

# Future of Creativity

Adobe's Future of Creativity study aims to understand how creativity is changing around the world by speaking directly with those at the forefront of online creativity: creators in the creator economy.

We surveyed more than 9,000 creators across nine markets to examine how creators are reshaping our culture and society, from the future of work to mental health.

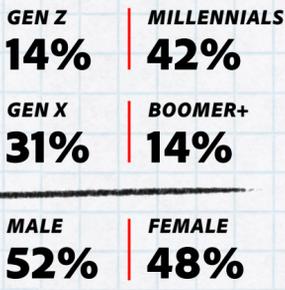
## KEY AUDIENCES SURVEYED

- Creators**  
Participate in creative activities (photography, creative writing, NFT creation, etc.) or create original social content, that they post, share or promote online at least monthly, with the goals of growing their social presence.
- Influencers**  
Content creators who have over 5,000 followers on their main social channel and currently earn money through posting social media content.
- Business Owners**  
Content creators who own a business (including being a contractor / freelancer) that sells or makes money from creative content shared online.
- Social Cause Creators**  
Content creators who create original online content to support or advance causes or issues that are important to them.



## A DIVERSE, PASSIONATE, THRIVING CREATOR ECONOMY

### GLOBAL DEMOGRAPHICS



DESPITE SEEMING UBIQUITOUS, ONLY

**14%** of all content creators are influencers

### ENTREPRENEURSHIP

**39%** ASPIRE TO ONE-DAY BECOME A BUSINESS OWNER



### THE LAST TWO YEARS

Globally, **165+M** CREATORS started creating in the last two years (a **119% increase**)



### MOTIVATION

**Freedom of expression**

is creators' primary motivation. **Less than 1/3** are motivated by money

### INCOME

About **50% of influencers** are in the top income brackets—equivalent to a

**\$100K** INCOME



## CREATING AND SHARING FOR MENTAL HEALTH

### CREATING SOCIAL CONTENT



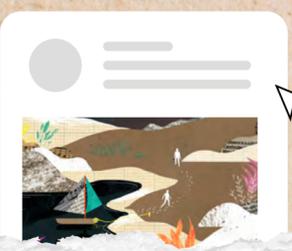
**30% & 47%** OF CREATORS OF INFLUENCERS

say using/creating social content is a top necessity for mental health

### CREATIVE OUTLET

**69% & 84%** OF CREATORS OF INFLUENCERS

say creating/sharing content is an outlet they can't find elsewhere



### CREATING = HAPPINESS

Creators who make content most frequently (daily) and spend

**>10 hrs/wk** REPORT BEING HAPPIEST OVERALL

### MENTAL HEALTH PRIORITIES

**47%** OF INFLUENCERS

rank "using social or creating social content" as a top necessity for mental health, above **Exercising (30%), Listening to Music (31%), and Going Outside in Nature (27%)**



## POSITIVELY IMPACTING SOCIAL CAUSES



**95%** OF ALL CREATORS advance or support causes important to them

### TOP CAUSES BY IMPORTANCE ACROSS ALL GENERATIONS

- FOOD & HOUSING SECURITY** **62%**
- SOCIAL JUSTICE** **59%**
- CLIMATE CHANGE** **58%**

**61%** CREATORS

**74%** INFLUENCERS

**73%** SOCIAL CAUSE CREATORS

agree that **online creative** and **original social media content** can have a positive impact on advancing social causes

### TOP WAYS ONLINE CONTENT ADVANCES SOCIAL CAUSES

- 60%** Say it creates/increases awareness
- 60%** Say it makes it easier to voice opinions on social movements
- 58%** Say it gives a voice those who wouldn't otherwise have one

### CAUSE-ORIENTED CREATION IS REWARDING

#### SOCIAL CAUSE CREATORS

- 71%** Report that they feel more positive
- 58%** Intend to post more frequently
- 50%** Anticipate creating more in the next two years because they feel like they are making a difference

