

# MOBILE PLAYGROUNDS

Kids, Families & Mobile Play



Mobile devices like Smart Phones, iPod Touches, and tablets are becoming important parts of the entertainment and learning lives of kids and families. Parents see them as “neutral” devices – neither isolating family members from one another, nor bringing them together – they are just a part of everyday life. Kids and parents use them both individually and together to play, read, learn, and relax; but they are eager to find more engaging ways to play together and learn.

## ABOUT PLAYSCIENCE

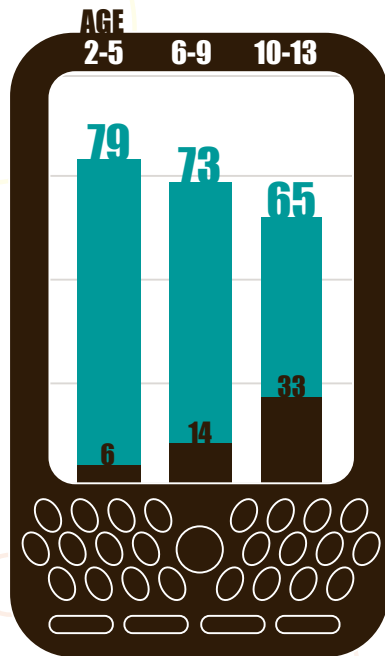
PlayScience is a research, consulting, development, and innovation firm on a mission to break down the walls between industry innovators, academics, and consumers. We are passionate about creating ground-breaking play and entertainment products that have a positive impact, especially for kids and families.

### Device Demos

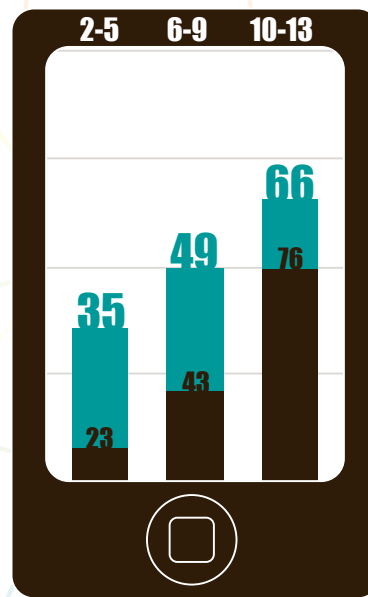
Overall, Smart Phones reign in the land of kids and digital mobile devices. Kids access them more than any other digital device, and use is consistent across household income levels. Not far behind are iPod Touches; and following at a distance are tablets and eReaders, both of which are more prevalent in higher income households. Older kids have more access to tablets, iPod Touches, and eReaders, while the youngest set gets on their parents' Smart Phones more than the other age groups. When it comes to having their own, kids are much more likely to have an iPod Touch.

PERCENT OF KIDS THAT HAVE ACCESS TO THE DEVICE

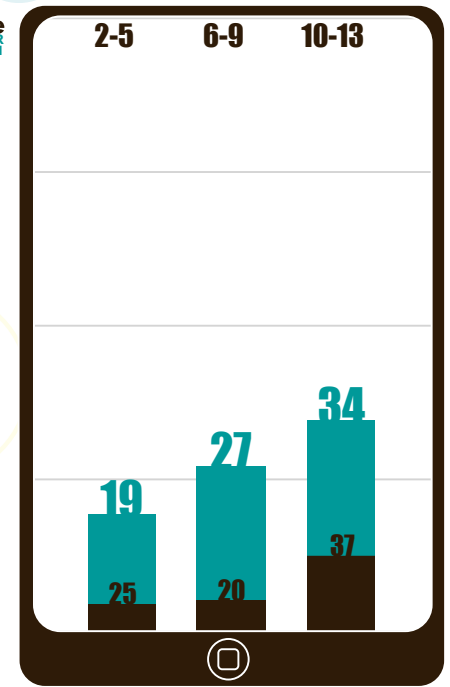
PERCENT OF KIDS THAT OWN THEIR OWN DEVICE



SMARTPHONE



IPOD TOUCH



TABLET

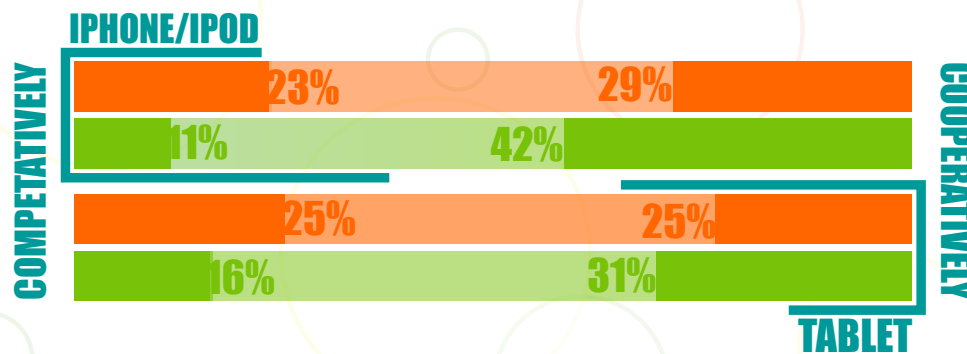
### eREADING

eReaders and eBooks are becoming an important part of digital life for families.

- One-quarter of families have an eReader in the home, a number that increases slightly as household income increases.
- Tablets are increasingly being used for reading too – 1/2 of kids are using interactive eBooks, and 1/3 are using non-interactive digitized books.
- Even with their small screen size, Smart Phones and iPod Touches are also sometimes used for interactive reading, with 1/5 of kids using interactive eBooks on those devices.

### PlayMates

There is significant opportunity for developing multiplayer games for kids and families on these mobile devices. Right now, parents and kids are often playing single player games in a multi-player fashion. Parents are more likely to be playing multi-player games with their older children (and boys), which may be in part because there are more age-appropriate (or intergenerational-appropriate) games for them. They also like mixing it up a bit when it comes to how they play – sometimes playing competitively and sometimes cooperatively (although dads tend to be slightly more competitively oriented). Parents would like to have more opportunities to play cooperatively together. And an overwhelming 84% of parents are interested in playing asynchronous games – those that don't require them to be in the same place with their kids at the same time.

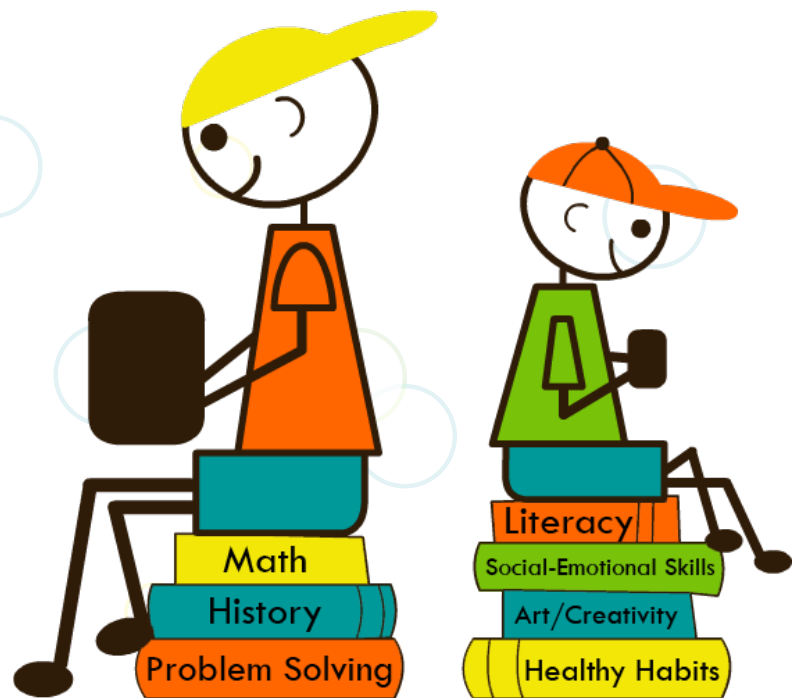


**HOW PARENTS PLAY**  
VS  
**HOW PARENTS WANT TO BE PLAYING**

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### SmartDevices

Although entertaining kids is key, parents also see these mobile devices as being important for learning. Parents of older kids feel that mobile devices are more educational for their children than parents of younger kids - especially when it comes to reinforcing academic concepts, learning new information, and having an impact on a child's future success. However, all educational content is not created equal. When choosing apps for their children, parents of younger kids are more likely to choose ones that focus on literacy or reading, art and creativity, social-emotional skills, and healthy habits or nutrition while parents of older kids are more likely to purchase apps that teach critical thinking or problem solving skills, math, and history.



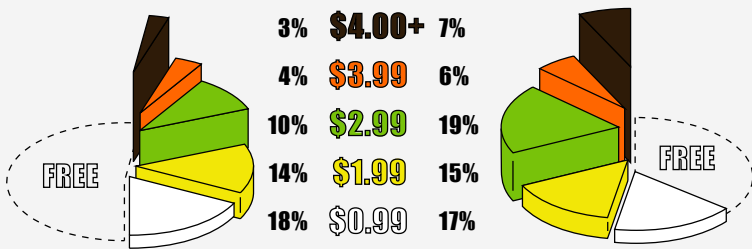
### METHODOLOGY

Data is from an online survey with our proprietary, nationally representative PlayPanel. We asked 531 parents of children 2-13 about the devices their children have access to, how they use them, and what motivates them to play.

### SmartDads

Dads play a critical role in kids' mobile play experiences. They are content "gatekeepers," as likely as moms to be downloading apps onto the devices, and more likely to be paying more for those apps (an average of \$0.45 more for phone apps and \$0.75 more for tablet apps). But they have a complex perspective on the impact of these devices - they are more concerned that mobile devices may isolate family members, but are also a bit more lenient on the rules surrounding mobile device use. And they are just as likely as Moms to value both entertainment and educational content – but are even keener on their kids learning about science, history, and foreign languages.

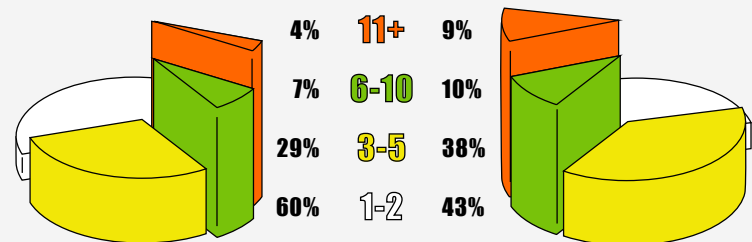
### AVERAGE AMOUNT SPENT PER APP



### SMARTPHONE

### TABLET

### AVERAGE NUMBER OF APPS PER MONTH



### PlayMoney

Mobile play translates to serious money. Parents tend to download between 1 and 5 apps a month for their child, spending slightly more for tablet apps than apps on smaller devices. When it comes to getting their own mobile device, kids are overwhelmingly acquiring new devices rather than ones that are purchased used or handed down. And these devices bring great value to parents – most importantly, they keep kids occupied while traveling and waiting somewhere; the educational benefits are important, but secondary.

There's a lot more data where this came from! For custom reports and data analyses, please contact us.



VALUES OF MOBILE PLAY

53%  
HELP TEACH NEW THINGS

57%  
PROMOTES TECH SAVVY

26%  
ISOLATES FAMILY MEMBERS

40%  
REINFORCES LEARNING

29%  
BRINGS FAMILY CLOSER

70%  
KEEPS CHILD OCCUPIED

39%  
PROMOTES FUTURE SUCCESS

47%  
RELAXATION

70%  
GOOD FOR TRAVEL

TOP 3 BOX 9-POINT SCALE  
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### CONTACT US

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