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**CULTURAL CONSUMER PROFILE  
IN COLOMBIA: AN APPROACH OF  
CULTURAL OMNIVOROUSNESS**

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Héctor R. Mendoza Guardo

**Yáñez Contreras, M., & Mendoza Guardo, H. R. (2025). Cultural consumer profile in Colombia: An approach of cultural omnivorousness. *Cuadernos de Economía*, 44(96), 1219-1241.**

Cultural consumption analysis focuses on factors related to consumption decisions, providing valuable insights for both industry and cultural policies. In this research, we analysed characteristics associated with cultural omnivorousness consumption in Colombia. We use data from the 2017 DANE Cultural Consumption Survey, covering 16 cultural activities, along with socioeconomic and demographic information about participants. Based on this, a volume-based omnivorousness variable

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was established for each individual, considering the number of distinct cultural activities consumed. The analysis employed Poisson regressions to identify factors associated with greater participation in distinct cultural activities, complemented with logistic regressions to characterize the profile of non-consumers. The results highlight that variables such as income, socioeconomic status, educational level, and age are significantly linked to both omnivorous cultural consumption and the likelihood of being part of the non-consuming group.

**Keywords:** Cultural consumption; cultural omnivorousness; socioeconomic features; cultural industry; Colombia.

**JEL:** Z10, D12, L82.

**Yáñez Contreras, M., & Mendoza Guardo, H. R. (2025). Características del consumidor cultural colombiano: un enfoque desde la omnivoridad cultural. *Cuadernos de Economía*, 44(96), 1219-1241.**

El estudio del consumo cultural permite comprender los factores que influyen en las decisiones de consumo, aportando información valiosa para el sector cultural y la formulación de políticas públicas. Este artículo aborda las características asociadas al consumo cultural omnívoro en Colombia. A partir de datos de la Encuesta de Consumo Cultural del DANE para 2017, se empleó información de participación para 16 actividades culturales, junto a datos demográficos y socioeconómicos de los individuos. Con base en ello, se estableció la variable de omnivoridad por volumen de cada individuo, considerando el número de distintas actividades culturales consumidas. Para el análisis estadístico, se emplearon regresiones de Poisson para identificar los factores relacionados con una mayor participación en distintas actividades culturales, complementados con regresiones logísticas para determinar el perfil de los no consumidores. Los resultados destacan que variables como el ingreso, el nivel socioeconómico, el nivel educativo y la edad están significativamente asociadas tanto al consumo cultural omnívoro como a la probabilidad de pertenecer al grupo de no consumidores.

**Palabras clave:** consumo cultural; omnivoridad cultural; factores socioeconómicos; industria cultural; Colombia.

**JEL:** Z10, D12, L82.

## INTRODUCTION

The research of consumer behaviour applied to the cultural market allows the analysis of social and economic factors that influence personal decisions when consuming cultural goods and services (Towse, 2010). Research in this area is crucial for policy formulation aimed at increasing engagement with the arts and culture, especially in societies with structural inequalities that affect cultural consumption. This is particularly relevant given that art and culture have often been used as markers of social differentiation (Bourdieu, 1987, 2006; García-Canclini, 1999; Wilensky, 1964). In Colombia, various studies have examined specific cultural activities to identify the characteristics driving their demand (Andrade et al., 2023; Espinal et al., 2020; Gómez et al., 2020). However, while these studies help understand factors influencing attendance at specific activities, they do not consider the cultural consumer as an individual who, based on personal preferences, can select a range of activities from the entire cultural offering. Therefore, these studies do not provide insights into overall cultural demand and the consumption patterns adopted by individuals.

The gap between low and high cultural consumption has led in recent years to discussions about creating a basic cultural package in several Latin American countries (Güell & Peters, 2012). This discussion becomes even more important when we look at differences in participation in high-status cultural activities, where socioeconomic factors play a big role in who can access and enjoy these cultural experiences (Espinal et al., 2020; Gómez et al., 2020; Hidalgo, 2018). However, research by Peterson (1992) offers an alternative view, suggesting that social differences can also be seen in the variety of cultural activities people participate in. In other words, the range of cultural interests and activities people engage in shows a broader social segmentation or what is known as *omnivorous cultural consumption* (Lizardo, 2014; Olivos & Wang, 2022; Voronin & Lutter, 2024).

In this research, we analysed characteristics associated with cultural omnivorousness in Colombia, based on the number of cultural activities consumed by individuals. The effects of socioeconomic and demographic factors on the number of cultural activities consumed were identified using Poisson regressions, while the impact of these factors on the probability of not participating in cultural activities was analysed through logistic regressions. Socioeconomic and demographic variables were associated with cultural omnivorousness of individuals, leading to the hypothesis that in Colombia the inequalities in cultural activities are influenced by these factors. To our knowledge, this is the first research to address cultural omnivorousness in Colombia from a quantitative perspective.

The research is organised into three main sections. The first section covers the theoretical and empirical framework of cultural activity demand and consumption, exploring consumption determinants from economic theory and Bourdieu's (2006) concept of taste-based social segmentation. The second section details the methodology, including data sources, variables, their statistical description, and

the execution of Poisson and logistic regressions. Finally, the results of the regressions are presented, discussed in relation to similar theoretical and empirical studies in the literature, and concluded.

## **THEORETICAL AND EMPIRICAL FRAMEWORK**

Culture encompasses the activities performed by people and the products derived from them, relating to the intellectual, moral, and artistic aspects of human life. This definition allows the use of “cultural” as an adjective in economic contexts, referring to goods, services, industries, and cultural consumers (Throsby, 2000). Cultural goods and services can be supplied and demanded like any other goods or services, with their production involving creative work and their value not always being expressible in monetary terms (Palma & Aguado, 2010). Thus, cultural consumption refers to the effective demand for cultural goods and services offered in the market. This has been studied from various disciplines, incorporating elements of economic theory and rational choice, as well as sociological perspectives on social stratification. This framework outlines both theoretical perspectives with the aim of identifying the variables associated with cultural consumption.

## **CULTURAL CONSUMPTION EXPLAINED BY ECONOMIC THEORY**

The value as the primary motivation behind economic behaviour allows to identify the utility an individual assigns to goods and services, as well as the price they are willing to pay for them. In the cultural field, value can be assigned to specific or general properties of a cultural good, either individually or collectively, which explains individual consumption decisions (Throsby, 2000). This valuation enables the application of economic theory elements to the demand for cultural goods and services, where consumers aim to maximize their total utility considering available resources, such as income, available time, consumption habits, and cultural capital, which are most relevant to cultural consumption.

Income is the primary economic variable explaining consumption, as it allows individuals to acquire more goods, thereby increasing overall utility and expanding the variety of goods and services beyond basic needs, and surpassing the price threshold for cultural goods and services (Rathnayaka et al., 2022). Overcoming these barriers leads to an increase in the marginal demand for cultural goods and services, even causing less sensitivity to price variations (Yang & Wang, 2023). Conversely, individuals or households with insufficient income experience a lower probability of consuming these goods, as well as higher demand elasticity regarding price, explained by a redistribution of expenditure to non-cultural goods.

However, other variables also influence individuals' choices to consume cultural goods, even when income exceeds the price threshold, and they affect elasticity.

Preferences or tastes are one such factor and can influence the maximum price a person is willing to pay for a cultural good or service. Thus, the greater an individual's taste for a good, the less price affects them, leading to higher willingness to pay and more inelastic demand. Temporary goods, such as attending specific artists' concerts or movie premieres, exemplify this, where individuals may show a higher willingness to pay for consumption (Hellmanzik, 2020).

Cultural activities also require dedicating time for consumption, differentiating them from other types of goods. Therefore, the time available to a person, usually considered as free time, is significant in the individual's evaluation of whether to consume a particular cultural good or service, being incorporated as an opportunity cost (Becker, 1965; Machado et al., 2017). Some studies analysing the relationship between available time and cultural consumption have used occupation as an explanatory variable, considering the available time associated with each occupation (Chen & Tang, 2021). For instance, Espinal et al. (2020) found that Colombian students, within their occupational scheme, have a higher probability of attending activities like movies, due to a lower opportunity cost of time spent on cultural consumption, and fewer family and work responsibilities. However, in economic theory, higher income also increases the cost of time spent on cultural activities, resulting in restrictions on attending long-duration activities even when income is not a barrier, making highly elastic activities regarding income rare (Hellmanzik, 2020).

On the other hand, satisfaction from consuming cultural goods is associated with an individual's ability to interpret the symbolic, aesthetic, and historical values these goods embody, assuming everyone has cultural capital enabling them to understand the implicit meaning in cultural goods (Christin, 2012; Díaz et al., 2023). This capital comes from the experience and contact a person has had with cultural activities, which requires investing time throughout their life (Bourdieu, 1987). The acquisition of cultural capital has been studied from perspectives such as the formation of tastes and habits (Lévy-Garboua & Montmarquette, 1996; Machado et al., 2017; Pollak, 1970; Seaman, 2006), rational addiction (Becker, 1965), school education, and family heritage (Pérez, 2008).

In the formation of habits and tastes, it is recognized that the goods consumed by an individual depend on their historical consumption, thus conditioned by past consumption experiences, which may also be influenced by the historical consumption of those close to them (Biondo et al., 2020). Tastes develop from the accumulation of satisfying experiences throughout life (Lévy-Garboua & Montmarquette, 1996), while habits are formed from immediate or recent past consumption, allowing individuals to adjust their habits based on market conditions (Pollak, 1970, p. 751). In both cases, current demand for cultural goods is framed within a historical consumption model (Palma & Aguado, 2010).

Empirical studies of these variables consider early socialization and participation in artistic and cultural activities as factors representing greater exposure and accumulated experience, which develops cultural capital. In this regard, the consumer



acts as a domestic producer making decisions based on their consumption history for each good, which allows them to satisfy needs with fewer resources (Becker & Murphy, 1988; Chen & Tang, 2021; Machado et al., 2017; Palma & Aguado, 2010). Christin (2012) concludes in a research applied to the United States that early socialization in cultural activities, reflected in receiving art lessons during childhood, leads to higher cultural consumption and is one of the factors explaining the greater participation of women in cultural activities.

## **Cultural capital and social segmentation**

Bourdieu (1987) notes that the formation of habits overlooks the role of inherited cultural capital, which represents an individual's differentiated opportunities to understand symbolic meanings. This capital affects (or hinders) aspects such as early initiation, the accumulation of cultural capital, and the ability to meet cultural demands. In other words, the interpretation of habits ignores that each person is grounded in the cultural capital inherited from their family, which contributes to social inequalities in the interpretation and appropriation of cultural goods and services, leading to invisible social segmentation and the maintenance of social boundaries (Katz-Gerro, 2004).

Cultural capital can accumulate and be transmitted through its three states: incorporated, objectified, and institutionalized. The incorporated state is acquired by investing time in cultural activities, closely related to the formation of habits or tastes, as it involves personal assimilation. In this state, cultural capital is associated with the person and cannot be transmitted immediately, but is subjected to progressive hereditary transmission, on which individuals build through their life experiences and investments (Bourdieu, 1987).

Objectified cultural capital refers to symbolic and cultural elements that can be transmitted materially and thus resemble the transmission of an economic good. Although this state does not imply the ability to understand and consume a cultural good, it facilitates the accumulated acquisition of incorporated cultural capital. Lastly, institutionalized cultural capital is linked to the individual through credentials that provide symbolic and material benefits. Educational degrees, for example, determine the exchange value of an individual's labour in the market and can be converted into cultural capital, distinguishing individuals from others (Bourdieu, 1987).

One way to observe social segmentation by cultural capital is through consumption patterns (Goldberg, 2011; Machado et al., 2017; Yaish & Katz-Gerro, 2012). These patterns can create a sense of connection, identity, and place (Hellmanzik, 2020; Throsby, 2000), but also exclusion based on one's position in the economic space (Bourdieu, 1987). This position is determined by variables related to production relations—such as profession, income, and education level—and to auxiliary characteristics that function as principles of selection or exclusion, such as gender, ethnicity, age, or geographic origin (Bourdieu, 2006).

One of the early proposed expressions of cultural consumption is homologous consumption, defined as the link between socioeconomic characteristics and specific cultural repertoires (Vanzella-Yang, 2018). In this expression, cultural repertoires gain significance based on the cultural capital of their audience, categorized as elite or popular tastes (*highbrow* and *lowbrow* in English). However, alternative perspectives, such as cultural omnivorousness, have emerged to explain social segmentation through broader patterns of consumption.

## Cultural omnivorousness framework

Proposed by Peterson (1992), cultural omnivore is a modern theory that explains how social elites distinguish themselves by adopting an inclusive orientation towards a wide range of cultural activities, and not through the exclusion of popular culture. This marked a major shift explaining cultural consumption in elites, from an exclusive preference for *high culture*—addressed in Bourdieu's works—to the embrace of diverse cultural repertoires.

Since its introduction, the notion of cultural omnivorousness has been expanded and updated in theory and research. The original idea proposed that omnivores show an expansive array of cultural preferences, contrasting with *univores* who are often located in lower occupational groups and tend to prefer only a narrow set of non-elite cultural activities (Chan and Goldthorpe, 2007; De Vries & Reeves, 2020; Peterson & Kern, 1996).

A *volume-based* perspective describes cultural omnivorousness as the total number of cultural activities consumed (Lizardo, 2014; Vanzella-Yang, 2018). Alternatively, a *composition-based* perspective focuses on heterogeneity of cultural preferences, especially how people mix elite and popular activities. Within this framework, two interpretative variants have arisen. The *weak* version, where elites exhibit greater cultural engagement and sometimes consume activities or genres outside its social class, and the *strong* version, where elites completely reject all class-based limits and equally value all cultural activities (De Vries & Reeves, 2020).

A different perspective comes from Lizardo (2014), who proposes a network-based model to describe omnivorousness as a capacity to bridge *cultural holes*, linking disparate cultural areas within wider symbolic or social frameworks. In this perspective, omnivores are viewed as connectors who integrate different cultural fields, thereby enhancing the structural diversity of cultural capital.

Applied research on cultural omnivorousness has tried to test and improve these theories, by exploring how cultural consumption relates to social and economic status, aiming to improve the conceptual and methodological precision of omnivorousness and to examine its interaction with demographic and social variables (Brisson, 2019; Herrera-Usagre, 2011). Most findings confirm that socioeconomic status consistently emerges as a primary explanatory factor (Olivos & Wang, 2022), with education and income identified as robust positive predictors of both omnivorousness and general cultural participation (DiMaggio, 1987;

Herrera-Usagre, 2011; Katz-Guerro, 2004; Vanzella-Yang, 2018; Weingartner & Rössel, 2019). While other factors such as age, gender, race, ethnicity, and marital status can also affect patterns of participation, depending on the specific context.

Despite having common factors associated, applied studies shows that omnivorousness—as a pattern of consumption observed in real scenarios—isn't empirically uniform or standardized. For example, in Flanders, Vander Stiechele and Laermans (2006) distinguishes between two kinds of cultural omnivores in the arts: *omnivore incidental art participants* and more committed *omnivore art participants*. In England, Chan and Goldthorpe (2007) uses the categories *omnivore-listeners* and *true omnivores* to describe two type of omnivorousness in music listeners. Along musical preferences patterns, Vanzella-Yang (2018) proposes *semi-omnivores*, *highbrow omnivores*, and *selective omnivores* that reveals further internal differentiation in Canada's consumers; meanwhile in Spain, Herrera-Usagre (2011) contrasts *traditional univores* with *modern univores*. Finally, for visual arts, Chan and Goldthorpe (2007) introduces *paucivores* as consumers whose repertoire exceeds that of *univores*, but does not meet the threshold for full omnivorousness.

These examples support the De Vries and Revees (2020) idea that the *strong model* of omnivorousness isn't common. In many cases, elites still avoid certain low-status cultural forms, meaning that class-based boundaries remain, and that omnivorousness may serve as a new type of distinction, thereby maintaining symbolic boundaries.

## METHODOLOGY

This research used data from the Cultural Consumption Survey (ECC, Spanish acronym), conducted by the *Departamento Administrativo Nacional de Estadística* (DANE), which aims to characterize the cultural practices related to the consumption of the Colombian population through a probabilistic, multistage, stratified, and cluster sampling method (DANE, 2018). The analysis utilized data from the 2017 survey, a probabilistic national sample that covered a total of 8,532 households, comprising 26,805 individuals residing in the municipal capitals of Colombia. The structure of the ECC data is organised into three hierarchical levels: first, housing; second, households; and finally, individuals. In this research, a cultural good is defined as a product with specific characteristics that can be represented as either a good or a service, considering whether these are tangible or intangible, whether they persist over time or are consumed immediately, and whether they allow for consumer appropriation (Throsby, 2000; DANE, 2018).

For the analysis, individuals under 18 years old were excluded, as well as those who did not report their income or educational level, resulting in a final sample of 16,719 individuals from 7,819 households. The cultural activities analysed include those reported in the module on presentations and performances, as well as other

general cultural activities mentioned in the survey, such as attending movies, reading books, and visiting national monuments, historic centres, or archaeological sites. In total, 16 cultural activities were considered, with a binary variable indicating whether an individual participated in each type of cultural activity in the past 12 months (see Table 1).

**Table 1.**  
Percentage of consumption of cultural activities

Cultural consumption concept	By individuals (%)
Theatre, opera or dance	16.27%
Concerts, recitals, music presentations	33.17%
Exhibitions, fairs or exhibitions of photography, painting, engraving, drawing, sculpture or graphic arts	10.89%
Craft fairs or exhibitions	30.34%
Bullfighting fairs, bullfights, coleo or corralejas	9.12%
Festivals, publication fairs (books) or audiovisual fairs (cinema, television...)	7.18%
Carnivals, festivals or national events	19.61%
Puppets or storytellers	8.79%
Parks, nature reserves or zoos	28.36%
Gastronomic festivals	9.59%
Municipal or departmental festivals	32.12%
Circus	8.92%
Theme park or amusement park	19.06%
Cinema	33.76%
Books	43.86%
Visits to historical or archaeological sites	16.94%

*Note.* The table details each cultural activity evaluated in the research, along with the percentage of participants who engaged in, attended, or consumed each activity.

Source: ECC Survey conducted by DANE (2018).

Based on these activities, a variable was developed to measure the number of cultural activities consumed, referred to as *cultural omnivorism by volume* (Lizardo, 2014). This variable represents the total count of different types of cultural activities that each person reported participating in or consuming over the past 12 months (see Table 2). This measure is one method used to assess cultural omnivorism, which contrasts individuals with a broad range of cultural activities against those who engage in more specific or limited types of consumption (Peterson, 1992). In terms of its calculation, cultural consumption by volume is a count variable that, from an economic perspective, reflects the diverse range of cultural goods or services consumed by individuals (Vanzella-Yang, 2018).

**Table 2.**

Frequency distribution of number of cultural activities consumed (cultural omnivorism by volume)

<b>Number of cultural activities consumed</b>	<b>Relative frequency (in percentages)</b>	<b>Cumulative frequency (in percentages)</b>
0	17.64	17.64
1	17.20	34.84
2	14.17	49.01
3	12.73	61.74
4	9.79	71.53
5	7.80	79.33
6	6.05	85.38
7	4.37	89.74
8	3.37	93.11
9	2.27	95.38
10	1.81	97.19
11	1.24	98.43
12	0.74	99.16
13	0.47	99.64
14	0.26	99.89
15	0.08	99.98
16	0.02	100.0

*Note.* This table presents relative frequency distribution of the number of cultural activities consumed by individuals. It shows that 61,74% of individuals consume 3 activities or less, while only 0,0281% consumes more than 10 activities.

Source: Own elaboration based on 2017 ECC Survey data (DANE, 2018).

Additionally, variables from the Cultural Consumption Survey were used to identify the demographic and socioeconomic characteristics of individuals. Numerical variables included income, years of education, and age. Dichotomous variables included whether individuals belong to socio-economic strata 1 to 3 or 4 to 6, literacy status, gender, ethnic group affiliation, employment status, marital status, and educational level. Furthermore, individuals were grouped in four categories based on their volume of cultural consumption, as follows: Group 1: Individuals who did not consume any cultural activities; Group 2: Individuals who consumed between 1 and 3 cultural activities; Group 3: Individuals who consumed between 4 and 6 cultural activities, and Group 4: Individuals who consumed more than 7 cultural activities.

Table 3 presents the average values of each variable. The right last column contains data encompassing all individuals, while the subsequent columns provide information for individuals categorized by the number of activities they engage in.

**Table 3.**

Demographic and socio-economic statistics of general and grouped individuals

Variable	Group 1	Group 2	Group 3	Group 4	General
	(1)	(2)	(3)	(4)	(5)
<b>A. Consumption by volume</b>					
Cultural consumption by volume	-	1.90	4.84	8.88	3.28
	-	(0.82)	(0.80)	(1.89)	(2.98)
<b>B. Numerical variables</b>					
Income (in minimum wage from 2017) <sup>1</sup>	0.57 (0.83)	0.80 (1.19)	1.09 (1.80)	1.53 (2.10)	0.93 (1.50)
Years of education	11.15 (5.57)	13.94 (3.68)	15.26 (2.70)	16.24 (2.31)	14.09 (4.06)
Age	54.26 (18.99)	43.54 (16.70)	38.07 (15.30)	36.18 (14.35)	43.06 (17.52)
<b>C. Dichotomous variables</b>					
<b>C.1. General dichotomies</b>					
Stratum (1: Stratum 4 to 6; 0: Stratum 0 to 3) <sup>2</sup>	0.03	0.04	0.07	0.14	0.06
Sex (1: Woman; 0: Man)	0.54	0.57	0.56	0.55	0.56
Affiliation with ethnic groups (1: Yes; 0: No)	0.15	0.16	0.15	0.14	0.15
Employment status: Work (1: Yes; 0: Other case)	0.45	0.57	0.60	0.64	0.56
Marital status: Single (1: Yes; 0: No)	0.18	0.24	0.33	0.40	0.27
<b>C.2. Dichotomies of educational level</b>					
None or preschool	0.18	0.05	0.01	0.00	0.05
Primary (1 <sup>st</sup> to 5 <sup>th</sup> grade)	0.38	0.24	0.11	0.05	0.21
Middle school (6 <sup>th</sup> to 9 <sup>th</sup> grade)	0.14	0.15	0.12	0.05	0.13
High school (10 <sup>th</sup> to 11 <sup>th</sup> grade)	0.21	0.32	0.31	0.23	0.28
Bachelor	0.09	0.24	0.41	0.57	0.30
Postgraduate (Specialization, Master or PhD)	0.00	0.01	0.04	0.10	0.03
<b>D. Individuals</b>					
Individuals	2,950	7,373	3,951	2,445	16,719
Percentage relative to total individuals	0.17	0.44	0.24	0.15	1.00

<sup>1</sup> Minimum wage (MW) established for 2017 in Colombia is \$737,717 COP.<sup>2</sup> In the ECC, the stratum variable is determined using the electricity service tariff assigned to the household. This tariff ranges from 1 to 6 and is used to classify homes based on their physical condition and the characteristics of their surrounding urban area. A value of 0 is

assigned to homes that do not have electricity service or do not receive an official electricity bill from a service provider.

*Note.* The table presents the mean and standard deviation for all individuals in the sample, along with those grouped into four distinct categories: Group 1 comprises individuals who did not participate in cultural activities, Group 2 includes those who engaged in 1 to 3 cultural activities, Group 3 consists of individuals who took part in 4 to 6 cultural activities, and Group 4 encompasses individuals who participated in more than 7 cultural activities. The data characteristics for Panels B and C are derived from the 2017 ECC Survey.

Source: ECC Survey conducted by DANE (2018).

## Statistical analysis

Given that the target variable is a count-based numeric variable, a regression analysis was conducted using a generalized linear model with a Poisson distribution. This approach allows the examination of the relationship between socioeconomic and demographic characteristics and the number of cultural activities consumed. The researchers incorporated robust errors into the model based on the clustering structure of the cultural consumption survey, accounting for housing and household levels, to assess the reliability and precision of the estimated parameters.

Thus, regressions were performed for a total of 16,719 individuals, with variance in the estimates controlled for the housing-household cluster established for the survey sampling. The estimated model is presented in Equation (1).

$$OV_i = Y_i \sim \lambda_i = \exp(\beta_0 + \beta_k X_{ki})$$

$$\ln(\lambda_i) = \beta_0 + \beta_k X_{ki} \quad (1)$$

$$\beta_k X_{ki} = \beta_1 NE_i + \beta_2 St_i + \beta_3 I_i + \beta_4 E_i + \beta_5 S_i + \beta_6 G_i + \beta_7 T_i + \beta_8 Ec_i$$

Where, OV: Cultural consumption volume, NE: Educational level (a coefficient was calculated for each level), St: Socioeconomic strata 4, 5, or 6, I: Income, E: Age, S: Gender, G: Affiliation with ethnic groups, T: Employment status, Ec: Marital status.

The subscript  $i$  represents the individual,  $n = \{0, 1, 2, \dots, n\}$ , and the subscript  $k$  denotes the variable number studied,  $k = \{1, 2, \dots, k\}$ .

Variables were incorporated into the model using forward stepwise regression, evaluating the contribution of each variable by assessing the reduction in the Chi-Square statistic relative to the previous nested model. Additionally, a regression including all variables was conducted to assess the consistency of the results. To interpret the results of the final stepwise regression analysis, incidence rate ratios

( $r$ ) were calculated by exponentiating the beta coefficients. These ratios were then interpreted according to the formula presented in Equation (2). These ratios provide a multiplicative expression of the relationship between the socioeconomic and demographic characteristics considered.

$$r_k = (\exp(\beta_k) - 1) * 100\% \quad (2)$$

Also, quantile linear regressions were also performed for the 30th, 90th, and 99th percentiles, which, as explained by Koenker and Hallock (2001), allows us to understand how independent variables influence various parts of the cultural omnivorism by volume distribution. This method estimates a conditional quantile function by minimizing a sum of asymmetrically weighted absolute residuals to model specific quantiles of the conditional distribution of the response variable.

Finally, logistic regressions were carried out for each identified group (see Table 3). The goal was to determine the probability of an individual belonging to each group based on their socioeconomic and demographic characteristics, with particular emphasis on the group that did not engage in cultural activities. In the results section, these logistic regressions are presented as marginal effects.

## RESULTS

The regression using the Poisson distribution seeks to establish the relationship between socioeconomic and demographic variables, as well as the volume of cultural consumption of individuals (see Table 4). The variables labelled as A.1 present the results of the covariates related to educational levels, while A.2 shows the results of the other variables considered. Columns 1 to 6 present the results of the stepwise regressions, and column 7 shows the results of the regression with all the variables. Finally, column 8 presents the incidence rates ( $r$ ) for the regression results shown in column 6.

In column 6, readers can observe that educational levels, age, socioeconomic status, and income are statistically significant variables positively related to the volume of cultural consumption. Educational levels show a positive relationship with cultural consumption, which increases with each additional level of education.

Age is the only significant demographic variable, presenting a negative relationship with the volume of cultural consumption. Regarding socioeconomic variables, income and belonging to strata 4, 5, or 6 were also significant and positive. Finally, in the regression with all variables, gender, ethnic group, marital status as single, and employment showed no relationship with the volume of cultural consumption, and their inclusion did not result in changes to the other variables.



**Table 4.**  
Regression results for Poisson distribution

Variable	(1)	(2)	(3)	(4)	(5)	(6)	(7)	r (6)
Y = Volume of cultural consumption								
<b>A.1. Covariates of educational level</b>								
Primary		0.711***	0.661***	0.660***	0.651***	0.651***	0.654***	1.918***
Middle school		1.068***	0.912***	0.902***	0.884***	0.884***	0.888***	2.420***
High school		1.298***	1.096***	1.081***	1.056***	1.056***	1.059***	2.875***
Bachelor		1.711***	1.490***	1.457***	1.418***	1.418***	1.418***	4.130***
Postgraduate		2.024***	1.880***	1.804***	1.701***	1.701***	1.700***	5.481***
<b>A.2. Other covariates</b>								
Age			-0.008***	-0.009***	-0.009***	-0.009***	-0.009***	0.991***
Stratum = 4, 5 or 6				0.203***	0.172***	0.172***	0.173***	1.187***
Income (in MW)					0.027***	0.027***	0.026***	1.027***
Sex = Woman							0.008	
Affiliation with Ethnic groups							0.012	
Employee status = Work							0.022*	
Marital status = Single							0.036***	
Constant	1.188***	-0.137***	0.371***	0.400***	0.426***	0.426***	0.375***	1.532***
<b>B. Statistics</b>								
Remarks	16.719	16.719	16.719	16.719	16.719	16.719	16.719	16.719

Note. Betas in  $r(6)$  are presented as incident ratios.

\*  $p < 0.05$ ; \*\*  $p < 0.01$ ; \*\*\*  $p < 0.001$

Source: Own elaboration based on 2017 ECC Survey data (DANE, 2018).

The incidence rates ( $r$ ) from the regression in column 6 show, in relative magnitudes, the effects of an additional unit on the consumed cultural activities. It is observed that each additional educational level increases the probability of consuming a greater number of activities. Thus, having a bachelor education degree or a postgraduate degree increases the number of activities consumed by 413% and 548%, respectively, which corresponds to a consumption 5.13 and 6.48 times greater than that of an individual without education.

Among the demographic aspects, age showed a negative relationship with the number of activities consumed, indicating that for each additional year, consumption

decreases by 0.9%. On the other hand, belonging to strata 4, 5, and 6 has a positive effect, with cultural consumption being 18.7% higher compared to individuals from strata 0, 1, 2, and 3. Additionally, income also reflects a positive effect, suggesting that for each additional legal minimum wage earned, a 2.7% increase in cultural activities consumed is expected.

The same regression analysis was conducted for each region, consistently showing similar statistical significance results for education level, age, and income (see Table 5). This indicates that the general model worked similarly across all regions. Ethnic group affiliation revealed a notable pattern, particularly in the Pacific region, where individuals affiliated with ethnic groups showed lower levels of consumption, supported by a statistically significant beta coefficient ( $p = 0.001$ ). Here, on average, these individuals consumed 14.1% less than those who are not affiliated. A relevant result given that 32.36% of individuals in Pacific region were affiliated to an ethnic group.

When performing regressions for the 30th, 90th, and 99th percentiles of cultural consumption distribution (see Table 6), this research will observe consistency with the significance of the Poisson regression results, especially regarding educational levels, age, and income. In the regression for the 30th and 90th percentiles, marital status as single shows a positive relationship with cultural consumption. In both cases, these variables reflect the availability of time to enjoy cultural activities, with coherent results: positive for single marital status and negative for being employed. Finally, in the regression for the 99th percentile, a greater effect of income is observed, indicating that in the higher percentiles of cultural consumption, this factor is more relevant.

The logistic regression for the groups allows us to identify the characteristics of individuals who consume a certain number of cultural activities (see Table 7). In Group 1, which did not consume cultural activities, it is less likely to find individuals with education levels above primary school. Each additional year of age increases the probability of being in this group by 0.3%, while each additional legal minimum wage decreases this probability by 1.8%. Moreover, being female implies a 2.5% lower probability of belonging to this group.

In contrast, in Group 4 (those who consume more than 7 activities), an inverse relationship is observed within the variables. A higher educational level, especially at the bachelor and postgraduate levels, increases the probability of belonging to this group by 23.3% and 40.6%, respectively. Each additional year of life is associated with a 0.2% reduction in this probability, while each additional minimum wage earned increases the probability by 0.8%. These findings reflect consistency with the results from the previous regressions using the Poisson distribution, where education, income, and age play a significant role in the consumption of cultural activities.

**Table 5.** Regression results for Poisson distribution by region (Spanish names in parenthesis)

Variable	Bogotá (Bogotá D.C.)	Caribbean (Caribe)	Eastern (Oriental)	Central (Central)	Pacific (Pacífico)	Amazon & Orinoquia (Amazonia y Orinoquia)
Y = Volume of cultural consumption						
<b>A.1. Covariates of educational level</b>						
Primary	1,352	2,241***	2,491***	1,825***	2,017***	1,459***
Middle school	2,148***	2,831***	2,799***	2,184***	2,500***	2,096***
High school	2,647***	3,497***	3,670***	2,633***	2,905***	2,308***
Bachelor	4,606***	4,875***	5,137***	3,842***	4,257***	2,744***
Postgraduate	5,923***	6,385***	7,368***	5,021***	5,211***	3,290***
<b>A.2. Other covariates</b>						
Age	0,993***	0,991***	0,992***	0,990***	0,991***	0,994***
Stratum = 4, 5 or 6	1,208***	1,239***	1,143*	1,041	1,287***	1,362**
Income (in MW)	1,015*	1,031**	1,066***	1,058***	1,032*	1,029**
Sex = Woman	1,010	1,013	0,961	1,059	1,054	0,959
Affiliation with Ethnic groups	1,212*	0,985	1,241*	0,872*	0,859***	1,020
Employee status = Work	1,000	1,021	0,934	0,969	1,075*	1,046
Marital status = Single	1,058	1,093**	1,106*	0,963	1,014	1,029
Constant	1,190	1,157	1,044	1,767***	1,563**	2,084***
<b>B. Statistics</b>						
Remarks	2,671	3,307	2,678	2,964	2,902	2,197
Percentage of individuals affiliated Ethnicity group	4,42%	21,02%	2,88%	8,33%	32,36%	22,80%

Note. Beta values are presented as incidence rates. \* p < 0.05; \*\* p < 0.01; \*\*\* p < 0.001  
Source: Authors with data from ECC Survey conducted by DANE (2018).

**Table 6.**  
Percentile regression analysis for cultural omnivorism by volume

Variable	30 <sup>th</sup> Percentile	90 <sup>th</sup> Percentile	99 <sup>th</sup> Percentile
Y = Volume of cultural consumption			
<b>A.1. Covariates of educational level</b>			
Primary	0.256***	1.757***	2.426***
Middle school	0.507***	2.473***	3.527***
High school	0.769***	3.390***	4.654***
Bachelor	1.923***	5.694***	6.488***
Postgraduate	3.818***	6.694***	6.838***
<b>A.2. Other covariates</b>			
Age	-0.022***	-0.028***	-0.029**
Stratum = 4, 5 or 6	0.368*	0.861***	0.179***
Income (in MW)	0.087***	0.205***	0.421***
Sex = Woman	0.112***	0.105	0.009
Affiliation with Ethnic groups	0.046	0.199	0.380
Employee status = Work	-0.074	0.078	-0.408
Marital status = Single	0.148*	0.327*	0.317
Constant	1.358***	4.005***	7.359***
<b>B. Statistics</b>			
Remarks	16.719	16.719	16.719

\* p < 0.05; \*\* p < 0.01; \*\*\* p < 0.001

Source: Own elaboration based on 2017 ECC Survey data (DANE, 2018).

**Table 7.**  
Logistic regression results for each group based on number of activities consumed

Variable	Group 1	Group 2	Group 3	Group 4
Y = Volume of cultural consumption				
<b>A.1. Covariates of educational level</b>				
Primary	-0.185***	0.140***	0.089***	0.037***
Middle school	-0.239***	0.145***	0.165***	0.058***
High school	-0.280***	0.129***	0.180***	0.106***
Bachelor	-0.358***	-0.001	0.234***	0.233***
Postgraduate	-0.410***	-0.156***	0.233***	0.406***
<b>A.2. Other covariates</b>				
Age	0.003***	0.000	-0.002***	-0.002***

(Continued)

Variable	Group 1	Group 2	Group 3	Group 4
Stratum = 4, 5 or 6	-0.045**	-0.036	-0.008	0.056***
Income (in MW)	-0.018***	-0.016***	0.008**	0.008***
Sex = Woman	-0.025***	0.015	0.003	0.002
Affiliation with Ethnic groups	-0.009	0.008	0.000	0.005
Employee status = Work	-0.001	0.035***	-0.009	0.004
Marital status = Single	0.016	-0.057***	-0.006	0.022***
<b>B. Statistics</b>				
Number of individuals	16.719	16.719	16.719	16.719

\*  $p < 0.05$ ; \*\*  $p < 0.01$ ; \*\*\*  $p < 0.001$

*Note.* The table presents the results of logistic regression with corrected errors, the beta values are presented as marginal effects. The categories indicate the number of cultural activities an individual engaged in, as follows: Group 1: Individuals with no cultural activity consumption. Group 2: Individuals who participated in 1 to 3 cultural activities. Group 3: Individuals who engaged in 4 to 6 cultural activities. Group 4: Individuals who took part in more than 7 cultural activities.

Source: Own elaboration based on 2017 ECC Survey data (DANE, 2018).

## DISCUSSION

The results showed a significant effect of the income and educational level variables, considered as socioeconomic variables that explain cultural consumption, in line with Bourdieu's assertions (1987, 2006). Both variables presented positive signs, suggesting a higher probability of being consumers of more cultural activities among individuals with higher educational levels and incomes. This was consistent with findings from other authors in different contexts (Hellmazik, 2020; Vanzella-Yang, 2018; Yang & Wang, 2023).

The analysis of income revealed that it is a determinant of cultural consumption, identifying two approaches based on the results. The first, from the Poisson regression and the regression by percentiles, showed that each additional minimum wage increases the probability of consuming more cultural activities, also being consistent across all regions. The second, through logistic regression, indicated that individuals with higher incomes had a lower probability of not consuming cultural activities, highlighting its relevance in consumption, similar to Rosa De Almeida et al. (2020) research. However, considering that the analysed cultural activities include free or subsidized events, the significance of income on consumption cannot be interpreted as a direct consequence of having surpassed the price threshold, as suggested by Yang and Wang (2023).

The results regarding educational levels show that the acquisition of cultural capital in its institutionalized state (Bourdieu, 1987) is significantly relevant to cultural consumption in Colombia, and consistent between its regions. This finding aligns with those of Lizardo (2014), which indicate that individuals with higher

education and postgraduate degrees are more likely to have a greater sense of cultural omnivorousness.

Among the demographic variables, age was a significant factor in all regressions, showing a negative effect. This is consistent with studies found in the literature (Vanzella-Yang, 2018; Yang & Wang, 2023), suggesting that older individuals tend to be more selective in the cultural activities they consume, while younger individuals are more likely to explore different types of activities. Since the research is not longitudinal, it does not allow for understanding whether these patterns are due to changes in cultural consumption among younger generations.

On the other hand, no evidence was found in general regression to suggest that being female or belonging to ethnic groups leads to greater cultural consumption. However, in the logistic regression models, it is observed that being female decreases the probability of not consuming cultural activities, which indicates that the first influences the likelihood of being a cultural consumer, but does not determine the quantity of activities consumed. Also, in regional regressions, the affiliation to ethnic groups displays a negative relationship with omnivore consumption in the Pacific region, especially considering that here a third of sample recognizes themselves as part of these groups, which is interesting considering that Chocó, a predominantly afrocolombian population department, is in this region. Given that in the ECC the variable for ethnic groups is based on self-identification, general regression of this variable may be biased due to low recognition. Therefore, it is necessary to carry out new studies over time to better understand this pattern of behaviour.

## CONCLUSIONS

This research analysed the consumption of cultural activities in Colombia as an approach to the cultural omnivorous consumption framework. The results show that income, socioeconomic status, educational level, and age are significant explanatory variables for the number of cultural activities consumed by individuals. Both income and educational level have a positive effect on the number of cultural activities consumed, indicating that the consumption of various cultural activities is directly associated with individuals' socioeconomic variables. Therefore, it can be concluded that individuals with higher income and educational levels in Colombia are more likely to be cultural omnivores, reinforcing theories of social segmentation in the cultural landscape.

Among the demographic aspects, only age yielded significant results, showing a negative effect on the number of activities consumed. This implies that older individuals are more likely to consume fewer cultural activities, while younger individuals tend to diversify their cultural consumption. However, since the data is cross-sectional, it is not possible to conclude whether this effect is due to generational change. Variables such as gender and ethnic group membership did not demonstrate

significant effects, leading to the conclusion that they are not associated with omnivorous consumption, only ethnic group membership had a significant effect on the Pacific region regression.

Furthermore, the results of the logistic regression analysis indicated that the probability of belonging to the population that does not consume cultural activities increases among individuals with lower income, lower or no education, and older age; these findings are consistent with the Poisson regression analysis. However, in this case, women experience a lower probability of not being cultural consumers compared to men. In this context, the development of policies and programs to enhance access to and diversification of cultural consumption should consider two scenarios: first, addressing the lack of demand for cultural activities, and second, promoting the diversification of cultural activities consumed by individuals. Both should seek to reduce and eliminate the effects of socioeconomic variables.

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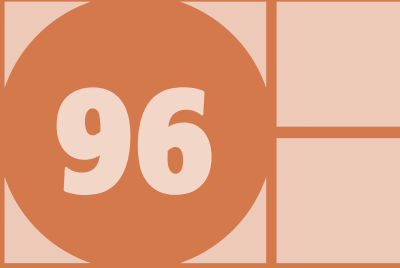
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