

Here is what parents say...

5 1/2
the ideal age to get kids started on their future career path



More than half have a specific career in mind for their child



9 out of 10 said it's important to foster & encourage the development of **STEM/STEAM skills** in their kids

50% cite competition with screens as primary challenge in encouraging these skills



Kids average **3 1/2** hours of screen time per day



42% of a child's play should be dedicated to education and learning



82% look for ways to encourage their child's learning through play



72% take steps to limit their child's screen time



76% want their child to end up in a **STEM-related** career or field. Top jobs: engineer, doctor, web developer, or scientist



Results based on a survey of 2,000 parents, conducted by OnePoll on behalf of The Toy Association

the GENIUS of
PLAY
.....
It's more than play!

To learn about the top 10 benefits of toys and play as they relate to STEAM, visit www.thegeniusofplay.org