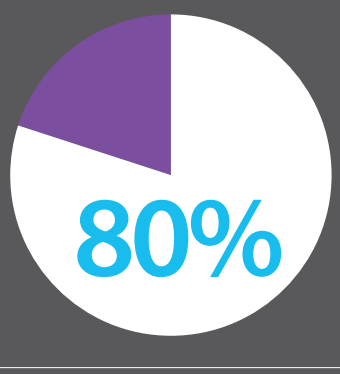
Global Creativity Gap

Universal Concern that Creativity is Suffering at Work and School

people feel that unlocking creativity is critical to economic growth



two-thirds
feel creativity is valuable to society

The Creativity Gap:

only 1 in 4 believe they are living up to their creative potential

75% of respondents said they are under pressure to be productive rather than creative at work

only 39%
of global respondents described themselves as being creative

52%
of Americans say they are creative

people spend an average of

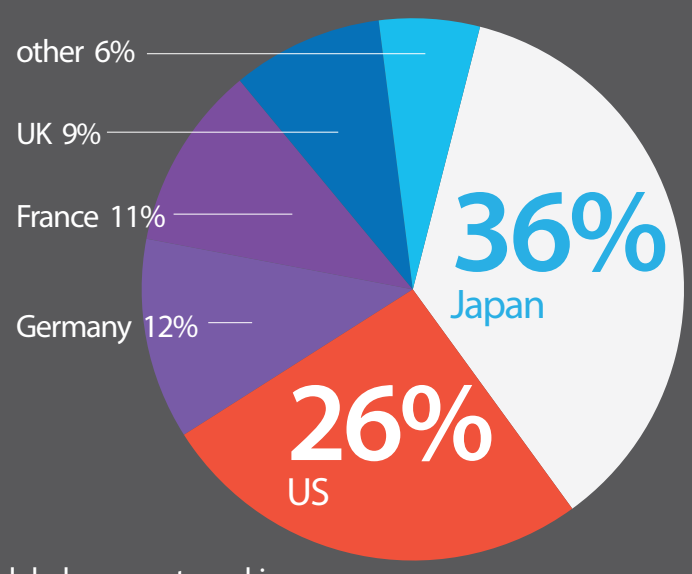
only 25%
of their time creating at work

more than half of those surveyed feel that creativity is being stifled by their education systems

59%
globally

62%
US

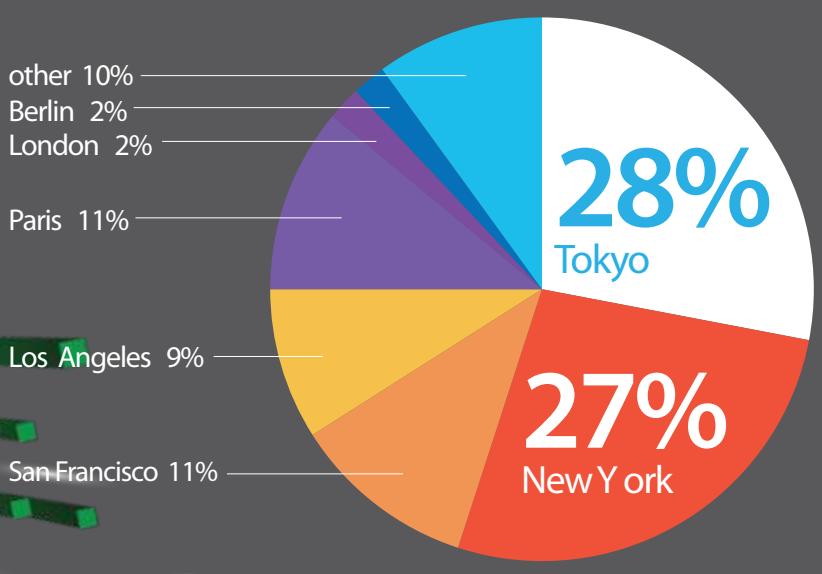
globally, Japan is seen as the most creative country followed by the US



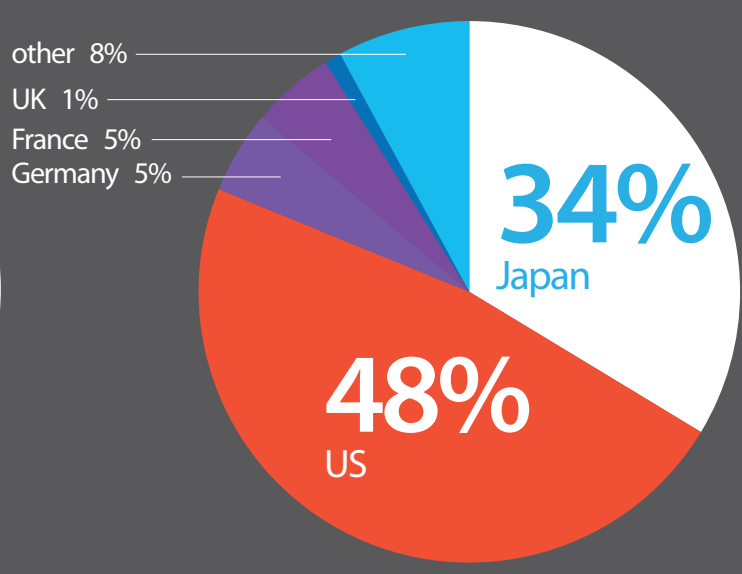
global aggregate ranking

What Americans Believe

in aggregate, US cities seen as most creative



Americans believe US is most creative



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

Adobe