

"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



KIDS
AGES 7-10



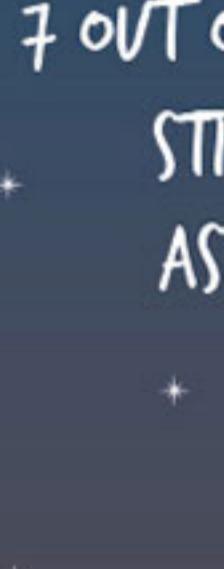
OF CHILDREN BELIEVE ALIENS ARE LIVING IN SPACE.

PARENTS

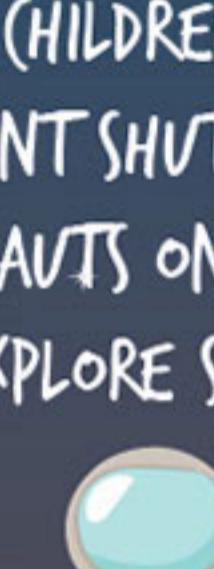


OF PARENTS BELIEVE HUMANS WILL COLONIZE MARS DURING THEIR CHILD'S LIFETIME.

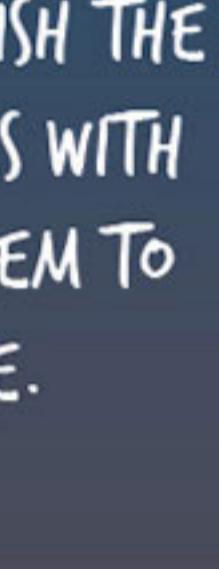
DO YOU BELIEVE THE APOLLO 11 MISSION AND FIRST MOON LANDING REALLY HAPPENED?



YES



NOT SURE



No



YES



NOT SURE



No

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



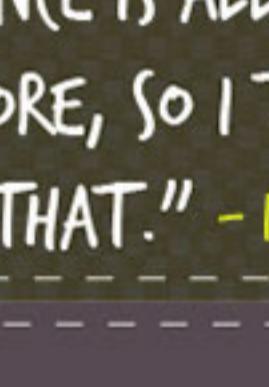
YES



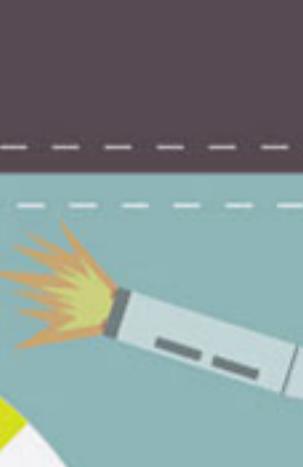
MAYBE



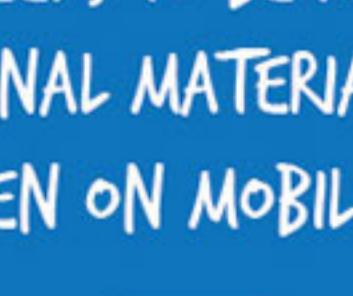
NO WAY



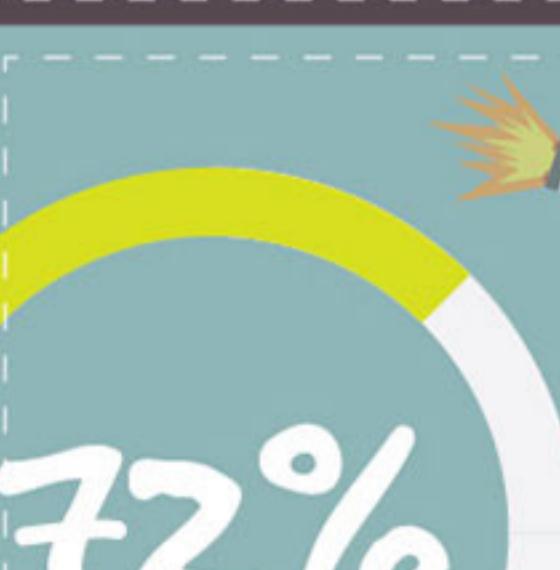
7 OUT OF 10 CHILDREN WISH THE U.S. STILL SENT SHUTTLES WITH ASTRONAUTS ON THEM TO EXPLORE SPACE.



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



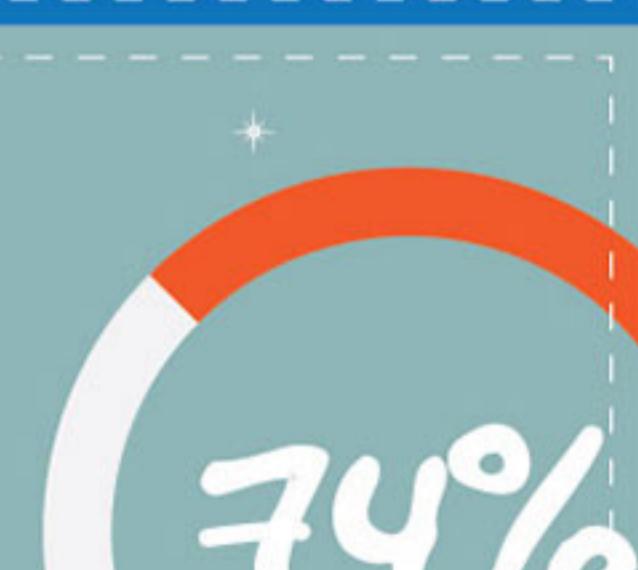
OF PARENTS THINK SPACE PROGRAMS, IN THEIR PRESENT CONDITION, WILL BE IMPORTANT TO THEIR CHILDREN GROWING UP.



YES



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



YES



YES

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



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 REINTERESTED IN GETTING THIS APP?



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

