



## MOMS JUST WANT TO HAVE FUN!

**Gymboree Play & Music Reveals  
Moms Crave More Play Time With  
Their Kids Every Day.\***

### MOMS NEED MORE PLAY IN THEIR EVERYDAY.

**74%**

of moms wish they spent more time playing with their child each day, on average, an additional **45 minutes**.



**69%**



### OF MOMS SAY IT'S DIFFICULT TO FIND TIME TO PLAY WITHOUT DISTRACTIONS.

A 45-minute Gymboree Play and Music class is a fun choice for moms – and child – to incorporate more play in their day – without distractions!

### MOMS HAVE AN IMPORTANT WISH FOR THEIR CHILD

**93%**

hope their child never goes a day in their life without play.



### SHE'S NOT A REGULAR MOM; SHE'S A "FUN" MOM

While nearly half (46%) of moms share the title of "fun" parent, a **quarter (27%)** say they're the "fun" parent in their household.

### LESS (ADVICE) IS MORE



**82%**

of moms receive **unsolicited parenting advice** at least once per month. Gymboree Play & Music centers provide a place to play freely without judgment.

**30%**

unsolicited advice from siblings

**18%**

asked advice to siblings

### WHO KNOWS BEST

Your own mother apparently.

**62%**



**53%**



**43%**



**16%**



- unsolicited advice from parents
- asked advice to parents
- unsolicited advice from in-laws
- asked advice to in-laws

### SHAPING THEIR OWN PARENTING PATH

Today's moms are shaping their own parenting path. The most common parenting styles moms say describe them are "new" – **Eclectic Parenting** and **PlayFull Parenting** – and Gymboree Play & Music agrees. Each mom has her own, unique parenting style, so why should we stereotype?



\*KC Research survey with 1,000 U.S. moms of kids ages 0-5 between April 15-22, 2016.

GymboreeClasses.com

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A WORLD OF LEARNING THROUGH PLAY

