

# *Heart and Soul Creations*

## *Cultural Creatives*

{ This quiz is borrowed entirely from The Cultural Creatives [book](#) and more information can be found on this [website](#). }



### **You are likely to be a Cultural Creative if you...**

1. ...love Nature and are deeply concerned about its destruction
2. ...are strongly aware of the problems of the whole planet (global warming, destruction of rainforests, overpopulation, lack of ecological sustainability, exploitation of people in poorer countries) and want to see more action on them, such as limiting economic growth
3. ...would pay more taxes or pay more for consumer goods if you could know the money would go to clean up the environment and to stop global warming
4. ...place a great deal of importance on developing and maintaining your relationships
5. ...place a lot of value on helping other people and bringing out their unique gifts
6. ...do volunteering for one or more good causes
7. ...care intensely about both psychological and spiritual development
8. ...see spirituality or religion as important in your life, but are concerned about the role of the Religious Right in politics
9. ...want more equality for women at work, and more women leaders in business and politics
10. ...are concerned about violence and abuse of women and children around the world
11. ...want our politics and government spending to put more emphasis on children's education and well-being, on rebuilding our neighborhoods and communities, and on creating an ecologically sustainable future

12. ...are unhappy with both the Left and the Right in politics, and want a to find a new way that is not in the mushy middle
13. ...tend to be somewhat optimistic about our future, and distrust the cynical and pessimistic view that is given by the media
14. ...want to be involved in creating a new and better way of life in your country
15. ...are concerned about what the big corporations are doing in the name of making more profits: downsizing, creating environmental problems, and exploiting poorer countries
16. ...have your finances and spending under control, and are not concerned about overspending
17. ...dislike all the emphasis in modern culture on success and “making it,” on getting and spending, on wealth and luxury goods
18. ...like people and places that are exotic and foreign, and like experiencing and learning about other ways of life

**If you agreed with 10 or more, you're probably a Cultural Creative.**

**If you are, you are the one to create NEW.**

Paul Ray's Value Study revealed three distinct value sets within the U. S. A.

***Cultural Creatives*** need to be contrasted to ***Traditionals*** and ***Moderns***, because they often describe themselves as 'bridge people' between the other two contending cultures who are busy having a culture war. They are trying to make a cultural synthesis, and also transcend the others.

***'Traditional'*** actually favor a 19th century worldview and values, nothing more ancient than that, and they are largely in reaction against the culture of today's world, usually from a rural, small town or religiously conservative stance. Obedience to one leaders with the concept that those who do not agree are 'not with us' and therefore enemies.

***'Moderns'*** tend to see the world through a filter of personal success and financial gain, with an acceptance of 'things as they are' in big cities, big organizations, the latest technologies, mass media, and a 'modern' life rewarded by material consumption.

***'Cultural Creatives'*** care deeply about ecology and saving the planet, about relationships, peace, social justice, and about authenticity, self actualization, spirituality and self-expression. A common feeling is that they are alone in their values.

## **A steadily growing population:**

- In 1995, Cultural Creatives were 23.6% of the US adult population, or 44 million adults.
- In 1999, Cultural Creatives were 26% of US adult population, or 50 million adults.
- **In 2008, Cultural Creatives were 34.9% of US adult population, or 80 million adults**
- **[US Adults 18+ years in 2008 = approximately 230 million]**
- 175% growth in 13 years is a little over a 3% per year constant annual population growth rate.
- However we have to factor in that the US adult population is growing too. So, the Cultural Creatives' share of US population went from 23.6% to 33.6%. That is a 42.4% increase in share—about a 2.5% annual growth rate as an increasing share of the US population.