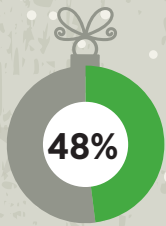


WHAT YOUTH WANT FOR THE HOLIDAYS

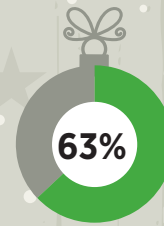
A late Thanksgiving means a shorter holiday shopping season, but sales are expected to surpass the \$1 trillion mark!

(Source: eMarketer Oct. 2019)

BIG GIFT VS. LITTLE GIFT



Half of boys would rather receive one big expensive gift



Two-thirds of girls prefer receiving several smaller gifts

TOP 5 DESIRED TOYS

(Aided, from list of 21 toys)

Kid Boys



Monster Jam Mega Grave Digger RC	39%
Hot Wheels id	35%
Marvel Spider-Man Super Web Slinger	28%
Fortnite Jumbo Loot Llama Piñata	16%
Star Wars Scream Saber	10%

Kid Girls



LOL Surprise! O.M.G. Swag Fashion Dolls	31%
Barbie Dreamplane	27%
Myla the Magical Unicorn	23%
Crayola Scribble Scrubbie Pets	21%
Crayola Color Chemistry	20%

TOP 5 DESIRED GIFTS

(Unaided)

Kid Boys



Legos	30%
Specific Video Games	27%
Clothes	22%
Nintendo Switch	19%
Bike	13%

Kid Girls



LOL Surprise Dolls	26%
Barbies/Accessories	23%
Legos	17%
Clothes	15%
Stuffed Animals	15%↑

Tween Boys



Gift Cards	21%
Specific Video Games	18%
Clothes	17%
Money	16%
Nintendo Switch	14%

Tween Girls



Clothes	42%
Shoes	23%
Gift Cards	16%
Money	13%
Phone	13%

Teen Boys



Clothes	32%
Money	32%
Gift Cards	24%
Shoes	23%↑
Jacket/Coat	10%

Teen Girls



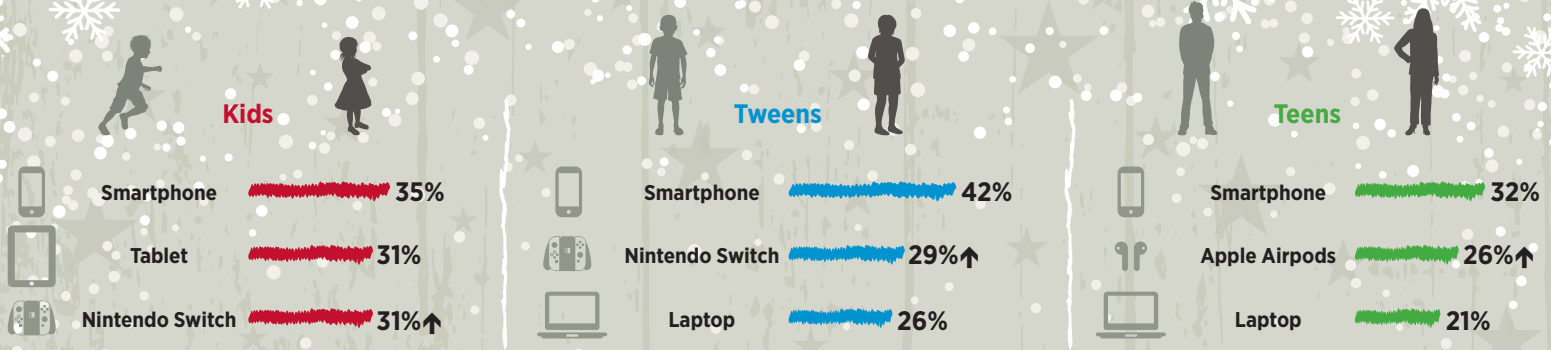
Clothes	49%
Money	32%↑
Makeup	18%
Shoes	18%
Gift Cards	17%

↑ Significantly greater than 2018

↓ Significantly less than 2018

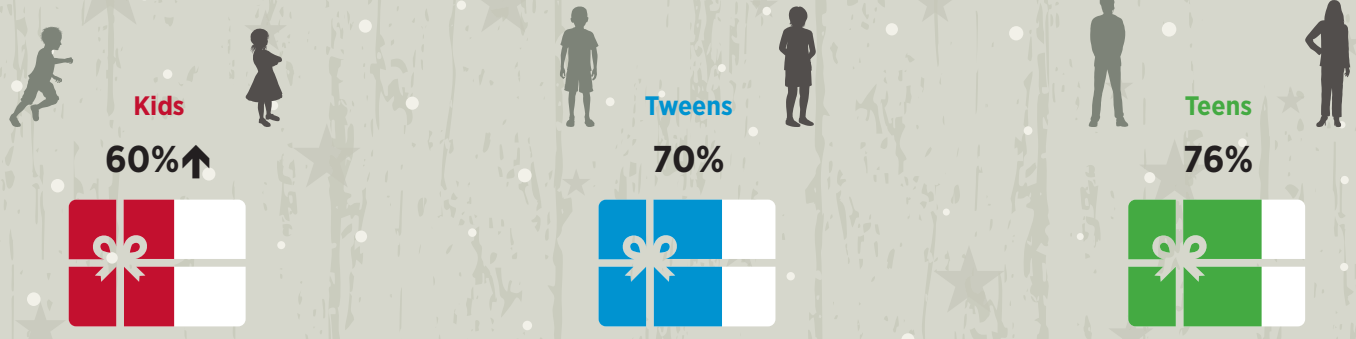
TOP 3 DESIRED DIGITAL GIFTS

(Aided)



24% of Teens chose "no digital devices."

WOULD PREFER GIFT CARDS TO PRESENTS

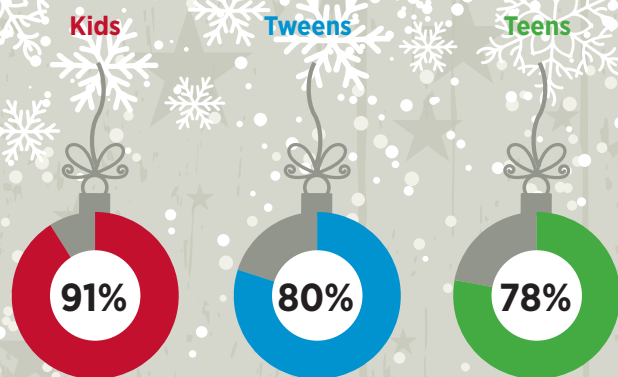


TOP 3 GIFT CARDS (AIDED)

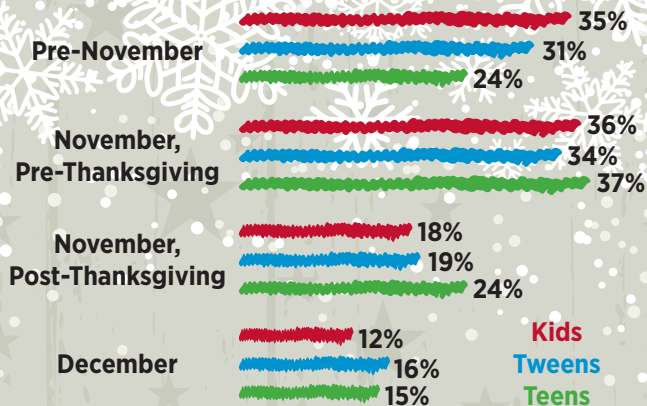


↑ Significantly greater than 2018
 ↓ Significantly less than 2018

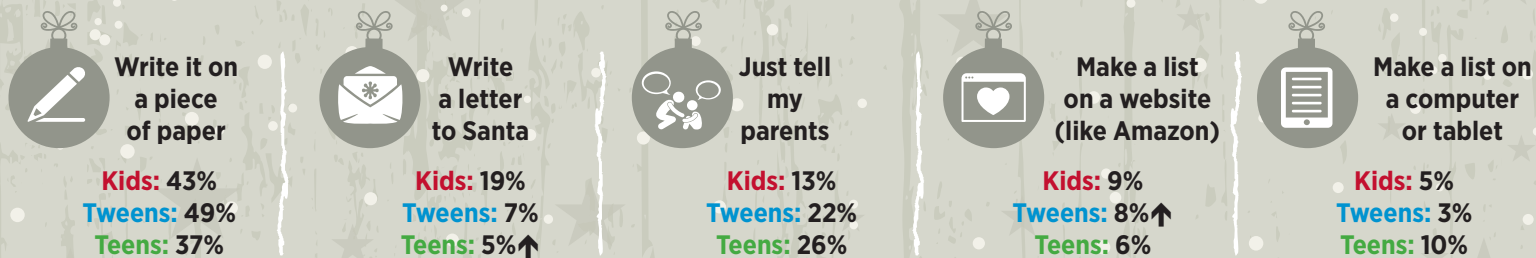
WHO MAKES WISH LISTS



WHEN THEY MAKE WISH LISTS

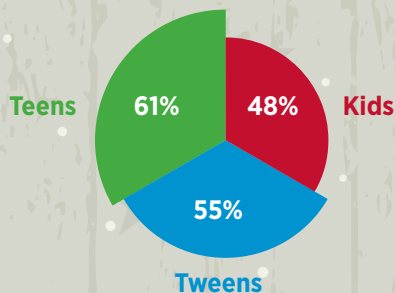


HOW THEY MAKE WISH LISTS



TOUGH CHOICE: THE GIFT OF GIVING

Would rather give their gifts to charity than give up all electronic devices and media for a month



SUPPORTING A CHARITY



TOP PEOPLE YOUTH WILL SHOP FOR



↑ Significantly greater than 2018
↓ Significantly less than 2018