

# Kids Growing Older Younger?

## Not So Fast!

by Nancy Zwiers, CEO of Funosophy, Inc.

The industry is abuzz with talk of age compression—the concept of “kids getting older younger” (KGOY). We’re constantly striving for ways to capture kids’ attention at a very young age and keep them interested longer. But is KGOY a reality? Are kids really outgrowing toys at the tender age of 8? Funosophy, Inc., a kids’ marketing and invention firm, asked nearly 300 boys and girls ages 9–11 how they would spend a \$50 gift card at the store of their choice. The results provide encouraging news for the toy industry.

Kids were shown a list of the following product categories. For each one, we measured the percentage of kids who would spend “most” of their gift card on that type of product, “some of it,” “a little bit,” or “none at all:”

- books and magazines
- CDs/iTunes cards/DVDs
- clothes and fashion accessories
- electronics
- sporting goods
- toys and games
- video games
- video game platforms/players

### Other Tidbits

- Nearly 30 percent of kids would spend some or most of their gift cards on books and magazines—this number is comprised of nearly twice as many girls as boys.
- More than 30 percent of both boys and girls would spend some or most of their gift cards on sporting goods.
- 30 percent of girls would spend some or most of their cards on video games.

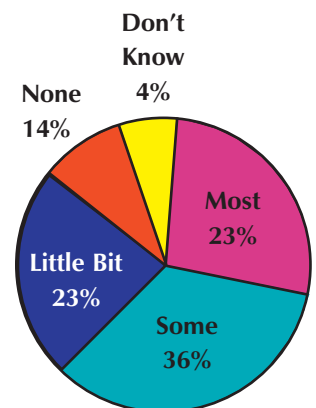
### In Summary

Tweens still want to play; both boys and girls still want to purchase toys and games. The moral of the story is if you build it, and build it well, they will come.

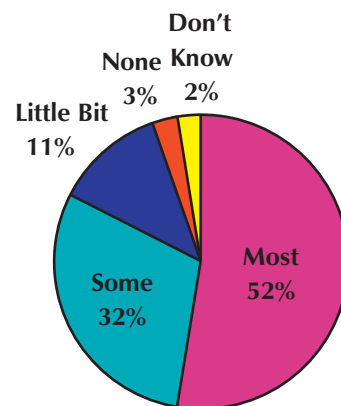
*Nancy Zwiers is CEO of Funosophy, Inc. This survey was conducted by Funosophy and its research partner KidzEyes among a nationally representative sample of 300 boys and girls ages 9–11.*

### Trendy Tweens Want Toys Too

When asked how they would allocate their hypothetical \$50 gift card, more than 20 percent of tweens (kids ages 9–11) surveyed said that they would spend most of their card on toys and games and another 36 percent said they would spend some of it on toys and games. In fact, only 14 percent of these too-old-for-toys tweens said they wouldn’t spend any of their gift card on this type of product.



Amount of a \$50 Gift Card Kids Would Spend on Toys & Games



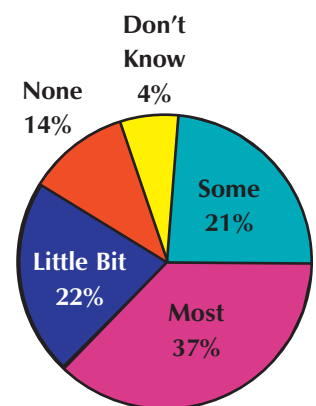
Amount of a \$50 Gift Card Boys Would Spend on Video Games

### Games for Guys

Not surprisingly, video games represent the key competition for the toy industry among boys. More than half of boys indicated they would spend most of a gift card on video games. Only 3 percent would allocate nothing to this category.

### Glamour for Girls

Tween girls are starting to focus on their appearance—nearly 40 percent of girls would allocate most of their gift card to clothing and fashion accessories. Only 14 percent wouldn’t spend anything in this category.



Amount of a \$50 Gift Card Girls Would Spend on Clothes & Fashion Accessories