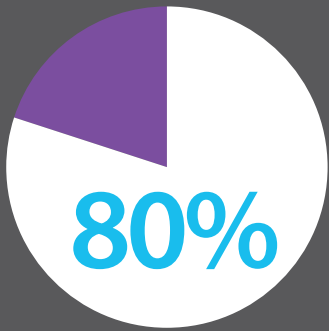


# Global Creativity Gap

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

**only 39%**

of global respondents described themselves as being creative

**75%**

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



**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

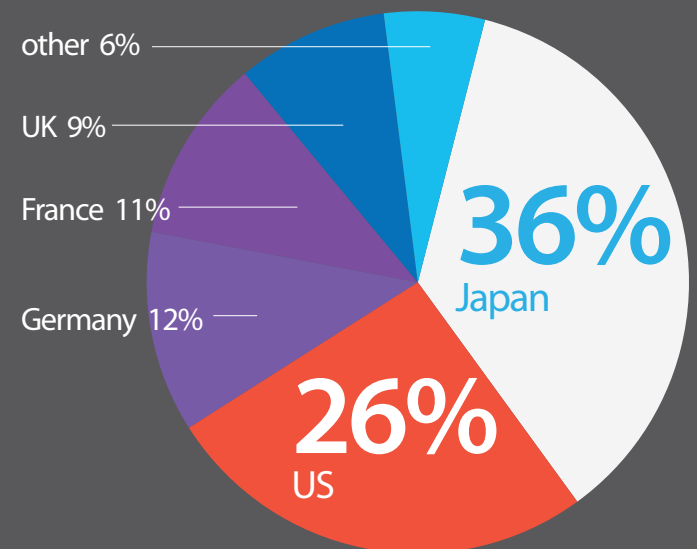
**59%**

globally

**62%**

US

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



global aggregate ranking

### What Americans Believe

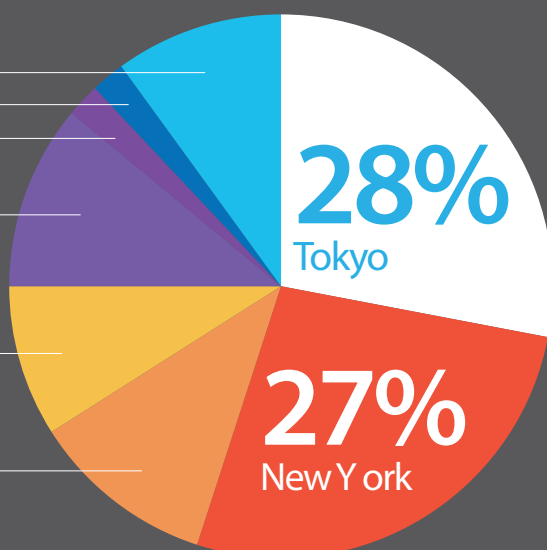
in aggregate, US cities seen as most creative

other 10%  
Berlin 2%  
London 2%

Paris 11%

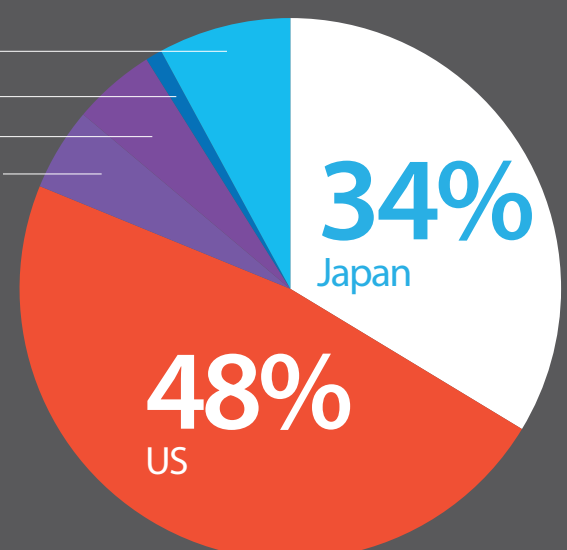
Los Angeles 9%

San Francisco 11%



Americans believe US is most creative

other 8%  
UK 1%  
France 5%  
Germany 5%



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