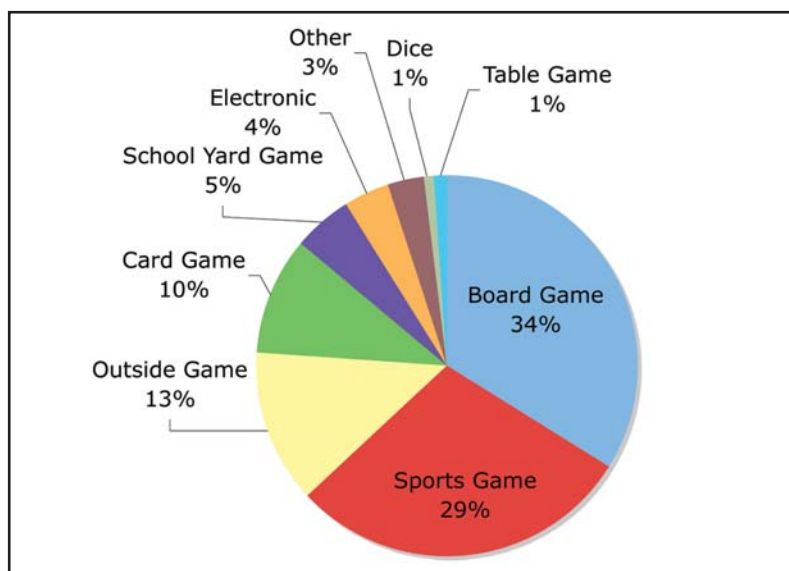


The Classics Prevail

by Nancy Zwiers

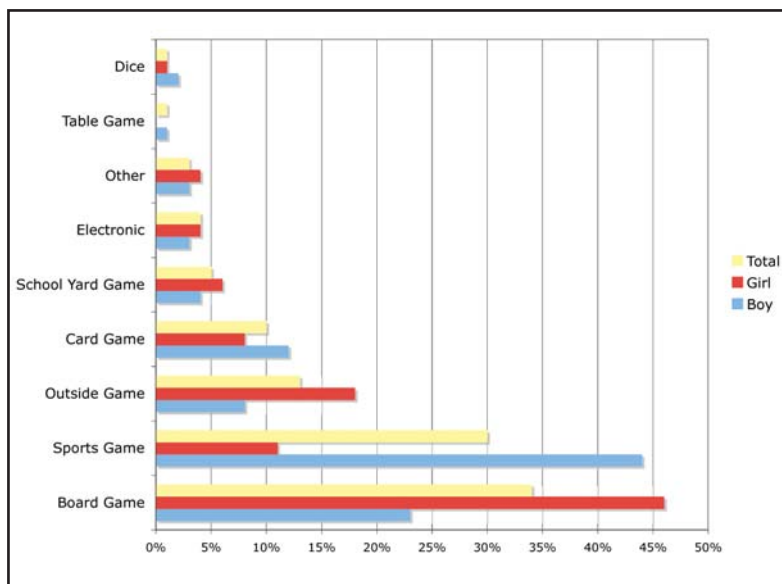
There is no question that—whether they are played indoors or outdoors, on a board or with a ball—every child has a favorite game that they like to play. Funosophy, Inc. took a deeper look at kids’ favorites by asking 217 boys and girls, ages 9 to 11, to tell us about their favorite games that were not video or online games.

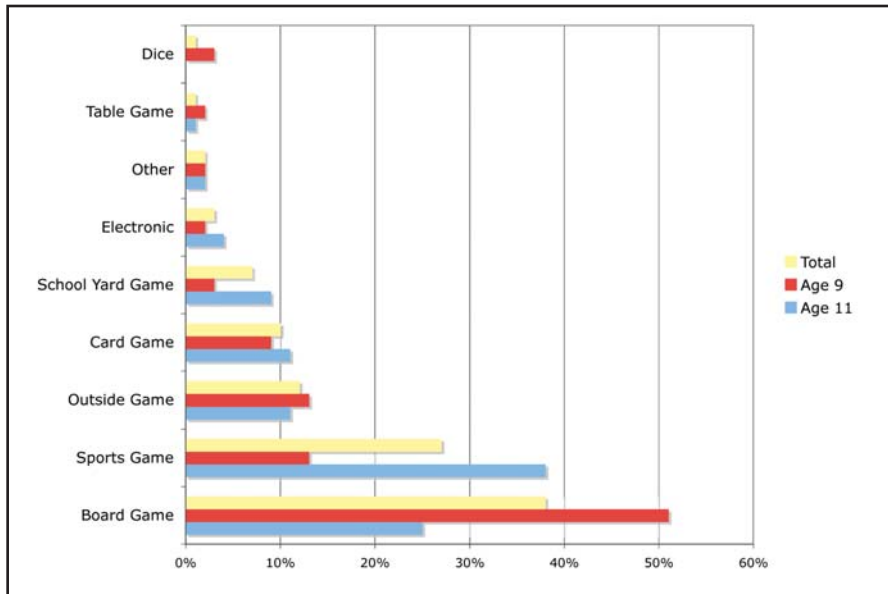
“Not counting video games and online gaming, what is your favorite game to play with your friends right now?”



Overall, the favorite category of games played by kids and their friends are board games. Thirty-four percent of kids mentioned a board game as their favorite game to play with friends. Some board games that were frequently mentioned include Monopoly, Life, Sorry, and Scrabble. The second highest category cited among kids as a favorite were sports games such as basketball, football, and soccer. The sports games category represented 29 percent of kids’ favorite games. Outside games, mainly tag and hide-and-seek, was another popular category.

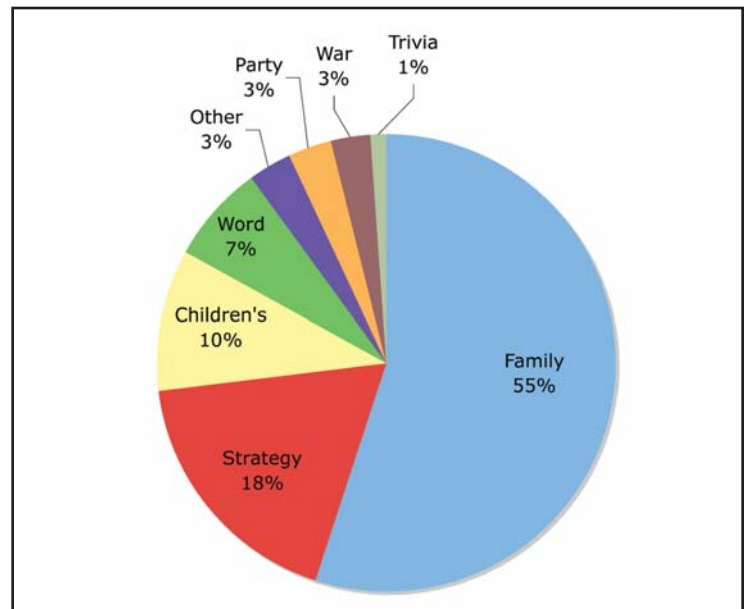
When looking at differences by gender, nearly half (46 percent) of girls listed board games as their favorite game to play with friends, followed by outside games (19 percent). While boys enjoy board games too (the second favorite at 24 percent), their favorite is sports games: 44 percent of boys mentioned a sports game as their favorite game to play with friends.





When looking at the younger end of children surveyed (age 9) and the higher age (age 11), there was one very distinct difference in their preference of game category: children age 9 preferred board games over any other category. Over half (51 percent) of children age 9 listed a board game as their favorite game to play with friends. Children age 11 preferred sports games over any other category, with 37 percent of children at that age listing a sports game as their favorite game.

Board games represented 34 percent of kids' favorite games to play with their friends. We took a look further into the board game category and coded mentions into genre subcategories. The top two subcategories mentioned were family-style board games and strategy board games. A whopping 55 percent of kids mentioned a family-style board game, such as Monopoly or Life, as their favorite. Strategy games, including games such as Mancala, Checkers, and Chess, represented 18 percent of the board games mentioned. Of all board games mentioned by brand name, only two games were relatively new: Apples to Apples and the Twilight board game.



In Summary

As previously stated, the classics, both indoors and outdoors, have prevailed. Indoors, more kids enjoy classic games such as Life, Monopoly, and Scrabble. Outdoors, whether it is sports or games like tag and hide-and-seek, once again the tried-and-true games are preferred. There is something about these games that sets them apart from the rest, and they continue to top the lists as favorites in the games category.

Nancy Zwiers is CEO of Funosophy, Inc., a kids' brand building firm in the toy industry. For information on conducting your own survey or any of Funosophy's research, marketing, or product design services, email nancy@funosophy.com or call (562) 436-5251.