



# Kids in Parks Data Report

as of December 31<sup>st</sup>, 2013

# Trail TRACKers

(Kids who register their hikes through the program's website)

As of December 31<sup>st</sup>, 2013:

Kids in Parks has had  
761 individual Trail TRACKers  
register a total of 1,290 Adventures

Average Age: 7.5



# Would You Return?



90% – said yes  
9% – said “maybe”  
1% – said “no”

More than 50%  
responded “Fun”  
when asked “Why?”  
they would return



# Returning Users



25% have returned for a second hike...

of which, 61% have registered more than 1 TRACK Trail location.

69% of kids who registered a city/county park, also registered a non-city/county park TRACK Trail.

# Health of Our Parks



41% had not been to the park before their visit

51% intentionally came for the TRACK Trail

13% indicated this was their first time hiking

3.83 – Avg. group size



# Health of Our Kids and Families

In 2011, KIP conducted an on-site observational study to determine our registration rate.

Through that study, the program determined it had a 3% registration rate. Based on that registration rate, Kids in Parks can extrapolate some larger health based outcomes:

As of December 31<sup>st</sup>, 2013, the Kids in Parks program has had **1,290 registrations**. At a 3% registration rate, that represents **43,000** kids who have hiked TRACK Trails.

If the average length of TRACK Trails is 1.3 miles long... and we assume that 75% of the participants completed the whole trail, then approximately **41,925 miles** have been hiked by kids on TRACK Trails. (approximately 1.5 trips around the Earth)



# Health of Our Kids and Families

If kids burn an average of 150 Calories per mile hiked, then approximately **6,300,000 Calories** have been burned by kids on TRACK Trails.

If, on average, it takes a kid half an hour to hike 1 mile... then **21,000 hours** have been spent unplugged and outside by kids on TRACK Trails.  
(approximately 875 days = 2.4 years)

AND, with an **average group size of 3.83**, all of those numbers can be multiplied by a factor of 4 to obtain the program's larger health based outcomes.



# Contact Information



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