



## GoodNites® Reports Bedtime Routine Survey Highlights

### **Routines are Routine**

The majority of parents (91 percent) have established bedtime routines with their children. On a typical night, the last thing children do before bed is:

- Read or is read a story 38 percent
- Goes to the bathroom 27 percent
- Brushes teeth 21 percent
- Has a drink of water 15 percent

### **Bedtime Butterflies**

Feeling safe and secure at night is a big factor in getting a good night's sleep. Luckily, a few things do make children feel at ease before bed.

- Being tucked in 51 percent
- A favorite stuffed animal/blanket 50 percent
- Nightlight 48 percent

### **Good Night, Sleep Tight!**

Many things can cause a child to have problems sleeping through the night. Factors that disrupt children's sleep include:

- Nightmares 59 percent
- Trips to the bathroom 28 percent
- Hunger/thirst 22 percent
- Bedwetting 21 percent

### **Bedtime Struggles**

Nighttime can be a stressful time for parents, too. Topping the list of nighttime stressors is getting the kids to finish up homework (32 percent), followed by getting the kids to sleep (28 percent) and getting the kids ready for tomorrow's activities (28 percent).

### **Kids Just Want to Have Fun**

While a little more than half (53 percent) of children readily go to bed most nights, 8 percent rarely or never go to bed willingly. The biggest reason for this? Most children (46 percent) just want to stay up later!

### **Favorite Bedtime Activities**

The following lists the top favorite moments parents spend with their children before bed:

1. Cuddling
2. Story time
3. Hugs and kisses goodnight
4. Talking about the day
5. Tucking in
6. Singing songs
7. Playing together
8. Watching TV
9. Saying "I love you"
10. Bath time

<sup>1</sup> The GoodNites survey was conducted to evaluate the bedtime routines and activities of parents and their children. Fielded by Impulse Research in July 2007, the study surveyed 1,555 adults with children between the ages of 5 and 12 nationwide via the Internet. Survey findings have a +/- 3 percent margin of error.