**Global Creativity Gap**

Universal Concern that Creativity is Suffering at Work and School

- **80%** people feel that unlocking creativity is critical to economic growth.
- **80%** feel creativity is valuable to society.
- **Two-thirds**.

**The Creativity Gap:**

- **75%** of respondents said they are under pressure to be productive rather than creative at work.
- **39%** of global respondents described themselves as being creative.
- **59%** globally.
- **62%** US.
- **52%** of Americans say they are creative.

- **59%** more than half of those surveyed feel that creativity is being stifled by their education systems.
- **52%** of Americans say they are creative.

- **Two-thirds** feel creativity is valuable to society.
- **Only 1 in 4** believe they are living up to their creative potential.

**What Americans Believe**

- **In aggregate, US cities seen as most creative**
  - Tokyo: 28%
  - New York: 27%
  - Los Angeles: 11%
  - San Francisco: 11%
  - Paris: 11%
  - London: 2%
  - Berlin: 2%
  - Other: 10%

- **Americans believe US is most creative**
  - Tokyo: 28%
  - New York: 27%
  - Los Angeles: 11%
  - San Francisco: 11%
  - Paris: 11%
  - London: 2%
  - Berlin: 2%
  - Other: 8%

- **Japan** is seen as the most creative country followed by the US.
  - Globally, Japan is seen as the most creative country followed by the US.
  - **36%** Japan
  - **26%** US
  - Germany 12%
  - France 11%
  - UK 9%
  - Other 6%

**Study** based on surveys of 5,000 adults, 1,000 per country in US, UK, Germany, France and Japan.

**Source:** Adobe State of Create Study