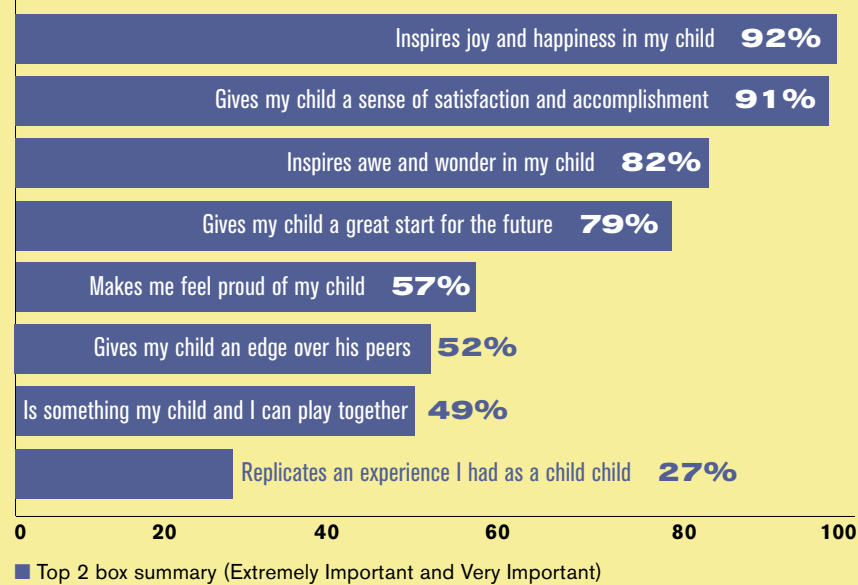


# Moms rank benefits of preschool toys

By Nancy Zweirs

PRESCHOOL TOYS ARE UNLIKE toys for older kids in that they are primarily parent purchases. The nag factor is not yet in full swing at this age, so it's generally up to mothers to make the final selection. But with the massive number of products in the preschool aisle, how does she choose? What emotional drivers are at play? In a recent Toy Tracker survey conducted by Funosophy Inc., 200 mothers of boys and girls ages 3-5 ranked the key emotional factors at play when making their purchase decisions.

## "How important is it to you that a preschool toy..." (Moms of Boys and Girls Ages 3-5)



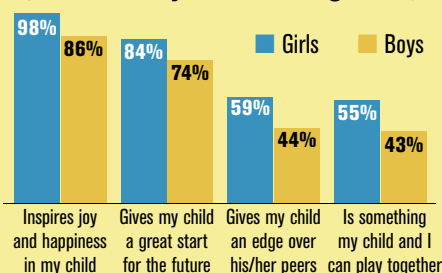
### Happiness first

Moms ranked emotional benefits having to do with their children's happiness and sense of satisfaction, accomplishment, awe and wonder higher than those having to do with educational benefits. And when it was important that toys offered a learning component, it was for "giv[ing] my child a great start for the future" much more so than for "giv[ing] my child an edge over his peers," indicating that personal best is more important than competitive edge at this age.

### Nostalgia – a thing of the past?

Many toy manufacturers believe that triggering a positive, nostalgic reaction in a parent is an effective purchase motivator. However, when asked how important it was that a preschool toy replicate an experience they had as a child, only 27 percent of mothers surveyed indicated that it was extremely or very important. And while nostalgia does not seem to be a serious purchase motivator, moms have not lost all sense of sentiment; finding a preschool product that allows them to play *with* their kids was extremely or very important to nearly half of those surveyed.

## "How important is it to you that a preschool toy..." (Moms of Boys and Girls Ages 3-5)



### Gender differences

Although mothers of boys and girls ranked key emotional purchase drivers in roughly the same importance order, there were some interesting point spreads between the two genders. Moms of girls rated toys that "give their child an edge over her peers" 15 points higher than those of boys did. Moms of girls also rated toys that "my child and I can play together" 12 points higher than those of boys. ■

*Nancy Zweirs is CEO of Funosophy Inc., a 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 200 mothers of children ages 3-5 years old. For details or to conduct your own Toy Tracker survey, email info@funosophy.com.*

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