

## Walmart's Talking Holiday Toys Survey Fact Sheet

Walmart, America's largest seller of toys, wanted to find out exactly what kids' and parents' preferences and perceptions are of holiday toys this year. **Walmart's Talking Holiday Toys Survey** was conducted by GfK Public Affairs & Corporate Communications utilizing GfK's KnowledgePanel. The survey, which polled 1,009 children between the ages of 3-11 and each child's parent in September 2012, found:

### **Naughty or nice: older kids are learning the secret**

- While the majority of kids ages 3 – 11 think they will get more toys at Christmas if they have been good throughout the year, 9 – 11 year olds have gotten in on the secret. Fifty percent of 9 – 11 year olds realize they get the same amount of toys whether they are naughty or nice. That compares to 35 percent of 3 – 5 year olds and 30 percent of 6 – 8 year olds.

### **Kids know to ask Santa**

- Second to nagging, the most persuasive technique cited by parents and kids that kids use to get the toys they want for Christmas, is asking Santa Claus, either by writing a letter or sitting on his lap and telling him face-to-face.

### **The older kids get, the sneakier they become**

- While 23 percent of kids ages 3 – 11 have found a hidden Christmas gift before the holiday, one third of older kids ages 9 – 11 have found the hidden stash. Parents continue to be in the dark about kids finding their gifts. Only about one fifth of parents of 9 – 11 year olds believe that their child has found the loot.

### **Educational toys rank higher with parents**

- A large majority (83 percent) of parents of kids ages 3 – 11 say that they are likely to buy educational toys for Christmas. In contrast, only 59 percent of kids ages 3 – 11 say they would like to receive such toys. Younger kids are most excited about toys that teach – 69 percent of kids ages 3 – 5 would look forward to receiving these toys.

### **Kids are spending their own money this holiday season and buying gifts for the family**

- About one third (35 percent) of kids say they plan on spending their own money this Christmas, with older kids ages 9 – 11 (44 percent) more likely to say so than 3 – 5 year olds (28 percent) or 6 – 8 year olds (33 percent). Of those who plan to spend their own money, the majority (72 percent) will be spending it on gifts for family.

### **Where kids and parents find out about wish-list toys**

- Sixty-six percent of kids say they found out about toys they want for Christmas by seeing them in-store while shopping and 65 percent find out from TV ads. The majority of parents (74 percent), on the other hand, find out what toys to get from their child directly.