

ADOPTION
AND IMPACT
OF **SLOW**
LIFESTYLE
IN PORTUGAL

Short version

Study conducted by Applied Research and Consulting Center (CEA)
Católica - Lisbon, May 2019

ESPORÃO

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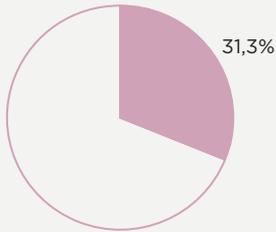
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**OBJECTIVES, METHODOLOGY
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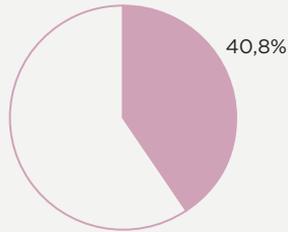
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EXECUTIVE SUMMARY

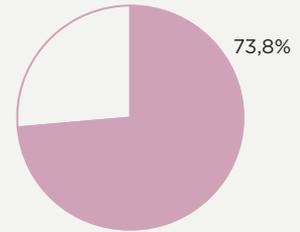
FINAL ANALYSIS



31.3% of participants are almost sure they saw or heard about the Slow concept (5 to 7 points), mostly through internet (71.8);



40.8% of participants adopt a Slow lifestyle frequently (with 5-7 points), and most of those who rarely or never adopt a Slow lifestyle desire a Slow lifestyle (82.2% with 5-7 points);



Most participants identify themselves with a Slow lifestyle (73.8% have 5-7 points), and most participants agree and strongly agree (5-7 points) that they find the Slow concept important (93.6%), interesting (93.7%), attractive (89.5%), and that it captures their attention (88.1%);

In general, participants indicate to moderately adopt a Slow lifestyle in all questioned areas of life (i.e., family time, food, relations and emotions, environment and sensations, and slow down), except task management.

Participants from each district do not statistically differ from each other concerning the adoption of slow in different areas of life.

Cluster analysis identified 3 segments according to areas of Slow lifestyle adoption: Light adopter, Moderate adopter, and Heavy adopter. All segments statistically differ in terms of all dimensions of life and the largest differences between light and heavy adopters are related with slow food, slow environment and sensations, and slow free time and task management adoption.

All segments statistically differ in terms of all 12 forward indicators, and the largest differences between light and heavy adopters are related with levels of **optimism, low stress, healthy lifestyle, life balance, free time, and ability to focus.**

Slow in food has a **positive** and statistically significant effect on levels of **optimism, healthy lifestyle, and creativity** (at aggregate level).

Slow pace (that encompasses the slow down concept) has a positive and statistically significant effect on levels of **low stress, life balance, free time, and ability to focus** (at aggregate level).

OBJECT OF THE STUDY

This study aimed to analyze the impact of adopting Slow concept characteristics across a set of general and specific indicators (related to the way everyday activities are affected).

Main objective

To characterize the impact of adopting Slow concept characteristics in Portugal, both on general and specific indicators.

1

To map the adoption of Slow concept characteristics in Portuguese society, determining to what extent the Portuguese desire a slower lifestyle/work pace than they currently have.

2

To identify main characteristics of the Slow concept in Portugal and of those that adopt a Slow concept approach.

3

To analyze relationships between the adoption of Slow concept characteristics and the exhibition of “Forward” indicators.

1

MAPPING AND CHARACTERIZATION OF THE ADOPTION OF SLOW IN PORTUGAL

MAP AND CHARACTERIZE THE ADOPTION OF SLOW CONCEPT CHARACTERISTICS IN PORTUGAL

Method: This section aims to map and characterize the adoption of Slow concept characteristics in Portugal. Participants were first presented with the Slow concept and then asked to complete several questions: knowledge about the concept, level of

adoption or desire of such life philosophy, change of life habits, identification and interest. It also allowed to characterize the adoption or not of a Slow lifestyle in different areas of life.

Presentation of the Slow Concept (using a text stimulus)



Knowledge about the Slow concept.

Adoption or Desire of Slow lifestyle.

Change of habits converging into a Slow lifestyle.

Identification with the Slow lifestyle.

Interest in the Slow concept.

Areas of adoption of a Slow lifestyle.

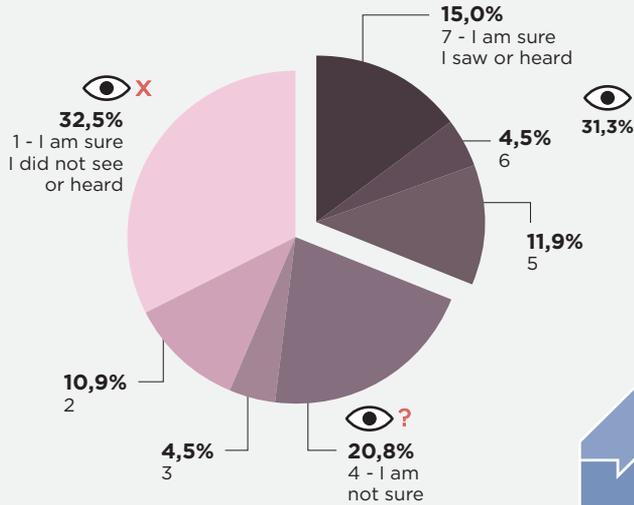
31.3% are almost sure they saw or heard about the Slow concept (5 to 7 points), while 32.5% are sure they did not see or hear about it.

Beja and Faro are districts with higher % of participants that know the concept (5 to 7 points).

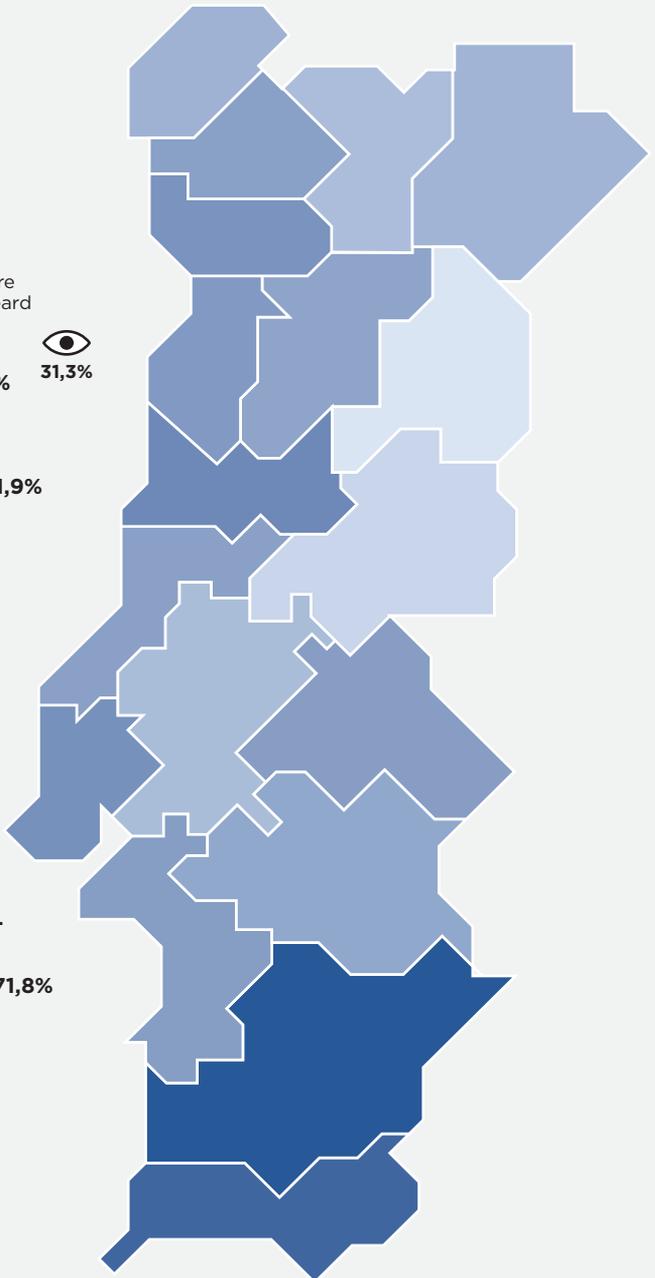
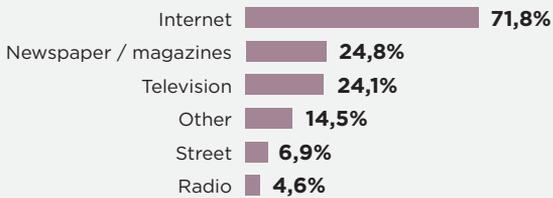
Most participants saw the Slow concept on the internet (71.8%).

KNOWLEDGE ABOUT SLOW CONCEPT

To what extent do you remember having ever seen or heard about the Slow concept?



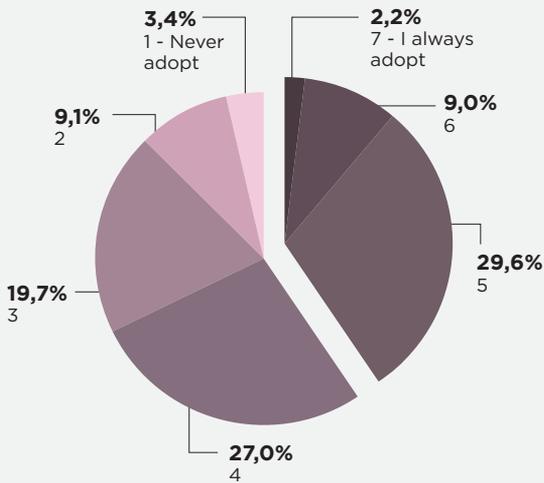
Where do you remember having seen or heard about the Slow concept? Please select all that apply.



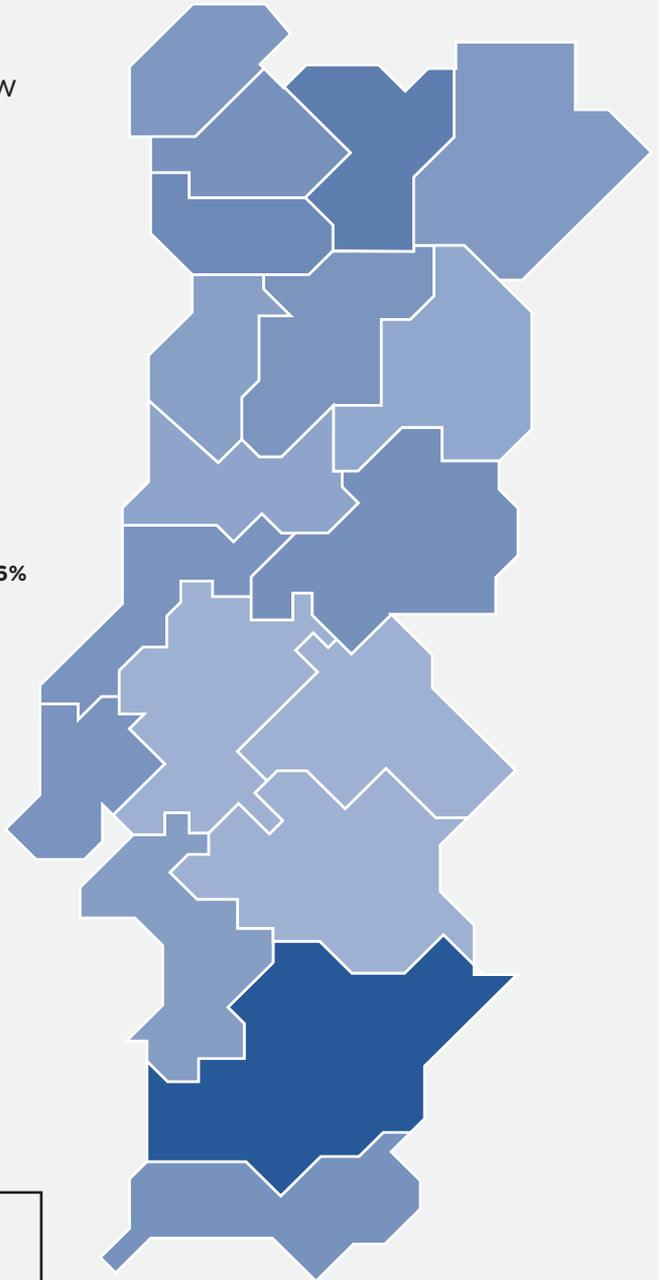
0,0% ————— 60,0%
KNOWLEDGE (5 - 7 points)

ADOPTION OF A SLOW LIFESTYLE

Taking into consideration the Slow concept that was presented, to what extent do you adopt this lifestyle in your everyday life?



60%
DOESN'T ADOPT
A SLOW LIFESTYLE



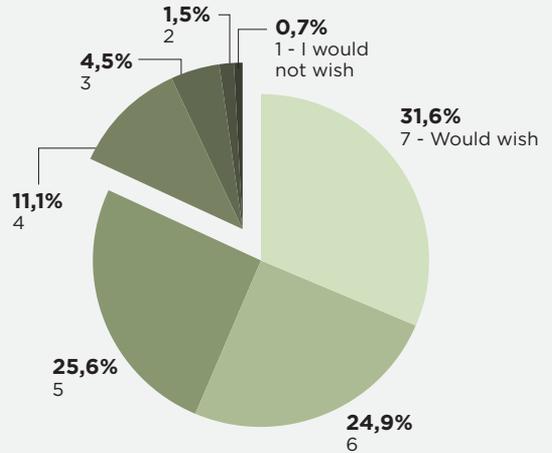
25,0% 80,0%
ADOPTION (5 - 7 points)

40.8% adopt a Slow lifestyle frequently (with 5-7 points), while 59.2% rarely or never adopt (1-4 points);

Beja, Vila Real, Porto are districts with higher % of participants that adopt a Slow lifestyle (5 to 7 points).

DESIRE OF A SLOW LIFESTYLE

To what extent would you wish to adopt this lifestyle in your everyday life?



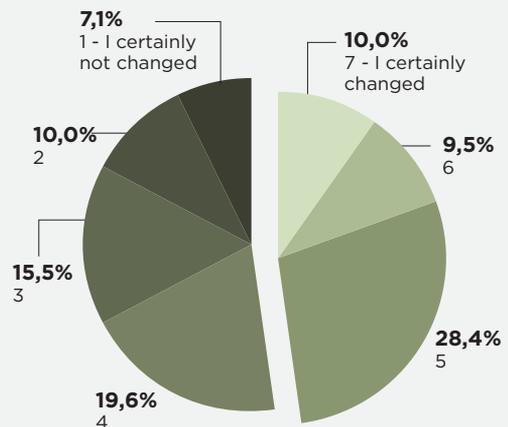
Most of those who rarely or never adopt a Slow lifestyle (n = 409) desire a Slow lifestyle (82.2% with 5-7 points).

82,2%

.....
DESIRE A SLOW LIFESTYLE

CHANGE OF HABITS CONVERGING INTO A SLOW LIFESTYLE

Please consider the past 5 years. To what extent do you feel you changed your lifestyle in order to converge into a more Slow approach, as described previously?



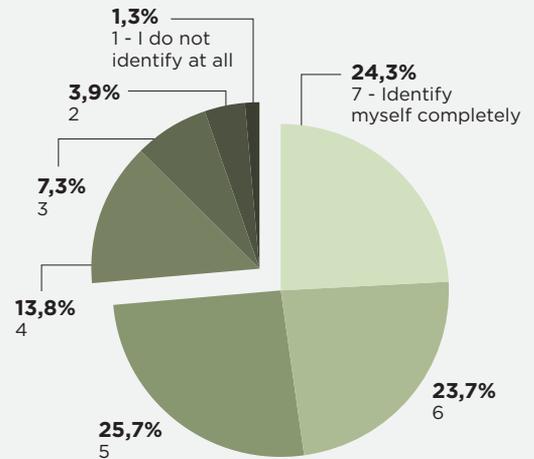
47.9% report that they changed their lifestyle in order to converge into a new lifestyle approach (5 to 7 points), while 52.1% did not change (1 to 4 points).

47,9%

.....
CHANGED THEIR LIFESTYLE

IDENTIFICATION WITH SLOW LIFESTYLE

Taking into consideration the Slow concept that was presented, to what extent do you identify yourself with this lifestyle?



Most participants identify themselves with a Slow lifestyle (73.8% have 5-7 points), while 26.2% do not identify (1 to 4 points).

73,8%
IDENTIFY THEMSELVES
WITH A SLOW LIFESTYLE

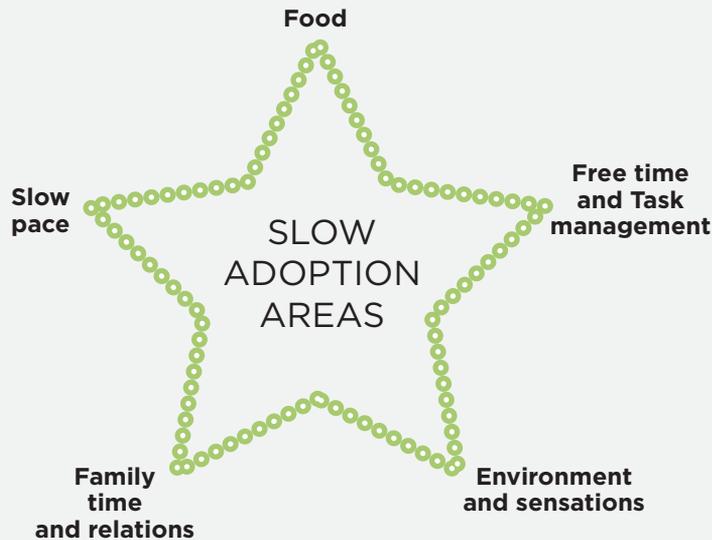
INTEREST IN THE SLOW CONCEPT

Taking into consideration the Slow concept that was presented, to what extent do you agree or disagree with the following statements?



Most participants agree and strongly agree (5-7 points) that they find the Slow concept important (93.6%), interesting (93.7%), attractive (89.5%), and that it captures their attention (88.1%).

CHARACTERIZATION OF AREAS OF ADOPTION OF A SLOW LIFESTYLE



Method: Participants were presented with a set of items that were used to characterize them regarding the adoption or not of Slow concept in different areas of life. [scale ranges from 1- Strongly disagree to 7- Strongly agree]

Measures: A set of 25 items (including 6 reversed items) were developed to cover the several areas of a Slow lifestyle, such as food, family time, free time, pace, environment and sensations, task management, relations, and emotions. Most items were adapted from existent scales in the literature.

Analysis: All the items were submitted to a factor analysis in order to explore their underlying structure and identify the Slow lifestyle areas.

A non-hierarchical cluster analysis (k-means) was performed, using the 5 previously identified Slow lifestyle areas, allowing to identify groups of individuals according to these areas.

Free time & task management is composed by 6 items related to participants usage of free time and how they plan and manage daily tasks.

Slow pace is composed by 5 items related to how participants tend to adopt slower pace in daily tasks.

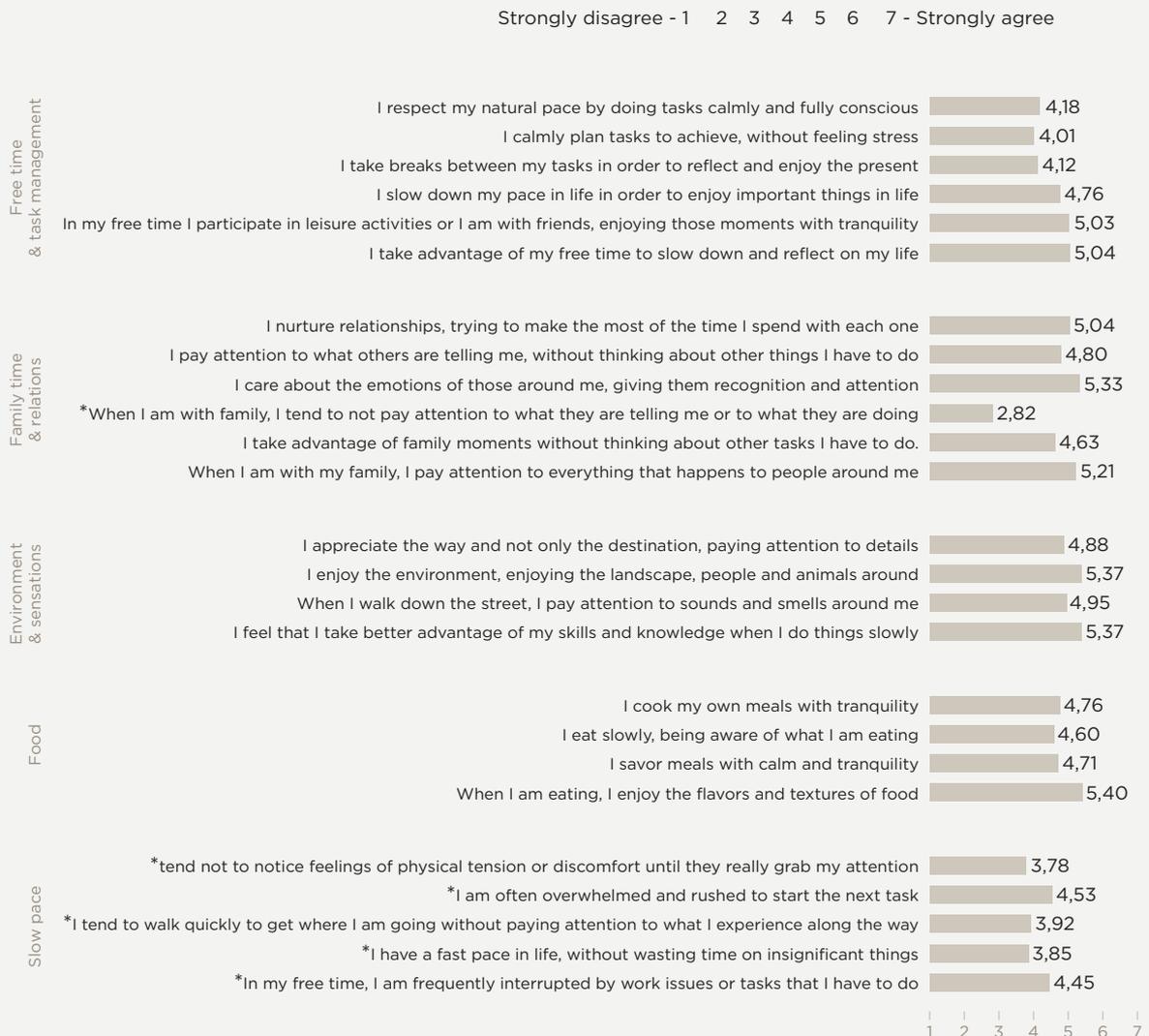
Food is composed by 4 items related to how participants experience cooking and eating.

Family time & relations is composed by 6 items related to how participants spend time with their family and manage their relationships.

Environment & sensations is composed by 4 items related to how participants interact with the environment and experience sensations and surroundings.

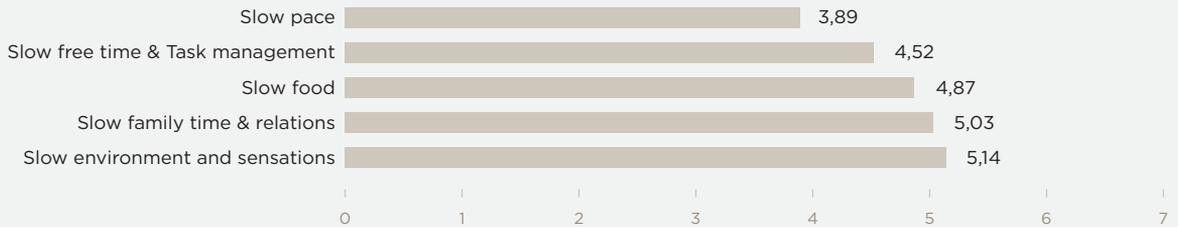
CHARACTERIZATION OF AREAS OF ADOPTION OF A SLOW LIFESTYLE

Participants were presented with a set of items that were used to characterize them regarding the adoption or not of Slow concept in different areas of life.



* Reversed item

Variables were created by calculating the mean of all items of each area of Slow lifestyle, taking into account reversed items.



In general, participants indicate to moderately adopt a Slow lifestyle in all questioned areas of life, except Slow pace.

This seems to suggest that people have some difficulty in slowing down their daily life tasks.

IDENTIFICATION OF SEGMENTS OF ADOPTION OF SLOW LIFESTYLE AREAS

LIGHT ADOPTER

MODERATE ADOPTER

HEAVY ADOPTER

Almost does not adopt a slow lifestyle in none of the dimensions

63.4% women and 36.6% men;

Mostly young: 13.4% with <25 years old, 34.0% with 25-34, 31.3% with 35-44, and 21.4% with >44;

48.9% single, 45.0% married/cohabiting, 6.1% divorced/separated;

82.1% employed, 5.7% unemployed, 9.2% students, 1.5% retired, 1.5% other;

Slightly adopts a slow lifestyle in all dimensions of life

60.3% women and 39.7% men;

Young adults: 13.2% with <25 years old, 31.8% with 25-34, 27.8% with 35-44, and 27.2% with >44;

46.4% single, 43.3% married/cohabiting, 9.6% divorced/separated, 0.6% widowed;

73.6% employed, 9.4% unemployed, 12.8% students, 2.5% retired, 1.7% other;

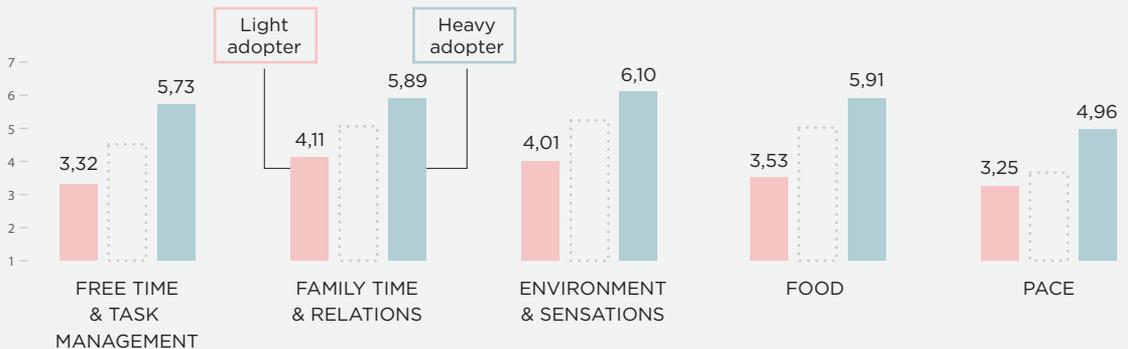
Adopts a slow lifestyle in all dimensions of life

63.5% women and 36.5% men;

Older adults: 8.7% with <25 years old, 24.3% with 25-34, 28.5% with 35-44, and 38.4% with >44;

46.8% single, 40.3% married/cohabiting, 10.6% divorced/separated, 2.3% widowed;

74.5% employed, 12.5% unemployed, 5.7% students, 3.8% retired, 3.4% other;



The largest differences between light and heavy adopters are related with slow free time & task management, slow environment & sensations, and slow food adoption.

Heavy adopters seem to adopt Slow lifestyles mainly for environment & sensations, food, and family time & relations.

Similar patterns of adoption is verified for the other two segments.

2

RELATIONSHIP BETWEEN “SLOW LIFESTYLE AREAS AND FORWARD INDICATORS”

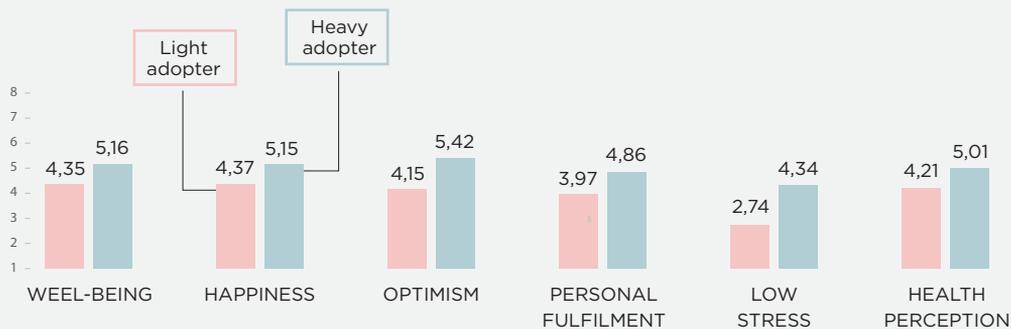
This section allowed to study the relationship between the adoption of Slow lifestyle areas (using items and clusters described in the previous section) and several Forward indicators (assessed in section 2 of the survey), such as well-being, happiness, optimism, personal fulfillment, low stress, health perception, healthy lifestyle, balance in life, free time, success, creativity and ability to focus.

1. All items developed to assess the Forward indicators (i.e., items from section 2 of the survey) were submitted to a factor analysis in order to explore their underlying structure and identify the Forward indicators.

2. Multiple regression analyses were then performed to identify the relationship between Slow lifestyle areas and Forward indicators.

RELATIONSHIP BETWEEN SLOW LIFESTYLE AREAS AND FORWARD INDICATORS (BY SEGMENT)

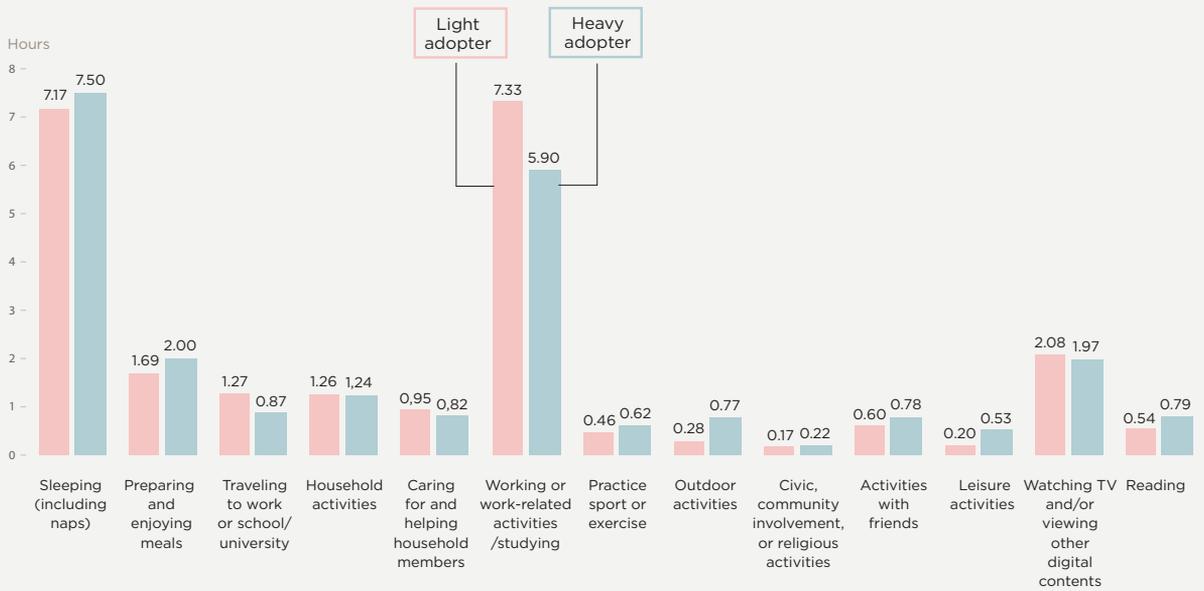
FORWARD INDICATORS



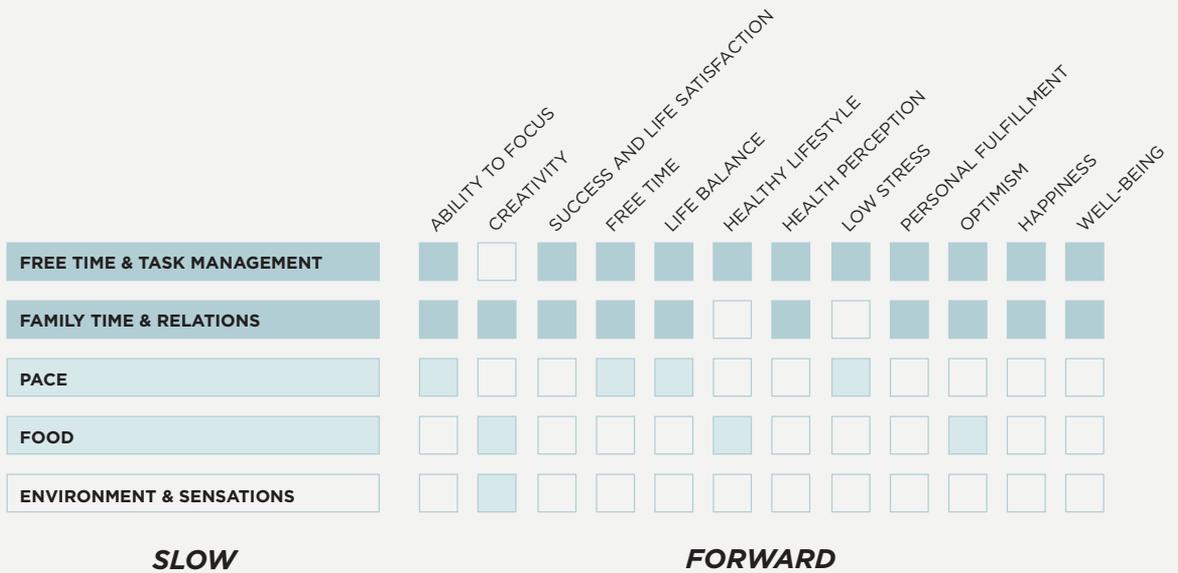
All segments statistically differ in terms of all forward indicators

The largest differences between light and heavy adopters are related with levels of optimism, low stress, healthy lifestyle, life balance, free time, and ability to focus.

CHARACTERIZATION OF FORWARD INDICATORS - TIME SPENT (BY SEGMENT)

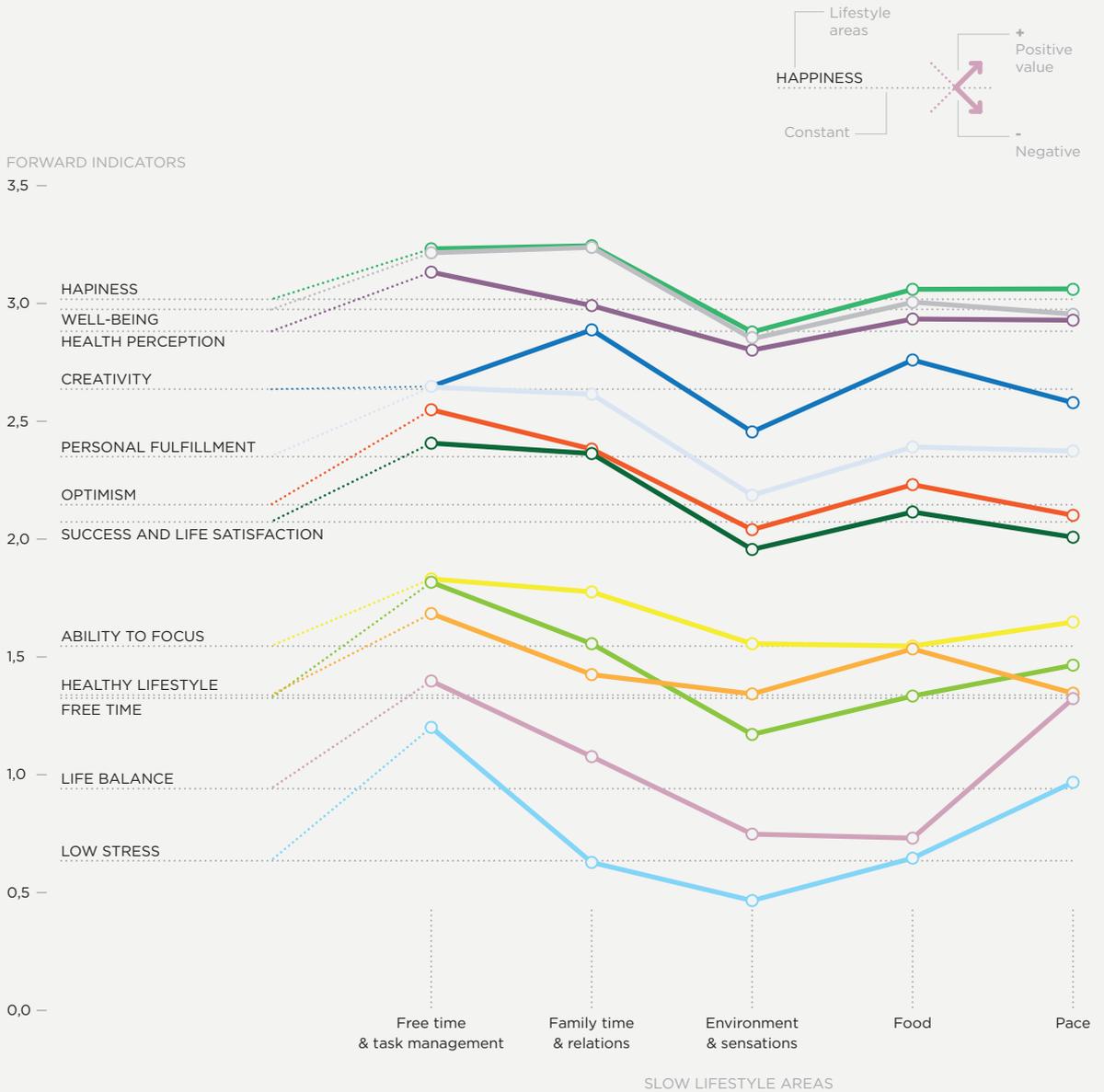


RELATIONSHIP BETWEEN SLOW LIFESTYLE AREAS AND FORWARD INDICATORS



Slow lifestyle areas highlighted in dark blue represent areas that have positive statistically significant effects in a higher number of Forward indicators;
 Slow lifestyle areas highlighted in light blue represent areas that have positive statistically significant effects in fewer Forward indicators;
 Slow lifestyle areas that are not highlighted represent areas that have positive statistically significant effects in only one Forward indicator.

RELATIONSHIP BETWEEN SLOW AND FORWARD (AGGREGATED LEVEL)



3

MAIN CONCLUSIONS AND INSIGHTS

In general, participants indicate to moderately adopt a Slow lifestyle in all questioned areas of life, except Slow pace. This seems to suggest that people have some difficulty in slowing down their daily life tasks.

Cluster analysis identified 3 segments according to areas of Slow lifestyle adoption: Light adopter, Moderate adopter, and Heavy adopter. All segments statistically differ in terms of all dimensions of life and the largest differences between light and heavy adopters are related with slow free time and task management, slow environment and sensations, and slow food adoption.

RELATIONSHIP BETWEEN SLOW LIFESTYLE AREAS AND FORWARD INDICATORS

All segments statistically differ in terms of all 12 forward indicators, and the largest differences between light and heavy adopters are related with levels of optimism, low stress, healthy lifestyle, life balance, free time, and ability to focus.

Well-being

Slow in free time & task management and in family time & relations have a positive and statistically significant effect on levels of well-being, while Slow in environment and sensations has a negative effect;

Happiness

Slow in free time & task management and in family time & relations have a positive and statistically significant effect on levels of happiness, while Slow in environment and sensations has a negative effect;

Optimism

Slow in free time & task management, family time & relations, and in food have a positive and statistically significant effect on levels of optimism, while adoption of Slow in environment and sensations has a negative effect;

Personal fulfillment

Slow in free time & task management and in family time & relations have a positive and statistically significant effect on levels of personal fulfillment, while Slow in environment and sensations has a negative effect;

Low stress

Slow in free time & task management and Slow pace have a positive and statistically significant effect on levels of low stress, while Slow in environment and sensations has a negative effect;

Health perception

Slow in free time & task management and in family time & relations have a positive and statistically significant effect on levels of health perception;

Healthy lifestyle

Slow in free time & task management and in food have a positive and statistically significant effect on levels of healthy lifestyle;

Life balance

Slow in free time & task management, in family time & relations, and Slow pace have a positive and statistically significant effect on levels of life balance, while Slow in environment and sensations has a negative effect;

Free time

Slow in free time & task management, in family time & relations, and Slow pace have a positive and statistically significant effect on levels of free time, while Slow in environment and sensations has a negative effect;

Success and life satisfaction

Slow in free time & task management and in family time & relations have a positive and statistically significant effect on levels of success and life satisfaction, while Slow in environment and sensations has a negative effect;

Creativity

Slow in family time & relations, environment and sensations, and in food have a positive and statistically significant effect on levels of creativity;

Ability to focus

Slow in free time & task management, in family time & relations, and Slow pace have a positive and statistically significant effect on ability to focus.

ANNEX

METHODOLOGY

SAMPLE 1

The study was performed online and using participants enrolled in the Online Research Panel (PEO) of CATÓLICA-LISBON;

Data were collected using an online questionnaire available on Qualtrics platform and respecting the defined criteria of representativeness (gender and age groups up to 55 years old), with 95% confidence level and 3.1% margin of error;

Data were collected between March 25 and April 3, 2019;

The online questionnaire was composed by 3 sections:

a)

Map and characterize the adoption of Slow concept characteristics in Portugal;

b)

Relationship between Slow and Forward – Indicators;

c)

Sociodemographic Data;
Response time was approximately 18 minutes;

Participants attended the study in exchange for a remuneration;

1003 adults, aged between 18-76 years old, 61.9% women;

Civil status: 47.2% single, 26.4% married, 16.6% cohabiting, 7.5% divorced, 1.5% separated, 0.9% widowed;

District: 38.5% from Lisbon, 12.0% from Porto, 7.2% from Setúbal, 5.0% from Braga, 5.0% from Aveiro, and 32.3% distributed by the remaining districts;

Nationality: 93.8% Portuguese and 6.2% Other;

Household: 17.6% with 1 member, 28.1% with 2, 27.8% with 3, 19.9% with 4, and 6.5% with 5 or more;

Households with 2 or more members (n = 826):

59.7% live with husband/wife/partner and 40.3% do not;

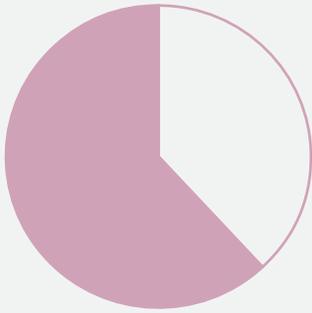
67.2% do not live with sons/daughters under 18 years old, 20.7% live with 1, 10.0% with 2, and 2.2% with more than 2;

86.3% do not live with adult sons/daughters, 9.8% live with 1, 3.4% with 2, and 0.5% with 3; 69.3% do not live with parents, 9.3% live 1 parent, and 21.3% live with 2 parents;

85.2% do not live with brothers/sisters, 12.4% live with 1, 2.1% live with 2, and 0.4% live with 3;

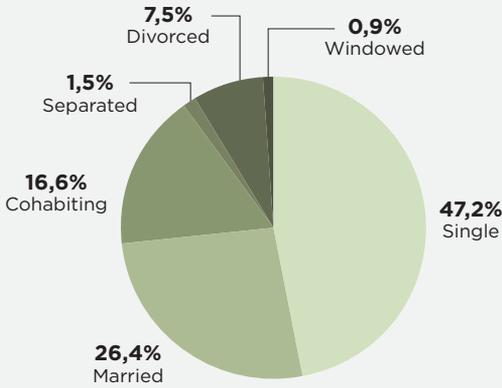
92.1% do not live with others, and 7.9% do.

61,9%
Female

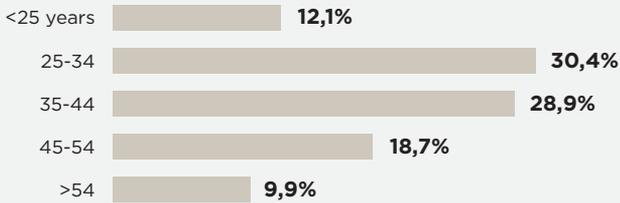


38,1%
Male

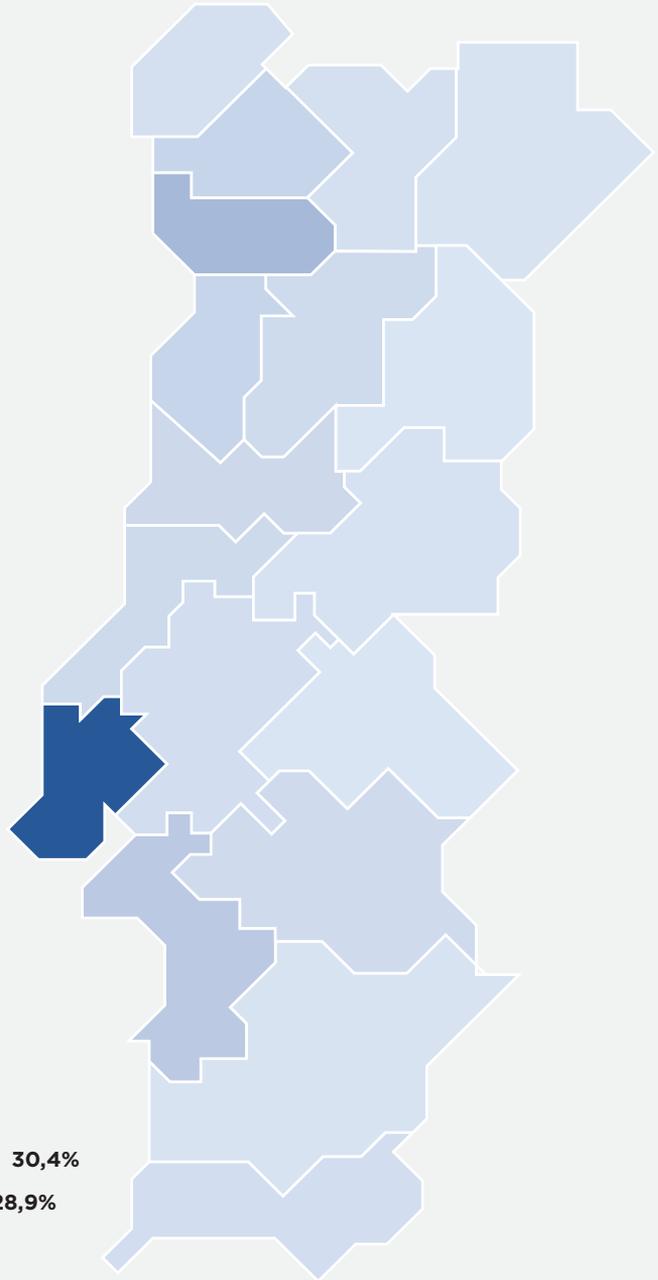
GENDER



CIVIL STATUS



AGE GROUPS



DISTRICT (%)

SAMPLE 2

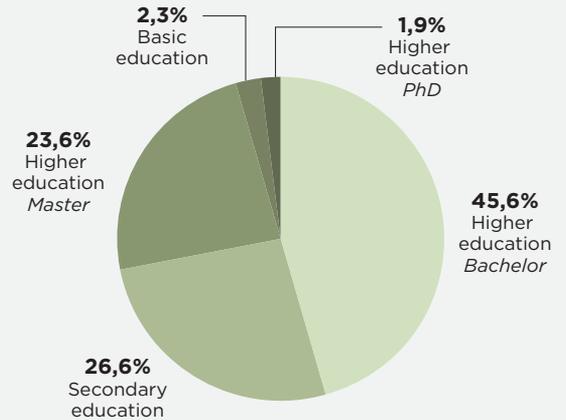
Education: 71.1% have higher education, 26.6% have secondary education, and 2.3% have basic education;

Work condition: 65.5% full-time workers, 10.6% part-time workers, 10.0% students, 9.3% unemployed, 2.6% retired/pre-retired/pensioner, and 2.1% other;

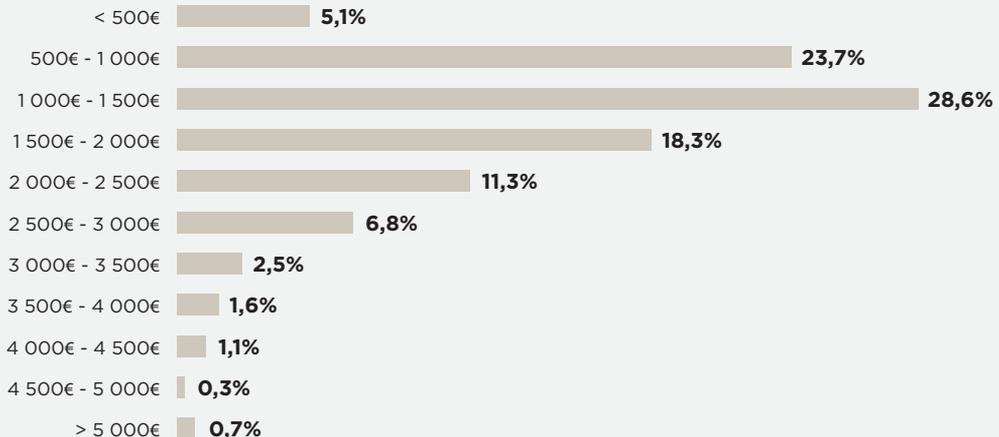
Occupation (n = 763): 27.7% Technicians and mid-level professions, 20.1% Administrative staff, 19.0% Intellectual and scientific experts, 5.0% Unskilled workers, 4.6% Personal security, safety personnel and vendors, and 23.6 others;

Employment relationship (n = 763): 43.8% Unfixed-term contract, 23.9% Fixed-term contract, 10.9% Open-ended contract, 11.4% Service contract, 2.1% Temporary contract, and 8.0% other;

Full-time workers (n = 657): 14.5% less than 30 hours per week, 35.3% 30-40 hours, 42.8% 40-50 hours, 7.5% more than 50 hours;



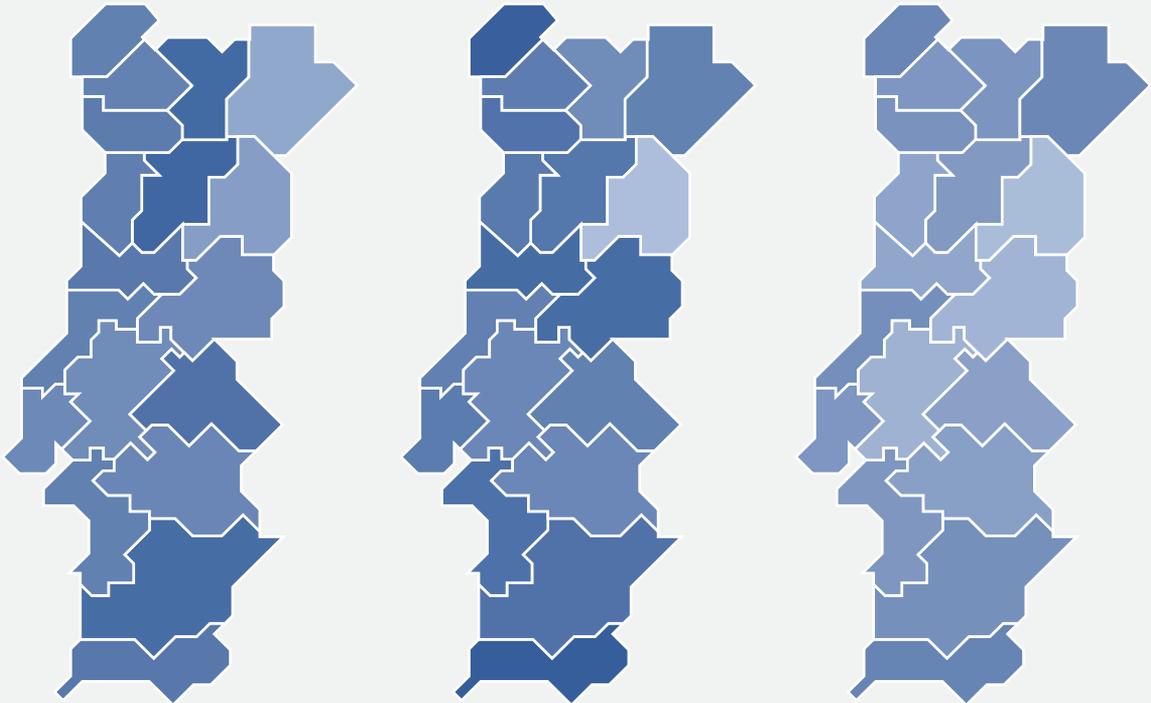
EDUCATION



INCOME

MAPS AREAS OF ADOPTION OF SLOW LIFESTYLE AREAS IN PORTUGAL

Areas of adoption by district



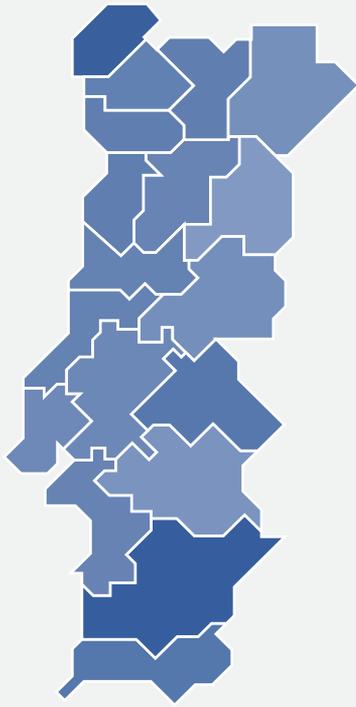
FOOD

FAMILY TIME
AND RELATIONS

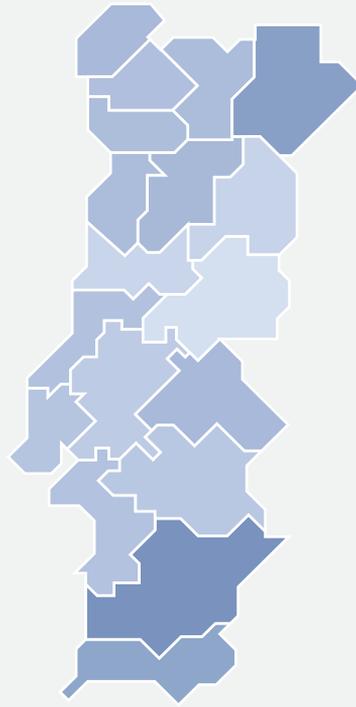
FREE TIME
AND TASK
MANAGEMENT

3,50  5,50

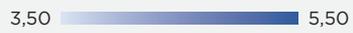
All districts moderately adopt slow food, slow family time and relations and slow free time and task management. Districts do not statistically differ from each other.



ENVIRONMENT
AND SENSATIONS



SLOW PACE



All districts moderately adopt slow environment and sensations and slightly adopt Slow pace. Districts do not statistically differ from each other.

IDENTIFICATION OF SLOW LIFESTYLE INDICATORS FACTOR ANALYSIS RESULTS

| | Free Time & Task Management | Family time & relations | Environment & sensations | Food | Slow pace |
|--------------------------|-----------------------------------|-------------------------------|-----------------------------|-------|--------------|
| 1 | 0.10 | 0.11 | 0.24 | 0.79 | -0.01 |
| 2 | 0.27 | 0.17 | 0.15 | 0.83 | -0.11 |
| 3 | 0.23 | 0.18 | 0.16 | 0.82 | -0.12 |
| 4 | 0.26 | 0.27 | 0.23 | 0.40 | -0.07 |
| 5 | 0.10 | 0.61 | 0.26 | 0.26 | -0.02 |
| 6 | 0.37 | 0.51 | 0.10 | 0.27 | -0.20 |
| 7 | 0.22 | -0.59 | -0.10 | -0.05 | 0.42 |
| 8 | 0.46 | 0.27 | 0.47 | 0.16 | -0.10 |
| 9 | -0.26 | 0.01 | 0.15 | 0.13 | 0.63 |
| 10 | 0.57 | 0.31 | 0.22 | 0.06 | -0.13 |
| 11 | 0.62 | 0.31 | 0.36 | 0.16 | -0.24 |
| 12 | -0.15 | -0.07 | -0.11 | -0.07 | 0.71 |
| 13 | 0.26 | 0.06 | 0.51 | 0.02 | 0.11 |
| 14 | 0.16 | 0.13 | 0.78 | 0.27 | -0.13 |
| 15 | 0.17 | 0.26 | 0.73 | 0.22 | -0.16 |
| 16 | 0.01 | -0.15 | -0.48 | -0.23 | 0.61 |
| 17 | 0.17 | 0.26 | 0.70 | 0.25 | -0.23 |
| 18 | -0.34 | 0.00 | -0.05 | -0.12 | 0.77 |
| 19 | 0.66 | 0.16 | 0.26 | 0.19 | -0.12 |
| 20 | 0.74 | 0.11 | 0.09 | 0.27 | -0.20 |
| 21 | 0.72 | 0.16 | 0.17 | 0.26 | -0.23 |
| 22 | 0.20 | 0.74 | 0.19 | 0.08 | 0.01 |
| 23 | 0.35 | 0.67 | 0.05 | 0.14 | -0.12 |
| 24 | -0.03 | -0.18 | -0.12 | -0.09 | 0.51 |
| 25 | 0.37 | 0.64 | 0.18 | 0.11 | -0.07 |
| Eigenvalue | 9.00 | 1.98 | 1.48 | 1.45 | 1.19 |
| % of variance | 35.98 | 7.93 | 5.93 | 5.80 | 4.75 |
| Cumulative % of variance | 35.98 | 43.91 | 49.84 | 55.64 | 60.39 |

IDENTIFICATION OF FORWARD INDICATORS

| | | | | | | | | | |
|--------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Well-being | 0.81 | 0.14 | 0.11 | 0.11 | 0.10 | -0.06 | 0.01 | 0.15 | -0.05 |
| Well-being 1 | 0.78 | 0.14 | 0.09 | 0.06 | 0.10 | -0.08 | 0.02 | 0.14 | -0.01 |
| Personal Well-being 2 | 0.31 | 0.08 | 0.77 | 0.04 | 0.11 | -0.05 | 0.00 | 0.20 | 0.01 |
| Personal Well-being 3 | 0.78 | 0.13 | 0.14 | 0.04 | 0.11 | -0.06 | 0.04 | 0.13 | -0.06 |
| Personal Well-being 4 | 0.54 | 0.03 | 0.10 | 0.03 | 0.08 | 0.05 | 0.11 | 0.43 | -0.05 |
| Personal Well-being 5 | 0.12 | 0.09 | 0.14 | 0.02 | 0.10 | 0.03 | 0.06 | 0.77 | 0.03 |
| Personal Well-being 6 | 0.42 | 0.07 | 0.08 | 0.02 | 0.10 | 0.11 | 0.13 | 0.64 | -0.05 |
| Personal Well-being 7 | 0.55 | 0.16 | 0.08 | 0.11 | 0.10 | -0.01 | 0.05 | 0.46 | 0.01 |
| Happiness | 0.75 | 0.11 | 0.15 | 0.16 | 0.11 | 0.02 | 0.05 | 0.20 | -0.05 |
| Optimism 1 | 0.51 | -0.09 | 0.14 | 0.47 | 0.09 | 0.31 | 0.02 | 0.18 | -0.05 |
| Optimism 2 | 0.51 | -0.08 | 0.15 | 0.45 | 0.13 | 0.30 | 0.07 | 0.16 | -0.12 |
| Personal fulfillment 1 | 0.78 | 0.06 | 0.09 | 0.17 | 0.08 | 0.17 | 0.18 | 0.03 | -0.13 |
| Personal fulfillment 2 | 0.71 | 0.05 | 0.08 | 0.17 | 0.08 | 0.20 | 0.18 | 0.09 | -0.14 |
| Personal fulfillment 3 | -0.34 | -0.15 | -0.02 | 0.11 | -0.10 | 0.06 | 0.00 | 0.06 | 0.63 |
| Low stress 1 | 0.13 | 0.30 | 0.00 | 0.74 | 0.05 | -0.02 | 0.17 | -0.04 | 0.08 |
| Low stress 2 | 0.19 | 0.27 | 0.09 | 0.77 | 0.11 | -0.06 | 0.15 | -0.01 | 0.05 |
| Low stress 3 | 0.28 | 0.26 | 0.17 | 0.69 | 0.12 | 0.08 | 0.22 | 0.06 | 0.00 |
| Low stress 4 | 0.04 | -0.43 | 0.00 | -0.51 | -0.05 | 0.04 | -0.06 | -0.09 | 0.33 |
| Health perception 1 | 0.55 | 0.18 | 0.27 | 0.21 | 0.20 | 0.08 | 0.05 | -0.04 | 0.14 |
| Health perception 2 | 0.18 | 0.08 | 0.79 | 0.02 | 0.14 | 0.03 | 0.14 | 0.03 | 0.12 |
| Health perception 3 | 0.26 | 0.09 | 0.85 | 0.09 | 0.19 | 0.03 | 0.04 | 0.06 | 0.05 |
| Health perception 4 | -0.02 | -0.01 | -0.70 | -0.10 | 0.01 | -0.02 | 0.00 | -0.06 | 0.34 |
| Healthy lifestyle 1 | 0.17 | 0.10 | 0.12 | 0.08 | 0.78 | 0.14 | 0.12 | 0.13 | -0.10 |
| Healthy lifestyle 2 | 0.20 | 0.18 | 0.15 | 0.13 | 0.79 | 0.02 | 0.03 | 0.02 | 0.04 |
| Healthy lifestyle 3 | 0.24 | 0.14 | 0.14 | 0.11 | 0.86 | 0.07 | 0.12 | 0.11 | -0.06 |
| Life balance 1 | 0.24 | 0.77 | 0.10 | 0.25 | 0.16 | 0.01 | 0.07 | 0.09 | -0.02 |
| Life balance 2 | -0.07 | -0.71 | -0.07 | -0.20 | 0.02 | -0.08 | -0.06 | -0.08 | 0.31 |
| Life balance 3 | 0.22 | 0.74 | 0.08 | 0.20 | 0.14 | 0.06 | 0.08 | 0.02 | -0.05 |
| Free time 1 | 0.38 | 0.46 | 0.10 | -0.04 | 0.31 | 0.11 | 0.18 | 0.15 | 0.11 |
| Free time 2 | 0.22 | 0.76 | 0.01 | 0.15 | 0.12 | 0.02 | 0.06 | 0.02 | 0.06 |
| Free time 3 | 0.46 | 0.37 | 0.02 | -0.03 | 0.28 | 0.18 | 0.19 | 0.13 | 0.02 |
| Success 1 | 0.79 | 0.16 | 0.08 | 0.08 | 0.13 | 0.12 | 0.15 | 0.01 | -0.09 |
| Success 2 | 0.77 | 0.13 | 0.06 | 0.02 | 0.05 | 0.07 | 0.12 | 0.00 | -0.01 |
| Success 3 | 0.81 | 0.18 | 0.09 | 0.07 | 0.07 | 0.08 | 0.08 | 0.02 | 0.01 |
| Creativity 1 | 0.12 | 0.07 | 0.00 | 0.02 | 0.06 | 0.89 | 0.10 | 0.00 | 0.10 |
| Creativity 2 | 0.13 | 0.07 | -0.01 | 0.03 | 0.09 | 0.87 | 0.11 | 0.04 | 0.08 |
| Creativity 3 | 0.00 | -0.06 | -0.03 | 0.02 | -0.06 | -0.66 | -0.07 | -0.08 | 0.40 |
| Focus 1 | 0.24 | 0.03 | 0.11 | 0.04 | 0.04 | 0.22 | 0.64 | 0.05 | 0.00 |
| Focus 2 | 0.11 | 0.11 | 0.01 | 0.13 | 0.11 | -0.01 | 0.85 | 0.05 | -0.01 |
| Focus 3 | 0.17 | 0.19 | 0.02 | 0.29 | 0.16 | 0.06 | 0.76 | 0.12 | -0.07 |
| Focus 4 | -0.08 | -0.06 | -0.07 | -0.17 | 0.01 | -0.19 | -0.51 | -0.06 | 0.52 |
| Eigenvalue | 13.08 | 3.12 | 2.47 | 2.23 | 1.77 | 1.49 | 1.37 | 1.17 | 1.08 |
| % of variance | 31.90 | 7.62 | 6.03 | 5.44 | 4.31 | 3.64 | 3.35 | 2.84 | 2.63 |
| Cumulative % of variance | 31.90 | 39.52 | 45.55 | 50.98 | 55.29 | 58.93 | 62.28 | 62.12 | 67.75 |

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