

Rough and Tumble

www.landsend.co.uk/roughandtumble

OUTDOOR PLAY - PARENTS HAVE THEIR SAY

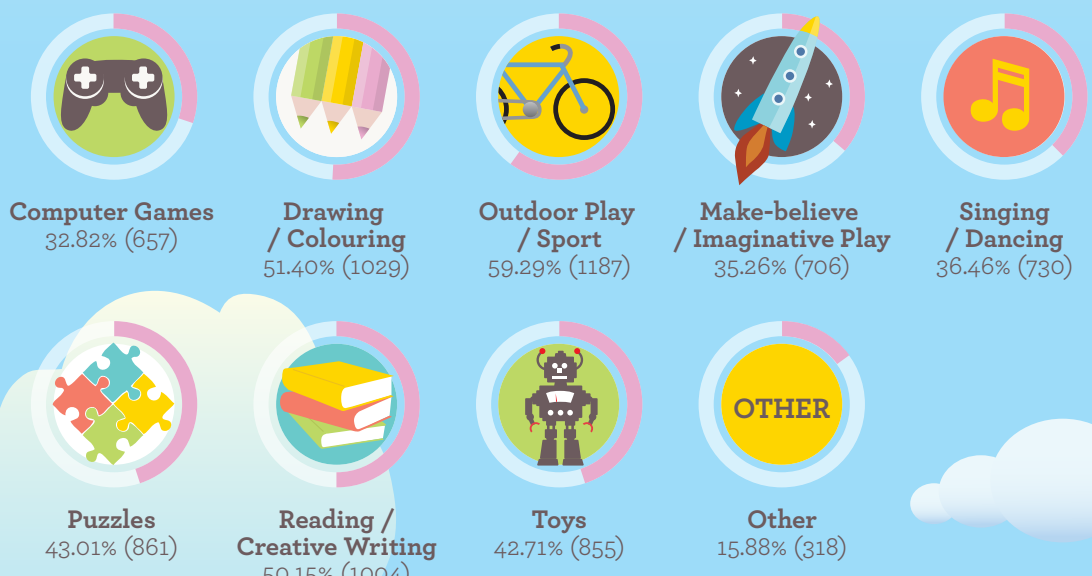
A poll of 3020 parents in the UK



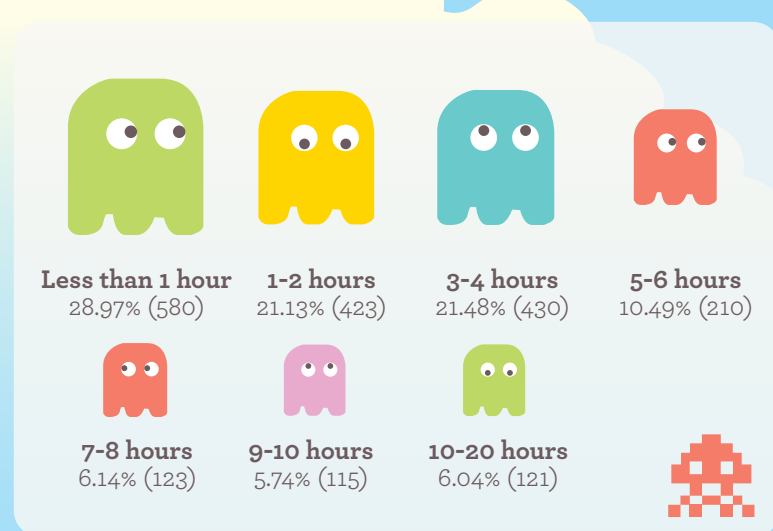
HOW MUCH TIME DO YOU SPEND IN OUTDOOR ACTIVE PLAY WITH YOUR CHILDREN PER WEEK?



WHICH OF THE FOLLOWING ARE INCLUDED IN YOUR TIME SPENT WITH YOUR CHILDREN?



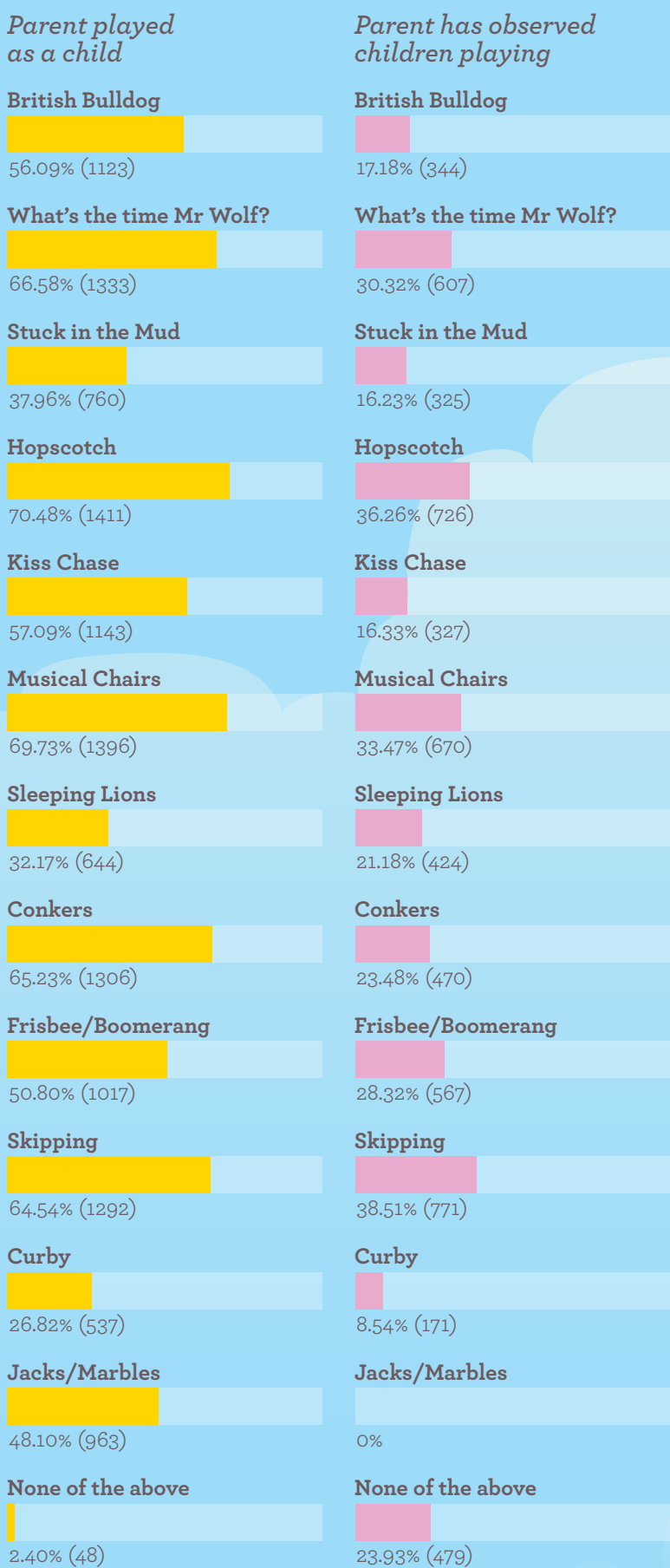
HOW MANY HOURS A WEEK DOES YOUR CHILD PLAY COMPUTER GAMES?



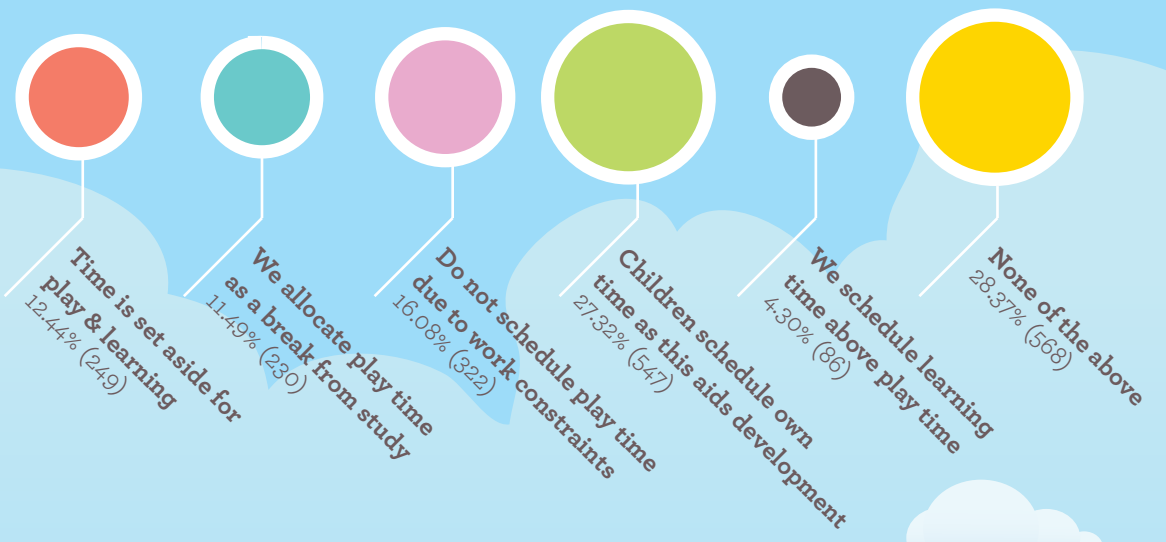
87% OF PARENTS BELIEVE OUTDOOR PLAY ENCOURAGES SOCIAL DEVELOPMENT IN CHILDREN

87.61% (1754) agreed, 7.69% (154) disagreed, 4.70% (94) undecided

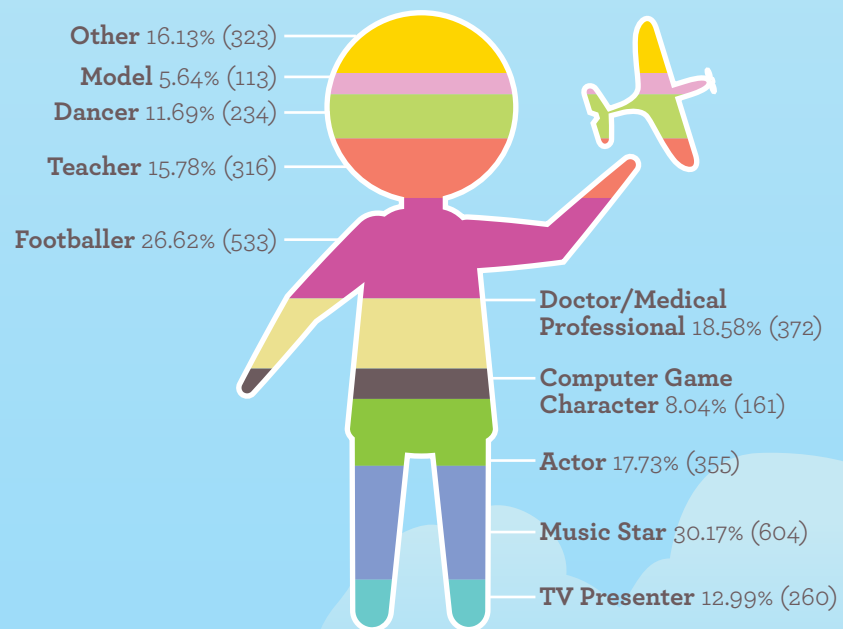
TRADITIONAL OUTDOOR GAMES



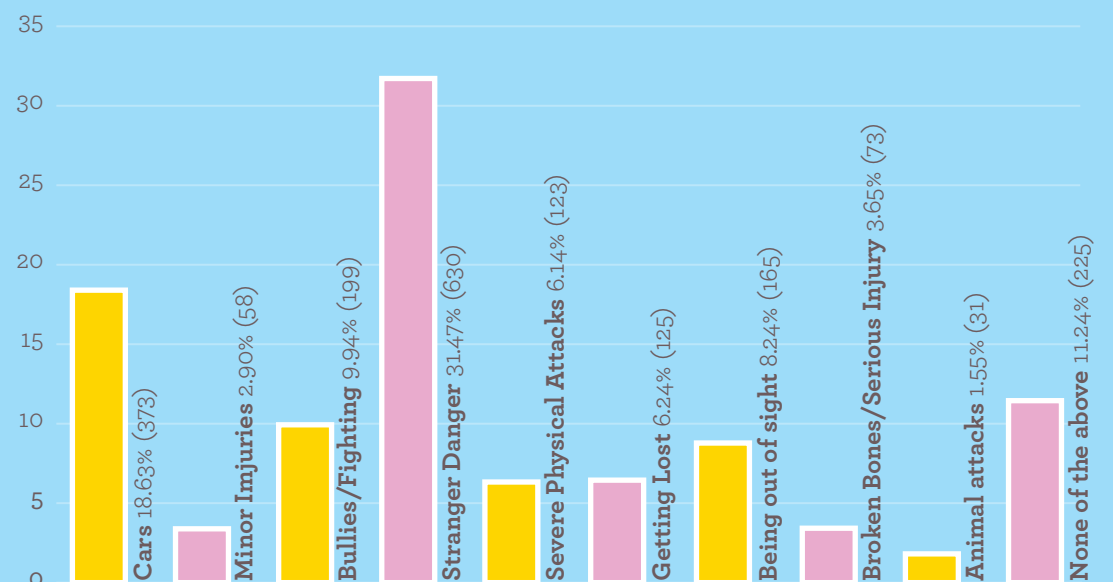
WHICH OF THE FOLLOWING BEST REFLECTS THE CHILDRENS PLAY IN YOUR HOME?



WHO DO YOU THINK YOUR CHILDREN MOST ASPIRE TO BE WHEN THEY GROW UP?



WHAT CONCERNS DO YOU HAVE WHEN ALLOWING YOUR CHILDREN TO PLAY OUTSIDE?



IS ONLINE PLAY SAFER THAN OUTDOOR PLAY?

