

# TIME Invention Poll, in Cooperation with Qualcomm

Summary

TIME

QUALCOMM®

# The age of invention is now

An aerial night view of a city, likely Vancouver, showing a dense urban landscape with numerous high-rise buildings and a prominent river (False Creek) winding through the center. The city lights are illuminated against a dark blue twilight sky, with mountains visible in the distance.

The period since 1980 is seen as the most innovative ever

Societies that value creativity and education are felt to foster a culture of inventiveness

Both government and business have an important role to play

The process of invention is seen as collaborative and constantly evolving

# 1. The age of invention is now

- Invention is accessible and part of everyday life. 84% of global consumers believe we live in an age of invention, and over one-third consider themselves to be inventors.
- Societies that value creativity and education are felt to be best at fostering inventiveness. A lack of resources and poor education systems, particularly in emerging markets, are perceived as the biggest challenges to invention.
- Invention is seen as collaborative – and more so now than ever before. While the inventor remains central, sharing ideas and working collectively is felt to be positive for the inventive process.
- Invention is believed to be driven by imagination and curiosity, along with persistence. The best inventors identify a need in society and use determination and passion to fill it. It is the love of inventing that drives inventors, and they have considerable respect in today's society.
- Scientists and academia are seen to be the greatest facilitators of invention, but everyone has a role to play – including government and the private sector.

# Most believe we live in an age of invention and now is the most inventive period to date

84%

Believe we live in an age of invention

18-24s are least likely to believe this at 80%, whereas of among over 55s 89% agree

89% among Business Decision Makers (BDMs) from emerging markets

74%

Think that invention is happening everywhere

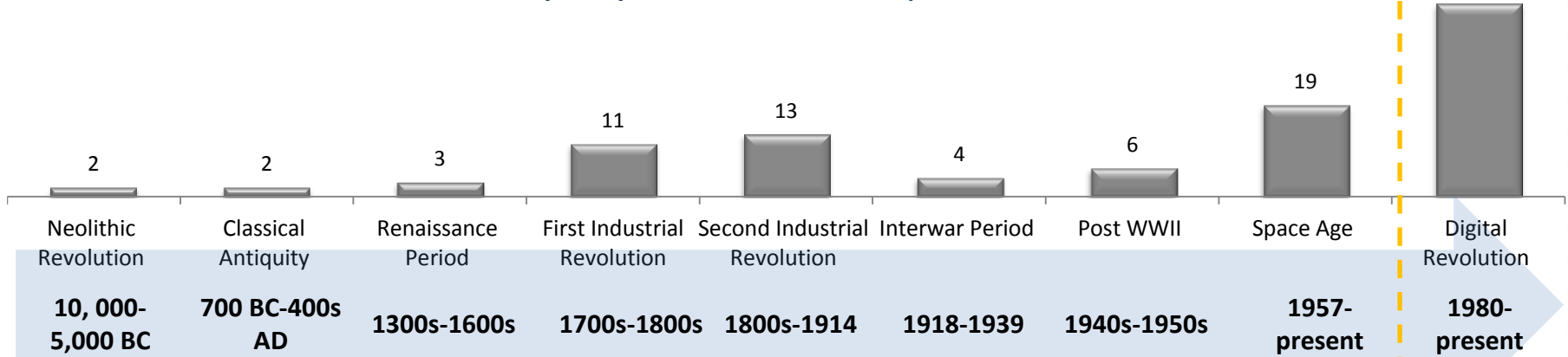
83% among consumers from mature markets, 66% among those from emerging economies

38%

Of global consumers consider themselves to be inventors

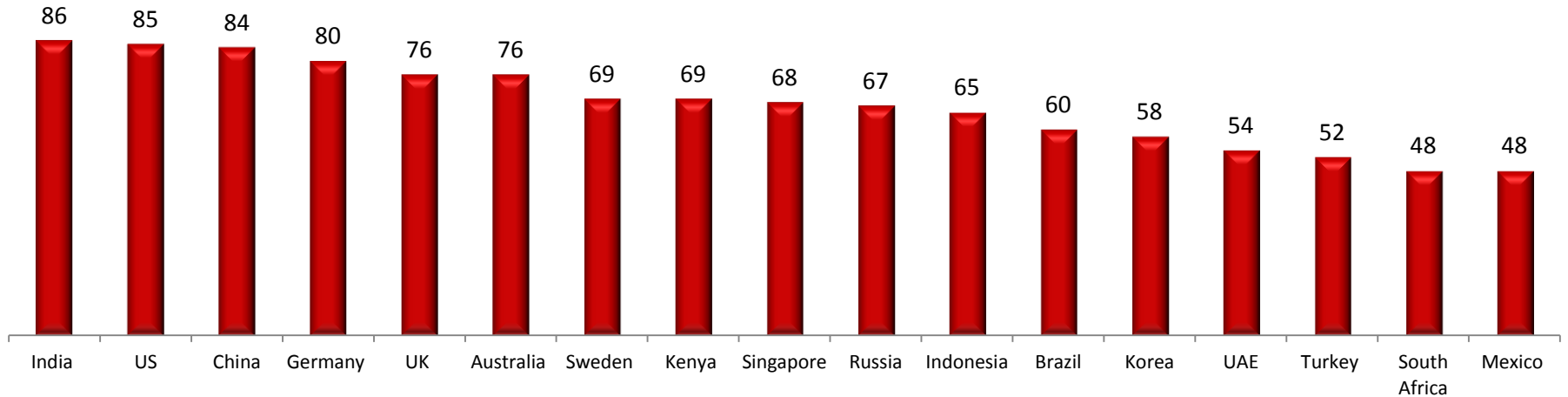
More consumers in emerging markets (43%) feel themselves to be inventors than those in mature markets (32%)

When would you say was the most inventive period, worldwide?



# Most agree that their country fosters a culture of inventiveness, this is highest in mature markets – especially the US

How much do you agree with the statement- my country fosters a culture of inventiveness?  
(% saying agree among consumers)



% agree	Mature	Emerging	Overall
Consumers	73	64	69
Elites	71	62	66
BDMS	75	71	73

Base: Consumers: US=400, BRA=200, China=400, DE=400, IN=400, ID=200, KO=401, S.Africa=220, RU=201, UK=401, TR=401, MX=401, SG=400, SW=401, AUS=400, UAE=400, KEN=507

Consumers: Mature= 2803, Emerging =3330 Elites: Mature=1204, Emerging =1487, BDM Mature=605, Emerging=768

# Invention is seen as a collaborative process: a collective effort about sharing ideas which strengthens and improves creations

86%

think that **collaboration and sharing ideas** usually lead to better inventions

“Someone can be gifted enough to come up with the seed idea, and then others will continually build or improve upon that idea”  
-US, BDM-

77%

think that invention is **more collaborative** today than it was in any other period of history

“I’m not sure that people could even claim inventions in one particular area actually – today, a lot of them are built on knowledge and partnerships that span countries and nationalities”

-Australia, Invention Stakeholder-



65%

believe that invention is usually a **collective effort**

“Invention is not an individual’s responsibility: everybody must contribute”  
-UAE, BDM-

# Invention is seen as crucial to daily life



Invention is perceived to have a role to play in driving economic growth and improving quality of life

Digital technology is felt to be at the centre of modern innovation

The cell phone is seen as the most important and practical invention in use today

## 2. Invention is crucial to daily life

- More than three-quarters of consumers (79%) say that invention is very important to society.
- Quality of life, healthcare and economic growth are all felt to have been revolutionised by invention. Mature markets are more likely to attribute improvements in quality of life and healthcare to inventions, while emerging markets are more likely to see a link with wireless technology and economic growth.
- The best inventions, both now and in the past, are mainly focused around tangible and practical everyday items (the internet, electricity, and the wheel), to improve quality of life.
- Digital technology is felt to be at the centre of modern innovation, having increased communication and connectivity around the world. The internet, cellphone and computers are seen as the top inventions of the past 100 years.

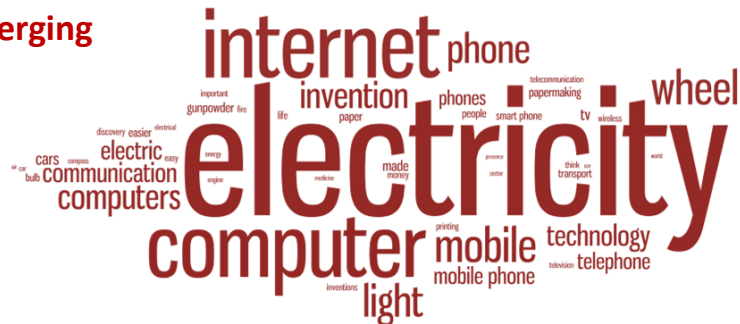


# The most important inventions are seen as electricity, the internet and the wheel

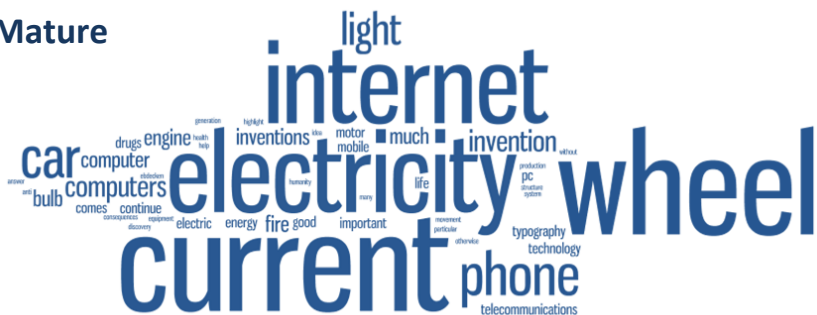
- The best inventions are those that have revolutionised every day life, with a wide-ranging impact on people's lives.
- People think of both modern inventions and those from history such as the wheel, electricity and the telephone.

What do you think is the most important invention ever?

Emerging



Mature



“The best inventions dramatically change the way that humans communicate...historically this is the wheel”  
-Australia, Business decision maker-

“Electricity is the base of all inventions as I see, because no other invention would have existed without the existence of electricity”  
- UAE, Business decision maker-

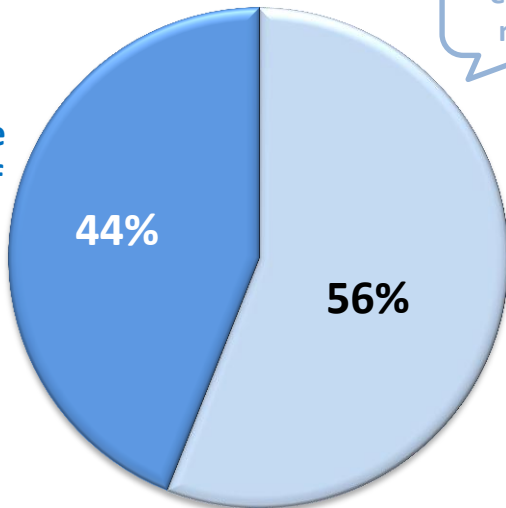
“The Internet helps out a lot of people. Previously, when applying for a job, you had to send a letter. Now you can apply through the internet. Everything is faster, in terms of communication”  
-Singapore, Business decision maker-

“The telephone is the best invention in history and technology has developed so much that you can be sitting anywhere in the world and communicating across the globe but this is all a consequence of the telephones invention”  
-UAE, Business decision maker-

# Invention is felt to drive economic growth

- People feel that there is a close relationship between invention and economic growth, with over half saying that inventions drive economic growth.
- This is particularly true in emerging markets where 59% say that invention supports a strong economy, compared to 54% in mature markets.

Economic factors drive the development of new ideas and inventions



59% in emerging markets

Inventions drive economic growth

“The more a country invents, the bigger the growth and development of that country’s economy”

-UAE, BDM-

“I think it’s been demonstrated that innovation really drives quite a lot of economic growth. I think, for example, the invention of the transistor generated a whole industry around micro electronics and silicon valley, for example”

-US, Invention stakeholder-

“M-Pesa has really added value to Kenyan society both socially and fiscally. It has created much employment and brought elements of economic stability. I think it is an invention that has really added value to peoples’ lives”

- Kenya, BDM-

“Innovation is what drives productivity essentially...new technological advances are the only thing that will continue to drive long term growth in our economy”


-Australia, BDM-

“It’s a driver of economic growth, because invention by creating new products and new services creates a demand. The demand creates sales. And sales create economic growth.”

-UK invention stakeholder-



# Protecting invention and intellectual property is vital



Patents are crucial for the invention process: protection of inventions is seen to encourage more invention in turn

Protection for intellectual property is seen as strong – but could be stronger still

The US is seen as the country that best protects new inventions

### 3. Protecting invention and intellectual property is vital

- Patents are seen as crucial for the invention process, and protection of inventions is seen to encourage more invention in turn.
- Three-quarters (73%) of consumers in mature markets believe that their country protects inventors' rights, along with 56% in emerging markets. Globally, 76% of consumers would like stronger intellectual property protections in their country.
- There is recognition that in order to be effective, a careful balance needs to be struck between providing security but not at the expense of creativity – the best patent systems do this.
- The US is seen to be far and away the best country to protect ideas, but also could be stronger still.
- People are looking to governments to take responsibility for protecting inventions (70% say it is the government's responsibility to protect inventions).

# A strong patent system is seen to be crucial to the invention process

90%

Of consumers believe that patent systems are necessary to promote new invention and to guarantee that the inventor is given credit

90%

Of consumers believe that patent protection promotes creativity and invention

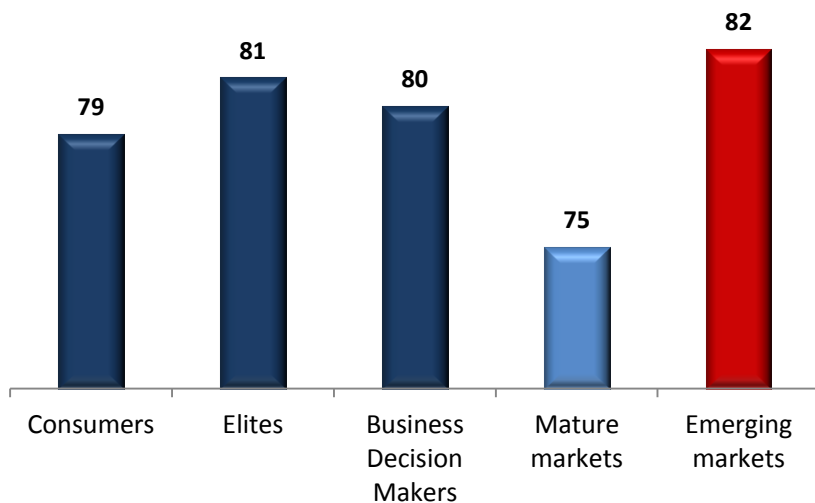
89%

Of consumers believe that the results of an inventor's hard work and creativity should be protected from unauthorized use by others

84%

Of consumers would be likely to file for a patent to protect their invention

How important do you think the patent system is?  
(% very important)



What does 'patent' mean to you and do you think of this?

"Guarantee and protection given by the government to secure one's invention from misuse. I think it is really important nowadays"  
-UAE consumer

"It gives credit to an individual or group for an idea and it is recognition that the same idea can't be replicated by anyone else."  
-Australian BDM-

## Patents play an important role in safeguarding new ideas

- Patents are seen as crucial for encouraging further invention by creating a secure environment where inventors can be confident that their ideas will be protected.
- They are also seen as important for ensuring that recognition and remuneration for ideas and inventions are fairly distributed.

“You take the patents that we’ve developed and the licenses that have come from those patents have essentially brought a considerable amount of money for our researchers - basically the money comes back to the researcher, and it comes back to the institution.”

-US, Invention Stakeholder-

“I think a country needs to have in place policies and support systems for inventive people and have a good way of rewarding inventions... I think there a lot of inventive people in Kenya but they get frustrated”

-Kenya, BDM-

“I think [the patent system] certainly has an important role, especially because you essentially allow individuals to benefit from the time and effort that they’ve put into creating whatever the patent is.”

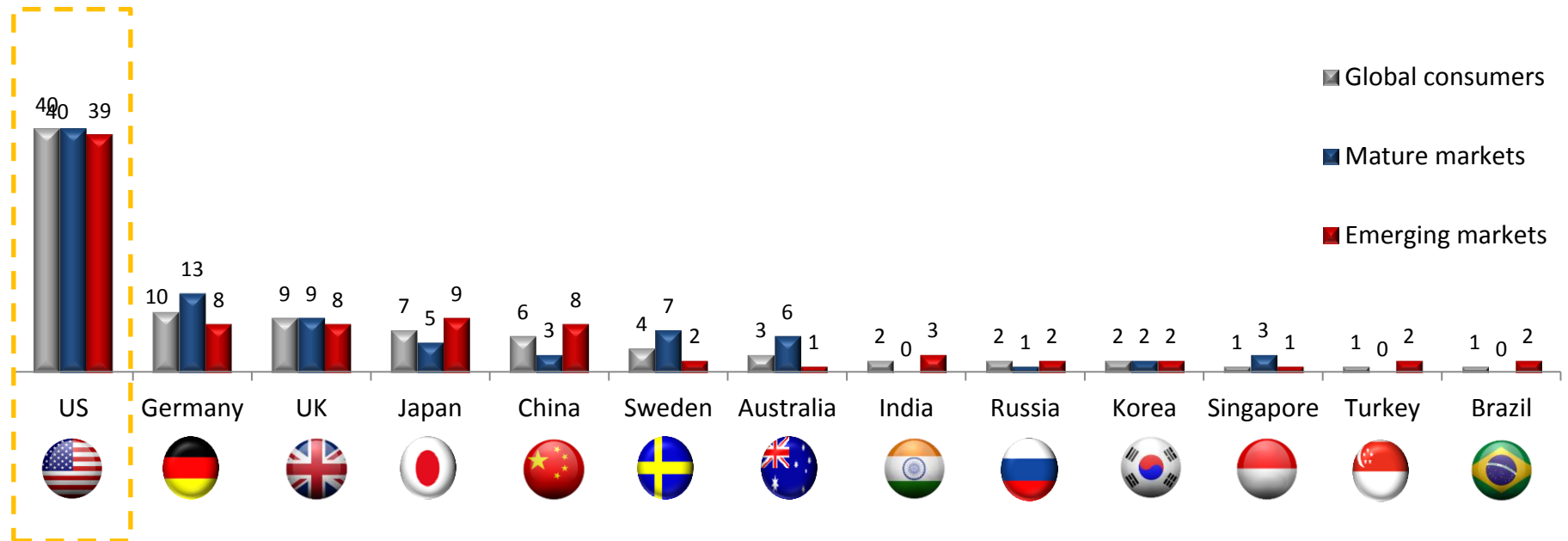
-US, BDM-

# Economically developed countries are seen as the most desirable locations for invention, particularly the US

# 82%

Believe that strong laws that protect inventors' rights are more likely to exist in countries that are more economically stable

If you had a great idea for an invention, which country do you think would do the best job of protecting that idea from others who might try to use it without permission?





# The future of invention is bright



Computing and technology are felt to have great inventive potential in the future

Healthcare is also seen as an area to watch for upcoming invention

The US is predicted to stay at the forefront for innovation, along with China and Korea

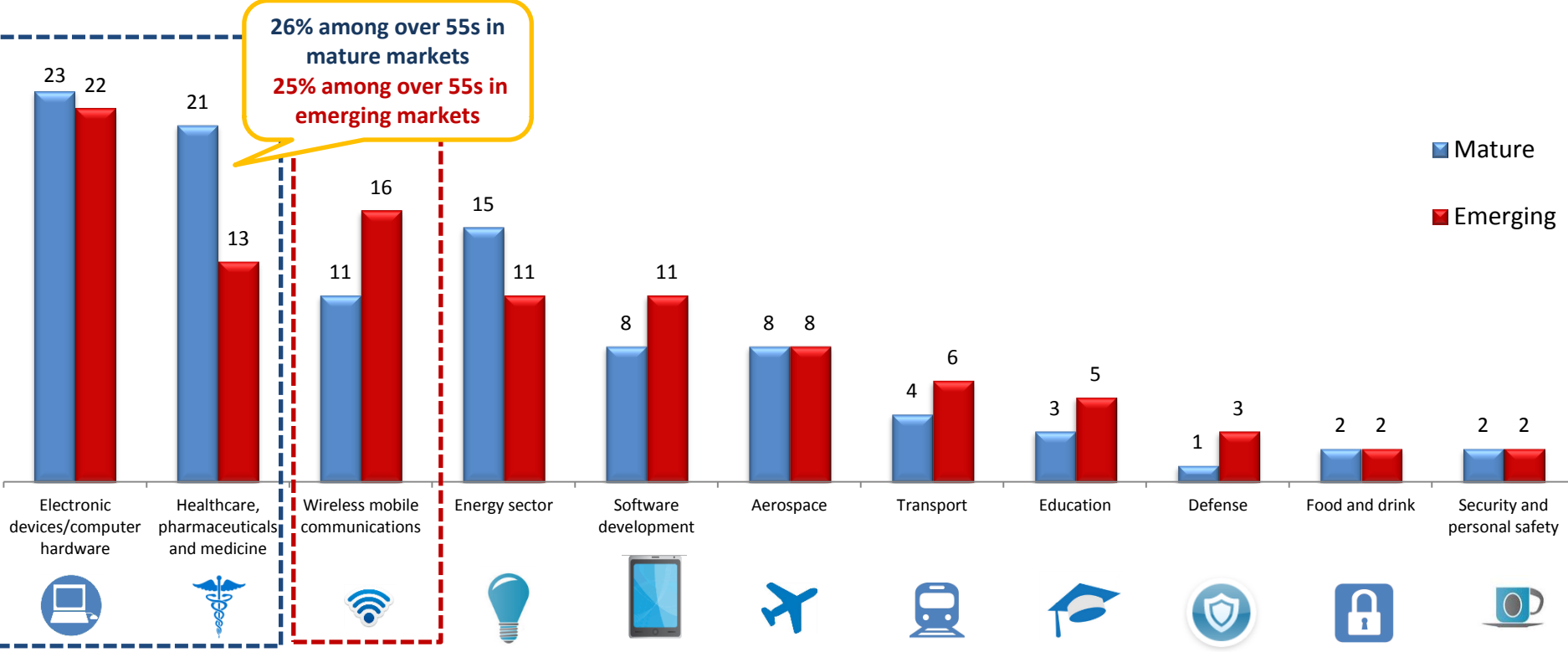
## 4. The future of invention is bright

- Technology and electronics will continue to be the most inventive industry, according to consumers. Healthcare is also expected to be important, particularly in mature markets and among older people.
- The US is believed to have been the most inventive country of the last 100 years, and global consumers think it will continue to be a leader in invention into the next century.
- Asian markets such as Japan, China and Korea are expected to follow close behind, however, and young people in particular look to Asia as the invention hub of the next 100 years.
- Europe is also seen to have its inventive future ahead of it, after the US and Asia – Germany particularly stands out as a strong candidate.

# Inventions in computing and the healthcare sector are predicted by all: health is seen as particularly important in mature markets

- Global trends suggest people anticipate progress in the digital sector and in healthcare, which is particularly favoured by older consumers and respondents from mature markets.
- Meanwhile, those from emerging markets are more likely to look to the world of digital for the next wave of great inventions.

Of the following sectors, which ONE do you think will be the most inventive in the future?



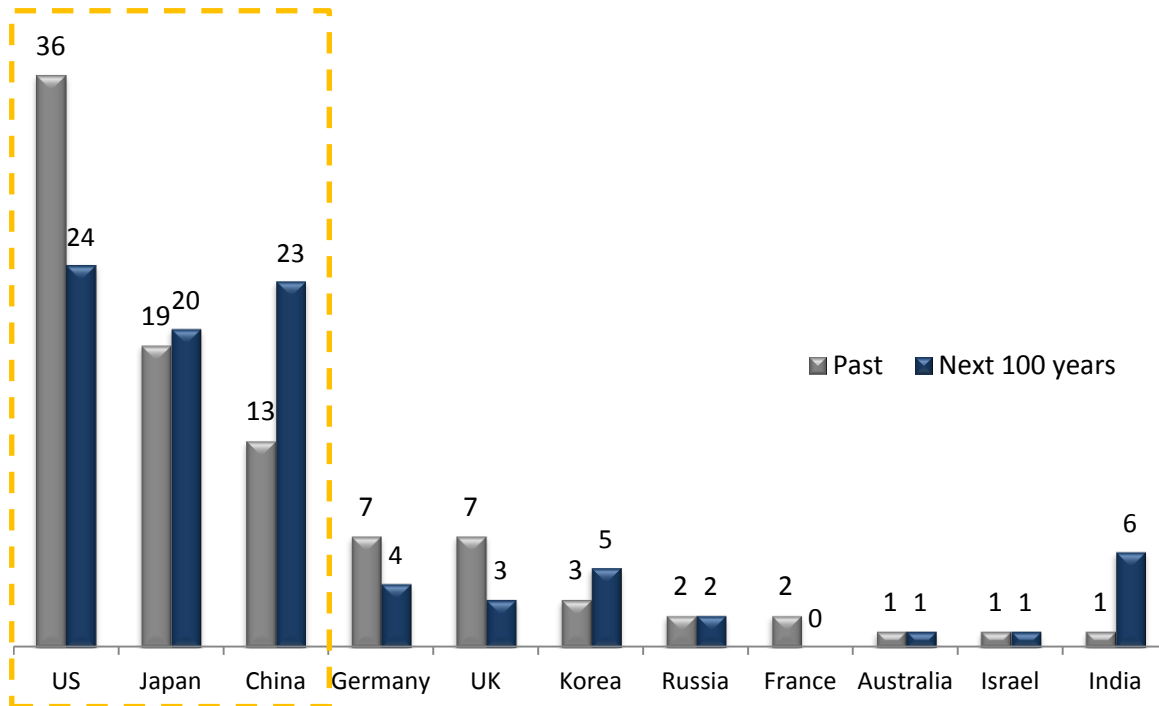
Base: Global consumers (6133), Emerging market consumers (3330), Mature market consumers (2803)

# The US is seen to have been the most inventive in the past while Asian markets are predicted to become more influential in the future

- Across markets, the US, Japan and China come out as the top 3 inventive nations, both in the past and for the future
- However young people and consumers in emerging markets are more likely look towards Japan and China for the most important inventions of the future.

In your opinion, which country has produced the most important inventions over the past 100 years?  
 In your opinion, which country will produce the most important inventions over the next 100 years?

## Global consumers



## Top 3 for the next 100 years

### Emerging market consumers

1. Japan (24%)
2. China (23%)
3. US (22%)

### Mature market consumers

1. US (27%)
2. China (24%)
3. Japan (16%)

### Among 18-24s globally

1. Japan (25%)
2. China (24%)
3. US (23%)

## There is a global optimism for the future of invention

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**“It’s almost a statistical truth that the things that we haven’t thought of yet will be better than the things we’ve already thought of”  
-US, Invention Stakeholder-**

**“I’m very optimistic about the future of invention.... I think people are fundamentally creative.”  
-UAE BDM-**

**“I’m always optimistic in my life. Innovation is the source of my faith even there is no good things, no better environment”  
-China, Invention Stakeholder-**

**“I think the sky is the limit... there is a lot to be explored so I’m optimistic about it.”  
-Kenya BDM-**

# Appendix

# Methodology

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## Phase 1:

### Quantitative Online Survey: 2<sup>nd</sup> September – 27<sup>th</sup> September 2013


















- **Global consumers** are adults over the age of eighteen. Online interviews in in seventeen countries – *the US, Brazil, China, Germany, India, Indonesia, Korea, South Africa, Russia, UK, Turkey, Mexico, Singapore, Sweden, Australia, UAE and Kenya.*
- **'Broad elites'** have high income/wealth, are highly educated, and regularly follow current events. Online interviews among this audience in sixteen countries- *the US, Brazil, China, Germany, India, Indonesia, Korea, South Africa, Russia, UK, Turkey, Mexico, Singapore, Australia, UAE and Kenya.*
- **Business Decision Makers** have responsibility and decision making authority for at least one department within a large company with a global revenue of over \$10m. Interviews among this audience in fourteen countries - *the US, Brazil, China, Germany, India, Indonesia, Korea, South Africa, Russia, UK, Turkey, Mexico, Singapore and Australia.*

## Phase 2:

### Qualitative Interviews: 16th September – 9th October 2013













- Conducted in-depth interviews in thirteen markets - Australia, Brazil, China, Germany, India, Kenya, Korea, Mexico, Singapore, Turkey, UAE the UK and the US among **Business Decision Makers** and **Invention Policy Stakeholders.**

# Quantitative methodology: geographies

	Consumers		Broad Elites		Business Decision Makers	
	n-size	MoE*	n-size	MoE*		
<b>Global</b>	<b>6133</b>	1.3	<b>2691</b>	1.9	<b>1373</b>	2.6
 <b>United States</b>	400	4.9	200	6.9	100	9.8
 <b>Brazil</b>	200	6.9	77	11.2	50	13.9
 <b>China</b>	400	4.9	331	5.4	266	6.0
 <b>Germany</b>	400	4.9	200	6.9	103	9.7
 <b>India</b>	400	4.9	203	6.9	102	9.7
 <b>Indonesia</b>	200	6.9	75	11.3	50	13.9
 <b>Korea</b>	401	4.9	203	6.9	100	9.8
 <b>South Africa</b>	220	6.6	75	11.3	50	13.9
 <b>Russia</b>	201	6.9	75	11.3	50	13.9
 <b>UAE</b>	400	4.9	200	6.9	-	-
 <b>Kenya</b>	507	4.4	50	13.9	-	-
 <b>Turkey</b>	401	4.9	201	6.9	100	9.8
 <b>Mexico</b>	401	4.9	200	6.9	100	9.8
 <b>Singapore</b>	400	4.9	200	7.0	101	9.8
 <b>Sweden</b>	401	4.9	-	-	-	-
 <b>Australia</b>	400	4.9	201	6.9	100	9.8
 <b>UK</b>	401	4.9	200	6.9	101	9.8



# Qualitative methodology: geographies

	In-depth interviews conducted
 <b>United States</b>	<b>26</b>
 <b>Brazil</b>	<b>20</b>
 <b>China</b>	<b>25</b>
 <b>Germany</b>	<b>25</b>
 <b>India</b>	<b>25</b>
 <b>Korea</b>	<b>25</b>
 <b>UAE</b>	<b>25</b>
 <b>Kenya</b>	<b>25</b>
 <b>Mexico</b>	<b>25</b>
 <b>Singapore</b>	<b>25</b>
 <b>Australia</b>	<b>25</b>
 <b>UK</b>	<b>25</b>
<b>Total</b>	<b>321</b>