

Girls Pine to Perform

Survey Uncovers Girls' Wildest Dreams

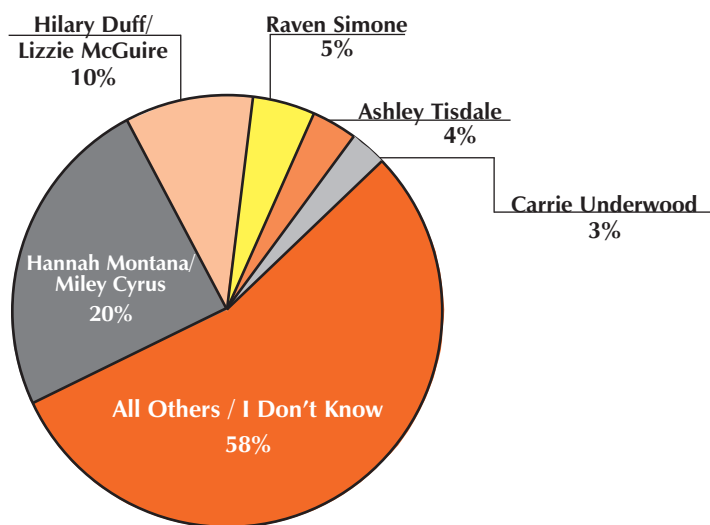
by Nancy Zwiers, CEO of Funosophy, Inc.

Today's girls are not wallflowers. In fact, they long to perform. A recent survey, conducted by marketing and product design firm Funosophy, Inc., asked 300 girls ages 6–11 which celebrities they most want to be like and why. This open-ended inquiry yielded some very pointed results.

All Hail Hannah

Of all of the celebrities submitted, girls ages 6–11 heralded Miley Cyrus/Hannah Montana as their No. 1 celebrity pick. Hilary Duff/Lizzie McGuire, Raven Simone, and Ashley Tisdale round out the four actresses included in girls' top five.

Carrie Underwood of *American Idol* fame is the only non-actress on girls' top 5 list. Carrie beat out fellow singer Fergie (Black Eyed Peas), actress Amanda Bynes, rocker Rosalina (The Naked Brothers Band), and fellow *Idol* star Kelly Clarkson for fifth place.



Why Hannah?

Although she is an actress on a top Disney Channel show, girls admire Hannah's singing ability over her talent as an actress. The fact that she is pretty, cool, and a good friend weigh in as well, but her powerful pipes impress girls most. Interestingly, only 1 percent of girls surveyed cited Hannah's secret double life as a reason they'd like to be like her.

Girls' reasons for wanting to emulate Hilary Duff, the second most popular celebrity in our survey, mirror the above almost exactly. Looks, singing skills, coolness, and niceness top girls' lists of why 10 percent of them want to be like her.

In Summary

Girls dream of performing in front of an audience, especially as an actress or singer. Products that provide girls an outlet for their talent or enable them to emulate a popular celebrity will go far.

Nancy Zwiers is CEO of kids' marketing firm Funosophy, Inc. This survey was conducted by Funosophy and its research partner, KidzEyes, among a nationally representative sample of parents of girls ages 6–11.

Act Your Age

The 300 survey respondents volunteered 88 unique answers (not including the unavoidable "don't know" and "no one" responses). Of those 88 celebrities, more than two-thirds were actors or singers. This focus on performing points to girls' dreams of being center-stage, admired, and popular.

The third most popular type of celebrity, animated characters such as SpongeBob, Tinkerbell, Avatar, and Barbie, comprised 10 percent of the responses and were submitted mainly by younger girls (ages 6–7).

IF YOU COULD BE LIKE ANY CELEBRITY, WHICH ONE WOULD YOU MOST LIKE TO BE LIKE?

- Actor - 36%
- Singer/Bandmember - 34%
- Animated Character - 10%
- Athlete - 6%
- Politician - 3%
- Talk Show Host - 2%
- Scientist - 2%
- Author, Business Person, Model, Higher Power, Dancer - 1% each

Contenders?

Some of the responses we received were more unique than others. The most surprising entries are listed here.

- Al Gore
- Anna Nicole Smith
- Bill Gates
- Debbie Reynolds (Singing in the Rain)
- Edge (WWE)
- God
- Lemony Snicket
- Robin Roberts (Good Morning America)
- Shirley Temple

Gender Bender

Although our survey respondents were all girls, 32 percent of the unique responses were male celebrities. Male responses included athletes (Dr. J), singers (Nickelback), and politicians (Al Gore).