

Observations of the Holistic Market:

A consumer survey of people that
live a holistic and ecologically conscious lifestyle.



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Introduction

Cyberspace is a relatively new wing of the New Age, holistic and metaphysical markets. As such, there has been relatively little attention paid to the relationship between the Internet and the consumers that make-up the heart of these unique markets. This study is designed to address some of the questions that underlie that relationship and provide some guidance for retailers and others who are interested in marketing online to New Age consumers.

On another note, the events of September 11th, 2001 and the repercussions of that tragedy have opened up new and important questions about how the metaphysically minded react to adversity. Our concern about our friends, colleagues, and the others who share our lifestyle motivated us to ask respondents several questions about whether their life patterns, buying habits and/or incomes have changes since September 11th. Like other tragedies in our history, it is difficult to establish a clear cause and effect relationship between a catastrophic event and community reaction. The changes we see in the lifestyles of respondents may not be a direct outcome of September 11th. Rather, where we see significant change, it is more often than not a product of a complex interaction of social factors that have affected the lives of our respondents. Thus, for the purposes of analysis, September 11th will be framed as a time demarcation rather than a stimulus that has directly given rise to an effect.

Executive Summary

This report describes the findings of an online survey of 402 consumers who have expressed an interest in New Age products and services. Data collection took place during December of 2001 and January of 2002. Using September 11th, 2001 as a time demarcation we asked respondents about their spending patterns on New Age products post September 11th, whether their travel patterns have changed, what sacred travel sites they prefer, what marketing and sales approaches they prefer, and what types of groups they donate to. We also asked a battery of demographic and psychographic questions.

General reactions to September 11th

Overall, respondents reported little change in their life patterns post September 11th. Post September 11th, time spent on fun and pleasure activities rose slightly, time spent on spiritual activities rose significantly, overall spending and travel dropped significantly. A large majority of respondents stated that the events of September 11th suggest that we all need to work harder to achieve world peace.

Spending Patterns

Respondents were given a scale and asked to describe whether their spending on specific types of products and services had changed since September 11th. The frequencies of Americans are as follows: 60.5% reported using metaphysical books and there was a slight rise in spending; 64.7% use products with angels and there was a marginal rise in spending; 83.9% use patriotic products and there was significant rise in spending; 73.8% use peace products and there was a significant rise in spending; 78.4% use alternative healthcare and there was a rise in spending; 44.7% use Feng Shui products and there was a marginal drop in spending among Americans but a rise among those from other countries; there was a drop in spending on divination products among Americans (51.7% use) but a significant rise among foreign respondents (60.2% use); there was a drop in spending among Americans on jewelry with crystals and a slight rise in spending on New Age music. Foreign respondents reported a greater rise in spending when compared with Americans but, overall, there was relatively little change in spending post September 11th.

Changes in Travel Patterns and Preferences in Sacred Travel

Overall, there was a drop in travel post September 11th. Americans reported being more likely to travel within the U.S. than abroad whereas respondents from other countries were more hesitant to travel inside the United States. Respondents were asked to rate several sacred sites on a scale of 1 to 9 with 1 being "would never go," 5 being "would consider going" and 9 being "am definitely going." The following sites were included in the survey and are listed in order of popularity among American respondents: Vortexes in Sedona, Sacred Sites in Hawaii, Stonehenge, Temples in Tibet Nepal, Taj Mahal. Post-September 11th, American respondents preferred domestic travel over international travel

Preferences in Marketing and Sales Approaches

Respondents were asked to rate several marketing approaches on a scale of 1 to 10 with 1 being “would never purchase from” and 10 being “only way I purchase.” The following approaches were included in the questionnaire and appear in order of popularity: Specialty retail stores; mall stores; web sites; mail order; response to advertisement; telemarketers. Thus, American respondents cited specialty retail as their favorite way to purchase and telemarketers as their least favorite way to make a purchase. All respondents said that they were willing to pay more for environmentally friendly products.

Opportunities for non-profits

Respondents were asked what types of non-profits that they donate to or would consider donating to and whether they would be more likely to make a purchase if they knew that a percentage of the profits were going to a needy cause. Organizations that protect children’s rights were most popular followed by environmental groups, local police or fire department, women’s rights organizations, human rights groups, world hunger, prayer in school advocates, and, lastly, groups that promote American’s right to bear arms. When compared with Americans, foreign respondents reported a greater willingness to make purchases if a percentage of the profits went to environmental groups, disaster relief, or social problems.

Demographics

The majority of respondents were between 26 and 49, 77% were women, a majority are not in a committed relationship, 77% have more than one person in their household, the majority work in office environments, and 82% have at least some college education. There were concentrations of respondents in California, Texas, New York, Washington state, and Pennsylvania. Most respondents reported belonging to a single mainstream religion and 30.1% said they are either “spiritual but not religious” or “hold a variety of religious beliefs.” Respondents rated themselves high on a multicultural scale, altruism scale, optimism scale, environmentalist scale, and most described themselves as being peace loving and intellectual. Surprisingly, many respondents reported that they are not “feminists” but did report a willingness to donate to groups that promote women’s rights. Overall, the demographic of respondents was similar to that which has been reported in past magazine-sponsored reader surveys of consumers that live a holistic and ecologically conscious lifestyle.

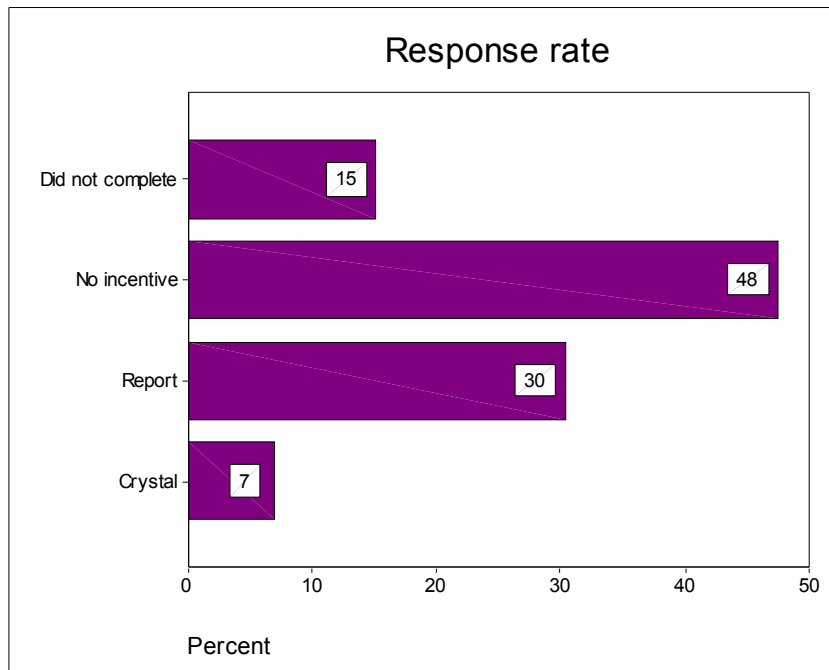
Methodology

I. e-survey

Like other businesses, ours is making greater use of the Internet. We hired a technology company to host and design a web site for our questionnaire. Drawing on our experience and past research, we then constructed a questionnaire and conducted a pilot test of that instrument. Pilot data resulted in minor changes to the instrument and provided insight that allowed us to refine the questions and measurement scales.

Data collection took place in two stages: In mid December of 2001 we sent the first of two e-mail invitations to participate in our study. Two thirds of people who received this invitation were offered an incentive to participate. One of the two thirds were offered a synopsis of this report and the other third were offered an Austrian cut crystal. The final third of the mailing did not get an incentive but rather served as a control group, thus allowing us to isolate the effect of the incentives on our response rate.

Potential respondents who did not respond to the first invitation were invited to participate a second time in mid January of 2002. On the second mailing half of potentials were offered a synopsis of this report in exchange for their participation and the other half were offered no incentive. Surprisingly, on both waves the zero incentive condition drew the greatest percentage of respondents. The synopsis drew more respondents than the crystal did (See the chart below). Data collection was completed in early February of 2001.



II. Population of study

We obtained a large email list of people who have expressed an interest in receiving information about New Age products and services.

Respondents were sent an e-mail which instructed them that we were interested in how people that live a “holistic and ecologically conscious lifestyle” were reacting to the events of September 11th and what types of products and services they use. The e-mail served to narrow the group of potential respondents by informing all invitees that we only wanted those who considered themselves holistic and ecologically conscious to participate in the survey. Thus, the study is uniquely focused on a group of consumers that are particularly important to those who sell environmentally friendly products and those which promote a union of mind, body, and spirit. After two waves of invitations and deleting those responses that were unusable, we finished data collection with 402 respondents.

81.8% of respondents reported the United States as home and 18.2% reported living in other countries. Twenty-four countries and 47 states within the U.S. are represented in the sample.

Results

Our survey instrument had seven sections, each of which was designed to address specific questions. Responses to each of the questions are explained and reported in graphic format. In order to identify similarities and differences between American and “foreign” respondents, we report the mean and, where it’s important, the median or mode.

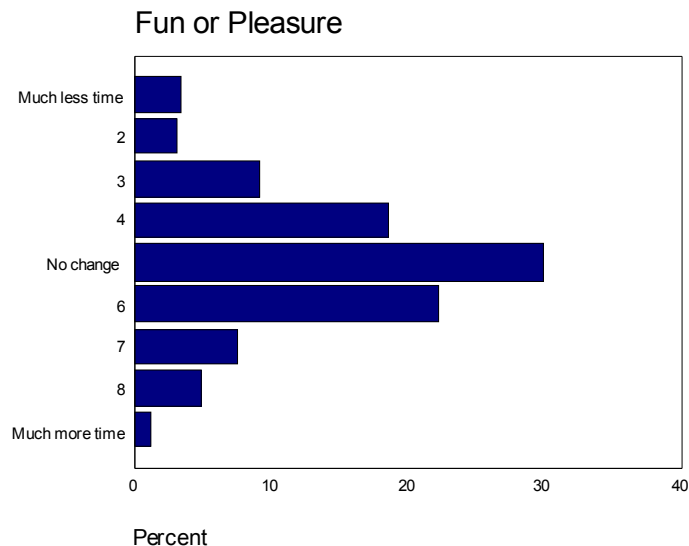
The graphs that follow highlight American responses while the text addresses responses from all three groups.

General reactions to September 11th

Section 1 of the questionnaire consisted of five questions designed to help us determine how people that live a holistic and ecologically conscious lifestyle have changed since September 11th. Respondents were asked to answer the five questions on a 9 point scale. As described below, four variations of the scale were used.

Question 1 asked respondents whether the amount of time they spend engaged in activities for fun or pleasure has changed since September 11th. Figure 1.1 shows the responses of Americans. The mean response for Americans was 4.98, just a hair below the “no change” mark of the scale, while foreign respondents averaged a 5.05.

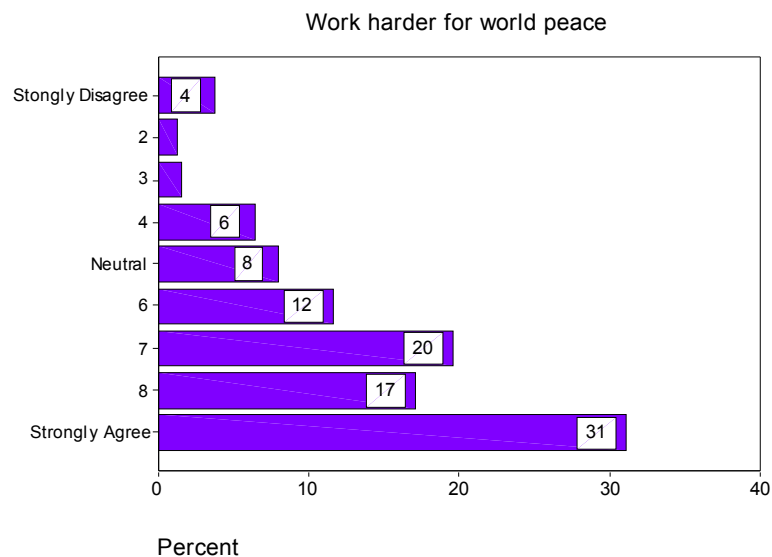
Figure 1.1



The differences in the mean response between the two groups is marginally significant. The responses to this question suggest that while respondents were affected by the events of September 11th, a weak domestic and international economy, and the looming threat of terrorism, the amount of time respondents spend enjoying themselves really didn't change much. We feel that this is significant and speaks to the resolve of respondents and their ability to continue their lives in basically the same way they had before the event.

Question 2 asked "As a result of the events of September 11th do you think that all people need to work harder to achieve world peace?" Figure 1.2 illustrates the response of Americans. Five is the middle point of the scale and represents a "neutral" position. As was the case with item 1, the responses of Americans and non-Americans was surprisingly similar. The mean or average response for Americans was 6.98 and the mean foreign response was 6.92. The "mode," the most frequently given response, is not appropriate here as a measure of central tendency but is useful in the sense that it gives us a clear understanding as to what the most popular response was. Nine was the mode (31% of respondents gave this answer) and a full 80% of Americans gave a response of six or greater.

(Figure 1.2)

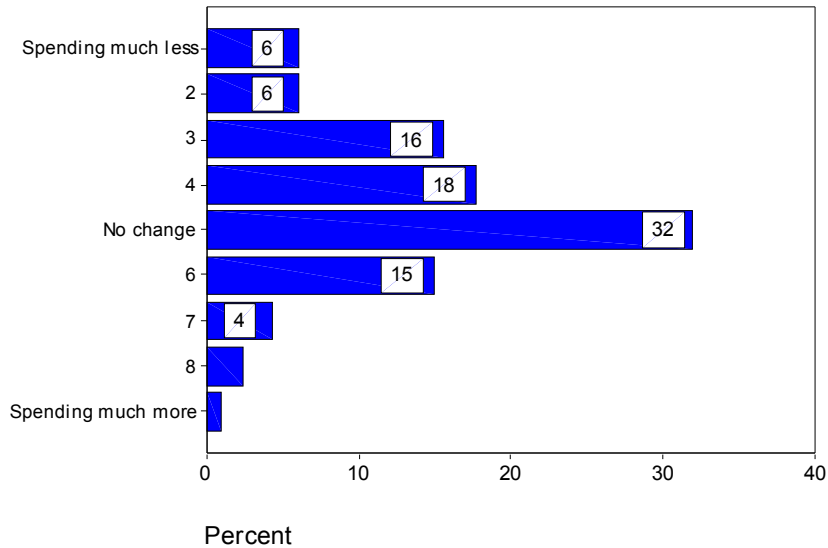


Question 3 asked respondents whether they were spending less than they had before September 11th. Figures 1.3 illustrates the responses of Americans. Here, the difference in the mean response between Americans and non-Americans is significant. The mean response among Americans was 4.43 while foreign respondents averaged a 5.16. Thus, while American respondents reported a drop in spending following the events of September 11th (including an unprecedented crash in the stock market) foreign respondents reported a rise in spending.

More likely than not, especially when we interpret this finding within the context of others reported in these pages, the cause of the drop in spending has less to do with terrorism than the slump in the American economy.

(Figure 1.3)

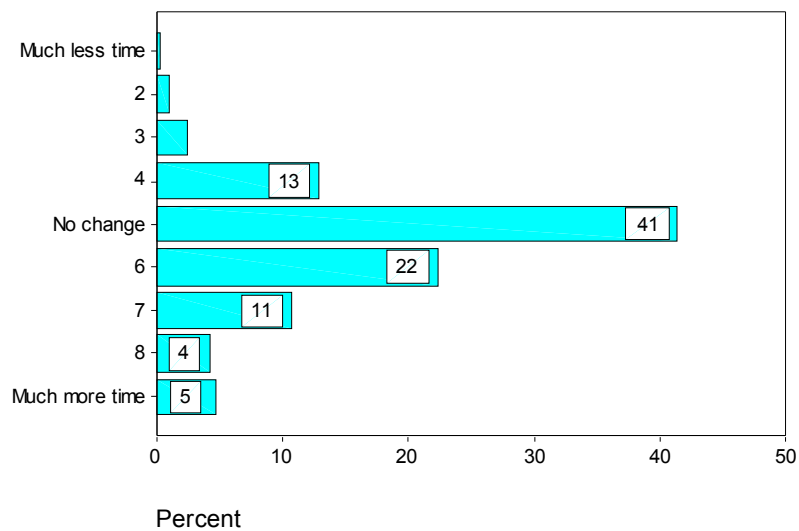
Spending post 9/11



Question 4 was designed to determine whether the amount of time that respondents spend engaged in spiritual activities had changed since September 11th. Both of the two subgroups reported spending somewhat more time worshipping. The responses of Americans are illustrated in figure 1.4.

(Figure 1.4)

Time spent on spiritual activities

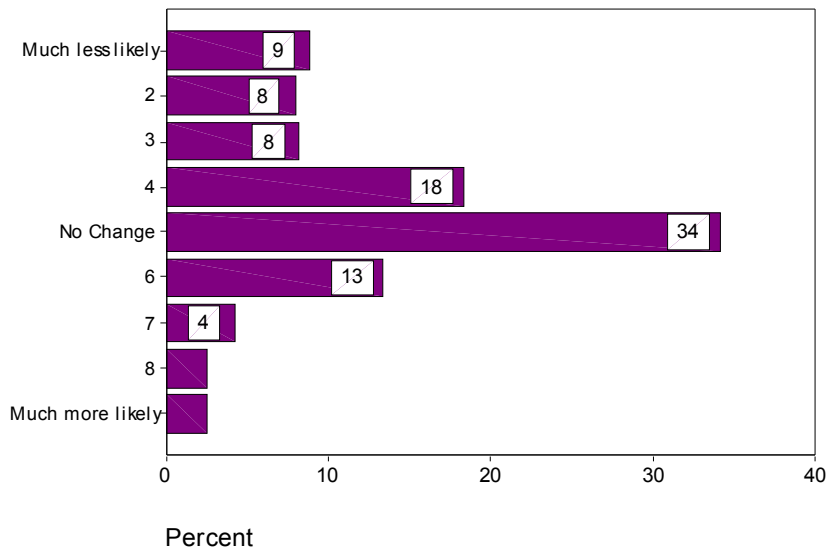


The mean response for Americans was 5.53 while that of foreign respondents was 5.15. Thus, we see that while there was a slight rise in time spent worshipping, for the most part our respondents are living life as they had before September 11th. The difference in additional time spent worshipping is only marginal but suggests that weeks following September 11th Americans, in particular, felt a heightened need to exercise their spirituality.

We have given special attention to the topic of travel in section 3 but here we feel it is important to include one item that addressed the relationship between September 11th and travel patterns. Question 5 asked respondents whether they were more or less likely to travel than they were before September 11th. On average, respondents reported being somewhat less likely to travel. Americans were slightly more likely to report a hesitation to travel-- the average response was 4.45-- than were foreign respondents who had a mean response of 4.89. Thus, both groups reported a drop in travel. The responses of Americans are illustrated in figure 1.5.

(Figure 1.5)

Travel post 9/11



The findings reported above suggest that our respondents really haven't changed that much since September 11th. The only item where we saw a majority of responses above or below the mid point of the scale was the question about peace. People who live a holistic lifestyle have long been committed to the idea of world peace and thus the skewed distribution of responses on the peace item is not at all surprising. What does seem particularly noteworthy is that our respondents—regardless of what country they're from—responded in basically the same way to each of the five September 11th items. The intense nationalism seen among Americans post September 11th does not seem to have resulted in their views being significantly different from those who live a holistic and ecologically conscious lifestyle in other countries.

Changes in spending patterns since September 11th

In section two of the questionnaire, respondents were given 13 questions designed to determine whether their spending patterns have changed since September 11th. Each of the questions identified a product or service and asked respondents to answer the spending question on a nine point scale similar that which was used in section 1. Respondents were directed to select “N/A” if they did not use the product. The scale is illustrated in figure 2.1.

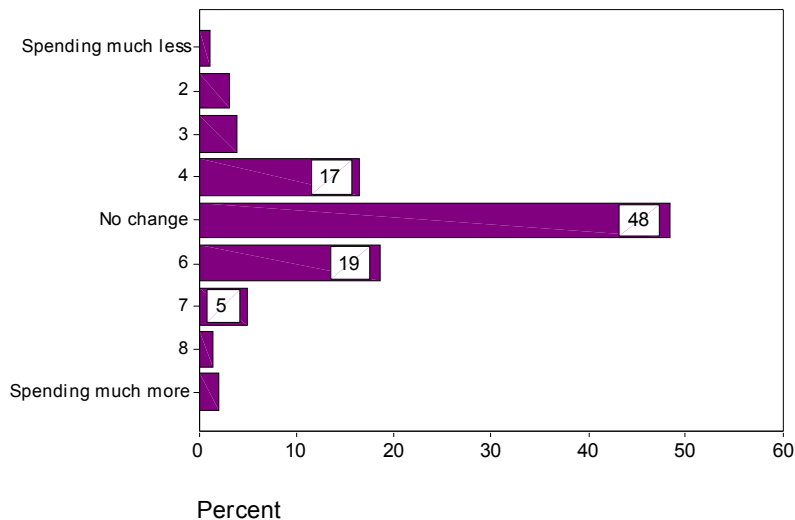
Figure 2.1
(Measurement scale for questions on spending patterns)

Spending much less	No change in spending			Spending much more				
1	2	3	4	5	6	7	8	9

A. Metaphysical Books

Item one of this section asked respondents whether they use metaphysical books and, if so, whether their spending patterns have changed. Of the 329 American respondents, 60.5% reported using metaphysical books. The responses of those 199 respondents are reported in figure 2.2. The mean response among Americans was 5.04, suggesting that the American respondents are buying slightly more books than they were prior to September 11th. The change is only marginal and is consistent with our other findings which suggest there was relatively little change in spending post September 11th.

Figure 2.2
Metaphysical books



Among the 73 total foreign respondents, 57.5% reported using metaphysical books. The average response from this group was 5.33, suggesting that they too were buying more books in the months after September 11th. Like the American responses displayed above, there was a normal distribution of responses among foreign respondents.

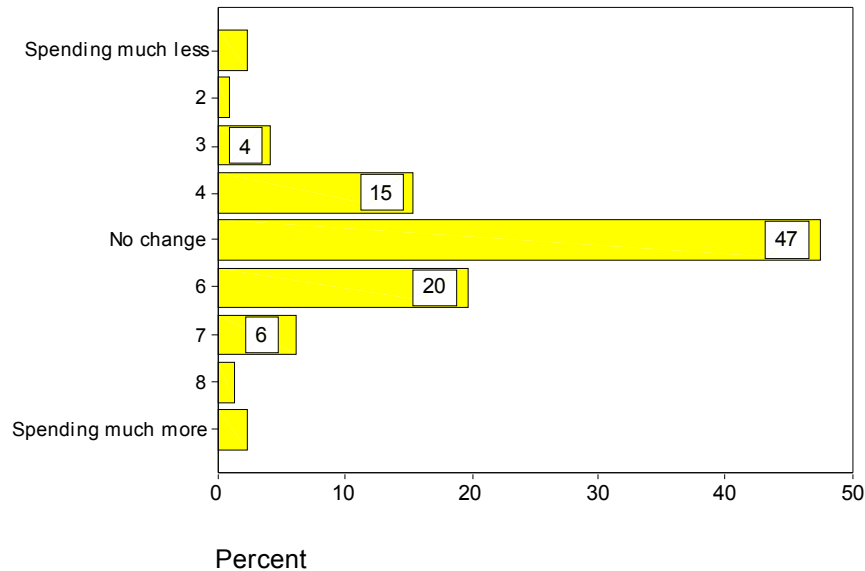
Of the total 402 respondents, 241 or 60% reported using metaphysical books. The average response of the aggregate group was 5.09. Thus, there was an overall rise in spending and the reported rise was greater among foreign respondents.

B. Angel Products

Item two of this section was written to determine if spending on products with angels on them had changed since September 11th. Of the 329 American respondents, 213 or 64.7% reported using such products. The mean response among this group was 5.09, suggesting that there was a slight rise in spending on these products post September 11th. American responses to this item are illustrated in figure 2.3.

Figure 2.3

Angel products



Of the 73 foreign respondents who participated in the study, 36 or 49.3% reported using such products. Thus, among those that live a holistic lifestyle, angel products are more widely used among Americans than those from other countries. The average response of foreign respondents was 5.25, suggesting that although fewer foreign respondents use angel products when compared with American use the products, the post September 11th rise in spending was higher among foreign respondents.

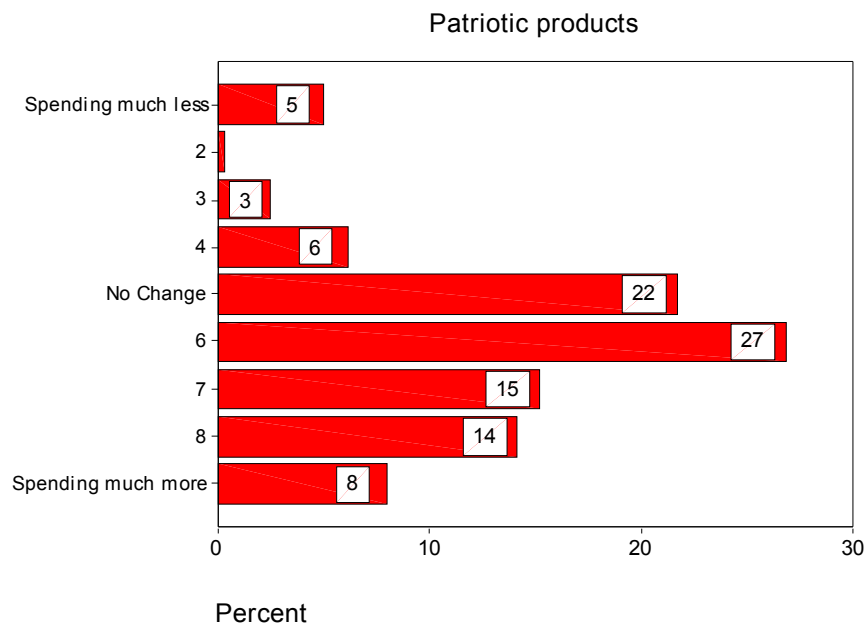
When asked whether their spending patterns had changed, the group as a whole gave a mean response of 5.12 suggesting that there was only a slight rise in the sale of such products after September 11th. Overall, the changes in spending were marginal.

C. Symbols that express American patriotism

Shortly after September 11th, it was widely reported in the American press that the sale of American flags and patriotic products was on the rise. Many of us in the states saw the change first hand. Indeed, in the days and weeks following September 11th, both authors noted the presence of a heightened nationalism on television and our own neighborhoods.

We asked our respondents whether their spending on patriotic products had changed since September 11th. Of the 329 American respondents, 276 or 83.9% reported using such products. On the nine point scale, the average response was 5.99 suggesting that, among people who live an ecologically conscious and holistic lifestyle, there was a highly significant rise in spending on patriotic products. The responses of Americans to this question are illustrated in figure 2.4.

Figure 2.4



Not surprisingly, only 34 of the 73 or 46.6% of foreign respondents reported using products that promote American patriotism. However, among those who do use such products, the average response was 5.12 suggesting that there was a slight increase among foreign respondents who fall within the target group under study. That rise was slightly less than the reported rise in the purchasing of other types of products by foreign respondents.

When responses among the two groups are aggregated, we see that 310 of the total 402 respondents or 77.1% reported using products that express American patriotism. The average response among the group as a whole was 5.89, suggesting that the sale of such products rose across respondent types, although not as much as we might expect based on relevant media reports.

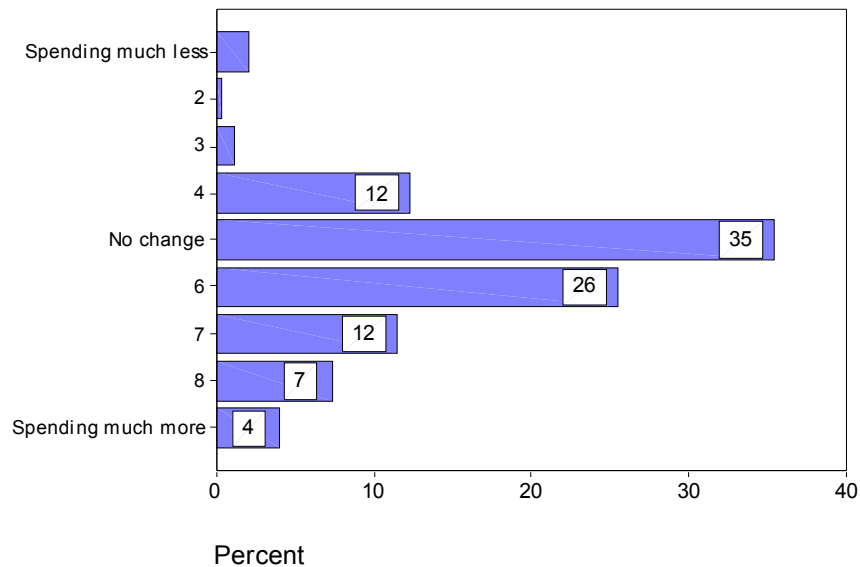
D. Symbols that express a desire for peace

The unique group under study have been a part of the peace movement, in varying degrees, for many years. Researchers Paul Ray and Sherry Anderson recently noted in their book “The Cultural Creatives” that people who live a holistic and ecologically conscious lifestyle came of age and grew in numbers, in part, as a result of their mutual affiliation with groups that promote environmentalism, peace, and social justice. Knowing this, we were curious as to whether our respondents would be purchasing more products for peace than they were before September 11th.

Two hundred and forty-three of the 329 American respondents or 73.8% reported using such products (somewhat less than the 83.9% that reported using patriotic products). The mean response among Americans was 5.63, suggesting that at least one segment of the American population are buying more peace products than they were before September 11th. The responses of Americans are reported in figure 2.5.

Figure 2.5

Peace products



Thirty-eight of the 73 foreign respondents (52.1%) reported using symbols that express a desire for peace. The mean response among respondents who are not Americans was 5.37, suggesting that foreign respondents, Like Americans, were spending somewhat more on products for peace than they were before they were before September 11th. Thus, while fewer foreign respondents reported using products for peace they, like American respondents, reported a rise in spending.

Two-hundred and eighty-one of the total 402 respondents (69.9%) reported using these products. The mean response was 5.59 and thus the group, as a whole, reported a significant rise in the purchase of products for peace.

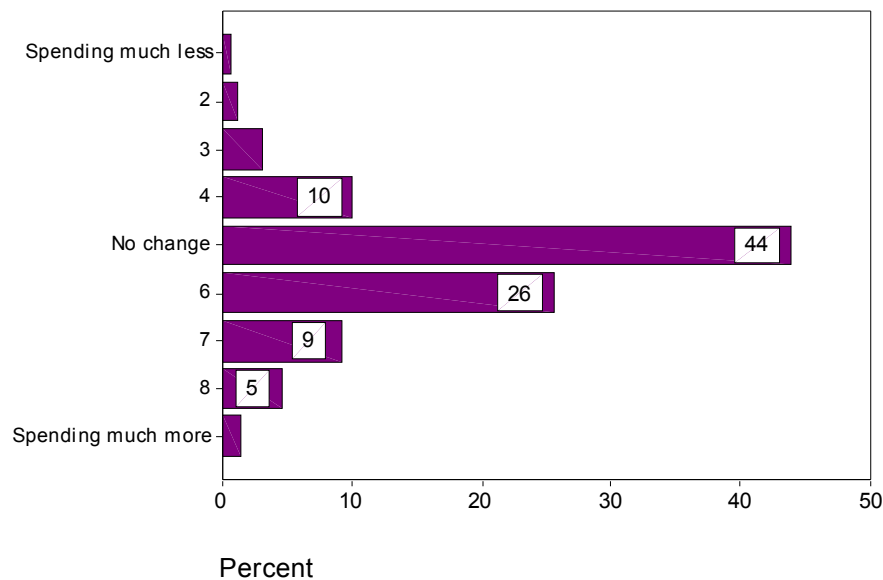
E. Alternative healthcare products and services

Alternative healthcare was a very popular product category among our respondents. Alternative healthcare is among the fastest growing and most lucrative segments of the LOHAS (Lifestyles of Health and Sustainability) market and should continue to grow in years to come. It comprises many products and services including acupuncture and herbs. Experts estimate LOHAS to be a 230 billion dollar industry.

Two-hundred and fifty-eight of the total 329 American respondents (78.4%) reported using alternative healthcare. When respondents were asked to tell us how their spending patterns changed since September 11th, they reported a noticeable rise in spending. The mean response among Americans was 5.41. American responses to this item are illustrated in figure 2.6.

(Figure 2.6)

Alternative healthcare



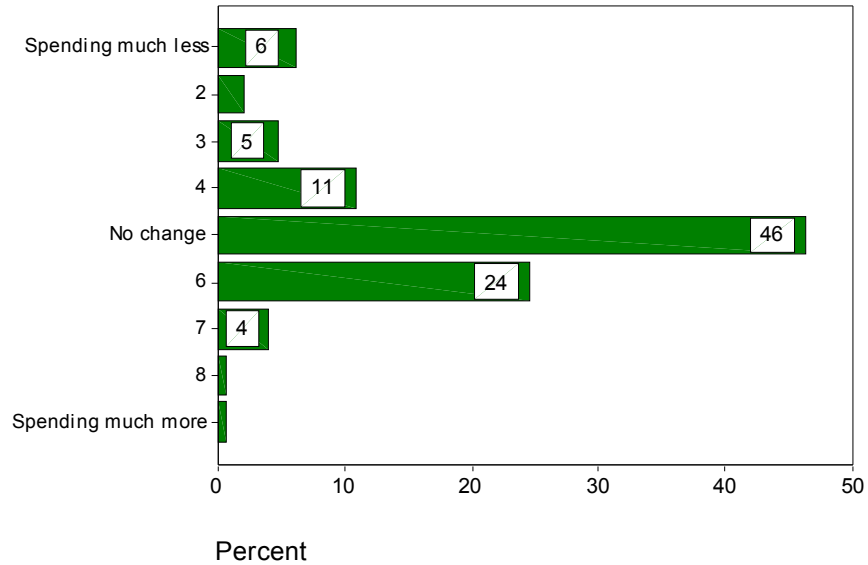
Similarly, alternative healthcare was popular among our foreign respondents—78.1% reported using these products and services— although not quite as popular as it is among Americans. The average response among foreign respondents was 5.53, somewhat higher than the mean among Americans. Overall, 78.3% of respondents reported using alternative healthcare and the average response for the group as a whole was 5.43.

F. Feng Shui products

Feng Shui products were not as widely used as other products and services under study. Among American respondents, 44.7% reported using these products while 46.6% of foreign respondents reported using these products. Overall, 45% of respondents reported using Feng Shui.

(Figure 2.7)

Feng Shui



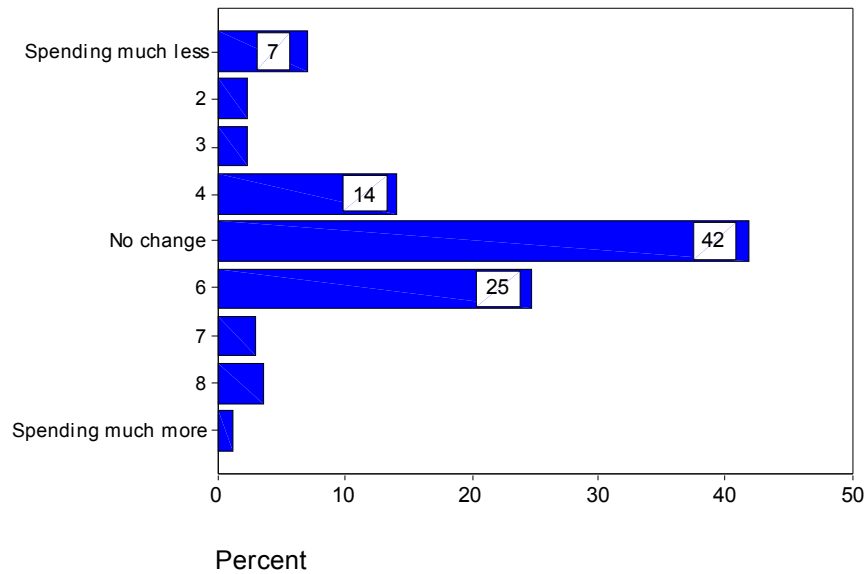
As evidenced in Figure 2.7 and the mean response of 4.86, Americans reported a slight drop in spending on Feng Shui products. By contrast, foreign respondents reported a rise in spending. The mean response of foreign respondents was 5.35. When we aggregate these two groups the mean response is 4.96 suggesting that, overall, there was very little difference in spending pre and post September 11th.

G. Divination products

Respondents were asked to tell us whether they use divination products and services such as tarot cards and psychic readings. Similar to the responses of the Feng Shui question, American respondents reported a drop in spending on these products and services (the mean response was 4.92) while the foreign group reported a significant rise (the mean was 5.61). A greater proportion of foreign respondents reported using these products and services: Among the foreign respondents 60.2% reported using while only 51.7% of Americans told us they use divination products and services. Figure 2.8 illustrates the responses of Americans. Overall, 53.2% of respondents reported using these products and services. The mean response for the aggregated group was 5.06.

(Figure 2.8)

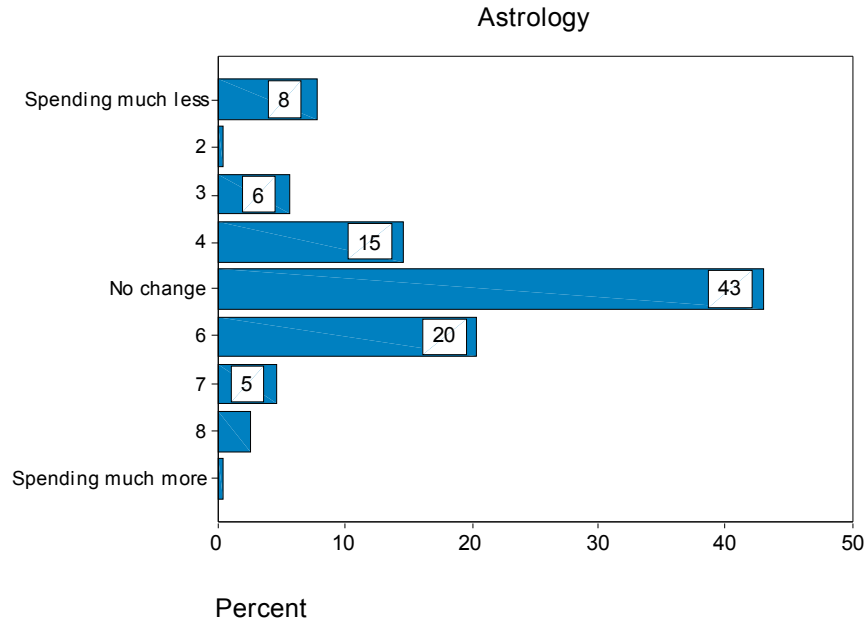
Divination products



H. Astrology products and services

As was the case with Feng Shui and divination, we see that American spending on astrology dropped after September 11th while spending among foreign respondents rose. The mean response for Americans was 4.81 while the mean response among foreign respondents was 5.35. When we compare the percentage of each of the two groups that reported using such products, we find that 58.1% of Americans use astrology while 67.1% of foreign respondents use it. Among the aggregated group, 59.7% reported using and the mean response was 4.92, suggesting that overall there was a slight drop in spending. The responses of the American group are reported in figure 2.8.

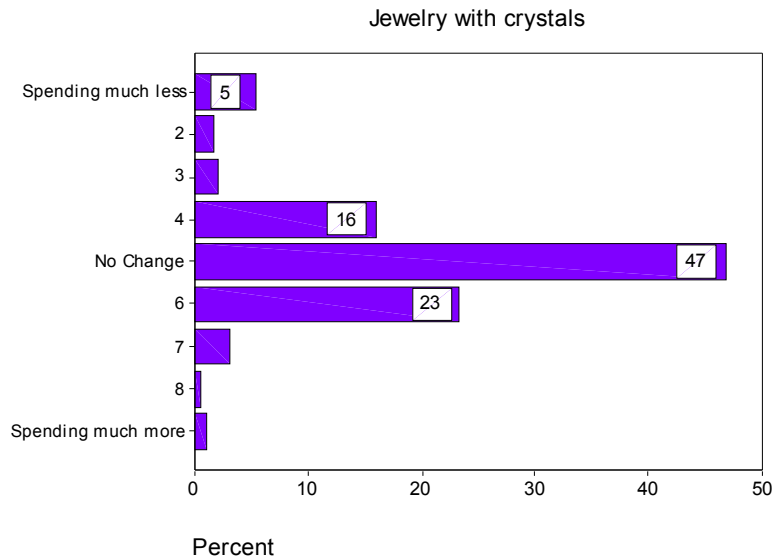
(Figure 2.8)



I. Jewelry with crystals

Metaphysical jewelry is a staple of the New Age market. Among our American respondents, 57.1% reported using jewelry with crystals and the average response was 4.89 (see figure 2.9). This type of jewelry was somewhat more popular among foreign respondents: 64.4% of those respondents reported using jewelry. There was a rise in spending on jewelry post September 11th among foreign respondents who had an average response of 5.38. Overall, 59.2% of respondents reported using jewelry. The average response for the group as a whole was 4.92.

(Figure 2.9)

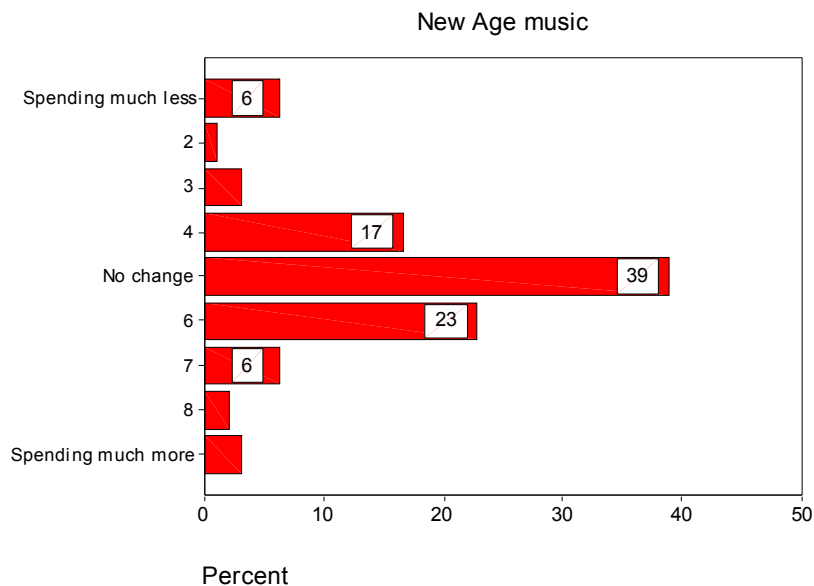


J. New Age music

Another staple product in the New Age market is music. The New Age genre is unique and plays an important role in the market. Among the American respondents, 58.6% reported using New Age music and their mean response was 5.03, suggesting that there was a slight rise in spending that was not statistically significant (see Figure 2.28). Similarly, 56.1% of non-Americans reported using New Age music and the mean response of this group was 5.20.

The slightly higher rise in spending among foreign respondents is consistent with data reported above and may be due to economic problems that were largely confined to Americans. Overall, 58.2% of respondents reported using New Age music and the mean response was 5.06. Thus, there was little change in spending.

(Chart 2.10)



A prominent theme runs throughout the data that we have reported thus far: Respondents have reported relatively little change since September 11th. We have also seen that spending rose in some of the product and service categories that we asked respondents about. This suggests that consumer confidence post September 11th was quite high—both in the states and abroad. There was a drop in spending in some areas but that drop was largely confined to Americans. Where, there was a rise in spending post September 11th, the rise was generally greater among foreign respondents when compared with Americans.

Finally, it's important to note that while we have seen a rise in spending in products included in our survey, many American respondents reported an overall drop in spending post September 11th. This is interesting as it suggests that at least some segments of the market for New Age products are able to sustain difficult economic times.

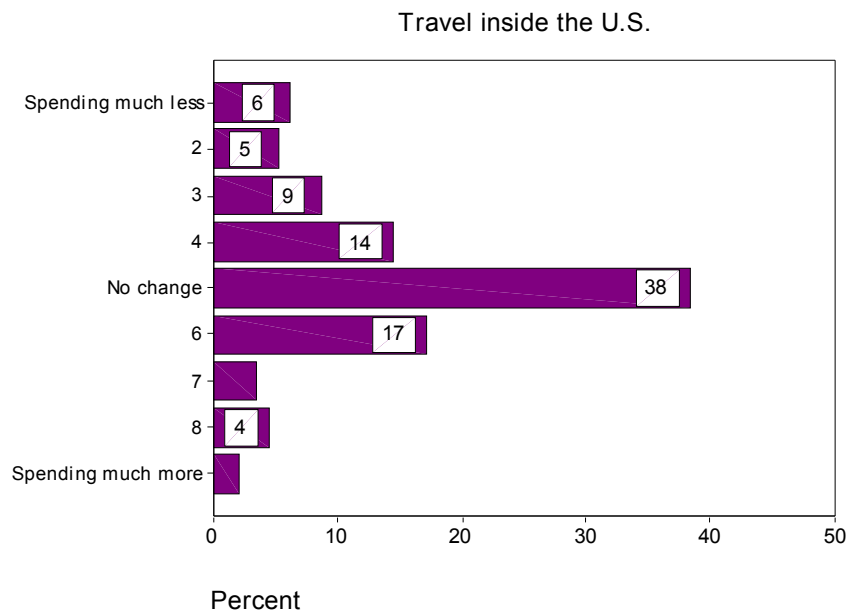
Changes in travel patterns post September 11th

Sacred travel is another staple of the New Age market and one which deserves special attention due to the widely held belief that travel among Americans and others dropped dramatically in the weeks and months after September 11th. Our own work with a small travel company echoed the problems of the day: We saw a sharp decline in travel bookings that was consistent with media reports of industry bailouts. As of the date of this report, travelers are routinely being searched in airports and the military is on post in most if not all public airports. Waiting lines are longer than they've been in recent history (or ever) and sections of airports are now routinely cordoned off to investigate suspicious activity.

In an effort to come to a better understanding as to how travel patterns had changed in our unique niche market since September 11th, we asked a series of questions designed to determine whether respondents' travel patterns had changed and what destinations are most appealing to them. We first asked two broad questions to determine whether general travel patterns had changed. We then followed up with a series of questions to determine what percentage of our respondents were interested in sacred travel and, if they are interested, what destinations they prefer.

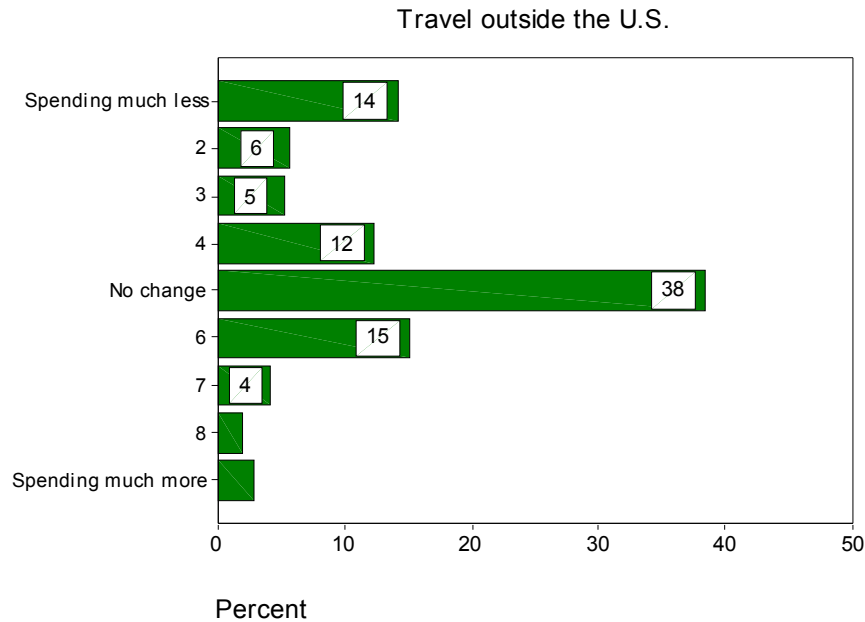
First we asked respondents, using the scale illustrated in figure 2.1, whether their spending on travel had changed since September 11th. When we asked whether respondents' spending on travel within the United States had changed, the mean response among Americans was 4.74 (see figure 3.1) and the mean for foreign respondents was 4.85. The average response for the group as a whole was 4.75. Thus, there was little difference in the responses of American and foreign respondents and both groups reported a decline in spending on travel inside the United States in the months after September 11th.

(Figure 3.1)



When we asked respondents whether their spending on foreign travel had changed since September 11th, we found that American respondents reported a drop in spending that was slightly greater than that reported on American travel (see figure 3.2). The mean response for Americans on the question of travel outside the United States was 4.44 and the mean among foreign respondents was 5.38. Thus, while Americans were spending less in the months after September 11th on international travel, foreign respondents reported a rise in spending. The group as a whole had a mean response of 4.61.

(Figure 3.2)



When we examine the distribution of responses among Americans, it is apparent that the distribution is normal with the exception of the lowest “spending much less” part of the scale. The relatively low mean is due in part to the group of respondents who reported an extreme drop in spending on foreign travel after September 11th. If that group were excluded from consideration, we would find that the distribution was close to normal and that, on the whole, there was relatively little reported change in spending. More likely than not, the reported drop is a product of an interaction of social, seasonal and economic factors that can each affect travel.

The next set of questions were designed to determine the level of interest in travel to “sacred or spiritual sites” among our respondents. Among American respondents, 45.6% reported being interested in such tours while 52.1% of foreign respondents said that sacred tours are appealing to them.

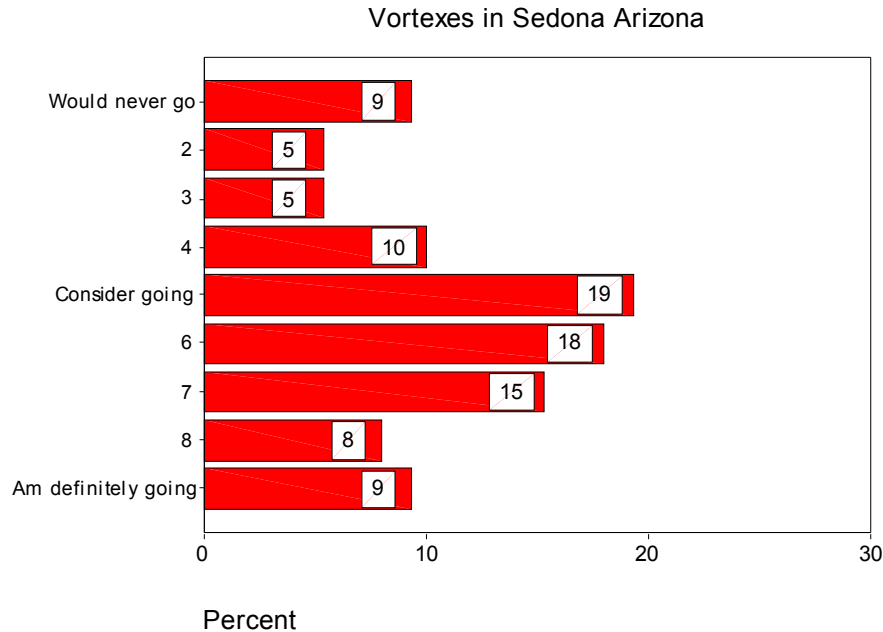
Respondents were asked to report on five sacred sites, two of which are in the United States and the other three in other countries. Figure 3.3 illustrates the scale that was used to determine whether a given sacred site was desirable to respondents.

Figure 3.3
(desirability scale)

Would never Go 1	2	3	4	Consider going 5	6	7	8	Am definitely going 9
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The vortexes of Sedona, Arizona were a popular site among respondents. The mean response for Americans was 5.36, just above the point of consideration (see figure 3.4). The mean response among foreign respondents was 4.73. Overall, the mean response was 5.24. Here we see another example of how respondents in the United States are leaning toward travel in the U.S. while those in other countries are not inclined to travel in the states. It may be that Americans are favoring domestic travel because it's less expensive (and, for most, Arizona is a location that does not require air travel).

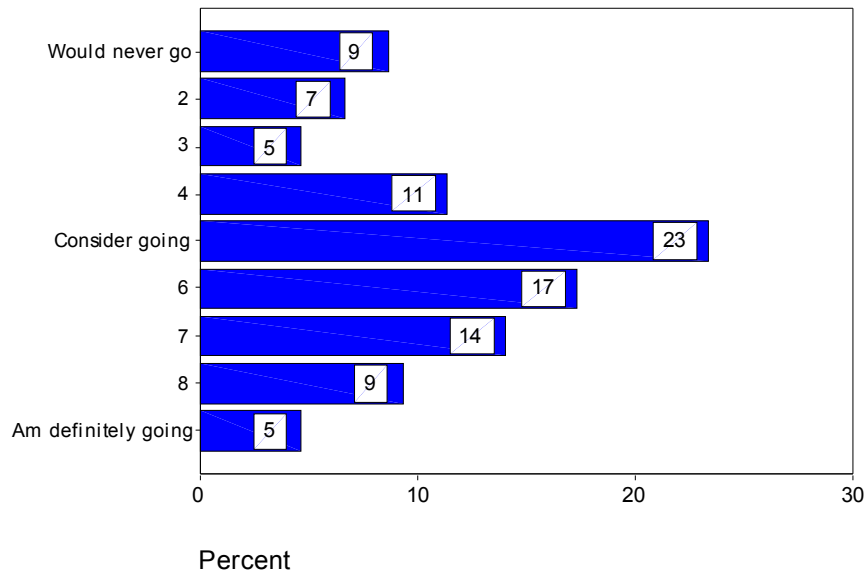
(Figure 3.4)



Sacred sites in Hawaii were equally appealing to both foreign and American respondents. The mean response for Americans was 5.17 (see figure 3.5) and the mean of foreign respondents was 5.16. The mean response for the group as a whole was 5.16. The virtually identical response is probably due in part to the desirability of the location but also in part because, for most, it requires air travel.

(Figure 3.5)

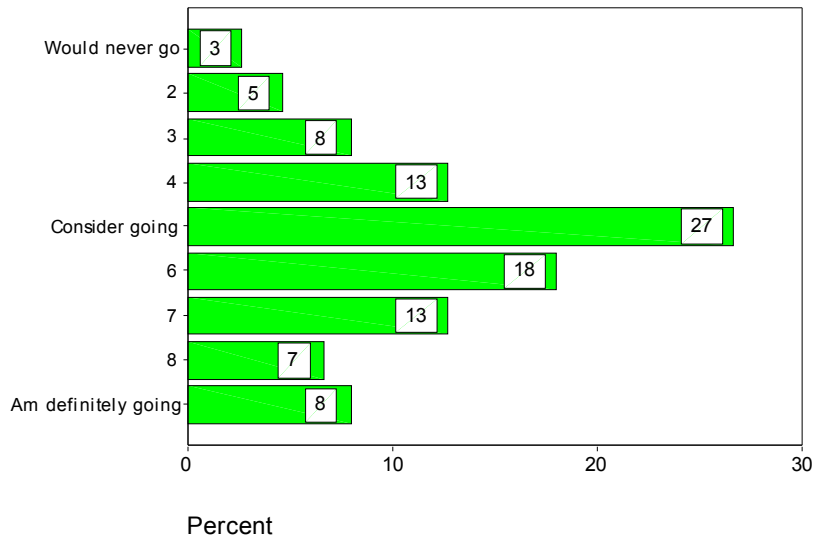
Sacred sites in Hawaii



Stonehenge was the most popular site outside of the U.S., perhaps in part because of the name recognition. The mean response for Americans was 5.42 (see figure 3.6) while the mean for foreign respondents was 6.37. Again, we see the disparity between foreign and American respondents that requires travel outside the United States and, for most, would involve air travel. It's also important to note, though, that both groups had mean responses that fell above 5, the point of consideration. The mean response for the group as a whole was 5.61.

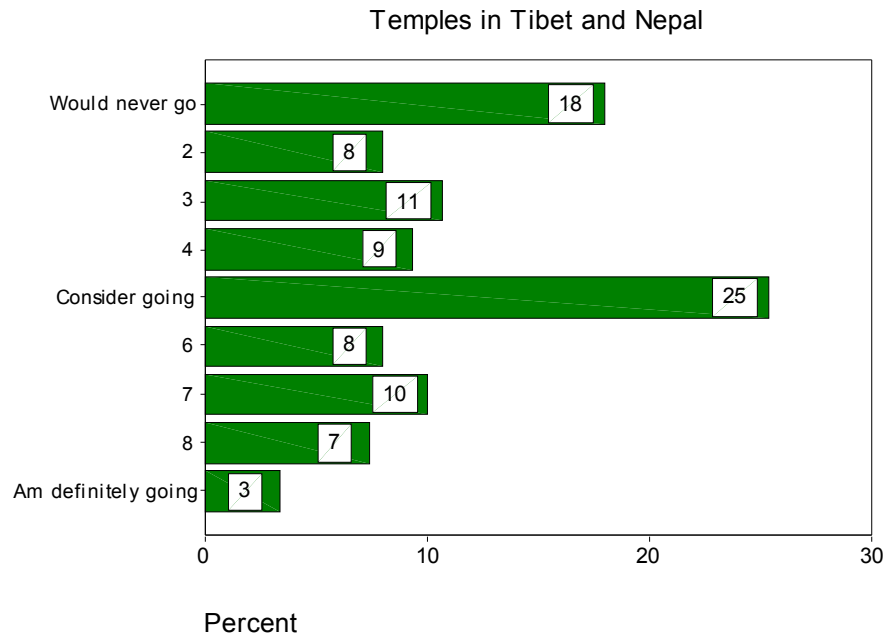
(Figure 3.6)

Stonehenge



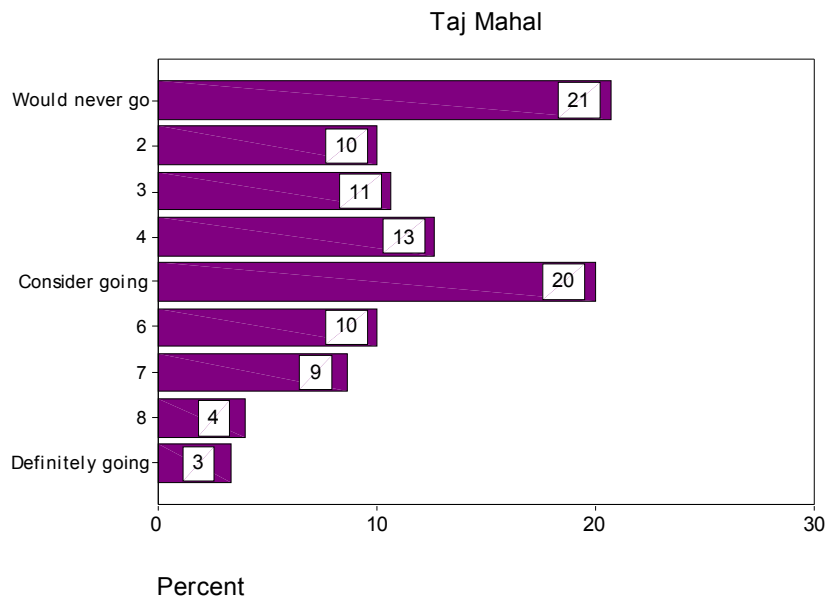
Among the three travel destinations outside the United States, temples in Tibet and Nepal fell second in the order of popularity among respondents. The mean response for Americans was 4.37 (see figure 3.7) while the average response among foreign participants was 5.39. As was the case with each of the three destinations outside the U.S., foreign respondents had considerably higher means on the desirability scale when compared with Americans. The mean score for the group as a whole was 4.57, below the point of consideration.

(Figure 3.7)



The Taj Mahal was the least popular destination for travel outside of the United States. The mean response of Americans was 4.06 (see figure 3.8), well below the point of consideration, while the mean response of foreign respondents was 5.03, just above the point of consideration. The mean response of the group as a whole was 4.26.

(Figure 3.8)



On the issue of travel, we saw pronounced differences between Americans and foreign respondents. Americans favored domestic travel whereas foreign respondents preferred destinations outside the United States. The notable difference was sacred sites in Hawaii. In that case, the responses of Americans and others were almost identical: Both groups rated Hawaii above a 5, the point of consideration.

Preferences in marketing and sales approaches

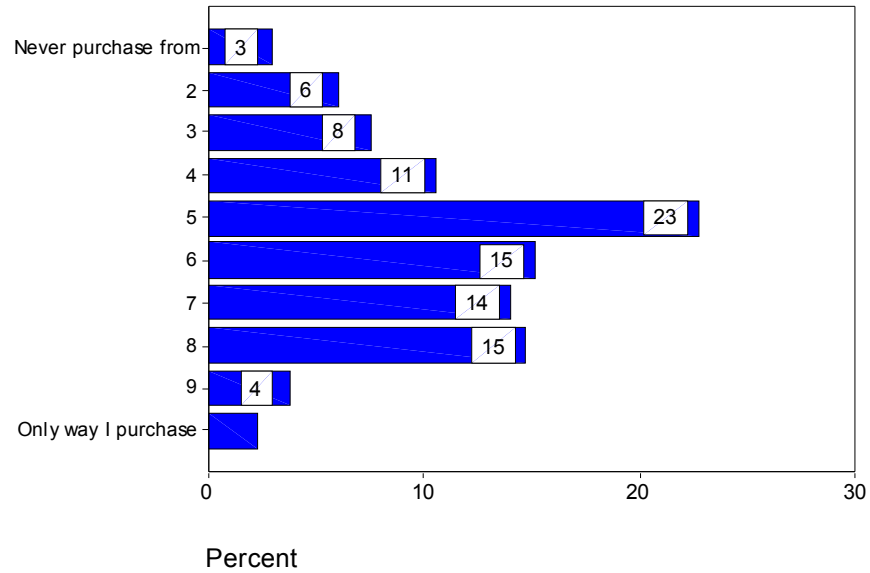
In order to create an effective marketing and sales strategy, it's important to understand how consumers prefer to do business. As noted earlier, the Internet has opened numerous opportunities for businesses in the New Age, holistic and metaphysical markets but the question remains: Are consumers who live a holistic and ecologically conscious lifestyle willing to purchase from the Internet? The answer to this and other related questions are reported below.

Respondents were given six marketing approaches and were then asked to rate each of the approaches on a scale of 1 to 10 with 1 being they would "never" make a purchase in response to a given approach or in a given venue and 10 being the approach is the only way they would make a purchase.

Specialty retail stores are an important part of the New Age industry. Specialty products and services that are difficult to find elsewhere can frequently be purchased in these shops. Thus, respondents were asked to rate the likelihood that they would make a purchase from a specialty retail shop. On a scale of 1 to 10, the Average response for Americans was 5.58 (see figure 4.1). Foreign respondents were slightly less likely to use specialty stores when compared with Americans (mean response 5.55). Overall, the mean response was 5.57 suggesting that retail shops are very popular. Specialty stores were, overall, the most popular venue of purchase among the six approaches that we examined.

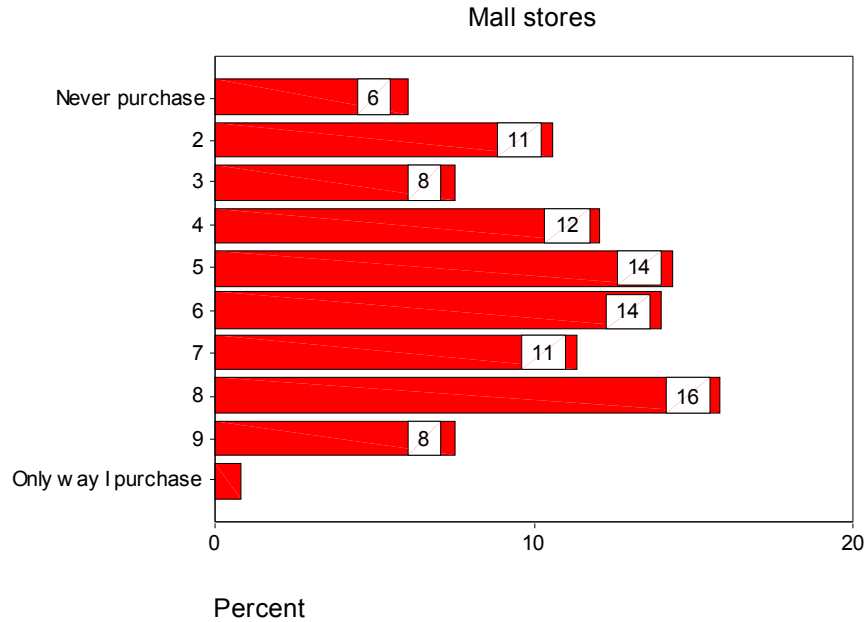
(Figure 4.1)

Specialty retail



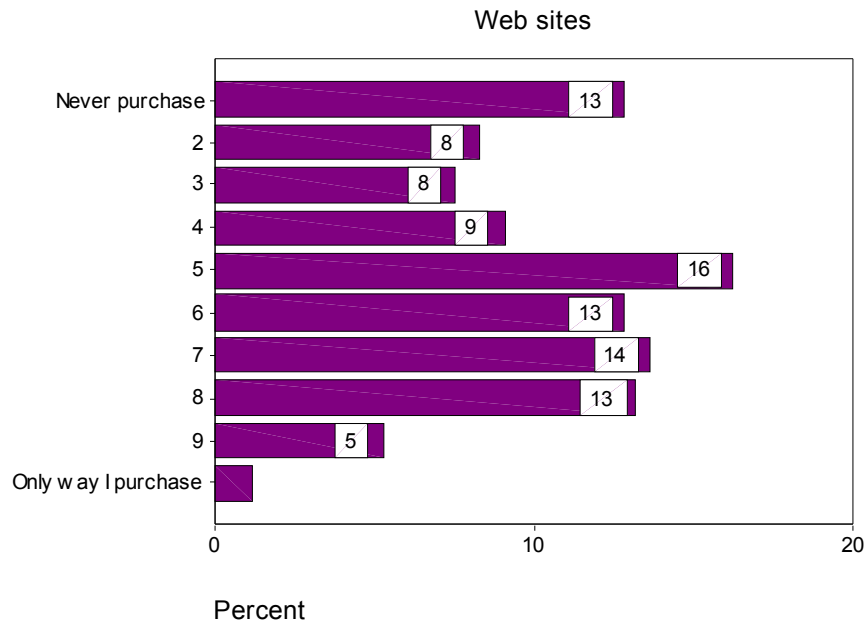
The second most popular place to make a purchase was mall stores. The mean response among Americans was 5.35 (see figure 4.2), somewhat lower than the 5.59 average response among foreign respondents. The mean response for the aggregated group was 5.40.

(Figure 4.2)



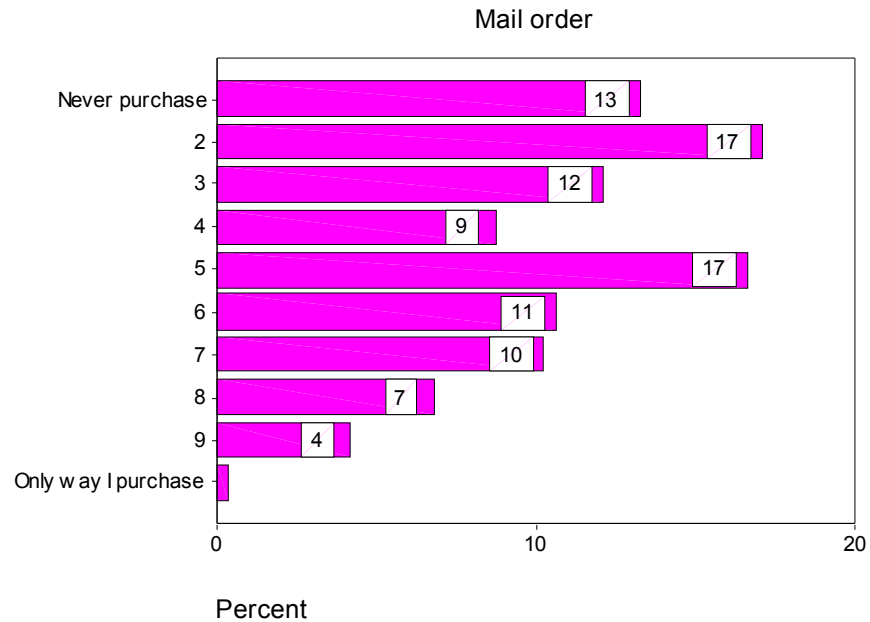
Web sites were another popular way to purchase among our respondents. The average response among Americans was 5.06 (see figure 4.3), compared with 3.94 among our foreign respondents. The difference is interesting given that all respondents have access to the Internet and there are few countries that give consumers the number of choices that Americans are given. Overall, the average response was 4.82.

(Figure 4.3)



Moving down the line of popularity, mail order was a fairly popular way to purchase. The mean American response was 4.33 which was significantly higher than the mean of 3.01 reported among foreign respondents. The responses of Americans are reported in figure 4.4. Overall, the average response was 4.05.

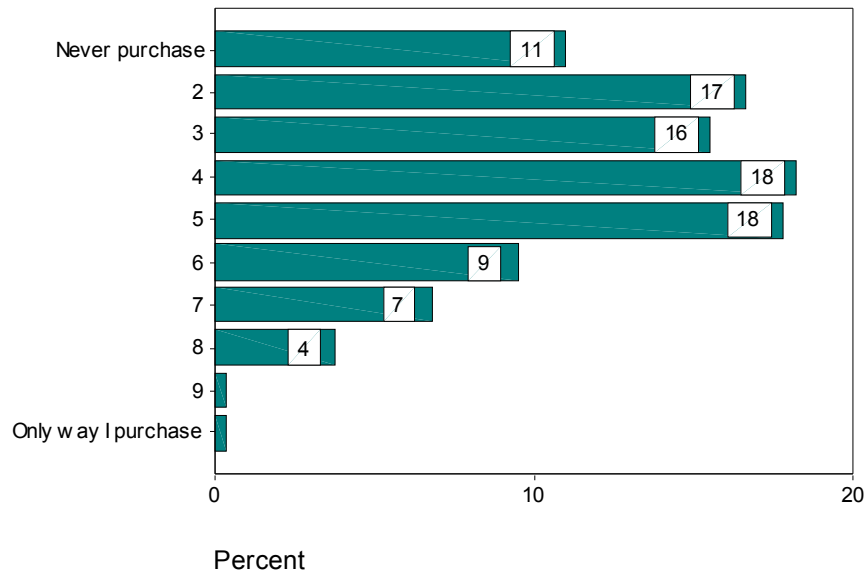
(Figure 4.4)



Advertisements were somewhat less popular than the approaches previously reported on. The mean response among Americans was 3.95, suggesting that Americans who live a holistic and ecologically conscious lifestyle seldom purchase in direct response to this marketing approach. Similarly, the mean response of 3.44 among foreign respondents suggests that, they too, are less likely to purchase in response to such an approach. The mean for the aggregated group was 3.84 and, thus, overall respondents reported seldom purchasing in response to an advertisement. The response of Americans are reported in figure 4.5.

(Figure 4.5)

Advertisements

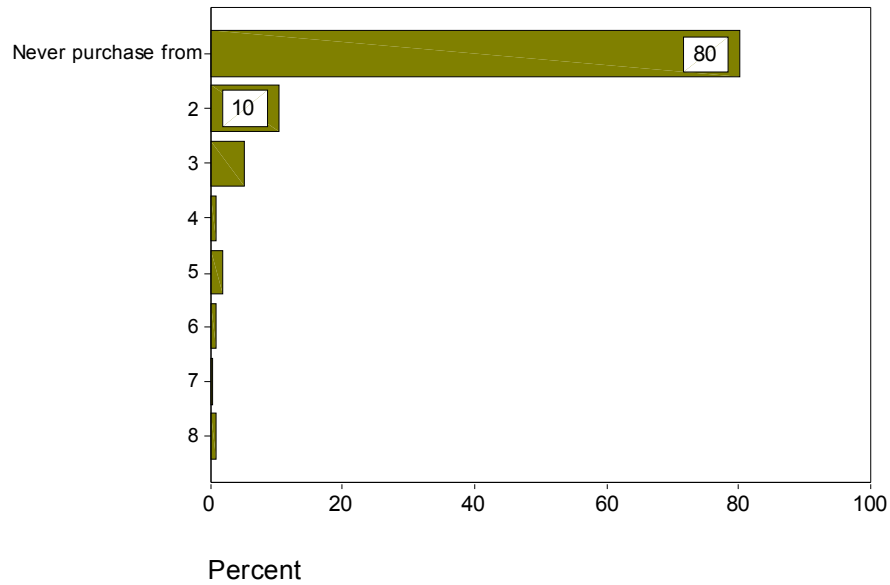


It deserves note that while many respondents reported not purchasing in “response to an advertisement,” advertising remains popular among retailers in large part because it serves to get the word out about various products. This type of exposure often serves to plant the proverbial seed and may blossom into a sale when the consumer is put into a context (e.g., a specialty retail store) in which a purchase is simpler and more pleasant than, for instance, phoning in an order.

By far, the least popular way to make a purchase was in response to a telemarketer. When asked to rate the probability that they would purchase from a telemarketer, Americans responded, on average a 1.41, just slightly above the 1 extreme of the scale which indicates that one would never purchase this way (see figure 4.6). Similarly, the average response of foreign respondents was 1.76, suggesting that they too, seldom if ever, make purchase from telemarketers. The mean response for the aggregated group was 1.49.

(Figure 4.6)

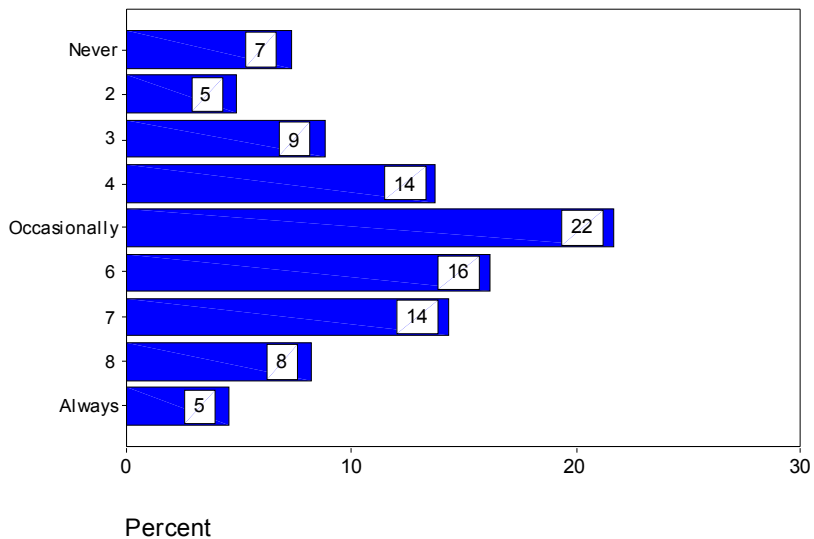
Telemarketers



Environmentally friendly products are, not surprisingly, popular among our respondents. We asked respondents whether they “buy environmentally friendly products even if they cost more.” The mean response among American respondents was 5.13 while that of foreign respondents was 5.49. Thus both groups reported spending more for environmentally friendly products. It is clear that being good to the Earth is also good for business.

(Figure 4.7)

Environmentally friendly products



As we have seen, some marketing and sales approaches are more popular than others. These data and experience have taught us that retailers who combine a variety of approaches will fair better in a weak economy. For instance, while a brick and mortar store may be more popular among consumers than, for instance, a web site, the comparatively low cost of online marketing makes it appealing to most or all retailers. Given that many consumers are hesitant to use their credit cards online, it may be useful to employ an in-bound telemarketer to take consumer orders. Thus, it is apparent that some approaches are more popular among consumers than others but a variety of approaches is ideal.

Opportunities for non-profits

There were 11 questions on our questionnaire that were designed to determine what types of causes our respondents donate to and whether they would be more likely to make a purchase if they knew that a percentage of the profits were going to a given cause.

The first eight questions reported on below were used to determine what respondents give or consider giving to and the latter three were used to determine if respondents would more be likely to make a purchase if they knew a percentage of the profits were going to a given cause. Figure 5.1 illustrates the scale that was used with the first 8 items.

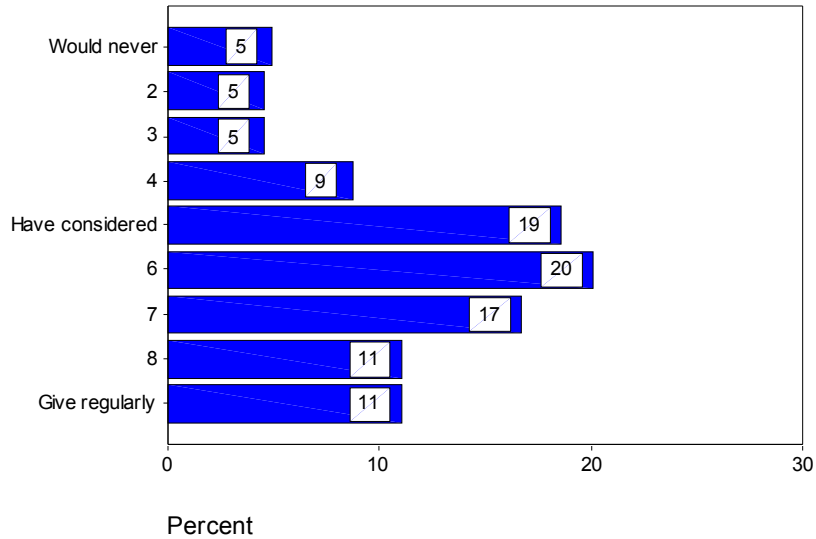
Figure 5.1
(Scale used to measure the probability that one would donate)

Would never Give to				Have considered giving				Give regularly
1	2	3	4	5	6	7	8	9

Overall, the most popular organizations to donate to among our respondents are those which protect children’s rights. The average American response was 5.79, past the point of consideration. American responses are illustrated in figure 5.2. The average response of foreign respondents was 6.32, well past the point of consideration and, as was the case with several of the causes under study, higher than the mean for Americans. The mean response of the aggregated group was 5.9.

(Figure 5.2)

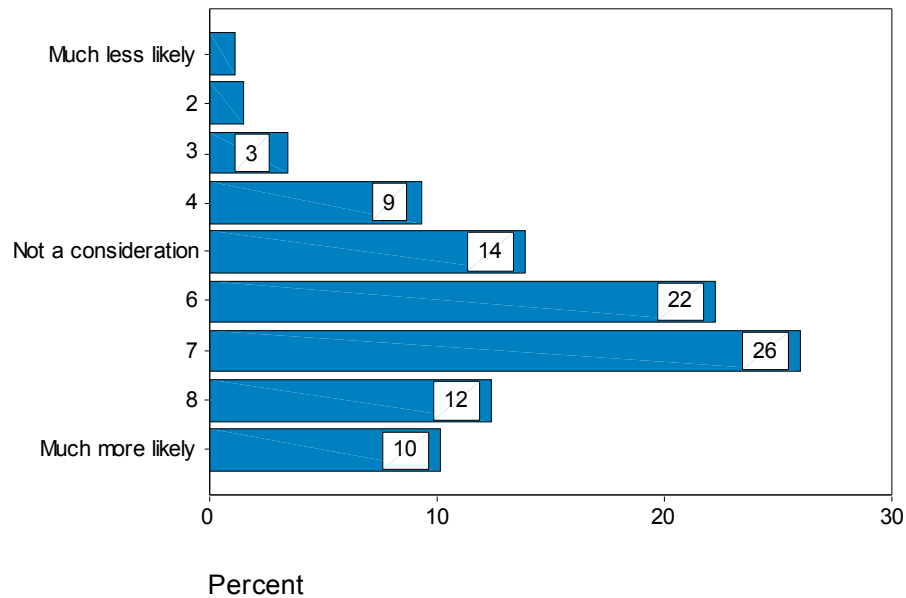
Children's rights



The second most popular type of organization to donate to were groups that work on environmental problems. The mean response among Americans was 5.59 (see figure 5.3) which was somewhat lower than the mean response of foreign respondents which was 6.03. Overall, respondents reported being past the point of consideration with an average response of 5.69.

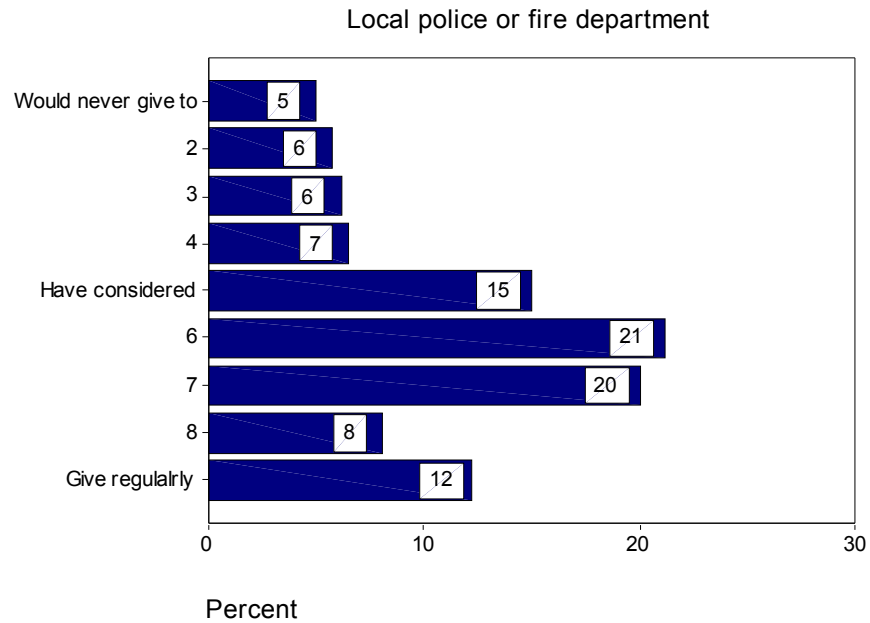
(Figure 5.3)

Environmental problems



Many respondents also reported a willingness to donate to their local police or fire department. The average response of American respondents was 5.78 (see figure 5.5) which was considerably higher than the mean of 4.63 seen among foreign respondents. Overall, respondents reported being past the point of consideration with a mean of 5.78. This was the only cause among those that were studied in which Americans reported being more likely to donate when compared with foreign respondents.

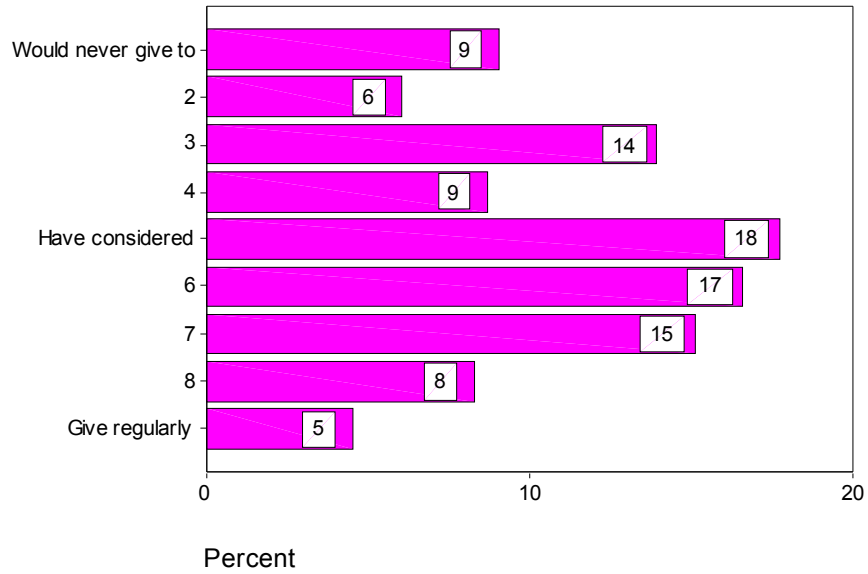
(Figure 5.4)



Women's rights were also fairly popular among respondents. The mean American response was 4.99, just below the point of having considered a donation (see figure 5.6). Foreign respondents were somewhat more likely to consider donating to groups that protect women's rights and had a mean response of 5.41.

(Figure 5.5)

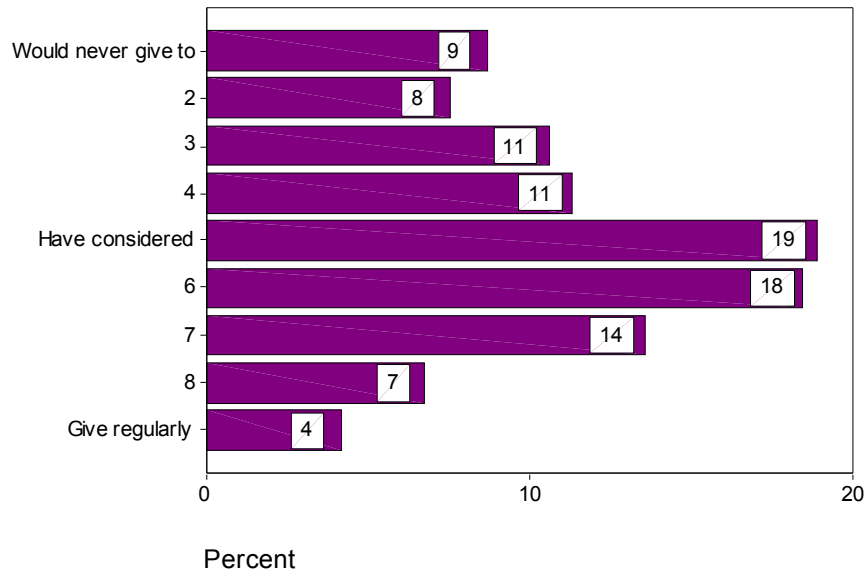
Women's rights



Organizations that protect human rights were slightly less popular than those that protect women's rights. The mean American response was 4.93 (see figure 5.6) while the average foreign response was significantly higher at 5.30. Overall, the mean of 5.01 was just a hair above the point of having considered a donation.

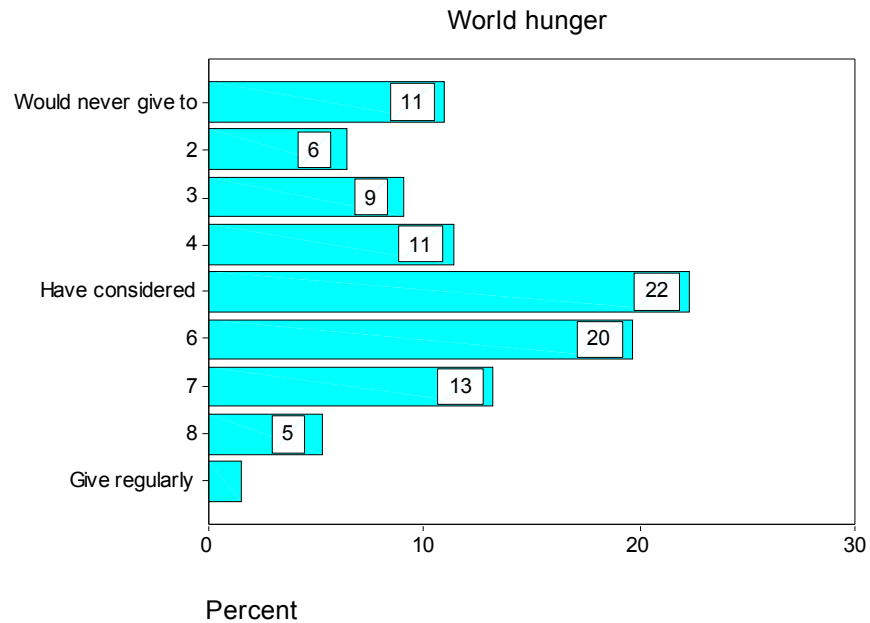
(Figure 5.6)

Human rights



World hunger was less popular than the causes reported on above. While foreign respondents reported, on average, being above the point of consideration at 5.52 (see figure 5.7), the mean American response was 4.75, below the point of having considered a donation. Overall, the mean response was 4.94.

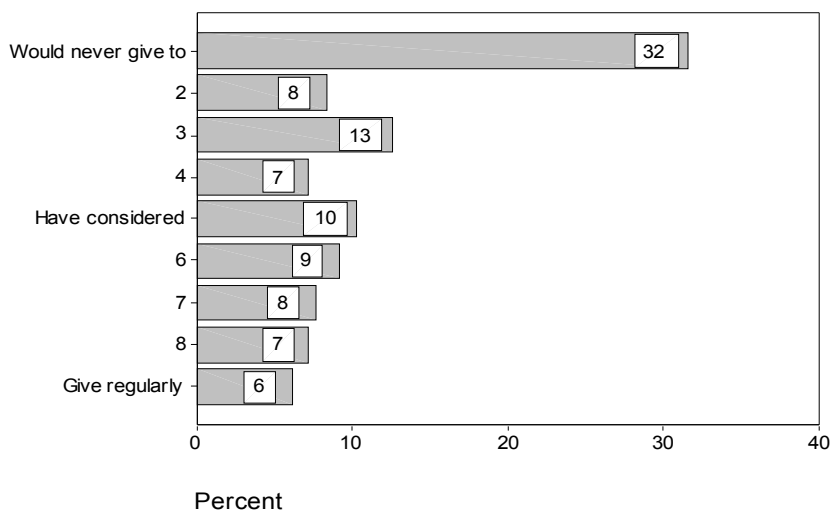
(Figure 5.7)



The last two types of organizations had mean responses that fell below 5, the point on the scale of consideration. Respondents did not generally want to donate to organizations that want prayer in schools or those that protect the rights of American's to bear Arms. Americans were more likely to have given or considered giving to such organizations (see figures 5.9 and 5.10) than were foreign respondents who were just above the point, on average, of saying that they would never even consider a donation. Overall these groups were not very popular.

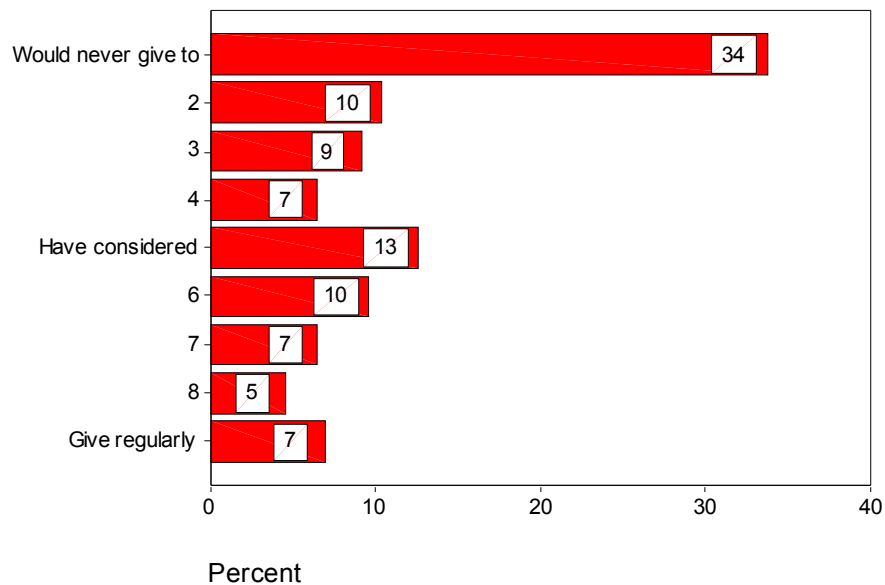
(Figure 5.8)

Prayer in schools



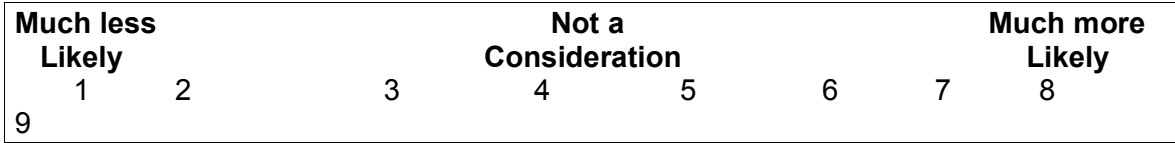
(Figure 5.9)

Right to bear arms



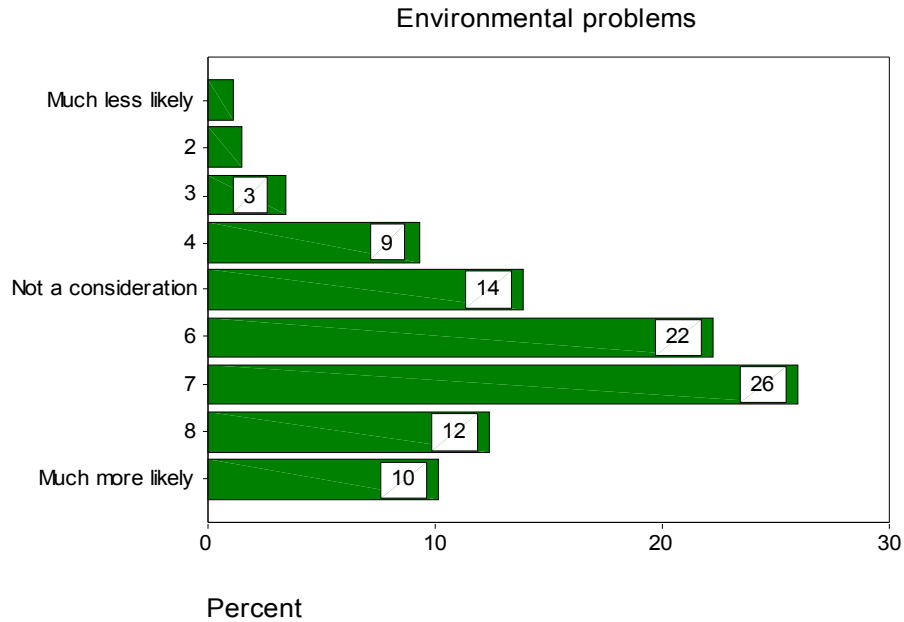
The next three questions helped us come to a better understanding as to whether people who live a holistic and ecologically conscious lifestyle are more likely to make a purchase if they know that a percentage of the profits are going to a charitable cause. Figure 5.10 illustrates the measurement scale given to respondents.

**Figure 5.10
(probability scale)**



Three causes were given: Environmental problems, disaster relief and social problems (e.g., poverty and racism). Not surprisingly, respondents noted being more likely to make a purchase if they knew a percentage of the profits were being used to protect the environment. The mean response among Americans was 6.27 while that of foreign respondents was 6.96. Overall, the average response was quite high at 6.42. Figure 5.11 illustrates the distribution of American responses.

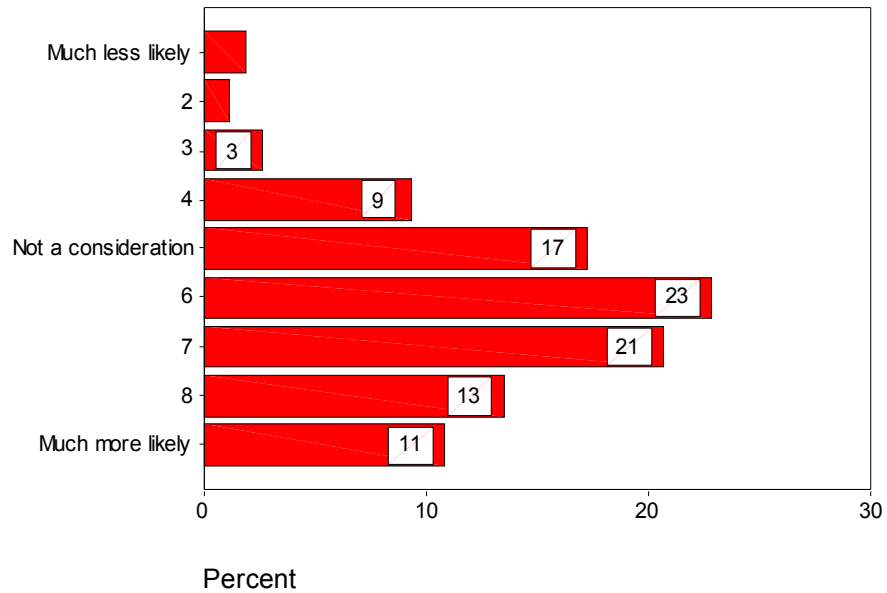
(Figure 5.11)



Among the three causes, disaster relief appears to have the most influence on respondents. The average response among American respondents was 6.22 while that of foreign respondents was 6.64. Thus both segments of our sample stated that they would be more likely to make a purchase if a percentage of the profits were going to disaster relief. Figure 5.12 illustrates the distribution of responses among Americans.

(Figure 5.12)

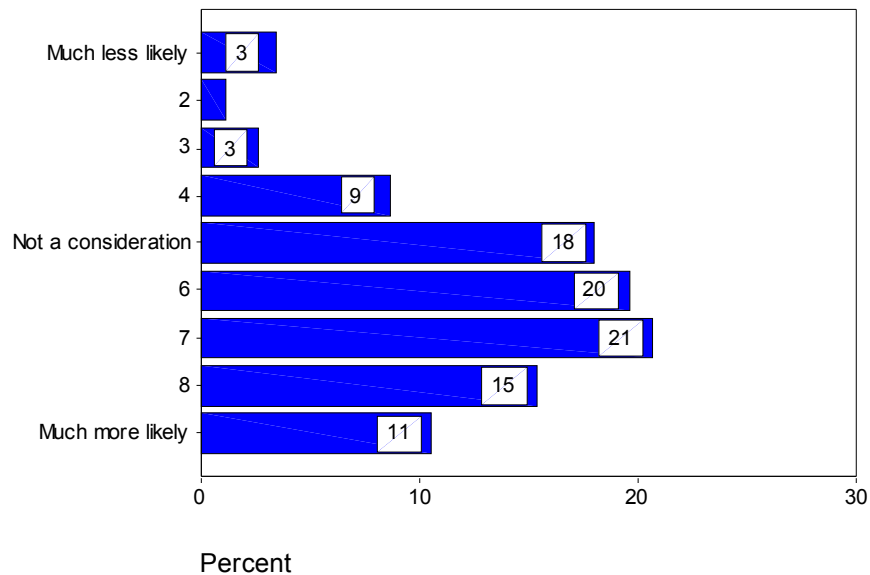
Disaster relief



We also asked respondents whether they would be more likely to make a purchase if they knew that a percentage of the profits were going to social problems such as poverty and racism. The mean response was slightly lower than those reported on other causes above. The average American response was 6.18 while the mean response among non-Americans was 6.75. Both groups gave responses above a 5, the point at which a respondent would not be influenced.

(Figure 5.13)

Social problems



The first five organization types had an aggregated mean over 5. As illustrated in figure 5.1, anything above a 5 suggests that respondents have considered donating to a given cause. Foreign respondents, overall, reported higher ratings on the donation scale than Americans did, suggesting that they are more likely to make charitable donations when compared with Americans. Both groups said they would be more likely to make a purchase if they knew a percentage of the profits were going to disaster relief, environmental problems or social problems.

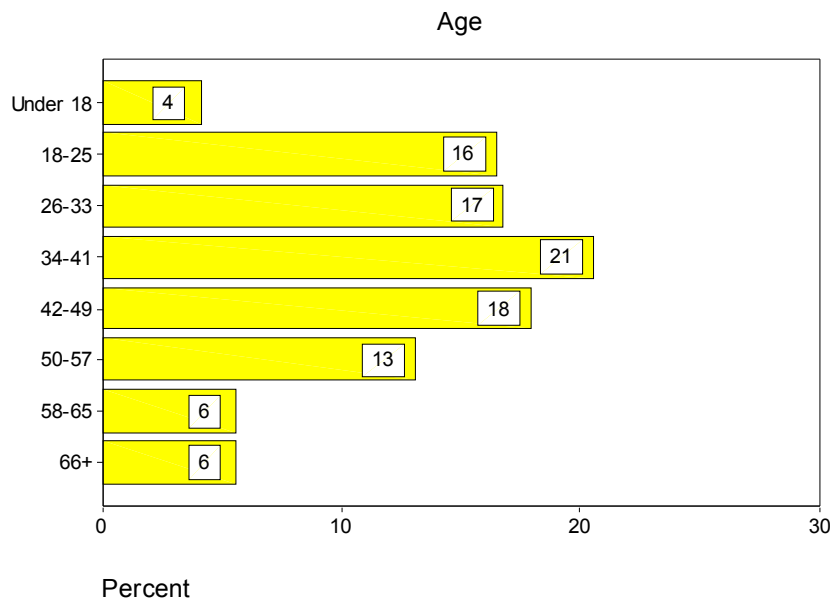
Demographics

We asked several questions designed to identify the demographic and psychological attributes of the group.

Below, we summarize the data that we collected on respondent demographics and psychographics and also offer some comparison with reader demographics from *Body and Soul magazine* (formally known as *New Age Journal*) and the work of Paul Ray and Sherry Anderson reported in their *The Cultural Creatives: How 50 Million People are Changing the World*.

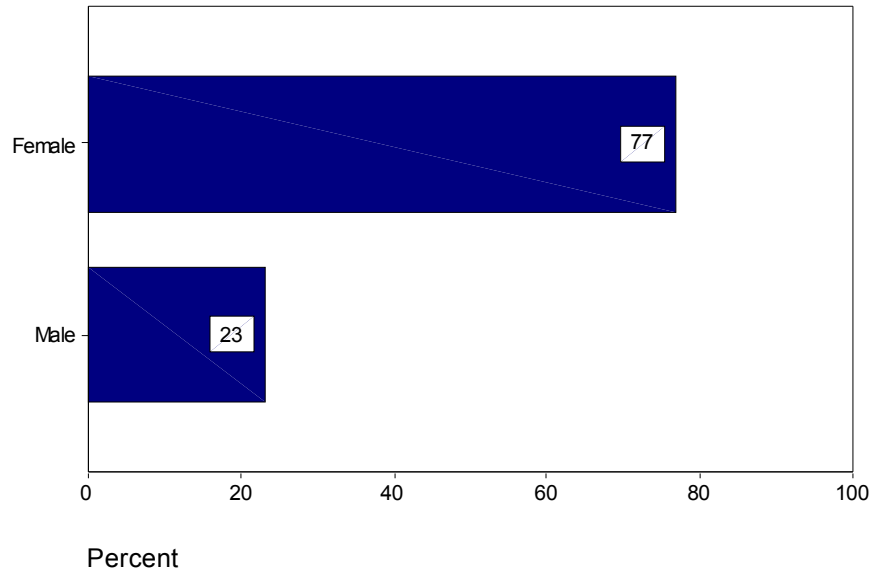
First, the demographics. Our respondents were given six age intervals and were asked to select that which was appropriate. The age distribution of American respondents is illustrated in figure 6.1. The majority of American respondents were between 26 and 49. Women outnumbered men (see figure 6.2) and the majority are not married or living with a partner (see figure 6.3) but most have more than one person in their household (see figure 6.4). The vast majority of our respondents work in office environments (see figure 6.5) and 82% have at least some college education (see figure 6.6).

(Figure 6.1)



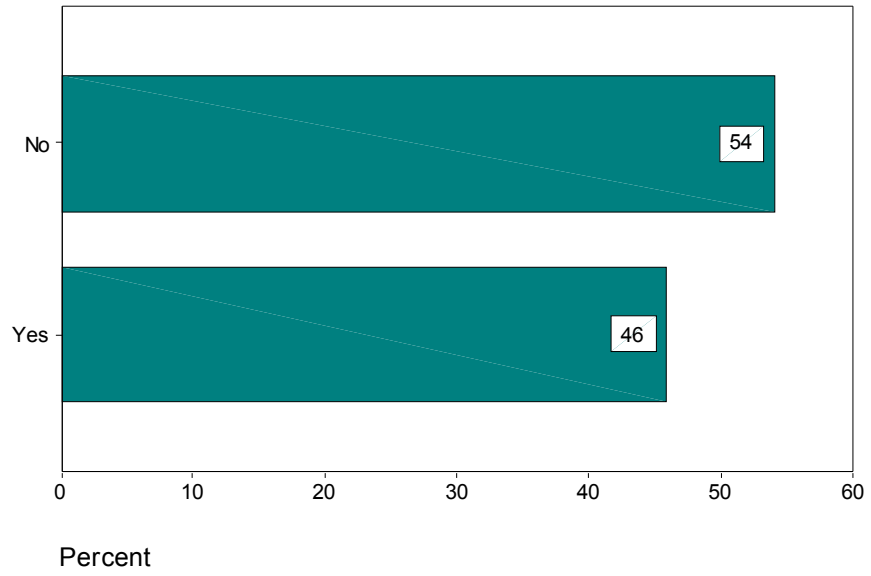
(Figure 6.2)

Gender



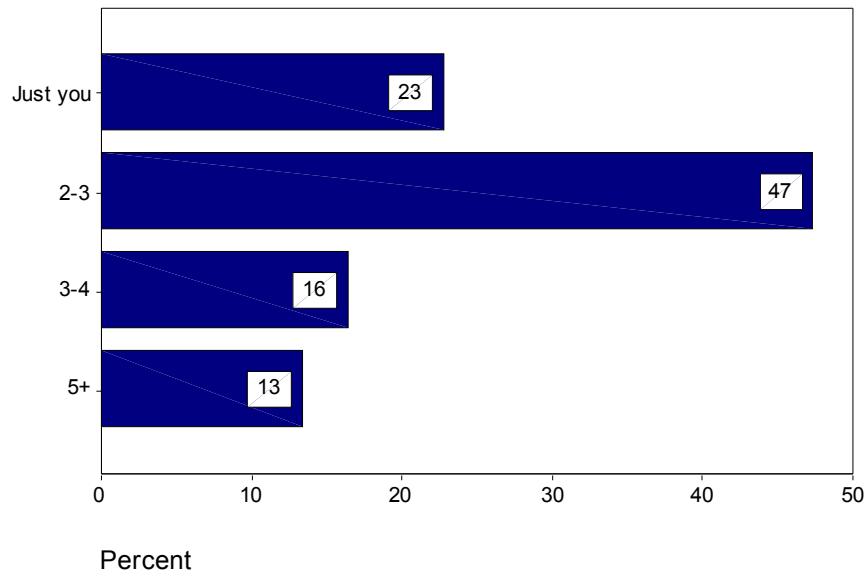
(Figure 6.3)

Married or living with partner



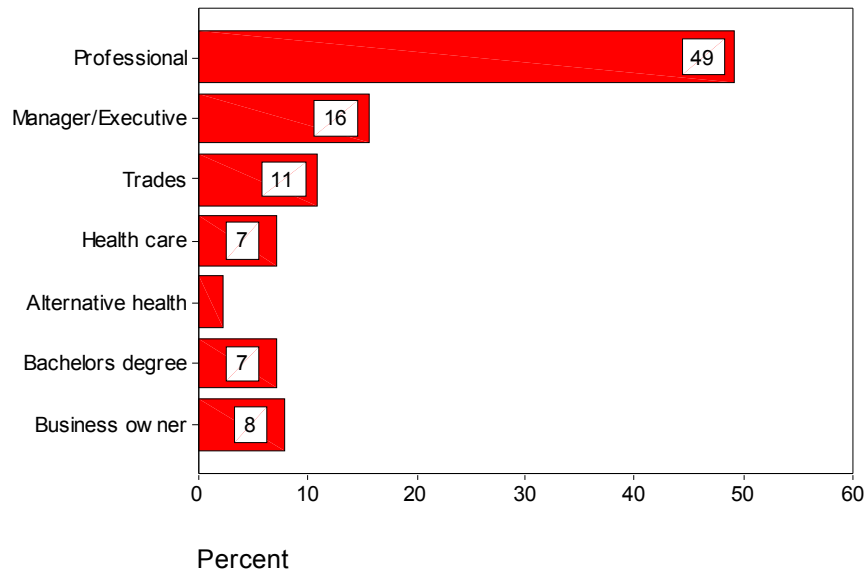
(Figure 6.4)

Number of people in home

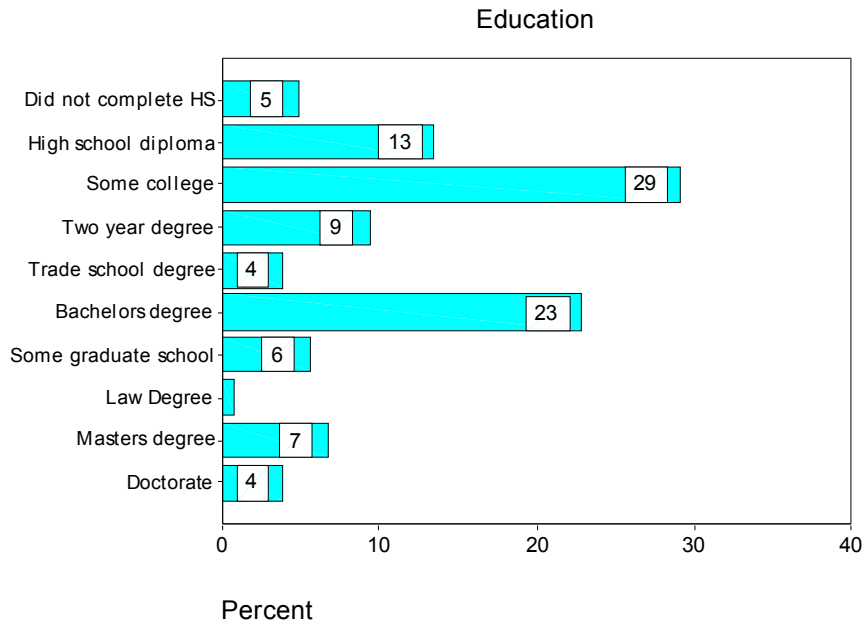


(Figure 6.5)

Occupation



(Figure 6.6)



As noted earlier, 81.8% of our respondents live in the United States and 18.2% live in other countries. There was some concentration of respondents in California, Washington, Texas, and New York. The distribution of American respondents by state of residence is reported in figure 6.6. Among respondents that live in other countries, there was some concentration in England and Canada (see figure 6.7). It's worth noting at this point that the survey was only offered in one language, English. That may explain why the response rate was not higher in other nations.

(Figure 6.6)

STATE OF RESIDENCE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No answer	61	18.5	18.5	18.5
Alaska	2	.6	.6	19.1
Alabama	1	.3	.3	19.5
Arkansas	3	.9	.9	20.4
Arizona	3	.9	.9	21.3
California	24	7.3	7.3	28.6
Colorado	8	2.4	2.4	31.0
Connecticut	8	2.4	2.4	33.4
Deleware	1	.3	.3	33.7
Florida	12	3.6	3.6	37.4
Georgia	3	.9	.9	38.3
Iowa	1	.3	.3	38.6
Idaho	1	.3	.3	38.9
Illinois	10	3.0	3.0	41.9
Indiana	6	1.8	1.8	43.8
Kansas	2	.6	.6	44.4
Kentucky	3	.9	.9	45.3
Massachusetts	10	3.0	3.0	48.3
Maryland	5	1.5	1.5	49.8
Maine	2	.6	.6	50.5
Michigan	5	1.5	1.5	52.0
Minnesota	7	2.1	2.1	54.1
Missouri	8	2.4	2.4	56.5
Mississippi	3	.9	.9	57.4
Montana	2	.6	.6	58.1
North Carolina	4	1.2	1.2	59.3
North Dakota	1	.3	.3	59.6
New Jersey	7	2.1	2.1	61.7
New Mexico	1	.3	.3	62.0
Nevada	2	.6	.6	62.6
New York	15	4.6	4.6	67.2
Ohio	13	4.0	4.0	71.1
Oklahoma	2	.6	.6	71.7
Oregon	7	2.1	2.1	73.9
Pennsylvania	14	4.3	4.3	78.1
Puerto Rico	1	.3	.3	78.4
Rhode Island	1	.3	.3	78.7
South Carolina	4	1.2	1.2	79.9
South Dakota	1	.3	.3	80.2
Tennessee	5	1.5	1.5	81.8
Texas	16	4.9	4.9	86.6
Utah	3	.9	.9	87.5
Virginia	10	3.0	3.0	90.6
Vermont	2	.6	.6	91.2
Washington	16	4.9	4.9	96.0
West Virginia	1	.3	.3	96.4
Wisconsin	4	1.2	1.2	97.6
Wyoming	1	.3	.3	97.9
State not specified	7	2.1	2.1	100.0
Total	329	100.0	100.0	

(Figure 6.7)

Country

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American	329	81.8	81.8	81.8
	Australia	10	2.5	2.5	84.3
	Austria	1	.2	.2	84.6
	Brunei	1	.2	.2	84.8
	Canada	16	4.0	4.0	88.8
	Denmark	1	.2	.2	89.1
	England	11	2.7	2.7	91.8
	Europe	1	.2	.2	92.0
	France	2	.5	.5	92.5
	Germany	4	1.0	1.0	93.5
	India	1	.2	.2	93.8
	Israel	1	.2	.2	94.0
	Japan	1	.2	.2	94.3
	Malaysia	1	.2	.2	94.5
	Manatee	1	.2	.2	94.8
	Netherlands	3	.7	.7	95.5
	New Zealand	5	1.2	1.2	96.8
	Norway	1	.2	.2	97.0
	Other	2	.5	.5	97.5
	Outside the USA	1	.2	.2	97.8
	Pakistan	1	.2	.2	98.0
	Slovenia	1	.2	.2	98.3
	South Africa	2	.5	.5	98.8
	Spain	2	.5	.5	99.3
	Sweden	2	.5	.5	99.8
	Switzerland	1	.2	.2	100.0
	Total	402	100.0	100.0	

Joanne Krotz has noted that psychographic profiling is “a process of grouping customers via lifestyle choices, personality, activities, beliefs and values.” The responses to the psychographic questions are as useful and, perhaps, more useful than the responses to the demographic questions. At the very least, they compliment the demographic data and give us a fuller, more well-rounded, understanding as to who our respondents are as a group.

Paul Ray and Sherry Anderson’s book, *The Cultural Creatives: How 50 Million People are Changing the World* deserves special attention in these pages as it was instrumental in the development of our psychographic items. Ray and Anderson’s findings are based on “thirteen years of survey research on more than 100,000 Americans, hundreds of focus groups, and about 60 in-depth interviews” (Ray and Anderson, 2000; p. 4). We are unaware of any other study of that magnitude that is relevant to our analysis of people that live a holistic and ecologically lifestyle. Below, we offer some findings of our study and compare those with the findings of Ray and Anderson.

Ray and Anderson note that “the majority of Cultural Creatives are very mainstream in their religious beliefs and affiliations” Many of our respondents also classified themselves as belonging to a single mainstream religion (see figure 6.8). We gave respondents the option of defining their religion in an open ended item that followed the multiple choice questions reported in figure 6.8. Those responses were aggregated and are reported in figure 6.9. It deserves note that nearly a third (30.1%) of our respondents said that they were either “spiritual but not religious” or “hold a variety of religious beliefs.”

(Figure 6.8)

RELIGION

	Frequency	Percent	Valid Percent	Cumulative Percent
Jewish	11	3.3	4.1	4.1
Buddist	2	.6	.7	4.9
Pagan	8	2.4	3.0	7.8
Christian	126	38.3	47.0	54.9
Muslim	1	.3	.4	55.2
Variety of beliefs	31	9.4	11.6	66.8
Spiritual but not religious	68	20.7	25.4	100.0
Total	247	75.1	100.0	
Other or no answer	83	24.9		
Total	329	100.0		

(Figure 6.9)

Other religion

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	302	91.8	91.8	91.8
Agnostic	4	1.2	1.2	93.0
Athiest	2	.6	.6	93.6
Baptist	3	.9	.9	94.5
Catholic	2	.6	.6	95.1
Deist	1	.3	.3	95.4
Eschatologist	1	.3	.3	95.7
Jehovahs Witness	1	.3	.3	96.0
Latter Day Saints	1	.3	.3	96.4
Messianic Jew	1	.3	.3	96.7
Metaphysical	1	.3	.3	97.0
Protestant	1	.3	.3	97.3
Quaker	1	.3	.3	97.6
Roman Catholic	1	.3	.3	97.9
Taoism/Buddhism	1	.3	.3	98.2
Trinitarian	1	.3	.3	98.5
Uncertain	4	1.2	1.2	99.7
Wiccan	1	.3	.3	100.0
Total	329	100.0	100.0	

The last set of questions on our instrument were used to gather psychographic data on respondents. We were particularly interested in how respondents define themselves and what their values are. Respondents were provided with a rating scale and asked to rate themselves on that 10 point scale. Eleven descriptors were used in conjunction with the scale illustrated in figure 6.10.

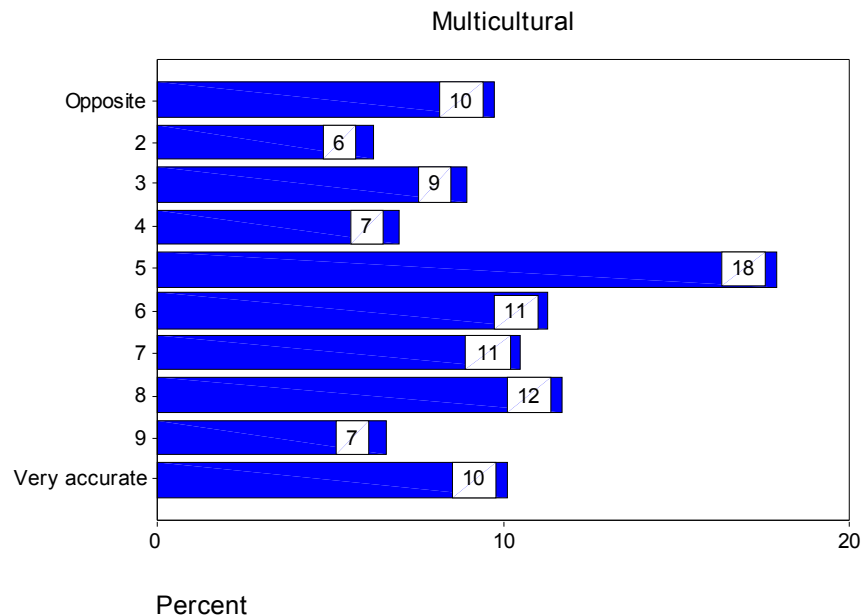
Figure 6.10
(Rating scale)

Opposite											Very accurate
	1	2	3	4	5	6	7	8	9	10	

Most of our descriptors could be construed as “values,” which we define as core beliefs that guide one’s decision making about what is right or wrong, just or unjust, and, to some degree, desirable or undesirable. Values are the beliefs which parents teach their children and those which most people rarely deviate from. Paul Ray and Sherry Anderson have noted that people rarely change their values or worldview because “when you make this shift, you change your sense of who you are and who you are related to, what you are willing to see and how you interpret it, your priorities for action and for the way you want to live” (Ray and Anderson, 2000; p. 18). Thus, values are at the core of identity—for both individuals and groups. The values data on Cultural Creatives, reported below, are based on a single survey of 1,036 American adults. The study was conducted in 1994 and 1995 and is summarized by Ray and Anderson (p. 28).

What are the values of people that live a holistic and ecologically conscious lifestyle? When we asked respondents whether they would describe themselves as “multicultural,” 68% gave a score of 5 or higher. The distribution of American respondents are illustrated in figure 6.11. Ray and Anderson’s Cultural Creatives prefer exotic food and travel and like learning about new things and cultures. Nearly 90% of Ray and Anderson’s Cultural Creatives said that they “like what is foreign and exotic.” Cultural Creatives are, in a word, multicultural.

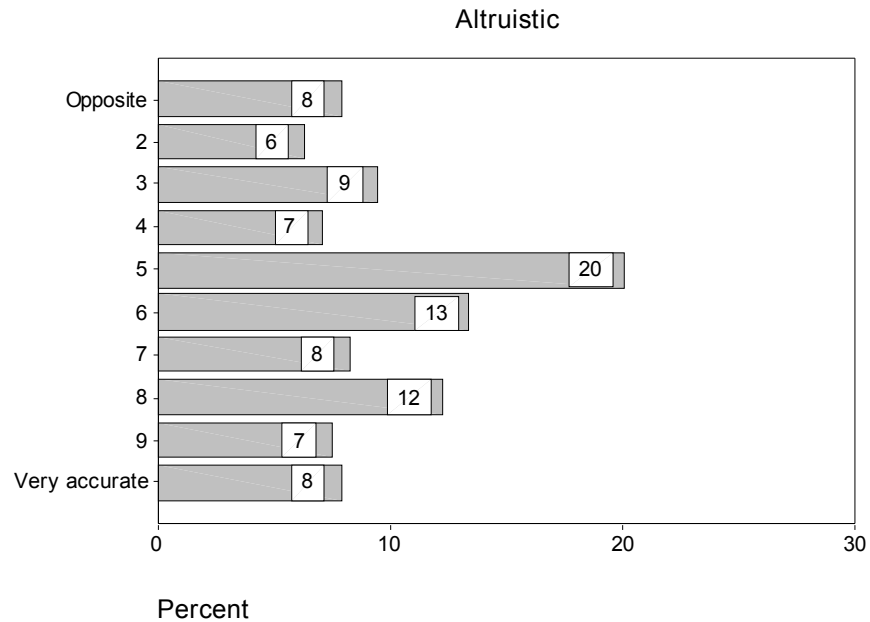
(Figure 6.11)



When we asked respondents whether they would define themselves as “altruistic,” 70% of American respondents rated themselves as a 5 or higher on the ten point scale (see figure 6.12). When Ray and Anderson asked their respondents whether they “are

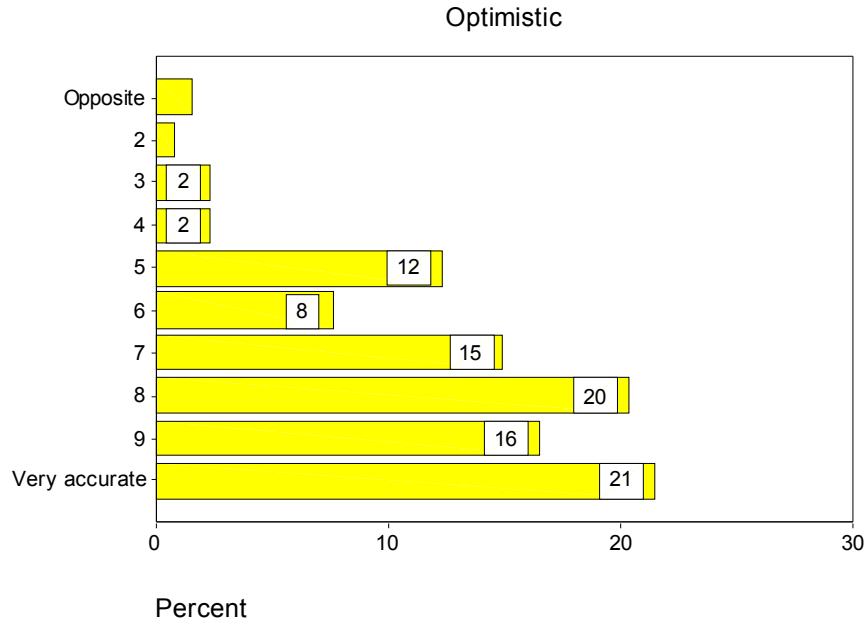
altruistic,” roughly 57% of their Cultural Creatives responded that they were. The findings of our altruism item and that of Ray and Anderson are quite similar. It is safe to conclude that a majority of both groups share a commitment to altruism.

(Figure 6.12)



When we asked respondents to tell us whether they are “optimistic,” 92% marked a five or higher on the ten point scale (see figure 6.13). Here, we see a stark difference between the responses of Cultural Creatives and our respondents: In spite of the events of September 11th, our respondents rated themselves very high on an optimism scale whereas the Cultural Creatives did not. Just over 40% of Cultural Creatives said that they were “optimistic about the future.” Perhaps the difference in response is due to the difference in the language of the item: Where we simply asked people whether they would define themselves as “optimistic,” Ray and Anderson asked their respondents whether they were optimistic about the future.

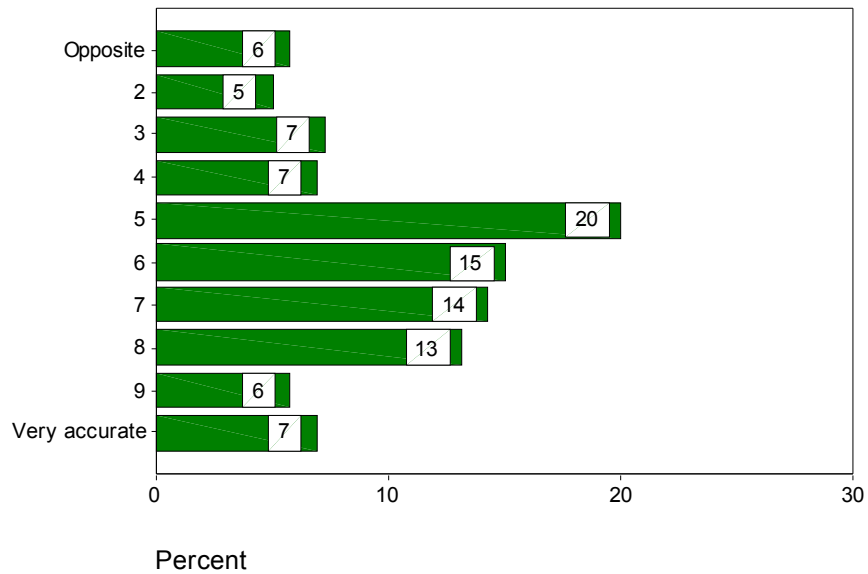
(Figure 6.13)



Over 80% of Ray and Anderson’s respondents have “pro-environment values” and slightly more believe in “ecological sustainability.” When we asked our respondents whether they would define themselves as an “environmentalist,” 75% gave a response of 5 or greater. The question now becomes, does this value translate into action? In section four, we noted that many respondents reported a willingness to pay more for a product if it is “environmentally friendly” and that the vast majority of respondents had at least considered giving a donation to a pro-environment organization. Ray and Anderson note that 49% of their respondents hold the “Gaia position,” meaning that they believe the planet is a living system and we need to protect it. Ninety-five percent of Cultural Creatives agree that “environmental crisis justifies change in our way of life.” Thus, both groups of respondents hold pro-environment values and it seems clear that those values translate into action.

(Figure 6.14)

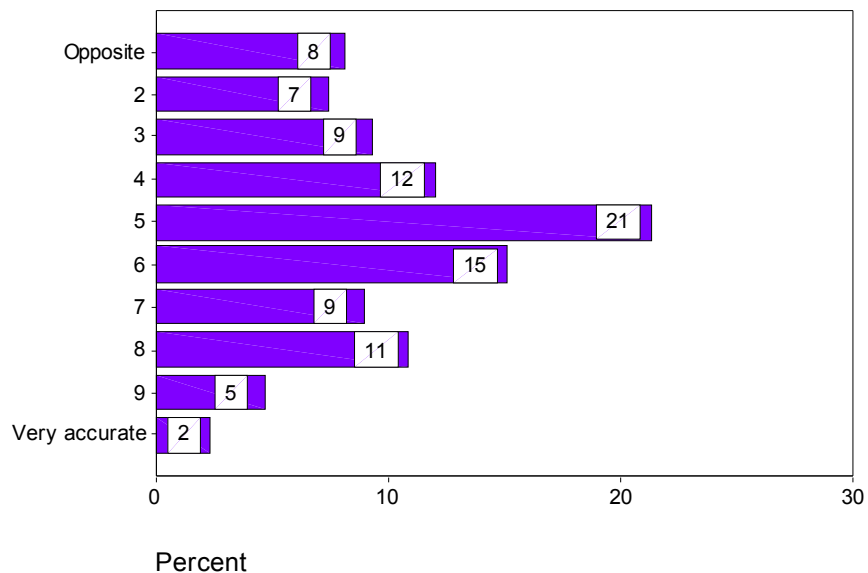
Environmentalist



We asked our respondents whether they would consider themselves “activists” 63% of respondents rated themselves as a five or higher on the 10 point scale we offered. Roughly 45% of Cultural Creatives said that they “want to become an activist.” Ray and Anderson note, throughout their book, that the majority of their Cultural Creatives have been involved in social justice and pro-environment groups since that late sixties. Moreover, a majority believe that Americans should change their lifestyle if it benefits the Earth.

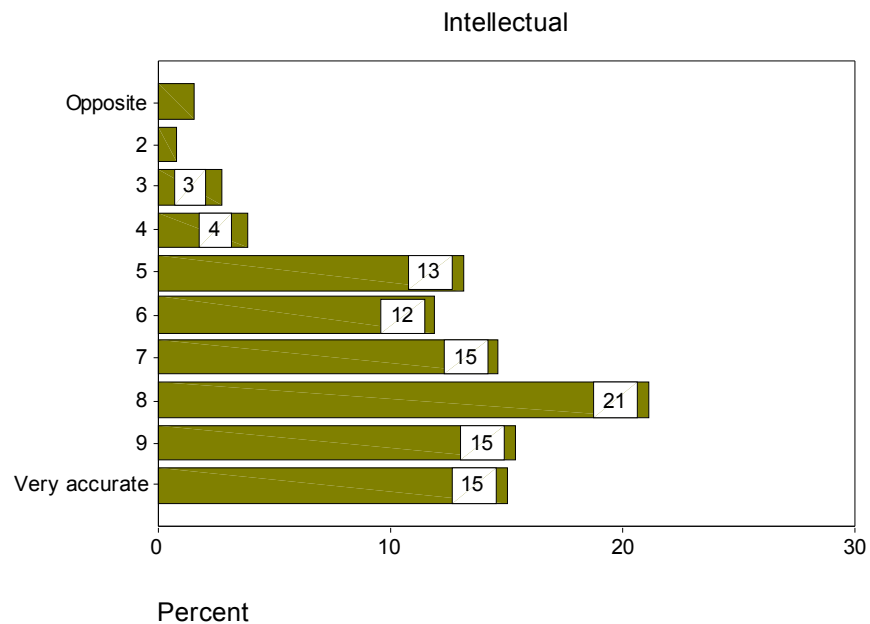
(Figure 6.15)

Activist



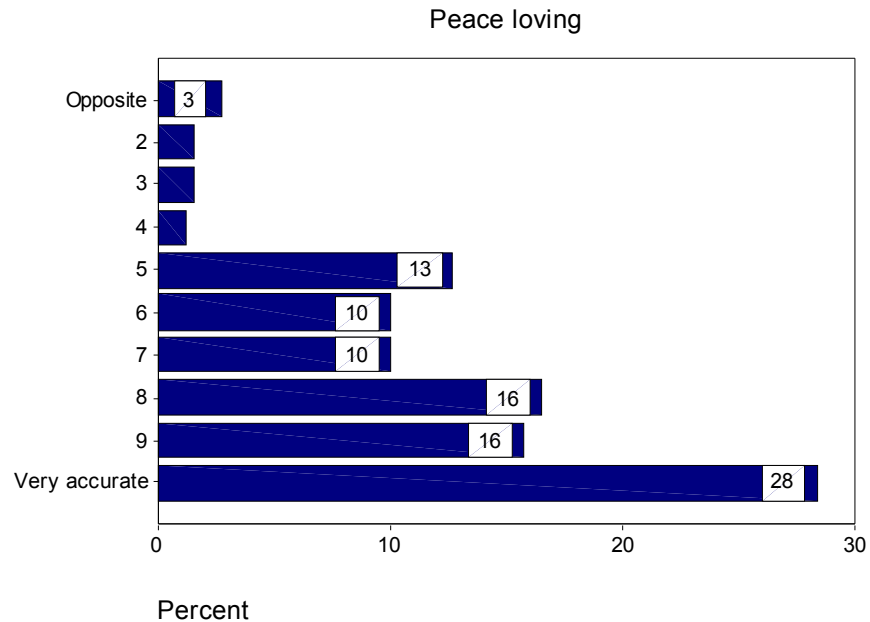
When we asked our respondents whether they considered themselves “intellectual” 91% responded with a five or greater. Ray and Anderson note that Cultural Creatives are “aggressive consumers of the arts and culture” (p. 35) and that they “buy more books and magazines, listen to more radio, including classical music and NPR, and watch less television than any other group” (p. 35) and that they “buy and use *Consumer Reports* on mot durable goods” (p. 35). Thus, it appears that both groups are intellectual.

(Figure 6.16)



When we asked our respondents whether they considered themselves “peace loving,” 93% gave a response of 5 or greater. That response is very consistent with an item reported on in section two: There, we noted that the vast majority of our respondents believed that the events of September 11th mean that we need to work harder to achieve world peace. Ray and Anderson write at length about their respondents involvement with various social justice movements during the sixties and seventies. Thus, as has been the case with most of the psychographic items, Ray and Anderson’s Cultural Creatives are quite similar to those that live a holistic and ecologically conscious lifestyle.

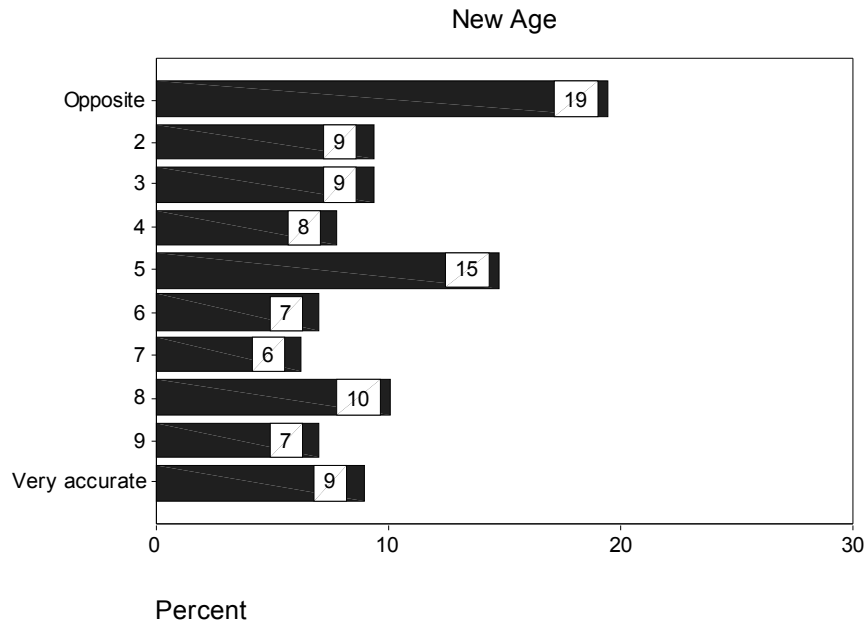
(Figure 6.17)



While Ray and Anderson are very clear in their book that Cultural Creatives are not “New Age,” Cultural Creatives do seem to have many things in common with our group of respondents, many of whom report using products and services that would fall under the heading of New Age. When we asked respondents whether they were “New Age,” 54% rated themselves as a 5 or higher on the ten point scale. That was surprisingly low. Again, our group has expressed an interest in learning about and/or purchasing New Age products and services.

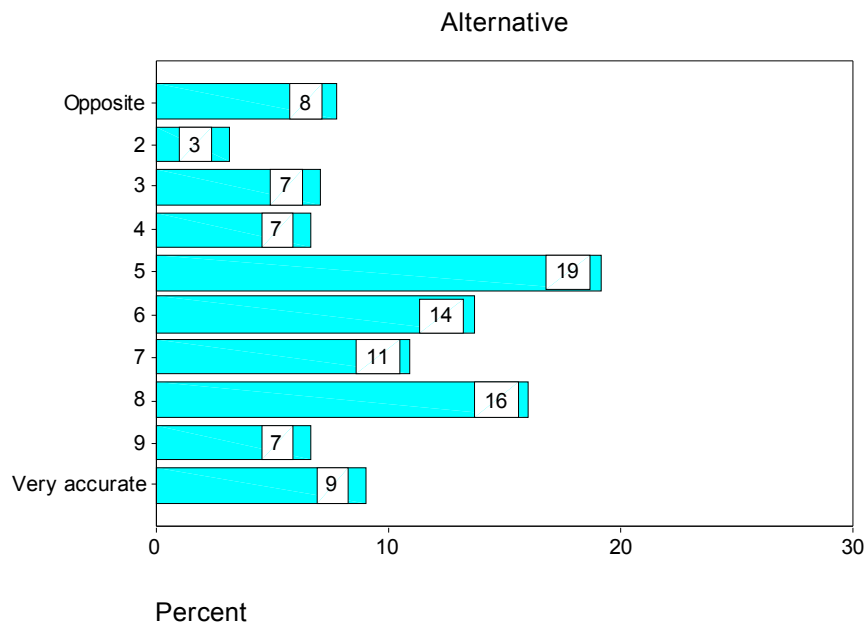
New Age Journal, a prominent New Age publication with a circulation of approximately 200,000, recently sent a press release to its advertisers informing them that they had decided to change their name to “*Body and Soul*.” The name change was based, according to the press release, on research and branding experimentation. *Body and Soul* noted that the name change would open them to a broader market. Bringing the meta-message of the change home, *Body and Soul* titled their release “embracing change” and noted that they were “embracing a wider audience.”

(Figure 6.18)



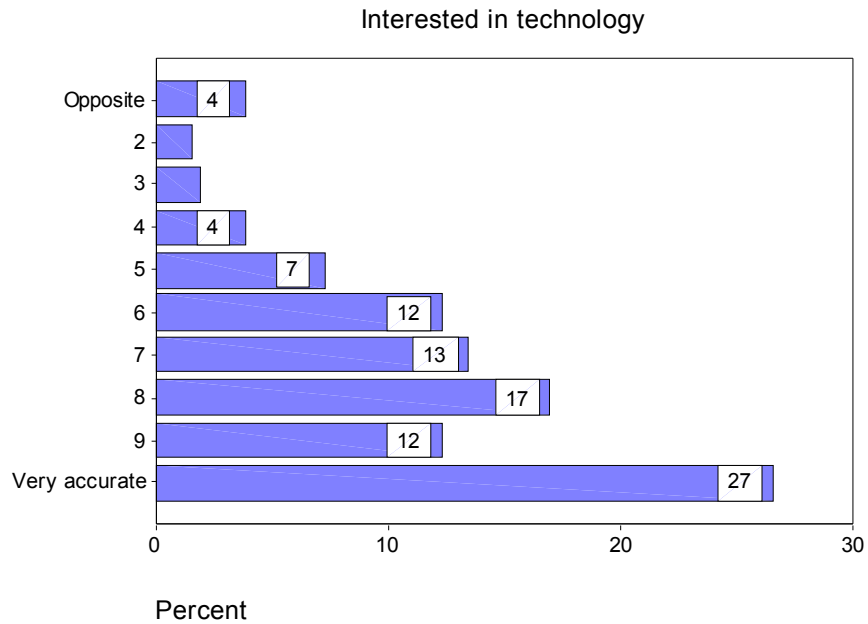
There were a few items included in our survey that were not addressed by Ray and Anderson. As can be seen in figure 6.19, 76% of respondents rated themselves as a five or higher on the alternative question.

(Figure 6.19)



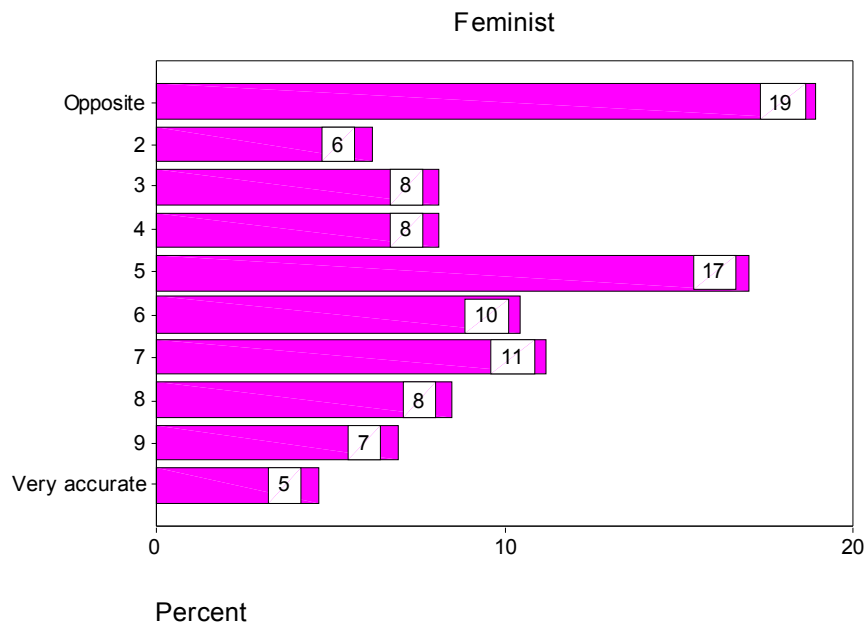
The overwhelming majority of our respondents reported being interested in technology (see figure 6.20). That's not surprising given that our survey was conducted online.

(Figure 6.20)



Interestingly, while respondents told us that they either give or would consider giving to a group that protects women's rights, 19% said that they were the opposite of feminist (see figure 6.21).

(Figure 6.21)



To sum up, our respondents have many things in common with a group which Paul Ray and Sherry Anderson have referred to as Cultural Creatives, of which there are roughly 50 million in the United States.

V. Conclusion

As we have seen, people who live a holistic and ecologically conscious lifestyle reported few changes in their life patterns in the months after the horrific events of September 11th. The findings reported here also suggest that, despite an overall drop in spending, there was a rise in spending on certain New Age products. Those data, combined data we gathered from New Age businesses in April of 2002 strongly suggest that despite the rough economy, the market for products that promote holistic living is growing at a slow but steady pace.