

# state of create study

Global benchmark study on attitudes and beliefs about creativity at work, school and home

April 2012



# Methodology

Research firm StrategyOne conducted surveys of 5,000 adults, 1,000 per country, in the US, UK, Germany, France and Japan.

The research was designed to identify attitudes and beliefs about creativity and provide insights into the role of creativity in business, education and society.

Interviewing took place from March 30 – April 9, 2012.

The margin of sampling error at the 95% confidence level is as follows:

- Global (n=5,000): MOE = +/- 1.4%
- US (n=1,000): MOE = +/- 3.1%
- UK (n=1,000): MOE = +/- 3.1%
- Germany (n=1,000): MOE = +/- 3.1%
- France (n=1,000): MOE = +/- 3.1%
- Japan (n=1,000): MOE = +/- 3.1%

The data set for each country is nationally representative of the population of that country.

# Part 1     The Creativity Gap

# Summary: The Creativity Gap

Unlocking creative potential is seen as key to economic and societal growth

But globally less than half describe themselves as creative

Only 1 in 4 people feel that they are living up to their creative potential

Workplace Creativity Gap: There is increasing pressure to be productive rather than creative at work

People spend only 25% of their time at work creating

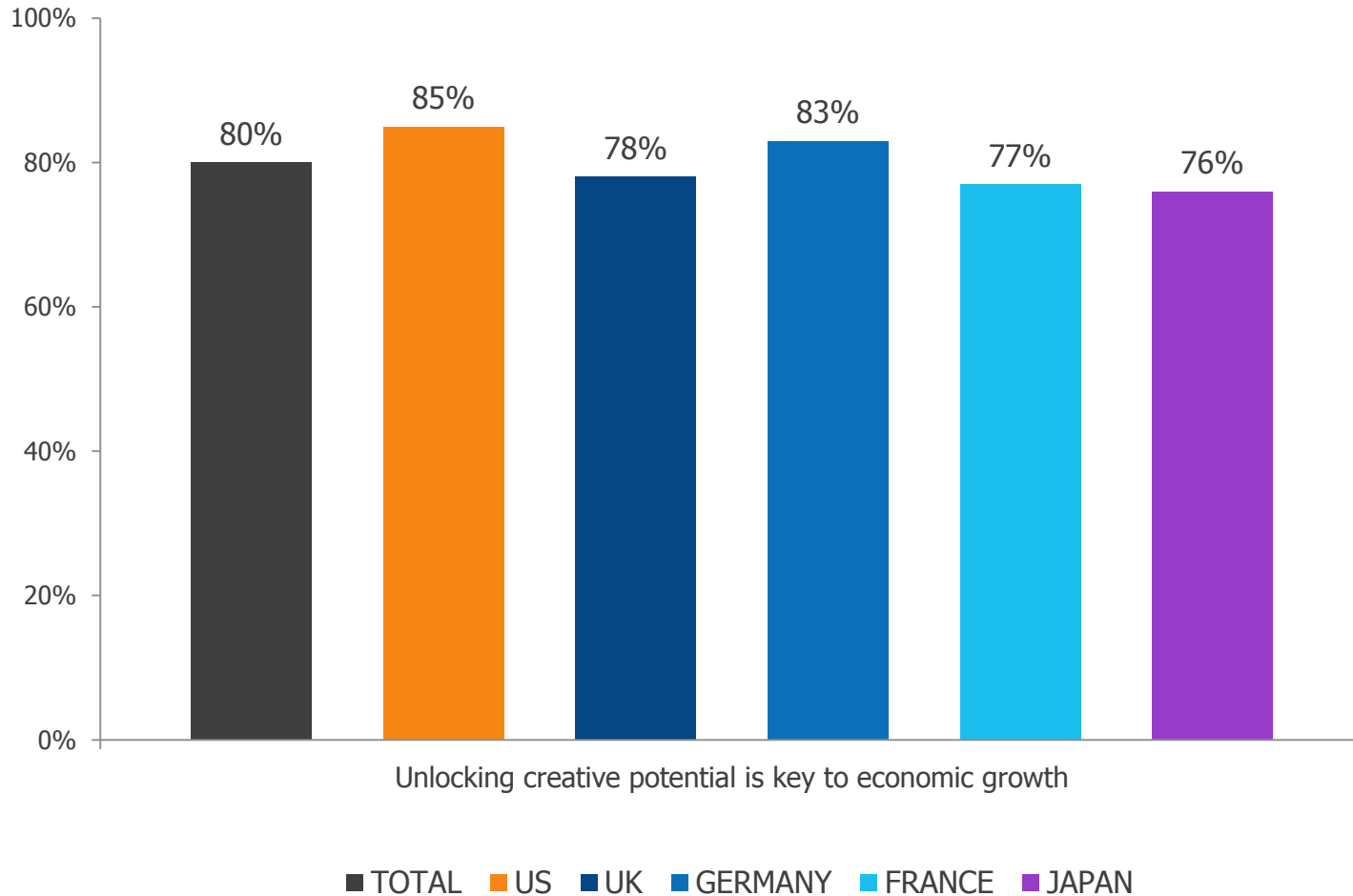
Globally, Japan is regarded the most creative country, except by the Japanese

Universal concern that educational system is stifling creativity

Americans express strongest concern that they're NOT living up to their creative potential

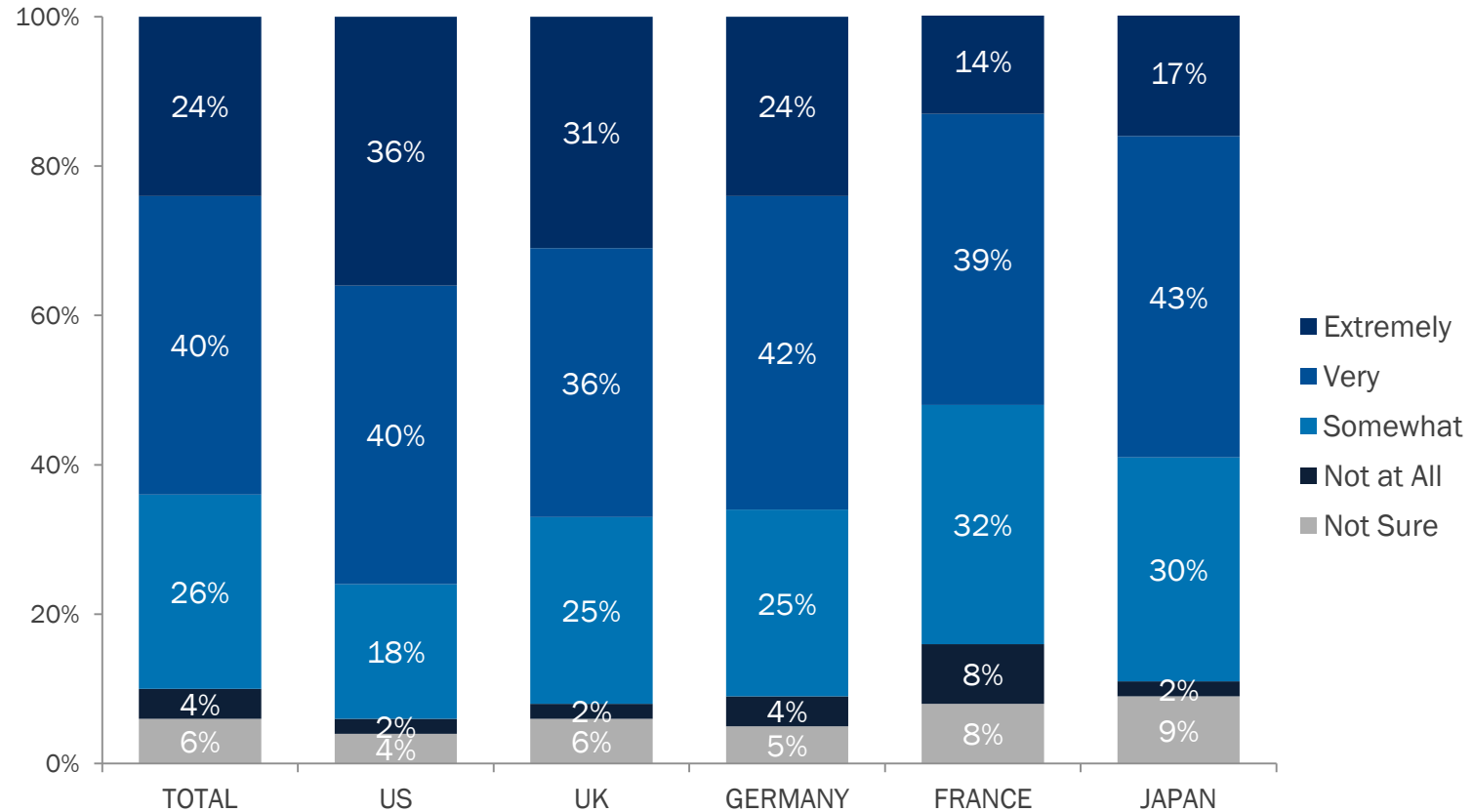
Americans believe the US is the most creative

# Creativity is key to driving economic growth



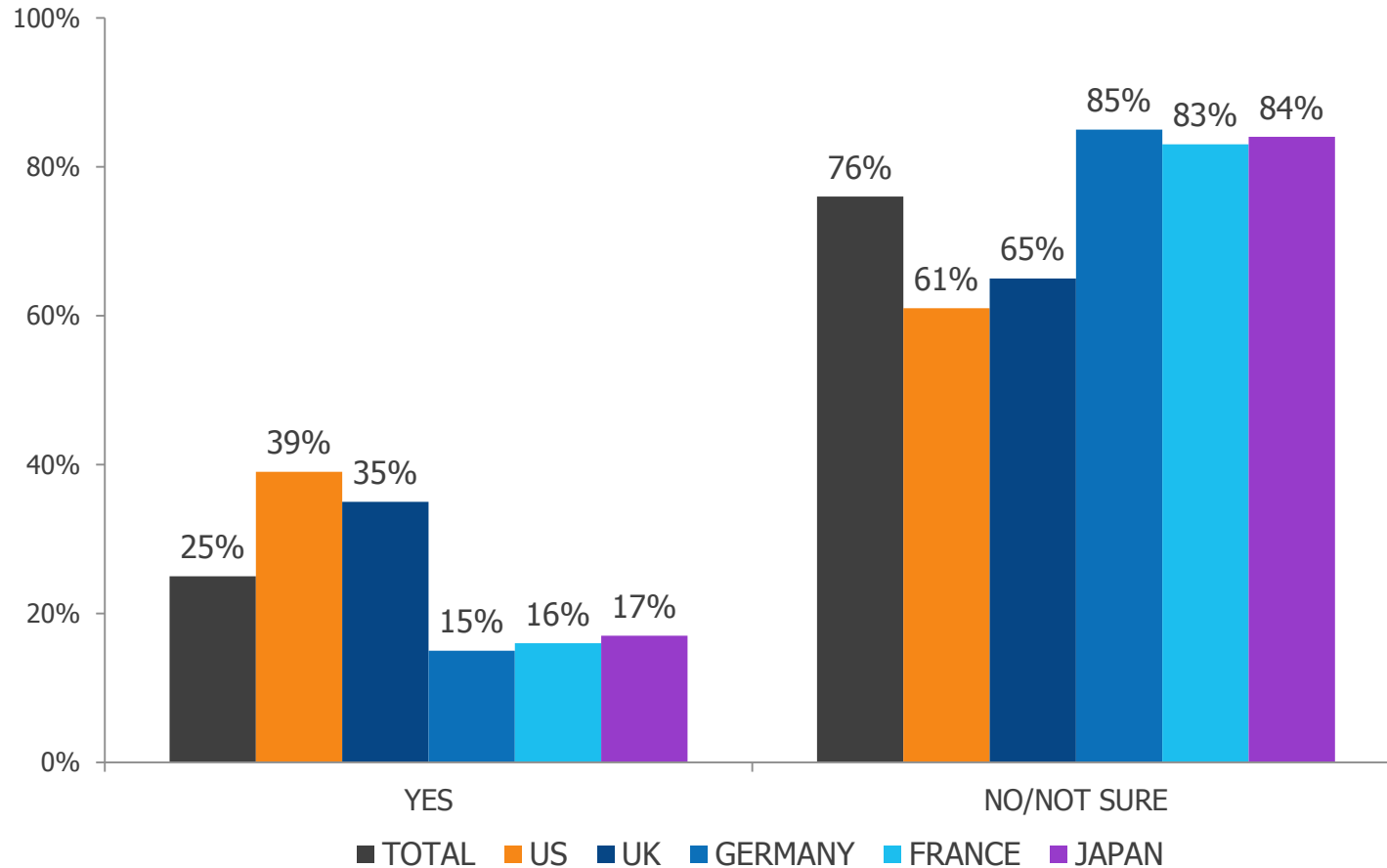
Q. Please indicate to what extent you agree or disagree with the following statements.

# Nearly two-thirds feel that being creative is valuable to society (US: Highest 76%)



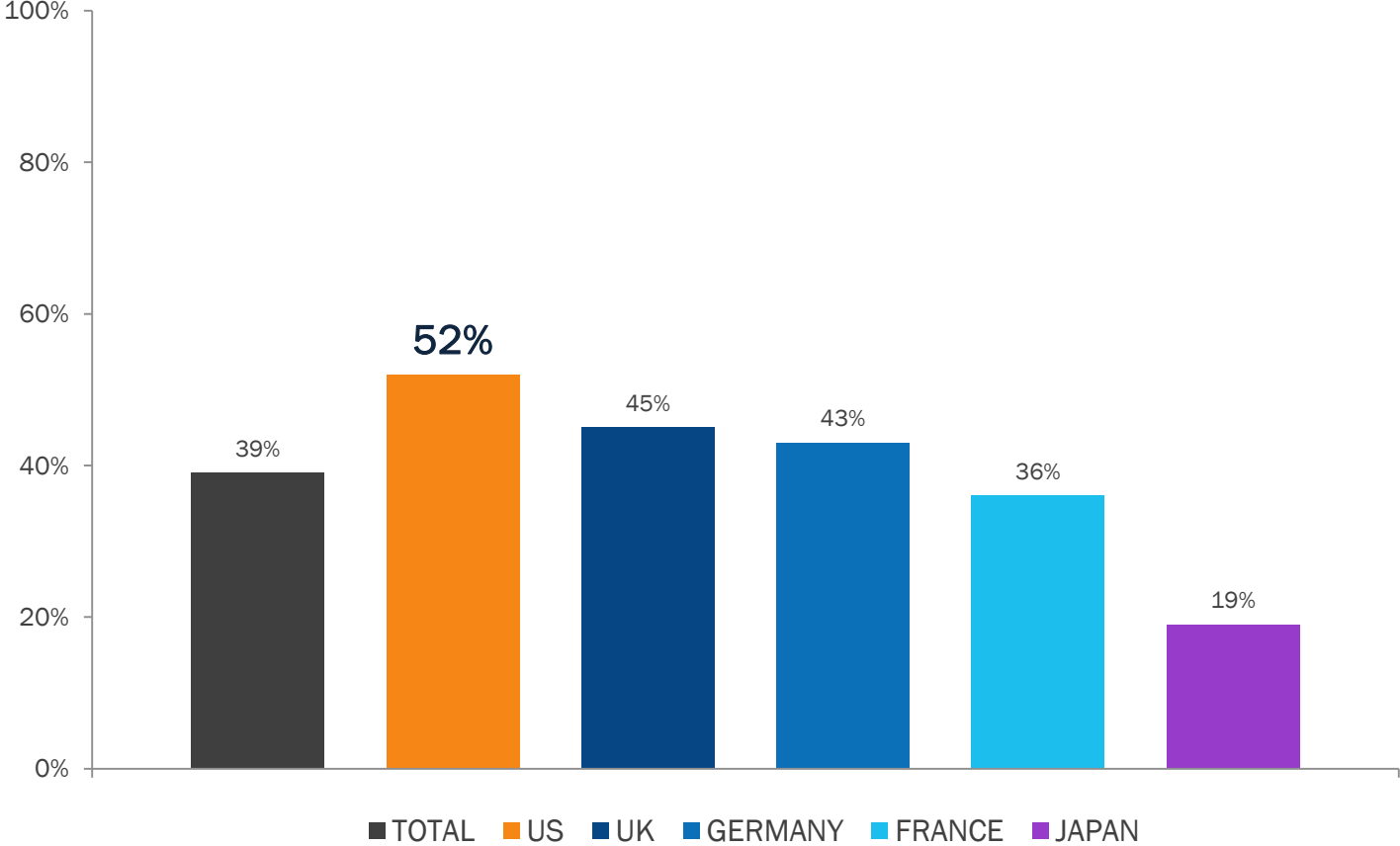
Q. How valuable is being creative to society?

# The Creativity Gap: Only 1 in 4 people feel that they are living up to their creative potential



Q. Do you feel that you are living up to your potential to create?

# In the US, more than 50% of people describe themselves as creative (39% globally)



Q. Which of the following words best describe you? Please select all that apply. [multiple response]



# Definitions of Creative (Unaided)

*“Being creative is being able to see something unique in the world and finding a way to express that in a variety of ways.”*

*“To make something that did not exist before one creates it is being creative. To take something that exists and use it to make something else is being creative. To solve a problem by means of unconventional thinking is being creative.”*

US

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*“Being able to express myself through a number of means, whether writing, cookery, political debate or others.”*

*“To put my thoughts, ideas, identity, passions out there as an individual . It is not just a designer or an inventor. When I make a cake and ice it I am being creative. When I write a letter I am creative. If I draw a picture or play games I am creative.”*

UK

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*“Spontaneity is very important for creativity. Whoever wants to be creative must be able to react quickly, be guided by his feelings and deal with new situations and solve them individually.”*

*“Creativity means to be very resourceful, think in different dimensions... To solve problems through clever ideas, not always adapt and bend.”*

Germany

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*“Being creative means having the imagination and above all the need to create. It may be an object or simply a concept, a new idea.”*

*“Finding solutions to all kinds of problems; having original ideas to transform situations”*

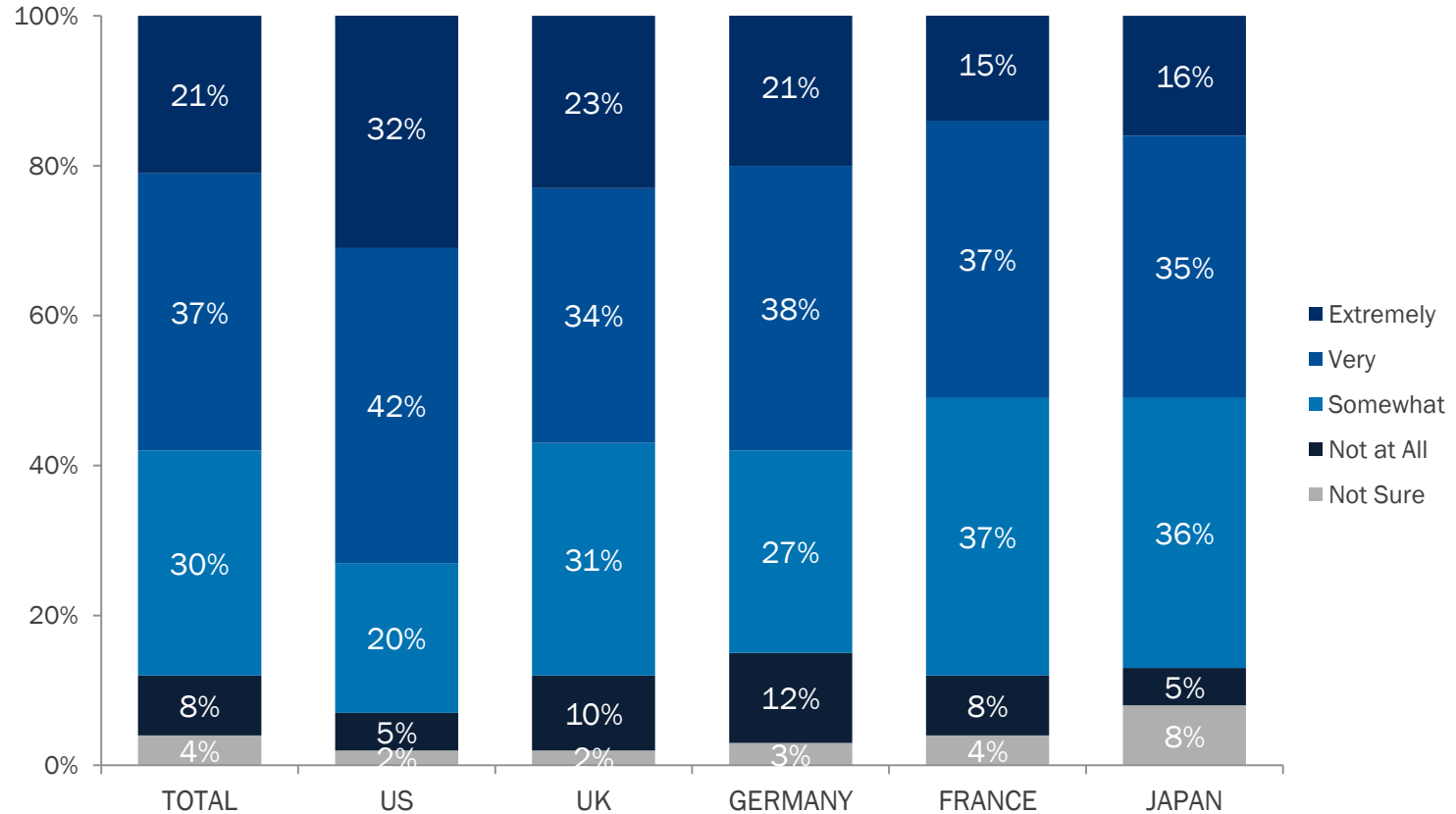
France

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*“To do anything with that “always seek to be better“ [mindset]... I think that it is not only creative artists and designers “*

Japan

# Globally, 3 in 5 say being creative is important to them (US: 3 in 4 state it is important)



Q. How important is it for you to be creative in your life?

# Role Being Creative Plays

*"It is when there are problems in life that are blocking me from doing certain things, and I have to find a creative way to overcome these obstacles."*

US

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*"Very important - artistic creativity makes me feel good even if it does not come out how I wanted the act of creativity is almost necessary to my wellbeing."*

UK

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*"As an entrepreneur, I prefer my actions to follow certain plans. Yet creativity for me is useful, for example in advertising, dealing with new situations or to remain constant during the experiment, one step ahead of the competition."*

Germany

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*"Being creative can help to break free of the constraints that surround us, to free the mind, while taking into consideration that surrounds us."*

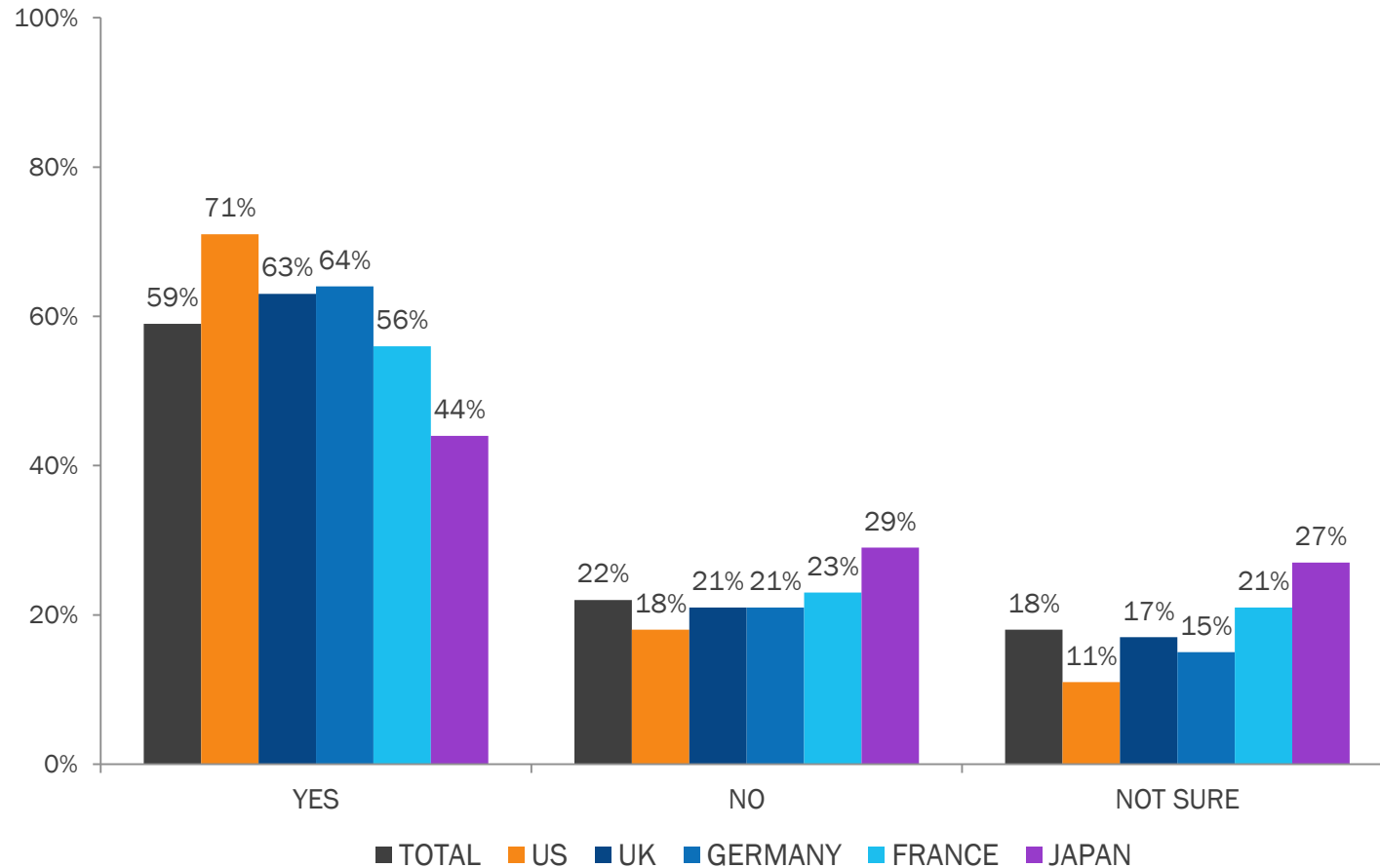
France

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*"I think that it gives color to life. I think by living with creativity, we are able to lead a rich life in many ways."*

Japan

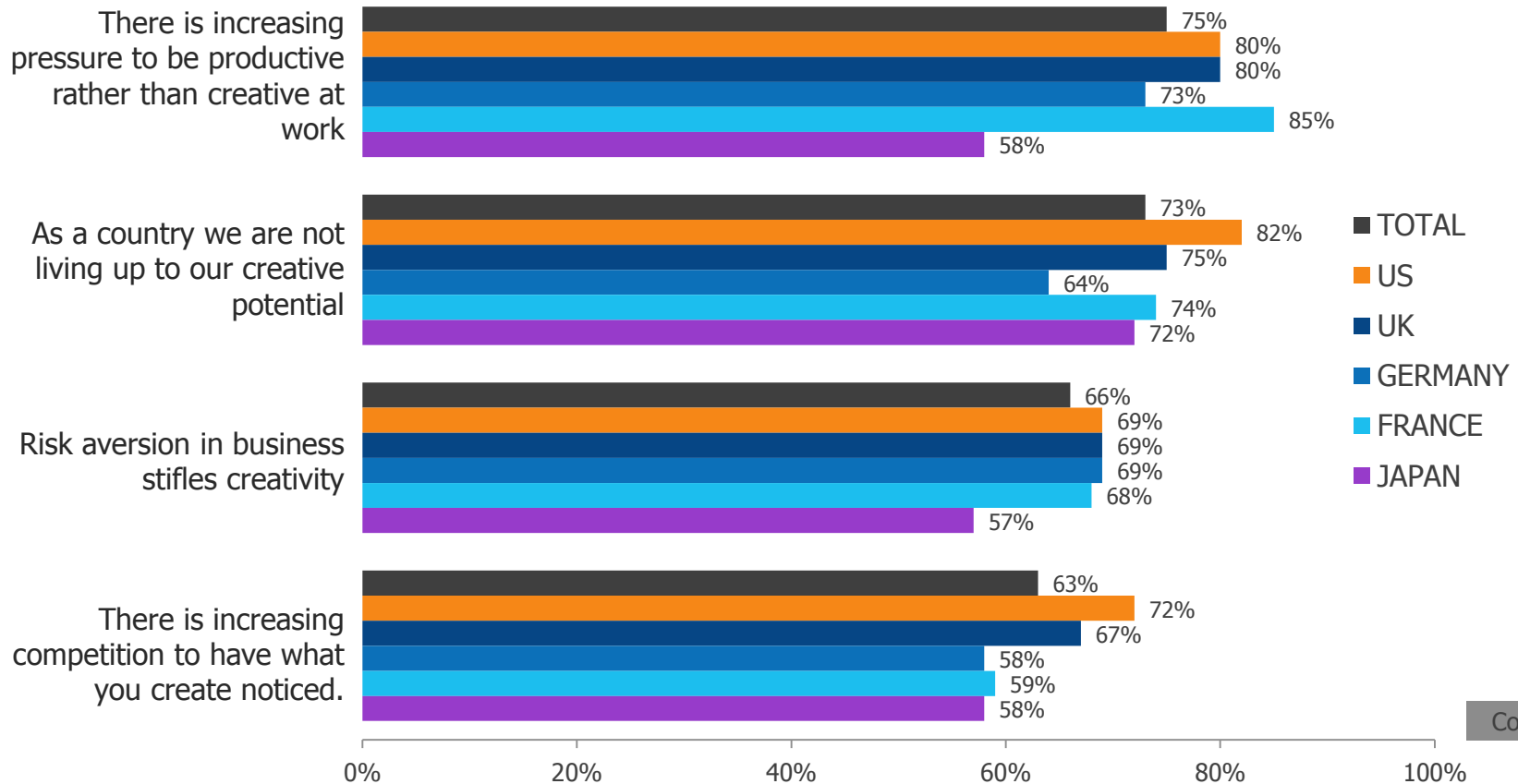
# 6 in 10 adults consider themselves to be someone who creates (US: 7 in 10)



Q. Do you consider yourself to be someone who creates?

# There is increasing pressure to be productive rather than creative at work (US: Most people state we're not achieving potential)

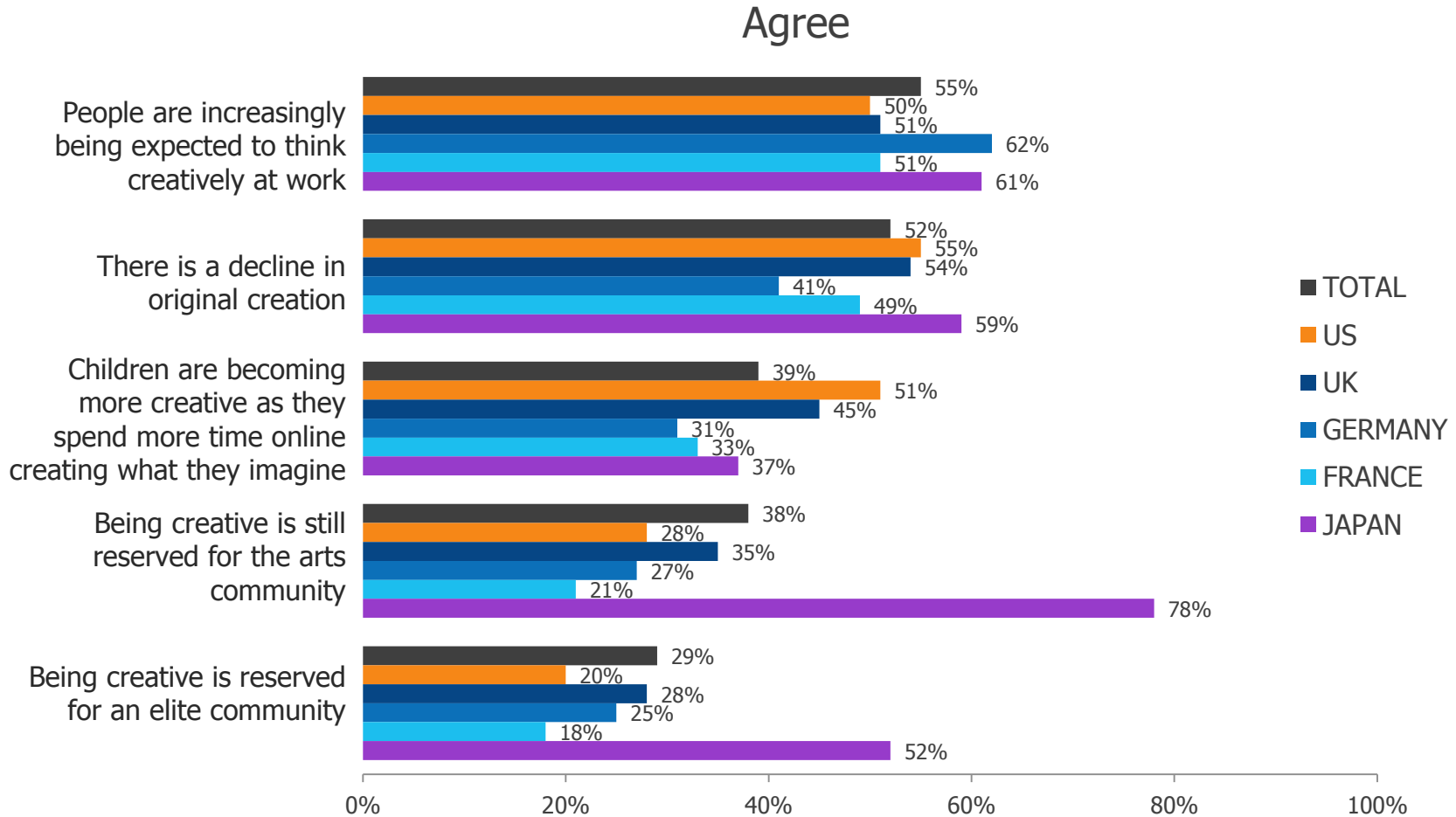
## Agree



Continued...

Q. Please indicate to what extent you agree or disagree with the following statements.

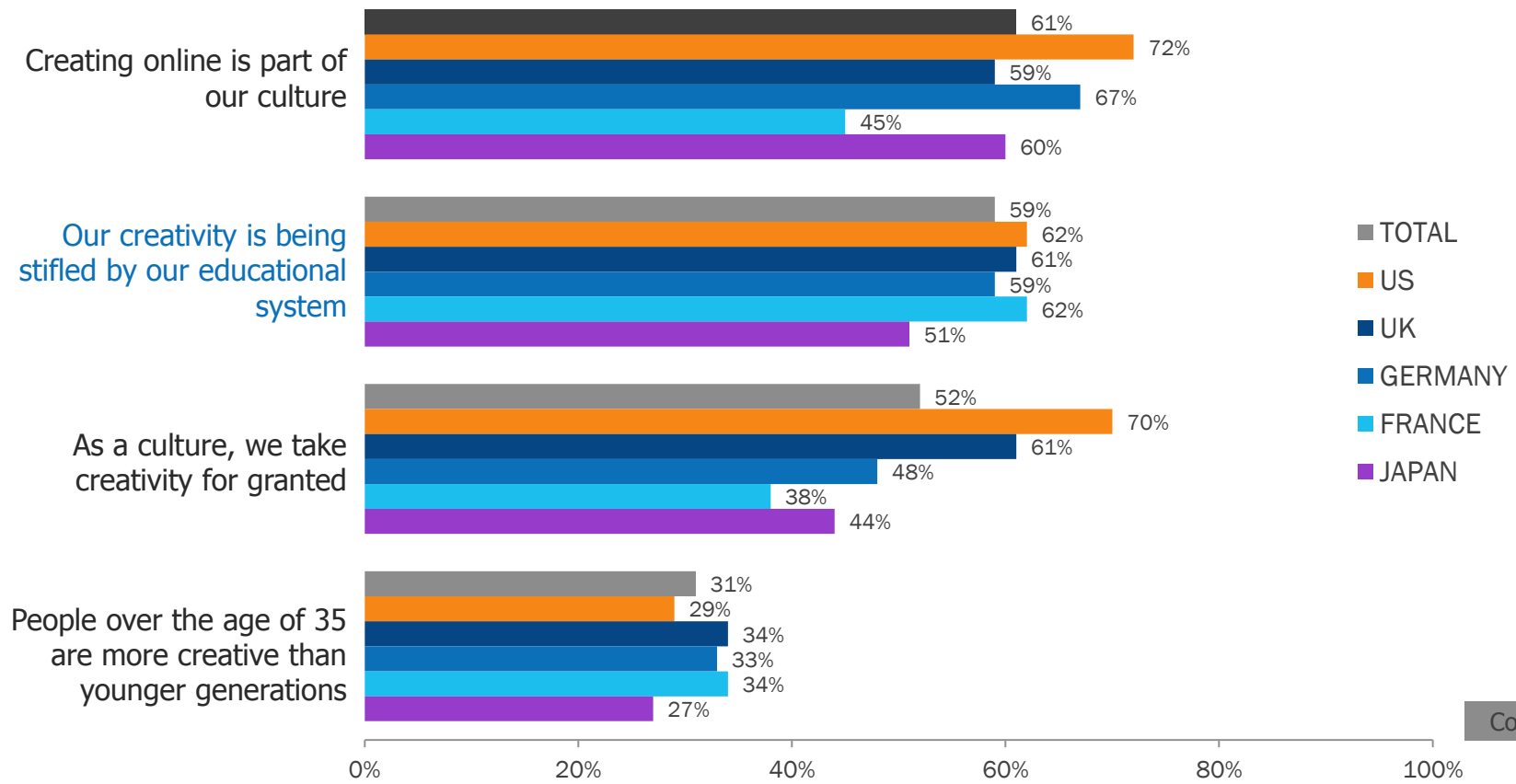
# At least half agree that they are increasingly being expected to think creatively at work



Q. Please indicate to what extent you agree or disagree with the following statements.

# More than half feel that creativity is being stifled by their educational system (US takes creativity for granted)

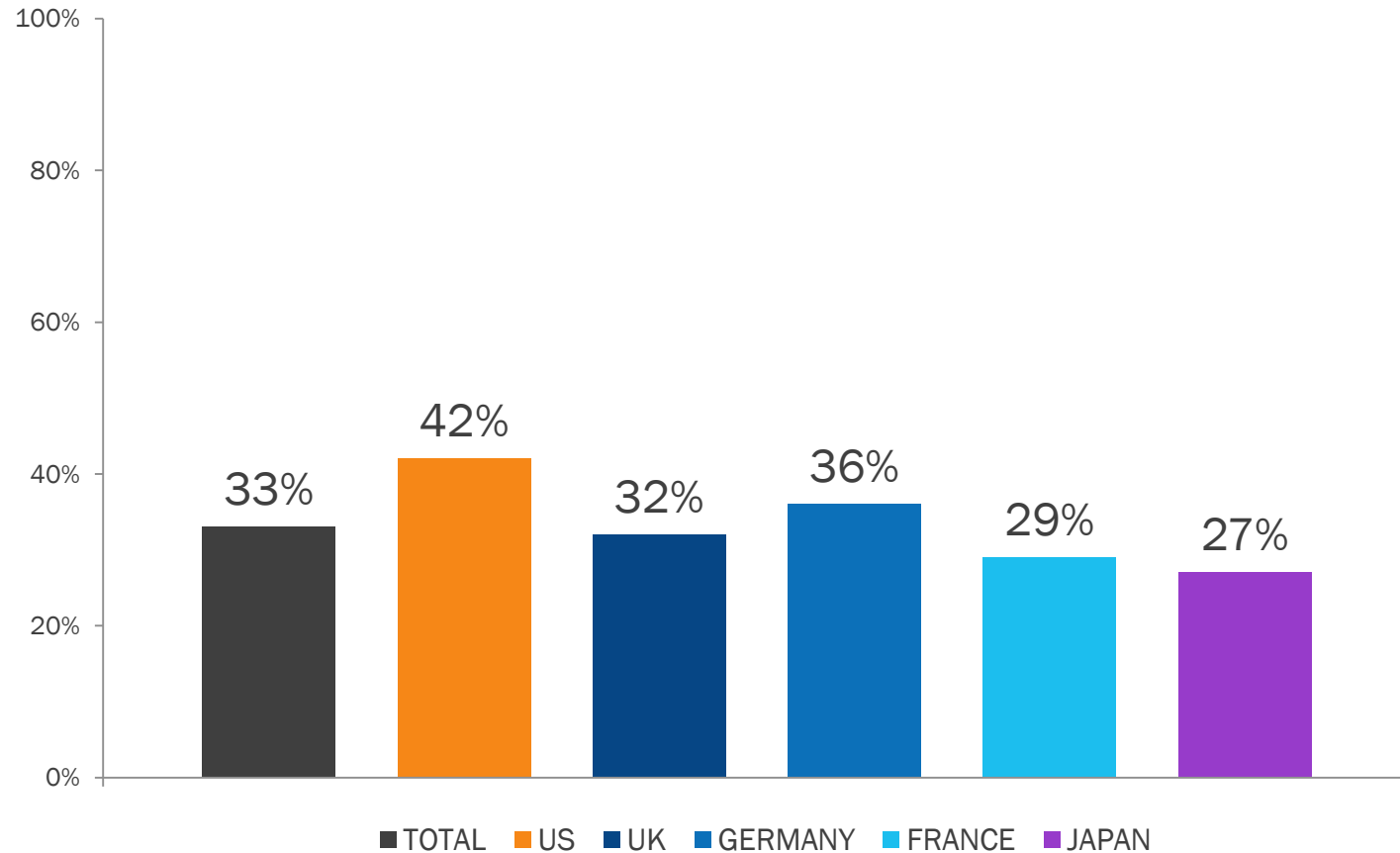
## Agree



Continued...

Q. Please indicate to what extent you agree or disagree with the following statements.

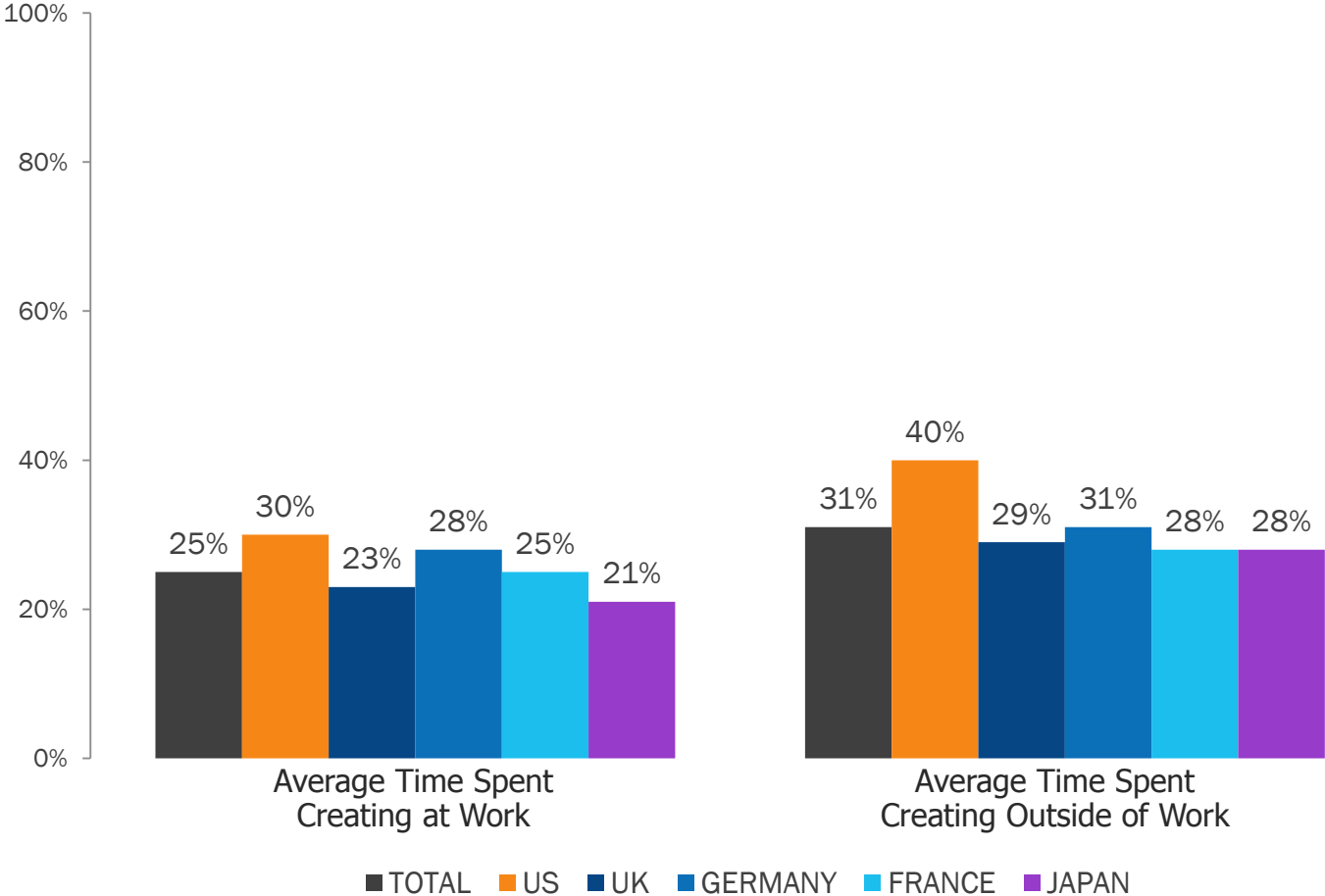
# Respondents spend only one-third of their time being creative



Q. In the past 12 months, what percent of your time do you feel that you have been creative?  
[open end numeric]

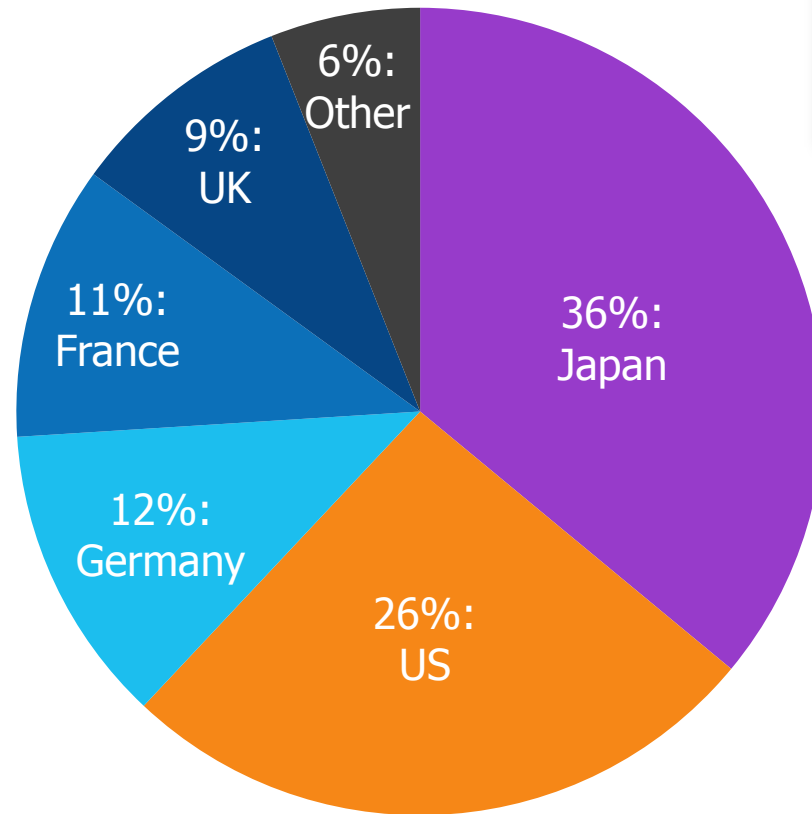


# Respondents spend less time creating at work than they do outside of work



Q. In the past 12 months, what percent of your time do you feel that you created at work? [open end numeric]  
Q. In the past 12 months, what percent of your time do you feel that you created outside of work? [open end numeric]

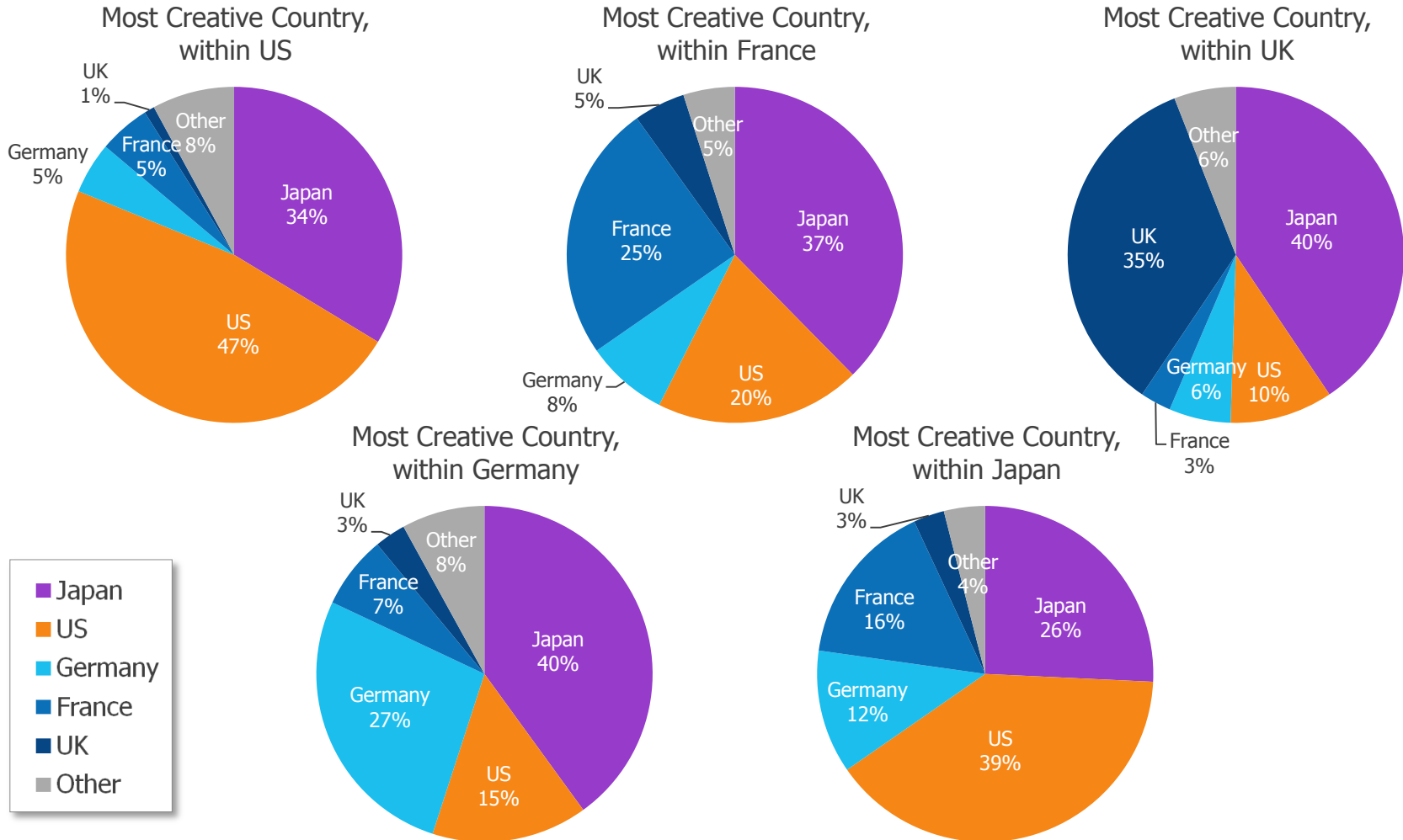
# Globally, Japan is seen as the most creative country, followed by the US



Globally, 36% say that **JAPAN** is the most creative country

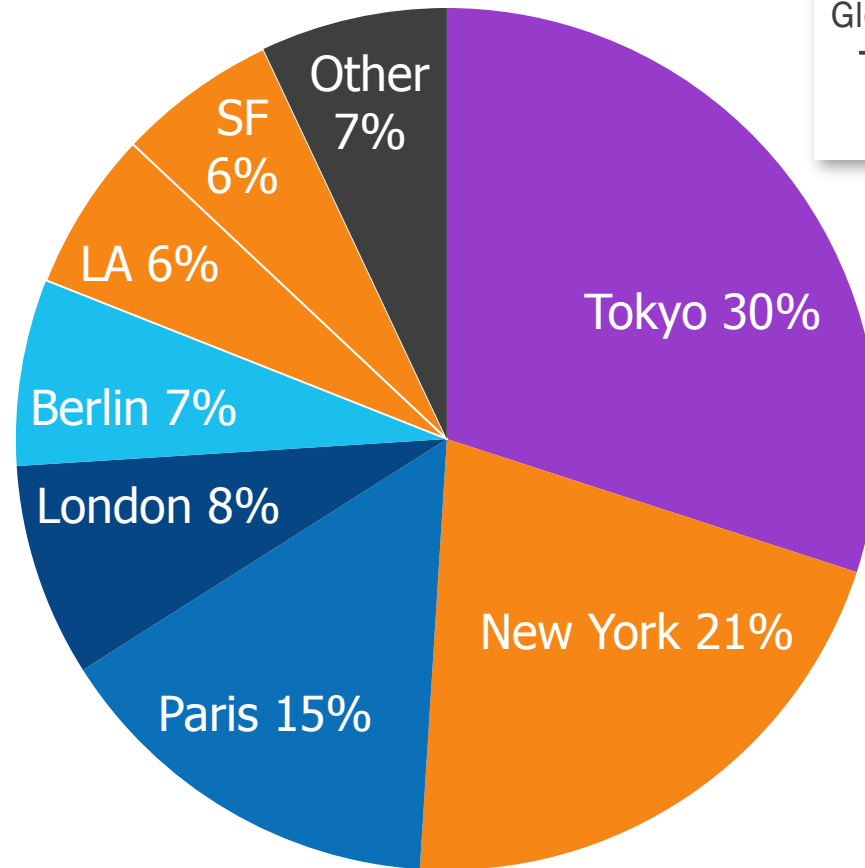


# Japan is seen as the most creative country, except within the US and Japan



Q. Which one of the following countries do you feel is most creative?

# Globally, Tokyo is seen as the most creative city, followed by New York

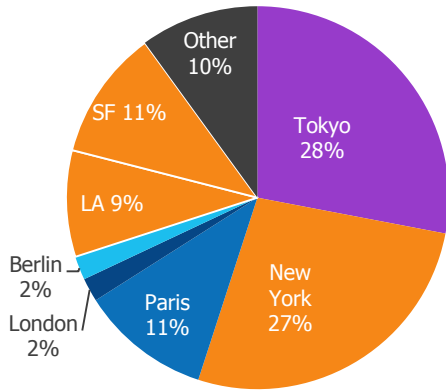


Globally, 30% say that TOKYO is the most creative city

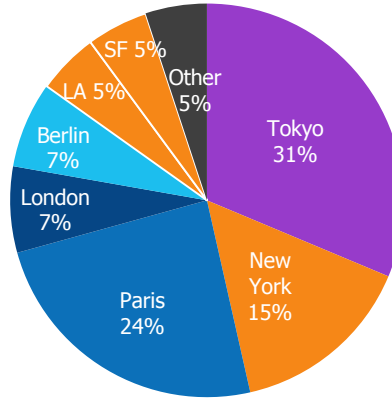


# Tokyo is seen as the most creative city, except by Japanese and Americans

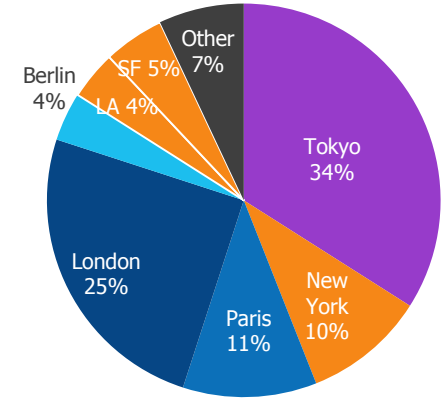
Most Creative City, within US



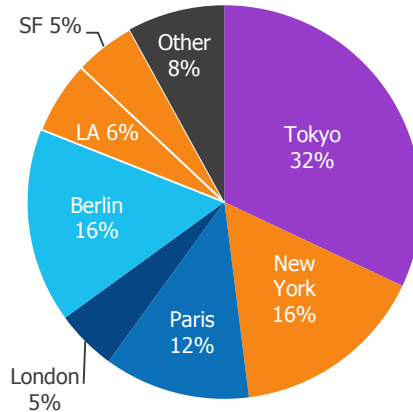
Most Creative City, within France



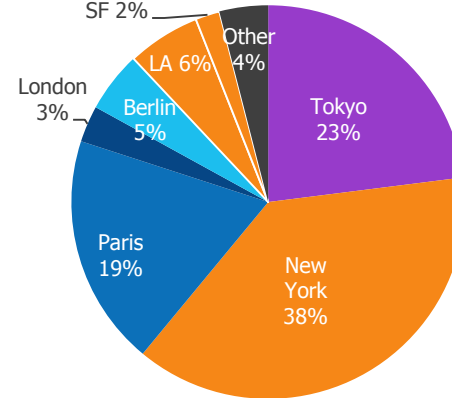
Most Creative City, within UK



Most Creative City, within Germany



Most Creative City, within Japan



Q. Which one of the following cities do you feel is most creative?

# Summary: Creativity Drivers & Barriers

People need more time, training and an environment where they can think creatively

40% of people state that it is essential to have tools to create (more than 50% in US)

Creativity defines a person and enables them to make a difference in their lives and the lives of others; creativity is something that they share

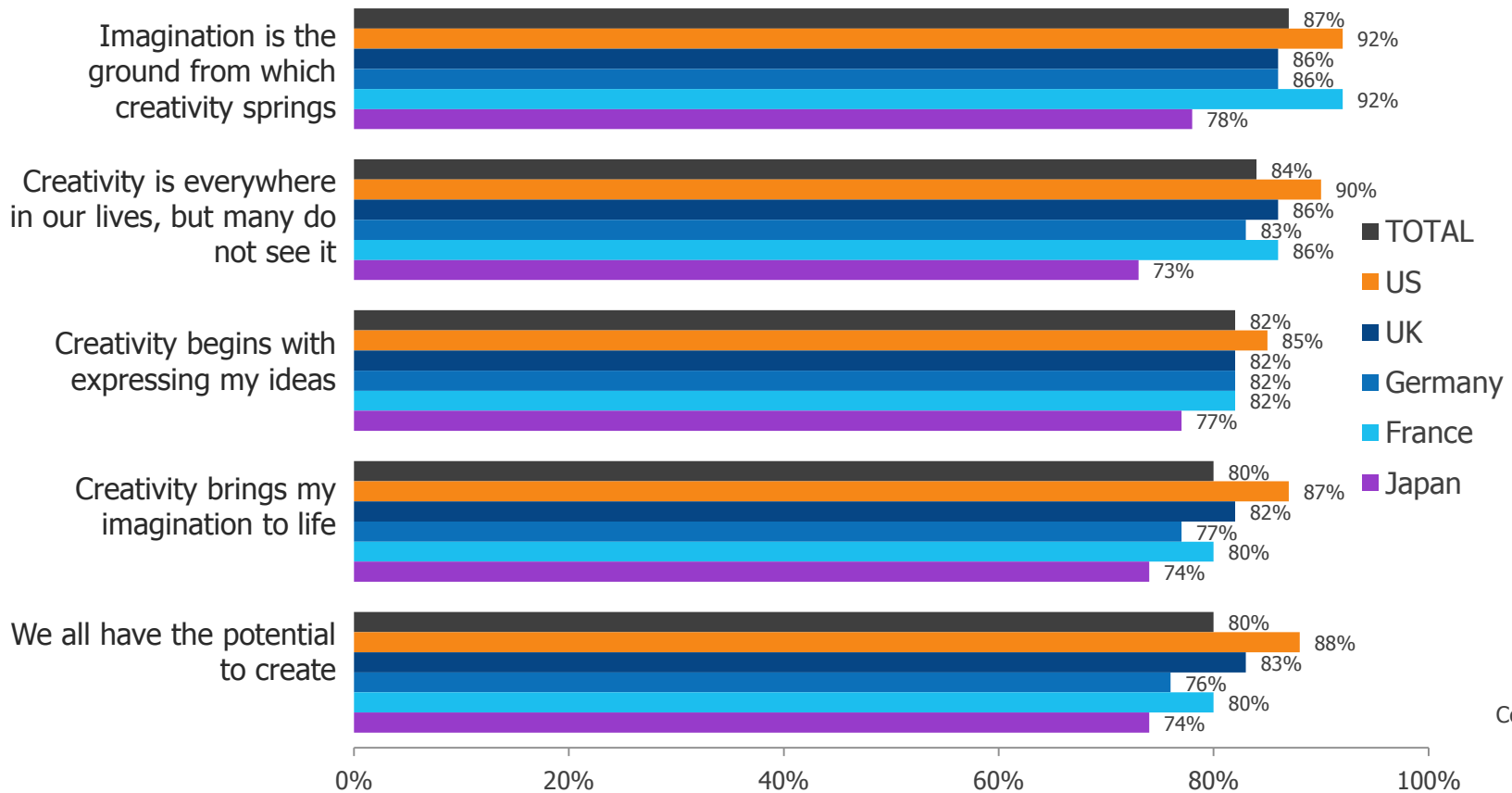
Time and money are seen as the biggest challenges to being able to create

A majority of people prefer to create by themselves

Technology helps people overcome their own creative limitations and inspires them

# Creativity springs from one's imagination; it begins with expressing one's ideas

Agree

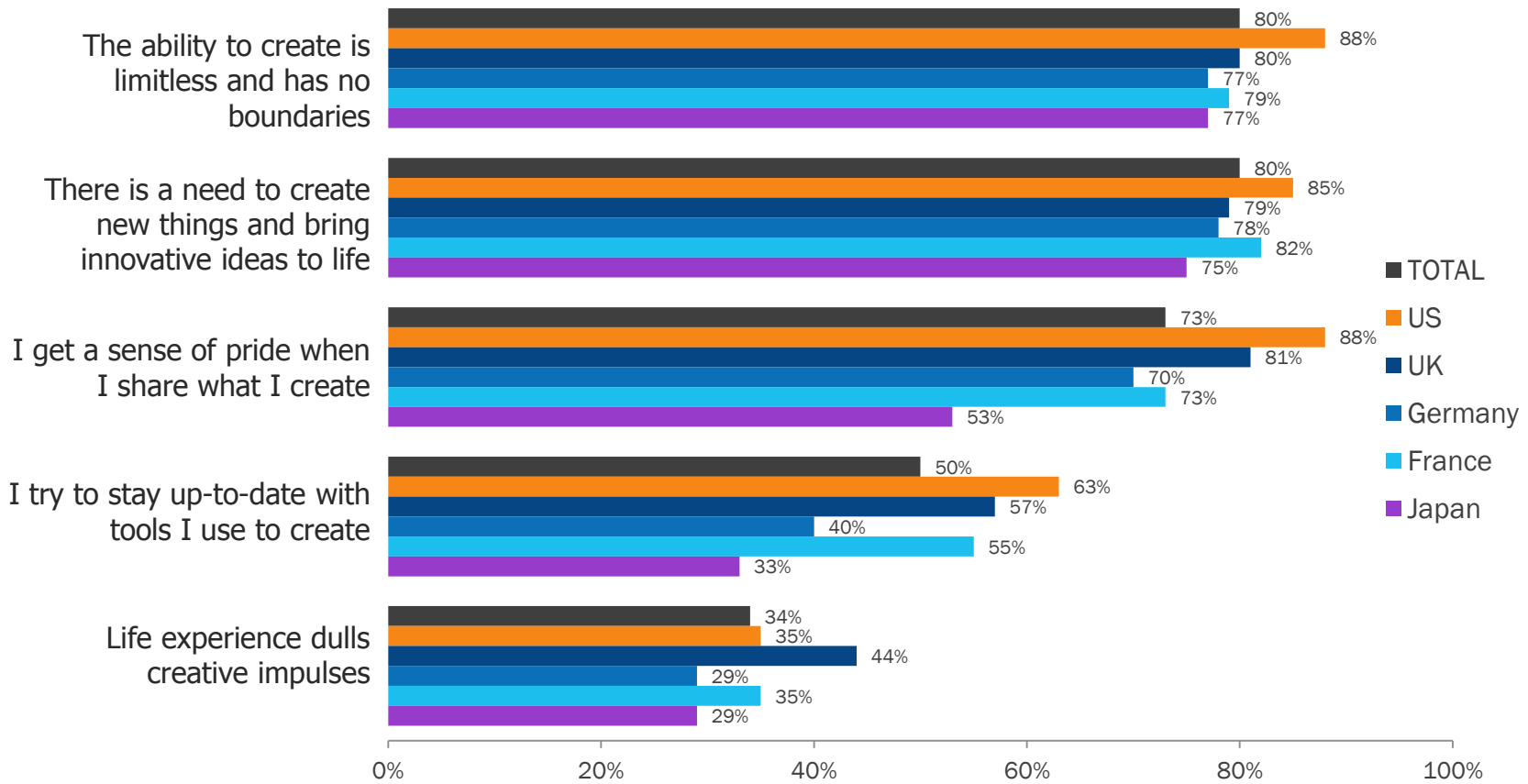


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Q. Please indicate to what extent you agree or disagree with the following statements.

# People feel that there is a need to create new things & bring innovation to life; the ability to create is limitless

## Agree

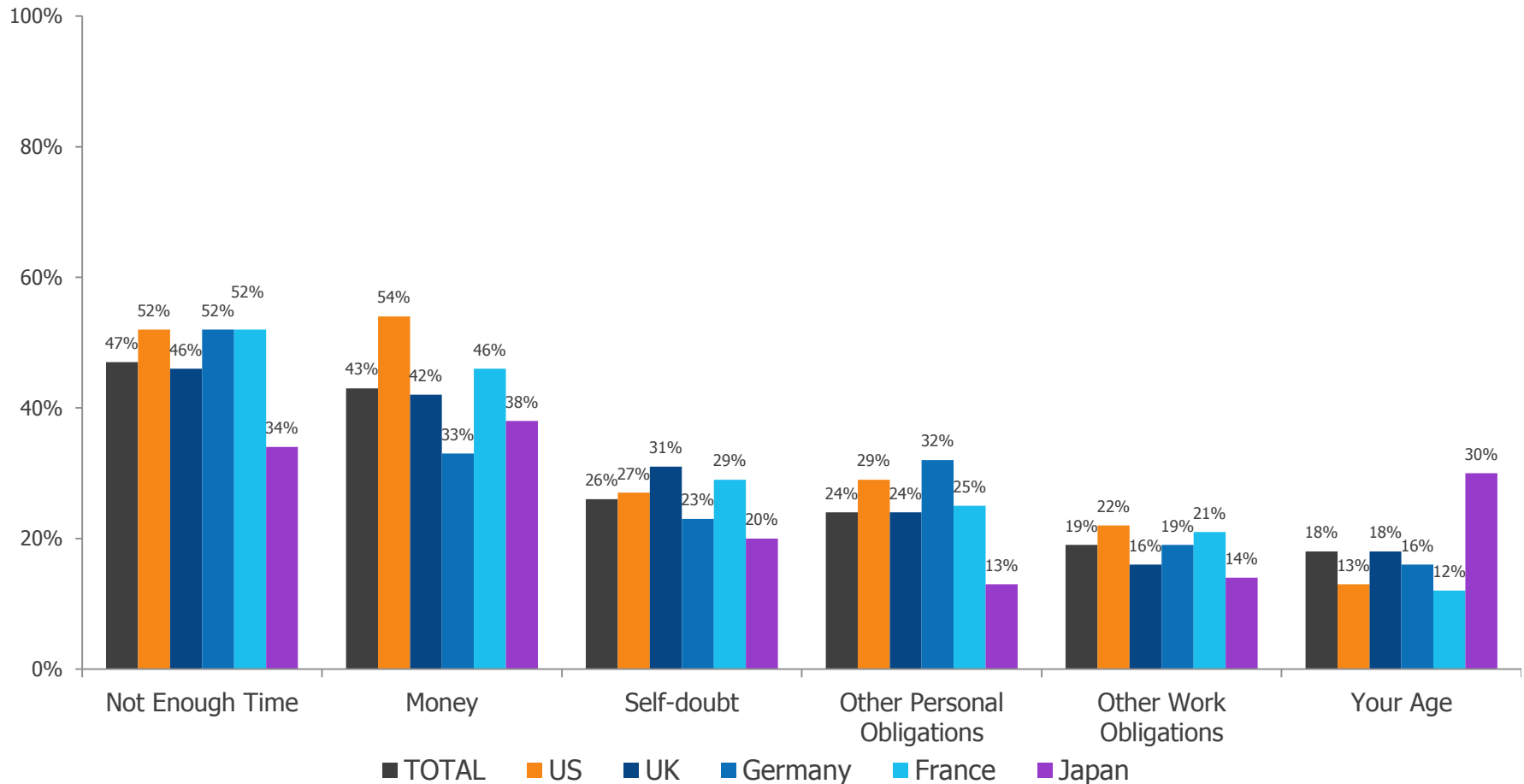


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Q. Please indicate to what extent you agree or disagree with the following statements.

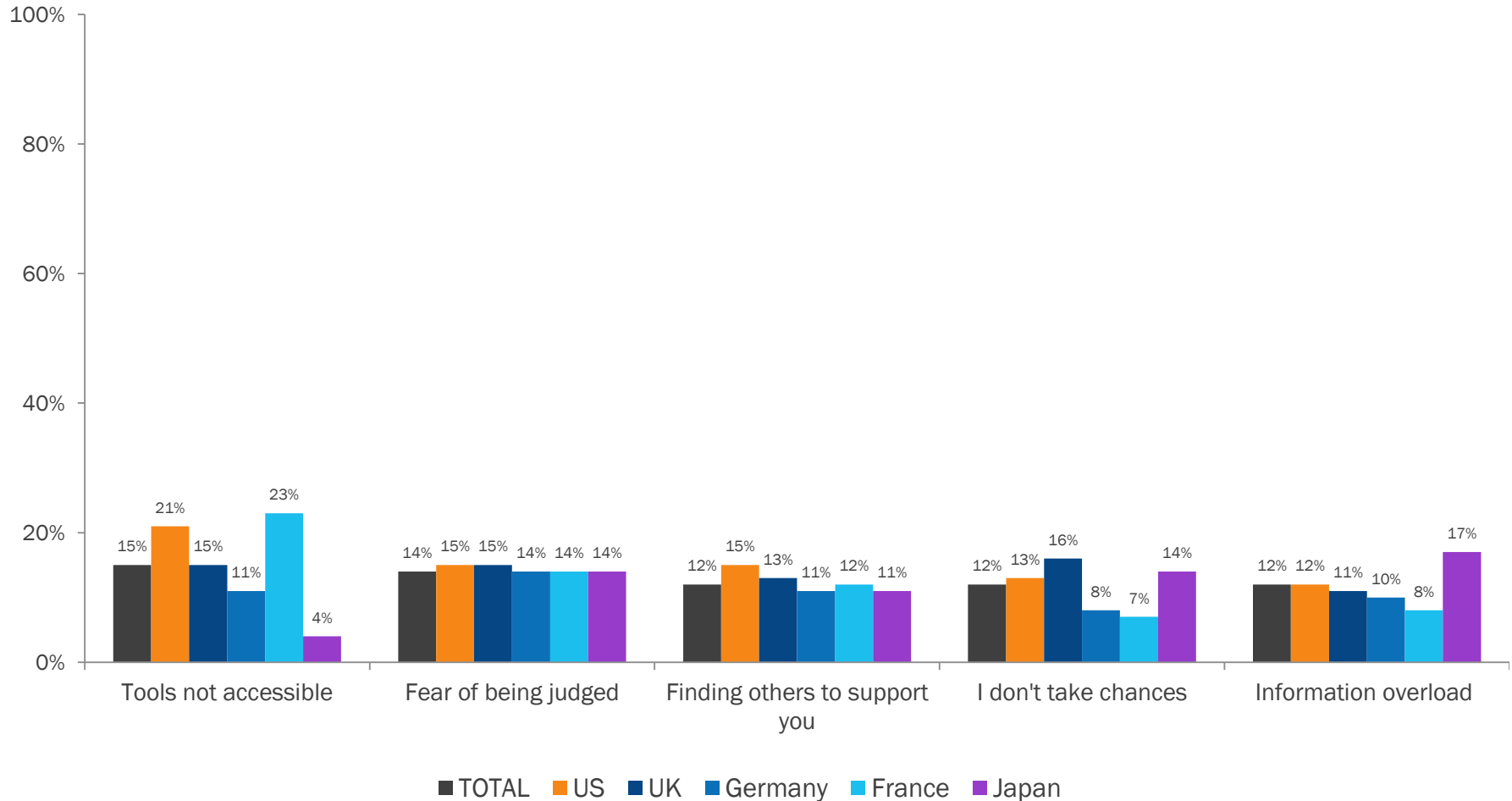


# Time and money are the biggest challenges to being able to create



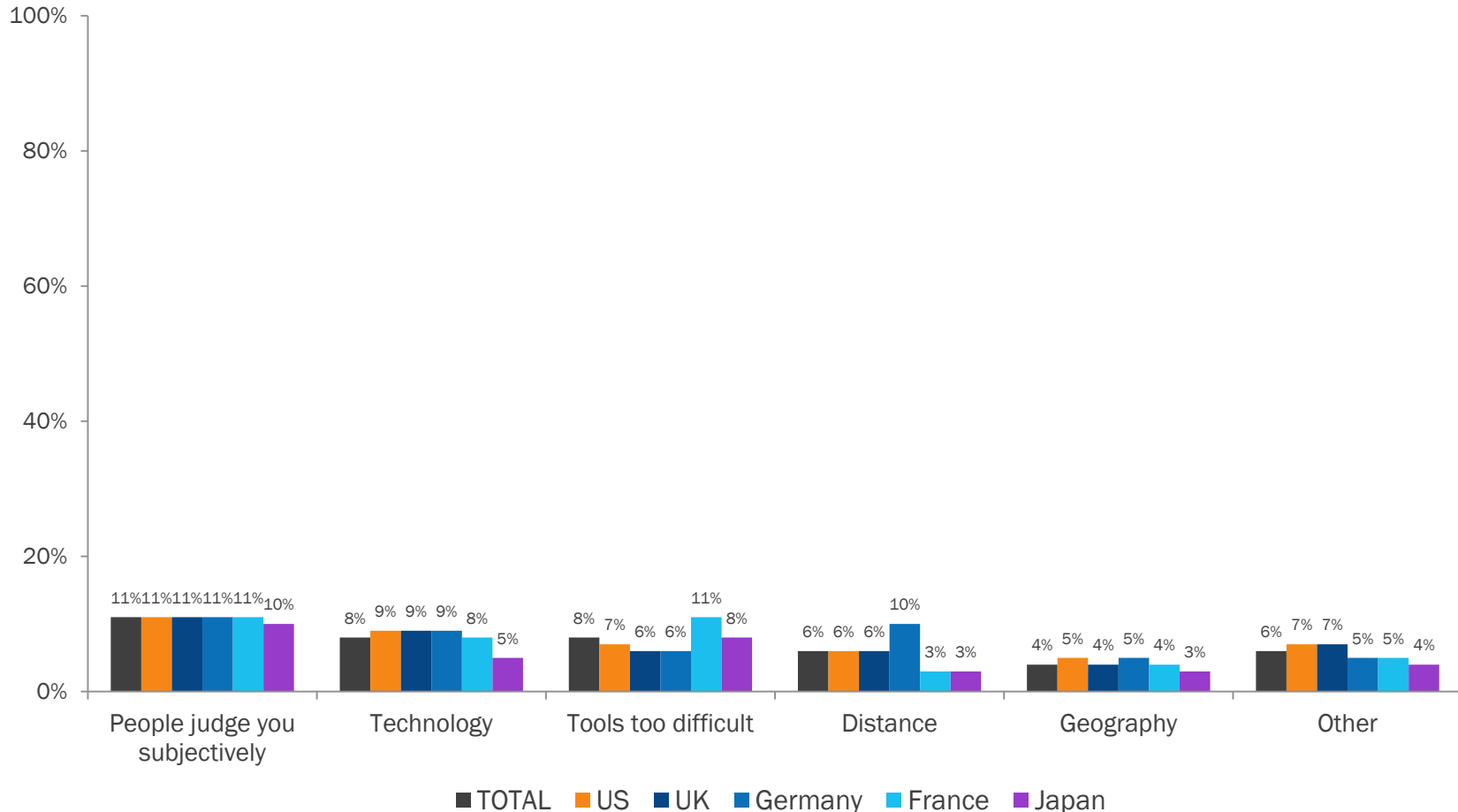
Q. Which of the following are your biggest challenges to being able to create? Please select all that apply. [multiple response]

# Other barriers to creating do not rise to the level of time and money



Q. Which of the following are your biggest challenges to being able to create? Please select all that apply. [multiple response]

# Geography and distance are cited by the fewest as barriers to create



Q. Which of the following are your biggest challenges to being able to create? Please select all that apply. [multiple response]

# Challenges to Creating (Unaided)

*“So many ideas have already been used, and in variation. When I think of a creative idea that I believe is new and original, it’s likely that it has already been done. I think the internet can often stray us away from our own creativity.”*

US

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*“The less time the less is the creative head. Time constraints and pressure to kill creativity in the long run. Artists can only make art because they carry no other job and have this time. Creativity is born out of boredom and fun at the experiment.”*

Germany

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*“The means are a hindrance to creativity: working time, financial resources, reduces the time that we have to question.”*

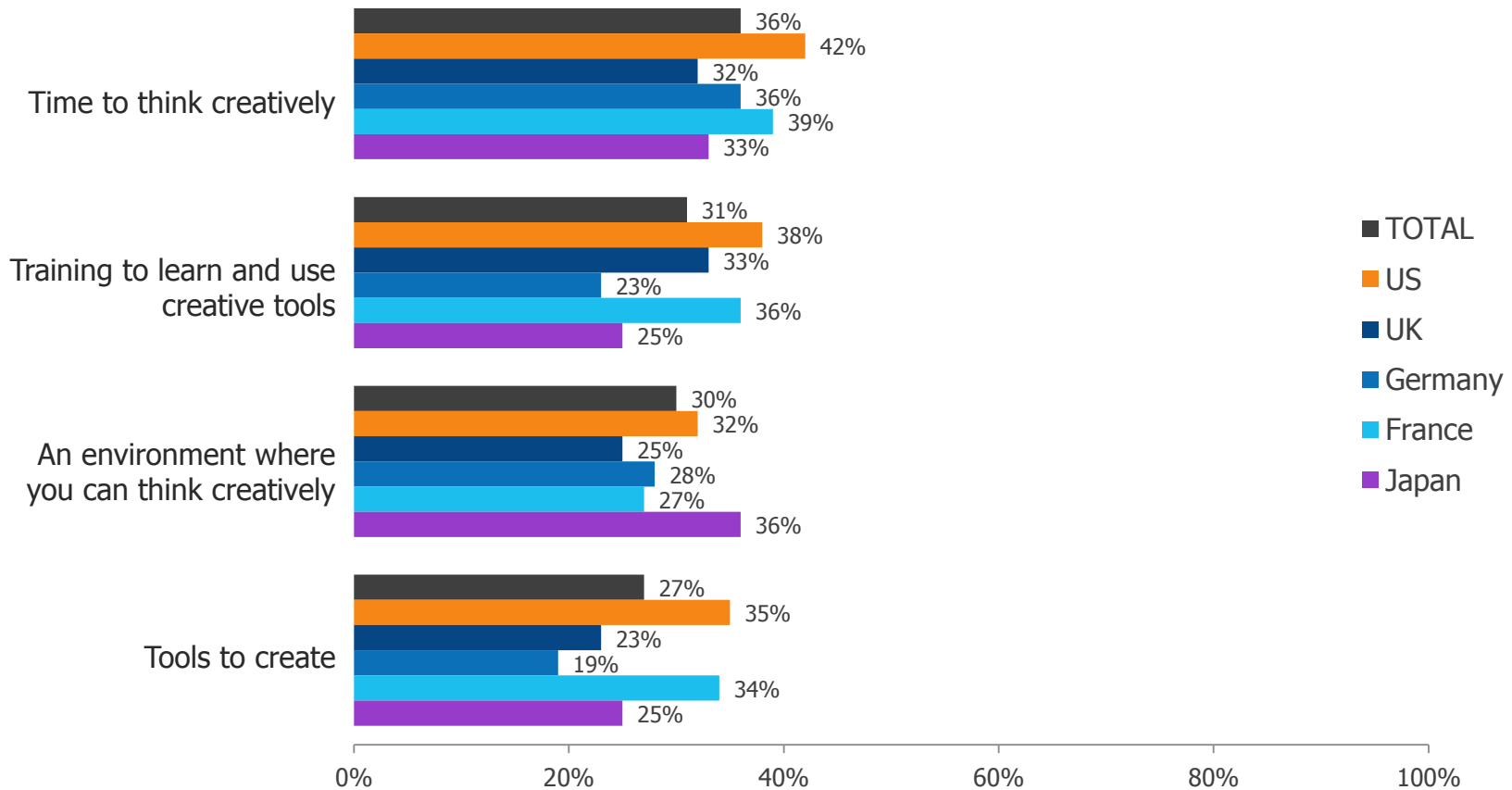
France

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*“Income has decreased by a recession, and now the mental margin is missing, It is too difficult to feed the excellent talent.”*

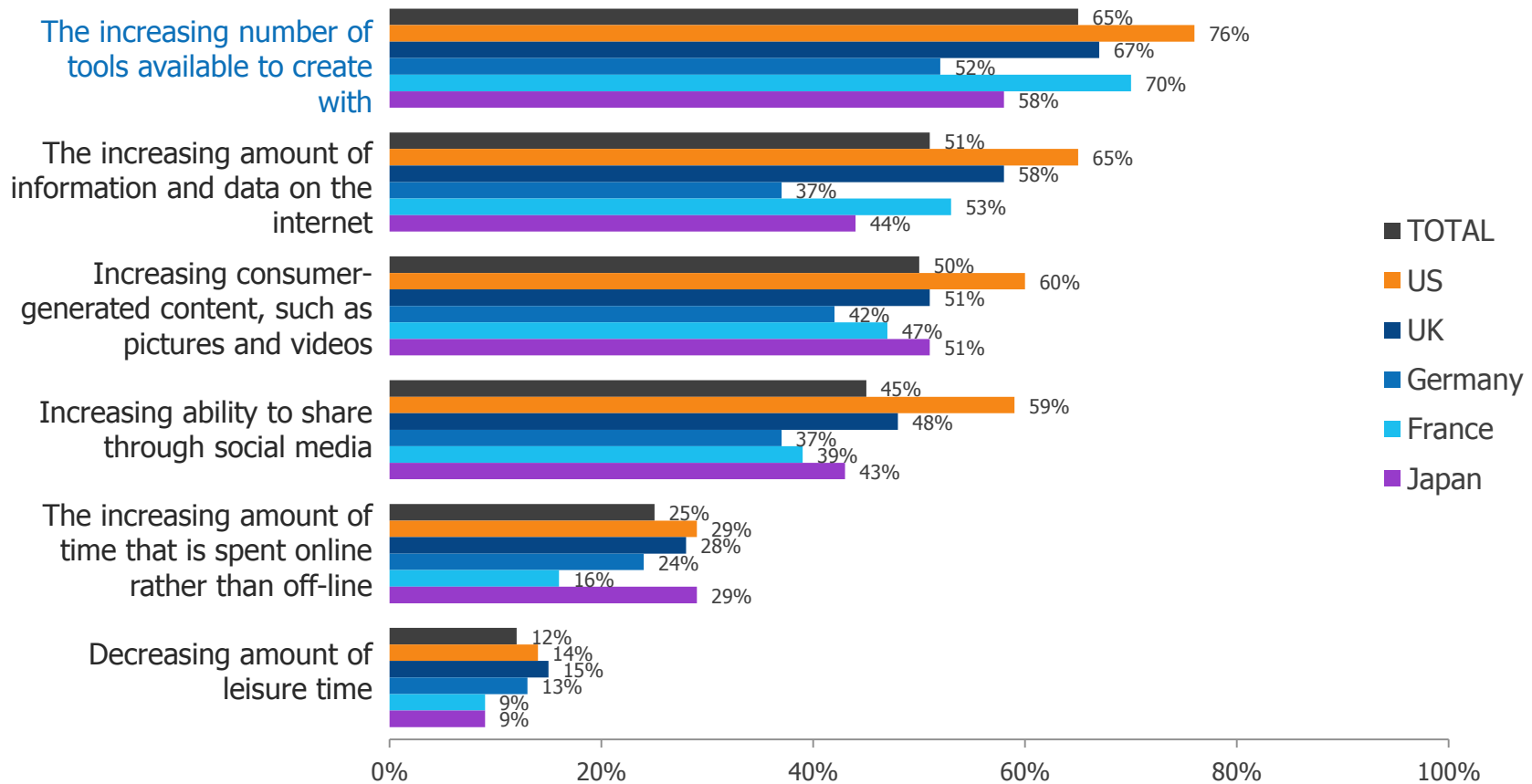
Japan

# People want more time, training and an environment where they can think creatively



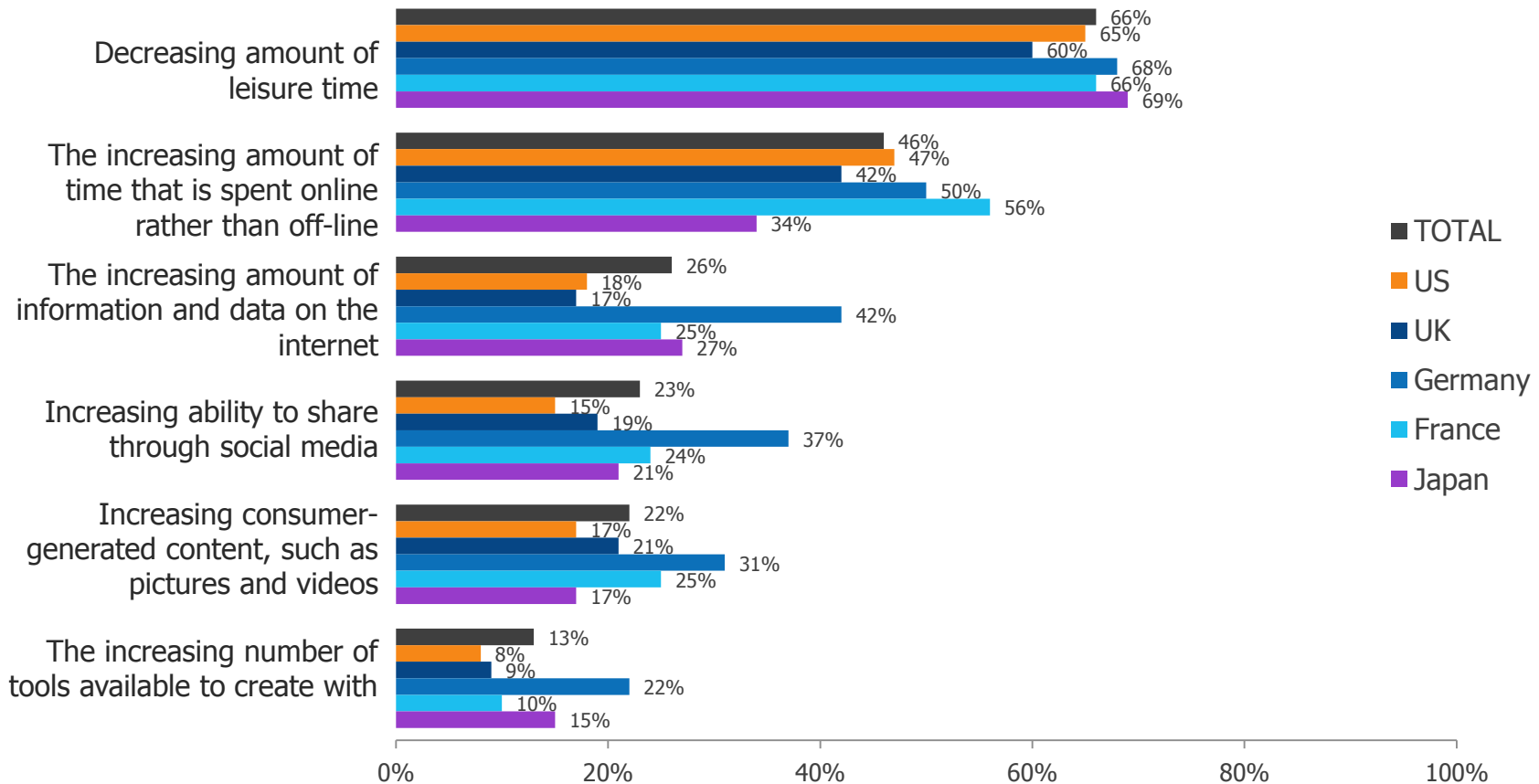
Q. Which of the following do you wish you had/had more of or could do/could do more of to be creative? Please select all that apply. [multiple response]

# The increasing number of tools available to create with is seen as increasing creativity the most



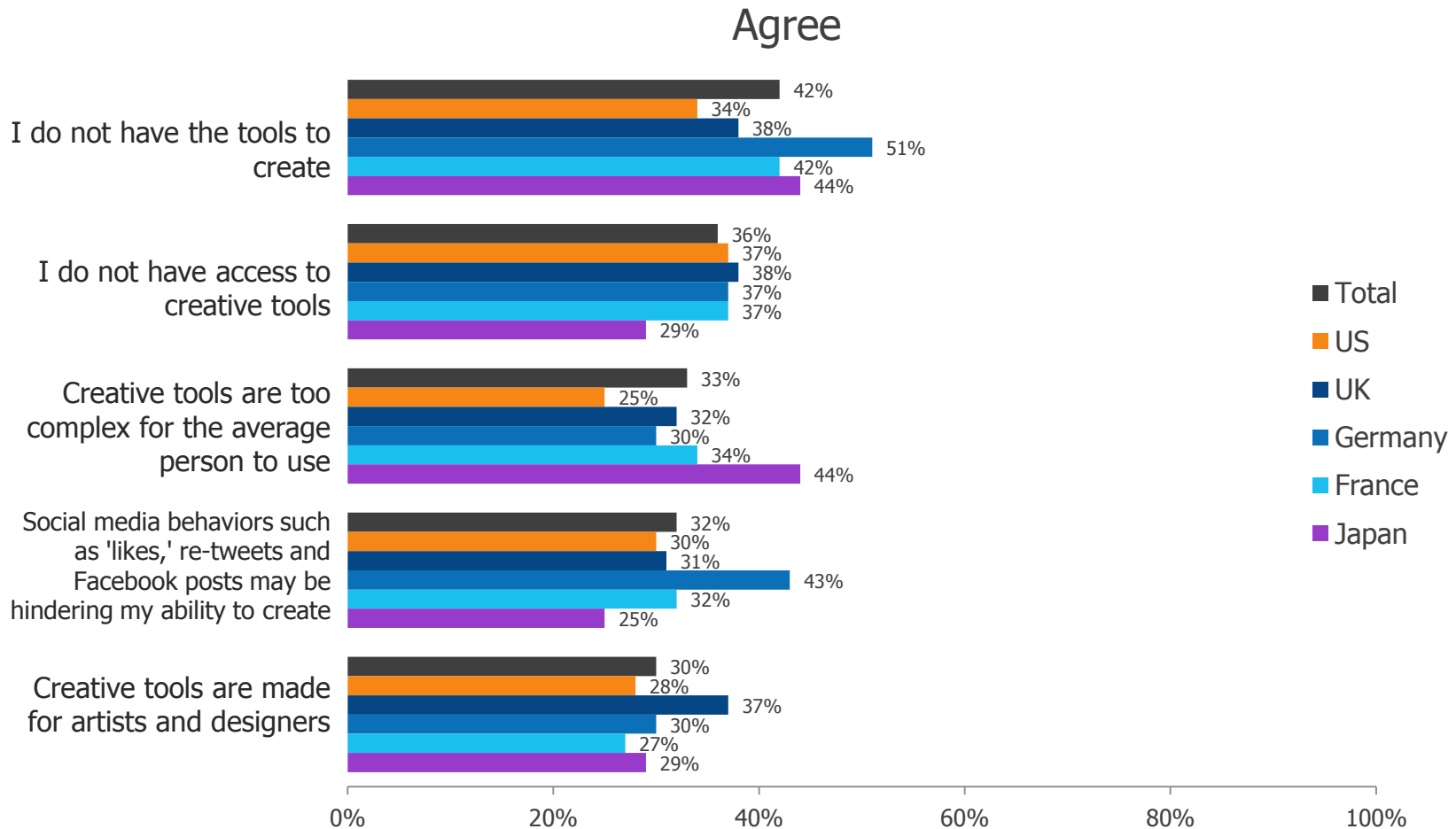
Q. Do each of the following increase, decrease or have no impact at all on creativity?

# The decreasing amount of leisure time is seen as the factor that decreases creativity the most



Q. Do each of the following increase, decrease or have no impact at all on creativity?

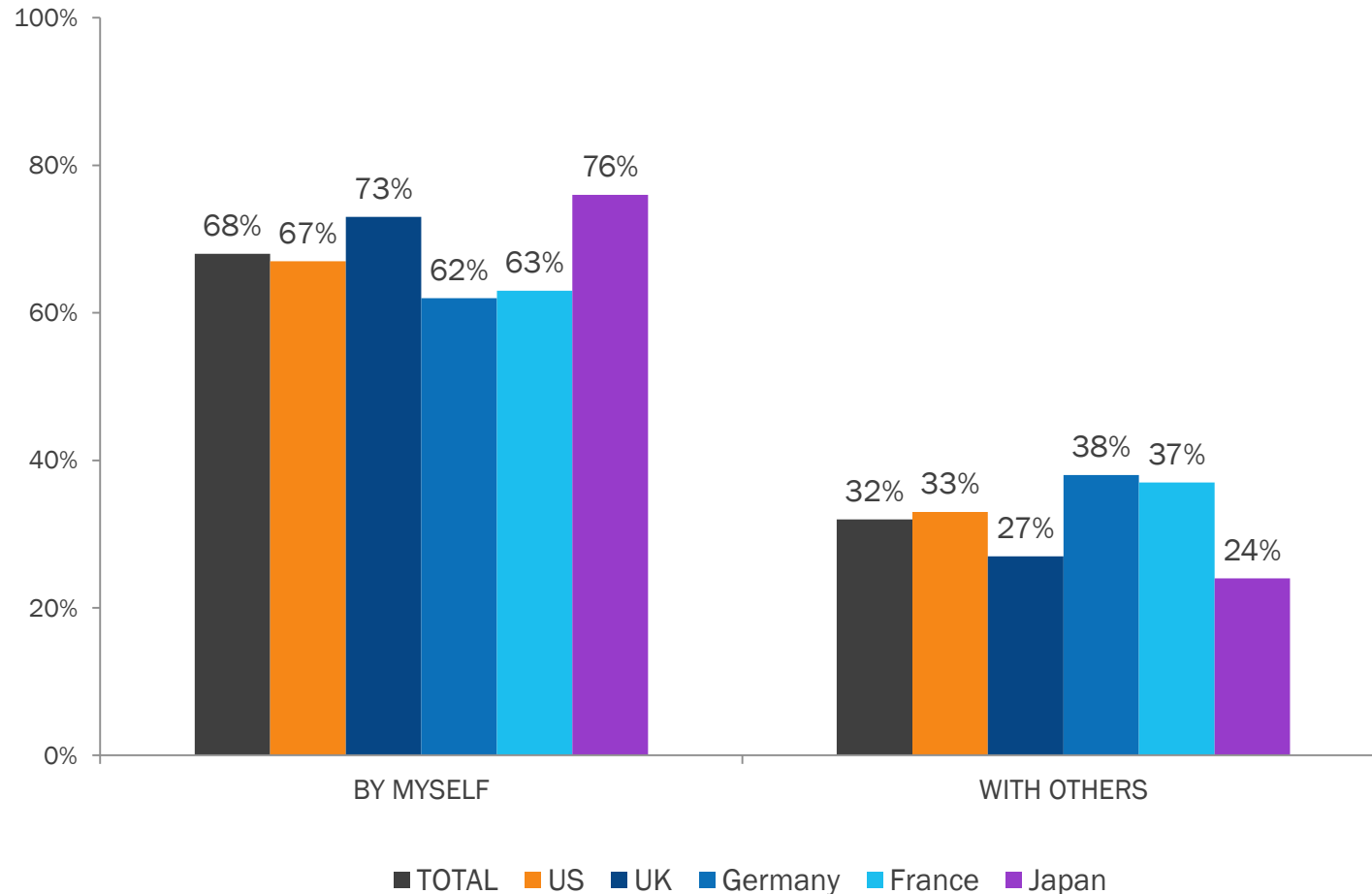
# 4 in 10 agree that they do not have the tools or access to tools to create



Q. Please indicate to what extent you agree or disagree with the following statements.



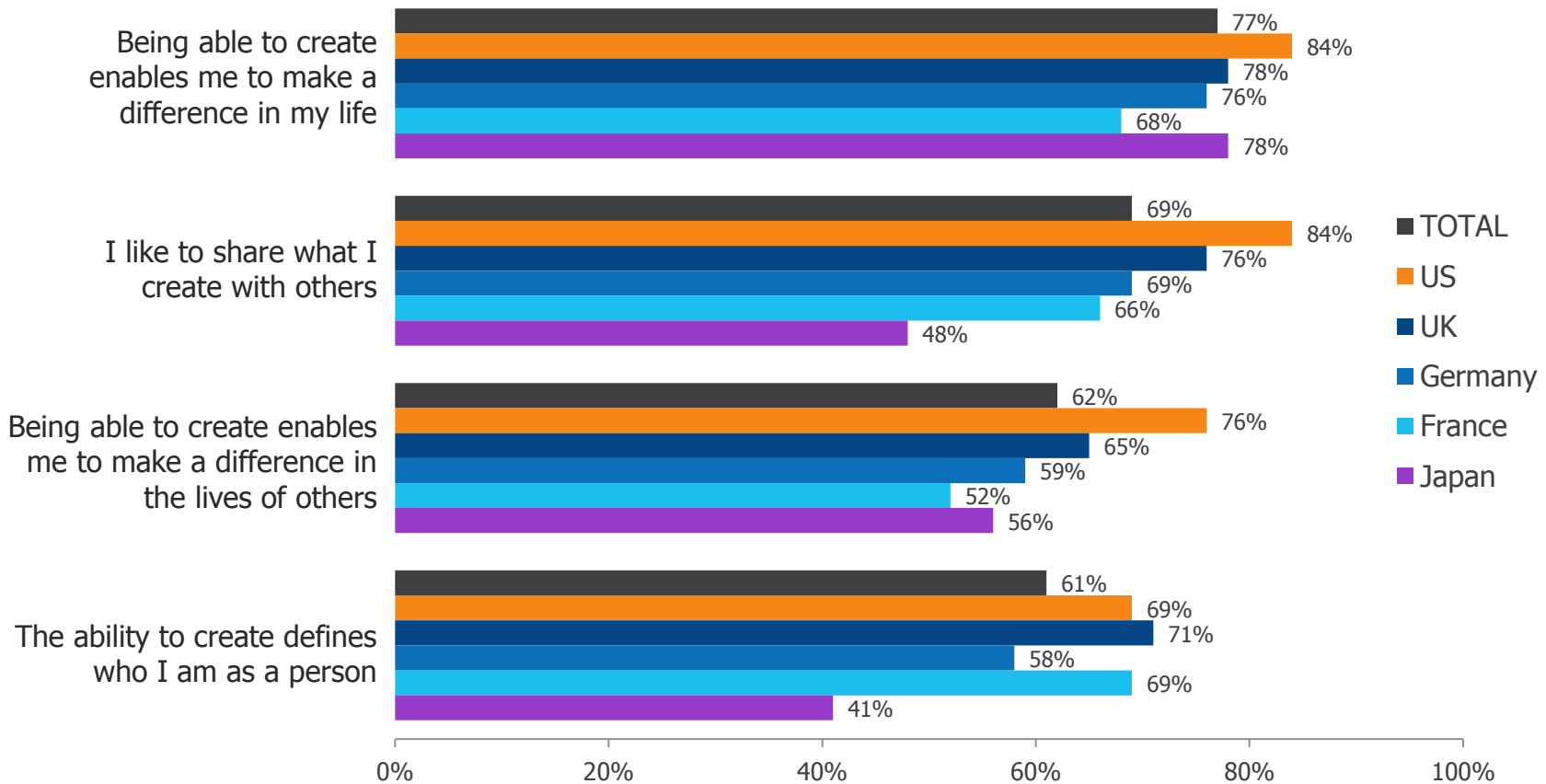
# 7 in 10 prefer to work by themselves when being creative



Q. Do you prefer to collaborate with others or work by yourself when being creative?

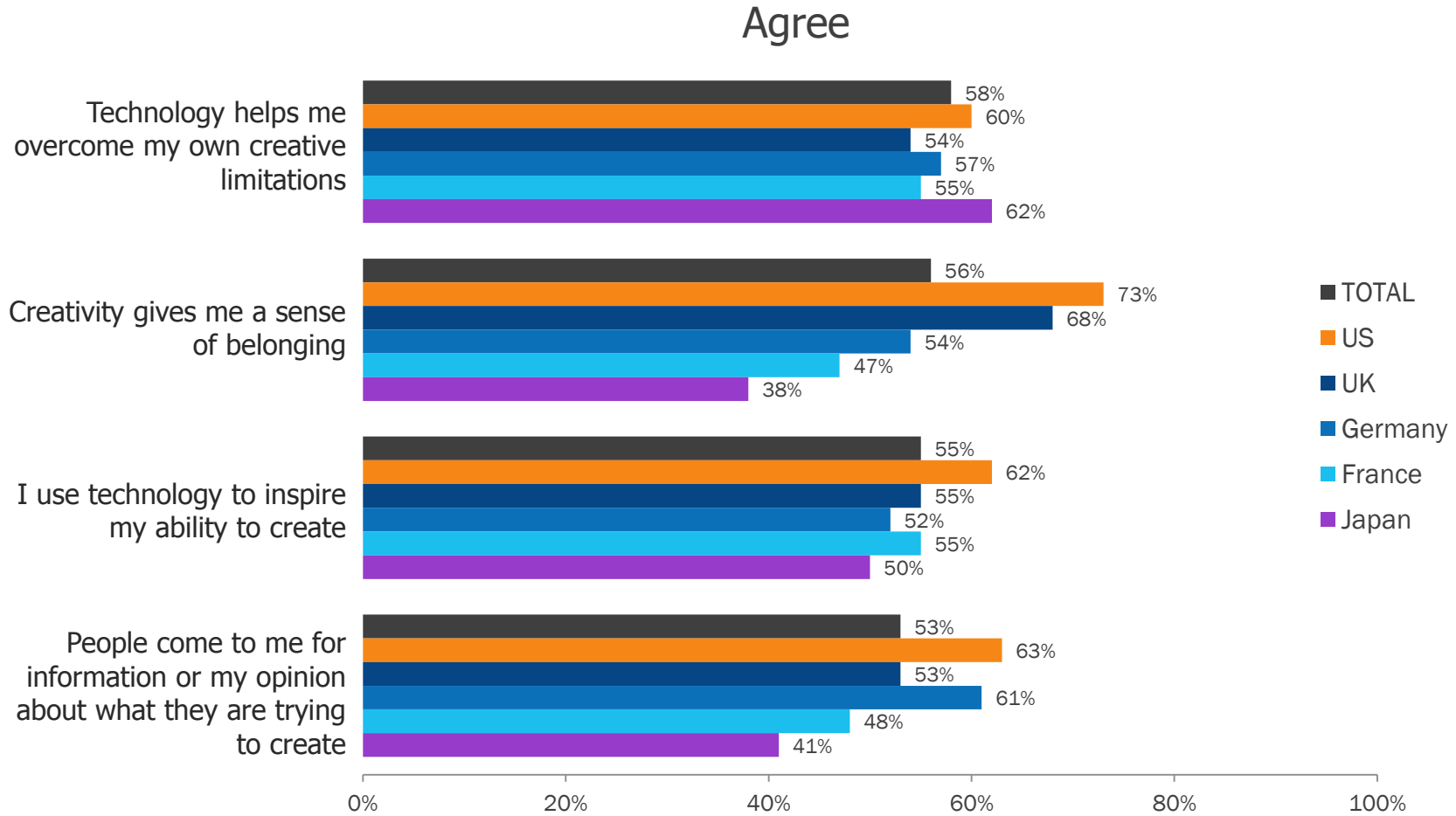
Creativity defines a person and enables them to make a difference in their lives & the lives of others; creativity is something that they share (Americans more than most)

### Agree



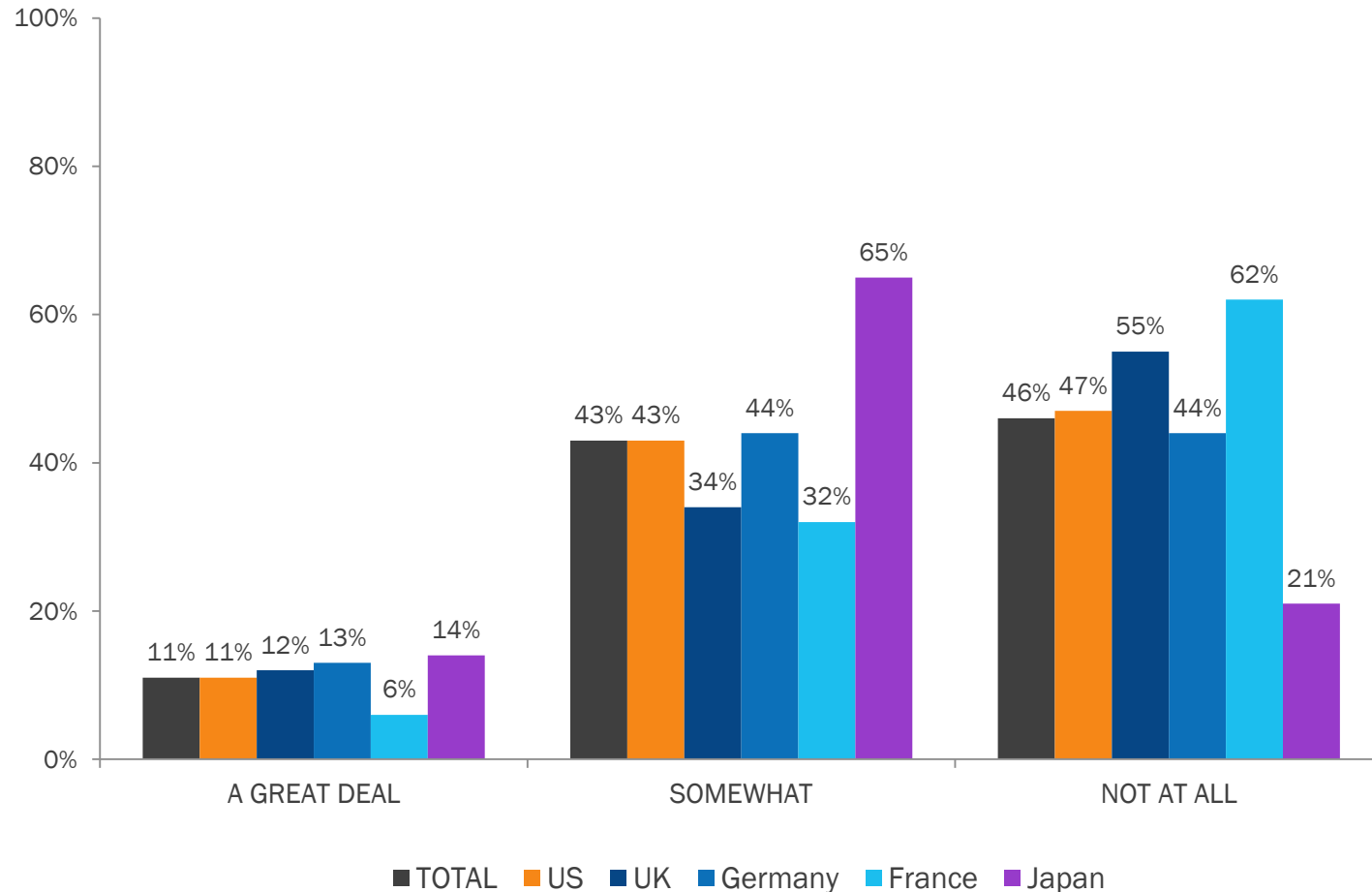
Q. Please indicate to what extent you agree or disagree with the following statements.

# Technology helps people overcome their own creative limitations and inspires them to create



Q. Please indicate to what extent you agree or disagree with the following statements.

# Social media plays a minor role, if any, in motivating people to create



Q. How much does social media motivate you to create?



**Adobe**