

# CBS NEWS POLL

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## WHERE AMERICA STANDS: CREATIVITY

December 17-22, 2009

Energy, health care, and education are viewed as areas that need creative solutions - and most Americans think the country has as much, if not more, creativity than it used to.

In the areas of art, music and new inventions, 43% think Americans are more creative today than they were 40 years ago, and another 31% say Americans are just as creative now as they were back then. Only a quarter thinks people in the U.S. are less creative today.

### CREATIVITY OF AMERICANS: NOW VS. 40 YEARS AGO

	All	Age 18-29	Age 65+	H.S. grad or less	Some College	Coll. grad
More	43%	56%	44%	51%	44%	29%
Less	23	21	19	19	25	28
Same	31	22	34	27	30	41

56% of Americans under age 30 think Americans have more creativity today, compared to 44% of seniors who think that. College graduates are less positive; just 29% say the Americans are more creative today compared to 40 years ago.

When asked to choose an area where the U.S. has the greatest need for creativity, there is no dominant category, but alternative energy sources (28%), health care (26%) and education (24%) are viewed as higher priorities than the area of transportation (7%). 13% volunteer that all of these fields require creative innovations and solutions.

Opinions are influenced by age. Young Americans think education is where creative solutions are needed most. On the other hand, seniors, who are more likely to be larger consumers of health care services, think health care should be the priority.

### WHICH HAS THE GREATEST NEED FOR CREATIVE INNOVATIONS AND SOLUTIONS?

	All	18-29	30-44	45-64	65+
Alternative energy sources	28%	27%	30%	31%	21
Health care	26	18	25	30	32
Education	24	32	19	20	27
Transportation	7	13	6	5	5
All of them (vol.)	13	7	19	12	12

So where will these creative solutions come from? Well, a majority of Americans think creativity is something people have to be born with; a third says it can be taught. Views are virtually the same on this question across all demographic groups.

**CREATIVITY: BORN WITH IT OR CAN IT BE TAUGHT?**

Born with	53%
Can be taught	35
Both (vol.)	7

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This poll was conducted among a random sample of 1048 adults nationwide, interviewed by telephone December 17-22, 2009. Phone numbers were dialed from random digit dial samples of both standard land-line and cell phones. The error due to sampling for results based on the entire sample could be plus or minus three percentage points. The error for subgroups is higher.

This poll release conforms to the Standards of Disclosure of the National Council on Public Polls.

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**Where America Stands: Creativity**  
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q103 In general, do you think creativity is a trait that some people are born with or do you think creativity is something that can be taught?

	*** TOTAL RESPONDENTS ***		
	Total	Men	Women
	%	%	%
Born with	53	52	54
Can be taught	35	35	35
Both (Vol.)	7	7	7
DK/NA	5	6	4

q104 When it comes to areas such as art, music and new inventions, do you think Americans are more creative today than they were 40 years ago, less creative, or about as creative as they were 40 years ago?

More creative	43	40	46
Less creative	23	24	23
Same	31	34	29
DK/NA	3	2	2

q105 Thinking about America's future, which of the following areas has the greatest need for creative innovations and solutions -- alternative energy sources, transportation, education or health care?

Alternative energy sources	28	35	22
Transportation	7	10	5
Education	24	23	25
Health care	26	21	31
All (Vol.)	13	10	15
DK/NA	2	1	2

	<u>Unweighted</u>	<u>Weighted</u>	<u>Margin of error</u>
Total Respondents	1048		3 pts.
Total Men	442	493	5 pts.
Total Women	606	555	4 pts.