Here is what parents say...

5½
the ideal age to get kids started on their future career path

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

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

Kids average 3½ 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

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