

What children are saying about creativity.



92%

BELIEVE THAT BEING CREATIVE BOOSTS THEIR **CONFIDENCE**.

65%

SHARED THAT ENGAGING IN A CREATIVE ACTIVITY MAKES THEM **FEEL HAPPY**.



6 in 10

BELIEVE THAT PARTICIPATING IN A CREATIVE ACTIVITY GIVES THEM **A SENSE OF PRIDE**.



53%

WISH THEY COULD SPEND MORE TIME EXPRESSING THEMSELVES CREATIVELY WITH A PARENT OR CAREGIVER.

Crayola is driving awareness of the critical role parents and caregivers play in actively creating and seeking opportunities for creative engagement.



"By fostering creativity, we not only help children express themselves but also equip them with the self-efficacy and self-reliance necessary to navigate the complexities of life."

—Cheri Sterman,
Director, Crayola Education

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 706 children between the ages of 6-12. Fieldwork was undertaken between Sept. 19-26, 2025. The survey was carried out online. The figures have been weighted and are representative of children ages 6 to 12.

