

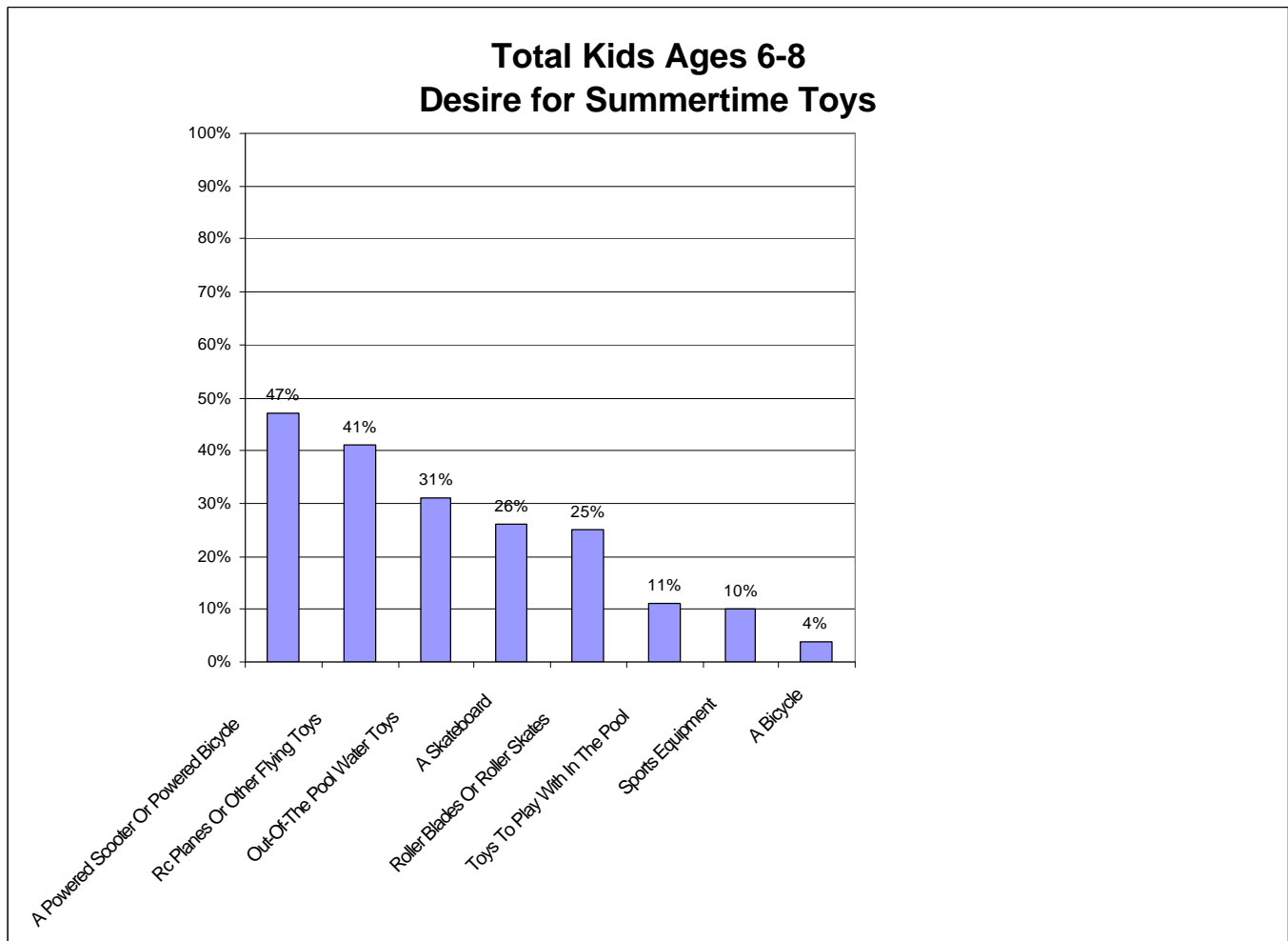
POWERED VEHICLES SIZZLE THIS SUMMER KIDS DETAIL DESIRE FOR OUTDOOR TOYS

By Nancy Zwiers

Although kids may still love baseball and apple pie, the times, they are a changin'! In a recent Toy Tracker survey conducted by consulting firm Funosophy, Inc., 300 boys and girls ages 6-8 shared their interest in eight different types of outdoor/summertime toys. Today's high tech powered bicycles and scooters were on more kids' summer wish lists than other more tradition offerings – read on to find out what'll else will be hot this summer!

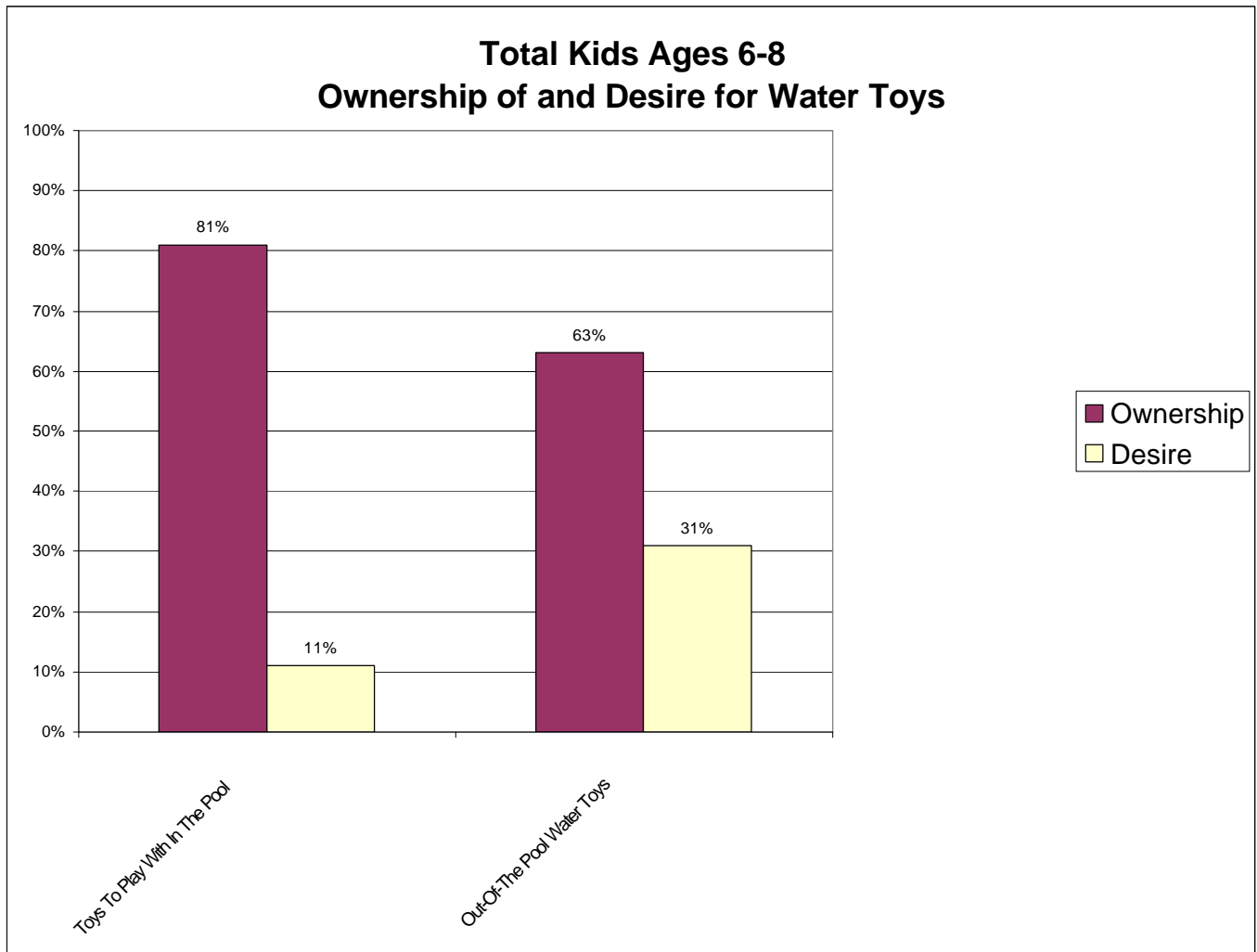
Power Play!

Nearly 50% of boys and girls age 6-8 reported wanting to get a powered scooter or powered bicycle this summer. RC vehicles also scored high summertime fun points, with more than 40% of kids interested in getting an RC plane or other flying toy. Ranking third in the desire scale were out-of-the-water pool toys like Super Soakers, Slip N Slides, and sprinkler games – more than 30% of kids would like to play with these while soaking up the summer sun.



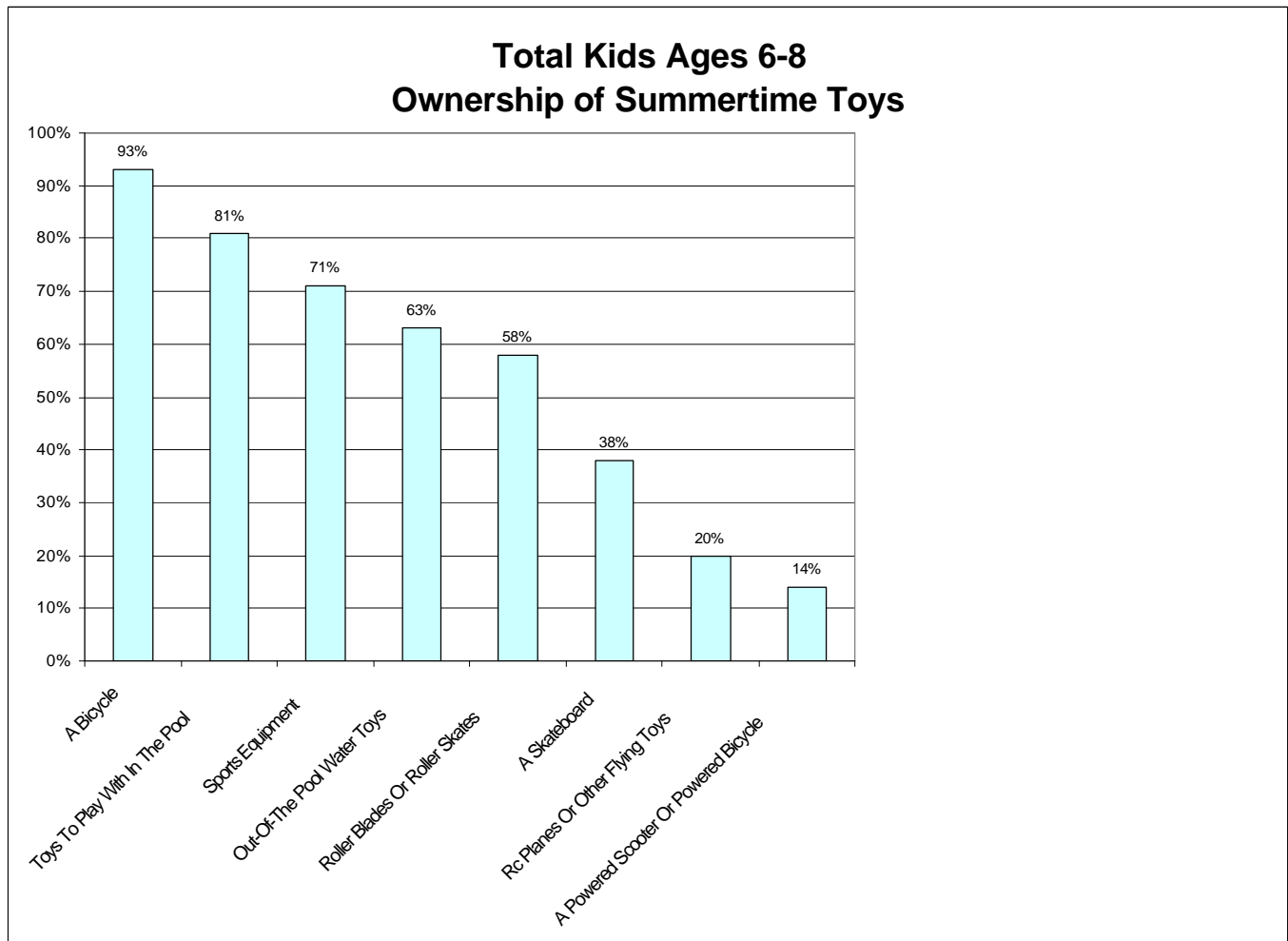
Fish Out of Water

Out-of-the-water pool toys like Super Soakers, Slip N Slides, and sprinkler games were hot with both boys and girls. More than 30% of kids want to get these kinds of toys this summer, versus 11% who would like to receive classic pool toys (although current ownership levels of classic pool toys is much higher, at 81%).



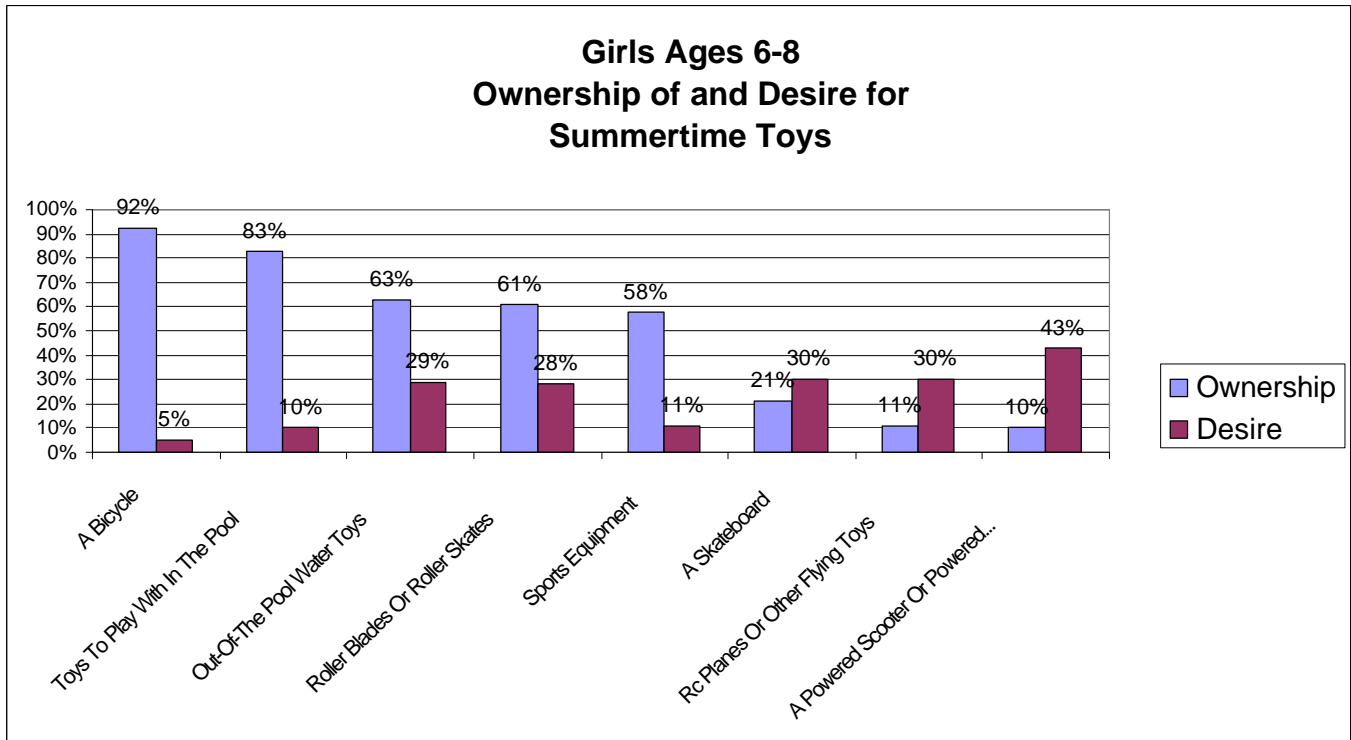
Classic Toys Still Reign

In terms of current ownership, classic outdoor toys like bikes, in-the-water pool toys, and sports equipment are still tops with younger kids.



Girls, Start Your Engines!

Gender stereotypes are falling by the way-side, and kids are no exception. A whopping 31% of girls ages 6-8 would like to get a skateboard this summer (more than 20% already have one)! In addition, another 30% of girls are interested in exploring the traditionally male-targeted RC planes or other flying toys. Look out, boys!



In Summary

Classic summertime toys continue to fill kids' garages and backyards, but kids also have their eyes on the newer categories, like powered vehicles.

Written by Nancy Zwiars, 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 300 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.