

Playgrounds in Restaurants: A Snapshot of Consumer Perceptions

We conducted a survey of 1,030 participants—both parents and non-parents—to understand how playgrounds influence restaurant choice, family-friendliness, and overall dining experiences. As part of the survey, we asked participants whether they have children and categorized their children's ages into four groups: 1-3 years, 4-6 years, 6-10 years, and 10+ years. The findings highlight clear benefits for branding and recommendations yet reveal mixed enthusiasm about paying extra for these amenities and a strong preference for physical play over digital alternatives.



Why is this *important*?

The data suggests that a playground can significantly boost a restaurant's family-friendly appeal and word-of-mouth recommendations. However, most patrons are hesitant to pay extra for the amenity, meaning owners should be prepared to carry the costs of setup and upkeep.

Physical playgrounds are also viewed more favorably than digital alternatives, indicating that genuine active play still resonates most with customers. For restaurants looking to stand out and cultivate a family-oriented reputation, integrating a well-maintained playground can create a positive impression, and encourage repeat visits.

Would you be more likely to visit a restaurant if a playground were available?

Children under 10
n=129

Yes

80%

With children 10+
n=430

Yes

27%

86% of parents with kids aged 4-6 say yes, the highest among all age groups.

Do you currently choose restaurants because they offer playgrounds for children?

Children under 10
n=129

Yes

54%

With children 10+
n=430

Yes

11%

53% of parents with 1-3-year-olds
prioritize playgrounds.

Would a playground affect your perception of the restaurant's atmosphere or dining experience?

Children under 10
n=129

Yes

70%

With children 10+
n=430

Yes

48%

No children
n=471

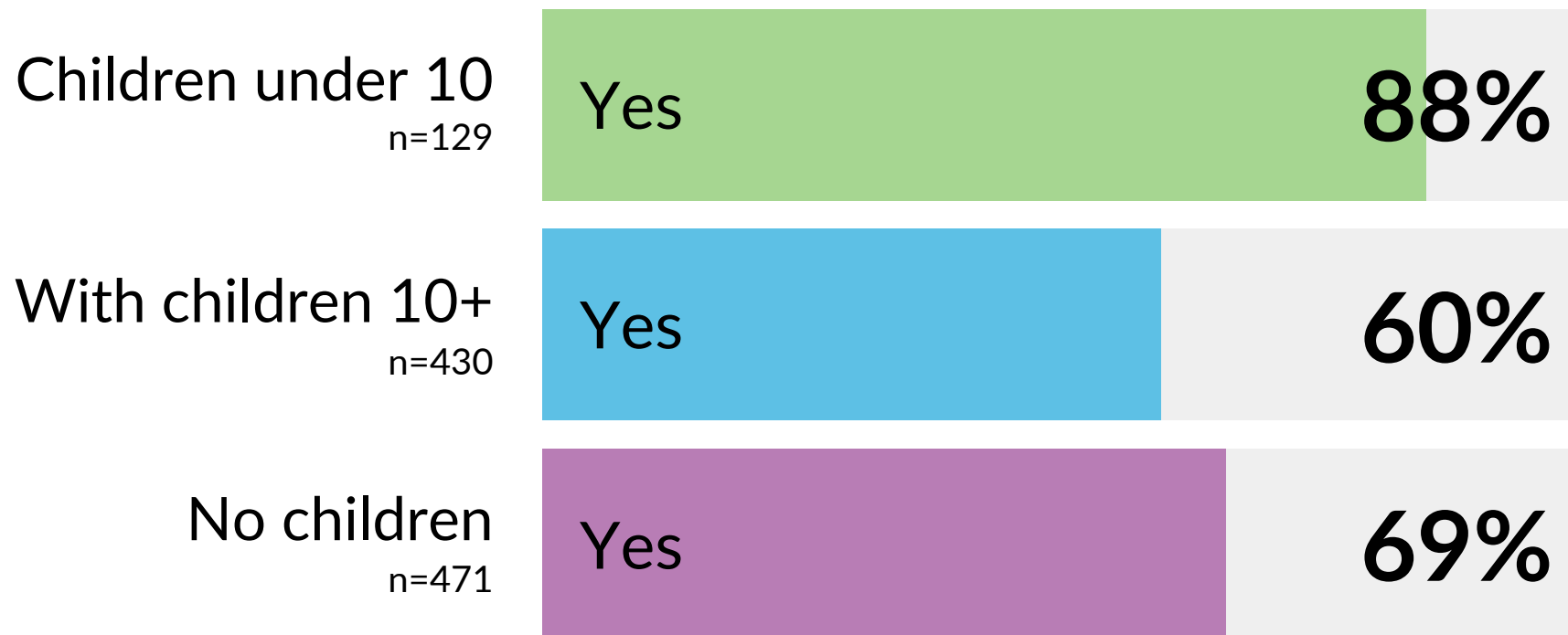
Yes

58%

77%

of parents with **1-3-year-olds** say yes, showing strong influence on young families.

Would having a playground improve your overall perception of this restaurant as family-friendly?



93% of parents with **1-3-year-olds** agree, showing the strongest impact in this group.

Would you be more likely to recommend this restaurant to other families if it had a playground?

Children under 10
n=129

Yes

83%

With children 10+
n=430

Yes

54%

No children
n=471

Yes

64%

88%

of parents with 4-6-year-olds would recommend it, showing strong word-of-mouth potential.

Would you be willing to pay a small premium for meals if playgrounds were offered?

Children under 10
n=129

Yes

52%

With children 10+
n=430

Yes

17%

67%

of parents with **1-3-year-olds** are willing to pay, the highest among all age groups.

Would you use a playground if it required a nominal fee for maintenance or cleaning?

Children under 10
n=129

Yes

45%

With children 10+
n=430

Yes

18%

57%

of parents with **1-3-year-olds** would pay, but willingness drops significantly for older kids.

Would a digital platform that offers educational content for your children during your visit enhance your experience?

Children under 10
n=129

Yes

64%

With children 10+
n=430

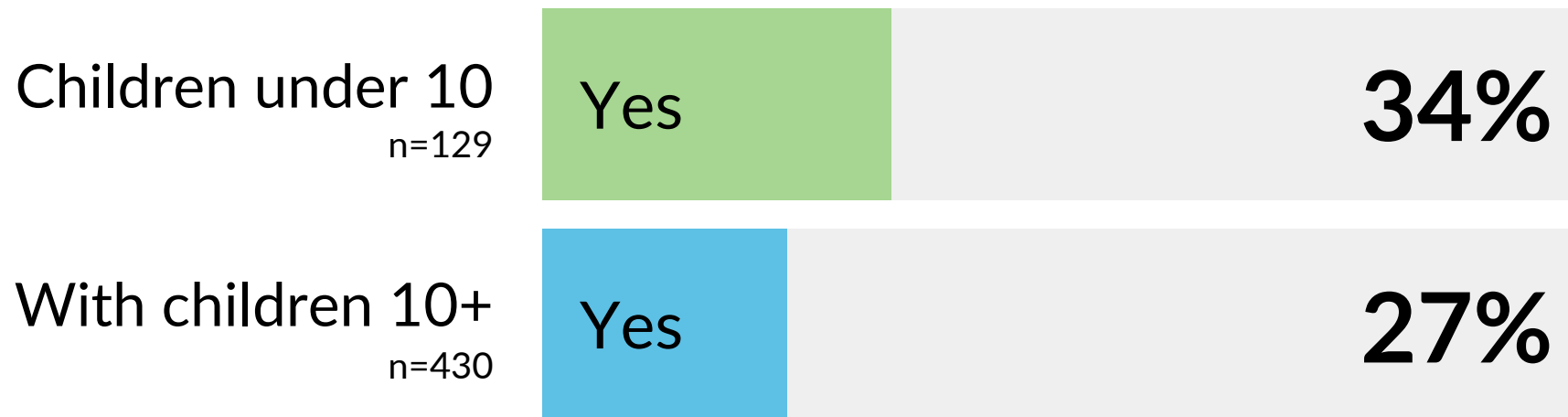
Yes

43%

71%

of parents with **4-6-year-olds** are interested, making this age group the most receptive.

Do you feel digital activities can effectively replace physical playgrounds in restaurants?



33% of parents with 1-3-year-olds say yes, reinforcing that physical play is preferred.

About *Intouch Insight*

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