

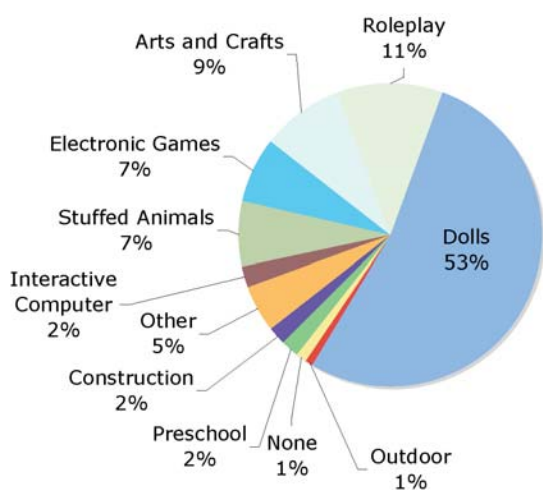
For Play Value, Most Girls Look to Dolls

by Nancy Zwiars

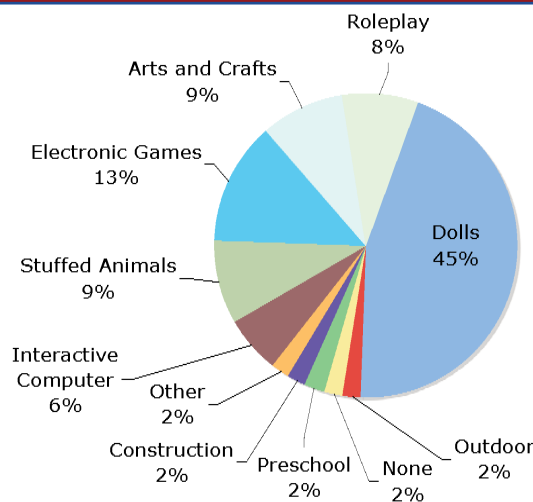
The most important thing the toy industry delivers to its young consumers is “play value.” Yet, play value is not easily measured and, therefore, often gets short shrift in our decision-making processes. Funosophy, Inc., decided to ask moms of girls which toy their daughter played with most and to share why they think that is the case.

“What toy does your daughter play with most?”

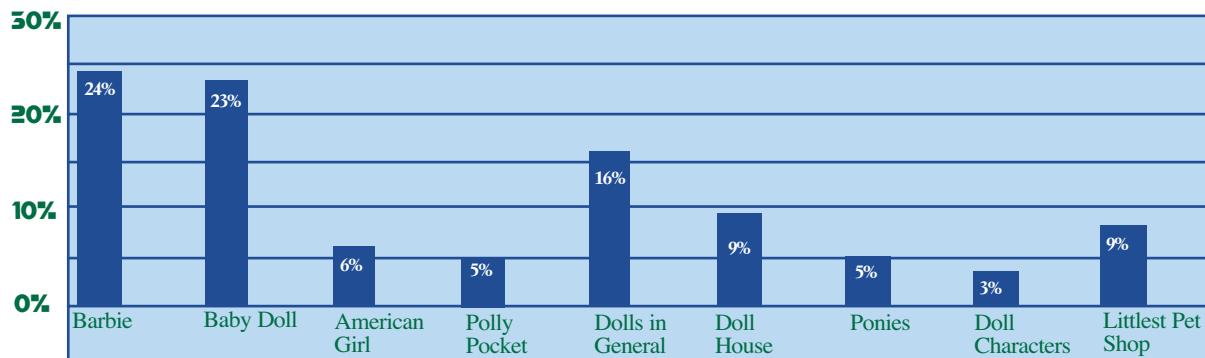
Moms of Girls Ages 3-5



Moms of Girls Ages 6-8



What type of doll?



In Summary

According to these moms, most girls respond to toys that allow them to use their imagination in many different make-believe scenarios—fashion dolls, small dolls, and roleplay toys. Baby dolls and stuffed animals tap into the powerful nurturing instinct, especially among younger girls. Arts and crafts allow for creative expression. Finally, engaging game play that delivers on building a sense of mastery is liked by many girls ages 3-8, but in particular the older age range of girls 6-8.

Nancy Zwiars is CEO of kids' marketing firm Funosophy, Inc. Funosophy, Inc. conducted this online survey with 200 moms: 100 moms of girls ages 3 to 5 and 100 moms of girls ages 6-8. For information about Funosophy, contact Nancy at nancy@funosophy.com or call (562) 436-5251.