

# SURVEY QUESTIONS:

**Talker Research** team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

**Talker Research** is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: [questions@talkerresearch.com](mailto:questions@talkerresearch.com)

# PROJECT NAME: Creativity in the AI/Digital Age

**SAMPLE: 2,000 American parents of kids aged 8 – 12**

**SPLITS:** Age, gender and region

## Survey Questions:

**SQ2. The first section of this survey is for you, the parent. The second section is designed for your child aged 8 - 12. This survey contains questions about creativity. Is one of your 8-12 year old children present and available to take the second part of this survey?**

- a. Yes
- b. No [Terminate]

### Part 1: Questions for Parents

**1. In your opinion, what does it mean to be “creative?” [select all that apply]  
[RANDOMIZE, ANCHOR LAST 2]**

- a. Dreaming about new possibilities
- b. Generating new ideas
- c. Sharing ideas with others
- d. Taking risks
- e. Being curious
- f. Solving problems
- g. Trying new ways to do things
- h. Putting imagination into action
- i. Other (please specify)
- j. None of the above [EXCLUSIVE]

**2. How much do you agree or disagree with the following statement? “My child will need to be more creative than previous generations to be successful in the age of Artificial Intelligence (AI).” [select one]**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

3. **When comparing people who self-identify as “creative” versus people who do not self-identify as “creative,” which of the following do you think is true? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]**
- a. Creative people are more successful in school and college
  - b. Creative people are more successful in their careers
  - c. Creative people are more satisfied with their jobs
  - d. Creative people earn more income in their jobs.
  - e. Creative people have stronger problem-solving skills
  - f. Creative people are better at communicating with others
  - g. Creative people are better at nurturing their children’s creativity
  - h. Non-creative people are more analytical
  - i. Non-creative people are more realistic
  - j. Non-creative people have jobs that are more respected by society
  - k. Non-creative people are more productive
  - l. None of the above [EXCLUSIVE]
4. **Fill in the blank: “Creativity is important for my child’s \_\_\_\_\_.” [select all that apply] [RANDOMIZE, ANCHOR LAST 1]**
- a. Confidence
  - b. Emotional development
  - c. Social development
  - d. Self-expression
  - e. Independence
  - f. Resilience
  - g. Mental well-being
  - h. Problem solving
  - i. None of the above [EXCLUSIVE]
5. **How much do you agree or disagree with the following statement? “I’m worried that as my child grows up, they’ll become less creative.” [select one]**
- a. Strongly agree
  - b. Somewhat agree
  - c. Neither agree nor disagree
  - d. Somewhat disagree
  - e. Strongly disagree
6. **[SHOW IF Q5 = A OR B] Why do you think your child might become less creative as they grow up? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]**
- a. I feel like I became less creative as I grew up, and I’m worried they will too
  - b. They’ll become less curious over time
  - c. They won’t have enough creative role models as they grow older
  - d. Their creativity will suffer due to perfectionism

- e. Society rewards good grades and “right answers” more than creativity
- f. They’ll have limited opportunities for imaginative, hands-on play and learning
- g. Social pressure to fit in limits creativity
- h. Passive/non-interactive screen time will reduce their creativity
- i. They’ll become overscheduled, without enough downtime and time for free play
- j. They’ll stop taking creative risks because they’re afraid of standing out
- k. Using AI tools will stunt their creativity
- l. Other

**7. Which of the following statements are true about you/your family situation? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

- a. I actively create with my child and model creative behaviors for them
- b. I encourage my child to try new creative activities, even if I don’t participate myself
- c. I value creativity and make space for it in our daily routines
- d. I expose my child to creative experiences (e.g. art, music, building, storytelling, etc.)
- e. I feel confident supporting my child’s creative interests
- f. I want to support my child’s creativity when time allows
- g. I rely on school, programs, or other caregivers to support creativity
- h. My child is naturally creative, regardless of my involvement
- i. I don’t feel I have the skills to be a creative role model
- j. I sometimes find creative activities frustrating because I’m a perfectionist
- k. We have limited time for creative experiences
- l. We don’t have the space or supplies to do creative activities at home
- m. None of the above [EXCLUSIVE]

**8. How much do you agree with the following statement? “I believe that creativity equals success for my child in the future.” [select one]**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

**9. How often are you able to make time for creative moments with your child to nurture their creativity? [select one]**

- a. Multiple times a day
- b. About once a day
- c. A few times a week
- d. About once a week
- e. A few times a month
- f. About once a month
- g. A few times a year

h. About once a year or less

**10. Which of the following statements are true about you? [SELECT ALL THAT APPLY]  
[RANDOMIZE, ANCHOR LAST 1]**

- a. I want to do more big creative projects with my child
- b. I want to weave more creativity into everyday activities we do together
- c. I want to do more creative activities with my child, but I'm not sure where to start
- d. None of the above [EXCLUSIVE]

**11. What activities do you like to do with/alongside your child, as simple creative moments you enjoy together? [select all that apply] [RANDOMIZE, ANCHOR LAST 2]**

- a. Arts and crafts
- b. Storytelling
- c. Imaginative/ "What if?" conversations
- d. Dramatic play (e.g., dress up, puppetry)
- e. Musical activities (e.g., singing, improvising lyrics, and playing instruments)
- f. Creative movement activities (e.g. dancing, yoga, marching, etc.)
- g. Problem-solving games (e.g., puzzles)
- h. Outdoor activities (e.g., scavenger hunts and nature walks)
- i. Cooking or baking
- j. Science explorations
- k. Sports
- l. Other (please specify)
- m. Nothing in particular [EXCLUSIVE]

**12. Do you prefer that your child engages in hands-on creative activities or digital creative activities? [select one]**

- a. Hands-on
- b. Digital
- c. Both equally
- d. Neither

**13. Which of the following do you find to be true when your child creates things by hand rather than digitally? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

- a. They use more original ideas
- b. It keeps them engaged for a longer time
- c. It builds more self-confidence
- d. It develops their cognitive skills more

- e. They feel more pride in the outcome
- f. None of the above [EXCLUSIVE]

**14. Thinking about when you were a child, do you wish the adults in your life had made more of an effort to nurture your creativity? [select one]**

- a. Yes
- b. No
- c. Not sure / Hard to say

**15. Fill in the blank: “I believe creativity is a \_\_\_\_\_.” [select all that apply]  
[RANDOMIZE, ANCHOR LAST 1]**

- a. Mindset that anyone can develop
- b. Habit that improved with practice
- c. Skill that impacts every aspect of life
- d. Gift that only a few people have
- e. Talent that some people are born with
- f. Something that people outgrow after childhood
- g. Waste of time after a certain age
- h. Hobby that brings joy
- i. Skill needed only for careers in the arts
- j. None of the above [EXCLUSIVE]

**16. How do you incorporate creative moments into your family routines? [free text]**

- a. Free text
- b. Nothing in particular/Prefer not to say

**17. What do you think benefits your child more, actively engaging in a creative activity or passively watching others create? [SELECT ONE]**

- a. Active creating
- B. Watching others create
- c. Both equally
- d. Not sure

**18. How do you think Artificial Intelligence (AI) will impact your child’s education and career? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

- a. It will help them work more efficient
- b. It will give them ideas that they can take in their own direction
- c. It will provide ready-made solutions that they’ll need
- d. It will compete with them, limiting their opportunities in the workforce
- e. It will be used as a social companion

- f. It will reduce their ability to think creatively
- g. None of the above [EXCLUSIVE]

**Info2. This next section contains the questions for your child aged 8 - 12. Please either pass the computer/phone to them and have them answer the remainder of the survey, or ask them these questions and list the answer options for them, and record their answers.**

## **Part 2: Questions for Kids**

**19. What do you think it means to be “creative?” [select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

- a. Dreaming about new possibilities
- b. Generating and developing new ideas
- c. Sharing and expressing ideas with others
- d. Taking risks
- e. Being curious
- f. Solving problems
- g. Trying new ways to do things
- h. Putting imagination into action
- i. None of the above [EXCLUSIVE]

**20. Are you worried that you might become less creative as you grow up? [select one]**

- a. Yes
- b. No
- c. Not sure

**21. [SHOW IF Q20 = A] Why are you worried that you might become less creative as you grow up? [select one]**

- a. Free text
- b. Not sure/Prefer not to say

**22. What things, if any, would you like your parents and teachers to do to help you grow your creativity? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

- a. Provide more time for me to create
- b. Ask for my creative ideas and listen to them
- c. Provide supplies for creating

- d. Show me creative role models like astronauts, authors, athletes, and entrepreneurs who use creativity in their jobs and daily life
- e. Encourage me to solve problems and come up with my own creative ideas
- f. None of the above [EXCLUSIVE]

**23. What do you do with art that you made...?**

**[GRID]**

- a. By hand
- b. Digitally

**[GRID BY] [select all that apply]**

- i. Hang it on the refrigerator
- ii. Frame it and hang it on a wall
- iii. Share it with someone else as a gift
- iv. Look at it later and remember making it
- v. None of the above [EXCLUSIVE]

**24. Which of the following statements are true about you? [select all that apply]**

**[RANDOMIZE, ANCHOR LAST 1]**

- a. I want to do more big creative projects with my parents
- b. I want to have more creativity in the everyday activities I do with my parents
- c. I want to do more creative things with my parents, but I'm not sure where to start
- d. None of the above [EXCLUSIVE]

**25. What do you think benefits you more, actively engaging in a creative activity or watching others create? [SELECT ONE]**

- a. Active creating
- b. Watching others create
- c. Both equally
- d. Not sure

**26. Which of the following things would inspire you to do more creative activities?**

**[select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

- a. Doing it with friends
- b. Doing it with parents/family
- c. Having what I make displayed (for example, framed and hung on wall)
- d. Having what I make graded, judged or evaluated as "good" or "bad"
- e. Being recognized for the effort and ideas used in the process
- f. None of the above [EXCLUSIVE]

**27. Artificial intelligence is an online tool that is designed to help people with tasks. How do you think Artificial Intelligence (AI) will impact your education and career? (select all that apply) [RANDOMIZE, ANCHOR LAST 1]**

- a. It will help me work more efficient
- b. It will give me ideas that I can take in my own direction
- c. It will provide ready-made solutions that I'll need
- d. It will compete with me, limiting my opportunities in the workforce
- e. It will reduce my ability to think creatively
- f. It will be a social companion
- g. None of the above [EXCLUSIVE]

*Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.*

*To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.*

**28. We're looking to hear from parents of kids aged 8 - 12. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.**

I'm interested in participating

I'm not interested in participating

**29. [SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.**

Name:

Email: