



# Research Findings

## Successfully Completing a Creative Project Brings Joy to Nine in Ten Adults Who Participate in Creative Activities

### Two Thirds Wish They Got to Use Their Creativity More in Life

**Washington, DC, April 30, 2019** — A recent online survey conducted by Ipsos on behalf of digital lifestyle learning platform, Bluprint, reveals that nearly nine in ten adults who participate in creative activities say that successfully finishing a creative project brings them joy (88%). At least three quarters also say that they love the process of creating something from scratch (79%) – and even though they may make mistakes along the way, it doesn't take away from their enjoyment (75%). However, just over two thirds admit they wish they got to use their creativity more in life (68%), and this is especially true for younger adults (74% of those age 18-34 vs. 61% of those age 55+).

- Americans are committed to their hobbies - most adults who participate in creative activities and also subscribe to Netflix would rather give up television streaming for a year (77%) versus giving up their hobby/activity for a year (23%). Whereas women are more likely to be willing to give up their creative activities for a year (27% vs. 18% of men), men are instead more likely to give up Netflix for a year (82% vs. 73% of women).
- Opinions are split when it comes to extra time for creative activities versus extra sleep, with 53% saying they would choose an extra hour of sleep compared to 47% who would choose an extra hour for their creative activity(ies) in a day. Women (57%) and adults under the age of 35 (58%) stand out as being particularly likely to opt for more sleep, while men (54%) and older adults (54% of those age 55+) would prefer to gain an extra hour each day for their creative activities.

Among all adults surveyed, 75% participate in creative activities. The most common hobbies include baking (40%), gardening (32%), cooking beyond everyday meals (25%) and home décor (21%), while more than one in ten also enjoy DIY crafting (19%), music (16%), writing or journaling (13%) and drawing/painting (13%). Other mentions fall below this threshold. Two in five (40%) who participate in such activities say that social media inspires them to make more things for themselves, with women (44% vs. 36% of men) and young adults (57% of those age 18-34 vs. 26% of those age 55+) particularly likely to turn to social media for inspiration.

- Most Americans surveyed say that they would substitute a medication for taking up a new creative activity if they were assured by their doctor that it would have the same health benefits (57%).

For those who do not participate in creative activities, only a small proportion (13% vs. 60% who disagree) believe that creative hobbies are a waste of time. Instead, nearly half (44%) agree they would love to bring more creativity into their lives. However, roughly two in five say that they just haven't found the right activity for them (41%) and another 36% feel as though they wouldn't know where to start in pursuing a creative hobby. Six in ten agree that creative hobbies/projects can be pricey (63%) and 32% believe that starting a new creative activity is intimidating.

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## Children and Creativity

The survey also included a subset of questions asked of only parents. Nearly eight in ten (78%) parents view themselves as responsible for their child(ren)'s success in life and 77% want their child(ren) to have more opportunities to be creative than they did when they were young.

Most believe that public schools don't focus enough on the creative arts (61%) and seven in ten parents also feel as though standardized test scores are prioritized more than creative thinking in schools (72%). Less than half believe that school adequately provides their child(ren) with the knowledge they need for the workforce (40%), while a third are neutral on this point (33%) and 27% disagree.

Most parents would rather their child(ren) make just enough to get by in a creative job that they love (79%) over making lots of money in a job they aren't passionate about (21%). Similarly, a much greater proportion would rather their child become an entrepreneur (77%) versus a lawyer (23%). Opinions are split when it comes to type of schooling, however, with 56% of parents preferring that their child attend medical school compared to 44% who would prefer their child goes to an art/culinary school.

## About the Study

These are the findings from an Ipsos poll conducted February 22 - 26, 2019 on behalf of Blueprint. For the survey, a sample of 2,012 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online, in English. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of  $\pm 2.5$  percentage points for all respondents.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ( $n=2,012$ ,  $DEFF=1.5$ , adjusted Confidence Interval=4.0).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

**For more information on this news release, please contact:**

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## About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

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## About Blueprint

Blueprint is the digital lifestyle learning platform and streaming service where your passions become actions. World-class experts, offering beginner to advanced-level guidance that fits busy schedules, make it easier for people to spend more time enjoying the activities that make them feel engaged in their creative pursuits. The Blueprint streaming service provides around-the-clock access (from any device) to a library of content in categories that champion creativity and self-expression, such as crafting, knitting, wellness, cooking, baking, fitness and more. In addition to more than 4,000 hours of exclusive classes and series, Blueprint subscribers also get access to curated supplies and a supportive community designed to motivate members to dive deeper into projects that spark joy. Blueprint is available streaming on demand at [www.myblueprint.com](http://www.myblueprint.com), via the Blueprint app and on Roku. Also recently launched is the Blueprint podcast, "Created" which follows a series of makers on the journey from hobbyist to successful creative pro. Get an up-close look at the struggles and joys of artists, designers, cooks, writers and more who turned part-time passions into full-time careers. Available on Apple Podcast, Spotify and Stitcher.

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