

Why play must be prioritised and protected

Play makes people and helps us learn...



Over

95%

of parents say play is **essential** for their child's wellbeing and development

83%

of children say they **learn better** when it feels like play

93%

of parents think play should be used as a **tool** for child development and learning in schools



Families who play together for

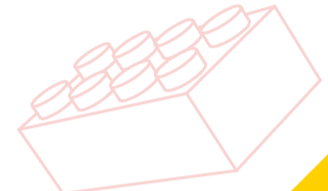
+5 hours

a week are happier than those who play together for

-5 hours

88% and 75% respectively

Play makes **families...**



93%

of children say playing with their parents makes them **feel happy**

95%

of parents say that play **builds stronger family bonds** and helps communication

Play allows us to **unwind...**

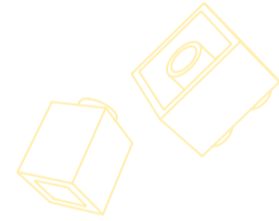
86%

of parents say that play helps them to **de-stress and unwind** from the day



87%

of children say play allows them to **relax, and switch off** from school



And prepares us for the **future...**

82%

of parents think children who play more will achieve **greater success** in higher education and work



95%

of parents say play helps develop **confidence, communication and creativity** – skills they rate as most **critical** for children's future success and wellbeing



But we struggle to prioritise play



38%

of parents say they don't feel they play enough



30%

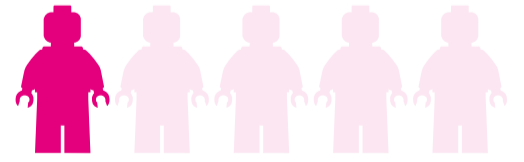
of families spend less than five hours playing together every week

10%

of families spend less than two hours playing together every week

61%

of parents get distracted when they do play



1 in 5 (17%)

children say they are **too busy to play**

Children have the answer:

Fluid play

The LEGO® Play Well Report found that children are pioneering a new type of 'fluid play', where they seamlessly blend real world, imaginary and digital play experiences to help them make the most of the time and space available.

Adopting a fluid play mindset will help us all discover fun new ways to prioritise and protect playtime.

