

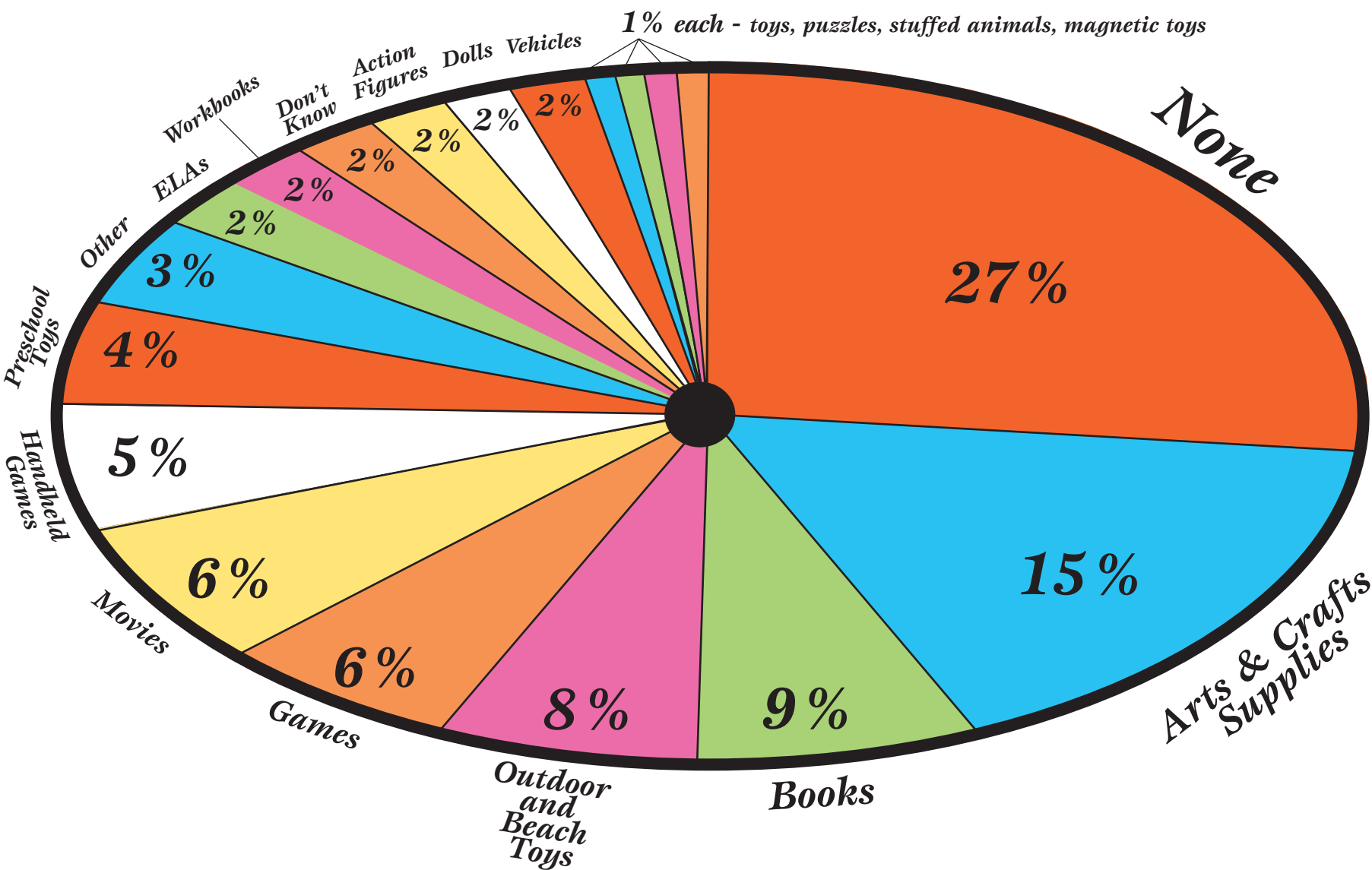
Summer Sun & Road Trips

Go Figure!
by Funosophy

Moms Share Their Purchase Plans for Travel Toys

by Nancy Zwiers

Ah, summer... the season for road trips and travel toys. A recent survey, conducted by product design and marketing firm Funosophy, Inc., asked 200 moms of boys and girls ages 3–5 about the types of toys they plan on purchasing this summer. Read on to find out what they're buying.



Specific product mentions by category:

Arts & Crafts

- Coloring Books
- Crayons, Markers, and Colored Pencils
- Drawing Equipment
- Play-Doh
- Stickers

Outdoor/Beach Toys

- Beach Toys (pails and shovels)
- Pool Toys (rings and swimmies)
- Sports Balls
- Bubbles
- Bikes
- Sprinklers

Games

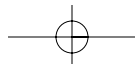
- Candyland
- Connect 4
- Trouble
- Hungry Hungry Hippos
- Magnetic Bingo

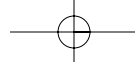
Preschool

- Etch A Sketch
- Magna Doodle
- Doodle Pad
- Doodle Pro
- View-Master

Despite increasing gas prices, moms are still planning on purchasing travel toys this summer with coloring books, beach toys, and games appearing at the top of their lists.

Nancy Zwiers is CEO of kids' marketing firm Funosophy, Inc. This survey was conducted by Funosophy and its research partner, KidzEyes, among a nationally representative sample of 200 boys and girls ages 3–5.

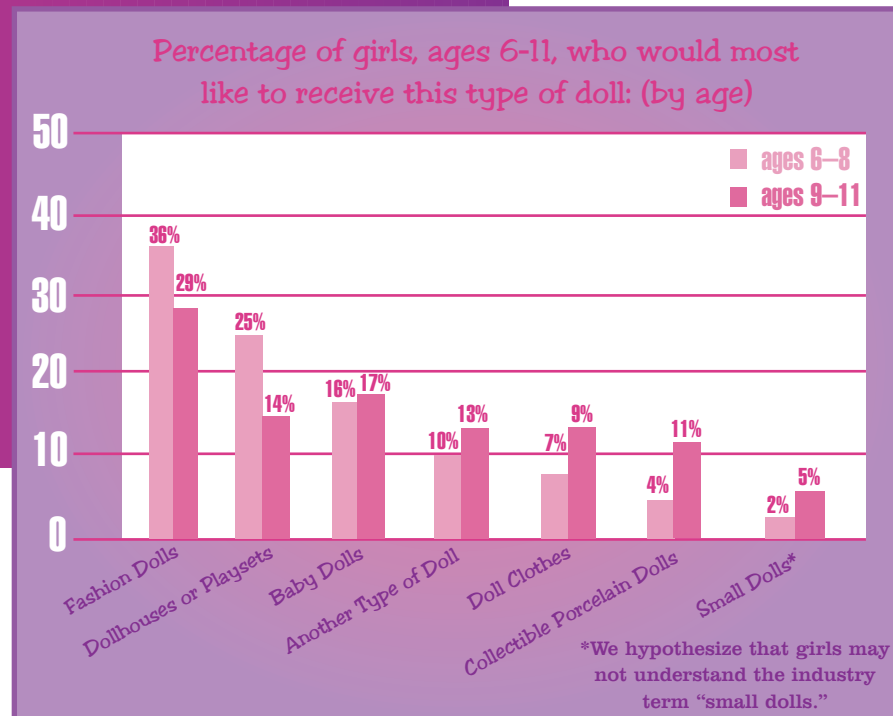




TOP 4 CELEBRITIES BY AGE

	AGE 6	AGE 7	AGE 8	AGE 9	AGE 10	AGE 11
DON'T KNOW	55%	11%	34%			
HANNAH MONTANA	51%	48%	1%			
GAMES	44%	54%	2%			
VIDEO GAMES	44%	30%	26%			
VEHICLES	39%	49%	12%			
ROOM DÉCOR	34%	52%	14%			
SPORTING GOODS	27%	56%	17%			
ARTS AND CRAFTS	26%	71%	3%			

Subcategory Trends

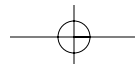


Fashion Dolls Slipping with Older Girls

Older girls, ages 9–11, are driving the slight decrease in interest in fashion dolls. Bratz, which reeled older girls in with its very “newness,” has been around for more than five years. With nothing new to take its place, interest in fashion dolls for this age group is down nearly 15 percent in popularity since last year and nearly 20 percent since 2005.

Doll Licenses

The good news is that several tween-based entertainment properties are being translated into dolls this fall. Perhaps the release of fashion dolls based on top TV programs, such as *Hannah Montana* or *High School Musical*, will boost the subcategory to its former levels with older girls. Hannah leads the charge with a strong interest at 79 percent, followed by *High School Musical* at 74 percent, *Cheetah Girls* at 51 percent, and *Bratz* at 48 percent.



Boys and Girls, Ages 6-11

HOW POPULAR DO YOU THINK PRODUCTS FEATURING THESE ARE GOING TO BE IN THE NEXT SEVERAL MONTHS AMONG KIDS YOUR AGE?

TOP FIVE "VERY POPULAR" RESPONSES WERE:

1. PIRATES OF THE CARIBBEAN
2. NICKELODEON
3. DISNEY CHANNEL
4. SPONGEBOB SQUAREPANTS
5. THE SUITE LIFE OF ZACK & CODY

Younger Kids, Ages 6-8

HOW POPULAR DO YOU THINK PRODUCTS FEATURING THESE ARE GOING TO BE IN THE NEXT SEVERAL MONTHS AMONG KIDS YOUR AGE?

TOP FIVE "VERY POPULAR" RESPONSES WERE:

1. SPONGEBOB SQUAREPANTS
2. NICKELODEON
3. DISNEY CHANNEL
4. PIRATES OF THE CARIBBEAN
5. CARTOON NETWORK

Older Kids, Ages 9-11

HOW POPULAR DO YOU THINK PRODUCTS FEATURING THESE ARE GOING TO BE IN THE NEXT SEVERAL MONTHS AMONG KIDS YOUR AGE?

TOP FIVE "VERY POPULAR" RESPONSES WERE:

1. PIRATES OF THE CARIBBEAN
2. AMERICAN IDOL
3. DISNEY CHANNEL
4. NICKELODEON
5. THE SUITE LIFE OF ZACK & CODY

Games and Puzzles

The princess theme captures the No. 1 spot in the games and puzzles category, but the gender-neutral school theme manages to squeeze in second.

Toy Vehicles

Princess power holds steady even in the vehicles category. The gender-neutral farm theme managed the No. 2 spot.

Building and Construction Toys

Surprisingly, two gender-neutral themes—amusement park and farm—top the list for the building and construction category. The gender-specific theme of space also put up a strong showing among moms of boys.

Electronic Learning Aids

Of all the themes tested, moms of boys and girls both selected a gender-neutral theme—school—as the one they would like to see on an electronic learning aid. ELAs is the only toy category where moms of girls chose a theme other than princess as the one they'd most like to see featured on a product.

Arts and Crafts

More moms wanted to see a princess theme on arts and crafts activity items than any other theme included in the test. Two gender-neutral themes—school and farm—ranked a distant second and third for this category.

Plush Toys

Two gender-neutral themes rose to the top in the plush category—zoo and pet. The gender-specific themes princess and dinosaur were not far behind, though.

Figures and Accessories

Two gender-specific themes—princess and dinosaurs—ranked most popular for the figures and accessories category.

Roleplay

Not surprisingly, gender-specific themes were most popular for roleplay toys, with the girl-specific princess theme leading the way and the traditionally boy-focused space theme ranking second.