







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

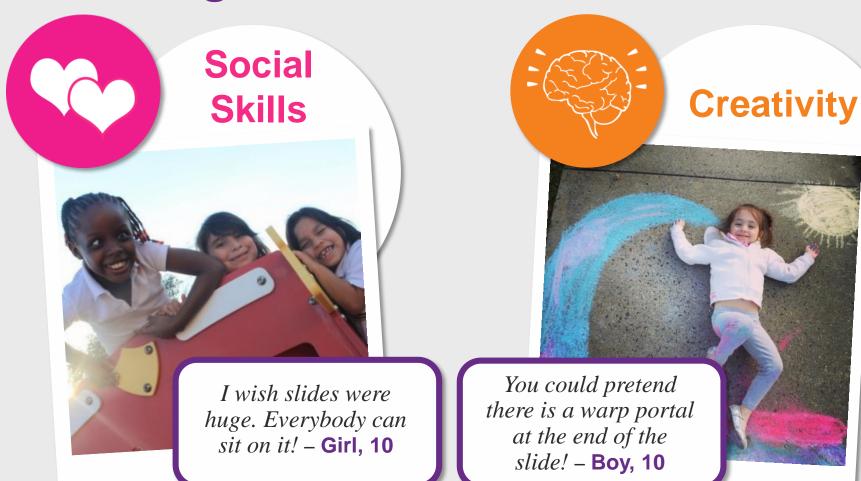
Mix of methodologies: Literature review Play Expert Interviews, Play Journals, National Survey, Playground Observations & Intercepts, Co-Creation Sessions







We all know that play also challenges kids to foster...

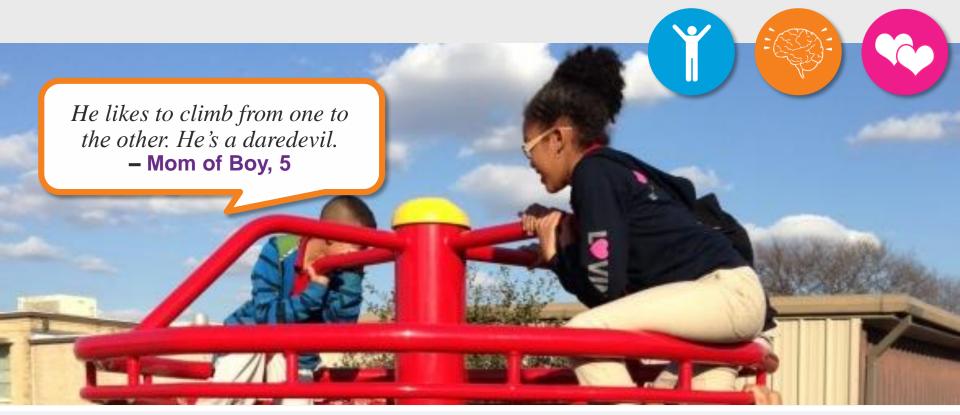






We intentionally say "challenge" instead of "risk"

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







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



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?

