

RADIO/REMOTE CONTROLLED AUTOMOBILES AMONG BOYS' TOP PICKS

By Nancy Zwiers

A recent Toy Tracker (SM) survey conducted by Funosophy, Inc., asked 300 boys ages 12-17 to share their preferences regarding different types of hobby kit vehicles, as well as their inclinations toward powered or non-powered vehicles.

Playing Favorites

Automobiles top the charts as boys' favorite types of vehicles. Other types of vehicles, including planes and trains, were also popular with boys ages 12-17.

Must Haves

Radio or remote-controlled automobiles ranked highest in terms of desired purchases, but boys also showed high interest levels in owning radio or remote controlled planes, as well:

Desire to Purchase Total Boys Ages 12-17

| Here is a list of different types of hobby kits that you might buy. Which one best describes you? | % of boys who would like to purchase |
|--|---|
| RADIO OR REMOTE CONTROLLED AUTOMOBILES | 65% |
| RADIO OR REMOTE CONTROLLED PLANES | 59% |
| OTHER RADIO OR REMOTE CONTROLLED VEHICLES | 49% |
| NONPOWERED AUTOMOBILES | 45% |
| RADIO OR REMOTE CONTROLLED TRAINS | 39% |
| OTHER NONPOWERED VEHICLES | 38% |
| NONPOWERED PLANES | 35% |
| NONPOWERED TRAINS | 25% |

Radio/Remote Controlled Versus Non-Powered Vehicles

Boys expressed considerably more interest in remote or radio/remote controlled vehicles than traditional non-powered vehicles:

Radio/Remote Controlled vs. Non Powered
Total Boys Ages 12-17

| | Radio/Remote Control | Non Powered |
|-----------------------|----------------------|-------------|
| AUTOMOBILES | 65% | 45% |
| PLANES | 59% | 35% |
| OTHER VEHICLES | 49% | 38% |
| TRAINS | 39% | 25% |

Written by Nancy Zwiers, CEO of Funosophy, Inc., the preeminent brand-building consulting and research firm in the toy industry. Toy Tracker^(sm) research is conducted by Funosophy and its research partner KidzEyes among a nationally representative sample of 300 boys ages 12-17 and is available for purchase on a custom basis. For details, go to www.funosophy.com or call 562-436-5251.