

Digital Photography Is Hot with Kids

Surprising Snapshot Shows Popularity of Digital Cameras & Video Cameras

by Nancy Zwiers, CEO of Funosophy, Inc.

Digital cameras and video cameras are hot with kids today. Kids as young as 6 years old are getting into the adult gadget game and high-tech digital photography tools are no exception. A recent survey conducted by kids' marketing firm Funosophy, Inc., asked thousands of kids ages 6–17 to detail the types of electronics they hoped to receive as gifts in the next several months and digital cameras ranked surprisingly high. Results shown here focus on kids ages 6–11 years old.

Overall Interest in Electronics

Reigning champions of the electronics aisle, video games ranked highest with kids ages 6–11, with 62 percent saying they want them as a gift in the next several months. Cell phones, MP3 players, and computers also earned top marks. Surprisingly, however, a third of kids surveyed hoped to receive a digital camera or video camera in the next several months. Whether kids simply want to capture and email fun photos of friends or are busy blocking their next www.youtube.com masterpiece, these memory-making devices are in demand.

Luckily for these pint-sized producers, a few toy and electronics manufacturers anticipated this trend and have released lower-priced kids' versions of these high-tech gadgets. Items available now include Disney's Pix Click line (ranges from \$20–80 and includes Disney's proprietary photo editing software) and Oregon Scientific's 5.0 Megapixel Digital Camera (\$119).

PERCENT OF KIDS AGES 6-11 WHO WOULD LIKE TO GET THE FOLLOWING AS A GIFT IN THE NEXT SEVERAL MONTHS

	KIDS AGES 6-11
VIDEO GAMES	62%
VIDEO GAME SYSTEM	58%
CELL PHONE (WITH OR WITHOUT CAMERA)	48%
IPOD/MP3 PLAYER	44%
COMPUTER	38%
DIGITAL CAMERA/VIDEO CAMERA	36%
TV	32%

Overall Interest by Gender

Girls are definitely more interested in digital photography than boys are. In fact, almost half of all 9–11-year-old girls surveyed wanted to get a digital camera or video camera in the next few months, versus a third of boys of the same age. From scrapbooking to blogging to producing their own mini-movies, girls are finding many uses for digital photos and videos.

PERCENT OF GIRLS AND BOYS WHO WOULD LIKE TO GET A DIGITAL CAMERA/VIDEO CAMERA AS A GIFT IN THE NEXT SEVERAL MONTHS

	BOYS	GIRLS
KIDS AGES 6-11	30%	42%
KIDS AGES 6-8	29%	40%
KIDS AGES 9-11	30%	45%

In Summary

Taking pictures is a whole new play pattern to be addressed by the toy industry. Manufacturers who can provide lower-cost versions that parents will go for while still offering the high-tech functionality kids expect will have a hit on their hands, especially if they can find innovative ways to make picture play even more fun.

Nancy Zwiers is CEO of Funosophy, Inc. This survey was conducted by Funosophy and its research partner KidzEyes among a nationally representative sample of 2,000 kids ages 6–17.