

### **Kids Pick Popular Licenses (Again)**

Have top licenses from last holiday season demonstrated staying power with kids? Funosophy, Inc. and KidzEyes teamed up to conduct a License Tracker in April 2005 among a nationwide panel of over 7,000 kids ages 6-17 to compare results with their 2004 Holiday Wish List Survey results from October 2004. Highlights for kids ages 6-8 years are reported exclusively by Playthings. Fifty top licenses were surveyed.

#### **Top Ten Lists:**

All the licenses on the Top Ten lists below were seen as being “very popular” by at least half the kids surveyed (e.g. over 50%). Spongebob Squarepants and Incredibles led the pack for both boys and girls. A whopping 78% of boys and nearly 75% of girls said that they expect them to “very popular” for holiday gifts in December. Of note, these two licenses were also the strongest among boys and girls ages 9-11 years, with roughly two-thirds giving the licenses top marks.

#### **Boys Top Ten Licenses (April)**

<i>% Boys 6-8 Yrs. Saying License Will Be “Very Popular for Holiday Gifts in December for Kids my Age”</i>
1. Spongebob Squarepants
2. Incredibles
3. Yu-gi-oh
4. Nickelodeon
5. Spiderman
6. Scooby Doo
7. Star Wars
8. Fairly Odd Parents
9. Shrek
10. Harry Potter

## Girls Top Ten Licenses (April)

<i>% Girls 6-8 Yrs. Saying License Will Be “Very Popular for Holiday Gifts in December for Kids My Age”</i>
1. Incredibles
2. Spongebob Squarepants
3. Bratz
4. Hillary Duff
5. Lil Bratz
6. Nickelodeon
7. Scooby Doo
8. Barbie
9. Disney Princess
10. Mary Kate and Ashley

### Gainers and Losers:

Incredibles also was the license that gained the most in popularity since late October 2004, a month prior to the movie release. Six months later, Incredibles gained 15 percentage points with boys 6-8 yrs. and 24 percentage points with girls 6-8 yrs. Star Wars also gained 15 points with boys.

Lord of the Rings, Neopets, and Shrek lost the most ground since October 2004, dropping percentage points

### Biggest Gainers (“very popular” with kids 6-8 yrs.)

With Boys	Oct. 2004	April 2005	With Girls	Oct. 2004	April 2005
Incredibles	63%	78%	Incredibles	49%	73%
Star Wars	39%	54%			

*Written by Nancy Zwiars, CEO of Funosophy, Inc., the preeminent brand-building consulting and research firm in the toy industry. License Tracker research was conducted by Funosophy and its research partner KidzEyes among a nationally representative sample of kids ages 6-17 years and is available for purchase. For details, go to [www.funosophy.com](http://www.funosophy.com) or call (562) 436-5251.*