Creativity is profoundly human.

- **76%** of creatives believe technology will complement their work, not replace it.
- **74%** see the potential of AI to free up time for creativity.
- **72%** say computers and software are extremely or very efficient in making creative work happen.

Creatives want tools that help them do what they do.

- **85%** of creatives said they were very interested in Adobe Sensei, and 8 out of 10 were excited about it.
- **74%** of respondents believe AI will help them be more productive, explore new opportunities, and expand their creativity.

AI has the potential to free up time for creativity.

- **80%** said AI could help them get the job done.
- **85%** said AI could help them find tedious uncreative tasks.
- **85%** said AI could help them connect with people who can help.

Creatives need to direct and drive the creative process.

- **81%** of creatives said they expected technology to teach new features.
- **85%** said they expected technology to help them get to a given result faster.
- **85%** said they expected technology to help them find stock images, videos, or fonts for a project.

Artificial intelligence reinforces the value of human creativity.

- **19%** of creatives said they were worried about AI copying and duplicating their work.
- **9%** said they were concerned about AI threatening their job.
- **35%** said AI will be for creative professionals.

**Where does your creative inspiration come from?**

- **35%** say nature or from their community.
- **27%** say personal style.
- **20%** say online via Behance, Instagram, Pinterest, etc.

**What are the pain points will be for creative professionals?**

- **34%** say administrative tasks.
- **20%** say repetitive, uninspiring work.
- **15%** say solving technical issues.
- **13%** say client-related issues.

**Creatives want tools that help them get the job done.**

- **98%** said they were interested in Adobe Sensei.
- **38%** were extremely interested.

**How interested are you in an AI tool that can help you?**

- **75 creative professionals** told us:
  - **61%** were very interested.
  - **15%** were extremely interested.
  - **24%** were a little bit interested.

**Will it make things too easy, devaluing human creative skills?**

- **9%** of creatives were concerned about AI threatening their job.
- **76%** said they were not worried.
- **30%** said online via Behance, Instagram, Pinterest, etc.
- **20%** said nature or from their community.
- **27%** said personal style.

**Where AI and machine learning will be for creative professionals?**

- **30%** said computers and software are extremely or very efficient in making creative work happen.
- **85%** said they were very interested in Adobe Sensei, and 8 out of 10 were excited about it.
- **74%** see the potential of AI to free up time for creativity.
- **72%** say computers and software are extremely or very efficient in making creative work happen.

**What do you think will happen if AI technology becomes more productive, explores new opportunities, and expands their creativity.**

- **61%** said they were interested in Adobe Sensei.
- **15%** were extremely interested.
- **24%** were a little bit interested.

**How afraid are you that AI could threaten your job?**

- **9%** said they were very afraid.
- **30%** said they were not worried.
- **19%** said online via Behance, Instagram, Pinterest, etc.
- **27%** said nature or from their community.
- **20%** said personal style.

**Rate how much you think it will change the ways creatives work and the work they create.**

- **54%** said they were very concerned.
- **7%** said they were quite a lot concerned.
- **35%** said they were a little bit concerned.
- **9%** said they were not concerned.

**To some extent**

- **34%** say online via Behance, Instagram, Pinterest, etc.
- **20%** said nature or from their community.
- **27%** said personal style.

**How important do you think AI and machine learning will be for creative professionals?**

- **54%** said they were very concerned.
- **7%** said they were quite a lot concerned.
- **35%** said they were a little bit concerned.
- **9%** said they were not concerned.