

The Sustainability of Creativity

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Abstract: Creativity is a critical element of sustainable development. In current paper it is described through Social Identity by identifying the main factors that shape the background of creativity. We conclude that health, maturity, and positive attitudes of cultural change as well as the social stability, the environmental care and finally, the incentives, material and non-material, shape the human creative dynamism.

Keywords: creativity; culture; Greece

1. Introduction

The concept of creativity refers to the development of a new product, service or means of solving a problem and it is highly important for both the individual and society in general [37]. Cultural background includes social beliefs, customs, systems of sanctions and rewards, and social institutions [15, 84]. It is fostered and promoted through social learning [6] and social interactions. Sustainability of economic development is a major issue of policy making as new creative ideas must be applied in order to achieve sustainable development. A culture that focuses to sustainability goals embeds creativity as well because it is a critical factor of change, after all, creativity and sustainability are closely linked [16]. On the other hand, the development of the social background hinges on human inventiveness and creativity. The development of the social background hinges on human inventiveness and creativity.

In economic science, creativity is an essential component of development and entrepreneurship [2, 28, 67, 87, 108] It is probably the basic source of business ideas responsible for the successful growth of the economy. At times (like today) characterized by conditions of intense uncertainty and low nominal returns, the creative function plays an important part as it seeks out (rare) business opportunities and contributes to their successful implementation. Creative individuals are the ones who bring about a productive change in the system.

This paper attempts to quantify creativity and the factors shaping it in relation to Greek society, utilizing empirical field research data from the two-year period 2019–2020. It is noted that the behavioral profile of 2020, despite displaying certain effects from the COVID-19 crisis, shows a comparative stability in relation to that of 2019, [80] mainly due to the widely held conviction that COVID-19 is a short-term crisis.

Usually, creativity is approached through the observation of individual (psychological) traits [3]. Here, a wider approach to the factors impacting creativity is selected, through social identity theory. A similar approach has been attempted in the past [34] focusing on those traits of social groups which shape creativity and how it is received by the environment. Next, the behavioral profile is elaborated of (Greek) society, as it is affected by objective factors (education, age, etc.) and its influence on creativity is discussed.

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The Econometric Procedure of "The Sustainability of Creativity"

This is the detailed econometric procedure followed to reach the conclusions in the paper "The Sustainability of Creativity". **Table 1** contains the questions describing social identity and are twenty-six in number. Because the explanatory variables are complex so, to simplify them, use is made of Principal Component Analysis (PCA), which results appear in **Table 2**. The results of the regression are shown in **Table 3**, please note that we take 5% as an acceptable level of statistical significance. In Table 4 we used as independent variables those with a loading greater than 0,30 and belonging to statistically significant PC (level of significance 5%) we ran a regression in relation to creativity. The regression indicates the inclusion of many variables which have no statistical significance. We therefore eliminate all the variables which are not statistically significant at 5% and redefine the regression. The results are shown in **Table 5**.

Table 1. The Variables of Identity.

Q q	Name of Variable	Question	Scale of Answers and Quantification
1. Degree of Satisfaction and Individual State			
1	Happiness	In general, how happy would you say you are?	Scale from "Perfectly Unhappy" to "Exceptionally Happy" Scale from 0 to 10
2	Satisfaction	Overall, how satisfied are you with your life today?	Scale from "Perfectly Dissatisfied" to "Exceptionally Satisfied" Scale from 0 to 10
3	State of Health	What would you say is the state of your health overall? Would you say it is...	Very good, good, average, poor, very poor 1,2,3,4,5 (respectively)
4	Security	It is important for the respondent to live in a safe environment.	Extremely so, Yes it's important, It's somewhat important, A little, Not important, Not at all important 1,2,3,4,5,6 (respectively)
2. Identity Traits			
2.1. Basic Traits			
5	Equitability	The respondent believes it is important that all the people in the world are treated equitably.	Extremely so, Yes it's important, It's somewhat important, A little, Not important, Not at all important 1,2,3,4,5,6 (respectively)
6	Megalothymia	It is important for the respondent to show his/her abilities.	Extremely so, Yes it's important, It's somewhat important, A little, Not important, Not at all important 1,2,3,4,5,6 (respectively)
7	Religiosity	Irrespective of whether you belong to a specific religion, how religious would you say you are on a scale from 0 to 10?	Scale from "Not at all religious" to Extremely religious" Scale from 0 to 10
8	Tradition	Tradition is important to the respondent	Extremely so, Yes it's important, It's somewhat important, A little, Not important, Not at all important 1,2,3,4,5,6 (respectively)
9	Adherence to rules	Schools need to teach children to adhere to rules and to be disciplined.	Completely agree. Agree. Neither agree nor disagree. Disagree. Completely disagree. 1,2,3,4,5 (respectively)

10	Acknowledgment of external values	The respondent believes people should do as they are told.	Very much so, Yes, Somewhat, A little, Not so, Not at all 1,2,3,4,5,6 (respectively)
11	Having a good time	It is important for the respondent to have a good time	Very much so, Yes, Somewhat, A little, Not so, Not at all 1,2,3,4,5,6 (respectively)
2.2. Life Attitudes			
12	The role of migrants	The presence of migrants in our country enriches our culture	Agree, Probably agree, Probably Disagree, Disagree 1,2,3,4 (respectively)
13	Role of the state	The less the state intervenes in the economy, the better for the country	Completely agree. Agree. Neither agree nor disagree. Disagree. Completely disagree. 1,2,3,4,5 (respectively)
14	Cultural change	Overall, is the cultural life of Greece downgraded or enriched by people coming to live here from other countries?	Scale from "Cultural life is downgraded" to "Cultural life is enriched" Scale from 0 to 10
15	Altruism	It is important for the respondent to help people around her/him.	Extremely so, Yes it's important, It's somewhat important, A little, Not important, Not at all important 1,2,3,4,5,6 (respectively)
16	Environment	Firmly believes that it is important for people to take care of nature.	Extremely so, Yes it's important, It's somewhat important, A little, Not important, Not at all important 1,2,3,4,5,6 (respectively)
17	Trust	Generally speaking, would you say that we can trust most people or should we always be cautious?	Scale from "We should always be cautious" to "We can trust most people" Scale from 0 to 10
18	Become wealthy	It is important for the respondent to be wealthy.	Extremely so, Yes it's important, It's somewhat important, A little, Not important, Not at all important 1,2,3,4,5,6 (respectively)
19	Surprises	The respondent likes surprises and always wants to be doing new things	Extremely so, Yes, Moderately so, A little, Not so, Not at all. 1,2,3,4,5,6 (respectively)
20	Makes decisions	It is important for the respondent to make their own decisions about what they do.	Extremely so, Yes it's important, It's somewhat important, A little, Not important, Not at all important 1,2,3,4,5,6 (respectively)
21	Successful	It is important for the respondent to be very successful	Extremely so, Yes it's important, It's somewhat important, A little, Not important, Not at all important 1,2,3,4,5,6 (respectively)
22	Seeks adventure	Seeks adventure and enjoys risk taking.	Extremely so, Yes, Moderately so, A little, Not so, Not at all. 1,2,3,4,5,6 (respectively)
23	Political self-position	In politics it is customary for people to speak of "Left" and "Right". Where would you place yourself?	Scale from "Left" to "Right" Scale from 0 to 10
2.3. Demographics			
24	Income status	In which of the following categories does the total monthly income after tax of your household belong?	<700 euro, 701-1000 euro, 1001-1250 euro, 1251-1500 euro, 1501-1750 euro, 1750 -2000 euro, 2001-2500 euro, 2501-3000 euro, 3001-4000 euro, 4001 and over

		1,2,3,4,5,6,7,8,9,10 (respectively)
25	Age	Age of respondent
		18-24, 25-34, 35-44, 45-54, 55-64, 65+ years of age
		1,2,3,4,5,6 (respectively)
26	Level of education	What is the highest level of education you have completed?
		Attended some primary school, Graduated from primary school, Three years of high school, Graduated from six years of high school/Lyceum, Graduated from technical school/vocational training Institute, Graduated from Technical College, Graduated from tertiary education, Completed postgraduate studies
		1,2,3,4,5,6,7,8 (respectively)

Table 2. Results of the Principal Components Analysis.

Importance of components:

	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9
Standard deviation	1,7747	1,6208	1,4796	1,34778	1,25679	1,10923	1,04414	1,03165	0,98236
Proportion of Variance	0,1211	0,101	0,0842	0,06987	0,06075	0,04732	0,04193	0,04094	0,03712
Cumulative Proportion	0,1211	0,2222	0,3064	0,37625	0,437	0,48432	0,52625	0,56719	0,6043
	PC10	PC11	PC12	PC13	PC14	PC15	PC16	PC17	PC18
Standard deviation	0,94871	0,9192	0,90091	0,8728	0,85502	0,83738	0,8245	0,81353	0,80055
Proportion of Variance	0,03462	0,0325	0,03122	0,0293	0,02812	0,02697	0,02615	0,02546	0,02465
Cumulative Proportion	0,63892	0,6714	0,70264	0,7319	0,76005	0,78702	0,81317	0,83862	0,86327
	PC19	PC20	PC21	PC22	PC23	PC24	PC25	PC26	
Standard deviation	0,77749	0,74613	0,7015	0,67692	0,67482	0,64621	0,61761	0,4347	
Proportion of Variance	0,02325	0,02141	0,01893	0,01762	0,01751	0,01606	0,01467	0,00727	
Cumulative Proportion	0,88652	0,90793	0,92686	0,94449	0,962	0,97806	0,99273	1	

	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9
State of Health	0,329909	-0,19997	0,028435	-0,1227	0,046236	-0,11557	0,105125	-0,17908	-0,09895
Security	-0,15331	-0,275	-0,05733	0,06504	-0,19117	-0,11066	0,166548	0,094709	0,187453
Equitability	-0,00454	-0,25634	-0,15942	0,209414	-0,27823	-0,17093	0,029712	-0,23825	-0,02196
Megalothymia	0,160298	-0,30006	-0,04549	0,076684	0,249011	0,073747	-0,11912	0,256086	0,140492
Religiosity	0,318765	0,100486	-0,1577	0,238865	-0,00333	-0,07849	0,142598	-0,09089	0,076184
Tradition	-0,33531	-0,28099	-0,01804	-0,02868	-0,11109	-0,04764	0,029147	0,170979	0,01905
Acknowledgment	-0,09049	-0,30181	-0,06344	0,11153	-0,0352	-0,05244	-0,07438	0,176756	-0,03419

values									
Adherence to rules	-0,16356	-0,13922	-0,09542	0,006355	0,113879	0,583852	0,176591	0,074032	0,205189
Having a good time	0,132324	-0,33752	-0,06637	0,076347	0,277984	-0,15912	-0,17216	0,032128	0,06849
The role of migrants	0,279918	0,090111	-0,14755	0,177155	-0,29712	0,217453	-0,19818	0,274513	0,217204
Role of the state	-0,00014	-0,0648	-0,02416	0,107801	0,149962	0,243102	-0,27521	0,247706	-0,78597
Cultural change	-0,31077	-0,12338	0,045931	-0,08034	0,349288	-0,19979	0,188286	-0,27629	-0,10541
Altruism	-0,12556	-0,23581	-0,13821	0,186777	-0,23387	0,211796	0,046625	-0,24804	-0,17633
Environment	-0,05949	-0,28863	-0,19116	0,215455	-0,27484	-0,15796	0,044415	0,049799	-0,09011
Trust	-0,06561	0,146373	-0,09233	0,035908	0,041808	-0,29678	0,284212	0,556249	0,037644
Become wealthy	0,150393	-0,25932	-0,04037	0,081417	0,454151	0,030721	-0,20199	0,016553	0,274319
Political self-position	0,211686	0,174781	-0,16553	0,262076	-0,08226	-0,15063	-0,17278	-0,02677	-0,07761
Income status	-0,16554	0,02661	0,017339	0,010413	-0,08819	0,109266	-0,52346	-0,28829	0,242648
Age	0,385535	-0,12589	-0,00905	0,011894	0,08694	-0,15093	0,146344	-0,17545	-0,11446
Level of education	-0,21661	0,046653	0,124619	-0,0397	-0,04005	-0,43868	-0,47387	0,121262	0,03094
Happiness	-0,21154	0,238934	-0,27438	0,382117	0,245698	0,004651	0,043371	-0,0791	0,033892
Satisfaction	-0,20245	0,217884	-0,24493	0,423126	0,246437	-0,06156	0,051794	-0,0918	0,007568
Surprises	-0,00864	0,024469	0,433163	0,323717	0,004039	-0,00936	-0,02511	-0,03721	0,065134
Makes decisions	-0,00286	-0,00961	0,344659	0,195535	0,003919	0,01257	0,148481	0,131496	0,058002
Successful	0,025679	-0,06014	0,386142	0,28918	-0,00039	0,037897	0,047275	0,071186	-0,02911
Seeks adventure	0,005556	-0,04368	0,448676	0,306431	-0,04715	0,043338	0,055646	-0,08294	-0,01368
	PC10	PC11	PC12	PC13	PC14	PC15	PC16	PC17	PC18
State of Health	-0,08757	0,259935	0,008717	0,308934	-0,33506	-0,14006	-0,04485	-0,02906	-0,00496
Security	-0,06348	-0,35644	0,442371	-0,0201	-0,43964	0,142019	0,117733	-0,13194	0,393778
Equitability	-0,0326	-0,05822	0,075613	0,178955	0,336633	0,221666	-0,62795	-0,00124	0,065403
Megalothymia	0,160667	-0,20855	-0,00164	0,145814	0,101906	0,36486	0,089663	0,37708	-0,23091
Religiosity	-0,175	-0,15598	0,126825	-0,39407	-0,03588	0,074272	-0,05846	0,015004	-0,14227
Tradition	0,030066	0,062384	-0,00233	0,131844	-0,07606	-0,28571	0,164542	-0,05154	-0,07332
Acknowledgment of external values	-0,11247	0,544933	-0,34354	-0,43191	-0,15094	0,400511	0,022748	-0,07723	0,187507
Adherence to rules	-0,04736	0,005034	-0,12943	-0,03198	-0,01717	-0,25879	-0,42211	-0,31373	-0,00768

Having a good time	-0,07252	-0,07361	-0,04257	-0,00352	0,154529	-0,31156	0,181404	-0,273	-0,01175
The role of migrants	0,091533	0,128913	0,02764	0,209613	-0,05876	-0,03769	0,06314	-0,06527	-0,00489
Role of the state	-0,17592	-0,13726	0,214746	0,031601	-0,1185	0,046104	-0,13126	-0,06259	0,008176
Cultural change	-0,14289	-0,12804	-0,1153	-0,08687	0,0442	-0,01669	-0,00698	0,089716	-0,01257
Altruism	0,093768	-0,09982	-0,29197	0,288735	0,260507	0,083569	0,404053	0,027314	0,194309
Environment	0,01625	0,052079	0,079462	-0,22614	-0,04285	-0,34321	0,020546	0,169071	-0,55667
Trust	-0,36947	-0,13481	-0,36389	0,317608	-0,01559	-0,0087	-0,14351	0,112032	0,011246
Become wealthy	0,03273	-0,0698	0,039497	-0,03555	0,069401	-0,04315	-0,07097	0,016821	0,155158
Political self-position	-0,12751	-0,25906	-0,28424	-0,2019	0,103318	-0,28079	0,091864	-0,12322	0,333704
Income status	-0,60215	0,015705	-0,04372	0,144689	-0,21412	-0,01893	-0,01887	0,263397	-0,07644
Age	-0,02882	0,211159	-0,03568	0,282516	-0,16906	-0,01315	-0,02437	-0,12769	0,026715
Level of education	0,281346	0,064567	0,064392	0,092099	0,055298	-0,04151	-0,19779	-0,23226	0,037458
Happiness	0,087891	0,178452	0,113773	0,125694	-0,11414	0,019083	0,050778	0,002224	0,002945
Satisfaction	0,115741	0,175303	0,111066	0,155975	-0,12221	0,028666	0,040264	-0,00461	-0,03624
Surprises	0,064372	-0,1307	-0,17814	0,06322	-0,10391	0,174346	-0,00822	-0,35679	-0,27414
Makes decisions	-0,42634	0,285969	0,416514	0,05344	0,487579	0,007734	0,203557	-0,1308	0,026914
Successful	0,192934	0,143452	0,015565	-0,06688	-0,03933	-0,34855	-0,18672	0,546282	0,377614
Seeks adventure	0,016862	-0,20538	-0,20314	0,006433	-0,23728	0,039976	-0,00372	-0,04113	-0,12305

	PC19	PC20	PC21	PC22	PC23	PC24	PC25	PC26
State of Health	-0,16684	0,235125	0,171965	0,391032	-0,23703	-0,24768	0,277737	-0,0335
Security	-0,00166	0,030134	-0,03413	-0,12014	0,086596	-0,13299	0,063757	-0,00118
Equitability	0,011324	-0,26033	-0,02338	0,087249	-0,13827	0,033768	0,024406	0,008362
Megalothymia	-0,36949	-0,04006	0,32031	-0,05805	0,119229	-0,11427	0,018003	0,006574

Religiosity	0,212081	0,359837	0,42306	0,108729	-0,10666	0,294265	-0,21329	0,00688
Tradition	-0,2455	-0,16896	0,198855	0,103208	-0,39468	0,481192	-0,30227	-0,00048
Acknowledgment of external values	-0,00012	-0,03937	0,013606	0,013796	0,016573	-0,01738	0,027505	-0,00849
Adherence to rules	-0,14331	0,179583	0,183539	-0,06422	0,216984	-0,09933	-0,01478	-0,01894
Having a good time	0,473704	-0,37319	0,243035	0,017685	0,074899	-0,22489	0,006635	-0,00883
The role of migrants	0,164842	-0,06076	0,005202	-0,08588	0,023864	0,401736	0,529067	-0,00312
Role of the state	0,056879	0,031787	-0,02007	-0,01419	-0,04897	0,074019	0,01176	0,003456
Cultural change	-0,02257	0,06519	0,10655	-0,20558	0,077436	0,355071	0,579552	0,018691
Altruism	0,186461	0,412221	0,021909	0,034626	0,053187	-0,03035	-0,07819	0,009015
Environment	-0,05605	0,154331	-0,31301	-0,10991	0,147126	-0,17257	0,092569	0,034256
Trust	0,172832	0,131491	-0,08765	0,023578	0,005015	-0,05499	-0,05397	0,009687
Become wealthy	0,01174	0,267415	-0,59112	0,147653	-0,20146	0,208573	-0,08082	0,004662
Political self-position	-0,5579	-0,08138	0,011479	-0,03131	-0,02279	-0,07571	0,087185	-0,01569
Income status	0,02871	0,001536	0,053067	-0,10832	0,02884	-0,03488	-0,10368	-0,01168
Age	-0,11001	-0,03906	-0,0746	-0,49289	0,34394	0,258283	-0,33479	0,086922

Level of education	-0,03225	0,422032	0,205361	0,046761	0,276687	0,040125	-0,02498	0,045004
Happiness	-0,0208	-0,077	0,033375	0,082116	-0,0391	-0,09722	0,005068	0,705455
Satisfaction	-0,01982	-0,05821	0,002047	0,034587	0,057392	-0,02922	-0,03937	-0,6976
Surprises	0,008696	0,08732	-0,02059	-0,37649	-0,46878	-0,16488	0,055146	0,004477
Makes decisions	-0,19177	0,091646	-0,00428	0,054544	0,108796	-0,01239	0,053768	0,002469
Successful	0,15348	0,029256	0,152574	-0,18689	-0,07208	-0,06104	-0,02093	0,000264
Seeks adventure	-0,00596	-0,19843	-0,10859	0,513492	0,413529	0,202675	-0,03064	0,046563

Table 3. PC Regression Identity and Creativity 2019-2020 (130x26).

Residuals:		Coefficients:					
Min	1Q	Estimate	Median	Std. Error	t value	Pr(> t)	Max
-2,5907	(Intercept)	-0,5368	-0,1197	2,31E-02	0,4303	1	3,3149
	PC1	1,94E-01	1,30E-02		14,868	< 2E-16	***
	PC2	-2,46E-01	1,43E-02		-17,259	< 2E-16	***
	PC3	-5,07E-02	1,56E-02		-3,242	1,22E-03	**
	PC4	4,81E-02	1,72E-02		2,801	5,17E-03	**
	PC5	5,97E-02	1,84E-02		3,241	1,22E-03	**
	PC6	-5,82E-02	2,09E-02		-2,789	5,37E-03	**

PC7	-2,39E-02	2,22E-02	-1,078	2,81E-01	
PC8	2,17E-02	2,24E-02	0,967	3,34E-01	
PC9	2,72E-03	2,36E-02	0,116	9,08E-01	
PC10	2,29E-03	2,44E-02	0,094	9,25E-01	
PC11	4,36E-03	2,52E-02	0,173	8,63E-01	
PC12	-2,59E-02	2,57E-02	-1,007	3,14E-01	
PC13	4,65E-02	2,65E-02	1,755	7,95E-02	.
PC14	3,05E-02	2,71E-02	1,126	2,61E-01	
PC15	1,83E-02	2,76E-02	0,661	5,09E-01	
PC16	-1,27E-02	2,81E-02	-0,452	6,52E-01	
PC17	4,90E-02	2,84E-02	1,721	8,55E-02	.
PC18	-7,29E-02	2,89E-02	-2,523	1,18E-02	*
PC19	-2,28E-03	2,98E-02	-0,077	9,39E-01	
PC20	-1,58E-02	3,10E-02	-0,511	6,10E-01	
PC21	8,57E-02	3,30E-02	2,598	9,49E-03	**
PC22	3,43E-02	3,42E-02	1,004	3,16E-01	
PC23	-2,67E-03	3,43E-02	-0,078	9,38E-01	
PC24	7,21E-02	3,58E-02	2,013	4,43E-02	*
PC25	7,22E-02	3,75E-02	1,927	5,42E-02	.
PC26	-5,69E-02	5,32E-02	-1,069	2,85E-01	

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1; **Residual standard error:** 0.8355 on 1278 degrees of freedom; **Multiple R-squared:** 0.3158, **Adjusted R-squared:** 0.3019; **F-statistic:** 22.69 on 26 and 1278 DF, **p-value:** < 2.2e-16.

Table 4. Regression of variables with loadings ($\geq 0,30$) which belong to statistically significant PC.

Residuals:					
Min	1Q	Median	3Q	Max	
-2.2106	-0.5638	-0.12	0.4627	3.6097	
Coefficients:					
	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	-2.14636	0.217773	-9.856	< 2e-16	***
State of Health	0.166079	0.030993	5.359	9.92E-08	***
Security	-0.00344	0.029548	-0.116	0.907397	
Megalothymia	0.174282	0.019915	8.751	< 2e-16	***
Religiosity	0.046485	0.011178	4.158	3.42E-05	***
Tradition	0.072746	0.025277	2.878	0.004069	**
Adherence to rules	0.098001	0.028264	3.467	0.000543	***
The role of migrants	0.118686	0.033411	3.552	0.000396	***
Cultural change	0.028551	0.012926	2.209	0.027369	*
Become wealthy	0.075825	0.018272	4.15	3.55E-05	***
Political self-position	0.005404	0.011044	0.49	0.625770	

Age	0.073524	0.017867	4.115	4.12E-05	***
Happiness	-0.0551	0.019933	-2.764	0.005788	**
Satisfaction	0.002917	0.019184	0.152	0.879159	
Surprises	-0.02743	0.021221	-1.292	0.196431	
Makes decisions	-0.01252	0.025063	-0.499	0.617562	
Successful	0.005679	0.01988	0.286	0.775194	
Seeks adventure	0.014195	0.018886	0.752	0.4524	

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1. **Residual standard error:** 0.8541 on 1287 degrees of freedom; **Multiple R-squared:** 0.28, **Adjusted R-squared:** 0.2705, **F-statistic:** 29.44 on 17 and 1287 DF, **p-value:** < 2.2E-16.

Table 5. Regression 2019-2020 of statistical significant variables (1305x11).

Residuals:					
Min	1Q	Median	3Q	Max	
-2,2008	-0,5656	-0,125	0,4752	3,613	
Coefficients:	Estimate	Std. Error	t value	Pr(> t)	
(Intercept)	-2,1684	0,19341	-11,211	<2E-16	***
State of Health	0,16773	0,03064	5,474	5,27E-08	***
Megalothymia	0,17432	0,01983	8,792	<2E-16	***
Religiosity	0,04748	0,01084	4,379	1,29E-05	***
Tradition	0,07187	0,02409	2,984	2,90E-03	**
Adherence to rules	0,09782	0,0281	3,481	5,16E-04	***
The role of migrants	0,12114	0,03315	3,655	2,68E-04	***
Cultural change	0,02831	0,01279	2,213	2,71E-02	*
Become wealthy	0,07559	0,0182	4,154	3,49E-05	***
Age	0,07414	0,01772	4,184	3,05E-05	***
Happiness	-0,05217	0,01248	-4,181	3,10E-05	***

Notes: Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1. All variables have been eliminated which are not significant at 5%. **Residual standard error:** 0.8526 on 1294 degrees of freedom; **Multiple R-squared:** 0.2786, **Adjusted R-squared:** 0.2731; **F-statistic:** 49.98 on 10 and 1294 DF, **p-value:** < 2.2E-16.