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IMPULSE TOYS
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 By Nancy Zwiars

Novelty, or “impulse,” toys are a long-standing staple in the toy industry. Often comprising the entire toy section of drug and grocery chains, these low-priced items continue to thrive today. A recent survey conducted by leading kids marketing firm Funosophy, Inc. garnered some interesting tidbits about who’s really shopping these sections, why they’re purchasing, and how much they’re spending. Read on for surprising details!

Who’s Really Doing the Shopping?

When asked how likely they were to visit the toy section of a grocery or drug store, more Moms (44%) reported being likely to visit the section with their kids than those who would allow their kids to visit the section on their own (14%). These numbers highlight an opportunity to create a more purchase-conducive environment for Moms - a well-merchandised, organized, and clean-feeling section versus the somewhat disorganized sections that exist in many stores.

Moms of Boys and Girls Ages 6-8
When You’re Shopping at a Grocery or Drug Store, How Likely Are You To...

	<u>Likely</u>		Total Likely	<u>Neutral</u>		<u>Not Very Likely</u>	
	Extremely Likely	Very Likely		Somewhat Likely	Not Very Likely	Not At All Likely	Total Not Likely
Visit the Toy Section With Your Kids	21%	23%	44%	31%	17%	9%	26%
Let Your Kids Visit the Toy Section Without You	5%	9%	14%	14%	19%	54%	73%

How Much Are They Spending?

When asked about their likelihood of purchasing items at various price point ranges, more Moms (38%) reported being likely to purchase a toy costing less than \$2.00 than at any other price point. However, nearly 30% of Moms indicated likely purchase intent at \$2.00-\$4.99 and another 16% were likely to purchase a toy ranging from \$5.00-\$9.99. When you consider the volume of shoppers passing through an average drug or grocery store every day, that 16% may give novelty manufacturers cause to pause and reconsider the allocation of price points within their sections.

Moms of Boys and Girls Ages 6-8 When You're Shopping at a Grocery or Drug Store, How Likely Are You To...

	<u>Likely</u>		Total Likely	<u>Neutral</u>		Total Not Likely
	Extremely Likely	Very Likely		Somewhat Likely	Not Very Likely	
Purchase a Toy That Costs Between \$.99-\$1.99	15%	24%	38%	33%	20%	29%
Purchase a Toy That Costs Between \$2.00-\$4.99	9%	19%	28%	36%	23%	37%
Purchase a Toy That Costs Between \$5.00-\$9.99	5%	11%	16%	30%	33%	55%

Why Are They Buying?

Results of this survey challenge the popular belief that impulse toys are purchased either to appease fussy kids in the store ("shut-up" toys) or as an immediate reward for a kid who behaved well on a shopping trip. When asked about their likelihood of purchasing a toy to fulfill various needs, more Moms (24%) were likely to purchase an impulse toy to give as a gift, either for their kid or another, than for any other reason surveyed! Another 20% were likely to purchase a toy to play with at a later time, which was nearly twice as many as those who were likely to purchase something for their kids to play with immediately. This gift-giving insight presents a unique opportunity for novelty manufacturers to better position their products as gift-items, through innovative gift-like package designs and sizes.

Moms of Boys and Girls Ages 6-8
When You're Shopping at a Grocery or Drug Store, How Likely Are You To...

	<u>Likely</u>		Total Likely	<u>Neutral</u>		<u>Not Very Likely</u>	
	Extremely Likely	Very Likely		Somewhat Likely	Not Very Likely	Not At All Likely	Total Not Likely
Purchase a Toy as a Gift , Either for Your Kid or Another Kid	9%	16%	24%	38%	23%	16%	39%
Purchase a Toy For Your Kid to Play with Later	6%	14%	20%	33%	35%	13%	48%
Purchase a Toy For Your Kid to Play with Immediately	6%	7%	12%	21%	38%	29%	67%

In Summary

Novelty continues to be an opportunity within the industry. Given Mom's shopping habits and purchase rationales in the impulse section, there are definitely merchandising and packaging opportunities that could impact the quantity and dollar amount of actual sales.

Written by Nancy Zwiers, CEO of Funosophy, Inc. This survey was conducted by Funosophy and its research partner KidzEyes among a nationally representative sample of 200 Moms of boys and girls ages 6-8 years old. For details or to conduct your own Toy Tracker survey, email info@funosophy.com or call (562) 436-5251.