MEASUREMENT OF SOCIAL MILIEUS IN A CROSS-SECTIONAL CONTEXT
NEW PROJECT

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Aim of the project

Develop an easily applicable measurement concept of social milieus for large-scale cross-sectional data sets to account for the meso-level.

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Definition

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Three motivations:

- availability of large-scale and long-term datasets need/support integration of theoretical concepts
- progress in value theory and measurement provides grounds
- debates around societal changes (individualization, transnationalism) emphasize tensions between micro and macro context

Theoretical background

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Contribution:

Capturing a two-dimensional space of stratification (status) and subjective motivations (values) to explain variance inside countries across milieus and similarities across countries along similar milieus.
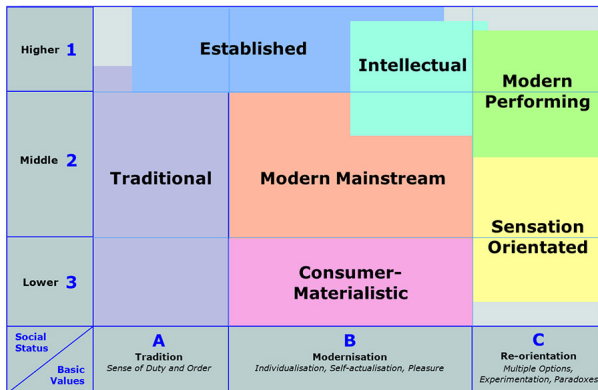
SINUS-Milieus©

Sieben Meta-Milieus® in Westeuropa

Figure: Sinus-Institut Heidelberg, 2011

Measurement and method

Social status

International Socio-Economic Index (ISEI) of occupational status (Ganzeboom, De Graaf, Treiman, & Graaf, 1992).

Basic values

Basic Human Values Scale (HVS, see Schwartz, 1992; Schwartz & Boehnke, 2004)

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3 ways of deriving measurement:

- a priori assumptions about groups along SINUS-Milieus[©]
- Latent class analysis (poLCA)
- Cluster analysis (kmeans, Mclust, DBSCAN)

Current "narrow" approach and future path

Currently I am working with:

- European Social Survey (wave 1-6)
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After finding clusters in ESS:

- Validation of findings by comparing the results to class and value studies (How does the measure perform? (Otte, 2008, 2005))
- Extend the operationalization to other data sets even without the HVS or ISEI.

Important questions to tackle

Theory

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Methods

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- How to evaluate the performance adequately?

Otte Table 1 (Otte, 2005, p. 10)

Tabelle 2: Erklärungskraft von Klassen und Sinus-Milieus in der Studie von Zerger

	logarith. Indi-vidualeinkommen (pro Monat)	Arbeitnehmer-orientierung (Index)	Einstellung zur Leistungsgerech-tigkeit (Index)	Wahlverhalten BTW 1990 (4 Parteien)
	ΔR^2 in %	ΔR^2 in %	ΔR^2 in %	ΔR^2 in %
Bivariate Modelle:				
M1: Klassenposition	13,9	3,8	0,5	k.A.
M2: Milieuzugehörigkeit	2,9	6,0	7,9	k.A.
M3 bzw. M4: Multiple Modelle mit Kontrollvariablen*:				
davon: Klassenposition	2,1	1,6	0,2	k.A.
davon: Milieuzugehörigkeit	0,8	3,4	6,1	k.A.
M5: Multiples Gesamtmodell:	56,1	12,3	10,3	19,4
davon: Klassenposition	(1,4)	(2,1)	(0,1)	(0,5)
davon: Milieuzugehörigkeit	0,6	3,3	6,1	1,9

Anmerkungen: Klassenposition in Anlehnung an Goldthorpe (7 Kategorien); Milieuzugehörigkeit nach Sinus (9 Kategorien). *Kontrollvariablen bei *Erklärung des Einkommens:* Erwerbsstatus, Alter, Geschlecht, Familienstand, Schulbildung und berufliche Bildung, Kapitaleinkünfte, Wohnort. Kontrollvariablen bei *Erklärung der Einstellungsindizes:* Geschlecht, Geburtskohorte, Schulbildung und berufliche Bildung, persönliches Einkommen, Kapitaleinkünfte, Wohnort. Kontrollvariablen bei *Erklärung des Wahlverhaltens:* Geschlecht, Geburtskohorte, Schulbildung und berufliche Bildung, persönliches Einkommen, Wohnort, Gewerkschaftsmitgliedschaft, Konfessionszugehörigkeit und Religiosität, Arbeitnehmerorientierung, Einstellung zur Leistungsgerechtigkeit. Die eingeklammerten Erklärungsbeiträge der Klassenposition im Gesamtmodell können geringfügige Inkonsistenzen aufweisen, weil sich die Fallzahl gegenüber dem Vergleichsmodell ohne Klassenvariable verringert. Pseudo-R² (P²) definiert nach McFadden.

Quelle: Zerger (2000: 166f., 176f., 182f., 188f., 202f., 212f., 216f., 222f., 230f., 236f., 240f.); z.T. eigene Berechnungen auf der Grundlage der Angaben bei Zerger.

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Tabelle 3: Erklärungskraft von Klassen und Sinus-Milieus bei der Erklärung der Partei-präferenz in binomialen logistischen Regressionen (ΔP² in %)

	CDU vs. SPD (N=29910)	Grüne vs. CDU (N=18224)	Grüne vs. SPD (N=19312)	FDP vs. CDU (N=15800)	REP vs. CDU (N=14811)	Nichtwahl vs. Wahl (N=40314)
Bivariate Modelle:						
M1: Klassenposition	3,8	5,2	7,0	2,0	3,9	0,8
M2: Milieuzugehörigkeit	4,0	14,3	6,7	3,5	5,7	0,9
M3 bzw. M4: Multiple Modelle mit Kontrollvariablen*:						
davon: Klassenposition	2,5	0,8	0,5	0,6	0,8	0,3
davon: Milieuzugehörigkeit	2,8	5,9	1,5	2,0	3,0	0,6
M5: Multiples Gesamtmodell:	9,9	30,8	20,7	7,5	15,5	3,3
davon: Klassenposition	1,9	0,5	0,4	0,6	0,5	0,3
davon: Milieuzugehörigkeit	2,2	5,6	1,4	2,0	2,6	0,5

Anmerkungen: Klassenposition gemessen anhand der gegenwärtigen bzw. letzten beruflichen Stellung (11 Kategorien); Milieuzugehörigkeit nach Sinus (10 Kategorien). *Kontrollvariablen: Geschlecht, Schulbildung, Konfessionszugehörigkeit und Geburtskohorte. Pseudo-R² (P²) definiert nach McFadden. Alle Erklärungsbeiträge sind auf dem Ein-Prozent-Niveau statistisch signifikant.

Quelle: Eigene Berechnungen nach Otte (1998b: 95). Datenbasis: Sinus-Umfragen von 10/1995 bis 11/1996, Westdeutschland; nur Befragte mit deutscher Staatsangehörigkeit ab 18 Jahren.

THANK YOU FOR YOUR ATTENTION!

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