



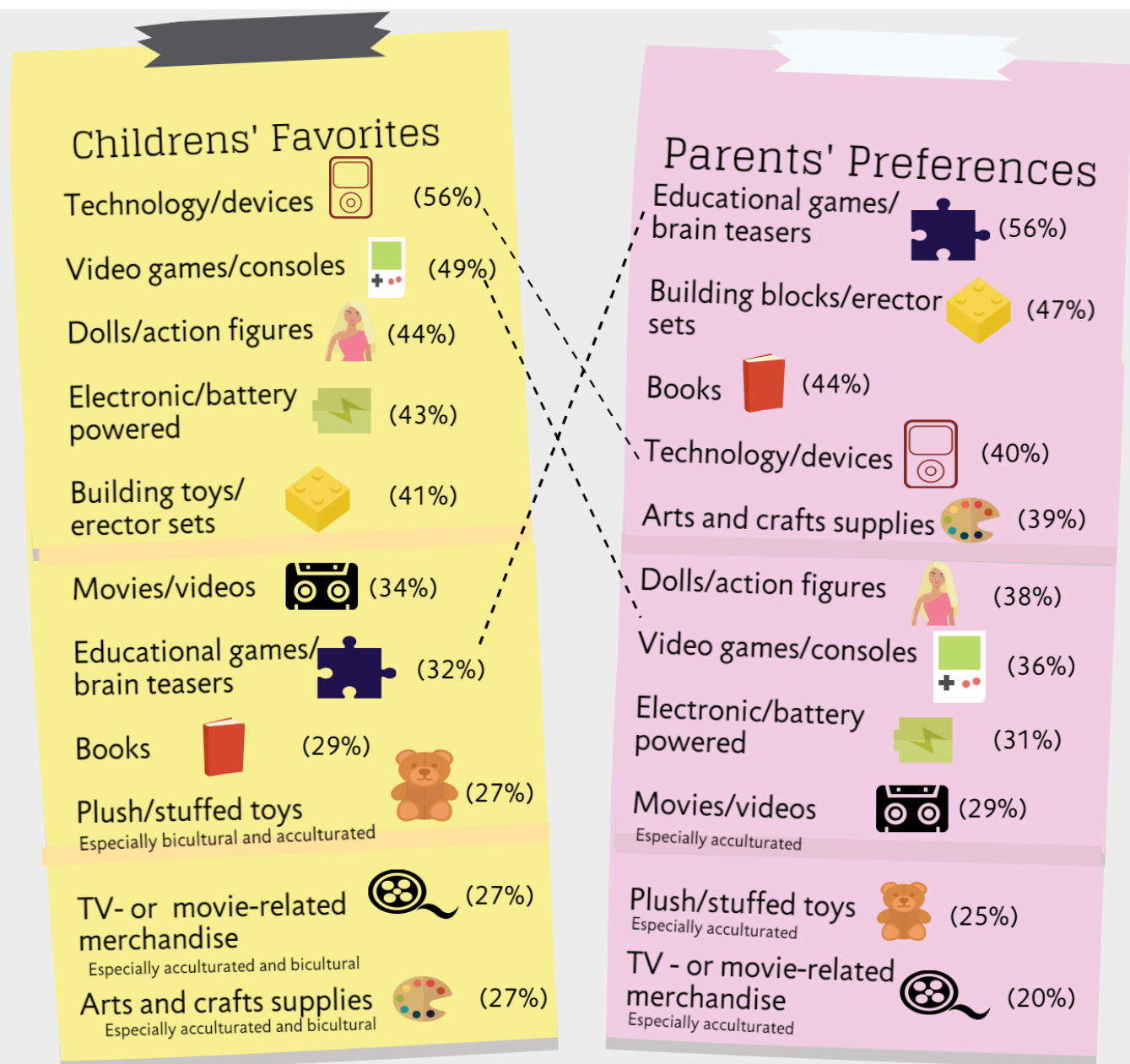
# Hispanics' Toy Preferences



1,074 VozLatinum members participated in an online survey in January 2015

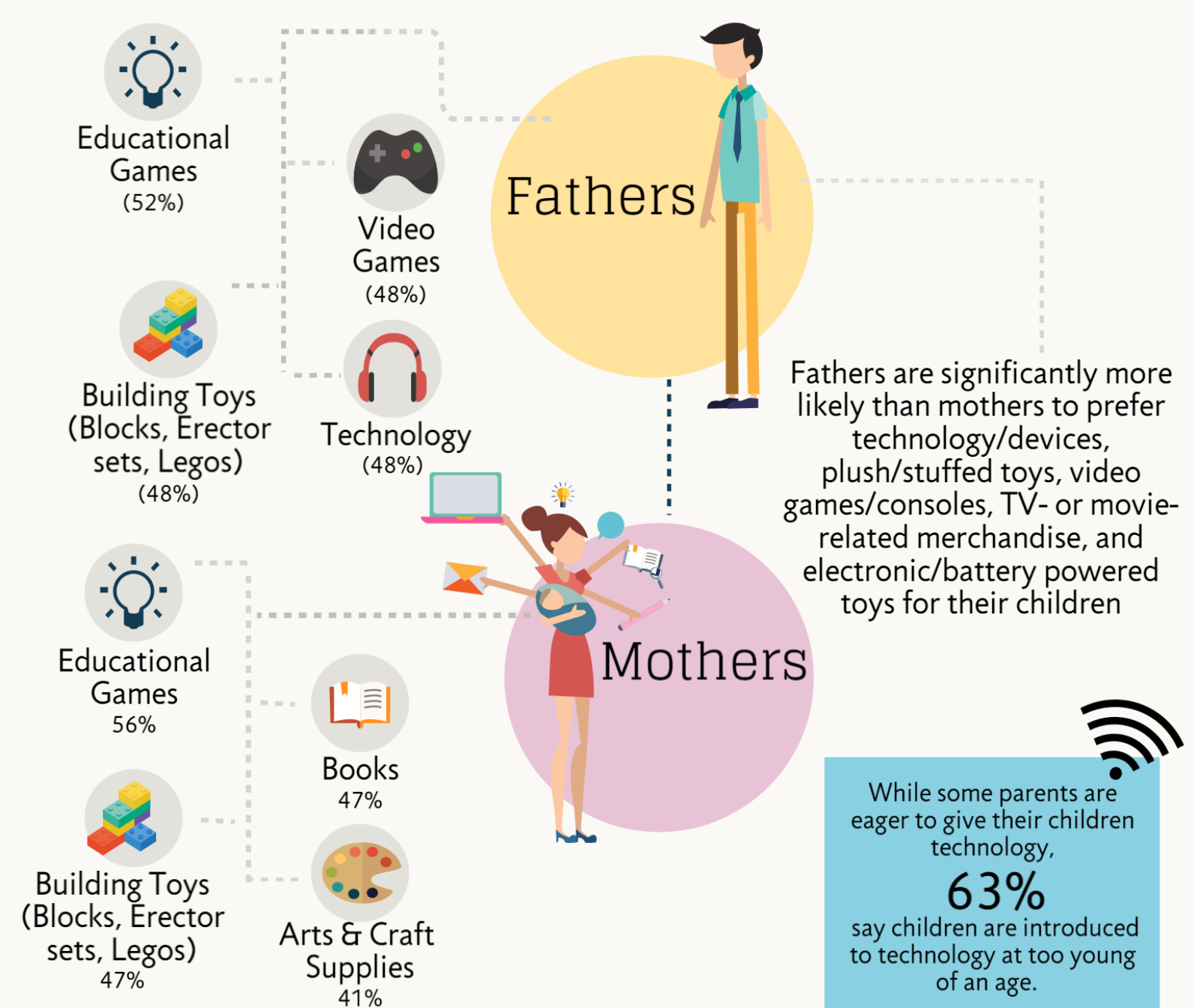
92% of Hispanic parents plan to buy their children toys for holidays and special occasions throughout the year. But how do children's and parents' toy preferences compare? Do mothers and fathers select the same toys for their kids? We tapped into our VozLatinum community to find out!

## Children want technology and electronic devices, but parents prefer to purchase educational toys

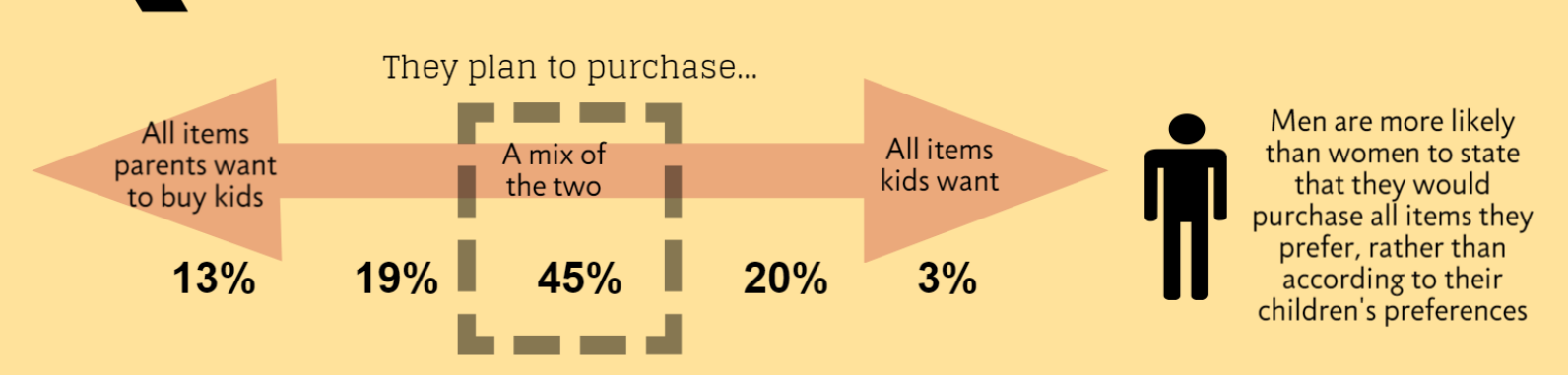


Overall, acculturated parents are more likely to prefer toys reflective of American pop culture than their less acculturated peers

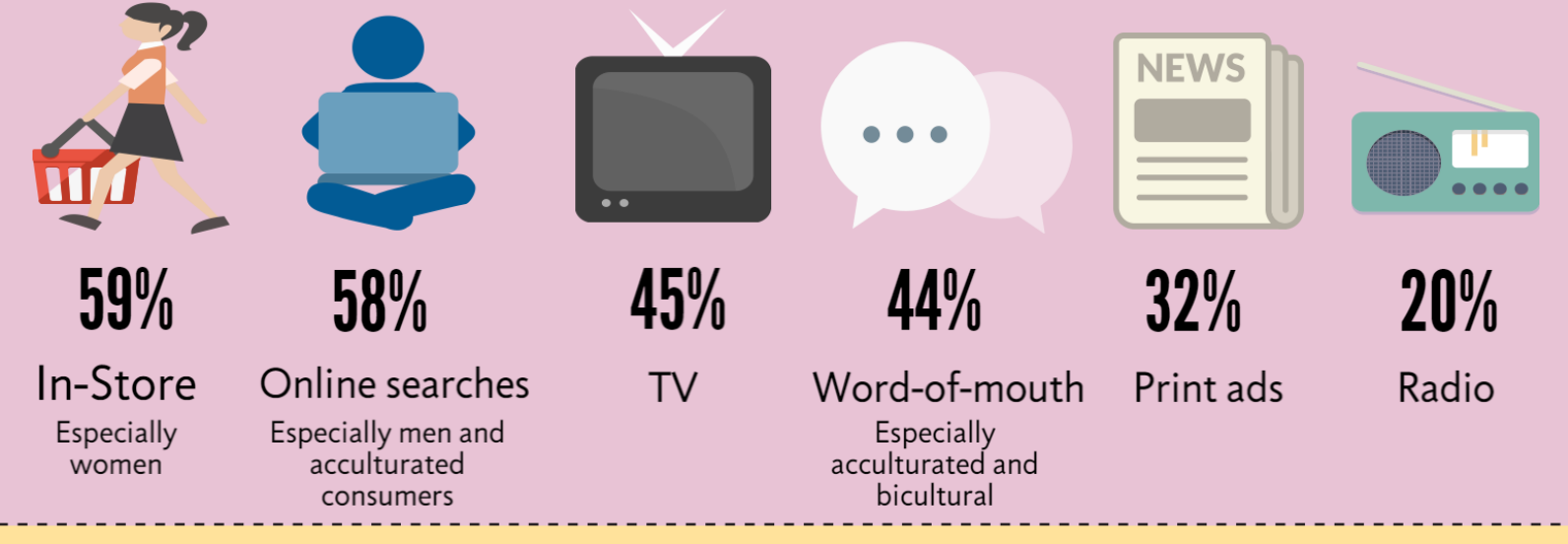
While parents prefer educational and hands-on toys for their children, fathers are more likely to lean towards video games and technology devices and mothers prefer crafts and books



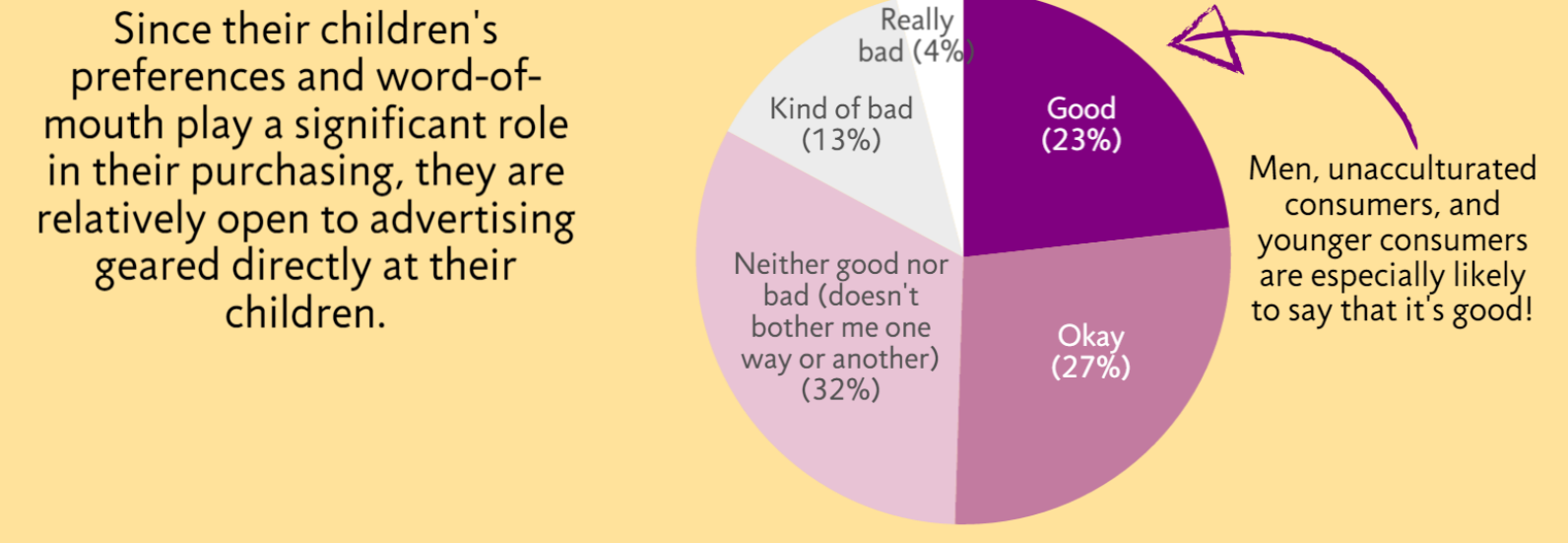
When it comes time to make final purchases, almost half of respondents (45%) say they split their carts between the items they want for their children, and the items their children want.



## Online searches and in-store are the most popular ways to learn about toys and games



### Advertising aimed at children is...



## Key Takeaways for Brands

- Mothers value toys that provide hands-on, developmental, and educational experiences. This sentiment holds true across most other facets of their life. When appealing to Hispanic mothers, show them how your product/service is beneficial not only to them, but to their family as a whole.
- Men and younger consumers may be more likely to adopt new technology and electronic devices than women. When introducing such products into the market, it could be beneficial to target those consumers. (But be careful about targeting children too soon and too often!)
- Brands that combine parent preferences with children interests will likely do well with Hispanic toy purchasers (for example, offer educational/intellectual opportunities via technology and electronic devices).
- Acculturated consumers tend to gravitate toward more popular culture items more than unacculturated Hispanics. Encourage active participation in general market traditions when targeting the former, and highlight the importance of maintaining cultural heritage when targeting the latter.

