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## **MOMS AND HOLIDAY SHOPPING**

**By Nancy Zwiers**

Who better to shed some twinkling Christmas light on this year's holiday retail situation than the moms who are doing the shopping? In a recent survey, Funosophy asked more than 600 moms of boys and girls ages three to 12 to share their holiday shopping lists, spending limits, and more.

### **What Are Moms Buying?**

Good news for the industry! Toys top Mom's holiday list, whether she's got sons or daughters.

"Which one of these will you be giving to your child the most this holiday season?"  
Moms of 3-12 Year Old Boys and Girls

	<b>Total Moms</b>	<b>Total Moms of Boys</b>	<b>Total Moms of Girls</b>
<b>Toys</b>	54%	46%	62%
<b>Electronics</b>	26%	38%	15%
<b>Clothes</b>	17%	13%	22%
<b>Money</b>	2%	3%	1%

Moms of older kids will be shopping for more electronics than Moms of younger kids and this is especially true of Moms of boys. In fact, 60% of Moms with boys ages 9-12 will be giving their sons mostly electronic gifts! Older girls will receive more electronics too, with about 35% of Moms with girls ages 9-12 shopping for mostly electronic gifts for their daughters this holiday season.

“Which one of these will you be giving to your child the most this holiday season?”  
Moms of 3-12 Year Old Boys and Girls

	<b>Moms of Boys 3-5</b>	<b>Moms of Boys 6-8</b>	<b>Moms of Boys 9-12</b>	<b>Moms of Girls 3-5</b>	<b>Moms of Girls 6-8</b>	<b>Moms of Girls 9-12</b>
<b>Toys</b>	75%	46%	19%	86%	73%	27%
<b>Electronics</b>	10%	42%	60%	4%	7%	35%

**Types of Toys:**

Moms of both boys and girls will be shopping for board games, trading cards, and hand-held electronic games this year. You’ll also find toy vehicles, building toys, and sports equipment in the baskets of Moms of boys, while Moms of girls will have carts full of dolls and arts & crafts kits.

“Do you plan on buying your child any of these as gifts this holiday season?”  
Moms of 3-12 Year Old Boys and Girls

	<b>Total Moms</b>	<b>Total Moms of Boys</b>	<b>Total Moms of Girls</b>
<b>Board Games</b>	61%	58%	64%
<b>Arts &amp; Crafts Kits</b>	44%	24%	63%
<b>Sports Equipment/Outdoor Toys</b>	35%	46%	24%
<b>Dolls or Doll Accessories</b>	34%	1%	66%
<b>Toy Vehicles</b>	27%	50%	5%
<b>Building or Construction Toys</b>	27%	48%	6%
<b>Action Figures or Accessories</b>	24%	43%	5%
<b>Model Kits or Hobby Materials</b>	16%	21%	11%
<b>Stuffed Animals</b>	14%	6%	23%

**Types of Electronics:**

When it comes to electronics, boys and girls of all ages will be receiving video games above all else. Another 11% of girls and 25% of boys may be unwrapping a brand new video game system to go along with all those games this year.

“Do you plan on buying your child any of these electronics as gifts this holiday season?”  
Moms of 3-12 Year Old Boys and Girls

	<b>Total Moms</b>	<b>Moms of Boys</b>	<b>Moms of Girls</b>
<b>Video Games</b>	42%	55%	29%
<b>Video Game Systems</b>	18%	25%	11%
<b>CD Player</b>	11%	10%	12%
<b>MP3 Player</b>	8%	10%	7%
<b>DVD Player</b>	6%	9%	4%
<b>TV</b>	5%	6%	5%
<b>Digital Camera/Video Camera</b>	4%	5%	4%
<b>Computer</b>	3%	4%	2%
<b>Cell Phone</b>	3%	4%	2%
<b>Pentop Computer</b>	2%	2%	1%
<b>TIVO</b>	0%	0%	0%

### **When Are Moms Shopping?**

Nearly 40% of Moms surveyed report beginning their holiday shopping in October. More than 30% of Moms do MOST of their shopping just after turkey day, with another 29% getting most of the items on their list in early to mid December.

By mid-October, 45% of Moms have already bought some gifts and have ideas for others they plan on purchasing. Another 36% report having ideas for the gifts they'd like to buy, but not having started their holiday shopping yet.

### **Where Are Moms Shopping?**

For the most part, Moms of both boys and girls will be doing their most of their holiday shopping at general merchandise stores like Target, Wal-Mart, and Kmart. Toys R Us is second choice for Moms of boys, while Moms of girls are more likely to be surfing the net to find this year's holiday must haves.

“At which one of these will you do most of your shopping this holiday season for your child?”

Moms of 3-12 Year Old Boys and Girls

	<b>Total Moms</b>	<b>Total Moms of Boys</b>	<b>Total Moms of Girls</b>
<b>General Merchandise Stores</b>	63%	58%	68%
<b>Internet</b>	14%	14%	15%
<b>Toys R Us</b>	13%	16%	10%
<b>Electronics Stores</b>	6%	8%	4%
<b>Other Toy Stores</b>	3%	3%	4%
<b>Bookstores</b>	0%	1%	0%

### **How Do Moms Know What to Buy?**

Kids are telling their parents which gifts they want to receive this holiday season and parents are listening! More than half of Moms also report that their kids are pointing out things at the store, showing her TV commercials, writing wish lists, and circling items in catalogs!

In response to the age old question, more than 80% of Moms report buying their kids the gifts that they've asked for most frequently versus the gift they've asked for most recently.

### **How Much Are Moms Spending?**

More than half of all Moms surveyed reported having a "rough idea" of their holiday budget per child and another 30% have a "very good idea" of how much they'll spend.

About 60% of Moms say that they plan on spending just about the same amount they spent last year, with another 23% planning on cutting last year's budget and spending less. Only 11% of Moms anticipate spending more this year than they did last year.

### **Closing**

Moms are serious about holiday shopping. They know what they're buying, where they'll shop, and how much they're going to spend.

*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 600 Moms with kids three to 12 years old. For details, go to [www.funosophy.com](http://www.funosophy.com) or call (562) 436-5251.*