

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?

