

Cultural Consumers Must Have Creative Comforts Despite Economy New Study Finds



Cultural consumers curate their lifestyles to make ends meet and keep life meaningful.

Chicago, IL October 19, 2009 – A new survey finds that cultural consumers—those who actively consume cultural goods (books, film, music, theatre) — are still spending on creative comforts even in the face of a frigid economy. Seventy-eight percent continue to buy books, 73 percent are paying for cable, 67 percent are attending live theater and 63 percent are renting and attending movies.

The *2009 American Life and Culture Report* by Patricia Martin, a leading expert on culture and commerce, surveyed 2,300 consumers in collaboration with Meaningful Measurement.

“Cultural consumers are making room in their budgets for traditional entertainment by increasingly attending free events,” said Patricia Martin, lead researcher on the study. “They are not living a diminished lifestyle, just carefully selecting experiences that further their personal growth and help them continue to live a meaningful life.”

The study found that free concerts and live entertainment are available to 90 percent of consumers and 69 percent use them. Ninety percent have access to open green spaces and 73 percent take advantage of them.

Additional findings from the study include:

Cultural Consumers Far From Socialists

Despite cries from conservatives, the research reveals that these politically progressive people have not adopted a socialist mindset -- 98 percent agree with the statement, “My success depends on me.” Furthermore, nine out of ten people believe that individual hard work leads to success.

Cultural consumers create echo effect that multiplies a message

Cultural consumers are influential when it comes to leisure pursuits. They are active and spend a good deal of time out of the home attending events and circulating in their communities. They organize outings with groups. The younger cohort maintains blogs (30%), and are social networkers.

Millennials create. Boomers consume.

Younger respondents are content creators; one-third actively blog and 82 percent said their peers consider them to be creative. More mature cultural consumers (46-65 year olds) create less, but still spend more than three hours a day online.

Cultural consumers have healthier, greener lifestyles

The majority (70%) routinely exercise, go to the doctor and eat well. Despite higher costs, 63% buy organic food. If farmers' markets operate in their communities, they shop at them. As good stewards of the earth, 95 percent believe we should do all we can to address pollution. They recycle (94%), do everything they can to be green (83%), and will buy environmentally friendly products even if they cost more (73%).

About Patricia Martin

Patricia Martin is a writer, researcher and marketing strategist. As founder and CEO of LitLamp Communications, an award-winning marketing and communications boutique, Martin has earned acclaim for using culture as a medium to connect brands with communities of consumers. Some of her projects include conjuring a strategy for the Asian tour of the New York Philharmonic, spearheading a viral Information Privacy initiative funded by George Soros, launching Animal Planet, introducing Dannon products into school lunch rooms nationwide, and re-focusing Sun Microsystems' higher education strategy.

About Meaningful Measurement

Meaningful Measurement is a research company that is dedicated to creating ethical solutions for problems, measuring outcomes, and communicating results. It is comprised of nearly eighty associates who are specialists in the fields of psychometrics, health care, business, marketing, statistics, computer science, association management, education, psychology, and communication. Meaningful Measurement develops tools and techniques to enhance the quality of decision-making, enabling organizations as well as individuals to maximize their resources. The CEO, Dr. Donna Surges Tatum of Chicago, founded the company in 1990.

To download the report visit: <http://patricia-martin.com/research.htm>.

Press Contacts:

Patricia Martin
Email: pat@patricia-martin.com
Phone: 630-710-5995

Amy Dean
Dean Public Relations
Email: adean@deanpublicrelations.com
Phone: 708-445-8258
Cell: 312-343-1975