

Go, Games, Go!

Kids Express Interest in Both Traditional and Electronic Games

by Nancy Zwiers, CEO of Funosophy, Inc.

Games have come a long way. Beyond traditional board games, there is a wide range of selection available to occupy the minds (and hands) of today's kids. A recent survey conducted with 300 boys and girls ages 6–8 by kids' marketing firm Funosophy, Inc., details current ownership, usage, and purchase interest in a variety of kids' games.

PERCENT OF BOYS & GIRLS WHO HAVE THIS TYPE OF GAME

	BOYS	GIRLS
BOARD GAMES	95%	97%
HANDHELD ELECTRONIC GAMES	82%	75%
ONLINE GAMES	71%	78%
TRADING CARD GAMES	56%	27%
HANDS-ON GAMES OF SKILL	54%	51%
PUZZLE GAMES	46%	47%
DVD BOARD GAMES	27%	37%

Ownership—Bully for Board Games!

Nearly all of the kids surveyed reported owning a board game—kudos to game manufacturers who have succeeded in keeping this traditional form factor fresh and fun. Handheld electronic games and online computer games have come a long way in a short time, garnering high ownership rankings from both boys and girls. Trading card games were much more popular with boys than girls, while girls have slightly higher ownership levels of DVD board games.

Usage—Boys Besought By Handhelds

Not only do boys own more handhelds than any other type of game except board games, but they're also playing with them more often than anything else. More than 50 percent of boys reported owning electronic handhelds and playing with them "a lot" versus the 29 percent who own them but play with them only "sometimes." These numbers speak to the effectiveness of continually updatable content.

PERCENT OF BOYS WHO HAVE THIS KIND OF GAME AND PLAY WITH IT A LOT OR JUST SOMETIMES

	A LOT	JUST SOMETIMES
BOARD GAMES	45%	50%
HANDHELD ELECTRONIC GAMES	53%	29%
ONLINE GAMES	36%	35%
TRADING CARD GAMES	27%	29%
HANDS-ON GAMES OF SKILL	22%	33%
PUZZLE GAMES	15%	31%
DVD BOARD GAMES	11%	16%

PERCENT OF GIRLS WHO HAVE THIS KIND OF GAME AND PLAY WITH IT A LOT OR JUST SOMETIMES

	A LOT	JUST SOMETIMES
BOARD GAMES	50%	47%
HANDHELD ELECTRONIC GAMES	31%	43%
ONLINE GAMES	43%	35%
TRADING CARD GAMES	11%	15%
HANDS-ON GAMES OF SKILL	21%	31%
PUZZLE GAMES	16%	31%
DVD BOARD GAMES	13%	24%

Usage—Girls Hot for High Tech

Although girls are playing with their board games more than the other types of games surveyed, they're not overlooking the higher-tech offerings within the category. In fact, not only are girls playing games online, but they're doing so more than the boys are. Additionally, handheld electronic games ranked third in terms of the types of games girls are playing "a lot."

Purchase Interest—DVDs Show Powerful Potential

A combination of the evergreen appeal of traditional board games and the power of technology, DVD board games ranked highest in terms of purchase interest with both boys and girls. Those tech-savvy girls ranked handheld electronic games a distant second choice, followed by puzzle games (Sudoku, anyone?). Boys ranked hands-on games of skill as the second most desired type of game, followed by online games and puzzle games.

PERCENT OF BOYS & GIRLS WHO DON'T HAVE THIS TYPE OF GAME, BUT WANT IT

	BOYS	GIRLS
BOARD GAMES	2%	1%
HANDHELD ELECTRONIC GAMES	10%	15%
ONLINE GAMES	11%	7%
TRADING CARD GAMES	11%	8%
HANDS-ON GAMES OF SKILL	13%	11%
PUZZLE GAMES	11%	14%
DVD BOARD GAMES	30%	31%