

North American innovation report

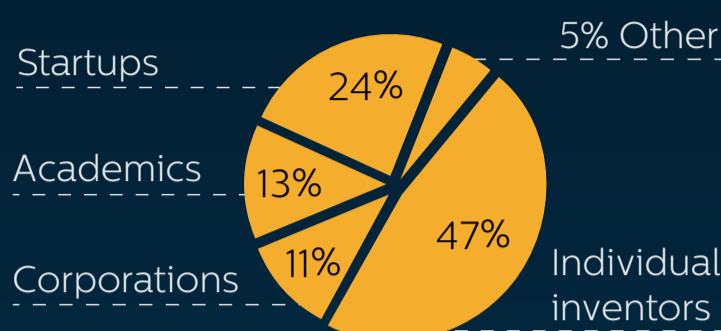
Philips asked North Americans about their perceptions of innovation, the barriers to innovation, and areas where successful innovation can improve communities and lives.

65% Consider themselves to be innovators



72% Believe their idea is the next big thing

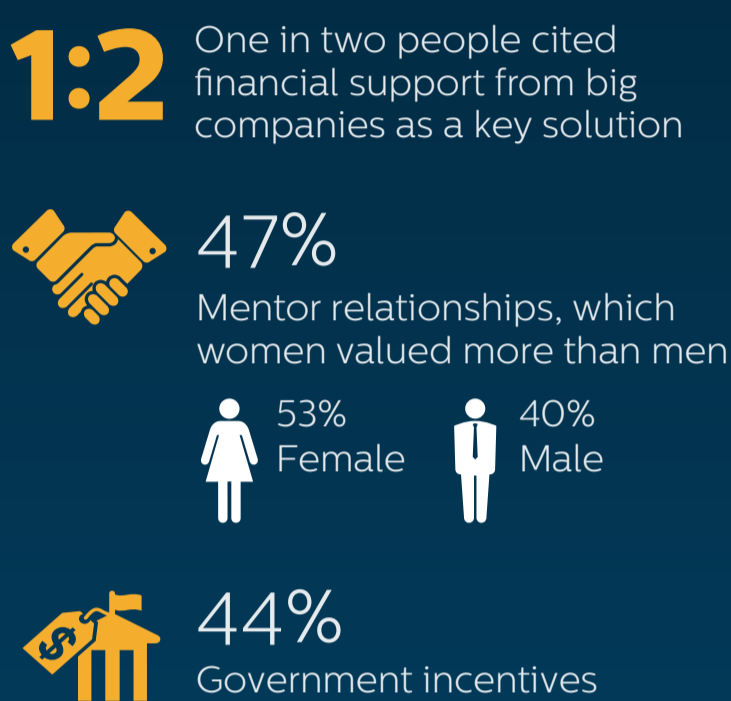
The best innovations come from



Biggest barriers to innovation



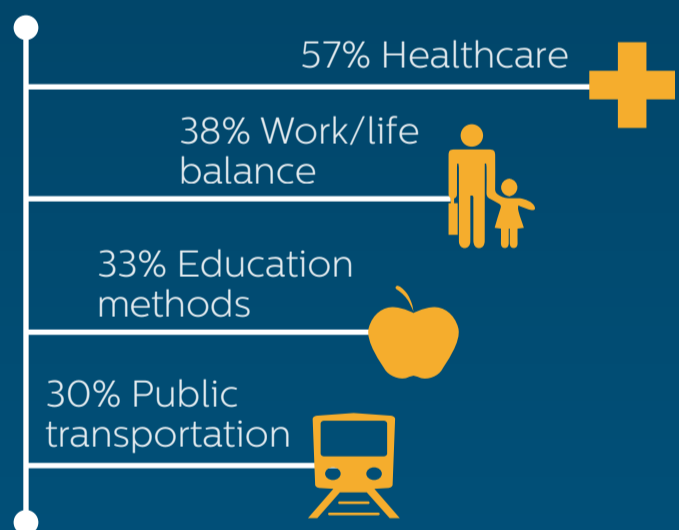
Solutions to achieve innovation



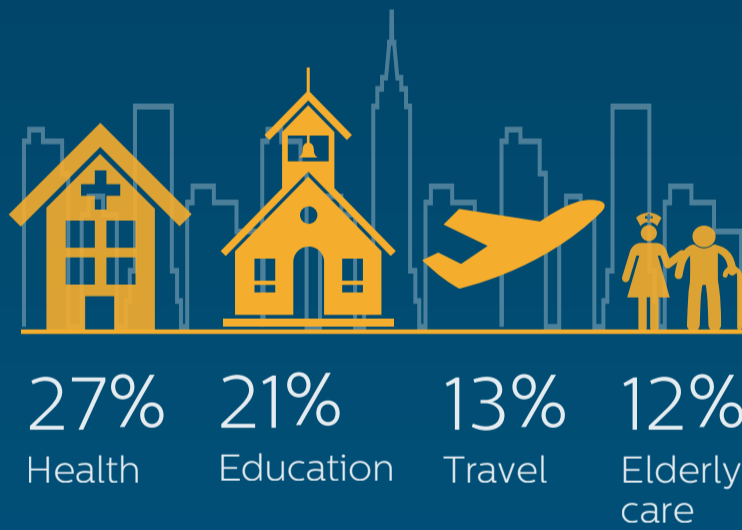
Successful innovation should



Areas for innovation to improve lives



Areas for innovation to improve communities



Different thinking

Americans and Canadians differed on the top areas for improvement



Most innovative products of the last 10 years



*Philips surveyed 1,505 North Americans, including 1,005 living in the United States and 500 in Canada.