

'Tis the Season to be Active

How do parents (and kids) *really* spend their time during the holiday season?

GIFT GIVING

Parents want to feel good about gifts they give to their kids.

85% of parents buy gifts for the family to share

80% of parents are willing to spend more money on a gift for their children if it is educational

25% of parents purchase the items that have been indicated as the "hottest for the season" (if they can find it!)



Gift Recommendation!



An educational, active video game console, such as LeapFrog's LeapTV for kids 3-8, is a great way to keep kids moving together this winter season.



ACTIVE PLAY IS HERE TO STAY

Even when it's cold outside, keeping kids active is a top priority for parents.

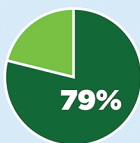
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Active play is the top choice for how parents would LIKE to spend their time with their kids during the winter season

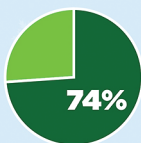


LAST PLACE: Nearly 80% would rather do anything other than shop with their kids

Parents say kids spend most of their time during winter season with indoor physical activities or games, followed by:



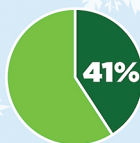
Reading



Watching TV



Playing Video Games



Chores

Gift Recommendation!

A wearable activity tracker, such as LeapFrog's LeapBand for kids 4-7, will get them up and active while stuck in the house when it's cold outside.



COOL DOWN

Aside from all the play, parents say their kids are still reading.

4 out of 5 parents say their kids enjoy a good book when it's cold out



Gift Recommendation!



Get access to 1000+ educator-approved games and apps for reading, math and more with a learning tablet, such as LeapFrog's LeapPad3.



For more gift ideas, visit www.leapfrog.com.