

Tween Dreams: Fame and Fortune Vs. Family Fun

by Nancy Zwiers, CEO of Funosophy, Inc.

Are today's tweens dreaming of fame and fortune? Power and prestige? Or is it happiness and harmony they're after? A recent survey conducted by kids' marketing firm Funosophy, Inc., asked 300 boys and girls ages 9–11 to share their dreams for the future. Their responses blow some traditional gender stereotypes right out of the water!

THINGS KIDS DREAM OF BEING WHEN THEY ARE ADULTS "IT IS VERY IMPORTANT TO ME TO BECOME ..."

	KIDS AGES 9-11
A MILLIONAIRE	69%
MARRIED AND HAVING A HAPPY FAMILY	57%
A FAMOUS STAR	37%
A PROFESSIONAL ATHLETE	35%
SOMEONE WHO HELPS OTHERS	32%
A BRILLIANT SCIENTIST OR INVENTOR	27%
THE PRESIDENT OF THE U.S.A.	19%
A SUCCESSFUL BUSINESS EXECUTIVE	15%

Aim High

Nearly 70 percent of kids surveyed ranked being a millionaire at the top of their lists of future dreams. Most of them will be earning their millions as famous stars (ranked third) or professional athletes (ranked fourth)—great news for roleplay products targeting tweens.

Despite their lofty financial aspirations, more than 50 percent of kids ranked being married and having a happy family as most important—a nice commentary on their overall values.

Additionally, more than 25 percent of tweens dream of being a brilliant scientist or inventor. This highlights an opportunity for manufacturers of science, nature, and other types of tween activity kits.

Boys Vs. Girls

Boys and girls may not be so different, after all. While it's not surprising that girls ranked being married and having a happy family tops, the fact that nearly 50 percent of boys ranked matrimonial harmony very important is pretty shocking.

Also of note is the percentage of girls interested in being sports stars (almost 25 percent) and brilliant scientists/inventors (nearly 20 percent).

PERCENT OF BOYS AND GIRLS AGES 9-11 WHO DREAM OF BEING ...

	BOYS	GIRLS
A MILLIONAIRE	77%	60%
MARRIED AND HAVING A HAPPY FAMILY	49%	65%
A PROFESSIONAL ATHLETE	47%	23%
A FAMOUS STAR	37%	38%
A BRILLIANT SCIENTIST OR INVENTOR	36%	17%
SOMEONE WHO HELPS OTHERS	27%	38%
THE PRESIDENT OF THE U.S.A.	21%	17%
A SUCCESSFUL BUSINESS EXECUTIVE	14%	15%

In Summary

While many tweens are dreaming of fortune and fame, there are also a good number of kids hoping for successful marriages, families, and careers. Manufacturers of products that help kids live out these fantasies are bound to succeed.

Nancy Zwiers is CEO of Funosophy, Inc. This survey was conducted by Funosophy and its research partner KidzEyes among a nationally representative sample of 300 boys and girls ages 9–11.