

# Creator Culture

## Overview

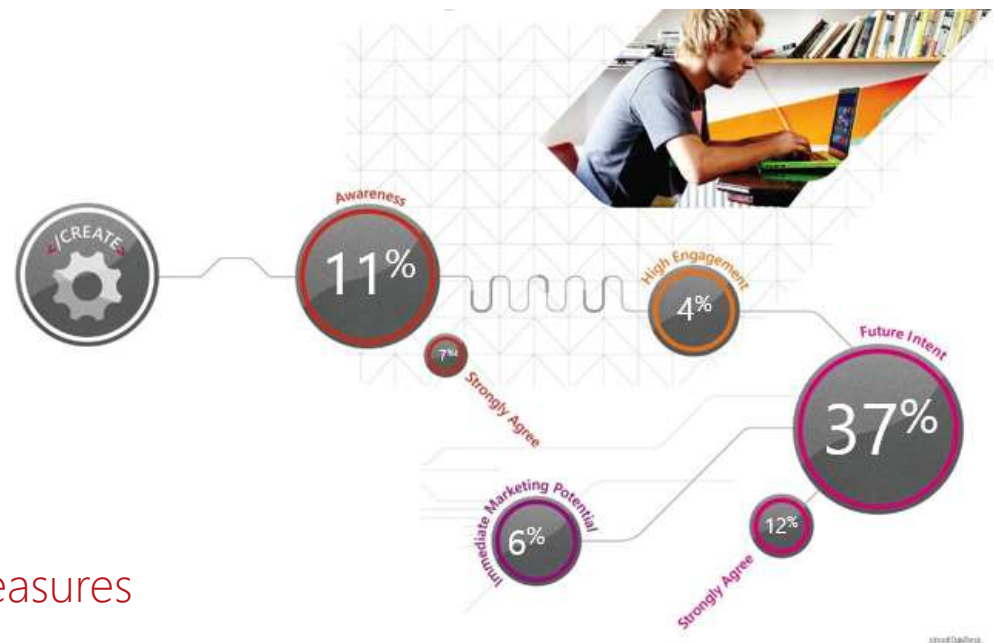
Educators and policymakers are recognizing the need for the next generation to be fluent in code.

### Why it's happening:

More people realise technology is crucial to our lives and are learning to code in their spare time.

### The Future:

'Coding Clubs' will be part of education, teaching coding basics to children.



## Key data measures

### Awareness

11% relate to the idea. 'Creator Culture' is a niche trend, but those responding to it are often deeply engaged.

### Engagement

4% are already creating and adapting their devices/ services (7% are deeply involved). These are mainly men.

### Future Intent

Nearly 37% expect brands to enable them to create new products or services.

### Marketing Potential

6%, but there is a high conversion rate from awareness to engagement and future intent – of 89%.