

## Abstract

Diploma thesis discusses yuppie lifestyle and its successor bobo lifestyle in the context of postmodern transformation of society. Through the construction of weighted additive index of yuppie and bobo lifestyle the study is asking whether the young, economically active Czech population tends to these ways of life, or even has their representatives, to what extent they meet the American image of yuppies and bobos, which is their socio-demographic profile and mutual relationship. These questions are examined twice, in 2001 and in late 2011 and 2012, so we can observe development of these two lifestyles in terms of Inglehart's transition theory from materialist to post-materialist values. The thesis shows that we can find a group of people professing the whole set of yuppie attitudes and also a group that is with some reservations similar to bobos. Detected high rate of closeness of both lifestyles, however, leads to a redefinition of purely materialistic yuppies for the Czech environment and to identification of yuppie lifestyle with post-materialist consciousness. Bobos are permanently characterized only by university education, post-materialistic yuppies also by the highest personal income and household income. Number of post-materialist yuppies is more than twice bigger than bobos, during the observed decade their representation did not change. It means that the shift marked by Inglehart either stopped or ten years is too short period for a visible transformation.