

February 2007
TAP Survey: Electronic-based, Edutainment Toys

In order to get a better feel for consumers' perceptions of electronic-based learning toys, In-Stat conducted a US-based consumer survey about the devices. The survey was fielded in February 2007 and received responses from 1,180 members of In-Stat's Technology Adoption Panel (TAP).

In-Stat's TAP is an online panel of more than 16,000 US-based technology users interested in contributing their opinions and insights about technology usage. This panel was approached from a consumer perspective. It is important to note that most of the panelists are male, and tend to be more highly educated, more tech-savvy and have higher household incomes than the general consumer population. In effect, this panel allows In-Stat to poll a population of technology early adopters and gauge their knowledge, and usage of, specific products and technologies.

The first question asked of respondents was how familiar they are with edutainment toys. Of the 1,180 respondents surveyed, 32% had never actually heard of an edutainment toy until this specific survey. The remaining 68% of respondents have heard of edutainment toys, with 17% (n = 195) actually purchasing this type of toy for a child in his or her life.

Table 1. Level of Familiarity with Edutainment Toys

Familiarity with Edutainment Toys	# of respondents	% of respondents
This is the first time I've heard of this type of device.	381	32.3%
I've heard of this type of device, and have a general idea as to what it is.	218	18.5%
I've heard of this type of device, but that's the extent of my familiarity.	217	18.4%
I have purchased an electronic-based edutainment toy for a child in my life (son, daughter, grandchild, niece, nephew, etc.).	195	16.5%
I've heard of this type of device, and have a good idea as to what it is, but have never purchased one.	169	14.3%
Total	1,180	100.0%

Source: In-Stat, 2/07

Of those 195 respondents who have already purchased an edutainment toy, the large majority, or 75%, or respondents purchased a Leapfrog-branded product. This is followed by 49% of past edutainment toy purchasers who bought a V.Tech-branded product. Fisher-Price followed closely as the third-ranked brand respondents purchased. Multiple responses were allowed.

Table 2. Edutainment Toy Brand That Was Purchased

Brand Purchased	# of respondents	% of respondents
Leapfrog	146	74.9%
V.Tech	95	48.7%
Fisher-Price	82	42.1%
Hasbro	27	13.8%
Other	12	6.2%
Don't know	9	4.6%

Source: In-Stat, 2/07

*Multiple responses allowed