

Romper and Too Small To Fail Partner On A Mother's Day Millennial Moms Survey

New York, NY — Thursday, May 11 — Romper, the leading website for millennial moms, and Too Small to Fail, an initiative of the Clinton Foundation and The Opportunity Institute focused on promoting children's early brain and language development, announced today they have partnered on a Mother's Day survey to shine a light on the time moms are spending with their young children and how to make the most of everyday moments. Over 500 millennial moms with children under 3 years-old were surveyed, and the results are now live on [Romper](#).

"The Clinton Foundation's early childhood work focuses on giving moms, dads, and caregivers the tools to help the children in their lives have the healthiest, strongest futures possible. This survey between Romper and Too Small to Fail looks at how new moms in the Romper community spend time with their kids, the challenges they face, and what they want for their children's futures. Data shows that new moms are juggling a lot, but that we all want to make sure our kids are set up for success in school and in life at every stage," said Clinton Foundation Vice Chair Chelsea Clinton, in an introduction to the survey results for Romper readers.

Highlights from Romper and Too Small To Fail's Mother's Day Survey

- Millennial parents spend a significant amount of time with their children, with **75%** saying they spend six or more hours a day with their children.
- **60%** of new moms reported they spend more time with their children than their partner or co-parent.
- **40%** said their school and work are the biggest barriers to quality time with their children.
- **61%** reported that bonding and establishing a connection with their child is the most important benefit of spending quality time.

"As a site focused on millennial parents, many of whom have very young children, Romper is thrilled to partner with Too Small to Fail," said Romper Managing Editor Margaret Wheeler Johnson. "The activities, tips, and tools that Too Small to Fail provides highlight the powerful role parents play and that no matter their schedule or income, they can make small moments big through the simple, daily interactions they share with their children. In fact, they may already be doing it. Every mom needs to hear that."

Along with the results, Too Small To Fail provides helpful tips on how to make the most of those simple but meaningful moments to support their children's early brain and language development. Tips for parents and caregivers can be found at www.talkingtoteaching.org.

About the survey: Romper and Too Small to Fail used SurveyMonkey to survey 583 American women 18 – 35 years old with children under age 3. Fifty-six percent of those surveyed have an annual household income of under \$50,000, and they are spread throughout the country. The South Atlantic region (Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida) was most represented, accounting for almost 21 percent of participants.

For more key findings, visit: <https://www.romper.com/p/how-much-time-do-you-spend-with-your-kids-millennial-women-weigh-in-56564>.

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About Romper

Romper is reaching a new generation of parents as the first digital media property written by millennial parents for millennial parents. Launched in November 2015, Romper is among the fastest growing parenting sites. <http://www.romper.com>

About Too Small To Fail

Too Small to Fail, a joint initiative of the Clinton Foundation and The Opportunity Institute, is leading a public awareness and action campaign to promote the importance of early brain and language development and to empower parents with tools to talk, read, and sing with their young children from birth. Today, almost 60 percent of children in the United States start kindergarten unprepared, lagging behind their peers in critical language, math, and social-emotional skills. Through partnerships with pediatricians, hospitals, faith-based leaders, community based organizations, businesses, entertainment industry leaders, and others, Too Small to Fail is meeting parents where they are to help them prepare their children for success in school and beyond. Whether at the pediatrician's office or the playground, Too Small to Fail aims to make small moments big by creating opportunities for meaningful interactions anytime, anywhere.

Learn more at www.toosmall.org. Find resources for parents and caregivers at www.talkingis-teaching.org or on Facebook (www.facebook.com/2smalltofail), Twitter ([@2SmalltoFail](https://twitter.com/@2SmalltoFail)), and Instagram (www.instagram.com/2smalltofail).