

Child's Play

Over 4,000 mums in the Your Baby Club network shared their perspectives on early child development and play (2020).



FanFindersTM
your baby club

Happiness (84%), kindness (56%) and being respectful (49%) are the qualities mums most want their children to develop

88% of mums believe that 'child development begins at birth'

86% of mums said they are interested in tracking developmental milestones

And a third of mums said they felt pressure to ensure their child develops at a certain pace



Top activities expectant mums believe support healthy development:



Most common daily activities for mums with young children:



- **Over 76% of mums** consider playing and toys 'vital' for their child's development
- **88% of mums** say they actively encourage 'child-led play'
- **70% of expectant mums** hope to spend 3 hours+ playing with their child each day and 66% of mums with young children manage this daily
- **Over a quarter of mums** worry about how much time they get to spend playing with their child



- **Almost 30% of mums** will be buying more toys as they are concerned about 'lack of social interaction'
- **30% of mums** said they are 'really nervous' about interaction, with over 2/3 expressing a change in their attitudes towards play dates
- **Both expectant mums and those with young children** consider education and developmental potential the most important feature of a toy