

PlayUnstoppable PlayUnstoppable

Research conducted by the LEGO Group on societal trends affecting children's creative confidence shows that girls are innately creative, but fear of failure and pressure of perfectionism pose a risk, particularly for girls, in holding them back from reaching their full creative potential. The culprit? Our everyday language.

Here's what we found:

Girls as young as 5 feel confident in their creativity (76%) but this declines as they get older due to pressure of perfection...

66% of all girls feel worried to share their ideas.

72% of girls worry about making mistakes.

71% of parents agree saying girls are more likely than boys to hold back developing their ideas, because of these pressures.

75% of parents say girls are more likely than boys to worry about judgement from others on their creative ideas and work.

71% of parents say girls are more likely than boys to be afraid of making mistakes.

And our everyday language is playing a part...

71% of girls aged 5-12 say language they hear makes them worry about making mistakes.



...and not only this but findings highlight a significant societal bias disproportionately impacting girls....

Society is around **7x** more likely to attribute terms like 'sweet', 'pretty', 'cute' and 'beautiful' exclusively to female creatives.

While terms like 'brave', 'cool' and 'genius' are **twice** as likely to be attributed to male creatives.

Half of children believe adults listen more to boys' creative ideas than those of girls...and...

Parents agree – **68%** say that society takes male creatives more seriously than females.

If grown-ups praise mistakes as learning opportunities and show more interest in creative processes instead of focusing on final outputs, girls say that they would be....

more confident to show what they have done.

89%

less worried about making mistakes.

86%

more likely to think making mistakes is normal and OK when creating new ideas and work.

88%

more likely to believe that making progress is more important than to always be perfect.

87%

Every girl deserves to have the freedom to play unstoppable!

90% of girls say they highly value LEGO® play as a way to experiment.

91% feel it makes them more confident in their creative skills.

84% feel it helps them learn that progress is more important than perfection.

82% feel it helps them overcome fear of mistakes.

Parents share these beliefs with over **eight in ten** also adding that LEGO play helps their child appreciate mistakes as a natural part of the creative process.

Let's remove the pressure for perfection and celebrate girls' creativity. Starting with our language.

