

# Bricks & Mortar Versus Clicks & Order

## The Kid Appeal of Shopping Online

by Nancy Zwiers, CEO of Funosophy, Inc.

Today's kids are getting technologically savvier by the minute. Whether downloading music, chatting with friends, or researching a school project, they are more comfortable online than we may ever be. But does this comfort level translate into shopping dollars? A recent survey conducted by Funosophy, Inc., a kids' marketing firm, asked thousands of kids to rate the best place to buy holiday presents. Read on to find out how kids rate online shopping versus shopping at mass-market retailers.

### TOTAL KIDS AGES 6-17 WHO THINK THIS IS THE BEST PLACE TO BUY HOLIDAY PRESENTS

	ALL	BOYS	GIRLS
GENERAL MERCHANDISE STORES	29%	29%	30%
INTERNET	11%	13%	9%

\*Note: Other options included in this survey were: Toys "R" Us, Other Toy Stores, Bookstores, Electronics Stores, and Other Stores in the Mall.

### Total Kids Comparison

Although kids still rate the large, mass merchandisers (we all know who they are) as the best place to buy holiday presents, a full third as many kids ages 6-17 think the internet is the best place to buy holiday gifts. Also of interest—boys are slightly more likely to shop online than girls are. These statistics create a compelling case for toy manufacturers to host an e-commerce site on their website.

### Age Comparison

Not surprisingly, the percentage of kids who rate the internet as the best place to buy holiday gifts increases with age. Of particular note is the fact that the percentage of 15-17 year olds who chose the internet as the best place to buy holiday gifts is only slightly lower than those who chose general merchandise stores.

### TOTAL KIDS AGES 6-17 WHO THINK THIS IS THE BEST PLACE TO BUY HOLIDAY PRESENTS—AGE BREAKOUT

	6-8	9-11	12-14	15-17
GENERAL MERCHANDISE STORES	32%	36%	29%	21%
INTERNET	3%	7%	14%	17%

### TOTAL KIDS AGES 6-17 WHO THINK THIS IS THE BEST PLACE TO BUY HOLIDAY PRESENTS—HOUSEHOLD INCOME BREAKOUT

	LESS THAN \$35K	\$35-49K	\$50-74K	\$75-99K	\$100K+
GENERAL MERCHANDISE STORES	39%	37%	30%	22%	21%
INTERNET	9%	9%	10%	12%	15%

### Demographics—Household Income

Interestingly, the percentage of kids who think that mass-merchandise stores are the best place to shop for holiday gifts decreases as their household income rises and, conversely, the percentage of kids who think the internet is the best place to shop for holiday gifts rises with household income.

### In Summary

Although kids still view mass-merchandise stores as a more appealing alternative than shopping online, the internet has captured a sizable number of kid shoppers—a number that's certain to continue growing.

Nancy Zwiers is CEO of Funosophy, Inc. This survey was conducted by Funosophy and its research partner KidzEyes among a nationally representative sample of 2,000 kids ages 6-17.