Cities and regions throughout the world are concluding that their future success will depend on whether they can attract, develop and retain creative talent: people and organizations capable of inventing the next wave of culture, social innovation, and technology. In recognition of this global trend, the American Leadership Forum and Cultural Initiatives Silicon Valley, with the assistance of the Survey and Policy Research Institute at San Jose State University, are teaming up on a major analysis of the creative environment of our region.

The term, “creativity” can be defined in many ways, but for the purpose of this survey it means: The capacity to generate original ideas. Several forms of creativity fall within this definition including (but not limited to): entrepreneurship, artistry, design, technological innovation, business innovation, planning, inventing and imagining.

The Creative Leadership Survey is a one element of a study of the creative assets, habits, preferences and aspirations of Silicon Valley. The Survey is anonymous, and all individual responses will be held in confidence. For most people, the survey should take no more than 15 minutes. The collected data will be used to publish a free public report, entitled The Creative Community Index, which will be released in October 2005. Beginning in October, copies of The Creative Community Index can be downloaded at: www.ci-sv.org
Q1. In what sector are you most actively engaged as a leader?

1. Business/corporate
2. Education
3. Religion
4. Labor
5. Government/politics
6. Non-profit
7. Other, please specify: ____________________________________________

Q2. How significant is creativity (the capacity to generate original ideas) to the ongoing success of your organization/company?

1. Highly significant
2. Significant
3. Occasionally significant
4. Rarely significant
5. Never significant

Q3. In your position of leadership, how often are you a source of creativity for advancing your organization’s/company’s agenda?

1. Continuously
2. Often
3. Sometimes
4. Rarely
5. Never

Q4. Approximately what proportion of the positions in your organization/company require the regular use of creative skills?

1. 0-25%
2. 26-50%
3. 51-75%
4. 76-100%

Q5. When your organization/company is hiring personnel for positions requiring creative skills, is there an adequate supply of qualified candidates?

1. Always
2. Usually
3. Sometimes
4. Infrequently
5. Never
Q6. Silicon Valley’s leadership in technology is highly dependent on the creative talents of its workforce.
   1. Agree
   2. Disagree

Q7. In comparison to other global centers of technology, Silicon Valley’s ability to attract and retain creative talent is:
   1. Increasing
   2. Staying about the same
   3. Decreasing

Q8. Is Silicon Valley a place in which creative workers generally want to work?
   1. Yes
   2. No

How do you rate Silicon Valley for each of these factors?

Q9. Quality of the natural environment?
   1. Strong
   2. Weak
   3. Average

Q10. Quality of architecture: the “built environment”?
    1. Strong
    2. Weak
    3. Average

Q11. Vibrancy of urban neighborhoods?
    1. Strong
    2. Weak
    3. Average

Q12. Availability of art exhibitions, performances and festivals?
    1. Strong
    2. Weak
    3. Average

Q13. Leisure opportunities: restaurants, cafes, clubs, bookstores, parks, cinemas?
    1. Strong
    2. Weak
    3. Average
Q14. Diversity of nationalities, and lifestyles?
   1. Strong
   2. Weak
   3. Average

Q15. Opportunities to attend and participate in sports?
   1. Strong
   2. Weak
   3. Average

Q16. Affordable housing?
   1. Strong
   2. Weak
   3. Average

When your organization/company is recruiting creative personnel, to what extent are the following features of Silicon Valley significant to typical job candidates?

Q17. Quality of the natural environment?
   1. Significant
   2. Insignificant
   3. Neutral

Q18. Quality of architecture: the “built environment”?
   1. Significant
   2. Insignificant
   3. Neutral

Q19. Vibrancy of urban neighborhoods?
   1. Significant
   2. Insignificant
   3. Neutral

Q20. Availability of art exhibitions, performances and festivals?
   1. Significant
   2. Insignificant
   3. Neutral

Q21. Leisure opportunities: restaurants, cafes, clubs, bookstores, parks, cinemas?
   1. Significant
   2. Insignificant
   3. Neutral
Q22. Diversity of nationalities, and lifestyles?
   1. Significant
   2. Insignificant
   3. Neutral

Q23. Opportunities to attend and participate in sports?
   1. Significant
   2. Insignificant
   3. Neutral

Q24. Affordable housing?
   1. Significant
   2. Insignificant
   3. Neutral

Q25. Does your organization/company recruit a diverse workforce as one means for generating creativity?
   1. Yes
   2. No

Q26. Is Silicon Valley’s close proximity to San Francisco a factor in recruiting creative personnel to your organization/company?
   1. Positive factor
   2. Neutral
   3. Negative factor

Q27. Does your organization/company directly conduct or sponsor any on-site cultural activities for its employees? (Examples might include noontime concerts, company choral groups, literary discussion groups)
   1. Yes
   2. No
   
   If yes, example___________________________________________________________

Q28. Does your organization/company promote after-hours cultural opportunities for its employees? (Examples might include discounted tickets, listings of cultural events in the company newsletter)
   1. Yes
   2. No
   
   If yes, example___________________________________________________________
To what extent did you learn creative skills from:

Q29. K-12 schools?
   1. Substantial
   2. Moderate
   3. None

Q30. College or graduate training?
   1. Substantial
   2. Moderate
   3. None

Q31. Family, community or other informal sources?
   1. Substantial
   2. Moderate
   3. None

Now, some questions about the arts. Arts activities may include attending live performances of music, dance or theater; visiting museums and galleries, listening to recordings at home, or creating art yourself, such as painting or singing in a chorus.

Q32. What is your level of interest in arts activities?
   1. Extremely interested
   2. Very interested
   3. Somewhat interested
   4. Not very interested
   5. Not at all interested

Q33. Would you say that arts activities play a major role, minor role, or no role at all in your life?
   1. Major role
   2. Minor role
   3. No role at all

Q34. Now, please consider personal creative activities you might do yourself. Do you actively participate in any forms of artistic expression such as acting, painting, playing an instrument, woodworking, quilting or writing?
   1. Yes
   2. No  [IF NO, SKIP TO Q38]

Q35. What are these activities (select all that apply to you)?

1. Acting/theater
2. Carpentry/woodworking
3. Ceramics/pottery
4. Cooking/baking
5. Creative writing/poetry
6. Dance (all kinds)
7. Drawing
8. Gardening/landscaping
9. Graphics/web design
10. Interior design/decorating
11. Knitting/weaving
12. Painting
13. Photography/film/video
14. Play musical instrument
15. Sculpture
16. Singing
17. Sewing/quilting/needlepoint
88. Other

Other, please specify:


Q36. During a typical week, about how many hours do you spend on this (these) activity(ies)?

9. Less than 1 hour
1. 1 hour but less than 2 hours
2. 2 hours but less than 3 hours
3. 3 hours but less than 4 hours
4. 4 hours but less than 5 hours
5. 5 hours but less than 6 hours
6. 6 hours but less than 7 hours
7. 7 hours but less than 8 hours
8. 8 hours or more

Q37. How do you rate the community where you live as a place to pursue these interests?

1. Excellent
2. Good
3. Fair
4. Poor
5. Very poor

Q38. Now please think about arts activities and education. Are you the parent or guardian of any children not yet old enough to attend kindergarten?

1. Yes
2. No [IF NO, SKIP TO Q42]

Q39. Does this child (Do any of these children) attend preschool or childcare?

1. Yes
2. No
Q40. Does this child (Do any of these children) receive instruction in crafts, music, movement, drawing or other artistic or creative activities?

1. Yes
2. No

Q41. In the past 12 months, how many times have you visited with this child any of the region’s cultural institutions that offer programs for young children? [Examples: Children’s Discovery Museum, Happy Hollow Park, public libraries]

1. None
2. 1-2
3. 3-5
4. 6-10
5. More than 10

Q42. Are you the parent or guardian of any children currently enrolled in kindergarten through the 12th grade?

1. Yes
2. No [IF NO, SKIP TO Q48]

Q43. How many children would that be?

__________ enter number [IF this number is greater than 1, SKIP to Q45]

Q44. Does your child receive instruction -- either in school or privately -- in any arts or creative activities?

1. Yes [IF YES, SKIP TO Q46]
2. No [IF NO, SKIP TO Q48]

Q45. So that we can be sure to have a random sample of children in all the households in our survey, I’d ask you to think only about the child in kindergarten through the 12th grade who has had the most recent birthday. Does this child receive instruction -- either in school or privately -- in any arts or creative activities?

1. Yes
2. No [IF NO, SKIP TO Q48]

Q46. What kind of classes or lessons does this child receive? (Choose all that apply.)

1. Acting/theater
2. Ceramics/pottery
3. Crafts
4. Creative writing/poetry
5. Dance (all kinds)
6. Drawing
7. Painting
8. Photography/film
9. Play musical instrument [band or orchestra]
10. Sculpture
11. Singing [chorus, choir]
12. Other

Other, please specify: __________________________________________
Q47. Did you visit a museum or attend a cultural performance in the past 3 months with this child?

1. Yes
2. No

Q48. Do you have any grandchildren under the age of 18 living in the area?

1. Yes
2. No [IF NO, SKIP TO Q50]

Q49. Did you visit a museum or attend a cultural performance in the past 3 months with any of your grandchildren under the age of 18?

1. Yes
2. No

Q50. How do you rate the community where you live as a place for children to pursue cultural activities and receive arts education?

1. Excellent
2. Good
3. Fair
4. Poor
5. Very poor

Q51. Do you think that arts education classes should be required for school children, along with English, math, science and other courses?

1. Yes
2. No

Q52. Grade school children spend about 25 hours per week in class at school. How many of these hours per week, if any, should be devoted on average to music, theater or arts classes of any type?

9. None, or less than 1 hour
1. 1 hour but less than 2 hours
2. 2 hours but less than 3 hours
3. 3 hours but less than 4 hours
4. 4 hours but less than 5 hours
5. 5 hours but less than 6 hours
6. 6 hours but less than 7 hours
7. 7 hours but less than 8 hours
8. 8 hours or more
Q53. In what country were you born?

1. United States
2. Mexico
3. Vietnam
4. Philippines
5. China
6. India
7. Other

Other, please specify: ___________________________________________

Q54. In what year were you born?

_______________

Q55. Do you participate in any educational, cultural, political, religious, civic or social organization or activities?

1. Yes
2. No

Q56. Do you do any volunteer work on a regular basis?

1. Yes
2. No

Q57. What race or ethnicity do you consider yourself?

1. White, Caucasian, European
2. Latino, Hispanic, Mexican-American
3. Asian, Middle Eastern or Pacific Islander
4. Black, African-American
5. Other

Other, please specify: ___________________________________________

Q58. How long have you lived in Silicon Valley?

9. Less than 1 year
1. 1 year but not 2 years
2. 2 years but not 3 years
3. 3 years but not 4 years
4. 4 years but not 5 years
5. 5 years but not 6 years
6. 6 years but not 7 years
7. 7 years but not 8 years
8. 8 years or more
Q59. What is your education level?

1. Less than high school degree
2. High school graduate
3. Some college
4. College graduate
5. Some graduate school
6. Graduate degree

Q60. Would you be willing to be contacted later by a researcher or reporter for a follow-up interview?

1. Yes
2. No

If yes, please provide your first and last name, and telephone number including area code:

__________________________________________________________________

Q61. Please choose which range best describes your household income.

1. Less than $50,000
2. More than $50,000 but less than $100,000
3. More than $100,000 but less than $150,000
4. More than $150,000

Q62. Within the past 12 months, did you personally or did your immediate family contribute any money to an arts or cultural organization?

1. Yes
2. No

Q63. Gender

1. Male
2. Female

Thank you for your time and your participation. If you have any questions or concerns about The Creativity Census, please call John Kreidler, Executive Director, Cultural Initiatives Silicon Valley (408-283-8505) or Laura Jason, Associate Director (408-283-8507).