

Welcome to the

Parent Perception Play-off!

The LEGO® Idea

Conference 2019

The **LEGO** Foundation 

Round 1

Question 1



**How many of the 54 countries surveyed chose
TOLERANCE/RESPECT
more often than any other quality?**

Round 1

Answer

Question 1

12 out of 54 countries chose
TOLERANCE/RESPECT
more often than any other quality.



Australia
Chile
Colombia
Libya
Malaysia
Mexico
New Zealand
Poland
Sweden
Trinidad and Tobago
United States
Uruguay

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Round 1

Answer

Question 1

**The 11 Qualities survey
respondents could choose:**

- 
- 1. Determination, Perseverance**
 - 2. Religious Faith**
 - 3. Hard Work**
 - 4. Imagination**
 - 5. Independence**
 - 6. Obedience**
 - 7. Feeling Of Responsibility**
 - 8. Self-Expression**
 - 9. Thrift, Saving Money**
 - 10. Tolerance, Respect**
 - 11. Unselfishness**

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Round 1

Question 2

Which country was the most likely to choose IMAGINATION as an important quality for children to learn at home?

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Round 1

Answer

Question 2

Sweden

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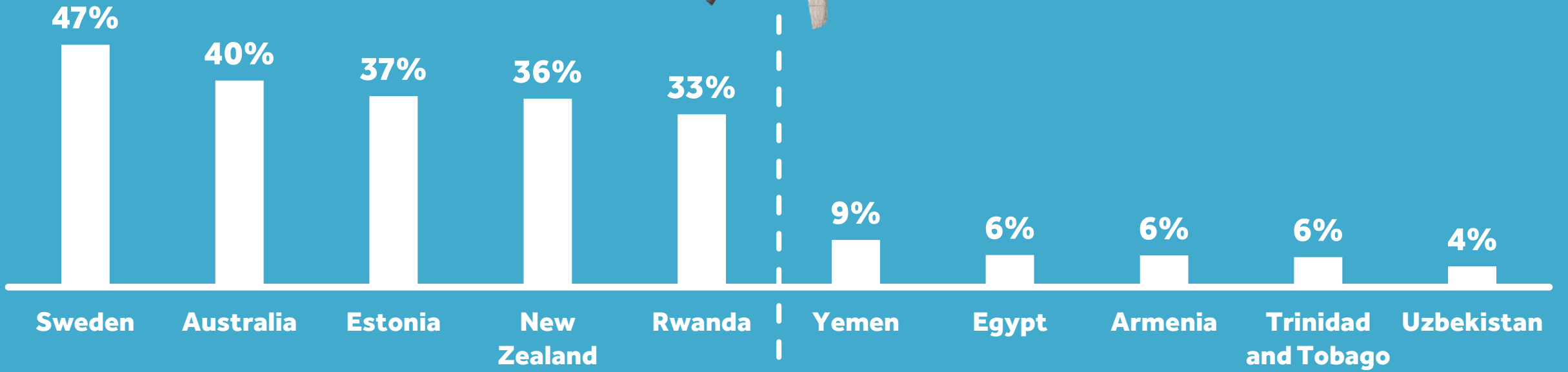
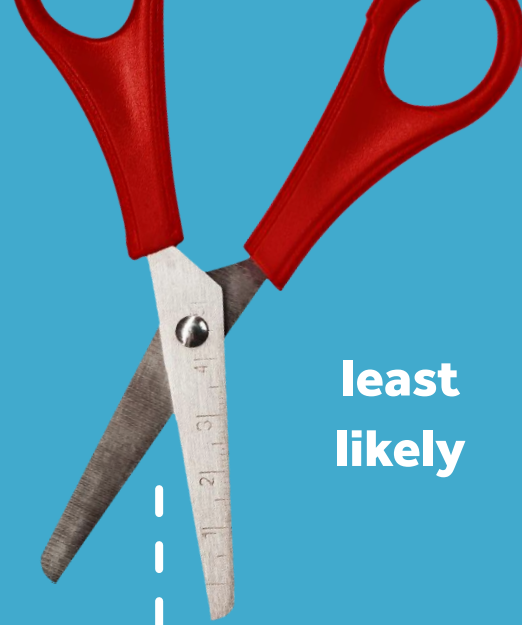
Round 1

Answer

Question 2

most likely

least likely



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Round 1

Question 3

**What percentage of parents
have a specific career goal
for their children?**

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Round 1

Answer

Question 3

83% of parents
have a specific career goal
for their children.

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Medicine, engineering and computer science were parent's top career preferences for their children

Medicine

Average



Top 5

- 33% UAE
- 31% Indonesia
- 27% Turkey
- 25% Malaysia
- 23% Brazil

Engineering

Average



Top 5

- 18% Malaysia/Brazil
- 16% UAE/Mexico
- 14% India / USA
- 11% Canada
- 10% Indonesia

Computer Science

Average

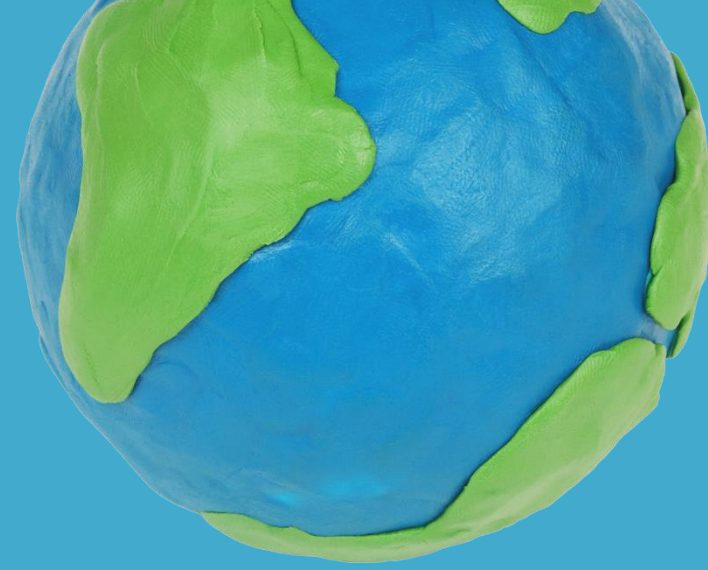


Top 5

- 18% India
- 11% UAE/Indonesia
- 10% USA/Mexico
- 9% Turkey/UK
- 7% China/Australia

Round 1

Question 4



What do parents see as the most important skill children can gain from university?

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Round 1

Question 4

Answer

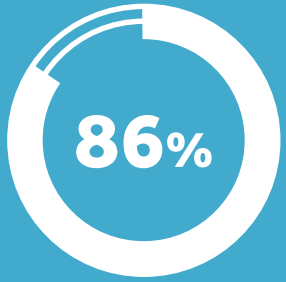


**Parents see INDEPENDENCE /
becoming independent as the most important
skill children can gain from university.**

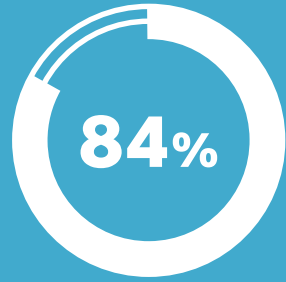
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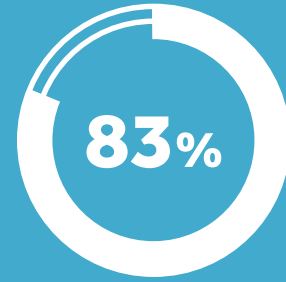
2019



Becoming independent



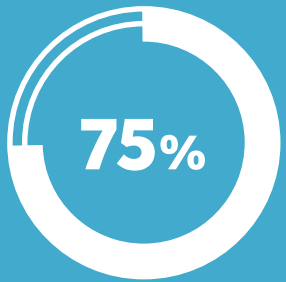
Learning to become financially responsible



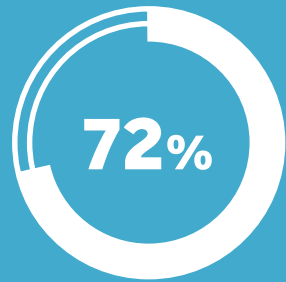
Being socially confident



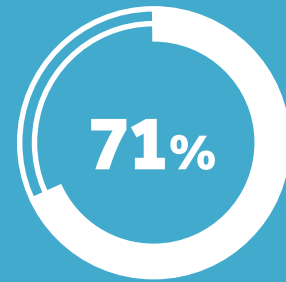
Becoming knowledgeable about the wider world



Developing strong leadership skills



Mixing with people from a diverse range of backgrounds



Developing IT skills

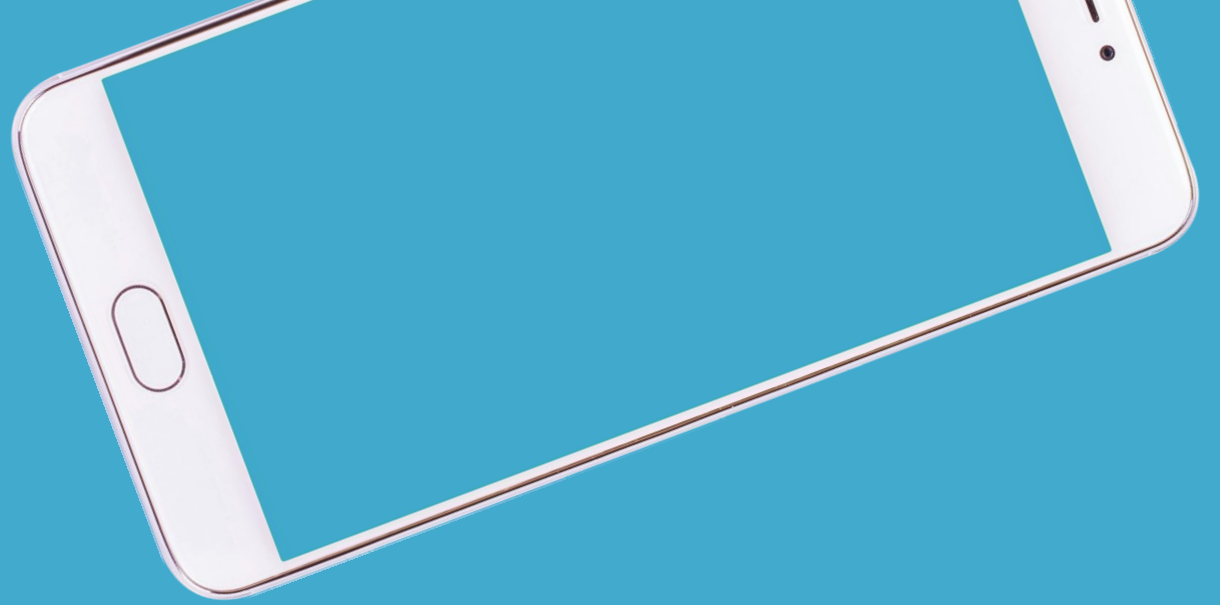


Excelling academically

Round 2

Round 2

Question 1

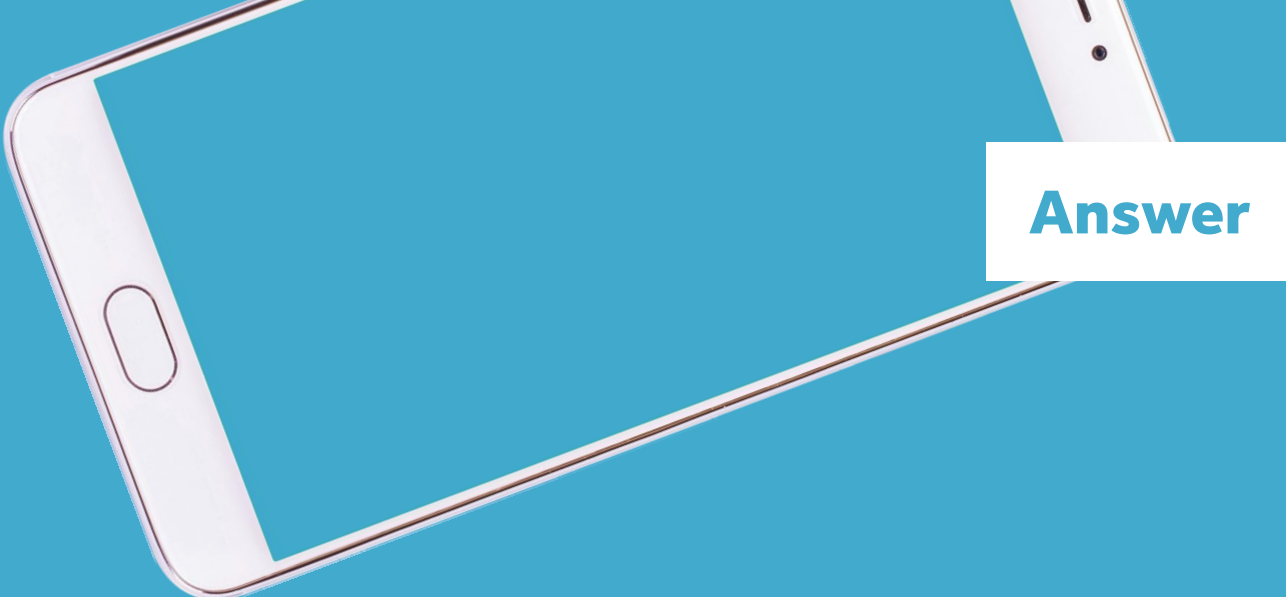


What percentage of parents believe that mobile screen time has a POSITIVE effect on their children's problem-solving and learning skills?

Round 2

Question 1

Answer



51% of parents believe that mobile screen time has a POSITIVE effect on their children's problem-solving and learning skills.

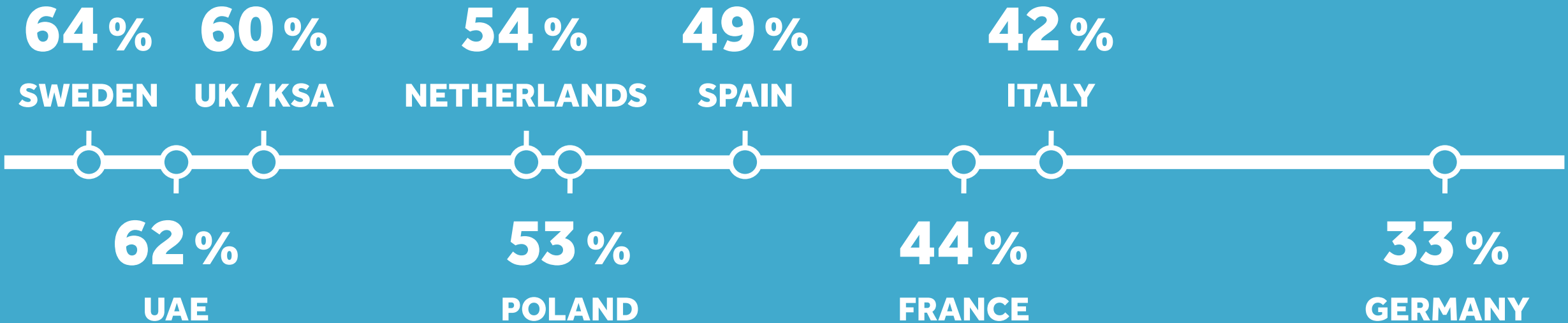
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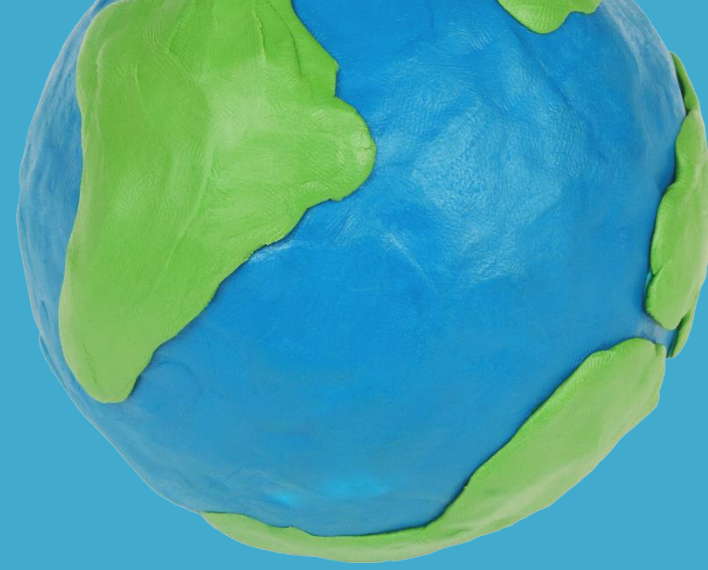
51% of parents believe that mobile screen time has a POSITIVE effect on their children's problem-solving and learning skills.

Result per country
(highest and lowest)



Round 2

Question 2



In which country did parents report spending the MOST time helping children with education?

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Round 2

Question 2

Answer



Of 29 countries surveyed, parents in INDIA reported spending the most time helping children with education (7 hours per week).

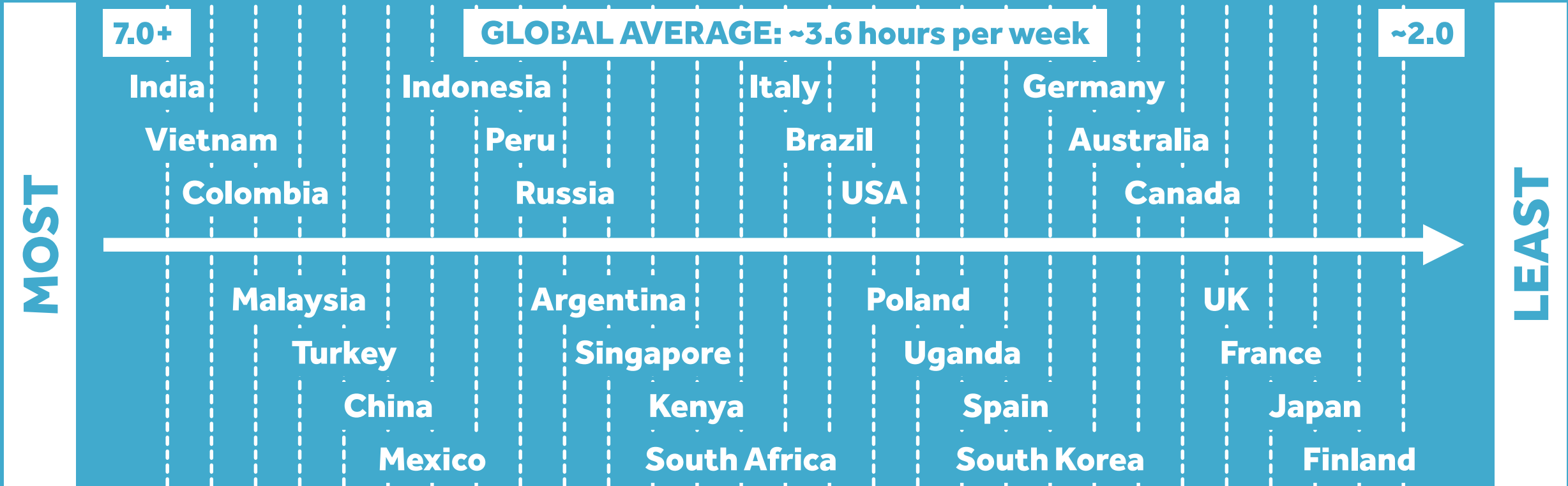
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Time spent helping academically with homework per week

Average time spent per family, most to least



Round 2

Question 3



What do parents report causes them the most anxiety about their children in school?

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Round 2

Question 3

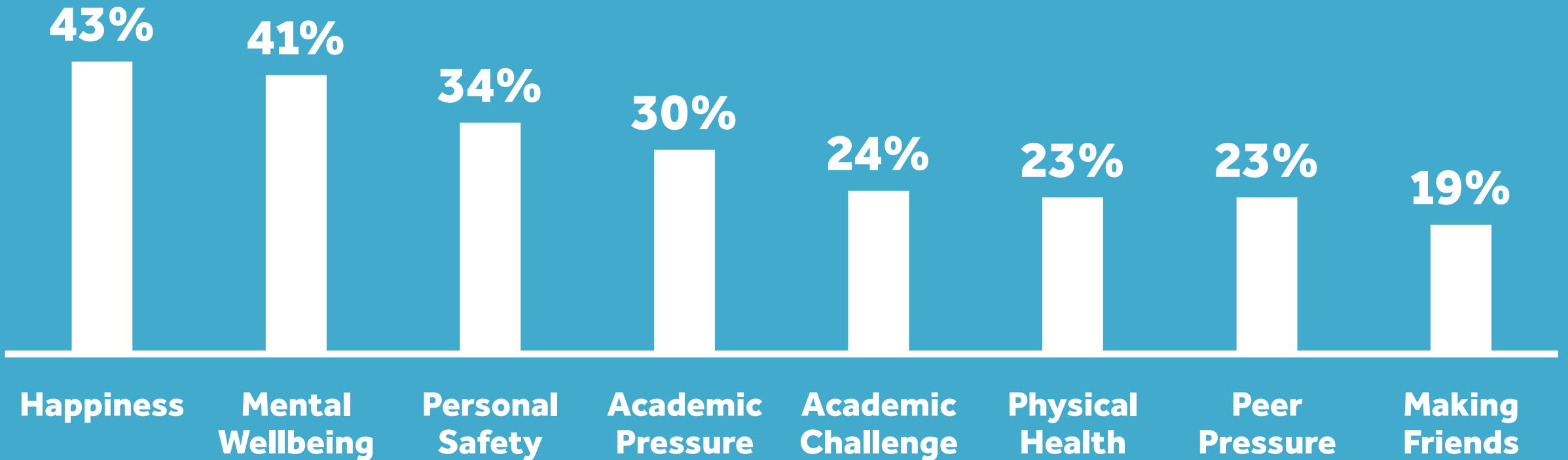
Answer

Whether their children are:
HAPPY!

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Happiness was the top concern, followed by mental well-being including bullying



Round 2

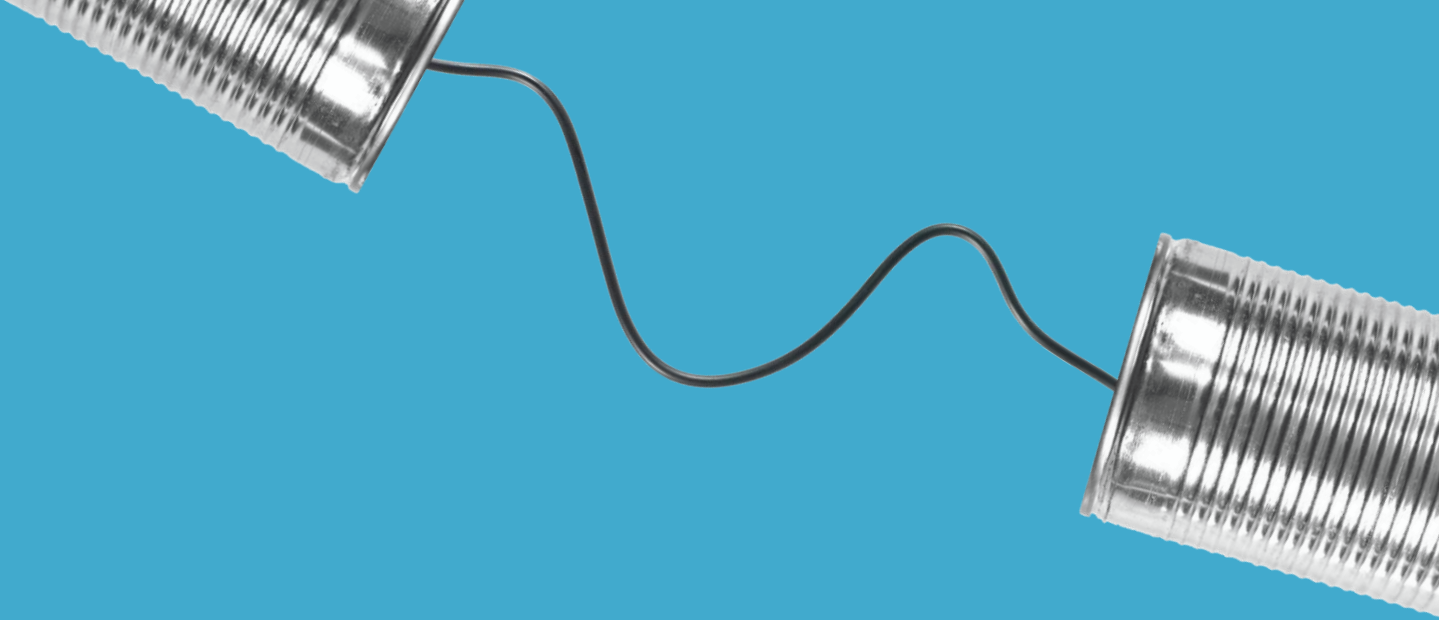
Question 4

What is the average amount of time children spend on connected mobile devices?

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Round 2

Answer

Question 4

2 hours 35 minutes per day

**Average time spent by Children
on connected mobile devices**

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Children spend more time on connected devices than playing outside!



2 hours 35 minutes

Average time spent on connected mobile devices (across weekends and weekdays)



1 hour 58 minutes

Average time spent playing outside (across weekends and weekdays)

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Thank you

for playing!

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