Finally, an infographic that understands. Nod along (and feel vindicated) as you peruse the stats you've long felt to be true but never seen proven with cold, hard data. If you're a creative, this one's for you.

Source
We commissioned KRC Research to conduct a survey of 404 creatives across the US and UK from August 15 through August 24th, 2013.

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* iStock commissioned KRC Research to survey 400 creative professionals across the US and UK about the state of creativity.

**TRY TO THINK LIKE A WOMAN.**

**FILM THE BACKSIDE OF A COW SWINGING ITS TAIL.**

**PHOTOGRAPH A CLIENT NAKED.**

**FIND EYELASHES FOR A LARGE FIBERGLASS GIRAFFE.**

**CREATE A FISH TANK FULL OF WATER WITH MALE MODELS SWIMMING IN IT IN SPEEDOS.**

**MAKE A LOGO OUT OF AN EAGLE CARRYING A VACUUM CLEANER.**

**JAZZ IT UP.**

**DUMB IT DOWN.**

**CAN YOU WORK FOR FREE? MAKE IT VIRAL.**

10 THINGS CLIENTS ASKED THAT YOU WISH THEY HADN'T

**MAKE IT SPOOKY.**

**CAN YOU WORK IT FREE.**

**DUMB IT DOWN.**

**JAZZ IT UP.**

**MAKE THIS AD 15% FUNNIER.**

TOP 5 SOURCES OF INSPIRATION

**TOP 5 PLACES CREATIVE THOUGHTS ARE BORN

**STUDY: FISH SWIM FARTHER WHEN REMOVED FROM BOWL.

**BREAKING: Mojo missing.**

**TOP 3 CREATIVE HURDLES NAMED. OTHERS VIE FOR POSITION.

**BREAKING: Creatives want to create.**

**STUDY: CREATIVITY UNDER THREAT. NO TIME TO TALK ABOUT IT.

This chart shows the sources of inspiration for creative professionals and the likelihood of each source being used.

**TOP 5 SOURCES OF INSPIRATION**

1. TV, magazine, music
2. In the office
3. During commute
4. On the road
5. In the shower or bath

**TOP 5 PLACES CREATIVE THOUGHTS ARE BORN**

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2. In the office
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