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## PURSES, PIXELS, PUPPIES, AND PRINCESSES GIRLS REVEAL TODAY'S MOST POPULAR PLAY PATTERNS

**By Nancy Zwiers**

Whether making fashion accessories with arts & crafts kits or dressing their dolls in the latest styles, girls are flippin' for fashion! In a recent Toy Tracker study conducted by Funosophy, a toy industry consulting firm, 300 girls ages 6-11 share their favorite play-time preferences and the results shed new light on the most popular play patterns for girls.

### **Fashion = Fun!**

Even though electronic hand-helds continue to gain momentum with kids, with 70% of girls ages 6-11 saying they like or love to play with them, fashion is holding it's own with girls. When asked how much they like several different popular play patterns, "making fashion accessories with arts & crafts kits" topped the list, with 72% of girls saying they "like" or "love" to do this. "Playing with fashions or accessories on their dolls" ranked third with girls in this age group.

Also of note is the popularity of nurturing animals, with 66% of girls saying they like or love to pretend they're taking care of their favorite imaginary four legged friend.

"How much do you like doing the following things when you're playing?"  
Girls Ages 6-11

	<b>Top 2 Box Summary "I Love It!" and "I Like It!"</b>
<b>Making fashion accessories with arts &amp; crafts kits</b>	72%
<b>Playing with electronic hand-helds</b>	70%
<b>Playing with fashions or accessories on your dolls</b>	66%
<b>Pretending you're taking care of animals</b>	66%
<b>Playing with your doll's hair</b>	59%
<b>Pretending you're a Mom</b>	56%
<b>Pretending you're a rock star</b>	55%
<b>Pretending you're a princess or fairy</b>	51%

### Fantasy Rules – Play Patterns with Staying Power

Although traditionally viewed as a play pattern for younger girls, the mystical allure of princesses and fairies extends into the core age group, with girls ages 6-8 ranking “pretending you’re a princess or fairy” as their favorite play pattern! (However, this also got the highest number of “no” votes). Nurturing also still ranks high among girls 6-8, with “pretending you’re taking care of animals” ranking second and even two-thirds of girls still enjoy “pretending to be a mom.” Making fashion accessories and playing with fashions and accessories on their dolls ranked a close third and fourth place, respectively.

“How much do you like doing the following things when you’re playing?”  
Girls Ages 6-8

	<b>I love it</b>	<b>I like it</b>	<b>I’m in the middle</b>	<b>I don’t like it</b>	<b>I hate it</b>
<b>Pretending you’re a princess or fairy</b>	46%	23%	13%	7%	10%
<b>Pretending you’re taking care of animals</b>	45%	29%	19%	5%	3%
<b>Making fashion accessories with arts &amp; crafts kits</b>	45%	25%	23%	7%	1%
<b>Playing with fashions or accessories on your dolls</b>	41%	34%	13%	9%	3%
<b>Pretending you’re a rock star</b>	37%	22%	23%	15%	3%
<b>Pretending you’re a Mom</b>	34%	32%	19%	13%	2%
<b>Playing with electronic hand-helds</b>	34%	33%	23%	8%	3%
<b>Playing with your doll’s hair</b>	33%	33%	21%	7%	6%

### Tweens Getting Crafty

Making fashion accessories with arts & crafts kits ranks highest with tweens, with nearly 50% of girls ages 9-11 selecting this play pattern as a playtime activity they love. Playing with electronic hand-helds ranked second, followed by taking care of animals and dressing their dolls with fashion accessories.

“How much do you like doing the following things when you’re playing?”  
Girls Ages 9-11

	<b>I love it</b>	<b>I like it</b>	<b>I’m in the middle</b>	<b>I don’t like it</b>	<b>I hate it</b>
<b>Making fashion accessories with arts &amp; crafts kits</b>	48%	27%	15%	5%	5%
<b>Playing with electronic hand-helds</b>	45%	28%	19%	7%	1%
<b>Pretending you’re taking care of animals</b>	33%	25%	24%	13%	5%
<b>Playing with fashions or accessories on your dolls</b>	33%	24%	21%	11%	11%
<b>Playing with your doll’s hair</b>	30%	22%	23%	15%	11%
<b>Pretending you’re a rock star</b>	23%	28%	25%	15%	9%
<b>Pretending you’re a Mom</b>	23%	23%	27%	17%	9%
<b>Pretending you’re a princess or fairy</b>	15%	17%	24%	20%	24%

## **In Summary**

We all know that electronics are here to stay, but classic play patterns are holding their own with girls of all ages. Fashion, arts & crafts, and nurturing role play continue to be popular with girls of all ages, warranting continued innovation in terms of new and improved play patterns. So put on your silver sequined belt and fairy wings and go get '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.*