

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**.





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

A 45-minute Gymboree Pay 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



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.

IFSS (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%

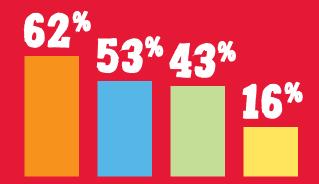
unsolicited advice from siblings

12%

asked advice to siblings

WHO KNOWS BEST

Your own mother apparently.



- 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









