

# "PARENTS, WE HAVE

# A PROBLEM: KIDS WANT MORE

# SCIENCE THAN THEY'RE GETTING"

AN INTRODUCTION TO THE SCIENCES AT A YOUNG AGE HAS NEVER BEFORE BEEN MORE IMPORTANT FOR THE FUTURE SUCCESS OF TODAY'S CHILDREN. IN HONOR OF THE RECENT APOLLO 11 ANNIVERSARY ON JULY 20TH, KID BUNCH SET OUT TO SEE WHAT CHILDREN REALLY THINK ABOUT SPACE, STEM LEARNING OPPORTUNITIES, AND USING TECHNOLOGY FOR EDUCATIONAL PURPOSES.

KIDS  
AGES 7-10

PARENTS

79%



OF CHILDREN BELIEVE  
ALIENS ARE LIVING IN SPACE.

31%

OF PARENTS BELIEVE HUMANS  
WILL COLONIZE MARS DURING  
THEIR CHILD'S LIFETIME.

## DO YOU BELIEVE THE APOLLO 11 MISSION AND FIRST MOON LANDING REALLY HAPPENED?

84%

YES

12%

NOT  
SURE

4%

NO

75%

YES

15%

NOT  
SURE

10%

NO

## WOULD YOU LIKE TO LIVE ON ANOTHER PLANET WHEN YOU GROW UP?

32%

YES

39%

MAYBE

29%

NO WAY



7 OUT OF 10 CHILDREN WISH THE U.S  
STILL SENT SHUTTLES WITH  
ASTRONAUTS ON THEM TO  
EXPLORE SPACE.



84%

OF PARENTS BELIEVE IT'S VERY  
IMPORTANT FOR CHILDREN TO LEARN  
ABOUT SPACE PROGRAMS. YET ONLY

39%

OF PARENTS THINK SPACE PROGRAMS,  
IN THEIR PRESENT CONDITION,  
WILL BE IMPORTANT TO THEIR  
CHILDREN GROWING UP.

92%

YES

STRONGLY AGREE THAT STEM  
LEARNING SUBJECTS ARE THE MOST  
IMPORTANT FOR CHILDREN TODAY.

70%

YES

**QUOTE** "SCIENCE IS ALL ABOUT WONDER AND EXPLORING AND MOST KIDS LOVE TO  
EXPLORE, SO I THINK A LOT OF KIDS COULD BECOME SCIENTISTS OR SOMETHING  
LIKE THAT." - NINE-YEAR-OLD BOY, FUTURE "COP OR DOCTOR"

## HAVE YOU LEARNED A LOT ABOUT SPACE EXPLORATION IN SCHOOL?

26%

A LOT

54%

A LITTLE

20%

NONE  
AT ALL

8 OUT 10 PARENTS FEEL  
THERE NEEDS TO BE MORE QUALITY  
EDUCATIONAL MATERIAL FOR THEIR  
CHILDREN ON MOBILE DEVICES.



72%

YES

IF THERE WAS AN APP FOR MOBILE  
DEVICES THAT WAS A FUN AND EDUCATIONAL  
GAME ABOUT SPACE SCIENCE AND THE  
APOLLO 11 MISSION, WOULD YOU BE INTERESTED  
IN GETTING THIS APP?

74%

YES



BEAN BAG KIDS APOLLO 11 IS AN IOS ANIMATION, LESSON, STORY, AND  
GAME COMBINED INTO ONE BEAUTIFUL, 3D EXPERIENCE FOR THE ENTIRE FAMILY.  
DEVELOPERS KID BUNCH TEAMED UP WITH THE PRESTIGIOUS TOUCHSTONE RESEARCH  
INC. TO SURVEY OVER 600 FAMILIES!

FOR MORE RESEARCH AND INFORMATION ON BEAN BAG KIDS APOLLO 11, PLEASE VISIT [WWW.KIDBUNCH.COM](http://WWW.KIDBUNCH.COM)

Available on the  
App Store