerable amount of definitions and theoretical rationales on young people which were defined by their group ages and other aspect shall be mentioned in the next chapters. Within the scope of research thesis, the group age of 15-34 is considered as young people but group age of 25-34 has been involved in the research questionnaire. Our target group of the research is young people who acquired higher education and born between 1985-1995 and now living in the Southgobi.

Lifestyle is a concept which could be considered in a fairly broad range of context and is also complicated one to be defined accurately. However, many scientific sectors study this concept from their point of research fields in detail involving a variety of social groups, the generally accepted or standardized attributes may be applied into the lifestyle research have not been developed yet. The first definition of the term “life style” was done by A. Adler, Austrian psychologist in 1929 as “A description of individual’s life approach” and now the term universally applied in the general context is the definition “lifestyle is integrated behaviors and feeling of oneself and things referred to oneself” and it has been applied since 1961⁹.

⁴ United Nations, “Frequently Asked Questions,” *United Nations*, <https://www.un.org/en/>. Last visited: 2019.9.2.

⁵ World Bank Group, “Children & Youth,” *World bank*, <https://www.worldbank.org/en/topic>. Last visited: 2019.9.5.

⁶ The Commonwealth, “The common wealth,” *The Commonwealth*, <https://thecommonwealth.org/>. Last visited: 2019.9.5.

⁷ Danks Ungdoms, “DUF,” *Young People*, <https://www.duf.dk>. Last visited: 2019.9.12.

⁸ United Nations, “Young people,” *United Nations*, <http://www.un.org/en/events/youthday/sg.shtml>. Last visited: 2019.9.5.

⁹ Wikimedia Commons, “Young people,” *Wikipedia*, <http://www.en.wikipedia.org>, last visited 2019.10.10.

1.4. Scope and Limitations

There were substantial numbers of research works done involving issues on the young people in our country. In this section, the lifestyle research methodology and the research materials which were done at the national level involving are connected to the objectives within this research. The questionnaire developed within the objectives of the research has been prepared according to the following methodologies and the research scope.

1.4.1. Methodologies applied in the lifestyle research

Lifestyles research is done on a broad range of activities covering number of disciplines of social sciences. In this research field, not only the western social scientists and sociologists work but also the Asian countries like China, Japan and South Korea have conducted various types of research works in the regional and national level including local level differentiating by group ages and social status involving multiple issues such as public health, economy, politics, market and consumption. The scope of lifestyle research is done on a fairly broad range and is often controversial, and the fields commonly applied and generally accepted in this type of research are as following:

1.4.2. Within the scope of public health

Although western countries conduct lifestyle researches within the issues of public health on a quite broad range, there has not been any generally-accepted questionnaire applied at the national level developed yet at the moment. The five key issues referred in the public health are smoking, alcohol consumption, physical movement, pharmaceutical use, diet and overall health issues. Moreover, the issues like the wealth or living condition, social capital including the spread of disease are referred to this research method recently.

1.4.3. Within the scope social engagement

The main fields of life research within this scope are with the purpose of discovering social engagement, and there are 7 main attributes applied such as daily routine, leisure time and recreational activities, - tourism and communication- internet, sports, social activeness, engagement and religious belief.

Considering the abovementioned issues refer to the lifestyle research is because that they cover social sectors such as research works of economy and society, culture, communication, art, sports, transport, tourism, health, local governance and education and it helps to determine the trends and directions of activities operated by groups and communities.

1.4.4. Within the scope of consumer research

The lifestyle research on consumer means information prepared and collected by many information agents with commercial purpose. This information differs from the other works often by the purpose of its use for the application of direct marketing.

Consumer lifestyles study covers broad range of activities and requires more research samples in the research process. Although the level of respond is 10-20 percentage and information source is entirely hidden, it is often has a great amount of variance in the results. Also the research is conducted on the purpose of commerce and the target group is consumers and the questions are designed getting them influenced by it.

There are number of options to use this source of information, for example:

- Purchase local information on the purpose of obtaining required questions from data source;
- Support with finance and funding for a certain type of questions on the purpose of obtaining research data in the further.

For example, a leader of conducting lifestyle research in the Great Britain is “Consumers Information” firm and this is one of the largest enterprise which runs direct marketing production. They acquire information of 20 million people in the country and have a database capable of selecting 4000 types of information by 200 options on each of consumer.

The following issues should be on main focus in order to lead a lifestyles research:

A. Demographic issues

The questions regarding with the significance of demographics are inevitably prepared in any research work on any level. Inclusion of aspects of sex, age and ethnic minority at least in the demographic section enables an opportunity to compare and categorize collected information of the participants from the every aspect.

Socio-demographic section covers the questions to identify the living area or geographic region,

family structure and the marital status of the participants.

To assess the economic condition of the participant, questions on the personal income, private car and accommodation including the questions to identify the income sufficiency shall be prepared.

To assess the social status of the participant, the questions to identify their education level, unemployment status and social class shall be prepared.

B. Monitoring on the research process

The lifestyle research is like many other studies commenced by defining research aim and objectives and completed by preparing reports and statements on the basis of results according to the general steps and procedure of conducting research works. In prior to lead a research work, the research aim and objectives must be identified and ensuring the validity of the information becomes often controversial issues in the sector. However, in the end, only the form and methodology applied in the research remains to be visible. Therefore, the provision of research aim and objectives, measures to ensure the validity of information or assessing the value rate of information, selection of research methodology, data collection and analyze and the report preparation steps should clearly be demonstrated by tables and graphics.

C. Research design

For the most of the researchers, the issues of model and research design is often resolved to lead any lifestyle research works. There are two important questions applied in order for consideration of research design.

The first question: What will be the research form disregarding the research is exploratory, conclusive or correlative. Research types: Whether the research object is to be studied by observational or experimental way?

Obtaining information of the research object by conducting observational methodology is no effects made to the source of information and the statistical figures, research materials and peer to peer studies.

Researcher can influence to the research object by experimental research and study the effects caused by the external influence. This types of research is often applied when using comparisons between groups.

How to collect data on the research object? Is it supposed to be focused in the past or future? The future means the researcher collects data on the events to be occurred in the future while the past means the researcher obtains the data for the source of information on the events in the past. The experimental research could be either to be focused on the future while the observational study could be focused on either the past or the future.

How many times to collect information from the research object? Is it supposed to be selective or the interval length of the time period? For the selective research, individuals and objects can be applied only once by the query or observation. Since we aim to study variations occurred in the time period and potential correlations of interference in the longitudinal research, we can involve individuals and conduct the observation more than once.

Will the research form be explorative, descriptive or correlative? The form of research will be finalized on the basis of how well we know about the research object and how will be the result if we make interferences in the study.

- Explorative research – Do not know well about the subject yet even it has been identified.
- Descriptive research – Know well about the research object but aims to describe what is going on there.
- Correlative research – It aims to discover “Cause and consequences” of the research object.

What form will be applied on the lifestyle research? The research work will be conducted using the following forms:

- Observational
- Focused on the past events
- Selective
- Descriptive form etc.

D. Other research methods

The methods to be applied in the research work can be varied depending on the aim and form of the research. The following table shows that the methods and forms of the research on the compatibility of application. Two stars show strong compatibility while one star shows medium compatibility and the minus shows incompatibility.

Table 2. Compatibility on information sources and research forms

	Explorative	Descriptive	Causal
Secondary source			
Information system	**	*	-
Other documents	**	*	-
External source	**	*	*
Primary source			
Quality research	**	*	-
Questionnaire	*	**	**
Experimental research	-	*	**

Source: Boldbaatar Gonchigjav, *Research Methodology* (Ulaanbaatar: Udamsoyol, 2014), p. 21.

The research methods of experimental, observational, quality and questionnaire allow us to collect various types of general information on the research object.

Quality research mainly focuses on the nature of a phenomenon rather than summarizing and analyzing on the information. This is often used for the following:

- First stage of explorative research, research object poorly identified;
- In the stage identifying form of questionnaire, quality research should be done if the information to conduct quantity research is insufficient.

Focus group or individual interview methods are included in the quality research. This research method requires less samples and no adjustments needed for the research tool during the study. In other words, the study is continued on in its primary form in regardless of the research has obtained new information or results from the interviews. For example, the lifestyle research on the young people done by Bliff Valley, it was done through two main stages:

- Focus group interview done on young people;
- Quality research in the form of a broad range of questionnaire which was taken place among the young people in borough.

The focus group interview was done with the purpose of identifying attitude of young people, lifestyle and their view on the governance, and local authority and the researchers were able to collect information without infringing the content of the questionnaire. The following issues should be taken into consideration:

- The team to conduct focus group interview should be experienced
- Find focus group interview participants and take consideration in the special groups
- Research report and statements should cover everything in the research content and apply appropriate methodology to analyze data and information, provide with impressionist report and pay careful attention to produce the research report.

E. Benchmarking

Lifestyle research applies information of local level and involving information and attributes applied in the national and regional level makes the research more significant. In other words, it is possible that the questions applied in the previous baseline works can be used in your own research works. This type of attributes includes the issues like overall health, long-term illness, vegetables consumption, smoking, neighborhood relations and inclusiveness of social welfare etc.

Research works done at regional and national level and other countries, local research works, statistical sources and the works done by other institutes have been used for the research source of this study. The attributes applied in the abovementioned works can sometimes be unavailable for conducting comparisons.

CHAPTER 2: LITERATURE REVIEW AND METHODOLOGY

2.1. Literature review

2.1.1. On the lifestyle

In the beginning of 1970s, regarding the development of sociology, there were studies like baseline datum done on the characterization of livelihood of population and communities in the rural and urban areas such as “Social Structure of People’s Republic of Mongolia” in 1982, “Some of social issues of socialized herders and the workers class of Mongolia” in 1985, “Social roles of intellectuals” in 1987 including the works “Social roles of young herders” etc.

The abovementioned works have been done for the clear demonstration of lifestyle on daily routine, mentality and the socio economic needs of the population by the time and the research work “Social roles of intellectuals” published in 1987 have been applied in my work with the purpose of making comparisons within the scope of research work.

The aim and the application of this research work were developed within the scope of socialist ideology and with the purpose of studying on how that the intellectuals play in their leadership role in the society. The rationale of taking this study can clearly be seen from the reports such as intellectuals’ roles in forming the mentality of society, the growth of quantity and quality of the group and the political activeness of the intellectuals. However, the research work could have been under the strong influence of political ideology it was done in compliance with sociological research methodology and principles, and became a reliable source of information with required datum.

The main object of the studies done before 1990 were mostly on the young people and this is because of the integrated feature of the society by the time. Even today, the young people up to the age group of 35 hold the largest percentage of Mongolian population and are main significance in the rationale of this study on this group. The result of census done in 2010 shows that around 67 percent of the group older than the age of 18 ¹⁰ but the group ages of 15-34 still holds the greatest percentage in the population ¹¹.

¹⁰ National Statistical Office, “2010 population and housing by census of Mongolia” (Ulaanbaatar: National Statistical Office, 2010), p. 142.

¹¹ J. Orkhon, “Citizens' estimates for districts of Ulaanbaatar city,” *Demographic magazine*, No. 15, 2015, p. 15.

The works have been done afterwards 2000 such as “Changes in the life goal of young people and their value system” done by IPS, the Mongolian Academy of Science, and “The century XXI- Mongolian youth” done by the order of Mongolian Youth Association, “3P studies” by the order of YSAD is done often with methodology of descriptive form and the represent baseline studies done through the nationwide. The age limitation of the group ages involved in these research works relatively different depending on the aim of the study. Whereas the group ages involved in the study done by the order of YASD is the group age of 16-35 the group ages involved in the study of MYA were group ages of 16-40 and the participants in the study of IPS were group ages of 15-34. Therefore, the overview of socio-economic status, life goal and social activeness and engagement of group ages 16-40 can be expected from the results of these research works.

Since the research works such as “The century XXI- Mongolian youth”, “3P studies”, and “Changes in the life goal of young people and their value system” have been done in between a quite short intervals of time, there were not much differences observed in essence to the responds of the young people given to the same research questions of these works. The sex ratio of the participant in the studies was around as following: 45-48 percentages of them were males while the females held 52-55%. The percentage of people, who had acquired higher education, involved in the study is relatively large in the study.¹²

2.1.2. On young people values

For the male participants in the study deemed health, family and the independence of the nation is as the most valuable while reputation, power and other materialistically stuff such as personal properties have been deemed as with lower values. The value and its system changes over time period and especially the value system of young people is relatively dynamic issue. However the abovementioned results of the research works demonstrated the value system of Mongolian young people was relatively stable and the mental values were predominated by the time.

In one hand, the young people more preferred the mental values such as love, family and the homeland; on the other hand, they were not able to be provided by basic life comforts.

The results of the work “Changes in the life goals and values of young people” shows that their

¹² Family, Child and Youth Development Center, *Report of Survey on 21st century – Mongolian Young People* (Ulaanbaatar: Family, Child and Youth Development Center, 2015), p. 27.

priorities were to promote their education, strengthen their social status and the marriage. For the participants in the P3 study, their long and short term goals were mostly to have their own accommodation, securing a job and promotion of their knowledge and education. The participants involved in the “The century XXI-Mongolian youths” have the same tendency and having their own accommodation and workplace were their priorities and most urgent issues of short term as same as the current young people of Mongolia.

The life goals of young people for providing themselves with a basic life comforts such as securing a job and having their own accommodation strongly correlates on their living standard. 65 of percent of the participants responded that they barely fulfill their daily needs and others demonstrated lower results than this 13.

2.1.3. On Family Planning of the young people.

For the young people who prefers mental values and family tend to have a late marriage and family planning issues. For the last ten years, the structure of family and styles have changed and the number of nuclear, extended and mixed families have decreased but the number of the single people have increased¹⁴. The 40-45% of participants involved in the study were singles who have never been married before.

The main reason that they are not married is that they don't rush to get married and after that the reasons that they have not met their soulmate or fulfilled their goals. The issues of marriage and sexual intercourse started to be considered as separate. The negative social phenomenon such as interest of remarriage of people who had been divorced have decreased and preference to cohabitation increased greatly contribute to late marriage in the society.

More than the half of participants who involved in the study responded 22-26 age is the most appropriate for marriage¹⁵. Their main criteria given for the marriage partner is firstly love and then the prospective, educated, loyal and high morality. In consideration of the abovementioned criteria and the appropriate age for marriage they preferred shows that the young people of Mongolia prefers to

¹³ Family, Child and Youth Development Center, *Report of Survey on 21st century – Mongolian Young People* (Ulaanbaatar: Family, Child and Youth Development Center, 2015), p. 27.

¹⁴ Youth in Mongolian, “The purpose of the young people's lives and changes in value,” *The social image of Mongolia youth* (2012), p. 19.

¹⁵ H. Gundsambuu, *The century XXI- Mongolia youths* (Ulaanbaatar: The social image of youth in Mongolia, 2012), p. 16.

have married with their loved ones on their early days of life.

For the number of children they want to have is average of 3-4 but they have average of 2 children in reality. This is because of many other factors such as living condition, dramatic changes of the period, adoption of modern tools of family planning and contraception methods.

2.1.4. On Social Activeness and engagement

Social activeness and engagement demonstrates individuals' socialization and their social role more clearly than the marriage, family, living condition and provision, values and preferences.

In consideration of the young people as a socio-demographic group 16 of special feature in their activeness and engagement of socio-politics, their activeness, engagement and responsibilities are essential in development of society. Social and political activeness and engagement of young people gets increased depending on their educational level. However, the interest of young people in politics has decreased they tend to have better perception on their role and engagement in politics and that it is directly linked to their livelihood.

78-86 percentage of participants involved in the study conducted by youths' associations responded that there must be engagement of young people in the policy and decision making level. The belief on the importance of engagement in the decision making level has increased by 16% in comparison by the previous study results.

Although the young people consider the engagement of young people in the level of decision making as important, they don't often operate actively such as joining to political parties or public organizations. They tend to be on a position of a simply spiritual supporter in politics and the activities of political parties. Even more, the political and social activeness of the young people have decreased in comparison with the study results in 2003.

It is not easy to analyze on whether the belief that "Democracy is the future of Mongolia" among the young people has increased or decreased. This issue was approached differently in the research works mentioned here. Nevertheless, the belief that their vote could make difference in the election has been increased in the reports of research works.

On the other aspect, their trust in the parliament, government and local government is between

¹⁶ H. Gundsambuu, *The century XXI- Mongolia youths* (Ulaanbaatar: The social image of youth in Mongolia, 2012), p. 23,

medium to poor level while their trust in their parents, sidling and relatives are 98-95 percentage. Their level of trust in their friends is no higher than the level of trust in their parents, but it was around 86 percentages.

The abovementioned research facts show that the young people of Mongolia prefers mental values such as health, love, family and homeland but they are still not able to be provided by materialistically enough and do not rush to marriage since the number of free choice of lifestyles are increased and they don't lead with a traditional life of having children in great number even they are married. In the recent years, despite the number of birth is increasing the number of family members in the household is decreasing continuously clearly proves this fact.

Lifestyle of young people in other countries

In the societies of western countries, especially in the Britain and the USA, the lifestyle studies were carried out starting from 1970s-1980s¹⁷. Since 1970s a great amount of works have been published on lifestyle and some of them were done on the aspect of theoretical works but the others considered as the lifestyle works done by experimental method.

However, the most of the works were done refer to the leisure time study, the commonality of migrants including the studies done within the researches of urbanization, the lifestyle was also studied within the scope of market research, futurology, political groups, tourism groups and the general theory of sociology.

In the 1980s, the terminology "lifestyle" drew a great attention of sociologists and they started relating the term with the term "social structure". Meanwhile, many critics also relate the lifestyles with the research works on the leisure activities. The Chris Rodjek once mentioned that "One of the long lasting works by Weber in the sociology is a theme of leisure time and the lifestyle". The lifestyle issues have started being deemed as individual direction of study since 1990s and became more powerful direction within the public health and consumer research works. Studies on the lifestyle of social groups and the consumer groups, especially the social vulnerable groups (groups of the handicapped and poor living standards including the age group of teenage and youth) is still considered as urgent issues and having a high socio-economic needs for any developing society of any nations.

¹⁷ Anthony J. Veal, "Leisure, Culture and Lifestyle," *Society and Leisure*, Vol. 24, No. 2, 2001, p. 359.

2.2. Research methodologies

Our project aimed to study the lifestyle of young people in Southgobi province by using questionnaires and document analysis methods. The scope focuses on youth life, values, life goal, leisure time and active social activity.

The surveys and tools for the questionnaire were developed within the scope of the theme and collected data following the sample size within a one month in Southgobi province. The study scholarship program is available in 1985-1995 in Southgobi province. In our study, educational level was a major challenge, and between 1985 and 1995, the number of enrollees was divided into three groups: undergraduate, master and doctoral degrees, by age and sex. In Southgobi province, 12457 people were born in 1985-1995, of which 6510 and 52.2% were enrolled in higher education.



Table 3. The number of higher educated people who live in the Southgobi

Age group	Total		Doctoral		Master		Bachelor's Degree and Diploma	
25-29	6416		-		123		2987	
30-34	6041		2		145		3254	
Age group	Total		Doctoral		Master		Bachelor's Degree and Diploma	
	Male	Female	Male	Female	Male	Female	Male	Female
25-29	3551	2865	-	-	47	76	1234	1753
30-34	2865	3176	2	-	81	64	1673	1581

Source: National Statistics Office, *2015 Population and Housing by Census of Mongolia* (Ulaanbaatar: National Statistics Office, 2015), p. 96.

Sample Size Formulas for our Sample Size Calculator. Here are the formulas used in our Sample Size Calculator:

$$Z^2 * (p) * (1-p)$$

$$ss = \frac{\quad}{c^2}$$

Where: Z = Z value (e.g. 1.96 for 95% confidence level)

p = percentage picking a choice, expressed as decimal (.5 used for sample size needed)

c = confidence interval, expressed as decimal (e.g., .04 = ±4)¹⁸. In this survey, the error limit is 0.5, the probability of believing is 95.4%, and the sample size is 100. If the sample size is 100, then the ratio of the sexes of the respondents is as follow.

¹⁸ Creative Research Systems, "Sample size calculator," *The survey system*, <https://www.surveysystem.com/sscalc.htm>, Last visited: 2019.8.23.

Table 4. Age and gender composition of respondents

Age group	Male		Female		Total	
	Real Number	Number of respondents	Real Number	Number of respondents	Real Number	Number of respondents
25-29	3551	21	3236	28	6416	50
30-34	2865	29	2805	22	6041	50
Total	6416	50	6041	50	12457	100

Source: National Statistics Office, *2015 Population and Housing by Census of Mongolia* (Ulaanbaatar: National Statistics Office, 2015), p. 99.

In selecting the respondents, they tried to equip all sectors of society. On this basis, the Population and Housing Census of 2010 classified youths in the economic activity of the population, with higher education, and youths between 1985 and 1995 were classified as follows. These include:

Table 5. Classification of economic activity of citizens of Southgobi

Areas of activity	25-29			30-34		
	Total	Male	Female	Total	Male	Female
Unemployed	13	8	5	8	5	3
Self-employed	9	5	4	12	9	3
Employed:	27	8	19	31	15	16
production	2	0	2	1	1	0
Mining and agriculture	8	5	3	13	9	4
Trade	0	0	0	1	0	1
Freight	1	1	0	2	2	0
Information and communication	1	0	1	0	0	0
Administration, public service, defense	7	1	6	9	3	6
Education and science	3	0	3	2	0	2
Health	1	0	1	1	0	1
Arts and culture, sport	0	0	0	0	0	0
International Organization	0	0	0	0	0	0
Finance and insurance	1	0	1	1	0	1
Construction, Electrical	2	1	1	1	0	1
Miscellaneous services	1	0	1	0	0	0

Source: The author

The research data was made on SPSS software and made discrete explanation.

CHAPTER 3: LIFESTYLES IN POST-COMMUNIST COUNTRIES

In 1924, the Mongolian People's Republic was founded as a socialist state. After the anti-Communist revolutions of 1989, Mongolia conducted its own peaceful democratic revolution in early 1990. This led to a multi-party system, a new constitution of 1992, and transition to a market economy. The lifestyle of young people in Bulgaria and Croatia is chosen. Because Bulgaria and Croatia made big reform from socialist regime to democratic regime just like Mongolia. Due to above two country population are almost same with Mongolia, author chosen them for the study.

3.1. Croatia

Croatia is a Central European and Mediterranean country, bordering Slovenia to the west, Hungary to the north, Serbia to the east and Bosnia and Herzegovina to the south; the country also has a long maritime border with Italy in the Adriatic Sea.

Croatia covers a land area of 56,691 square kilometers and has a population of about 4.13 million people (2019 census). Almost 90% of the population is Croat (the majority of whom are Roman Catholics) and there are also Serbian, Bosnian, Hungarian and Italian minorities.¹⁹

Following the Axis invasion of Yugoslavia in April 1941, most of the Croatian territory was incorporated into a Nazi-backed client-state, the Independent State of Croatia. In response, a resistance movement developed. This led to the creation of the Federal State of Croatia, which after the war became a founding member and constituent of the Socialist Federal Republic of Yugoslavia. On 25 June 1991, Croatia declared independence, which came wholly into effect on 8 October of the same year. The Croatian War of Independence was fought successfully for four years following the declaration.

A sovereign state, Croatia is a republic governed under a parliamentary system and a developed country with a very high standard of living. Croatia provides a social security, universal health care system, and a tuition-free primary and secondary education, while supporting culture through numerous public. Literacy in Croatia stands at 99.2 per cent.²⁰

¹⁹ Visit Croatia, "About Croatia," *Visit Croatia*, (2019), <http://www.visit-croatia.co.uk/about-croatia/>. Last visited: 2019.10.30.

²⁰ Wikipedia, "Croatia," *Wikipedia*, <http://en.wikipedia.org/wiki/Croatia>, Last visited: 2019.10.30.

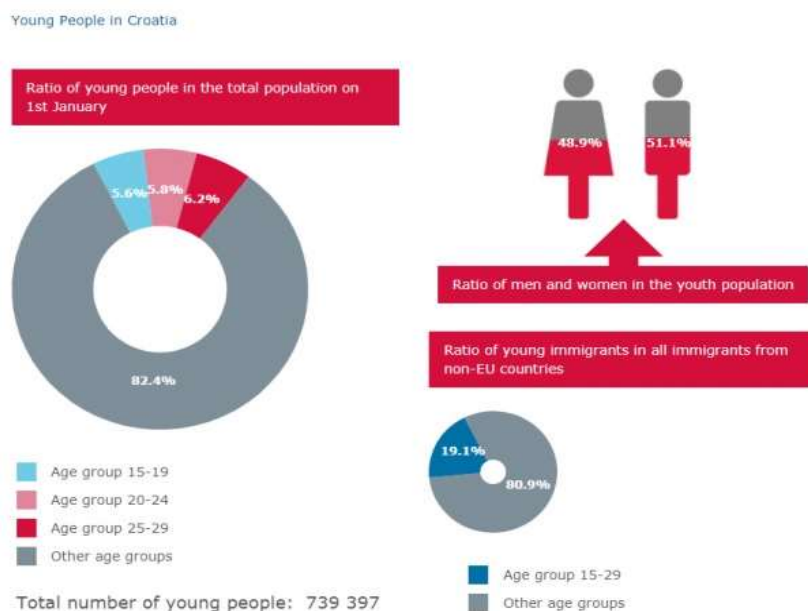


Figure 1. Young people in Croatia

Source: European Commission, “Youth policies in Croatia 2017”, *Youth Wiki national description*, (2017), p. 7.

17,6 % of the total population of the Croatia country is a youth. In Croatia, the share of young people, aged 15–30 is declining, while at the beginning of the 1990s there was around 21%, according to the last census (2011) there the share of young people in the population is around 18,6%.

Table 6. Young people in Croatia (2011)

Age	Total	Men	Women
15-19	244177	124918	119259
20-24	261658	133455	128203
25-29	289066	147416	141650

Source: European Commission, “Youth policies in Croatia 2017”, *Youth Wiki national description* (2017), p.7.

Pursuant to the National Youth Programmer for the Period from 2014 to 2017, 'youth' in the Republic of Croatia refers to those persons between the ages of 15 and 30. According to the data provided by the Census made in 2011, the youth represents 18.6% of total population in Croatia

(794,901 people). Table 1 shows an overview of youth in the Republic of Croatia by age and gender.²¹

However, the share of young people in the general population has been decreasing in the last few decades. Namely, in 1953, this share was 27.7%, in 2001 it was 20.3%, and the negative demographic picture and the fact that according to the last census of the population in the Republic of Croatia in 2011 there were only 652.428 children (from 0-14 years) indicates that number of young people downtrend in the general population will continue.²²

While there has been success in increasing equity in tertiary education, attainment rates continue to decline, likely as a result of emigration of recent graduates. The proportion of people in Croatia ages 30-34 with tertiary education declined for a third year in a row and stood at 28.7 % in 2017 (EU average 39.9 %).²³

Namely, according to the Global Competitiveness Report 2017-2018 of the World Economic Forum (Schwab 2017), Croatia ranked 60th out of 137 countries in the fifth policy domain (pillar), which covers higher education and training. A positive aspect of Croatia's system is the education enrolment rate, which amounts to 98 per cent in secondary education (ranked 55th), and 69 per cent in tertiary education (ranked 27th). Another strength of the system is its low drop-out rate of 2.8 percent for the 18–24 age cohort in 2016 (European Commission 2017)²⁴.

3.1.1. Values

The most important value among youth is emancipation, which encompasses the importance of private relations.

Croatian youth accept nationalism and authoritarianism to a certain degree, and are on average more inclined toward authoritarianism.

Compared to the 2012 round of research, exclusionary attitudes toward sexual minorities have receded, while national exclusionary attitudes have increased; considerable social distance is still expressed towards homosexuals.

²¹ European Commission, "Youth policies in Croatia 2017", *Youth Wiki national description* (2017), pp. 6-7.

²² European Commission, "Education and Training Monitor 2018", *Directorate-General for Education, Youth, Sport and Culture* (2018), p.7.

²³ European Commission, "Education and Training Monitor 2018", *Directorate-General for Education, Youth, Sport and Culture* (2018), p. 8.

²⁴ European Commission, "FES Youth Studies Southeast Europe 2018/2019". *Youth study Croatia 2018/2019*. (2019), p. 8.

- Despite their concerns or fears regarding immigrants being relatively muted, Croatian youth also seem to be reserved when it comes to Croatia being a country of immigration as well as multicultural. Although almost two-fifths of respondents accept the prospect of Croatian society as multicultural and consider this to be positive, an equal share were nonetheless uncertain as to whether they consider it useful and beneficial for society.

- Generally, young people are likely to justify opportunist behavior, such as using personal or family connections, which they considered a major factor in achieving social success in Croatian society.²⁵

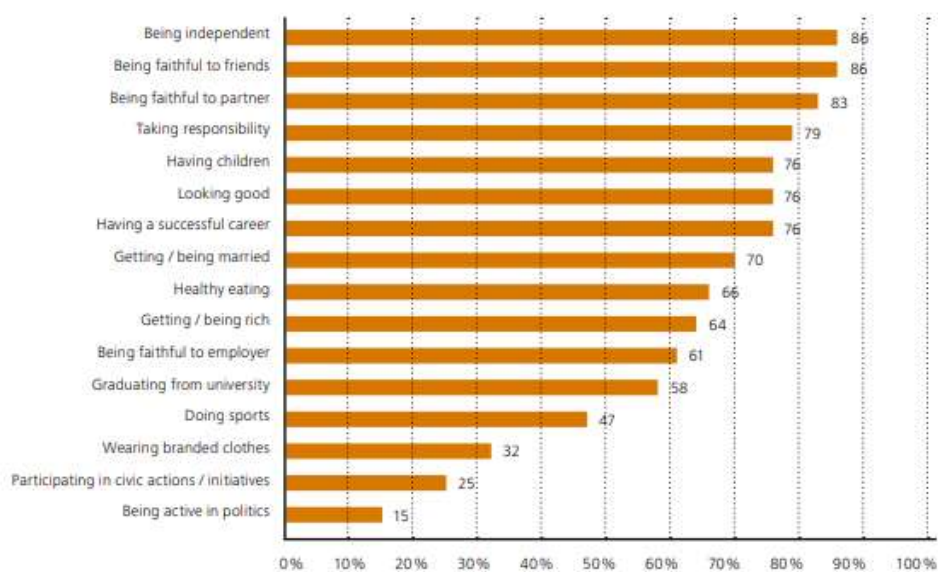


Figure 2. Youth values ranking: very important and important (%)

Source: European Commission, “FES Youth Studies Southeast Europe 2018/2019”.
Youth study Croatia 2018/2019 (2019), p. 36.

²⁵ European Commission, “Education and Training Monitor 2018”, *Directorate-General for Education, Youth, Sport and Culture* (2018), p. 35.

3.1.2. Family planning issues

The empirical survey of the youth in Croatia was conducted in 2018 on a sample of 1,500 respondents aged between 14 and 29 while an international survey was conducted. Young people participating in the survey than one-quarter of them live with their parents or other relatives whereas one in five are married or in a de facto relationship and 71% of them also live in their parents' home, 15% live in their own accommodation or their partner's and 13% live in rentals. The survey also showed that young people still have faith in marriage and four-fifths consider marrying and having children sometime in the future.²⁶

A large majority of Croatian youth live in households with their closest family members. Four-fifths of youth live with their mothers, two-thirds with their fathers, just over a half with their siblings, and one-tenth live with their extended family members, grandparents. One-fifth of youth live with their partners/spouses. Three-fifths live in four-member and three-member households, and one-quarter of youth live in households of five or more members.

- Almost three-quarters of participants live in their parental homes, one-fifth live on their own, and one-quarter would prefer to live on their own if their financial circumstances allowed it.
- Young people endorse the values of their families; most get along well with their parents and would raise their own children in the same way they were raised themselves.
- Young people trust marriage: four-fifths envision their future as married and with children. Alternatives other than marriage are rare in future expectations of Croatian youth.
- With regard to gender roles, women express less acceptance of traditional, patriarchal attitudes than men with lower levels of education, who are more accepting of these attitudes.²⁷

3.1.3. Leisure and recreational activities

The leisure time of Croatian youth is predominantly devoted to entertainment and relaxation activities, with considerably less participation in activities contributing to personal growth and development. Especially intriguing in this respect was the finding that almost one-quarter of Croatian youth never engage in sports, suggesting an underdeveloped awareness of the importance of physical

²⁶ Croatia news, "Youth survey shows young people unsatisfied," *Total Croatia news* (2019.3.5), <http://www.total-croatia-news.com/politics/34504-croatian-society>. Last visited: 2019.11.2

²⁷ European Commission, "FES Youth Studies Southeast Europe 2018/2019". *Youth study Croatia 2018/2019*. (2019), p. 63.

activity in health maintenance and life-quality improvement. Almost all Croatian youth have everyday access to the Internet, which they mostly use for social networking and to share various content. An indicative finding in this respect was the fact that the majority of youth did not possess enough awareness of potential abuse of personal data, nor had they developed adequate strategies for building their network of virtual friends or turning them into close, real-life friends.

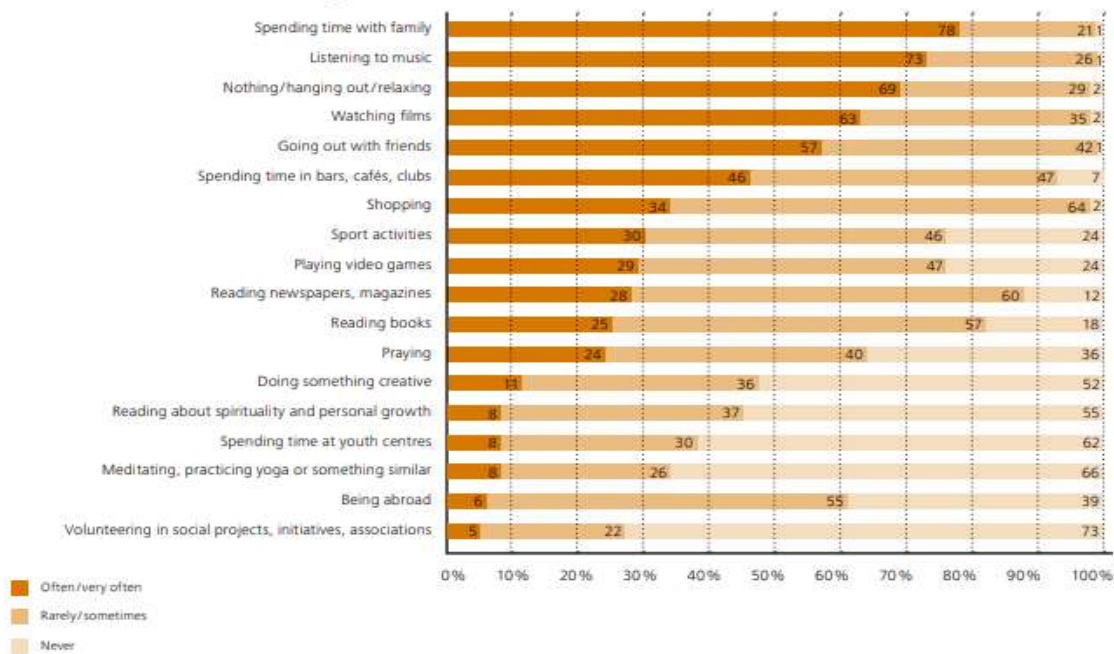


Figure 3. How leisure time is spent (%)

Source: European Commission, “FES Youth Studies Southeast Europe 2018/2019”. *Youth study Croatia 2018/2019* (2019), p. 65.

3.1.4. Social inclusion

In Croatia, there is no strategy for social inclusion of young people as a separate strategic document focused solely on the social inclusion of young people.

Modern problems, such as the high percentage of youth unemployment in the Republic of Croatia and the prolongation of parent-dependent time, lead to the increasing number of young people who are at risk of social exclusion according to the categories of education, housing, employment, poverty and health care. Due to the large differences in the characteristics of young people at risk of social

exclusion, engagement of a number of support systems is needed. In different areas, especially in the areas of employment and education, and transition from education to employment where the highest risks occur.²⁸

3.2 Bulgaria

Bulgaria is a country in Southeast Europe. The ruling Communist Party gave up its monopoly on power after the revolutions of 1989 and allowed multi-party elections. Bulgaria then transitioned into a democracy and a market-based economy.

Since adopting a democratic constitution in 1991, the sovereign state has been a unitary parliamentary republic with a high degree of political, administrative, and economic centralization. The population of seven million lives mainly in Sofia and the capital cities of the 27 provinces. The population has declined since the late 1980s.

Bulgaria is a member of the European Union, NATO, and the Council of Europe; it is a founding state of the Organization for Security and Co-operation in Europe (OSCE) and has taken a seat on the UN Security Council three times. Its market economy is part of the European Single Market and mostly relies on services followed by industry-especially machine building and mining-and agriculture.²⁹

²⁸ European Commission, “Strategy for the social inclusion of young people,” *Croatia* (2018.12.30), <https://eacea.ec.europa.eu/national-policies/en/content/youthwiki/43-strategy-social-inclusion-young-people-croatia>. Last visited: 2019.10.24.

²⁹ Wikipedia, “Bulgaria,” *Wikipedia*, <https://en.wikipedia.org/wiki/Bulgaria>, Last visited 2019.12.8.

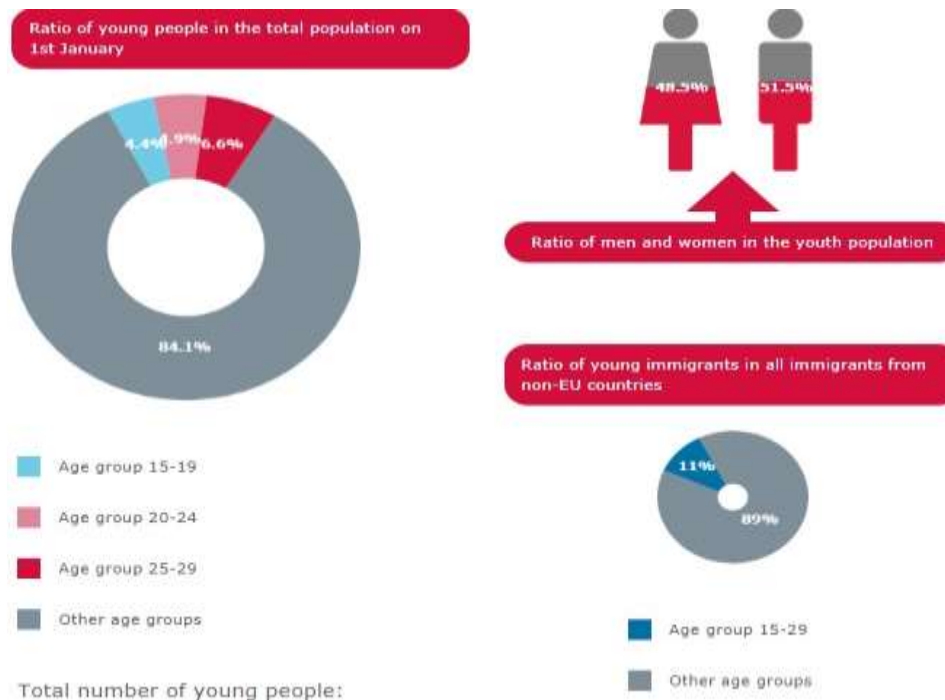


Figure 4. Young people in Croatia³⁰

Source: European Commission, “Overview,” *Bulgaria*, (2019.01.18), <https://eacea.ec.europa.eu/national-policies/en/content/youthwiki/overview-bulgaria>. Last visited: 2019.10.27

It was adopted a National Strategy for Poverty Reduction and Promotion of Social Inclusion 2020, which is oriented towards building and implementing a unified, consistent and sustainable policy in the field of social inclusion, based on the integrated approach and cross-sect oral cooperation at national, regional, municipal level. It identifies the vision, priority directions and activities for the development of the policy on poverty and social exclusion in Bulgaria by 2020.³¹

³⁰ European Commission, “Overview,” *Bulgaria* (2019.01.18), <https://eacea.ec.europa.eu/national-policies/en/content/youthwiki/overview-bulgaria>. Last visited: 2019.10.27.

³¹ European Commission, “Strategy for the social inclusion of young people,” *Bulgaria* (2018.12.21), <https://eacea.ec.europa.eu/national-policies/en/content/youthwiki/43-strategy-social-inclusion-young-people-bulgaria>. Last visited: 2019.10.27.

3.2.1 Values and life goals

Table 7. Significance of European values for people in Bulgaria (%)

Values	1997		2007		2014		2018	
	%	Rank	%	Rank	%	Rank	%	Rank
Freedom	37	III	34	III	43	I	81	I
Democracy	42	II	43	II	40	II	62	III
Market economy	53	I	53	I	39	III	45	VIII
Equality	30	V	29	IV	36	IV	56	IV
Free enterprise	33	IV	28	V-VI	28	V	52	VI
Solidarity	15	VIII	11	VIII-IX	20	VI	53	V
Profit	20	VI	28	V-VI	18	VII	64	II
Tolerance	15	IX	11	VIII-IX	15	VIII	49	VII
Competition	16	VII	19	VII	14	IX	41	IX

Note: All data are for 15-25 year-olds.

Source: European Commission, “Friedrich-Ebert-Stiftung (FES)”, *Youth study Bulgaria 2018/2019* (2019), p. 26.

Table 8. Rejection /acceptance of some social practices

Practice	Rejection	Balanced attitude	Acceptance	Don't know
Abortion	32	24	29	14
Homosexuality	45	19	18	15
Cheating on taxes if you have a chance	62	14	14	8
Accepting/giving a bribe	66	15	10	7
Using connections to find employment	33	22	34	8
Using connections for access to services	34	21	37	8

Note: Scoring is on a 10-point scale, where 1 means “cannot be justified” and 10 means “always justified” and “rejection” applies to 1 to 4 points, “balanced attitude” to 5 and 6, and “acceptance” to 7 to 10.

Source: European Commission, “Friedrich-Ebert-Stiftung (FES)”, *Youth study Bulgaria 2018/2019* (2019), p. 27.

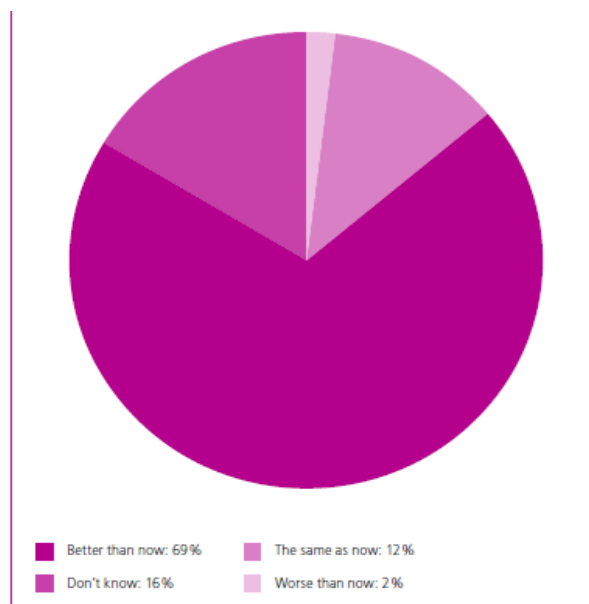


Figure 5. How do you see your life in ten years time? (%)

Source: European Commission, “Friedrich-Ebert-Stiftung (FES)”, *Youth study Bulgaria 2018/2019* (2019), p. 29.

Young Bulgarians preserve their traditional religious identity. In terms of their lifestyles, they are strongly secularized. The level of religiosity replicates attitudes held towards the religion of the parents’ generation.

Changes in values on the whole point in a positive direction: greater sociality, departing from the extreme individualism typical of the transition. Personal independence is still a priority for young people, but it is combined with a better understanding of solidarity and its social role. A greater optimism prevails regarding the future of the country.

A problematic new focus is fears of social injustice. The painful perception of an increase in corruption is mounting. Fears of growing poverty have not been surmounted.

In justice, corruption, poverty – these are the main fears and problematic “knots” in national societal development. Youth sensitivity has not yet overcome these fears.³²

³² European Commission, “Friedrich-Ebert-Stiftung (FES)”, *Youth study Bulgaria 2018/2019* (2019), p. 29.

3.2.2 Family planning issues

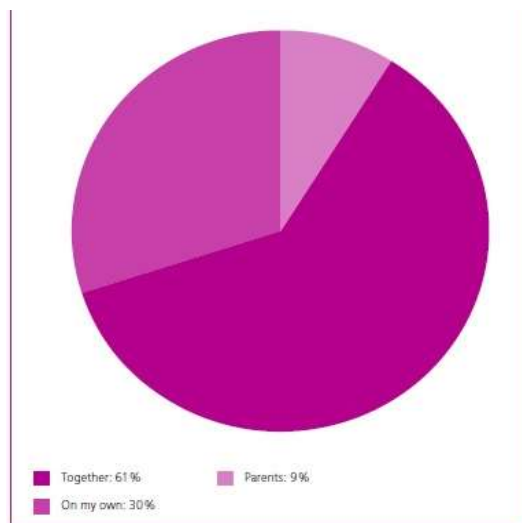


Figure 6. Relations with parents. (%)

Source: European Commission, “Friedrich-Ebert-Stiftung (FES)”, *Youth study Bulgaria 2018/2019* (2019), p. 33.

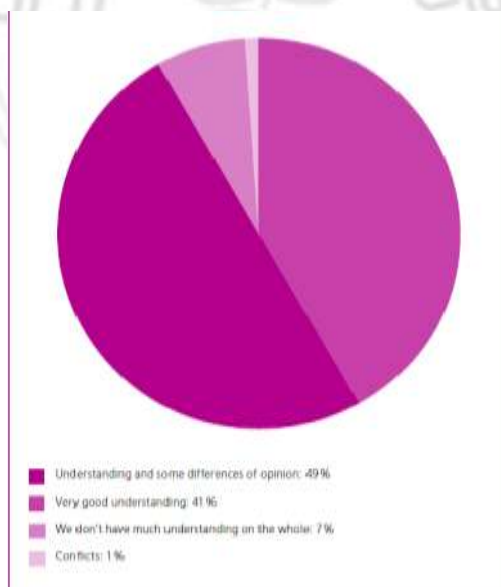


Figure 7. Who makes your decisions (%)

Source: European Commission, “Friedrich-Ebert-Stiftung (FES)”, *Youth study Bulgaria 2018/2019* (2019), p. 33.

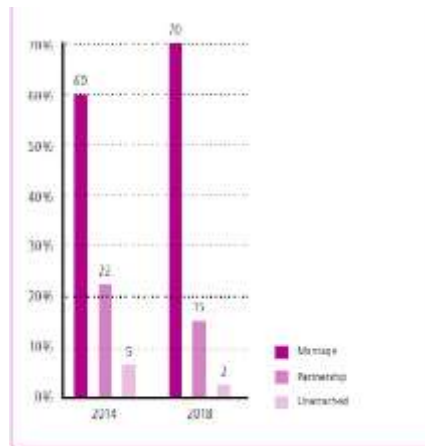


Figure 8. Expectations for the future of the family. (%)

Source: European Commission, “ Friedrich-Ebert-Stiftung (FES)” , *Youth study Bulgaria 2018/2019* , (2019), p.34.

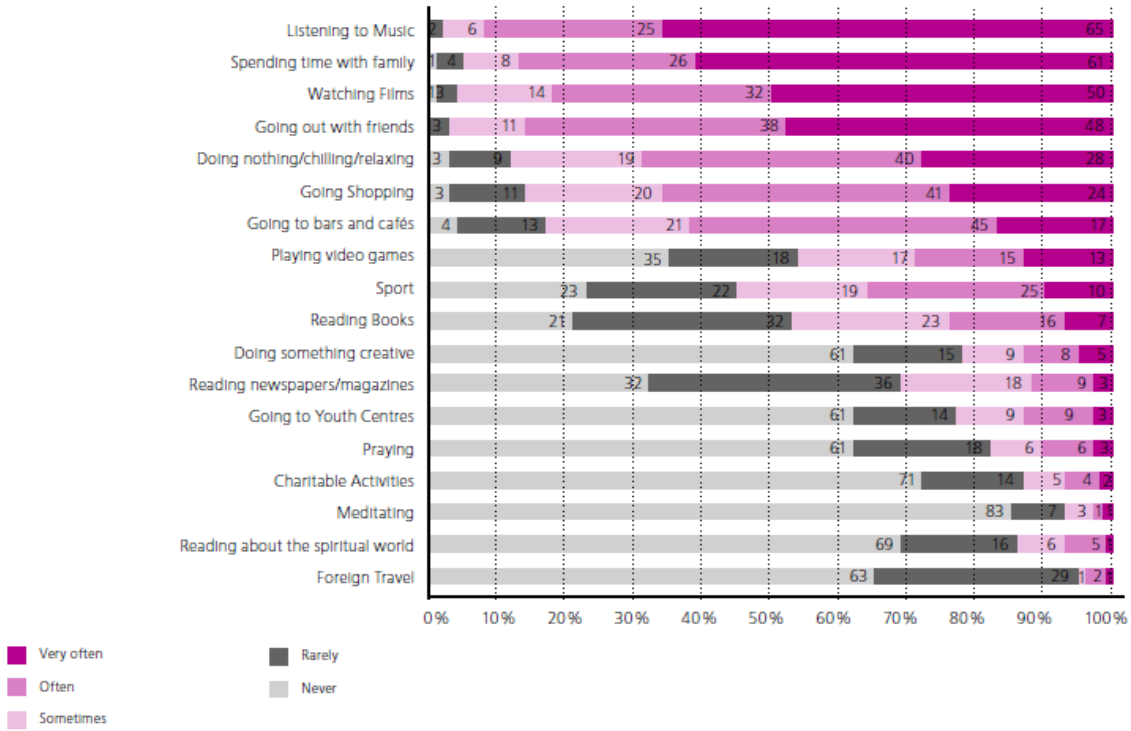
Table 9. Best age for getting married. (%)

Age	For women		For men	
	2018	2014	2018	2014
Up to 20 years old	9	7	2	3
21–24 years old	15	25	6	10
25 years old	27	27	14	14
26–29 years old	19	27	23	36
30 years old	9	5	25	18
Over 30 years old	2	1	13	7

Source: European Commission, “ Friedrich-Ebert-Stiftung (FES)” , *Youth study Bulgaria 2018/2019* , (2019), p.34.

We have registered trends towards a greater stability in family-marital relations. The image of a desirable two-child family still predominates, but there are still no guarantees that this can be achieved. The problems are a low birth rate among the majority and early (“children’s”) births among the Roma minority.

3.2.3 Leisure and recreational activities



Note: The levels on the scale were defined as: "Never"; "Once a month or less often" (Rarely); "A few times a month" (Sometimes); "At least one a week" (Often) and "Every day or almost every day" Very often). The difference between the total scores and 100 per cent comes from answers "Don't know" or no answer given.

Figure 9. Frequency of activities during free time.

Source: European Commission, "Friedrich-Ebert-Stiftung (FES)", *Youth study Bulgaria 2018/2019*, (2019), p.18.

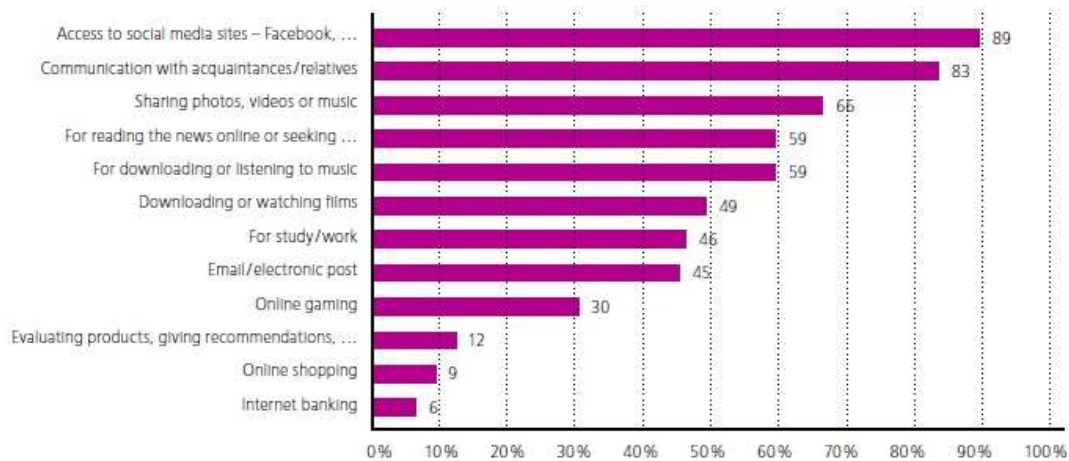


Figure 10. Purpose of ‘frequent’ usage of the Internet.

Source: European Commission, “ Friedrich-Ebert-Stiftung (FES)”, *Youth study Bulgaria 2018/2019* , (2019), p.20.

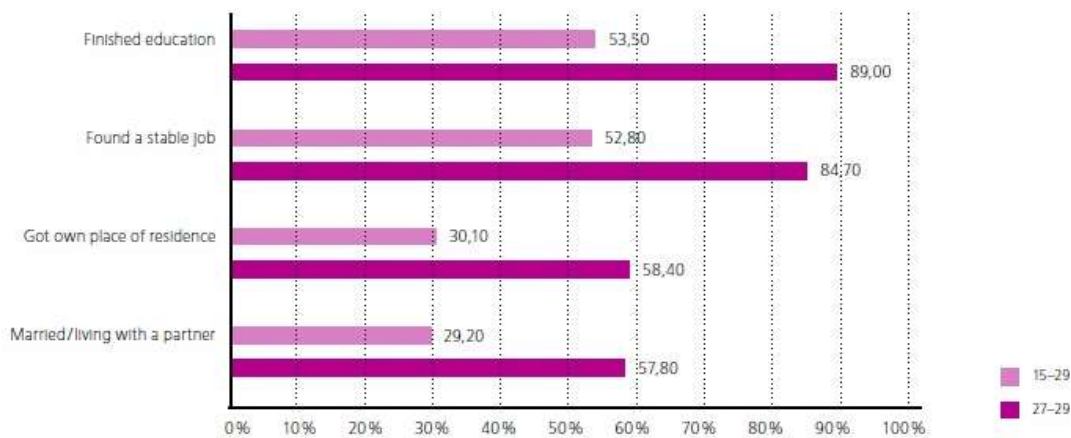


Figure 11. Fundamental life transitions of young people.

Source: European Commission, “ Friedrich-Ebert-Stiftung (FES)”, *Youth study Bulgaria 2018/2019* , (2019), p.22.

3.2.4 Social inclusion

By the age of 18 young people at risk are covered by the Law on Child Protection. In recent years, legislative practice in Member States of the European Union (Germany, Netherlands, UK) is oriented towards integration between measures of child protection and social services for young people to

effectively manage the risk of social exclusion.

Existing legal basis allows for good working practices in case of a child at risk, according to which social services in a specialized institution or residential one may be used after the age of 18 until the age of 20, if young person is in education. Also, Art. 144 of the Family Code provides a legal option for young students to receive financial support from their parents until the age of 25. When they are deprived of parental care, state and society should take measures for protection.

In many EU Member States, the special measures for protection of children at risk can be extended, according to needs, to a greater age (21 – Malta, Poland, 22 – Greece, 23 – Cyprus, 24 – Lithuania, Portugal, 25 – Belgium, Germany, Slovakia, 26 years old – Czech Republic, Austria, Slovenia, 27 – Luxembourg) .

There is still limited access for young people at risk (from 18 to 29 years) to targeted and quality social services in the community, especially in small towns.³³

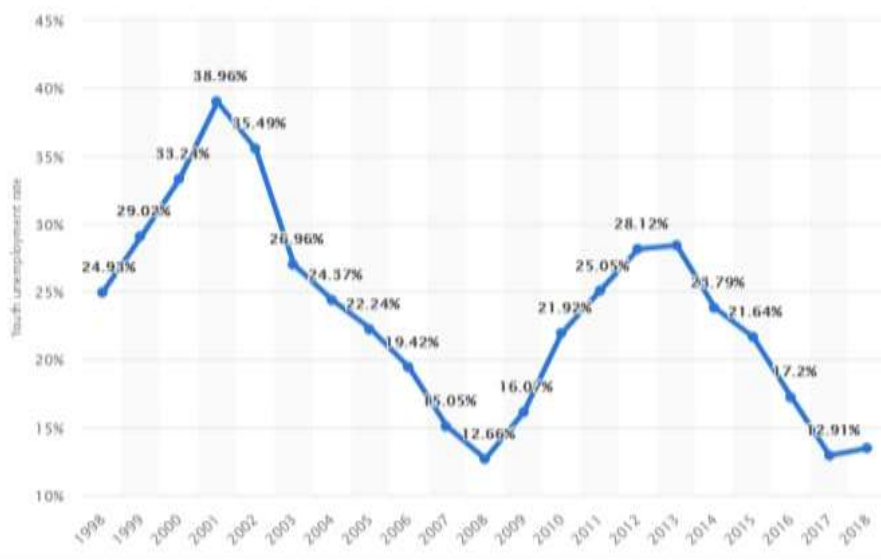


Figure 12. Bulgaria: Youth unemployment rate from 1998 to 2018.

Source: European Commission, “Statists,” *Bulgaria: Youth unemployment rate from 1998 to 2018*, (2019) ,<https://www.statista.com/statistics/811729/youth-unemployment-rate-in-bulgaria/>. Last visited:2019.11.1

³³ European Commission, “Bulgaria,” *National Youth Strategy 2010-2020* (2010), https://www.youthpolicy.org/national/Bulgaria_2010_National_Youth_Strategy.pdf. Last visited: 2019.11.1.

CHAPTER 4: PRESENTATION AND ANALYSIS OF DATA

Around 40 years ago, our country was recognized as a country of child and youth population. The baby boom during that time generated a large portion of young people nowadays. In connection with that, there are a lot of available publications and articles related to adolescents, young people and their needs, life goals, values and standards. Some data and information obtained from these available publications, articles and monographic works have been compared and applied to the conclusion and report of this research.

One of the key distinctive characters of the research work is that it focuses on the lifestyles based on case study analysis on young people in Southgobi province, who graduated from tertiary education. Most of the previous studies and related publications in Mongolia are more general and cover entire nation due to social science development level and population structure of Mongolia. I assume that a key characteristic part of the research is the attempt to conduct a detailed research based on development, population settlement and different educational backgrounds.

Another characteristic is that the research focuses on young people, who were born between 1985 and 1995 and spent their childhood in the transition period, as a research object. One of the key objectives was to attempt to study the influences and reflection of growing up and being educated in the economically, socially, politically and mentally changing period to their current mindset and lives.

The findings from the research survey on lifestyles of young people, who were born between 1985 and 1995, have academic degrees and are living in Southgobi province, are divided into four main sections:

Section One – Values and life goals of young people

Section Two – Family planning

Section Three – Leisure time activities of young people

Section Four – Social roles and social activities of young people

In the scope of the research, the above sections have been discussed and compared with the previous research articles.

4.1. Values and life goals of young people

Mongolians have found out that there can be diverse meanings of the terms - values and life goals, only after the democratic revolution. Before that or in the communist era, you were forbidden to talk about personal values, including human rights, personal career, power, money and properties. It would be considered a crime, if you adored these capitalist values, especially as you were a well-educated person. During this era, the values of people were social equity, socialist development and hard work for others as implicated and repeated in the books and articles written in this era. However, it is complicated to estimate that how many members of the society were taking only well-being of the public as their life goal or value in fact.

From the socialist view, it was believed that the historical origin of intellectuals is differently viewed by socialist system and capitalist system. "...Intellectuals expressed as group of identical persons who have been qualified in intellectual labor have been originated and formed in a capitalist society. This does not mean that intellectuals did not exist in slave society and feudal society, but it means that a group of individual persons who make intellectual labor their living sources has been generated after formation of multiclass society. In multiclass society before capitalism, people who exclusively operate intellectual labors did not formed and developed into a social class. The founders of Marxism-Leninism initially and scientifically determined the intellectuals' class, its origin, social roles, social status, development perspective and tendency..."³⁴. For our country, we did not have an intellectuals class in terms of "Mongolian lifestyles and historical situations as well as skipping the capitalist society to the socialist society". The national democratic revolution of 1921 brought broad opportunities of advanced change to Mongolian society that secured a real condition for forming the national intellectuals.

Also, it was believed that since highly educated people or new intellectuals have been shaped from the national revolution, they have not been experienced with capitalist views"³⁵ and the revolutionary democratic socialist concept became a dominant concept from formation of intellectuals³⁶. Over 30 years after the abovementioned publications have been passed since the transition into the democratic

³⁴ Institute of Philosophy, Sociology and Rights, *Social Images of Current Intellectuals* (Ulaanbaatar: Institute of Philosophy, Sociology and Rights, Academy of Sciences, 1987), p. 5.

³⁵ V. I. Lenin, Volume 32, p. 231.

³⁶ Institute of Philosophy, Sociology and Rights, *op. cit.*, p. 27.

and free market society from the socialist system. It is discussed here that how values and life goals of Mongolian young people have changed during latest 30 years.

For young people, satisfaction of needs and orientation of values are tightly connected with their life goals. Life goals and plans are not originally regulated or organized. Its nature and feature are impacted by a historical condition in which a person is living, his/her experiences and social status. However young people have basic features related to ages and social status, these basis features include their own natures depending on social, cultural or historical situations. For example, regardless a social system, young people plan their marriage and children, but understanding, average age and practices of marriage are not same.

In the below table, the results of two surveys are shown in comparison, one of which was conducted nationally covering people of 18 to 34 in 2015 and another one of which was conducted in 2019 covering over 500 young people who have academic degrees and live in Southgobi province.

Table 10. Near Future (next 1 to 5 years) Plan of Young People

No	Goals	Survey for master's thesis		Survey on social roles of Mongolian youth
		Next 1 year	Next 5 years	
1	To improve education	23,6	11,6	53,1
2	To get jobs and improve careers	12,8	17,5	22,7
3	To get married and have children	6,6	14,3	41,7
4	To save money	17,3	12,6	11,6
5	To own apartment	11,3	14,4	11,6
6	To start own business	7,3	14,8	22,7
7	To engage in social activities	3,4	2,6	22,7
8	To develop interests and hobbies		5,6	23,3

9	To work or study abroad	1,9	0,5	39,0
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Source: The Database of “Democratic governance development and formation in Mongolia” survey

The survey conducted by the Institute of Philosophy, Sociology and Rights has covered all ranges of educations and shows the first three goals of the young people in the next 5 years are to improve their education, get married/have children and work/study abroad. The table shows that the next one-year planning of highly educated young persons is very similar to the next 5-year planning of young people involved in the survey of the Institute of Philosophy, Sociology and Rights, that is to improve education, save money, get highly paying jobs.

Their plans for the next 5 years are tending to fulfill their tangible needs by career improvement, startup business and apartment ownership etc. Fulfilling tangible needs is priority for both of 1 and 5 year planning of the research participants. It shows that livelihoods of most of highly educated young people are not still fully satisfied.

There are no significant differences between near and middle term goals; ages; and genders of the research participants.

Table 11. One-year plan of young people (by ages, gender in percent)

		Birthyears		Gender	
		1985-1989	1990-1995	Male	Female
1	Improve education	23.3	23.9	21.5	25.3
2	Get high-paying job	10.6	14.2	11.8	13.4
3	Get married and have children	5.8	7.7	6.9	6.4
4	Save money	18.8	16.0	16.6	17.9
5	Start own business	12.7	10.8	10.0	12.1
6	Buy car	6.9	6.1	7.2	6.2

7	Work abroad	1.6	2.2	1.0	2.6
8	Upgrade social status	6.6	7.5	9.2	5.8
9	Play role in political activities	1.3	.6	1.8	0.2
10	Play role in social activities	4.2	3.0	3.8	3.0
11	Start own business	7.7	6.3	9.2	5.8
12	Other	.5	1.6	1.0	1.1

Source: The author.

More female participants and younger participants (90-95) want to improve their education, however they have already graduated from universities or colleges. In this group, more individuals want to get high-paying jobs or work abroad.

The male participants and other participants born 1985-1989 are more likely to wish to grow their careers within one year, arrange social / political activities and start their own businesses.

Table 12. Five-year plan of young people (by ages, gender in percent)

		Birthyears		Gender	
		1985-1989	1990-1995	Male	Female
1	Start own business	16.6	13.5	17.5	12.9
2	Get married and have children	11.9	17.0	14.7	14.1
3	Improve career	16.1	19.6	16.7	18.2
4	Play political role	2.1	1.2	3.3	.2
5	Live in foreign country	.3	.8	.3	.8
6	Buy own apartment	14.8	14.1	11.3	16.5
7	Fully satisfy tangible needs	13.5	10.6	15.2	10.7

8	Improve education	11.9	11.5	9.5	13.1
9	Engage in social activities	2.1	2.7	1.5	3.4
10	Engage in charity	1.8	1.6	.8	2.4
11	Develop own interests and hobbies	6.1	4.7	5.9	5.3
12	Issue own publication / artwork / design / invention	2.1	2.2	2.8	1.9
13	There may not be a big difference from the existing situation		.2		.2
14	Other	.8	.2	.5	.4

Source: The author.

One and five year plans of the research participants show that 30-34 year old people born between 1985 and 1989 and male participants are more creative and active. On the contrary, more females and 25-29 year old persons have plans of self development and self-reliance.

About 50 percent of the research participants have already married. In other words, the marriage and children are the reached goals for them. This definitely causes the goal of marriage and children attracted low percent of answers.

Since the life goal amongst young people is always formed and altered subject to period, social and historical conditions, the tangible needs have become a life goal of this period amongst young people, rather than surviving method or conception.

Values and standards are shaped in terms of cultural-historical and socio-economical issues. Values cannot be researched without considering factors of traditions and modern social situations. Our research participants are those whose values were formed from their childhood after the period during which the values are determined by the government.

When talking about value system, it is considered an accumulation of cultural phenomena and overall real life relationship system, rather than sum of absolute purposes of human activities. Sometimes the value system may survive from a previous past society in which such values were generated and considered important. For example, some of the socialist values are still alive and missed

among many people. Only some values are social values, so personal values have more importance. The value orientation is a set of values accepted by an individual or a social group.

As shown in the survey conducted by the Institute of Philosophy, Sociology and Rights, the first, second and third priorities of values among young people are their parents, health and homeland, respectively. This orientation is also shared with the results of “21st century – Mongolian Young People” survey undertaken by the Mongolia Youth Federation in 2015³⁷.

However, the result of my survey shows that the first, second and third priorities of values among highly educated young people living in Southgobi province are their parents, families and health, respectively.

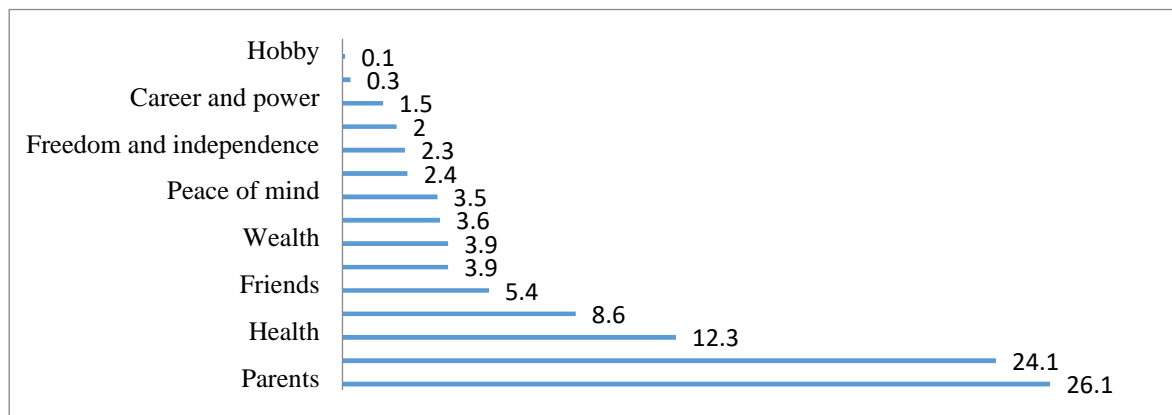


Figure 13. Values of Young People

Source: The author.

However our participants want to own tangible items in the near future, such as private business, savings and apartment, the above graphic shows their values are more personal and intangible. Unlike other surveys, they did not highly prioritize homeland and independence.

In addition to goals and values of youth, their thoughts and styles (i.e their subculture) should be identified. Critical aspects of youth’s subculture are their dressing, artistic senses (especially interest in music and film) as well as worldview.

The survey is not intended to identify music genre or dressing style commonly interested by 25-30 years old young people, but focuses on criticism from other social groups to their personalities and

³⁷ Family, Child and Youth Development Center, *Report of Survey on 21st century – Mongolian Young People* (Ulaanbaatar: Family, Child and Youth Development Center, 2015), p. 27.

diverse cultural elements.

As our participants are no longer teenagers and have already graduated from universities having certain status in the society, their culture includes negative cultural elements of teenagers at a relatively low level. One-third of the participants are criticized by others in connection with their views and interests, but the remaining participants can make others accept them. This may show that their interesting in dressing, images, music and film is not much different than other groups’.

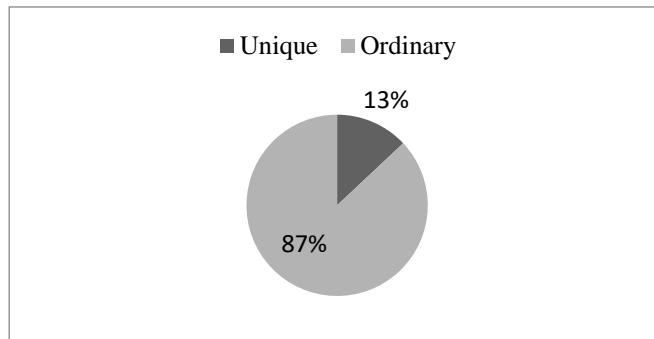


Figure 14. Dressing and styles.

Source: The author.

Parental involvement in processes of making important decisions related to future life is most common among the participants. While parents are top priority in the value system, they are good advisors too this time.

If younger, they commonly tend to seek advices from their parents. Getting older, they are tending to seek advices from their spouces, friends, sisters, brothers, lama or seers.

Table 13. Who would be your good advisor when you face a challenge?

		Birthyear	
		1985-1989	1990-1995
1	Parents	32.4	43.6
2	Spouse	33.3	21.1
3	Brother/sister	10.4	9.9
4	Best friend	18.0	19.8
5	Lama or seer	3.2	2.6
6	Other	2.7	3.0

Source: The author.

Young people are more likely to discuss with their close persons, including parents, spouse and friends, when making important decision and rely on money when facing a challenge.

In summary, most important things valued by highly educated young people living in Southgobi province are their personal values, including their parents, spouses, children and health etc.

While 1-year prioritized goals of young people are to upgrade their education, get high-paying jobs and save money, 5-year prioritized goals are to raise career and own apartment. In addition, the women and men consider the enhancement of education and the tangible needs as most important things. For 25-29 years old young people, getting married and having children are considered most important issues.

4.2. Family planning of young people

As a family, which is a group of individuals connected by relations of blood, marriage or adoption, is considered one of basic institutes that ensure social sustainability and a smallest social unit, it is an environment in which the changes in social adaptation process, personal consciousness and attitude can

be clearly seen. In this section, actions and changes in family and marriage institute which is a core of reproduction are discussed. In the reality, highly educated social members have more chances to provide a lot of benefits and advantages to themselves and their children. In Mongolia, the monogamous relationships are dominant and secured by legislation.

Growing number of single people is demonstrating another feature of family structure and style and this growth is likely to continue. The reasons of living alone for the young people are that in the first, the number of marriage age women is lower than marriage age men's; in the second, the education level of most men is left behind women's³⁸; in the third, young people are not fully prepared for family lives that is a common cause of divorces within 1 year of marriage; and in the fourth, the number of work-oriented women are increasing³⁹.

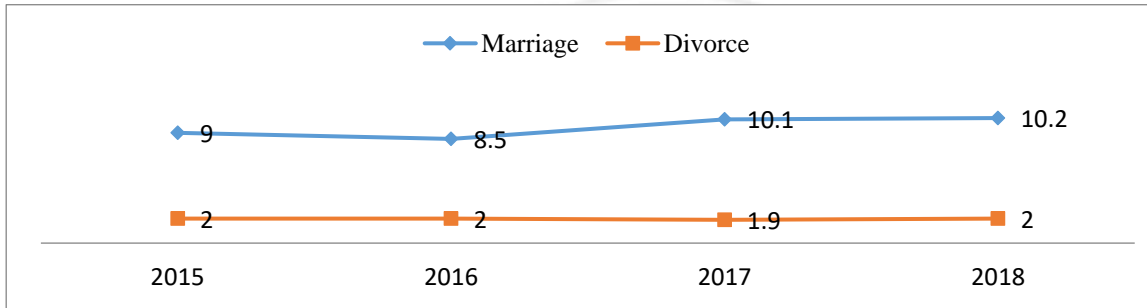


Figure 15. Marriage vs Divorce (per 1000 persons)

Source: “Mongolian statistical information service,” *Employment, unemployment, average wages, (201912.11)*, http://1212.mn/Stat.aspx?LIST_ID=976_L04&type=tables. Last visited:2018.11.23

In our country, marriage rate is high, divorce rate is low and both of early marriage and early birth are high.

While the appropriate average age for marriage was 27 for men and 25 for women according to answers to a survey on average ages of first marriage conducted in 2010⁴⁰, it was 25 for men and 24 for women according to answers to a survey conducted in 2015⁴¹. However, in fact, the average age to get married is later than the results of the above surveys. It might be caused by their unfulfilled goals,

³⁸ National Statistical Office, *2015 population and housing by census of Mongolia* (Ulaanbaatar: National Statistical Office, 2015), p. 157.

³⁹ B. Dash-Yondon, *Mongolian social change* (Ulaanbaatar: 2009), p. 76.

⁴⁰ Fireplace Movement, *Current situations of family relations* (Ulaanbaatar: Fireplace Movement, 2010), p. 17.

⁴¹ Ministry of Labour and Social Protection, the UNFPA and the Institute of Philosophy, Sociology and Rights, *Current situations of Mongolian family relations* (Ulaanbaatar: 2015), p. 32.

incomplete preparation for marriage or unsuitable partners.

During the previous socialist era, families were classified as intellectual family, worker family and herder family for statistical purposes. According to this classification, there were 65 thousand intellectual families (households), which were 20.7 percent of overall families, as of 1984. In detail, percent of intellectual families in the city and the rural area was 33.3 and 10.2, respectively⁴².

As of 2015, the total number of young people born between 1985 and 1995 in Southgobi province was 22722, of which 9234 persons or 40.6 percent of the population are highly educated persons. For gender, over 40 percent and about 60 percent of these young people are male and female, respectively⁴³.

As answered, 49.1 percent of our 25 to 34 year old research participants, who have graduated from universities and are living in Southgobi province, were married and 6.1 percent of the research participants have unmarried partners. The percent of divorced persons among the research participants is 3.8.

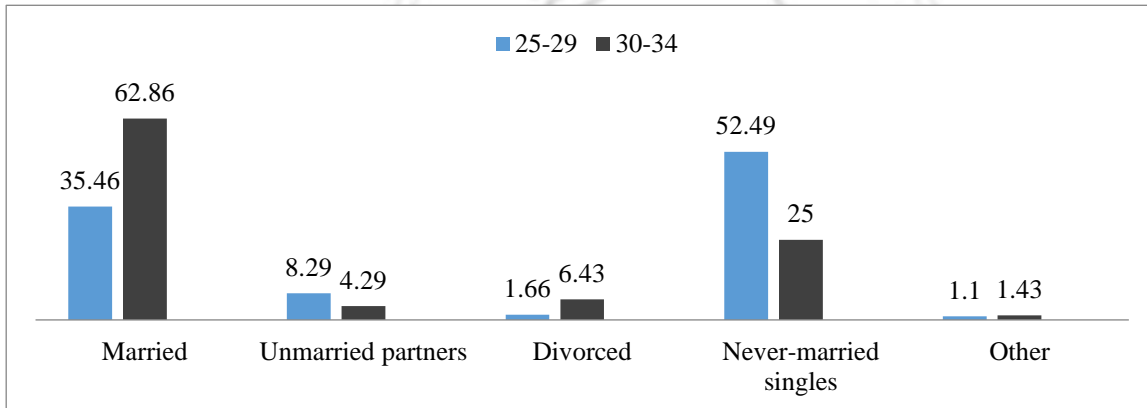


Figure 16. Marital status (in percent)

Source: The author.

⁴² Institute of Philosophy, Sociology and Rights, the Academy of Sciences, *Social Images of Current Intellectuals* (Ulaanbaatar: 1987), p. 80.

⁴³ National Statistical Office, *2015 population and housing by census of Mongolia* (Ulaanbaatar: National Statistical Office, 2015) ,p. 165.

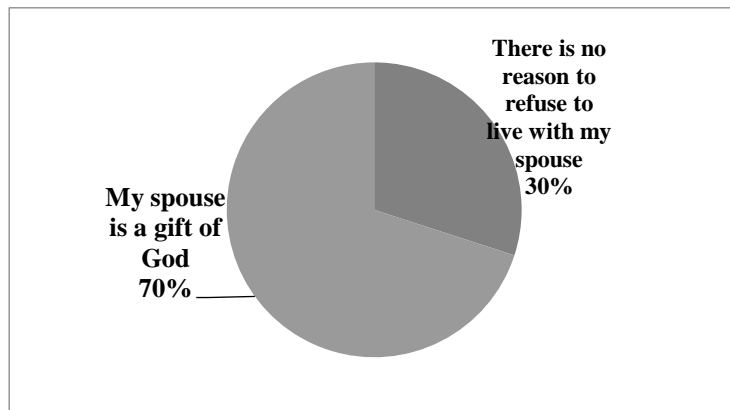


Figure 17. Marital Satisfaction (in percent)

Source: The author.

Getting older among the research participants, the rate of marriage is growing. Getting younger amongst our research participants, the number of people who are never-married or living with their partners are increasing.

Around 70 percent of never-married young people answered that their unmarriedness has no reason and they just don't have any plan to get married in the near future, not mentioning any issue of time or wealth. Most crucial reason among other reasons of the unmarriedness is an insufficiency of money or wealth. This demonstrates that the young people don't urge themselves to get married and prioritize other issues. For never-married young people, the goals like upgrade of education, fulfillment of tangible needs, career development and private business are ranked higher rather than marriage and children.

Family life is significantly impacted by certain subjects, such as spouses, children and their relations as well as factors, such as livelihood, its sources, employment, income and expenditure.

Around 70 percent of the research participants are living in private houses or apartments. 25 percent are living in gers (traditional dwellings) or small houses lack of infrastructure. 5 percent or remaining do not own any accommodations and rent houses, apartments or rooms.

For the research participants, accommodation issues have been addressed to the reasonable extent. Furthermore, one-third of the participants have their own cars.

Table 14. Marital and Employment States of the Participants (in percent)

Marital status	Employment status				
	Unemployed	Middle level position	Staff	Business owner	Management level position
Married	38.6	52.3	52.6	41.9	76.5
Unmarried partners	8.6	5.3	7.0	3.2	5.9
Divorced	0.0	4.0	5.3	6.5	5.9
Never-married singles	50.0	37.7	35.1	48.4	5.9
Other	2.9	.7	0.0	0.0	5.9

Source: The author.

For the participants, the marriage may have a positive effect on career development. 76.5 percent of the management level persons have been married. Marriage rate of young persons employed at middle level positions are similar to staff level persons. There is no any unemployed person amongst the divorced persons. Even though 3.8 percent of the participants have divorced from their spouses, which is lowest percent in comparison to percentages of the married and never-married young people, all of the divorced people are employed. The divorced young people owning businesses or working in management level are highest in percent.

Over 20 percent of all participants are the unemployed young people and most of them have not been married yet. More than half of the unemployed young people answered that a reason for unemployment is that they could not find jobs they like. Other reasons are that they could not meet the requirements of workplace or have a lot of housework at their homes.

Less than 10 percent of all participants answered that their household incomes are insufficient. Over 40 percent of the participants have household incomes which are sufficient to buy required items beyond their daily needs. Similar percent of the participants can hardly satisfy just their basic needs. Less than 6 percent answered that they can buy expensive items. In general, the participants have similar livelihood and income sufficiency if categorizing by ages, genders and birthplaces.

Table 15. Household Income Sufficiency by Employment Status (in percent)

Employment Status	Even I cannot satisfy basic needs	I hardly satisfy just basic needs	I can purchase some required items in addition to basic needs	I purchase some valuable items	I can buy what I want
Unemployed	12.9	45.7	34.3	5.7	1.4
Middle level positions	7.3	44.7	40.7	5.3	2.0
Staff	12.3	47.4	35.1	3.5	1.8
Business owners	6.5	29.0	61.3	0.0	3.2
Management level positions	0.0	25.0	75.0	0.0	0.0

Source: The author.

Table 15 shows that the livelihood level does not directly depend on what they do, but directly depends on income sources. Notwithstanding livelihood level, all research participants are supported by their parents and other relatives to any extent and this can be expressed with traditional customs and practices of Mongolians for caring each other.

Most part of incomes of young people living below the poverty line consists of wages/salaries, followed by which are support of parents and relatives and occasional pays for additional jobs. With higher livelihood, amount of incomes came from private business is increasing. In other word, increase in rate of constant earnings such as salaries and business income causes elevated livelihood level.

Eventually, the marital satisfaction is high amongst married participants. 49.1 percent and 6.1 percent of all participants are married persons and unmarried partners, respectively. Almost 100 percent of married participants are happy with their spouses.

However the married participants are happy with their marriages, the never-married participants don't hasten to get married. Over 70 percent of the never-married persons don't think they will marry in the near future for no good reason. Not wanting to get married in the near future is more likely for

younger and financial or business issues are more common for 30-34 year old participants.

Positive impact of marriage on career is proven by the fact that 75 percent of young people are working at management level while they were married. The key source of income of the young people is salaries and increase of salaries causes increased job satisfaction.

While 100 percent of divorced young people are employed, the unemployment rate amongst the never-married young people is higher. 50 percent and 40 percent of the unemployed participants are never-married and married, respectively. Key reason for unemployment is that they could not find jobs they like.

4.3. Leisure time activities

For sociology, leisure is a term of how humans organize their free time, including such as sport, tourism, and the playing of games. Personality, social/cultural level and lifestyle of an individual can be identified with his/her leisure time activities. Thus, one of key objectives of this research is to study how young people in Southgobi province spend their leisure time. In this section, hobbies, information sources, alcohol use and leisure activity types of young people are discussed.

The research participants mostly spend their leisure time being on social media or surfing the internet, watching TV, being with family/friends or doing housework. Modern leisure time activities, such as sports, hobbies and outing, are inadequate amongst the participants. There is no significant difference in leisure time spending styles by ages and gender.

Table 16. Types of Leisure Time Activities (by ages and gender)

	Birthyear		Gender	
	1985-1989	1990-1995	Male	Female
Internet surfing	16.2%	16.1%	19.5%	14.1%
Sport	6.3%	8.3%	12.3%	3.7%
Staying with family	19.2%	14.4%	16.5%	17.1%
Meeting friends	12.4%	17.5%	15.8%	14.8%
Shopping	5.6%	6.0%	2.0%	8.3%
Hunting, fishing	1.0%	.6 %	1.2%	.4%
Doing housework	10.4%	12.1%	6.4%	14.6%
Doing what I like	7.3%	7.5%	7.4%	7.7%
Entertainment	5.8%	2.1%	4.2%	3.2%
Outing	7.8%	4.4%	6.7%	5.3%
Going to beauty salon	2.0%	1.0%	.2%	2.5%
Watching TV	4.8%	9.4%	6.9%	7.7%
Other	1.0%	.8%	1.0%	.7%

Source: The author.

It has been observed that all of the participants spend their leisure time by using internet, watching TV, meeting friends and doing housework to the some extent. Men spend more time for sporting, watching entertainment and outing rather than women. Women spend more time for shopping, watching TV and going to beauty salons rather than men.

Table 17. Are you a member of any amateur or voluntary club? (by age and gender)

	Birthyear		Gender	
	1985-1989	1990-1995	Male	Female
Yes	17.5%	21.7%	19.0%	20.0%
Just planning	29.2%	30.0%	26.1%	31.3%
No	53.3%	48.4%	54.9%	48.7%

Source: The author.

Women are slightly higher interested in being members in any voluntary or other clubs. For ages, 25-29 year old young people are slightly more active than older young people.

In general, leisure time spending styles of the highly educated young people in Southgobi province are much similar to each other due to identical geographic locations, ages and education level. However they have high educations and higher social status, the survey shows that they are falling behind to engage in social activities and develop their hobbies and interests.

One of most appropriate ways for spending leisure time is playing sport / exercising, but it is not common amongst young people. Less than 10 percent of the participants regularly play sports / exercise and one-third of the participants don't play sports / exercise. Around 40 percent of the participants occasionally or irregularly play sports or exercise.

The result of the survey shows that they want to do all of the above when they reach their life goal or suitable time comes, however they are inadequately engaging in playing sports / exercising, collecting something or developing hobbies.

Provided that they mostly surf internet, watch TV and spend time with their family or friends in

leisure time, they fail to actively engage or involve in mental and physical activities. But one-third of them want to play sport/exercise, become members in any voluntary organization or club or have own collections.

The survey also shows that use of media on internet and TV is high amongst young people. 48.2 percent and 18.7 percent of the participants mostly receive daily news from internet and TV, respectively. Internet has become a daily usage, since it contains all news and information of TV, radio and newspapers and is faster than TV.

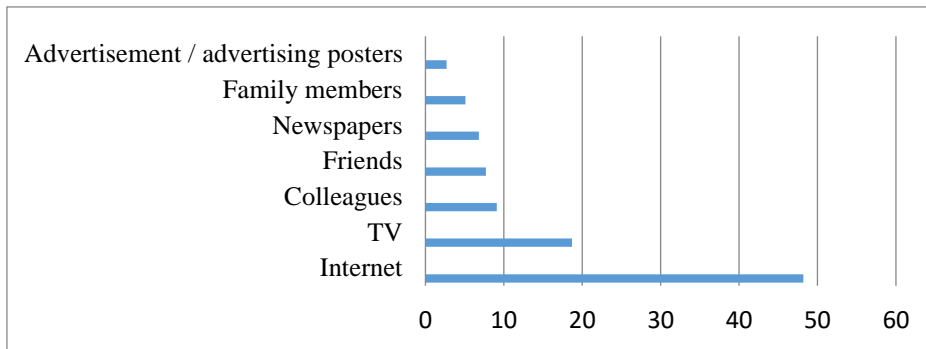


Figure 18. Information sources of young people (in percent)

Source: The author.

66.5 percent or two-third of the participants answered that they don't read newspapers due to that they take information from internet and TV. Followed by TV and internet, most common channels for information are colleagues, friends and newspapers.

For use of alcohol and drug amidst the young people, around 80 percent of them use alcoholic drinks to the some extent.

One-tenth of the participants regularly go out to bars or nightclubs. One-sixth of the participants answered that they don't have any need to go out to bars or nightclubs. Two-third of the participants goes out to bars and nightclubs for celebrating special events.

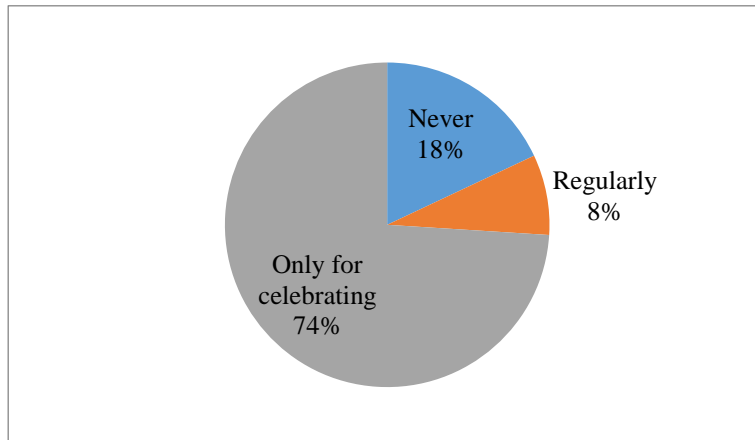


Figure 19. Do you go out to bars or nightclubs?

Source: The author.

Table 18. Reasons for drinking alcohol (by gender)

	Male	Female
To make or have more friends	23.7%	18.1%
For business purpose	14.4 %	5.2%
To celebrate holidays or special days	40.3%	50.8%
Failure of business	1.7%	3.2%
Family dispute or conflict	3.8%	2.8%
Bad relationship with friends	.4%	.8%
Depression	7.2%	10.1%
No certain reason	5.5%	3.2%
Other	3.0%	5.6%

Source: The author.

57.5 percent of the young people drink for external reasons, such as celebration, friends and business purposes. Remaining 40 percent of the participants drink depending on their moods. It is negative feature that there are a lot of personal reasons for drinking alcohol and usage frequency is high.

The reasons for drinking are similar to the result of a survey covering young people of Mongolia to the national degree. The survey shows that 62.5 percent, 43.4 percent, 10.1 percent, 10.1 percent and 2.1 percent of young people drink alcoholic beverages for the reasons of holiday celebration, friendship, success celebration, depression and none, respectively. The result of the survey shows that there is no any strong correlation between alcoholic usage and age/education.

The result of the survey conducted in 2015 on youth shows that 30.9 percent of participants answered they cannot tell they are healthy enough and 46.4 percent of participants doubt that they are healthy. Only 22.7 percent answered they are confident they are healthy enough. To identify commitment of young people to health, we asked the following question: When do you go to get health care? 23.8 percent of them answered they mostly try to treat not serious diseases at home, 18.9 percent of them answered they go to hospital when they cannot treat themselves and 7.6 percent of them do not go to medical organization because they never have experiences of disorder. These answers show that most of the young people are too negligent, however they are unsure that they are completely healthy. 5.9 percent of the respondents have positive and proper practice about their health, but 94.1 percent of them have negative and wrong behavior on their health⁴⁴.

Despite that, 97.1 percent of the participants of the thesis research consider themselves they are healthy and 2.9 percent of the participants answered they have chronic diseases.

⁴⁴ Family, Child and Youth Development Center , *Report of Survey on 21st century – Mongolian Young People* (Ulaanbaatar: Family, Child and Youth Development Center, 2015), p. 51.

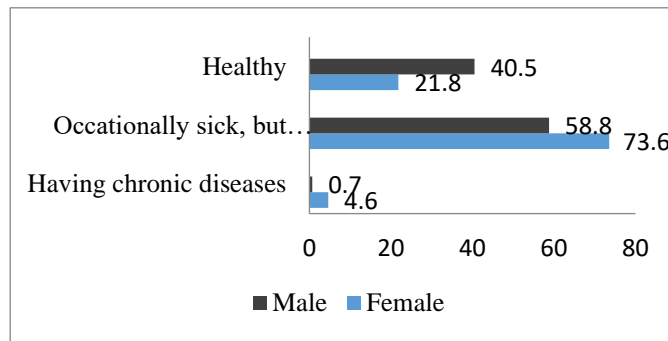


Figure 20. Health Status (by gender)

Source: The author.

Health status of the men is better than women's. In comparison to other young people, the participants are well informed of health and pay more attention to information on health.

Finally, let's see the participants' evaluation on how they spend their leisure time. One-fourth of them evaluated that they can spend their leisure time effectively as per their schedules and one-fifth of the participants answered they cannot spend their leisure time effectively.

Table 19. Can You Spend Leisure Time Effectively? (by ages and gender)

	Birthyear		Gender	
	1985-1989	1990-1991	Male	Female
I spend effectively	27.0%	21.2%	24.8%	23.6%
I mostly cannot spend effectively	46.0%	45.3%	46.8%	44.1%
Never	17.5%	25.7%	22.7%	22.1%
I don't have leisure time	9.5%	7.8%	5.7%	10.3%

Source: The author.

44.8 percent of the participants mostly spend their leisure time for unplanned things. In comparison to men, the women have less leisure time and cannot spend their leisure time as they want

or planned. The men have more leisure time, but they mostly cannot spend effectively. For ages, 30-34 year old participants have better leisure time management. They have leisure time less than 25-29 year old participants', but spend more effectively.

Effectiveness of leisure time depends on personal organizations, financial ability and places for leisure times, in which the young people are mostly deficient.

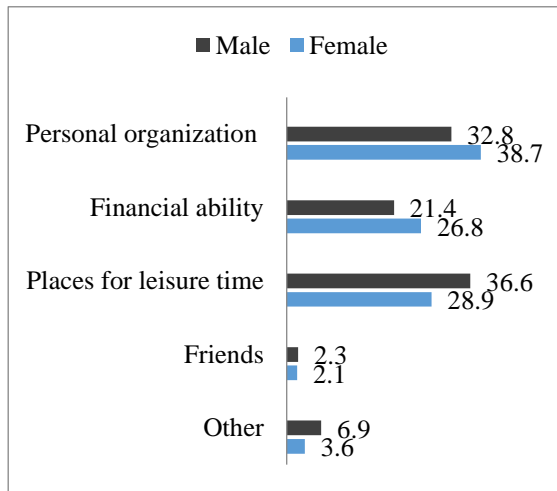


Figure 21. Deficient things for leisure time (by gender)

Source: The author.

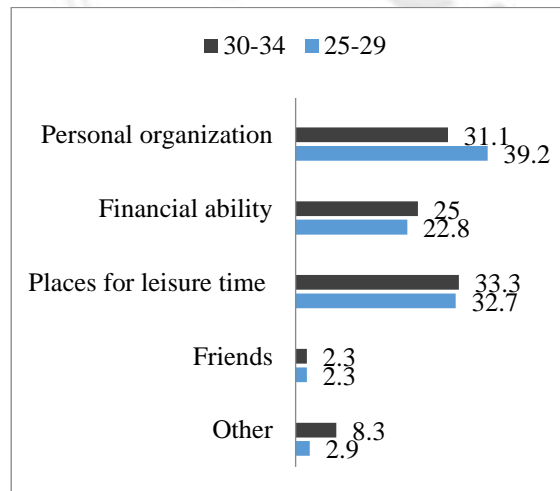


Figure 22. Deficient things for leisure time (by ages)

Source: The author.

For effectiveness and etiquette of leisure time, except 30-34 year old participants are more personally organized, there is no significant difference. It is noticed that men, rather than women, are more deficient in places for effective leisure time. Women, rather than men, are more deficient in financial ability, but more personally organized. The above graphic illustrates that the young people are deficient, firstly, in personal organization and secondly, places for leisure time.

The young people connected their inactive leisure time to deficiency of their personal organization and leisure time places. Also, there is less number of the participants who believe they have good lifestyle.

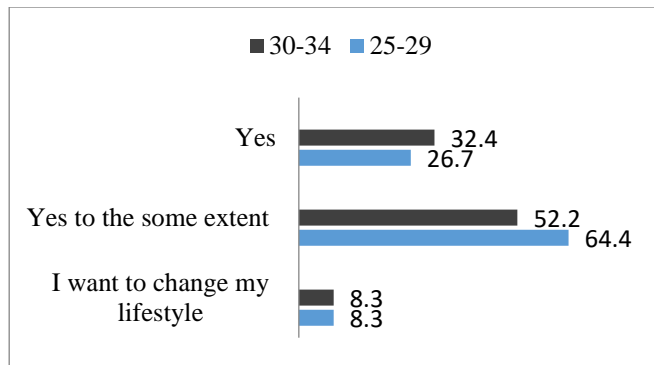


Figure 23. Do you have good lifestyle? (by ages)

Source: The author.

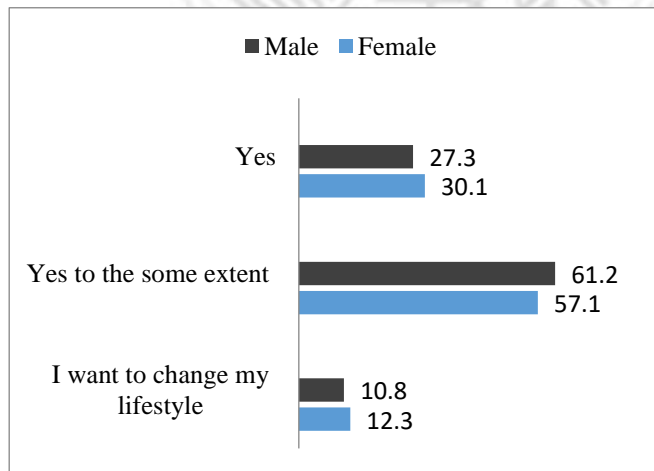


Figure 24. Do you have good lifestyle? (by gender)

Source: The author.

30 percent of the participants believe they have good lifestyle and around 10 percent of the

participants want to change their lifestyle. Remaining 60 percent of the participants accept they have improper lifestyle. More male participants and 25-29 year old young people believe they have some defective things in their lifestyle.

More female participants and 30-34 year old participants answered they believe they have good lifestyles. But in contrary, more participants of this group answered they want to change their lifestyles.

However the young people determined a good lifestyle from their own views, most of them believe the good lifestyle is doing what they want. More participants determined the good lifestyle as healthy life. More female participants and 1985-1989 year participants determine that the good lifestyle is a healthy life. More male participants believe the good lifestyle is living without disturbing others.

Table 20. What is good lifestyle? (by ages and gender)

	Birthyear		Gender	
	1985-1989	1990-1995	Male	Female
To live doing what I want	46.6%	44.3%	45.6%	45.5%
To live as believed what is right by my related people	3.4%	5.7%	4.1%	5.2%
To live without disturbing others	15.5%	18.8%	22.4%	12.7%
Healthy life	34.5%	30.2%	27.2%	36.2%

Source: The author.

Most of young people prefer personal freedom. Around half of the participants believe the good lifestyle is to live doing what they want. For our participants, living as wanted by related persons or without disturbance does not have substantial importance.

For conclusion, the highly educated and 25-34 year old young people living in Southgobi province believe that the good lifestyle is to live doing what they want. They spend inactively most of their leisure time surfing internet, watching TV, being with family and meeting friends. However their usage of alcohol is high, awareness of health and physical health of them are relatively good. For

effectiveness leisure time, they are deficient in personal organization and available places rather than financial ability to spend their leisure time.

4.4 Changes in social roles of young people

During the socialist era, key social roles of intellectuals were to “assist the working class to successfully perform their manufacturing roles, support initiatives of the working class with engineering, help them to properly operate modern equipment and to possess best practice of labour and involve in building the material and technical base of socialism...”. And then “...it is a comprehensive process in which their social and political activities are identified through political and public activities of intellectuals, their expected elections, engagement in political and enlightenment system, its type, social negative phenomena and fighting to deficiency”. They believed that more than half of the participants have middle or lower level of activeness which reminds that society of intellectuals – political activities should be heighten⁴⁵. This demonstrates that most of the surveyed intellectuals did not believe that they don’t need broad knowledge on social and political lives.

However there are no dramatic changes in social and political activities of young people between 2010 and 2018, while the number of people not interested in politics is growing, the number of people actively interested in politics is decreasing and self-orientation is increasing. Our highly educated young people living in Southgobi province less engage in social or political activities. More than two-third of the young people don’t belong to any political party, don’t want to engage in political activities and are not registered in any voluntary organization.

⁴⁵Institute of Philosophy, Sociology and Rights, the Academy of Sciences, *Social Images of Current Intellectuals* (Ulaanbaatar: Institute of Philosophy, Sociology and Rights, the Academy of Sciences, 1987), pp. 87-110.

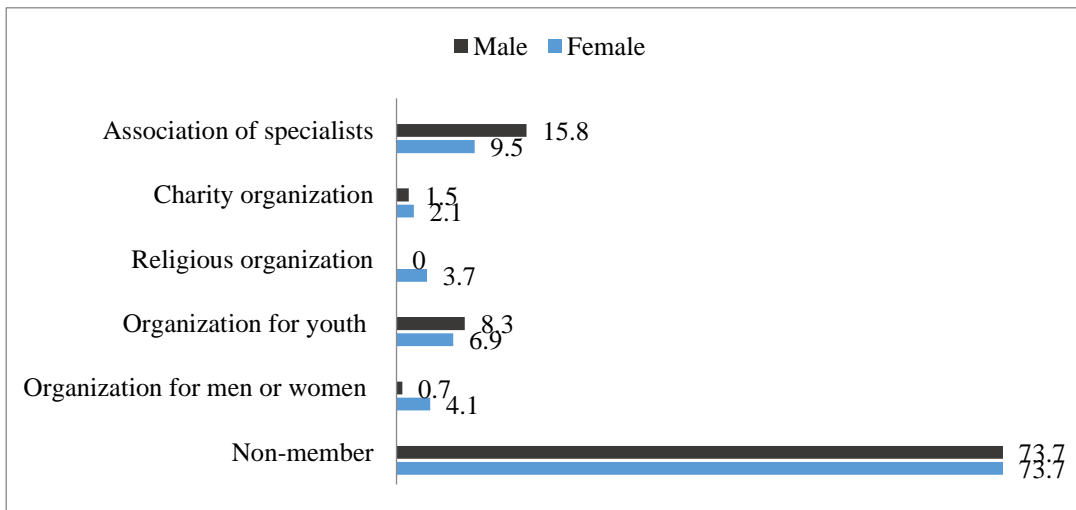


Figure 25. Are you a member of any voluntary organization or association? (%) By gender

Source: The author

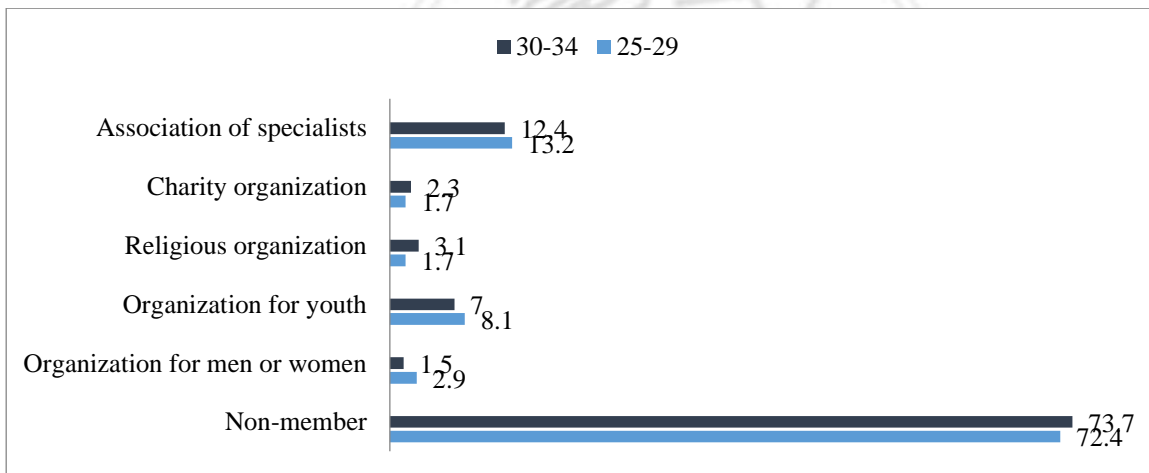


Figure 26. Are you a member of any voluntary organization or association? (%) By ages

Source: The author.

For the participants, membership of any voluntary organization or association does not significantly depend on ages. For gender, while more male participants are members of specialists and youth organizations, more female participants are members of religious, charity or women's organizations.

However, a result of the survey on civil society conducted in Mongolia in 2000 by the UNDP shows that each of around half (45.3%) of participants is member of at least one civil organization. The survey summarized that membership of political party is relatively high or 41.5 percent, membership of

trade union is 14.1 percent and membership of women’s NGO is 4.4 percent⁴⁶.

According to the survey conducted by the Institute of Philosophy, Sociology and Rights, one-fifth of survey participants engage in activities of political parties and one-tenth of survey participants do not engage in activities of any social or political organization at all. The result of the above survey shows that highly educated young people more actively engage in activities of political party, public organization or youth organization⁴⁷.

However, most of our research participants not actively engage in political activities or are not members of any political party. Only 8.2 percent of our research participants are activists of political parties.

Table 21. Are you a member of any political party? (by ages and gender)

	Birthyear		Gender	
	1985-1989	1990-1995	Male	Female
Yes	7.1%	8.3%	9.8%	7.1%
No	77.9%	77.3%	75.5%	77.8%
No, but I am interested in and support	7.9%	8.3%	9.1%	7.6%
Not at all	7.1%	6.1%	5.6%	7.6%

Source: The author.

For membership of political parties or political activities, there is no significant difference between results by ages, but by gender to the some extent. More male participants actively engage in social, especially political activities rather than female participants’.

In general, 9.9 percent of the male participants and 3.5 percent of the female participants believe they are politically active. The male participants are interested in starting political career in the future more than the female participants by about 8 percent. 26 percent of the male participants want to have political careers. (see Graphic 27)

⁴⁶ National Statistical Office, *Report of Survey on Democratic Governance Criteria* (Ulaanbaatar: 2002), p. 15.

⁴⁷ Mongolian Youth Association, *Social Images of Mongolian Young People* (Ulaanbaatar: 2015), p. 27.

For participation in elections and exercising voting rights, there is a gap between ages, but no significant gap between genders during the last general election. If younger, the young people tend to be more inactive in election. (see Graphic 28)

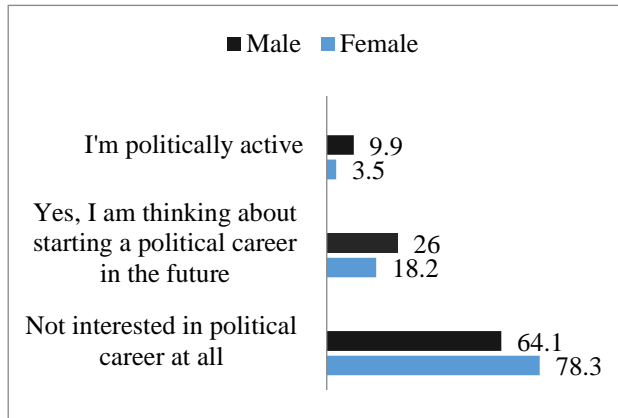


Figure 27. Are you interested in starting a political career? (by gender)

Source: The author.

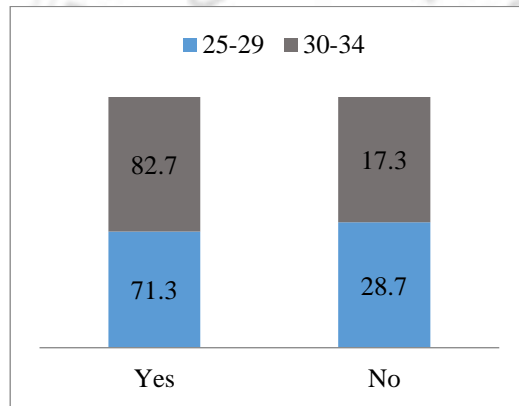


Figure 28. Did you vote in the last election? (by age)

Source: The author.

Furthermore, over half of the participants implied that they are dissatisfied with their society. The young people want the society to support their education upgrade, ensure high-paying jobs and implement flexible loan policies. However the research participants already have high education and qualification, their commonly shared goal is to upgrade their education. It may testify that our

education system is imperfect, provided that one-third of the participants want to continue or upgrade their education.

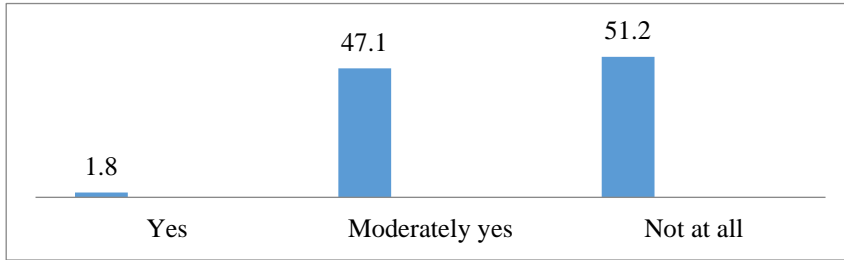


Figure 29. Are you satisfied with your community/society? (%)

Source: The author.

To the question “If you are provided a chance to have a position which can influence your country, what will you do for your country firstly?”, highest percent of the young people answered that they will focus on education sector for improvement of its activities. The young people believe that job creation, increase of salaries and improvement of education sector take priority. Higher percent of answers to the question is focused on reducing corruption and protecting environment.

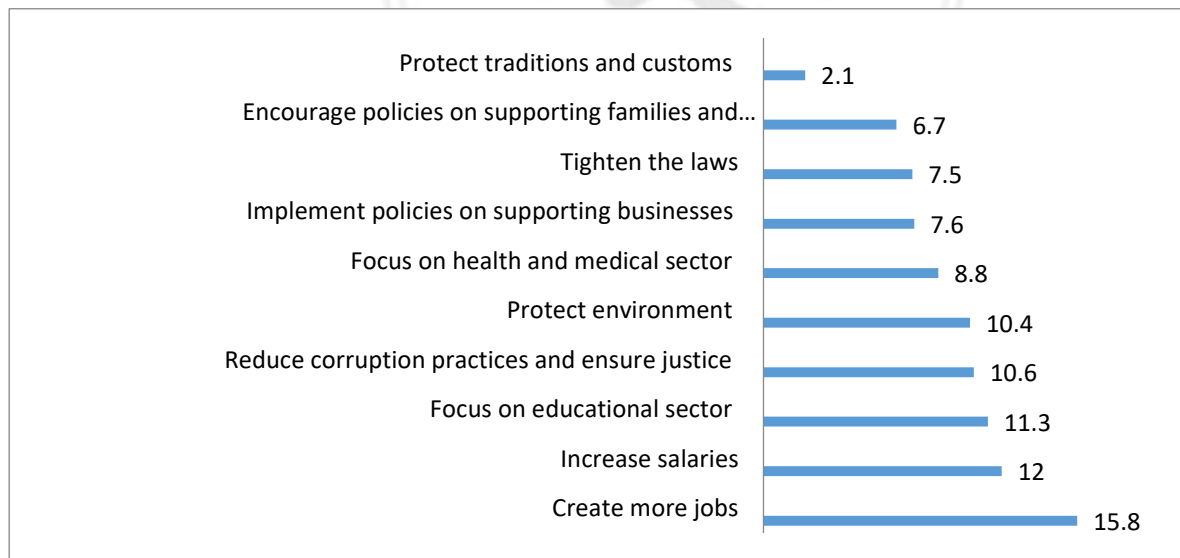


Figure 30. If you are provided a chance to have a position which can influence your country, what will you do for your country firstly (%)

Source: The author.

For the young people, the most wished 10 things to do are job creation, growth of salaries, improvement of educational sector, reduction of corruption-increase of justice, environmental protection, focusing on health and medical sector, supporting businesses, tightening laws, supporting families and children and protection and restoration of traditions and customs.

While around 35 percent of the research participants who graduated from universities and colleges and live in Southgobi province believe that they have enough knowledge on Mongolian history, culture, traditions and customs, over 40 percent don't have enough knowledge on that, but are interested and studying. It is good to see that 75 percent or three-fourth are aware of or trying to raise their awareness of Mongolian history, culture, traditions and customs. However, over 60 percent of the participants are deficient in full knowledge on traditions, history and culture.

For the male participants, awareness of history, culture, traditions and customs are higher than the female participants' by over 10 percent. 40.1 percent of the male participants responded that they fully know the history, culture, traditions and customs.

For age group, the awareness of that amongst the young people born in 1985-1989 are higher than other participants' in this group by about 7 percent and higher than overall participants' by about 3 percent. This means 38.6 percent of this group believe that their awareness of Mongolian traditions, history and culture is enough.

Table 22. To what extent are you aware of traditions, customs, culture and history of Mongolia? (by birthplace)

	City	Rural	Aimag
Good enough	30.2%	41.9%	22.7%
Not enough, but interested and studying	40.3%	39.4%	45.5%
I know almost nothing about that	24.8%	16.9%	27.3%
I am not interested at all	4.7%	1.9%	4.5%

Source: The author.

Comparing the results of the survey, the locations of birthplaces are correlative with awareness of their traditions, culture and culture, stronger than other factors. Indigenous people living in their original communities have more knowledge on tradition, customs, culture and history, almost doubled the knowledge of people born and living in settlement areas, especially newly developed small towns.

Social and political activities of the young people tend to decrease year-to-year. Over 70 percent or over two-third of the highly educated young people are not members of any volutanry organizaion. They exercise their political rights and commit to their responsibilities, more than other young people. Around 80 percent of the participants have voted in the last general election, which is higher than national average. Primary needs of the young people have not yet satisfied fully, even they have not reached educational level they want. These reasons may adversely impact on enganing in social and political activities.

In comparison to the female participants, the male participants are relatively more active in their lives and activities. It is a good finding that the male participants plan more active things and are more aware of Mongolian history, culture, tradation and customs and socially and politically more active.

CHAPTER 5: CONCLUSION

In the scope of the thesis, the questionnaire survey has been conducted among over 100 young people, who were born between 1985 and 1995, have academic degrees (i.e. bachelor or higher) and live in Southgobi province. More than 80 percent of the participants are native people who were born and grew up in Southgobi province and the remaining participants have migrated from other provinces or the city. This migration percentage is identical to the general statistical data of migration to and from Southgobi province⁴⁸. The results of the research are reported based on four distinctive subjects, including their life goals, values, leisure time activities, family planning and change in social roles.

In the first, the values of the highly educated young people living in Southgobi province are their personal values, such as parents, families and health.

In comparison to other segments, the near future goals or plans of the participants are more active and the expectations are larger. The young people have next 1 year plans of improving their educations, getting high-paying jobs and saving money. For their 5 year plans, they want to improve their careers and own apartments. In addition, improving education is more important for more female participants and satisfying tangible needs is highly prioritized for more male participants. More 25-29 year old participants consider that marriage/children is important.

In the second, most of the married participants are completely happy with their spouses. The marriage has good influence on career development and this is proven by the fact that 75 percent of the young people working at management level are married. A percent of divorced participants are low, but their employment level is high (100 percent). In contrast, the employment rate is high among the married and unmarried participants. The main reason for their unemployment is that they could not find jobs they satisfy or want.

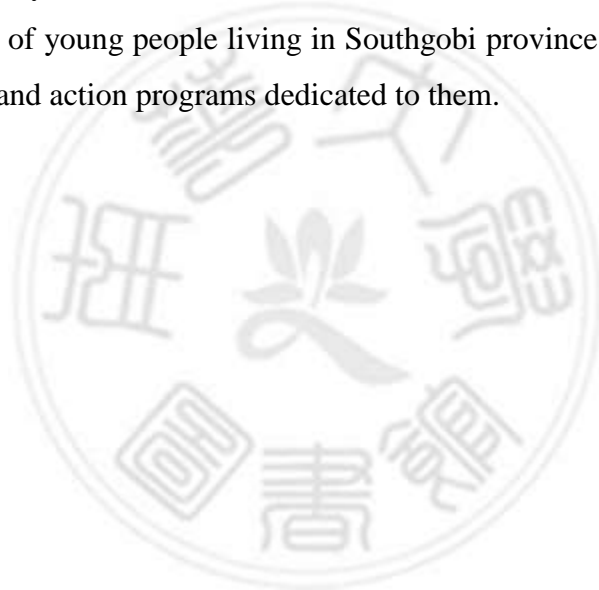
Livelihood level of the married young people is slightly lower than the unmarried young people's. Salary and wage are their basic income sources. Highly paid, highly satisfaction from their jobs.

⁴⁸ National Statistics Office, *2015 Population and housing by census of Mongolia* (2015), p. 65.

In the third, they spend their leisure time physically inactive by surfing the internet, watching TV or meeting friends. However their alcohol use is high, awareness of health is relatively high. For them, the ineffective leisure time more depends on deficiency of personal organization or appropriate places rather than financial abilities. The highly educated 25-34 year old people living in Southgobi province believe that doing what they want is right.

In the fourth, the social and political involvement of the young people is weaker, especially it is true for females or younger participants aged between 25 and 29.

Finally, due to approximation of participants' ages and educations, their responses to the questionnaire were not entirely different from each other. The results of this research may present the general aspects of lifestyles of young people living in Southgobi province and can be considered when developing further policies and action programs dedicated to them.



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ATTACHMENT

Research Questions

1. Gender
 - A. Male
 - B. Female
2. What is your age group?
 - A. 1985-1989
 - B. 1990-1995
3. What is your high education?
 - A. Diploma and bachelor degree
 - B. Master degree
 - C. Doctoral degree
4. Do you work?
 - A. Unemployed
 - B. Self-employed
 - C. Production
 - D. Mining and agriculture
 - E. Trade
 - F. Freight
 - G. Information and communication
 - H. Administration, public service, defense
 - I. Education and science
 - J. Health
 - K. Arts and culture, sport
 - L. International Organization
 - M. Finance and insurance
 - N. Construction, Electrical
 - O. Miscellaneous services
5. What is your next one-year plan?
 - A. Improve education
 - B. Get high-paying job
 - C. Get married and have children
 - D. Save money
 - E. Start own business
 - F. Buy car
 - G. Work abroad
 - H. Upgrade social status
 - I. Play role in political activities
 - J. Play role in social activities
 - K. Start own business
 - L. Other
6. What is your next five-year plan?
 - A. To improve education

- B. To get jobs and improve careers
 - C. To get married and have children
 - D. To save money
 - E. To own apartment
 - F. To start own business
 - G. To engage in social activities
 - H. To develop interests and hobbies
 - I. To work or study abroad
7. What is your values?
- A. Parents
 - B. Spouse and Children
 - C. Health
 - D. Friends
 - E. Knowledge
 - F. Ethics and morals
 - G. Wealth
 - H. Homeland and independence
 - I. Peace of mind
 - J. Love
 - K. Freedom and independence
 - L. Dignity
 - M. Career and power
 - N. Tradition and customs
 - O. Hobby
8. What is your dress and style?
- A. Unique
 - B. Ordinary
9. Whith whom do you consult when making important life decisions?
- A. Parents
 - B. Spouse
 - C. Brother/sister
 - D. Best friend
 - E. Lama or seer
 - F. Other
10. Do you have a family?
- A. Married
 - B. Unmarried partners
 - C. Never-married Singles
 - D. Divorce
 - E. Other
11. Marital satisfaction
- A. My spouse is a gift of god
 - B. There is no reason to refuse to live whit my spouse
12. How do you spend your leisure time?

- A. Internet surfing
 - B. To sport
 - C. Staying with family
 - D. Meeting friends
 - E. Hunting, fishing
 - F. Doing housework
 - G. Doing what I like
 - H. Entertainment
 - I. Outing
 - J. Going to beauty salon
 - K. Watching TV
 - L. Other
13. Are you a member of any amateur or voluntary club?
- A. Yes
 - B. No
 - C. Just planning
14. What is your source of information?
- A. Advertisement/advertising posters
 - B. Family members
 - C. Newspapers
 - D. Friends
 - E. Colleagues
 - F. TV
 - G. Internet
15. Do you go out to bars or nightclubs?
- A. Never
 - B. Regularly
 - C. Only for celebrating
16. Reasons for drinking alcohol
- A. To make or have more friends
 - B. For business purpose
 - C. To celebrate holidays or special days
 - D. Failure of business
 - E. Family dispute or conflict
 - F. Bad relationship with friends
 - G. Depression
 - H. No certain reason
 - I. Other
17. Health Status
- A. Healthy
 - B. Occasionally sick, but healthy in general
 - C. Having chronic diseases
18. Can You Spend Leisure Time Effectively?
- A. I spend effectively
 - B. I mostly cannot spend effectively

- C. Never
 - D. I don't have leisure time
19. Deficient things for leisure time
- A. Personal organization
 - B. Financial ability
 - C. Places for leisure time
 - D. Friends
 - E. Other
20. Do you have good lifestyle?
- A. Yes
 - B. Yes to the some extent
 - C. I want to change my lifestyle
21. What is good lifestyle
- A. To live doing what I want
 - B. To live as believed what is right by my related people
 - C. To live without disturbing others
 - D. Healthy life
22. Are you a member of any voluntary organization or association?
- A. Association of specialists
 - B. Charity organization
 - C. Religious organization
 - D. Organization for youth
 - E. Organization for men or women
 - F. Non-member
23. Are you a member of any political party?
- A. Yes
 - B. No
 - C. No, but I am invested in and support
 - D. Not at all
24. Are you interested in starting a political career?
- A. I'm politically active
 - B. Not interested in political career at all
 - C. Yes, I am thinking about starting a political career in the future
25. Did you vote in the last election?
- A. Yes
 - B. No
26. Are you satisfied with your community/society?
- A. Yes
 - B. Moderately yes
 - C. Not at all
27. If you are provided a chance to have a position which can influence your country, what will you do for your country firstly?
- A. Create more jobs
 - B. Increase salaries
 - C. Focus on educational sector

- D. Reduce corruption practices and ensure justice
 - E. Protect environment
 - F. Focus on health and medical sector
 - G. Implement policies on supporting businesses
 - H. Tighten the laws
 - I. Encourage policies on supporting families and children
 - J. Protect traditions and customs
28. To what extent are you aware of traditions, customs, culture and history of Mongolia?
- A. Good enough
 - B. Not enough, but interested and studying
 - C. I know almost nothing about that
 - D. I am not interested at all

