Bonding, Bubbles and the Brain:

JOHNSON'S GLOBAL BATH TIME REPORT

To discover what bath time means to moms and dads, JOHNSON'S® Brand commissioned Harris Poll to survey more than 3,500 parents of 0-3 year olds around the world. Here's a look at what they had to say:

First time newborn parents can't get enough of baby's after-bath smell



say I can't stop smelling my child because he/she smells so good

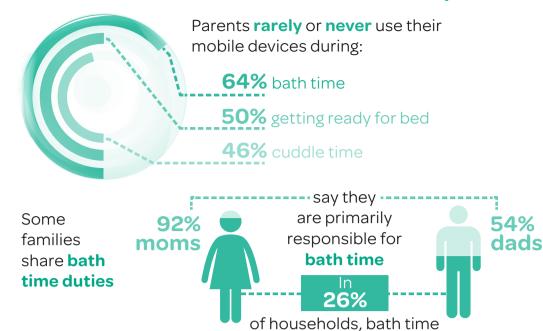


say it's a smell that makes me feel good

57%

say it's a smell that makes me want to keep holding my child

Bath Time is a Tech-Free Family Time



Parents Value Bath Time as Bonding Time... But May not Consider Bath Time as More Than That

9 out of 10 parents say that bath time is so much more than getting their child clean; it's:



activity





Some of the best quality time



A good bonding experience

23%

of parents say bath time is extremely important to their child's brain development

Nearly 1 in 4 believe it is not important



ONLY 23% of parents

is a two parent job

understand that baby massage is extremely important to their child's

brain development

say it's not at all important





68% "I love the bath"

39% "it's my favorite time"



are important to bath time, although they can help children learn

their child's

Parents say the

following are

important to

extremely

But fewer see them as extremely important during



brain

development





69%



52%

Eye

Bath Time Around the World The average bath time is 23 minutes, 6x a week - that's 10 hours a month of bath time!

21.0 minute bath time 10.4x/week

Brazil

24.9 minute bath time 4.9x/week

23.2 minute bath time 4.0x/week

China

22.2 minute bath time 6.7x/week

18.2 minute bath time 7.4x/week

26.2 minute bath time 4.5x/week

23.2 minute bath time 5.3x/week

United Kingdom

United States

Canada

India **Philippines**

The JOHNSON'S® Global Bath Time Report was sponsored by Johnson & Johnson Consumer Companies, Inc. and conducted online by Harris Poll in November 2014 among 3,574 parents of 0-3 year olds aged 21 and older in Brazil, Canada, China, India, Philippines, UK and US

