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TOY AISLE STILL TOPS WITH TWEEN SHOPPERS **KIDS SHARE THEIR MASS MARKET SHOPPING HABITS**

By Nancy Zwiers

The 2005 KidzEyes/Funosophy Holiday Wish List Survey told us that kids think mass market retailers like Target, Wal-Mart, and Kmart are the best places to shop. But what are these consumers-of-tomorrow shopping FOR, exactly? In a recent Toy Tracker survey conducted by consulting firm Funosophy, Inc., 300 boys and girls ages 9-11 share their mass market shopping habits, revealing interesting opportunities for manufacturers of kids' products.

Toys Are Tops

Great news! The toy aisle is still the number one destination of tweeny-bopper shoppers when visiting mass market retailers. More than 84% of all kids surveyed stated that they would "definitely" or "probably" visit the toy department when shopping.

The electronic aisle, including video games and cameras, is a close second, with more than 80% of kids saying they would visit this department. Surprisingly, "clothes, fashion accessories, and shoes," driven by girls' responses, came out third most popular with tweens – nearly 70% of kids surveyed said they would likely shop in these departments, beating out the music department by less than a point.

If you're wondering which department is least popular with the discerning tween shopper, look no further than the stationery and card aisle.

“Please imagine that you are shopping in a general merchandise store like Target, Wal-Mart, or Kmart. How likely are you to shop in the following departments, either with your parents or by yourself?”

Total Kids Ages 9-11

	Top 2 Box Summary “Definitely Would!” or “Probably Would!”
Toys	84%
Electronics	81%
Clothes/Fashion Accessories/Shoes	67%
Music	66%
School Supplies	56%
Books/Magazines	48%
Room Decorations and Furniture	39%
Toiletries and Cosmetics	38%
Stationery and Cards	28%

What’s In Boys’ Baskets?

Toys and electronics tie as boys’ number one shopping destination, with a whopping 92% saying they would “definitely” or “probably” shop these departments when visiting a mass market retailer! Rating a distant third and fourth, music and school supplies, respectively, round out boys’ favorite mass market departments.

Perhaps most surprising is that nearly 30% of boys surveyed indicated that they’d visit the room decorations and furniture departments.

Boys Ages 9-11

	Top 2 Box Summary “Definitely Would!” or “Probably Would!” Shop
Toys	92%
Electronics	92%
Music	57%
School Supplies	54%
Clothes/Fashion Accessories/Shoes	52%
Books/Magazines	43%
Room Decorations and Furniture	29%
Toiletries and Cosmetics	24%
Stationery and Cards	23%

Girls Make the Rounds

Not surprisingly, the clothes, fashion accessories, and shoe aisles rank highest with tween girls – more than four out of five girls (82%) would “definitely” or “probably” visit these departments when making the mass market rounds.

Toys are holding their own with girls, too, though, as 76% of girls surveyed indicated they’d visit the toy aisle. Music comes in a close third with a 75% vote, beating out electronics by more than 5 points.

The toiletries/cosmetics department is also a popular destination for girls, with more than 50% of those surveyed interested in shopping there – an interesting opportunity for licensors of girls products and “toyetic” versions of adult cosmetics and beauty products.

Girls Ages 9-11

	Top 2 Box Summary “Definitely Would!” or “Probably Would!” Shop
Clothes/Fashion Accessories/Shoes	82%
Toys	76%
Music	75%
Electronics	70%
School Supplies	58%
Books/Magazines	53%
Toiletries and Cosmetics	52%
Room Decorations and Furniture	48%
Stationery and Cards	33%

In Summary

While toys are tops overall, there are ample opportunities for manufacturers and licensors of kids’ products to reach their consumers in the mass market retail environment. Adding “toyetic” appeal to the types of products that are beginning to interest tweens, like electronics, cosmetics, and room decor, will only make them more desirable.

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 300 boys and girls ages 9-11 years old. For details or to conduct your own Toy Tracker survey, email info@funosophy.com or call (562) 436-5251.