

## BUDDING SCIENTISTS EAGER TO LEARN

By Nancy Zwiers

Whether building robots, collecting critters, or mixing chemicals, today's kids are eager to explore the world around them! According to a recent survey conducted by Funosophy, Inc., the preeminent brand building consulting firm for toys and entertainment products, kids are showing untapped interest in a variety of science and nature activity kits. More than 600 boys and girls ages 6-11 responded to this survey with a unified voice – they want to learn!

### Desire to Own – Kids Dig Earth Science!

An amazing 57% of total kids ages 6-11 expressed interest in owning an Earth Science Kit, defined as “building volcanoes, starting rock collections, and finding fossils.” Chemistry Kits, Robotics Kits, Space Exploration Kits, and Rocket Science Kits followed closely behind, with more than half of the children polled expressing a desire to explore each of these activities.

Desire to Own  
(among non-owners)  
Total Kids Ages 6-11

	<b>% of Kids Who Don't Have One, But Want One</b>
<b>EARTH SCIENCE KITS</b>	57%
<b>CHEMISTRY KITS</b>	54%
<b>ROBOTICS KITS</b>	54%
<b>SPACE KITS</b>	54%
<b>ROCKET SCIENCE KITS</b>	52%
<b>ANIMAL HABITAT KITS</b>	49%
<b>ELECTRONIC KITS</b>	45%
<b>BIOLOGY KITS</b>	44%

### **Current Ownership – It’s a Wild, Wild World!**

Animal Habitat Kits topped the charts in terms of current ownership, with 20% of kids reporting currently owning one. Earth Science Kits and Rocket Science Kits trailed in second and third place, with more than 10% of kids currently owning each one.

Current Ownership  
Total Kids Ages 6-11

	<b>% of Kids That Currently Own</b>
<b>ANIMAL HABITAT KITS</b>	20%
<b>EARTH SCIENCE KITS</b>	14%
<b>ROCKET SCIENCE KITS</b>	11%
<b>SPACE KITS</b>	10%
<b>CHEMISTRY KITS</b>	10%
<b>BIOLOGY KITS</b>	10%
<b>ELECTRONIC KITS</b>	7%
<b>ROBOTICS KITS</b>	7%

### **Boys Versus Girls and Age Breakdowns**

Although both genders expressed considerable desire to own most of the activity kits detailed in the survey, there were some preferential differences between the two groups. Boys were particularly interested in building and programming their own robots using Robotics Kits, while girls leaned toward exploring and caring for animals and insects in Animal Habitat Kits.

This survey also examined the differences between two age groups – ages 6-8 and ages 9-11 – both in terms of desire to own and current ownership. The results were surprising!

A complete report of this Science and Nature Activity Kits Survey, including detailed desire to own and ownership breakdowns by age groups and gender, is available for purchase on a custom basis. For details, visit [www.funosophy.com](http://www.funosophy.com) or call 562.436.5251.

Written by Nancy Zwiers, CEO of Funosophy, Inc., the preeminent brand-building consulting and research firm in the toy industry. Toy Tracker<sup>(sm)</sup> research is conducted by Funosophy and its research partner KidzEyes among a nationally representative sample of 600 boys and girls ages 6-11 and is available for purchase on a custom basis. For details, go to [www.funosophy.com](http://www.funosophy.com) or call 562-436-5251.