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Adobe Survey Reveals Gen Create around the World Capitalize on Creativity when Studying or Working



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Hong Kong — September 16, 2020 — An Adobe survey has revealed that 13-23 year olds recognize creativity when studying or working, with 78% of them believe that doing something creative daily benefits their work or academic studies – a figure more prevalent than those of other age groups in a population.

The global survey was jointly conducted by Adobe and Harris Poll and identified the top activities and conditions that spark creativity among 13-23 year olds across five countries including the US, UK, Germany, Australia and Japan, and how their creative approach is different from older generations.

Based on their creative appetite, Adobe has dubbed the cohort "Generation Create", who use creativity in their daily lives more than any other generation, inciting Adobe's urge to help them accomplish creative work with dedicated resources. Adobe thus has launched [Gen Create](#), a resource hub where Generation Create can find exciting opportunities, sharpen their skills, and connect with other young creatives and inspiring artists and musicians for creativity challenges. By offering a path to scholarships, deep discounts on creativity tools, and spotlight opportunities on the Adobe platform, it aims to amplify their voice.

Below are some of the major findings of the Adobe / Harris survey :

How Gen Create Aligns with the Overall Population

Listening to music is the top activity that sharpens creativity of all people surveyed across five countries (57%), and even more so for Gen Create's creativity than people aged 24 or above (67% vs. 56%). Pop music is the number one music for creativity (45% Gen Create vs. 33% people ages 24 or above). Cooking is the number two behavior that makes the general population more creative - Gen Create are even more likely than people aged 24 or above to say that cooking makes them more creative (62% vs. 56%).

Overall, people think that the optimal age for creativity is 35 on average. Gen Create believes that the peak age for creativity is 23 years old, on average. 56% of all Gen Create across five countries surveyed consider themselves creative vs. 44% of people aged 24 or above. US Gen Create is the group who considers itself as the most creative (66%), followed by Australian Gen Create (64%), UK Gen Create (62%), German Gen Create (58%) and Japanese Gen Create (22%).

<i>Gen Create</i>	<i>General Population</i>
1. <i>Music</i>	1. <i>Music</i>
2. <i>Social media</i>	2. <i>The Season</i>
3. <i>Watching content</i>	3. <i>Watching Content</i>
4. <i>Sleep</i>	4. <i>Sleep</i>
5. <i>Being in love</i>	5. <i>Weather</i>
6. <i>Time of day</i>	6. <i>Being in love</i>
7. <i>Gaming</i>	7. <i>Time of day</i>
8. <i>Fashion/What I'm wearing</i>	8. <i>Money/finances</i>
9. <i>Decor of where I am</i>	9. <i>Social media</i>
10. <i>Working out</i>	10. <i>Decor of where I am</i>

The top 10 things that have an impact on the creativity of Generation Create vs. the General Population

In Working From Home

47% of Gen Create say that checking social media makes them more creative, compared to only 30% of people aged 24 or above. Compared to people aged 24 or above, Gen Create's creativity is more likely to be strongly impacted by sleep (38% vs. 29%), time of day (32% vs. 26%) and working out (26% vs. 19%). Gen Create are significantly more likely than people aged 24 or above to agree that they do something creative every day (63% vs. 57%) and likelier to say that doing something creative daily benefits their work/academic studies (78% vs. 63%). Gen Create are also much more likely than people aged 24 or above to say that when they do work or study, they take a break at least once an hour to optimize creativity (62% vs. 53%).

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<i>Gen Create</i>	<i>General Population</i>
1. <i>Listening to music</i>	1. <i>Listening to music</i>
2. <i>Watching content</i>	2. <i>Cooking/baking</i>
3. <i>Taking breaks</i>	3. <i>Taking breaks</i>
4. <i>Drawing/doing art</i>	4. <i>Watching content</i>
5. <i>Cooking/baking</i>	5. <i>Doing art</i>
6. <i>Looking at social media</i>	6. <i>Meditating</i>
7. <i>Taking a shower</i>	7. <i>Working out</i>
8. <i>Playing video games</i>	8. <i>Looking at social media</i>
9. <i>Eating</i>	9. <i>Eating</i>
10. <i>Working out</i>	10. <i>Taking a shower</i>

The Top 10 things that sharpen the creativity of Gen Create vs. that of the General Population when working / studying from home

Gen Create Are Inspired By Their People And Helping Others

The majority of Gen Create (56%) agree that social activism is the most important issue to them compared to 47% of people aged 24 or above sharing this opinion. Gen Create are also more likely than people aged 24 or above to say that charity work makes them more creative (50% vs. 39%).

Methodology

This survey was conducted online by The Harris Poll on behalf of Adobe Inc. between May 14-19, 2020, among 5,488 teens and adults aged 13 or above in the US, UK, Germany, Australia, and Japan.

For more details of the findings of the Adobe/Harris survey, please visit [here](#).

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