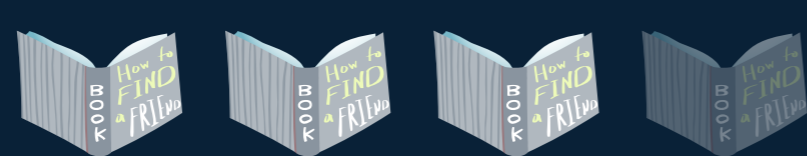


# Once upon a time...

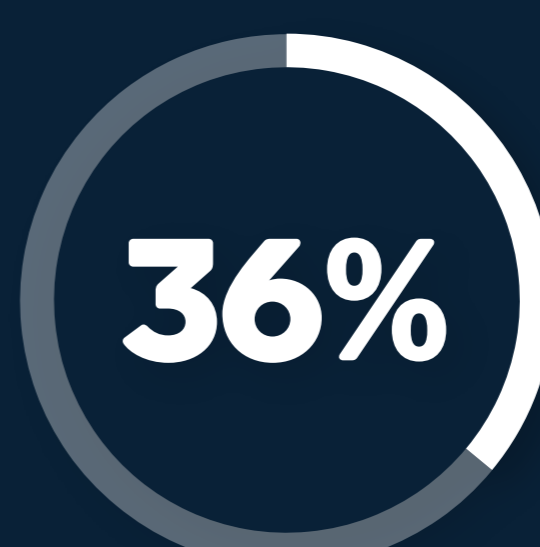
Moms and dads reveal their bedtime storytelling routines...



love putting their children to bed and reading or telling a story



**3 in 4** parents wish they could never stop telling stories



say it's the most quality time they get with their children



## When do parents start reading bedtime tales?

**20%**

started reading to children before they were even born

Parents don't stop telling their children bedtime stories until the age of eight



**15%**

started reading their children bedtimes tales from the moment they came into the world



**93%** of doting parents agreed it's important to tell children stories before they go to sleep



## How much time parents spend with reading tales to their children?



the average parent will spend just shy of **15 MINUTES** each evening reading books

**8 in 10** said bedtime and the bedtime routine is one of the best things about being a parent



**21%**

are more likely to opt for using their imagination and conjure up a fairytale

**41%**

are more likely to read stories from a book

