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.

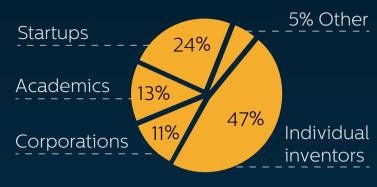
65% Consider themselves to be innovators





Believe their idea is the next big thing

The best innovations come from



Biggest barriers to innovation



69% Lack of money



55% Don't know what they need to bring idea to life



32% Have trouble conceptualizing the full idea



31% Lack of time



Solutions to achieve innovation

One in two people cited financial support from big companies as a key solution



47%

Mentor relationships, which women valued more than men







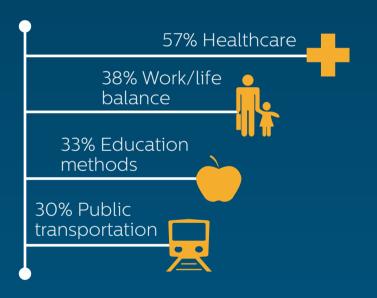
44%
Government incentives

Successful innovation should

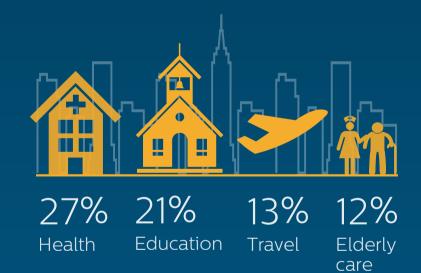
O life easier

O societal need

Areas for innovation to improve lives



Areas for innovation to improve communities



Different thinking

Americans and Canadians differed on the top areas for improvement



Community health Education

Public transportation Technology in the home **United States 26**% 22% 29% 31%

Most innovative products of the last 10 years



Internet/WiFi and online education, shopping and banking



iPads/tablets, PCs and laptops

The smartphone





healthcare



Social media



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