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## **GIRLS GUNG HO FOR ARTS AND CRAFTS!** By Nancy Zwiers

No matter their age, girls are crazy for crafting! In a recent Toy Tracker study conducted by Funosophy, a toy industry consulting firm, 300 girls ages 6-11 shared their experience with and interest in a wide variety of arts and crafts activities. The results are phenomenal news for the category.

### **Penetration**

An incredible percentage of girls surveyed indicated having tried the arts and crafts activities included in this poll. From drawing and painting to making lanyards and origami, more than half of all girls had tried each activity on the list.

“For each of the following arts and crafts activities, which answer best describes you?”  
Girls Ages 6-11

	<b>I've done this before (summary)</b>	<b>I have not done this before (summary)</b>	<b>I don't know</b>
Drawing	98%	1%	1%
Painting	97%	2%	1%
Beading/Jewelry Making	86%	11%	2%
Making Things for Your Room	78%	20%	3%
Sculpting Things With Clay	74%	23%	3%
Making Lanyards (braided plastic, rope key chains...)	62%	24%	4%
Making Things You Can Wear	56%	39%	5%
Origami (paper folding)	54%	39%	7%

\* Percentages have been rounded to nearest whole number and may not add to complete 100%)

### **Opportunity**

Among those activities that girls have not tried before, there is a good deal of pent-up demand for the future. Activities with lower penetration but with interest from girls are origami, wearable crafts, and lanyard making – all great opportunities for craft kits manufacturers!

“For each of the following arts and crafts activities, which answer best describes you?”  
Girls Ages 6-11

	<b>I've never done this but want to try it</b>
Drawing	1%
Painting	2%
Beading/Jewelry Making	9%
Making Things for Your Room	18%
Sculpting Things With Clay	22%
Making Lanyards (braided plastic, rope key chains...)	30%
Making Things You Can Wear	31%
Origami (paper folding)	32%

### **Future Interest**

And the good news just keeps coming! Whether or not they've tried these arts and crafts activities in the past, an overwhelming number of girls plan on pursuing them in the future.

Although interest levels and rankings vary slightly by age, a remarkable percentage of girls in both the core age group of 6-8 year old girls and the tween set of 9-11 year olds plan on getting crafty in a variety of ways in the future!

“For each of the following arts and crafts activities, which answer best describes you?”  
Total Girls

<b>I want to do this in the future (summary)</b>	<b>Total Girls Ages 6-11</b>	<b>Girls Ages 6-8</b>	<b>Girls Ages 9-11</b>
Drawing	94%	97%	90%
Painting	93%	95%	91%
Making Things for Your Room	92%	91%	88%
Beading/Jewelry Making	89%	93%	92%
Sculpting Things With Clay	88%	91%	86%
Making Lanyards (braided plastic, rope key chains...)	86%	85%	87%
Making Things You Can Wear	83%	80%	86%
Origami (paper folding)	75%	75%	77%

### **In Summary**

The arts and crafts category is booming! Girls of all ages have tried a wide variety of activities and plan on continuing to express themselves artistically in the future. The market is there – now go get out and ‘em!

*Written by Nancy Zwiers, CEO of Funosophy, Inc., the preeminent brand-building consulting and research firm in the toy industry. This survey was conducted by Funosophy and its research partner KidzEyes among a nationally representative sample of 300 girls ages 6-11 years old. For details or to conduct your own Toy Tracker survey, email [info@funosophy.com](mailto:info@funosophy.com) or call (562) 436-5251.*