September 23, 2013

Play everywhere
Research Everywhere:

A full year in the making

Over 1,500 kids and parents

8 play and child development experts

7 cities including 14 playgrounds for qualitative work

National quantitative research

Mix of methodologies: Literature review, Play Expert Interviews, Play Journals, National Survey, Playground Observations & Intercepts, Co-Creation Sessions
Everyone recognizes the physical benefits of outdoor play.

Active Bodies:
- Provide exercise
- Challenge the body
- Energize
- Build motor skills and strength
We all know that play also challenges kids to foster…

Social Skills

I wish slides were huge. Everybody can sit on it! – Girl, 10

Creativity

You could pretend there is a warp portal at the end of the slide! – Boy, 10
We intentionally say “challenge” instead of “risk”

Parents and kids agree that **kids need challenge** to help them grow physically, cognitively, and social emotionally.

*He likes to climb from one to the other. He’s a daredevil.*

– Mom of Boy, 5
There were two big surprises…

**Stress**

Both kids and parents agree that play is the antidote to stress

*Kids are stressed*

*Stress relief is a top driver of play activities*
There were two big surprises…

Play Everywhere

Playgrounds are essential, but they are not enough

*Kids need and crave play as they walk, wait, travel, and hang out*
Access to playgrounds is not universal

Only 25% of kids 6-12 play at a playground daily, and only 60% play at least a few days a week.

Playgrounds are more frequented by kids who live within walking distance from one vs. those who don’t (63%* vs. 52%*).

By contrast, every kid has access to sidewalks, bus stops, etc., but those are not conducive to play… yet.

* Percentages show comparisons between groups in frequency of playing at a playground at least a few days a week.

Q9. We’d like to know how often you do each of them [AT LEAST EVERY DAY] [AT LEAST A FEW DAYS A WEEK]
So how do we get kids to play more?