STATE OF CREATE: 2016

Methodology

ADULTS

18+ years old

· Gen Z: 18-20 years old
· Millennials: 21-35 years old
· Gen X: 36-50 years old
· Baby Boomers+: 51+ years old

HOW MANY

GLOBAL: n= 5,026; MOE*: ±1.4%

· U.S.: n=1,009; MOE: ± 3.1%
· U.K.: n=1,004; MOE: ± 3.1%
· GERMANY: n=1,006; MOE: ± 3.1%
· FRANCE: n=1,007; MOE: ± 3.1%
· JAPAN: n=1,000; MOE: ± 3.1%

WHEN

Sept. 19, 2016 – Oct. 3, 2016

HOW

20-minute online quantitative survey

* The data set for each country is nationally representative of the population of that country. Margin of sampling Error (MOE) at 95% confidence level.
The 2016 report was commissioned by Adobe and produced by the research firm Edelman Intellgence. Findings for this report build on research conducted among comparable audiences in March–April 2012. Full results for 2012 State of Create Study can be found here.
Wave-over-wave comparison of relevant 2012 questions is available upon request.

The state of creativity today

Global respondents believe being creative is valuable to society (70%) and the economy (64%). **PAGE 8**

Being creative helps make people better workers (70%), leaders (70%), parents (69%) and students (69%). **PAGE 9**

Yet only forty-one percent describe themselves as creative and thirty-one percent report they are living up to their creative potential. **PAGES 10, 11**

Compared to older generations, younger generations are more likely to:*

Describe themselves as creative (48% vs. 38%) and want others to see them as creative (63% vs. 47%). **PAGE 12**

Be comfortable with using technology to overcome their creative limitations (63% vs. 49%). **PAGE 13**

*"Younger generations" is a combination of Gen Z (18-20) and Millennials (21-35); "Older generations" is a combination of Gen X (36-50) and Baby Boomers+ (51+).
Data is broken out by each of these generations in the detailed findings.
Photo by Victoria Siemer

Creativity pays

Based on their reported household income, creators* earn thirteen percent more than non-creators**, on average. **PAGE 16**

Compared to non-creators, they are also more likely to: **PAGES 15, 16, 17**

Describe themselves as innovative (+25 percentage points (p.p.)), confident (+22 p.p.), problem solvers (+22 p.p.) and happy (+19 p.p.).

Believe that creating allows them to make a difference (+31 p.p.).

Say being creative at work makes them feel happy (+34 p.p.), fulfilled (+31 p.p.), energized (+29 p.p.) and successful (+28 p.p.).

Say that technology helps them overcome their own creative limitations (+27 p.p.) and makes it easier to express their creative ideas (+26 p.p.).

* Creators are respondents who describe themselves as "someone who creates" - 57% of global respondents.
** Income differences calculation based on a forced mean, calculated by taking the midpoint of each range of household income in the response options to determine the mean response that would have occurred had each respondent provided their exact household income.
Note: p.p. stands for percentage points.
Photo by Victoria Siemer

Creativity and design make for good business

Respondents globally say businesses that invest in creativity are more likely to: **PAGES 19, 20**

· Increase employee productivity (78%).

· Have satisfied customers (80%) and provide a better customer experience (78%).

· Foster innovation (83%) and be financially successful (73%).

Seventy-seven percent agree there is increasing pressure to be productive rather than creative at work. Yet, more than half (56%) say there is an increasing expectation to think creatively at work. **PAGE 21**

Seventy-four percent agree that it's important for businesses to focus on good design. **PAGE 22**

Almost 2 in 3 respondents (65%) think good design is more important now than it was five years ago. **PAGE 22**

Almost half (45%) say that in the past year, they have paid more for a well-designed product or service. **PAGE 23**

Seventy percent like when brands deliver a well-designed experience wherever they are. **PAGE 23**

Photo by Patrick Monatsberger

Governments and schools have a creativity imperative

Respondents globally perceive that a government that invests in creativity is more likely to foster innovation (82%), increase productivity (79%), be competitive (78%), and have happier citizens (76%). **PAGE 25**

While over three in four (76%) believe that unlocking creative potential is key to economic growth, a similar percentage (74%) feel their countries are not living up to their creative potential. **PAGE 26**

About two-thirds (65%) believe creativity is being stifled by their educational systems. **PAGE 27**

In order to foster creativity, respondents believe that schools should prioritize: **PAGE 28**

- Learning by "doing" (84%).
- Creativity over memorization (75%).
- Developing a wide variety of student skills (72%).

Globally, Japan is regarded as the most creative country (34%) and Tokyo the most creative city (26%), followed by the U.S. (28%) and New York (23%), respectively. **PAGE 29**

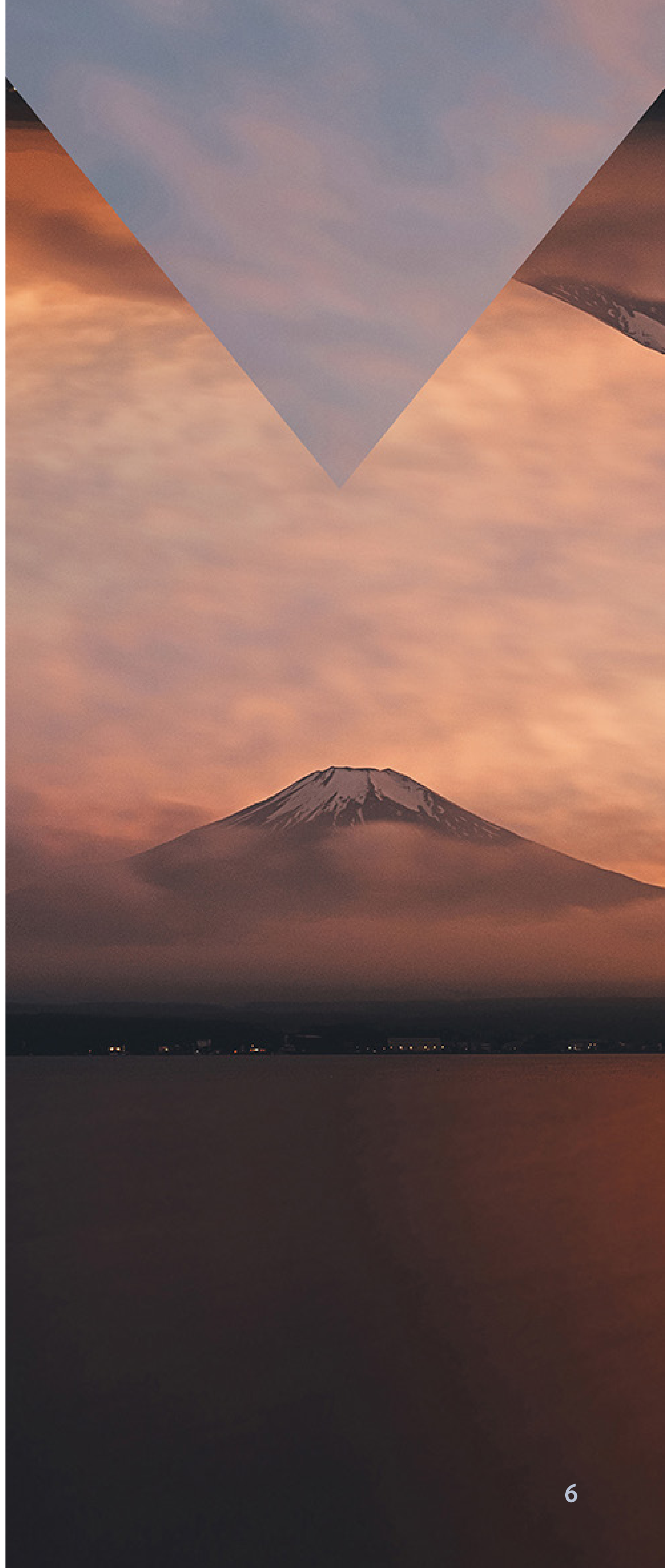


Photo by Takashi Yasui

SECTION 2:

THE STATE OF CREATIVITY TODAY

Image by kichigin19 via Adobe Stock

Creativity is valuable to society and the economy

VALUE OF CREATIVITY TO **SOCIETY**
(% GLOBAL, TOP 2 BOX)

GER	U.S.	U.K.	FRA	JAP
83%	82%	72%	62%	48%

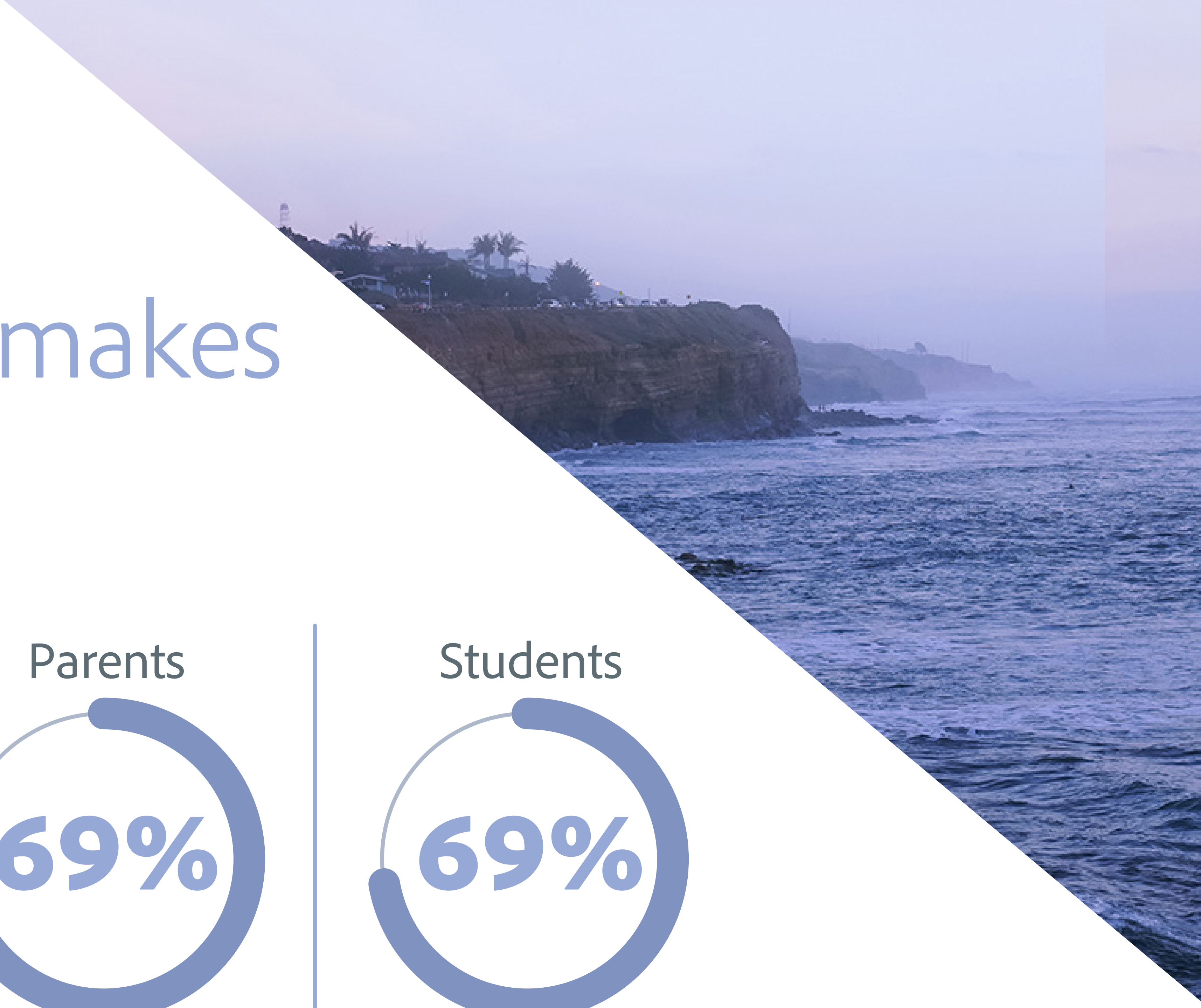
VALUE OF CREATIVITY TO **ECONOMY**
(% GLOBAL, TOP 2 BOX)

U.S.	GER	U.K.	FRA	JAP
77%	73%	71%	56%	43%

Q24. How valuable is being creative to society? (Top 2 box <Very/Extremely valuable> reported)
Q25. How valuable is being creative to the economy? (Top 2 box <Very/Extremely valuable> reported)
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000
Photo by Victoria Siemer

Being more creative makes people better...

(% GLOBAL, TOP 2 BOX)



Workers

70%

U.S.	GER	U.K.	FRA	JAP
84%	76%	74%	72%	47%

Leaders

70%

U.S.	U.K.	GER	FRA	JAP
86%	72%	71%	69%	51%

Parents

69%

U.S.	GER	U.K.	FRA	JAP
85%	74%	73%	69%	45%

Students

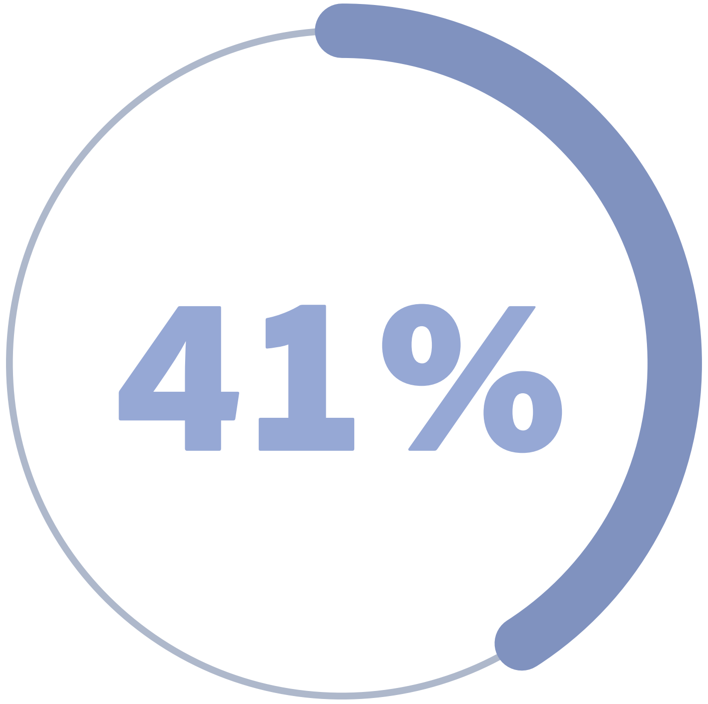
69%

U.S.	U.K.	GER	FRA	JAP
86%	75%	73%	68%	43%

Q21. Please indicate to what extent you agree or disagree with the following statements. Being more creative helps make people... (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000
Photo by Victoria Siemer

Only **4 in 10** describe themselves as creative

(% GLOBAL, % SELECTING "CREATIVE")



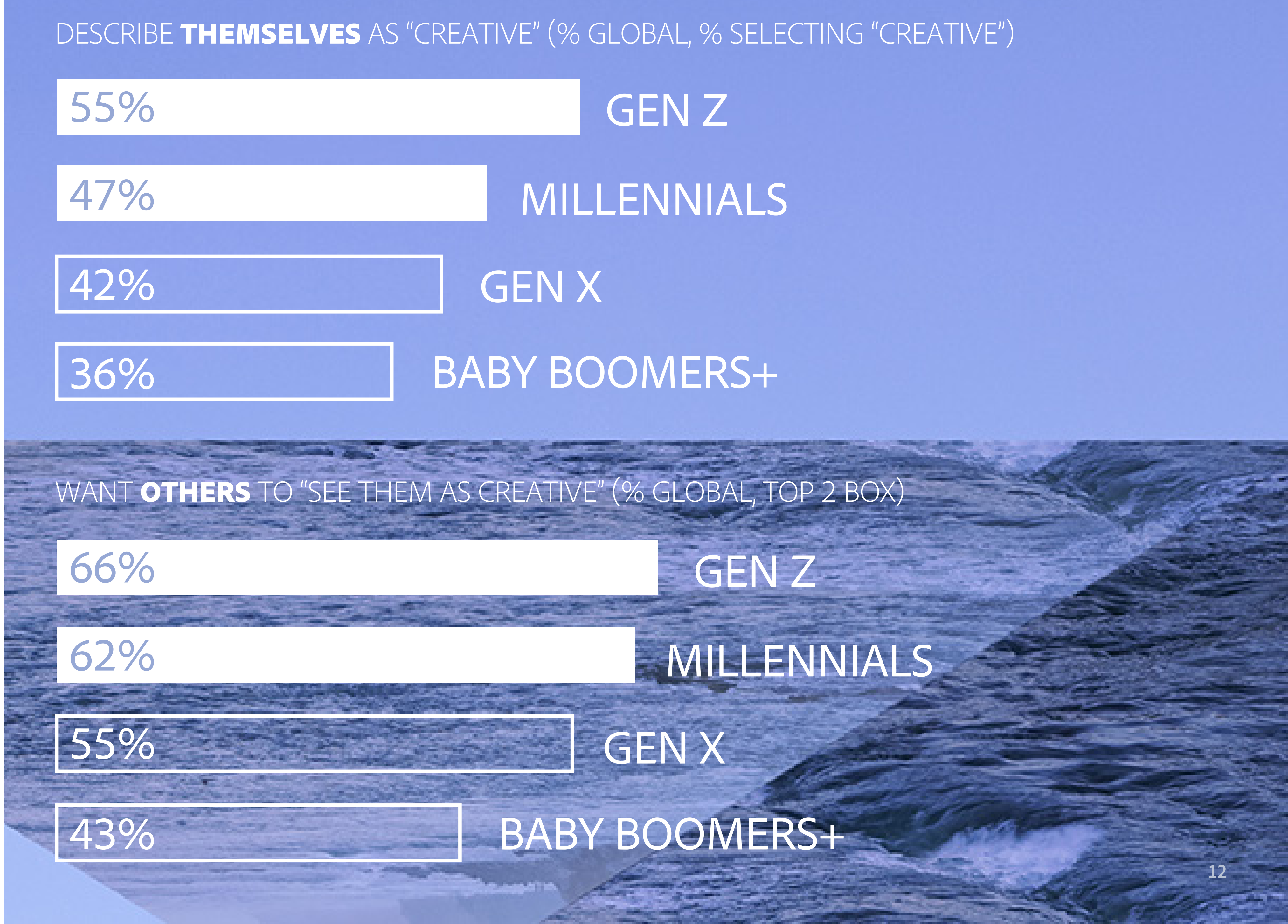
GER	U.S.	U.K.	FRA	JAP
57%	55%	41%	40%	13%

Q8. Which of the following words best describe you? [MULTIPLE RESPONSE]
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000
Photo by Victoria Siemer

Few have realized their creative potential

Q12. Do you feel that you are living up to your potential to create?
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000
Photo by Victoria Siemer

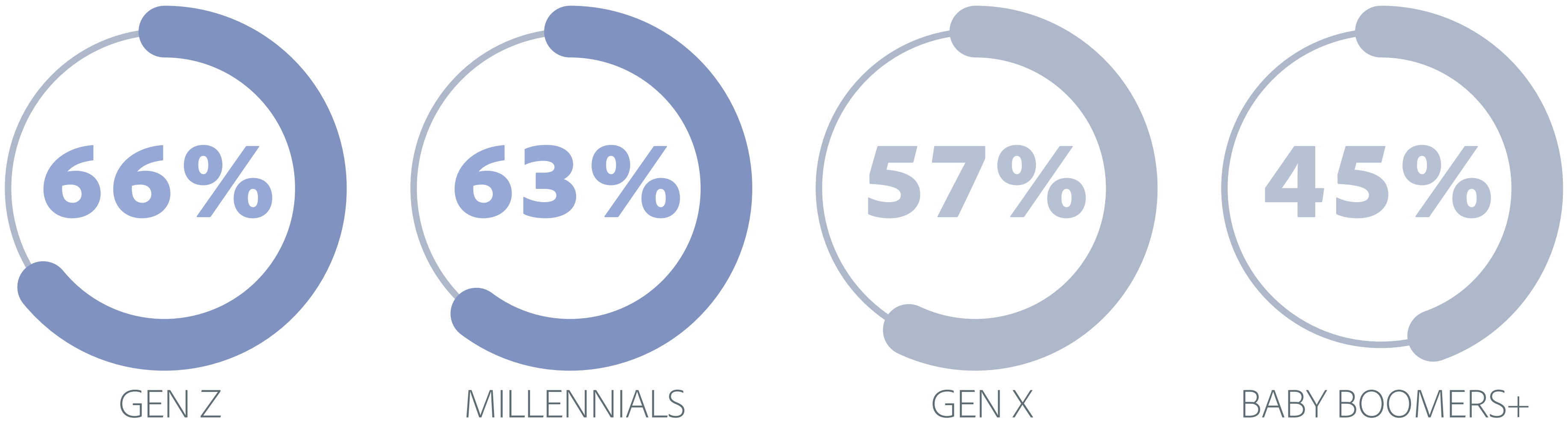
Younger generations value creativity more highly



Q8. Which of the following words best describe you? [MULTIPLE RESPONSE]
Q13. Please indicate to what extent you agree or disagree with the following statements. (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes (Global): Gen Z (18-20) = 217, Millennials (21-35) = 1,334, Gen X (36-50) = 1,395, Baby Boomers+ (51+) = 2,080
See appendix for country-specific data.
Photo by Victoria Siemer

Younger generations value technology for creativity

"TECHNOLOGY HELPS ME **OVERCOME** MY OWN CREATIVE LIMITATIONS" (% GLOBAL, TOP 2 BOX)

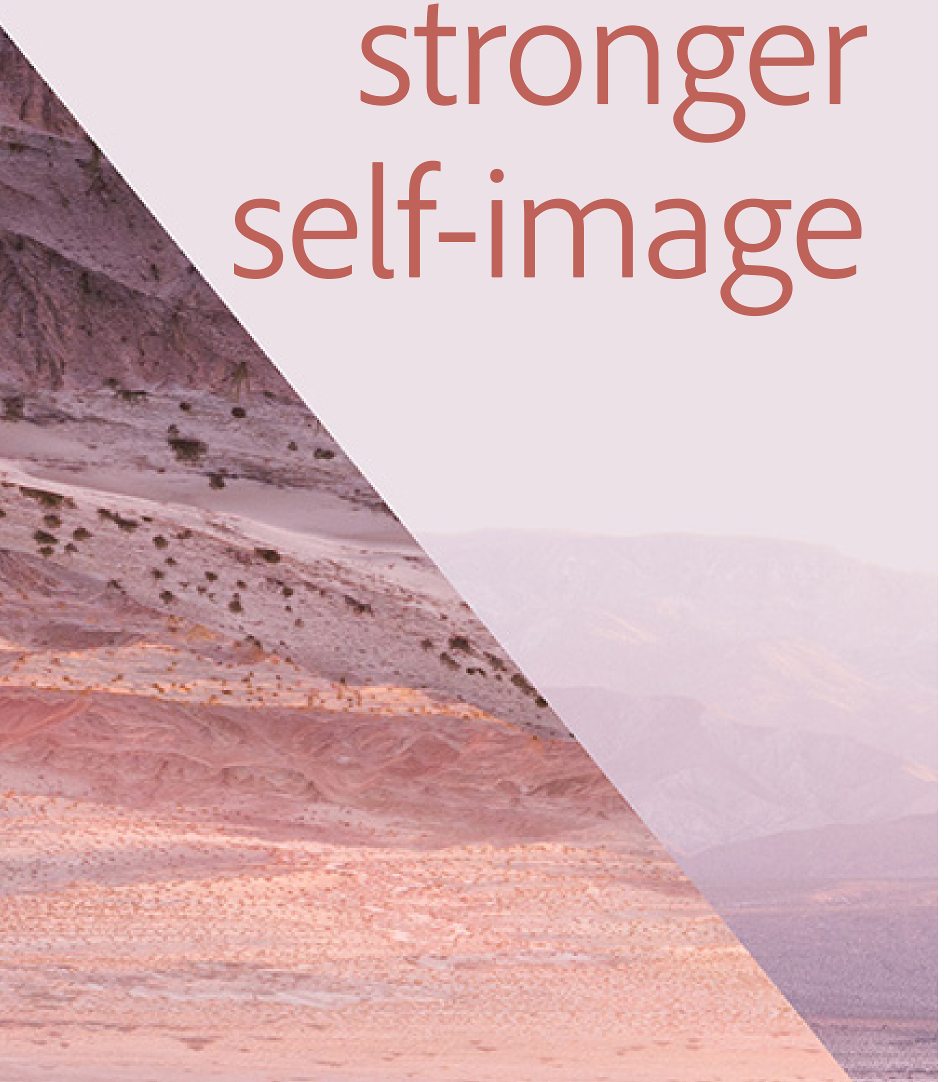


Q47. Please indicate to what extent you agree or disagree with the following statements. (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes (Global): Gen Z (18-20) = 217, Millennials (21-35) = 1,334, Gen X (36-50) = 1,395, Baby Boomers+ (51+) = 2,080. See appendix for country-specific data.
Photo by Victoria Siemer

SECTION 3:

CREATIVITY PAYS

Creators have a stronger self-image



CREATORS* ARE **MORE LIKELY** TO DESCRIBE THEMSELVES AS... (% GLOBAL)

	CREATORS	NON-CREATORS	DELTA
INNOVATIVE	32%	7%	+25 p.p. (PERCENTAGE POINTS)
CONFIDENT	44%	22%	+22 p.p.
PROBLEM-SOLVERS	50%	28%	+22 p.p.
HAPPY	45%	26%	+19 p.p.

BELIEVE CREATING LETS THEM MAKE A **DIFFERENCE** (% GLOBAL)

CREATORS	NON-CREATORS	DELTA
46%	15%	+31 p.p.

Q8. Which of the following words best describe you? [MULTIPLE RESPONSE]
Q11. Do you consider yourself to be someone who creates?
Q17. What does creating do for you as a person? [MULTIPLE RESPONSE]
Base sizes (Global): Self-described creators = 2,841, Non-creators = 1,085
*Creators are respondents who describe themselves as "someone who creates" - 57% of global respondents.
See appendix for country-specific data.
Photo by Victoria Siemer

Creators are happier at work and earn more money

FEELINGS ABOUT CREATIVITY **AT WORK** (% GLOBAL)

	CREATORS*	NON-CREATORS	DELTA
HAPPY	53%	19%	+34 p.p. (PERCENTAGE POINTS)
FULLFILLED	49%	18%	+31 p.p.
ENERGIZED	47%	18%	+29 p.p.
SUCCESSFUL	39%	11%	+28 p.p.

REPORTED HOUSEHOLD **INCOME DIFFERENCES**** (% GLOBAL)

On average, creators earn **13%** more than non-creators

Q11. Do you consider yourself to be someone who creates?
Q43. How does being creative at work make you feel? [MULTIPLE RESPONSE]
Base sizes (Global Employed): Self-described creators = 1,924, Non-creators = 641
Q54. Which of the following categories best describes your total household income?
Base sizes (Global): Self-described creators = 2,841, Non-creators = 1,085

*Creators are respondents who describe themselves as "someone who creates" - 57% of global respondents.
** Income differences calculation based on a forced mean, calculated by taking the midpoint of each range of household income in the response options to determine the mean response that would have occurred had each respondent provided their exact household income.
See appendix for country-specific data.
Photo by Victoria Siemer

Creators use technology to their advantage

STATEMENTS ABOUT **TECHNOLOGY AND CREATIVITY** (% GLOBAL, TOP 2 BOX)

	CREATORS*	NON-CREATORS	DELTA
"TECHNOLOGY HELPS ME **OVERCOME** MY OWN CREATIVE LIMITATIONS"	64%	37%	+27 p.p. (PERCENTAGE POINTS)
"TECHNOLOGY MAKES IT EASIER TO **EXPRESS** MY CREATIVE IDEAS"	71%	45%	+26 p.p.

Q11. Do you consider yourself to be someone who creates?
Q47. Please indicate to what extent you agree or disagree with the following statements. (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes (Global): Self-described creators = 2,841, Non-creators = 1,085. See appendix for country-specific data.
*Creators are respondents who describe themselves as "someone who creates" - 57% of global respondents.
See appendix for country-specific data.
Photo by Victoria Siemer

SECTION 4:

CREATIVITY IS GOOD BUSINESS

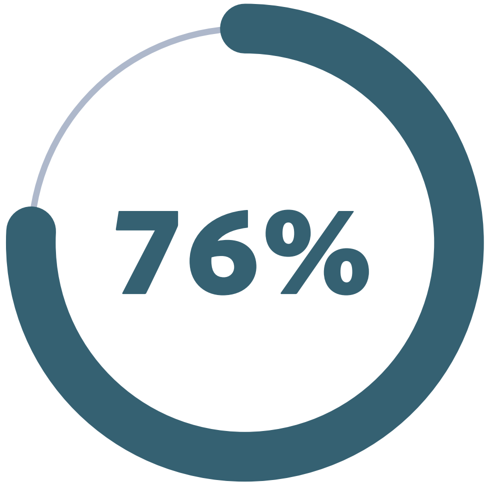
Image by kichigin19 via Adobe Stock

Investing in creativity pays off

A BUSINESS THAT **INVESTS** IN CREATIVITY IS MORE LIKELY TO… (% GLOBAL, TOP 2 BOX)

Increase employee productivity

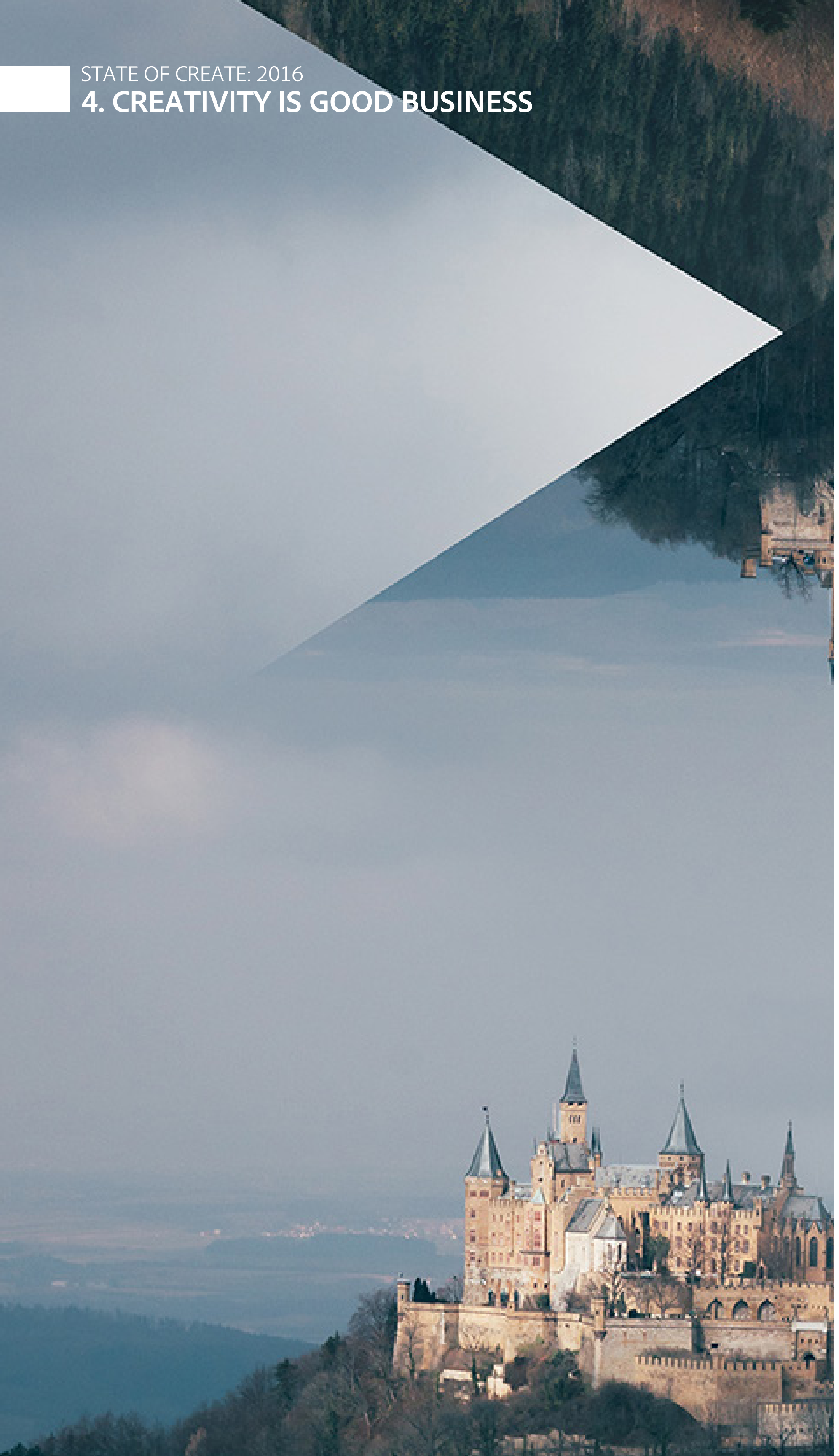
U.S.	GER	U.K.	FRA	JAP
88%	85%	81%	80%	55%



Have happier employees

U.S.	GER	FRA	U.K.	JAP
88%	84%	81%	80%	47%

Q28. Please indicate to what extent you agree or disagree with the following statements: A business that invests in creativity is more likely to… (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000
Photo by Patrick Monatsberger



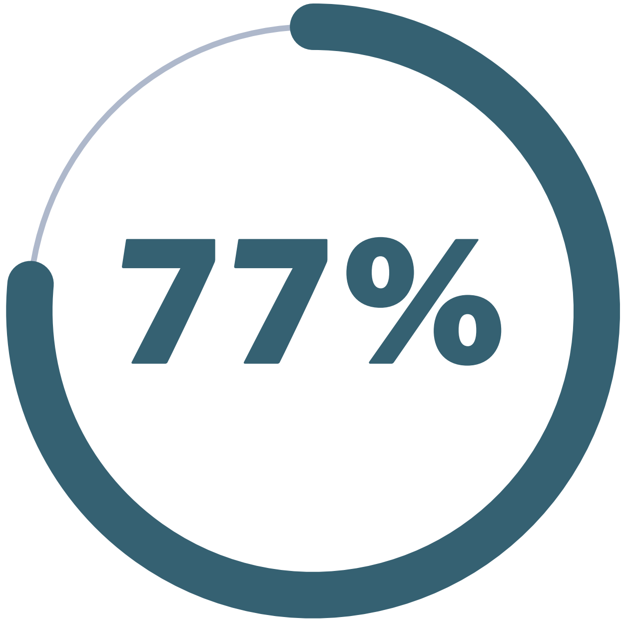
Investing in creativity brings business success

A BUSINESS THAT **INVESTS** IN CREATIVITY IS MORE LIKELY TO… (% GLOBAL, TOP 2 BOX)

	Global					
FOSTER INNOVATION	83%	FRA 89%	U.S. 88%	GER 88%	U.K. 84%	JAP 63%
HAVE MORE SATISFIED CUSTOMERS	80%	U.S. 89%	GER 86%	FRA 84%	U.K. 80%	JAP 58%
BE COMPETITIVE	79%	U.S. 88%	GER 85%	U.K. 81%	FRA 80%	JAP 59%
PROVIDE A BETTER CUSTOMER EXPERIENCE	78%	U.S. 88%	FRA 85%	GER 85%	U.K. 78%	JAP 54%
BE FINANCIALLY SUCCESSFUL	73%	U.S. 85%	GER 79%	U.K. 75%	FRA 72%	JAP 56%

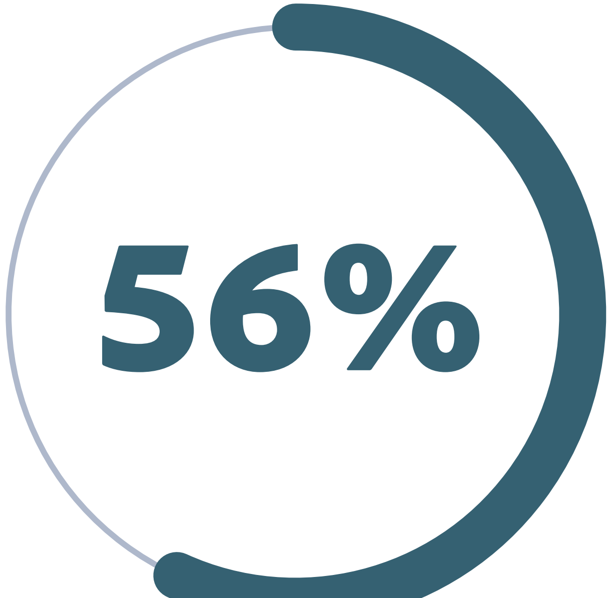
Q28. Please indicate to what extent you agree or disagree with the following statements: A business that invests in creativity is more likely to... (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000
Photo by Patrick Monatsberger

"THERE IS INCREASING PRESSURE TO BE **PRODUCTIVE** RATHER THAN CREATIVE AT WORK"
(% GLOBAL, TOP 2 BOX)



FRA	GER	U.S.	U.K.	JAP
86%	85%	83%	79%	51%

"PEOPLE ARE INCREASINGLY BEING EXPECTED TO THINK **CREATIVELY** AT WORK"
(% GLOBAL, TOP 2 BOX)



GER	FRA	U.S.	U.K.	JAP
67%	63%	62%	56%	31%

Q20. Please indicate to what extent you agree or disagree with the following statements. (Top 2 box <Somewhat/Strongly agree> reported)
Q29. Please indicate to what extent you agree or disagree with the following statements. (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000
Photo by Victoria Siemer

At work, there is tension between creativity and productivity

Design is a business differentiator

"IMPORTANT FOR BUSINESSES TO **FOCUS ON GOOD DESIGN**"
(% GLOBAL, TOP 2 BOX)

U.S.	U.K.	GER	FRA	JAP
83%	82%	81%	72%	52%

GEN Z	BABY BOOMERS+	GEN X	MILLENNIALS
76%	75%	74%	73%

"GOOD DESIGN **MORE IMPORTANT** THAN FIVE YEARS AGO"
(% GLOBAL, TOP 2 BOX)

U.S.	GER	FRA	U.K.	JAP
74%	74%	73%	69%	36%

MILLENNIALS	GEN Z	GEN X	BABY BOOMERS+
73%	71%	64%	61%

Q50. Please indicate to what extent you agree or disagree with the following statements about design. (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000,
Gen Z (18-20) = 217, Millennials (21-35) = 1,334, Gen X (36-50) = 1,395, Baby Boomers+ (51+) = 2,080
Photo by Patrick Monatsberger

Respondents are likely to pay more for good design

"IN THE PAST YEAR, I HAVE **PAID MORE** FOR A PRODUCT OR SERVICE THAT HAD GOOD DESIGN" (% GLOBAL, TOP 2 BOX)

45%

U.S.	U.K.	GER	FRA	JAP
57%	53%	47%	46%	20%

Design drives a strong brand experience

"I LIKE WHEN BRANDS DELIVER A **WELL-DESIGNED EXPERIENCE** WHEREVER I AM" (% GLOBAL, TOP 2 BOX)

70%

U.S.	GER	U.K.	FRA	JAP
83%	79%	76%	73%	39%

Q50. Please indicate to what extent you agree or disagree with the following statements about design. (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000
Photo by Patrick Monatsberger

SECTION 5:

CREATIVITY IS A NATIONAL IMPERATIVE

Countries that invest in creativity gain an advantage

A COUNTRY/GOVERNMENT THAT **INVESTS** IN CREATIVITY IS MORE LIKELY TO... (% GLOBAL, TOP 2 BOX)

FOSTER INNOVATION

82%

FRA	U.S.	GER	U.K.	JAP
90%	87%	86%	83%	63%

INCREASE PRODUCTIVITY

79%

U.S.	GER	U.K.	FRA	JAP
89%	84%	82%	80%	60%

BE COMPETITIVE

78%

U.S.	GER	FRA	U.K.	JAP
85%	84%	82%	81%	57%

HAVE HAPPIER CITIZENS

76%

U.S.	GER	U.K.	FRA	JAP
86%	84%	81%	79%	51%

Q27. Please indicate to what extent you agree or disagree with the following statements: A country/government that invests in creativity is more likely to...
(Top 2 box <Somewhat/Strongly agree> reported)
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000
Photo by Takashi Yasui

Creativity is seen as key to economic growth

"UNLOCKING CREATIVE POTENTIAL IS KEY TO **ECONOMIC GROWTH**"
(% GLOBAL, TOP 2 BOX)

76%

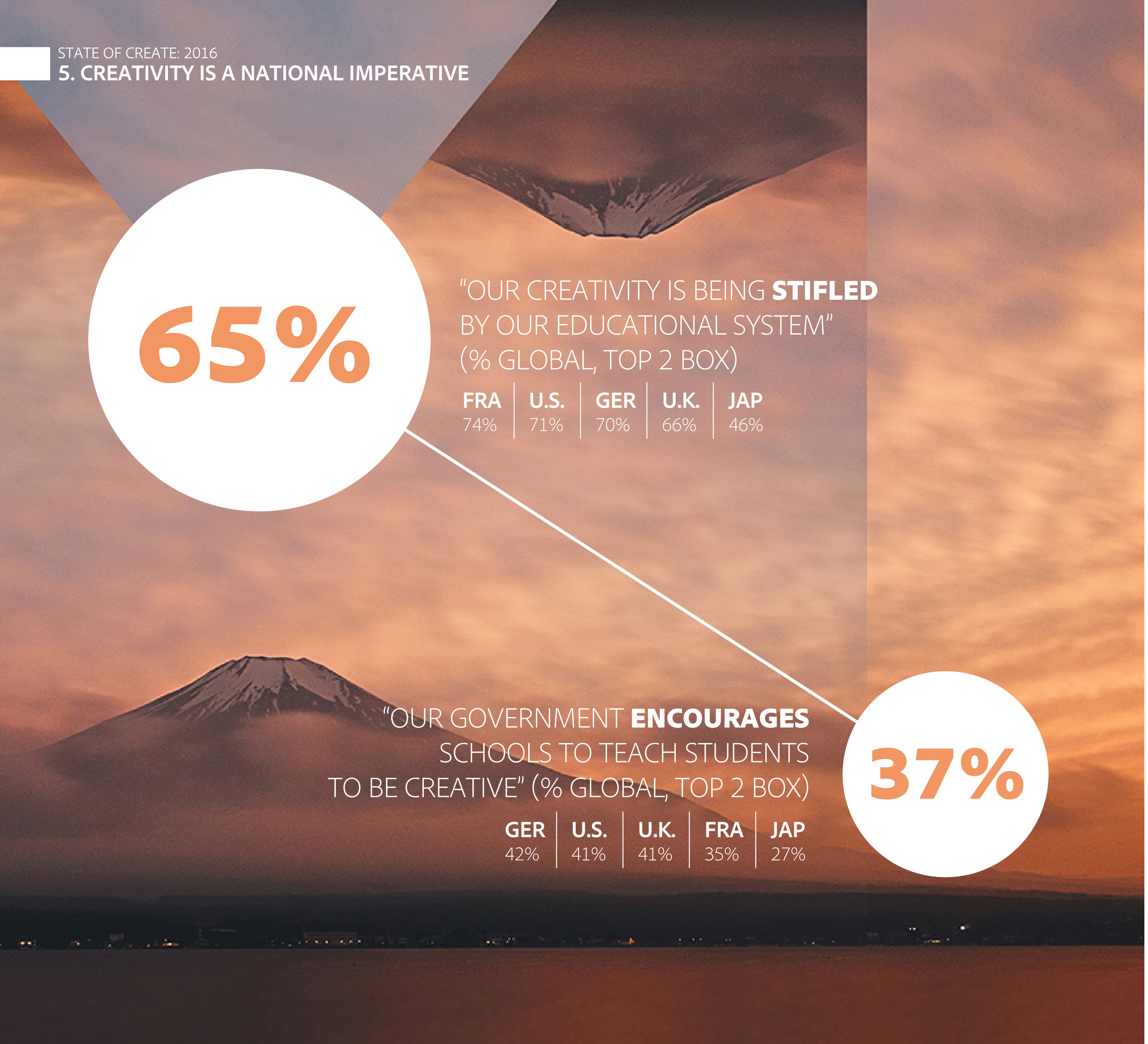
U.S.	GER	U.K.	FRA	JAP
83%	80%	79%	78%	58%

"AS A COUNTRY, WE ARE **NOT LIVING UP TO OUR CREATIVE POTENTIAL**"
(% GLOBAL, TOP 2 BOX)

74%

GER	U.S.	FRA	U.K.	JAP
80%	79%	79%	75%	57%

Q29. Please indicate to what extent you agree or disagree with the following statements. (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000
Photo by Takashi Yasui



65%

"OUR CREATIVITY IS BEING **STIFLED** BY OUR EDUCATIONAL SYSTEM" (% GLOBAL, TOP 2 BOX)

FRA	U.S.	GER	U.K.	JAP
74%	71%	70%	66%	46%

"OUR GOVERNMENT **ENCOURAGES** SCHOOLS TO TEACH STUDENTS TO BE CREATIVE" (% GLOBAL, TOP 2 BOX)

GER	U.S.	U.K.	FRA	JAP
42%	41%	41%	35%	27%

37%

Creativity is being stifled by the education system

Q29. Please indicate to what extent you agree or disagree with the following statements. (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000
Photo by Takashi Yasui

Creativity needs to be a priority in education

WHAT SCHOOLS SHOULD **PRIORITIZE** (% GLOBAL)

84%

Learning by "doing" vs. direct instruction

GER	U.S.	JAP	FRA	U.K.
87%	85%	85%	84%	81%

75%

Creativity vs. retaining or memorizing information

GER	U.S.	JAP	U.K.	FRA
84%	78%	72%	71%	71%

74%

Time for creative activity vs. a fully structured school day

GER	FRA	U.S.	JAP	U.K.
84%	79%	77%	68%	63%

72%

Developing a wide variety of skills vs. a specialized set of skills

U.S.	U.K.	GER	FRA	JAP
79%	78%	74%	65%	61%

Q30. Which is more important for schools to prioritize?
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000
Photo by Takashi Yasui

Globally, Japan and Tokyo are rated as most creative places

MOST CREATIVE **COUNTRY** (% GLOBAL)

Japan
34%

OTHER RESPONSES

U.S.	FRA	GER	U.K.	OTHER
28%	11%	11%	11%	5%

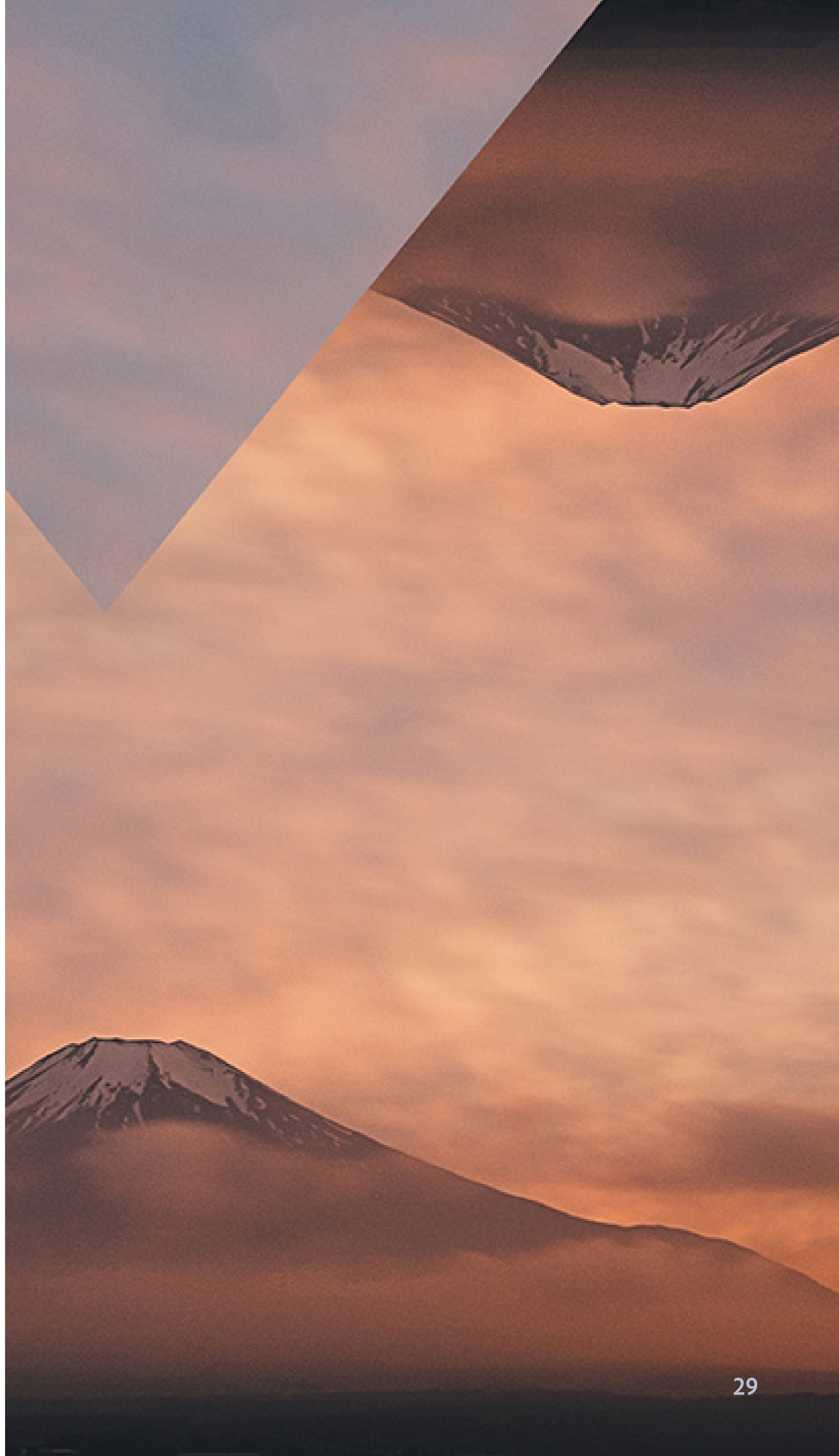
MOST CREATIVE **CITY** (% GLOBAL)

Tokyo
26%

OTHER RESPONSES

N.Y.	PARIS	LON.	L.A.	S.F.	BERLIN	OTHER
23%	14%	10%	7%	7%	7%	5%

Q22. Which one of the following countries do you feel is most creative?
Q23. Which one of the following cities do you feel is most creative?
Base sizes: Global = 5,026
Photo by Takashi Yasui



STATE OF CREATE: 2016

SECTION 6:

APPENDIX

Image by kichigin19 via Adobe Stock

Creativity at work is important, particularly in the U.S. and for younger generations

IMPORTANCE OF **BEING CREATIVE AT WORK**
(AMONG THOSE WHO ARE EMPLOYED; % GLOBAL, TOP 2 BOX)

U.S.	GER	FRA	U.K.	JAP
66%	56%	52%	47%	28%

GEN Z	MILLENNIALS	GEN X	BABY BOOMERS+
65%	58%	45%	44%

Q41. How important is it for you to be creative at work? (Top 2 box <Very/Extremely important> reported)
Base sizes (Workers): Global = 3,165, U.S. = 587, U.K. = 635, Germany = 679, France = 664, Japan = 600
Gen Z (18-20) = 101, Millennials (21-35) = 1,036, Gen X (36-50) = 1,156, Baby Boomers+ (51+) = 872

More than a third know someone with a creative side gig

KNOW OTHERS THAT **MAKE MONEY** FROM A CREATIVE SIDE GIG (% GLOBAL, SELECTING "YES")

U.S.	GER	FRA	U.K.	JAP
51%	46%	42%	40%	16%

GEN Z	MILLENNIALS	GEN X	BABY BOOMERS+
53%	51%	38%	31%

Q40. Do you know anyone who makes money outside their primary job doing creative activities?
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000, Gen Z (18-20) = 217, Millennials (21-35) = 1,334, Gen X (36-50) = 1,395, Baby Boomers+ (51+) = 2,080 . See tables for regional data.

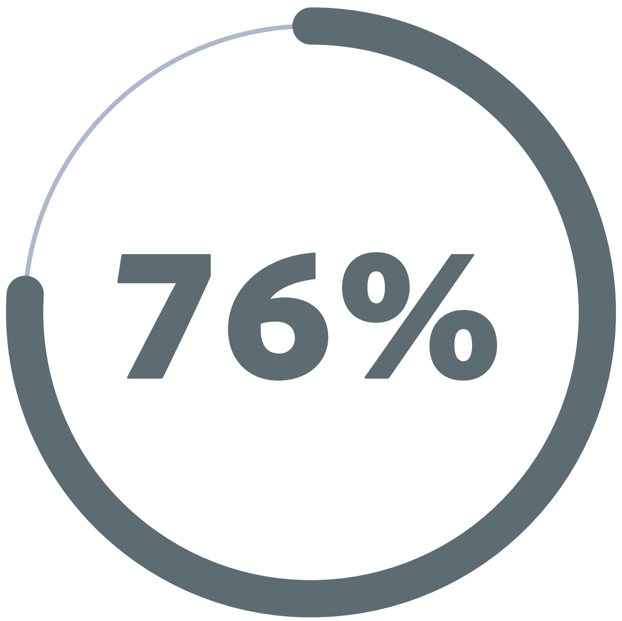
EXPERIENCE WITH **CREATIVE ACTIVITIES** (% GLOBAL)

10%	CREATIVE PROFESSIONALS	GER 13%	U.S. 11%	U.K. 10%	JAP 8%	FRA 7%
12%	CREATIVE SIDE GIG	U.S. 15%	U.K. 14%	FRA 13%	GER 11%	JAP 7%
45%	CREATIVE HOBBYISTS	GER 56%	U.S. 51%	U.K. 48%	FRA 45%	JAP 23%
32%	NON-PARTICIPANTS	JAP 61%	FRA 34%	U.K. 26%	U.S. 20%	GER 19%

Q31. What is your experience with creative activities?
Note: Creative professionals = "I'm a creative professional / Doing creative activities is my primary job"; Creative side-gig= "I sometimes make money outside my primary job from creative activities, but don't do them as part of my primary job"; Creative hobbyists = "I participate in creative activities as a hobby"; Non-participants= "I don't participate in any creative activities"; "other" responses not noted.
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000

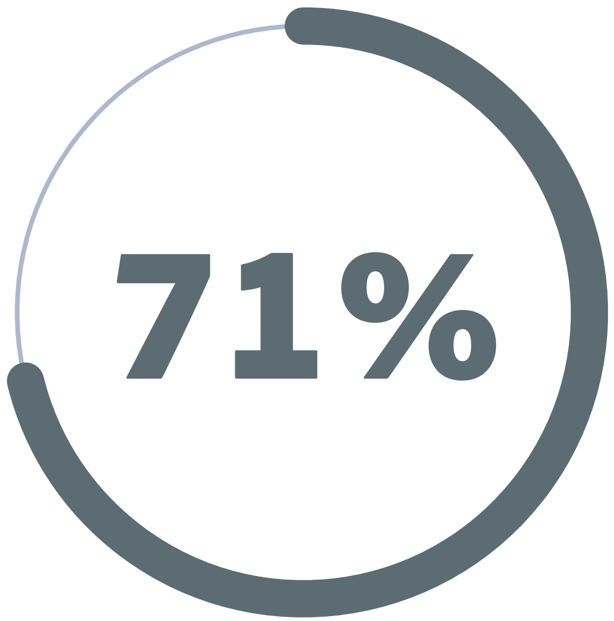
Most believe technology and creativity go hand-in-hand

TECHNOLOGY **SUPPORTS** (VS. SUPPRESSES) CREATIVITY (% GLOBAL)



U.S.	U.K.	JAP	FRA	GER
81%	78%	77%	74%	72%

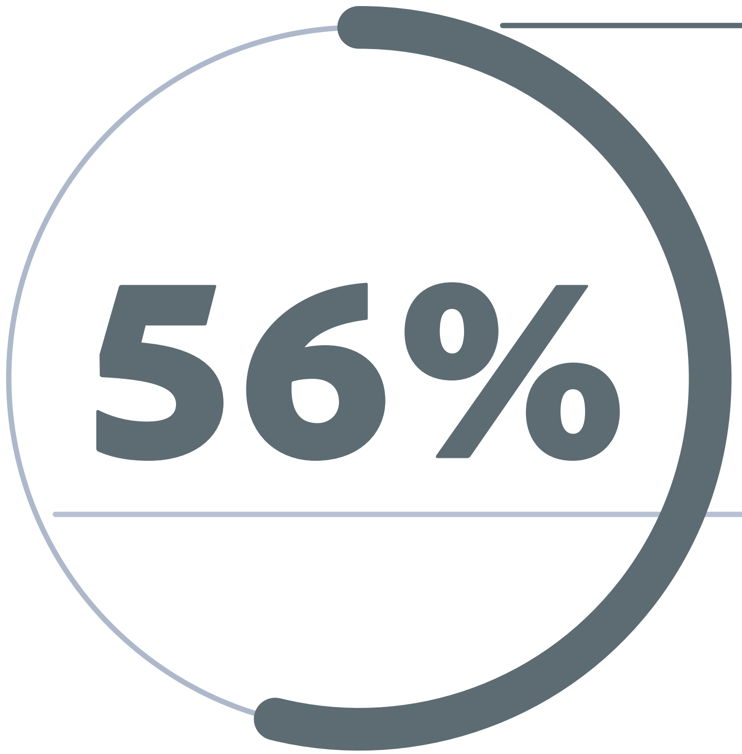
TECHNOLOGY HAS GIVEN MORE PEOPLE THE **OPPORTUNITY** TO BE CREATIVE (% GLOBAL, TOP 2 BOX)



U.S.	U.K.	GER	FRA	JAP
84%	80%	75%	74%	44%

Q48. Which statement do you agree with more?
Q47. Please indicate to what extent you agree or disagree with the following statements. (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000

Many still consider creativity a human attribute



"IN THE FUTURE, CREATIVITY WILL STILL BE SOMETHING THAT IS **UNIQUELY HUMAN**" (% GLOBAL)

U.S.	U.K.	GER	FRA	JAP
63%	63%	58%	51%	46%

IN THE FUTURE, COMPUTERS WILL BE ABLE TO **REPLICATE HUMAN CREATIVITY** (% GLOBAL) **44%**

JAP	FRA	GER	U.K.	U.S.
54%	49%	42%	37%	37%

Q49. Which statement do you agree with more?
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000

A majority of consumers want to purchase from companies with creative marketing

"I LIKE TO PURCHASE FROM COMPANIES THAT **SHOW CREATIVITY** IN THEIR MARKETING" (% GLOBAL)

U.S.	GER	U.K.	FRA	JAP
68%	60%	54%	49%	42%

GEN Z	MILLENNIALS	GEN X	BABY BOOMERS+
62%	59%	56%	51%

"I DON'T CARE WHETHER COMPANIES I PURCHASE FROM SHOW CREATIVITY IN THEIR MARKETING" (% GLOBAL) **45%**

JAP	FRA	U.K.	GER	U.S.
58%	51%	46%	40%	32%

BABY BOOMERS+	GEN X	MILLENNIALS	GEN Z
49%	44%	41%	38%

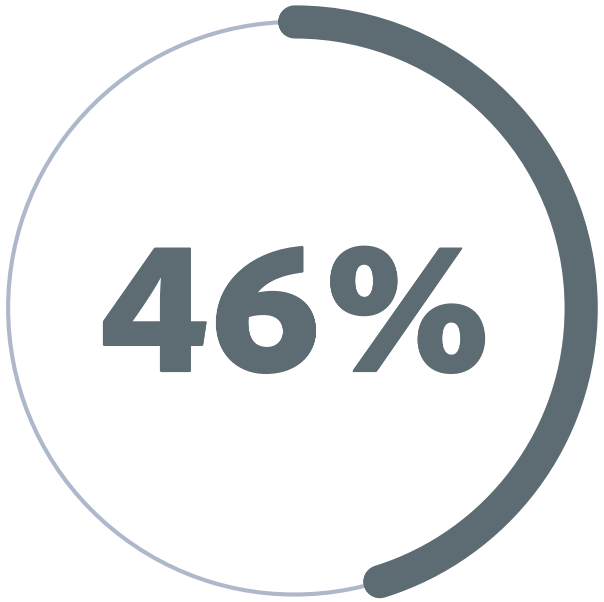
Q51. Which statement do you agree with more?
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000, Gen Z (18-20) = 217, Millennials (21-35) = 1,334, Gen X (36-50) = 1,395, Baby Boomers+ (51+) = 2,080

Well-designed marketing drives reputation and affects purchase decisions

"I JUDGE COMPANIES BASED ON THE **DESIGN QUALITY** OF THEIR MARKETING MATERIALS" (% GLOBAL, TOP 2 BOX)

U.S.	U.K.	GER	FRA	JAP
62%	59%	55%	48%	27%

"I WILL NOT PURCHASE FROM A BRAND IF ITS WEBSITE OR MOBILE EXPERIENCE IS **POORLY DESIGNED**" (% GLOBAL, TOP 2 BOX)

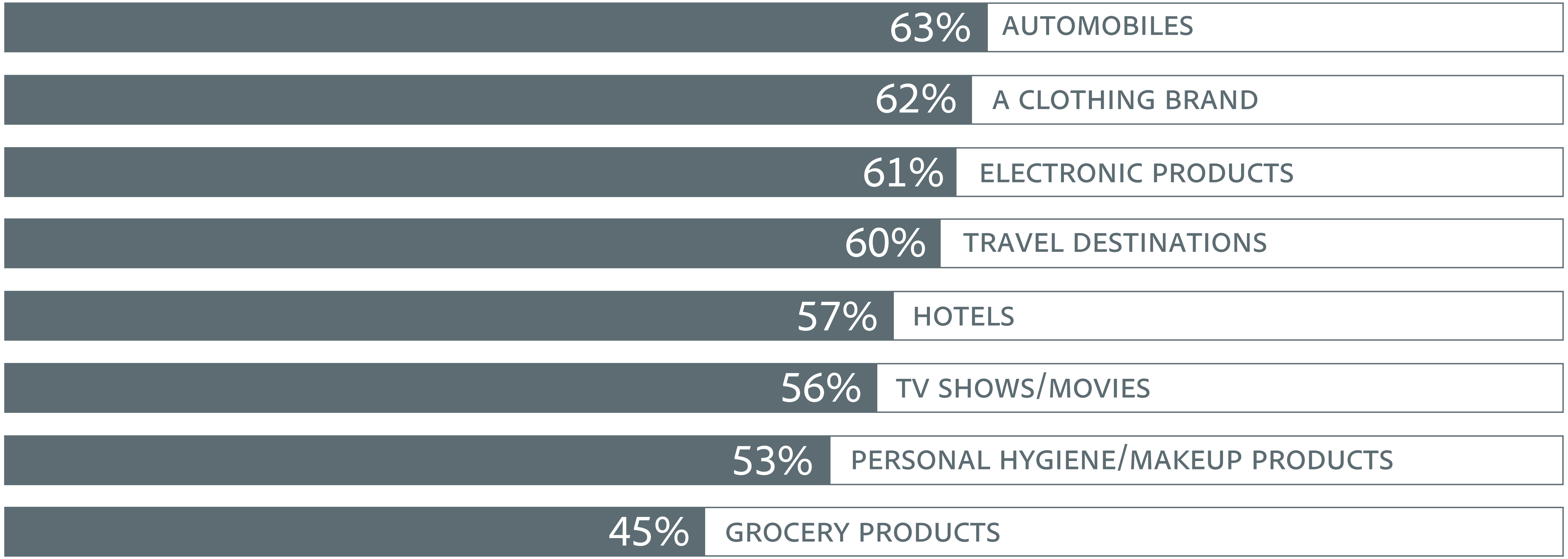


U.S.	U.K.	FRA	GER	JAP
55%	54%	47%	39%	35%

Q50. Please indicate to what extent you agree or disagree with the following statements. (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000

Well-designed marketing shapes opinions

"HOW IMPORTANT IS **WELL-DESIGNED MARKETING** TO FORMING THE OPINIONS OF YOUR COUNTRY'S CITIZENS ON THE FOLLOWING?" (% GLOBAL, TOP 2 BOX)



AUTOMOBILES	U.S. 75%	GER 73%	U.K. 64%	FRA 61%	JAP 42%
A CLOTHING BRAND	GER 74%	U.S. 71%	U.K. 64%	FRA 54%	JAP 44%
ELECTRONIC PRODUCTS	U.S. 76%	GER 67%	U.K. 63%	FRA 58%	JAP 39%
TRAVEL DESTINATIONS	U.S. 71%	GER 70%	U.K. 63%	FRA 56%	JAP 40%
HOTELS	U.S. 68%	GER 67%	U.K. 61%	FRA 53%	JAP 36%
TV SHOWS/MOVIES	U.S. 73%	GER 62%	U.K. 58%	FRA 48%	JAP 40%
PERSONAL HYGIENE/MAKEUP PRODUCTS	U.S. 66%	GER 64%	U.K. 59%	FRA 47%	JAP 27%
GROCERY PRODUCTS	U.S. 57%	GER 53%	FRA 49%	U.K. 45%	JAP 21%

Q52. How important is well-designed marketing (website, social media, advertising, signage, etc.) to forming the opinion of [INSERT COUNTRY] citizens on the following? (Top 2 box <Very/Extremely important> reported.)
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000

Good design can bring in new customers and keep existing ones

"I WILL CHOOSE A PRODUCT OR SERVICE **OVER ITS COMPETITORS** BECAUSE OF A GOOD DESIGN" (% GLOBAL, TOP 2 BOX)

U.S.	U.K.	GER	FRA	JAP
71%	67%	61%	54%	43%

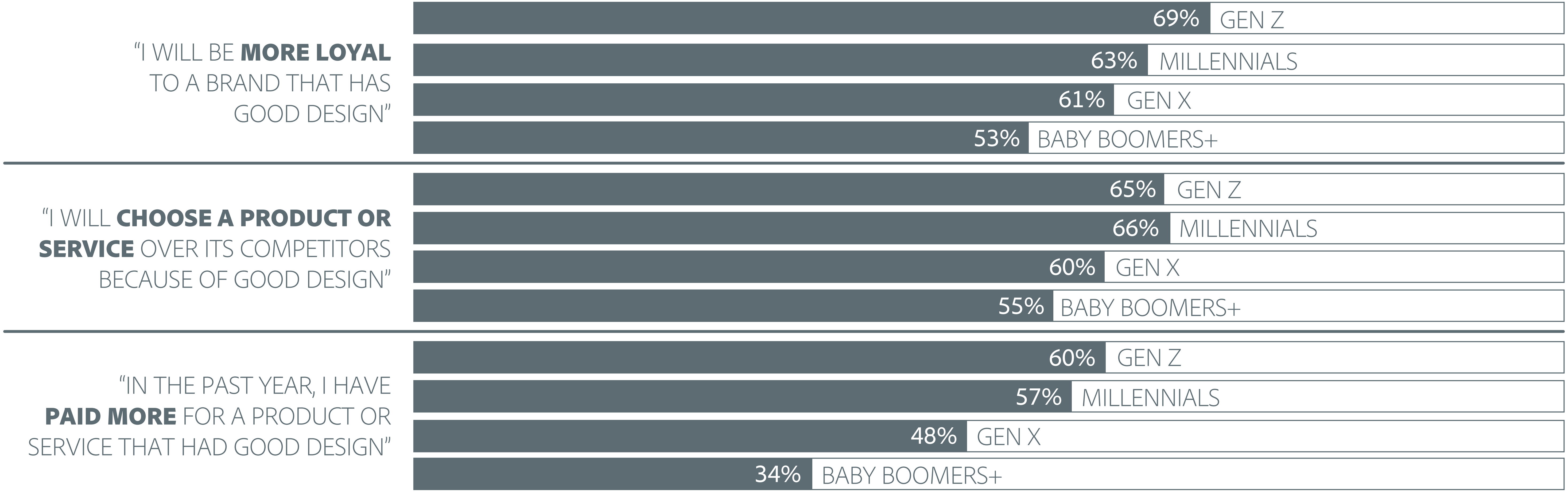
"I WILL BE MORE **LOYAL TO A BRAND** THAT HAS GOOD DESIGN" (% GLOBAL, TOP 2 BOX)

U.S.	U.K.	FRA	GER	JAP
69%	61%	59%	58%	45%

Q50. Please indicate to what extent you agree or disagree with the following statements about design. (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes: Global = 5,026, U.S. = 1,009, U.K. = 1,004, Germany = 1,006, France = 1,007, Japan = 1,000

Younger generations are more influenced by good design

CREATIVITY AND DESIGN (% GLOBAL, TOP 2 BOX)



Q50. Please indicate to what extent you agree or disagree with the following statements about design. (Top 2 box <Somewhat/Strongly agree> reported)
Base sizes (Global): Gen Z (18-20) = 217, Millennials (21-35) = 1,334, Gen X (36-50) = 1,395, Baby Boomers+ (51+) = 2,080

Generational responses: U.S.

QUESTION	GEN Z + MILLENNIALS	GEN X	BABY BOOMERS+
Q8. WHICH OF THE FOLLOWING WORDS BEST DESCRIBE YOU?			
CREATIVE	63%	57%	48%
Q13. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
I WANT OTHERS TO SEE ME AS CREATIVE	80%	72%	58%
Q40. DO YOU KNOW ANYONE WHO MAKES MONEY OUTSIDE THEIR PRIMARY JOB DOING CREATIVE ACTIVITIES?			
YES	61%	54%	42%
Q41. HOW IMPORTANT IS IT FOR YOU TO BE CREATIVE AT WORK?			
TOP 2 BOX	73%	64%	57%
Q47. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
TECHNOLOGY HELPS ME OVERCOME MY OWN CREATIVE LIMITATIONS	67%	68%	54%
Q50. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT DESIGN. (TOP 2 BOX)			
I WILL CHOOSE A PRODUCT OR SERVICE OVER ITS COMPETITORS BECAUSE OF GOOD DESIGN	73%	76%	67%
IN THE PAST YEAR, I HAVE PAID MORE FOR A PRODUCT OR SERVICE THAT HAD GOOD DESIGN	67%	61%	46%
I WILL BE MORE LOYAL TO A BRAND THAT HAS GOOD DESIGN	73%	72%	65%
GOOD DESIGN IS MORE IMPORTANT NOW THAN IT WAS FIVE YEARS AGO	80%	72%	69%
IT'S IMPORTANT FOR BUSINESSES TO FOCUS ON GOOD DESIGN	80%	87%	84%
Q51. WHICH STATEMENT DO YOU AGREE WITH MORE?			
I LIKE TO PURCHASE FROM COMPANIES THAT SHOW CREATIVITY IN THEIR MARKETING	73%	72%	61%
I DON'T CARE WHETHER COMPANIES I PURCHASE FROM SHOW CREATIVITY IN THEIR MARKETING	27%	28%	39%

Base sizes (U.S.): Total: Gen Z + Millennials (18-35) = 368, Gen X (36-50) = 235, Baby Boomers+ (51+) = 406 // Workers: Gen Z + Millennials (18-35) = 269, Gen X (36-50) = 174, Baby Boomers+ (51+) = 144

Generational responses: U.K.

QUESTION	GEN Z + MILLENNIALS	GEN X	BABY BOOMERS+
Q8. WHICH OF THE FOLLOWING WORDS BEST DESCRIBE YOU?			
CREATIVE	47%	43%	36%
Q13. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
I WANT OTHERS TO SEE ME AS CREATIVE	72%	63%	46%
Q40. DO YOU KNOW ANYONE WHO MAKES MONEY OUTSIDE THEIR PRIMARY JOB DOING CREATIVE ACTIVITIES?			
YES	55%	38%	31%
Q41. HOW IMPORTANT IS IT FOR YOU TO BE CREATIVE AT WORK?			
TOP 2 BOX	59%	40%	38%
Q47. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
TECHNOLOGY HELPS ME OVERCOME MY OWN CREATIVE LIMITATIONS	75%	57%	35%
Q50. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT DESIGN. (TOP 2 BOX)			
I WILL CHOOSE A PRODUCT OR SERVICE OVER ITS COMPETITORS BECAUSE OF GOOD DESIGN	76%	66%	61%
IN THE PAST YEAR, I HAVE PAID MORE FOR A PRODUCT OR SERVICE THAT HAD GOOD DESIGN	68%	56%	38%
I WILL BE MORE LOYAL TO A BRAND THAT HAS GOOD DESIGN	74%	59%	53%
GOOD DESIGN IS MORE IMPORTANT NOW THAN IT WAS FIVE YEARS AGO	80%	67%	61%
IT'S IMPORTANT FOR BUSINESSES TO FOCUS ON GOOD DESIGN	85%	80%	82%
Q51. WHICH STATEMENT DO YOU AGREE WITH MORE?			
I LIKE TO PURCHASE FROM COMPANIES THAT SHOW CREATIVITY IN THEIR MARKETING	60%	59%	46%
I DON'T CARE WHETHER COMPANIES I PURCHASE FROM SHOW CREATIVITY IN THEIR MARKETING	40%	41%	54%

Base sizes (U.K.): Total: Gen Z + Millennials (18-35) = 312, Gen X (36-50) = 290, Baby Boomers+ (51+) = 402 // Workers: Gen Z + Millennials (18-35) = 239, Gen X (36-50) = 238, Baby Boomers+ (51+) = 158

Generational responses: Germany

QUESTION	GEN Z + MILLENNIALS	GEN X	BABY BOOMERS+
Q8. WHICH OF THE FOLLOWING WORDS BEST DESCRIBE YOU?			
CREATIVE	59%	56%	57%
Q13. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
I WANT OTHERS TO SEE ME AS CREATIVE	57%	55%	43%
Q40. DO YOU KNOW ANYONE WHO MAKES MONEY OUTSIDE THEIR PRIMARY JOB DOING CREATIVE ACTIVITIES?			
YES	56%	41%	42%
Q41. HOW IMPORTANT IS IT FOR YOU TO BE CREATIVE AT WORK?			
TOP 2 BOX	62%	48%	58%
Q47. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
TECHNOLOGY HELPS ME OVERCOME MY OWN CREATIVE LIMITATIONS	61%	60%	53%
Q50. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT DESIGN. (TOP 2 BOX)			
I WILL CHOOSE A PRODUCT OR SERVICE OVER ITS COMPETITORS BECAUSE OF GOOD DESIGN	64%	64%	56%
IN THE PAST YEAR, I HAVE PAID MORE FOR A PRODUCT OR SERVICE THAT HAD GOOD DESIGN	59%	52%	37%
I WILL BE MORE LOYAL TO A BRAND THAT HAS GOOD DESIGN	61%	62%	55%
GOOD DESIGN IS MORE IMPORTANT NOW THAN IT WAS FIVE YEARS AGO	78%	73%	73%
IT'S IMPORTANT FOR BUSINESSES TO FOCUS ON GOOD DESIGN	79%	79%	84%
Q51. WHICH STATEMENT DO YOU AGREE WITH MORE?			
I LIKE TO PURCHASE FROM COMPANIES THAT SHOW CREATIVITY IN THEIR MARKETING	60%	56%	62%
I DON'T CARE WHETHER COMPANIES I PURCHASE FROM SHOW CREATIVITY IN THEIR MARKETING	40%	44%	38%

Base sizes (Germany): Total: Gen Z + Millennials (18-35) = 304, Gen X (36-50) = 292, Baby Boomers+ (51+) = 410 // Workers: Gen Z + Millennials (18-35) = 231, Gen X (36-50) = 251, Baby Boomers+ (51+) = 197

Generational responses: France

QUESTION	GEN Z + MILLENNIALS	GEN X	BABY BOOMERS+
Q8. WHICH OF THE FOLLOWING WORDS BEST DESCRIBE YOU?			
CREATIVE	50%	40%	32%
Q13. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
I WANT OTHERS TO SEE ME AS CREATIVE	64%	53%	43%
Q40. DO YOU KNOW ANYONE WHO MAKES MONEY OUTSIDE THEIR PRIMARY JOB DOING CREATIVE ACTIVITIES?			
YES	56%	41%	32%
Q41. HOW IMPORTANT IS IT FOR YOU TO BE CREATIVE AT WORK?			
TOP 2 BOX	62%	48%	43%
Q47. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
TECHNOLOGY HELPS ME OVERCOME MY OWN CREATIVE LIMITATIONS	74%	62%	49%
Q50. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT DESIGN. (TOP 2 BOX)			
I WILL CHOOSE A PRODUCT OR SERVICE OVER ITS COMPETITORS BECAUSE OF GOOD DESIGN	65%	53%	47%
IN THE PAST YEAR, I HAVE PAID MORE FOR A PRODUCT OR SERVICE THAT HAD GOOD DESIGN	61%	49%	32%
I WILL BE MORE LOYAL TO A BRAND THAT HAS GOOD DESIGN	65%	63%	52%
GOOD DESIGN IS MORE IMPORTANT NOW THAN IT WAS FIVE YEARS AGO	81%	70%	69%
IT'S IMPORTANT FOR BUSINESSES TO FOCUS ON GOOD DESIGN	73%	71%	72%
Q51. WHICH STATEMENT DO YOU AGREE WITH MORE?			
I LIKE TO PURCHASE FROM COMPANIES THAT SHOW CREATIVITY IN THEIR MARKETING	55%	50%	44%
I DON'T CARE WHETHER COMPANIES I PURCHASE FROM SHOW CREATIVITY IN THEIR MARKETING	45%	50%	56%

Base sizes (France): Total: Gen Z + Millennials (18-35) = 319, Gen X (36-50) = 302, Baby Boomers+ (51+) = 386 // Workers: Gen Z + Millennials (18-35) = 237, Gen X (36-50) = 270, Baby Boomers+ (51+) = 157

Generational responses: Japan

QUESTION	GEN Z + MILLENNIALS	GEN X	BABY BOOMERS+
Q8. WHICH OF THE FOLLOWING WORDS BEST DESCRIBE YOU?			
CREATIVE	13%	14%	12%
Q13. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
I WANT OTHERS TO SEE ME AS CREATIVE	32%	30%	28%
Q40. DO YOU KNOW ANYONE WHO MAKES MONEY OUTSIDE THEIR PRIMARY JOB DOING CREATIVE ACTIVITIES?			
YES	22%	17%	13%
Q41. HOW IMPORTANT IS IT FOR YOU TO BE CREATIVE AT WORK?			
TOP 2 BOX	27%	26%	30%
Q47. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
TECHNOLOGY HELPS ME OVERCOME MY OWN CREATIVE LIMITATIONS	32%	36%	36%
Q50. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT DESIGN. (TOP 2 BOX)			
I WILL CHOOSE A PRODUCT OR SERVICE OVER ITS COMPETITORS BECAUSE OF GOOD DESIGN	44%	38%	46%
IN THE PAST YEAR, I HAVE PAID MORE FOR A PRODUCT OR SERVICE THAT HAD GOOD DESIGN	22%	20%	19%
I WILL BE MORE LOYAL TO A BRAND THAT HAS GOOD DESIGN	43%	48%	45%
GOOD DESIGN IS MORE IMPORTANT NOW THAN IT WAS FIVE YEARS AGO	35%	33%	38%
IT'S IMPORTANT FOR BUSINESSES TO FOCUS ON GOOD DESIGN	46%	50%	56%
Q51. WHICH STATEMENT DO YOU AGREE WITH MORE?			
I LIKE TO PURCHASE FROM COMPANIES THAT SHOW CREATIVITY IN THEIR MARKETING	43%	44%	41%
I DON'T CARE WHETHER COMPANIES I PURCHASE FROM SHOW CREATIVITY IN THEIR MARKETING	57%	56%	59%

Base sizes (Japan): Total: Gen Z + Millennials (18-35) = 248, Gen X (36-50) = 276, Baby Boomers+ (51+) = 476 // Workers: Gen Z + Millennials (18-35) = 161, Gen X (36-50) = 223, Baby Boomers+ (51+) = 216

Creator/Non-Creator responses: U.S.

QUESTION	CREATORS	NON-CREATORS	DELTA
PERCENT OF U.S. RESPONDENTS IDENTIFYING AS CREATOR VS. NON-CREATOR*	73%	14%	N/A
Q8. WHICH OF THE FOLLOWING WORDS BEST DESCRIBE YOU?			
INNOVATIVE	34%	7%	+27 P.P.
CONFIDENT	52%	31%	+21 P.P.
PROBLEM-SOLVER	56%	45%	+11 P.P.
HAPPY	54%	39%	+15 P.P.
Q17. WHAT DOES CREATING DO FOR YOU AS A PERSON?			
ALLOWS ME TO MAKE A DIFFERENCE	51%	24%	+27 P.P.
Q43. HOW DOES BEING CREATIVE AT WORK MAKE YOU FEEL?			
HAPPY	59%	30%	+29 P.P.
FULFILLED	48%	23%	+25 P.P.
ENERGIZED	49%	23%	+26 P.P.
SUCCESSFUL	56%	11%	+45 P.P.
Q47. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
TECHNOLOGY HELPS ME OVERCOME MY OWN CREATIVE LIMITATIONS	68%	39%	+29 P.P.
TECHNOLOGY MAKES IT EASIER TO EXPRESS MY CREATIVE IDEAS	75%	53%	+22 P.P.

Base sizes (U.S.): Total: Self-described creators = 741, Non-creators = 140 // Workers: Self-described creators = 474, Non-creators = 51
*Based on 'Yes' and 'No' responses at Q11. Do you consider yourself someone who creates? ('Not sure' responses not included in audience definitions)

Creator/Non-Creator responses: U.K.

QUESTION	CREATORS	NON-CREATORS	DELTA
PERCENT OF U.K. RESPONDENTS IDENTIFYING AS CREATOR VS. NON-CREATOR*	62%	22%	N/A
Q8. WHICH OF THE FOLLOWING WORDS BEST DESCRIBE YOU?			
INNOVATIVE	29%	7%	+22 P.P.
CONFIDENT	38%	21%	+17 P.P.
PROBLEM-SOLVER	52%	38%	+14 P.P.
HAPPY	49%	39%	+10 P.P.
Q17. WHAT DOES CREATING DO FOR YOU AS A PERSON?			
ALLOWS ME TO MAKE A DIFFERENCE	42%	16%	+26 P.P.
Q43. HOW DOES BEING CREATIVE AT WORK MAKE YOU FEEL?			
HAPPY	57%	27%	+30 P.P.
FULFILLED	45%	16%	+29 P.P.
ENERGIZED	37%	13%	+24 P.P.
SUCCESSFUL	42%	19%	+23 P.P.
Q47. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
TECHNOLOGY HELPS ME OVERCOME MY OWN CREATIVE LIMITATIONS	61%	39%	+22 P.P.
TECHNOLOGY MAKES IT EASIER TO EXPRESS MY CREATIVE IDEAS	69%	48%	+21 P.P.

Base sizes (U.K.): Total: Self-described creators = 618, Non-creators = 220 // Workers: Self-described creators = 422, Non-creators = 124
*Based on 'Yes' and 'No' responses at Q11. Do you consider yourself someone who creates? ('Not sure' responses not included in audience definitions)

Creator/Non-Creator responses: Germany

QUESTION	CREATORS	NON-CREATORS	DELTA
PERCENT OF GERMAN RESPONDENTS IDENTIFYING AS CREATOR VS. NON-CREATOR*	68%	14%	N/A
Q8. WHICH OF THE FOLLOWING WORDS BEST DESCRIBE YOU?			
INNOVATIVE	36%	13%	+23 P.P.
CONFIDENT	53%	45%	+8 P.P.
PROBLEM-SOLVER	52%	36%	+16 P.P.
HAPPY	47%	36%	+11 P.P.
Q17. WHAT DOES CREATING DO FOR YOU AS A PERSON?			
ALLOWS ME TO MAKE A DIFFERENCE	52%	23%	+29 P.P.
Q43. HOW DOES BEING CREATIVE AT WORK MAKE YOU FEEL?			
HAPPY	51%	15%	+36 P.P.
FULFILLED	54%	17%	+37 P.P.
ENERGIZED	44%	14%	+30 P.P.
SUCCESSFUL	44%	16%	+28 P.P.
Q47. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
TECHNOLOGY HELPS ME OVERCOME MY OWN CREATIVE LIMITATIONS	63%	43%	+20 P.P.
TECHNOLOGY MAKES IT EASIER TO EXPRESS MY CREATIVE IDEAS	68%	42%	+26 P.P.

Base sizes (Germany): Total: Self-described creators = 687, Non-creators = 142 // Workers: Self-described creators = 484, Non-creators = 97
*Based on 'Yes' and 'No' responses at Q11. Do you consider yourself someone who creates? ('Not sure' responses not included in audience definitions)

Creator/Non-Creator responses: France

QUESTION	CREATORS	NON-CREATORS	DELTA
PERCENT OF FRENCH RESPONDENTS IDENTIFYING AS CREATOR VS. NON-CREATOR*	56%	20%	N/A
Q8. WHICH OF THE FOLLOWING WORDS BEST DESCRIBE YOU?			
INNOVATIVE	30%	6%	+24 P.P.
CONFIDENT	39%	30%	+9 P.P.
PROBLEM-SOLVER	43%	33%	+10 P.P.
HAPPY	36%	21%	+15 P.P.
Q17. WHAT DOES CREATING DO FOR YOU AS A PERSON?			
ALLOWS ME TO MAKE A DIFFERENCE	48%	17%	+31 P.P.
Q43. HOW DOES BEING CREATIVE AT WORK MAKE YOU FEEL?			
HAPPY	54%	25%	+29 P.P.
FULFILLED	50%	16%	+34 P.P.
ENERGIZED	56%	27%	+29 P.P.
SUCCESSFUL	19%	4%	+15 P.P.
Q47. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
TECHNOLOGY HELPS ME OVERCOME MY OWN CREATIVE LIMITATIONS	70%	38%	+32 P.P.
TECHNOLOGY MAKES IT EASIER TO EXPRESS MY CREATIVE IDEAS	69%	41%	+28 P.P.

Base sizes (France): Total: Self-described creators = 571 Non-creators = 203 // Workers: Self-described creators = 402 Non-creators = 128
*Based on 'Yes' and 'No' responses at Q11. Do you consider yourself someone who creates? ('Not sure' responses not included in audience definitions)

Creator/Non-Creator responses: Japan

QUESTION	CREATORS	NON-CREATORS	DELTA
PERCENT OF JAPANESE RESPONDENTS IDENTIFYING AS CREATOR VS. NON-CREATOR*	24%	37%	N/A
Q8. WHICH OF THE FOLLOWING WORDS BEST DESCRIBE YOU?			
INNOVATIVE	23%	6%	+17 P.P.
CONFIDENT	21%	5%	+16 P.P.
PROBLEM-SOLVER	32%	9%	+23 P.P.
HAPPY	27%	13%	+14 P.P.
Q17. WHAT DOES CREATING DO FOR YOU AS A PERSON?			
ALLOWS ME TO MAKE A DIFFERENCE	24%	6%	+18 P.P.
Q43. HOW DOES BEING CREATIVE AT WORK MAKE YOU FEEL?			
HAPPY	25%	11%	+14 P.P.
FULFILLED	47%	18%	+29 P.P.
ENERGIZED	55%	16%	+39 P.P.
SUCCESSFUL	19%	8%	+11 P.P.
Q47. PLEASE INDICATE TO WHAT EXTENT YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS. (TOP 2 BOX)			
TECHNOLOGY HELPS ME OVERCOME MY OWN CREATIVE LIMITATIONS	49%	32%	+17 P.P.
TECHNOLOGY MAKES IT EASIER TO EXPRESS MY CREATIVE IDEAS	72%	43%	+29 P.P.

Base sizes (Japan): Total: Self-described creators = 224, Non-creators = 380 // Workers: Self-described creators = 142, Non-creators = 241
*Based on 'Yes' and 'No' responses at Q11. Do you consider yourself someone who creates? ('Not sure' responses not included in audience definitions)

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