



Illuminas
Enlighten. Empower.

Prepared for Derek Crookes
British Toy & Hobby Association

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Today's Presentation

1. Research Background, Objectives & Approach
2. Executive Summary
3. Children's unwanted toys
4. Experience of receiving passed on toys
5. Drivers of passing on toys



Research Background, Objectives & Approach

Research Context: Revisiting the topic of the re-use of toys

In the summer of 2012, Illuminas conducted focus groups on behalf of The British Toy & Hobby Association. The aim was to gain an understanding of what parents do with toys that are no longer wanted. Prior to this, a quantitative survey of 2000 parents had been conducted to explore the topic

The research was undertaken in response to a Government Waste Policy review (2011), expected to turn the previous discussions around excessive packaging for toys to disposal of toys themselves

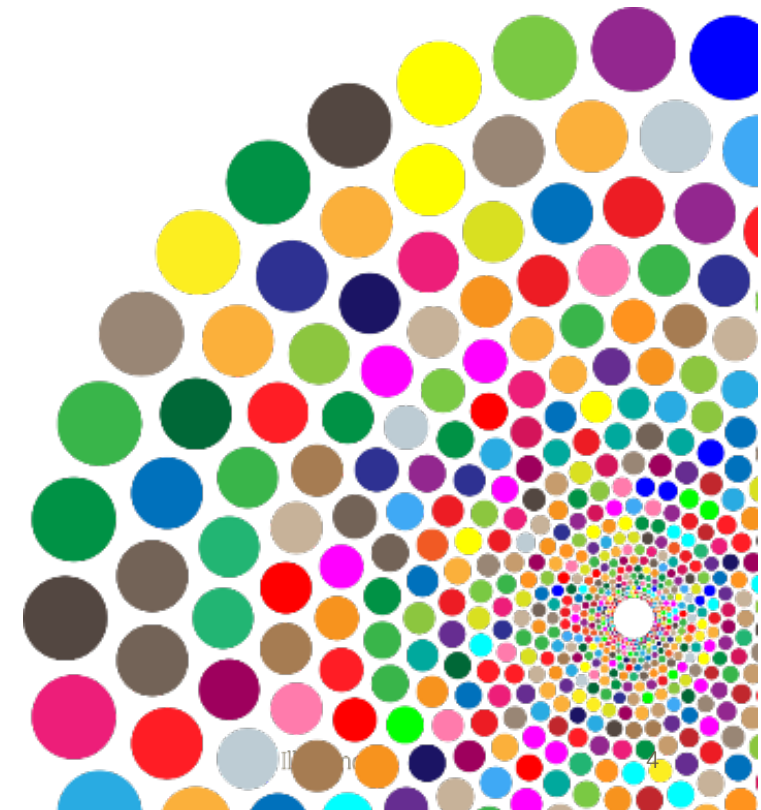
Focus groups served to validate the output from the survey and to place them within context to aid greater understanding from which to draw recommendations

Findings from the survey included:

- 70% of parents pass on toys, 60% said their children had received handed down toys
- 62% pass on toys to family/friends, 39% give to charity, 31% store/collect, 26% throw away
- Pre-school aged toys are the most likely to be passed on (58%)
- 57% of parents pass on toys for others enjoyment, 23% for environmental reasons

Findings from the focus groups included:

- There was a far greater inclination to pass on used toys than to buy/receive them due to: managing sizeable collections, cheap offers in supermarkets, preference for new toys
- Main reasons for passing on toys: extending their life/ play value, altruistic element, teaching children associated value of sharing, avoiding waste going into landfill, making money and the need to make room.



Objectives

The British Toy & Hobby Association wanted to revisit and refresh the research undertaken in 2012 and asked Illuminas to undertake a quantitative survey

The core question areas remained broadly the same. The main topic areas, as in previous tranche of research, were centered on:

Unwanted toys

- What happens to toys when no longer played with
- Channel and preference for passing on unwanted toys
- Nature of toys would pass on
- Reasons for passing on toys
- Age group of toys passed on and times of the year when doing so (including if the toys had already been passed on to them)
- Frequency of disposing of toys and prompts to do so

Passed on toys

- If parents / child have received passed on toys and how often
- Drivers of passing on toys more regularly, including sources of information



Approach

2,001 x 15 minute online interviews with parents of children aged between 6 months and 9 years old who have given someone toys which their children have outgrown within the last six months

- Interviews were recruited from online panels and took place between in May 2019

Screening ensured that respondents met the following criteria:

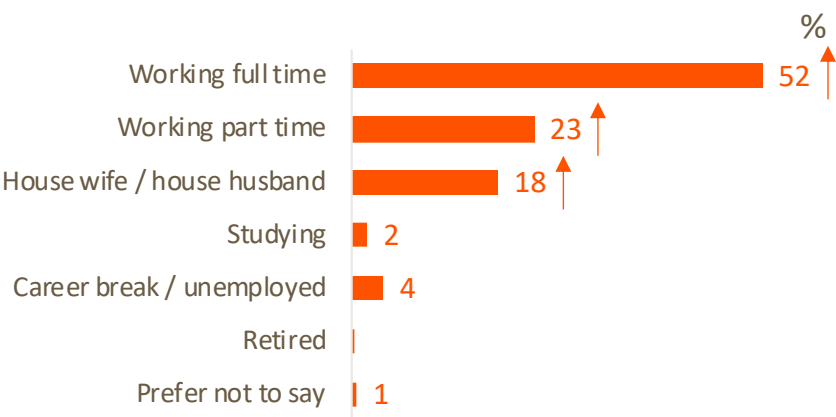
- All to be either jointly or solely responsible for at least some of the toy purchasing within their household, and were jointly / solely responsible for deciding what to do with unwanted / no longer used toys
- All had passed on a toy in the last 6 months, be that through donation to a charity shop, giving to friends and family, selling at a car boot sale, selling online etc.
- Interviews were geographically spread by U.K. region

		Minimum quota	Achieved
Parent answering survey	Mother	1600	1,598
	Father	200	403
Age of child survey questions asked about	6 to 35 months old	600	538
	3 to 5 years old	600	700
	6 to 9 years old	600	763
Gender of child survey questions asked about	Boy	900	1,058
	Girl	900	943
Parent type	First time	900	896
	Sequential	900	1,105
Total			2,001

		Minimum quota	Achieved
Social grade of chief income earner in parent's household	AB	300	376
	C1	500	626
	C2	400	503
	DE	400	496
Age of parent answering survey (years)	Under 29	300	587
	30 to 34	300	371
	35 to 44	300	353
	40 to 44	300	204
	45 to 49	300	372
	50+	300	114
Total			2,001

Our sample was likely to be employed, in a relationship and personal income below £40k

Working status



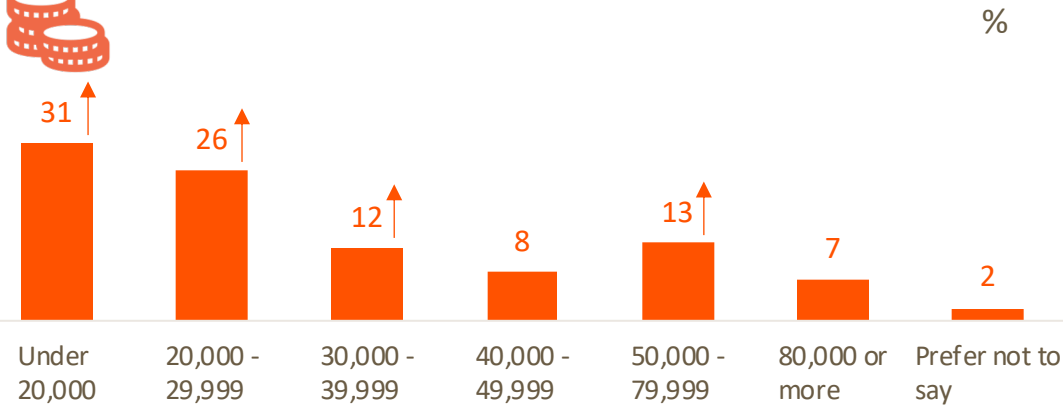
S15. And are you currently...?
Base: All survey respondents (2,001)

Marital status



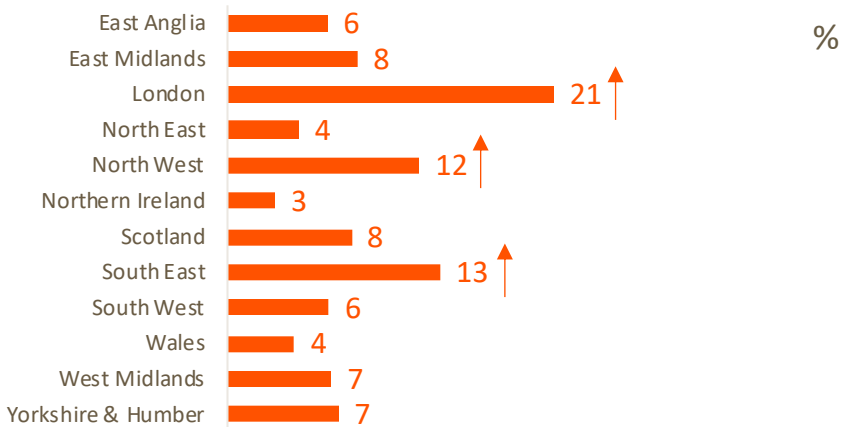
S16. What is your marital status?
Base: All survey respondents (2,001)

Personal income



S13. Which of the following does your annual personal income (before taxes) fall into? Your personal income is what you earn personally rather than your total household income.
Base: All survey respondents (2,001)

Region



S17. What region do you live in?
Base: All survey respondents (2,001)

↑ = Statistically significantly higher (at 95% confidence interval)



Executive Summary

Executive Summary

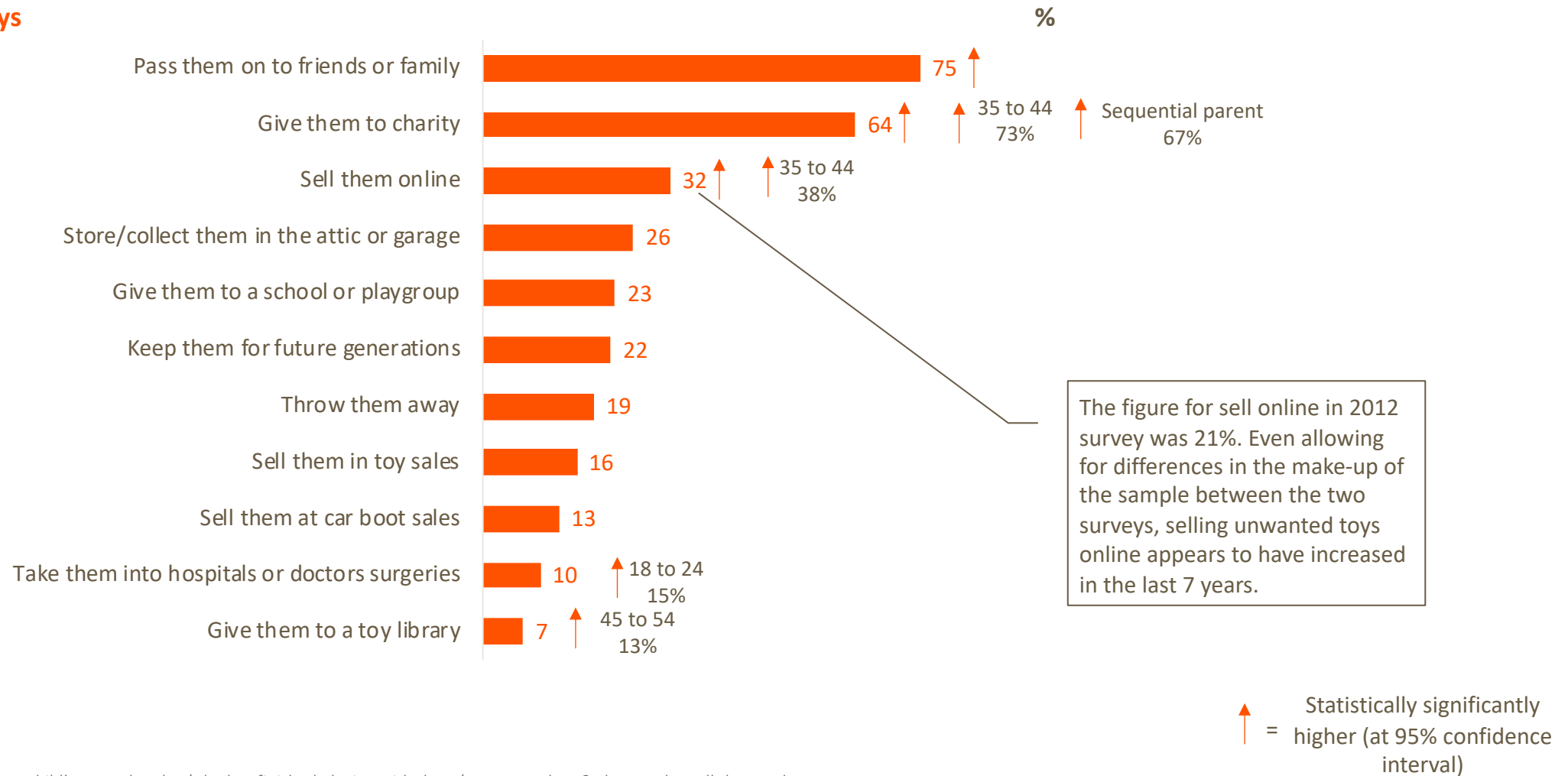
- ✓ Parents are most likely to pass toys on to charity and family for other children to enjoy, although their preference would likely be to give to family. Parents are likely to see passing on toys as the norm, as they are likely to have played with passed on toys themselves as children and some of their children's toys have been passed on to them
- ✓ The toys that are passed on are most likely to be for younger children and be passed on as gifts for birthdays / Christmas. However, it is common for parents to want to clear space in the house, and thus many toys are passed on as part of the wider spring cleaning process
- ✓ Throwing away toys is common. The main reason for throwing toys away is because they are broken and therefore cannot be passed on. Throwing away toys is most apparent amongst less well-off parents, possibly because they purchase lower cost, lower quality toys that are more prone to breaking
- ✓ Parents would be more likely to pass on more toys if it was easier to do so via facilities. It's likely that passing on to friends and family requires travel and planning / arrangements for the passing over, and thus a drop off facility could be found a much easier / convenient method of passing on to others



Children's unwanted toys

Unwanted toys are most likely to be passed on to friends or family. Giving toys to charity is also popular, particularly amongst middle aged parents with more than one child. A third have sold them online

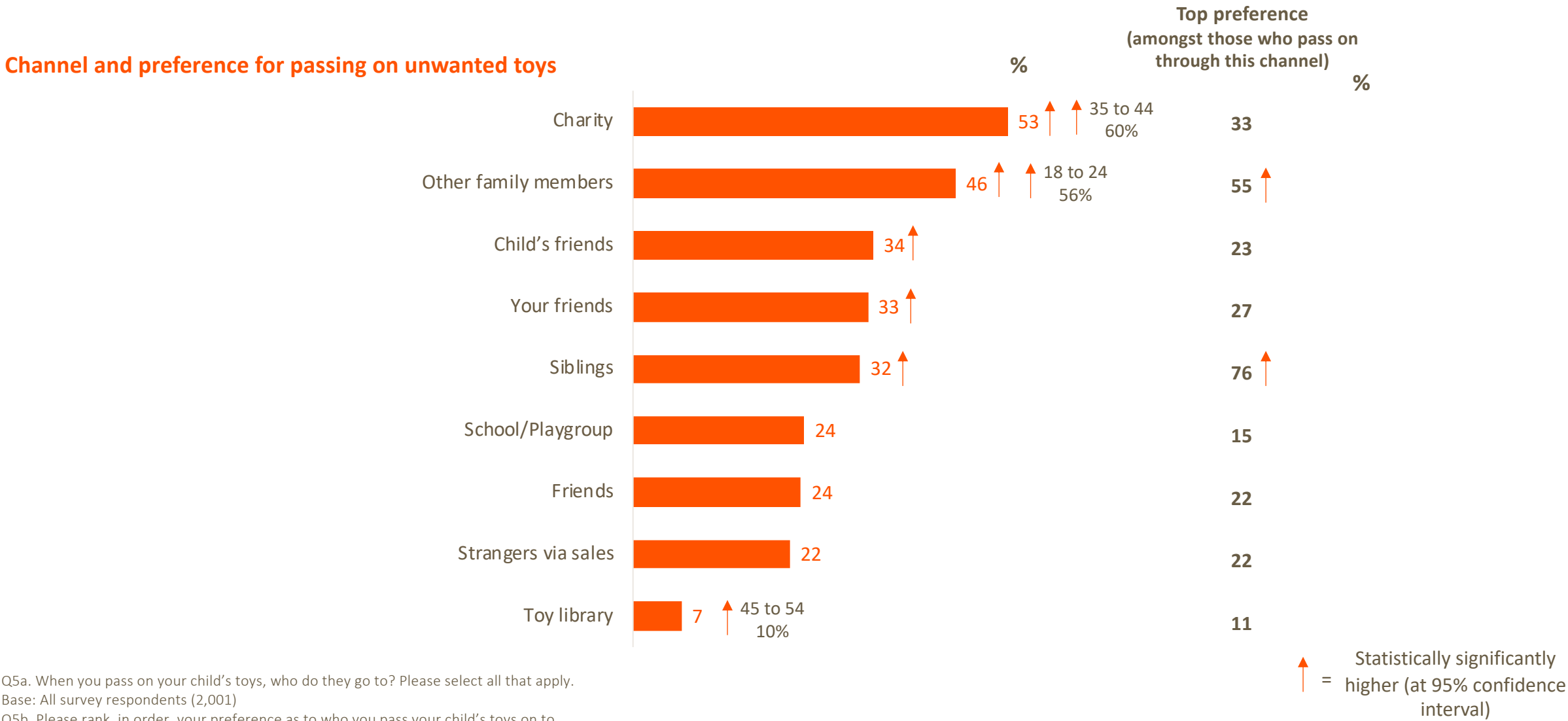
Future of unwanted toys



Q1. What do you normally do with your child's toys when he / she has finished playing with them/outgrown them? Please select all that apply.

Base: All survey respondents (2,001)

Unwanted toys are most are likely to be passed on to charity or other family members. Siblings and other family members are likely to be the preferred choice of recipient



Q5a. When you pass on your child's toys, who do they go to? Please select all that apply.

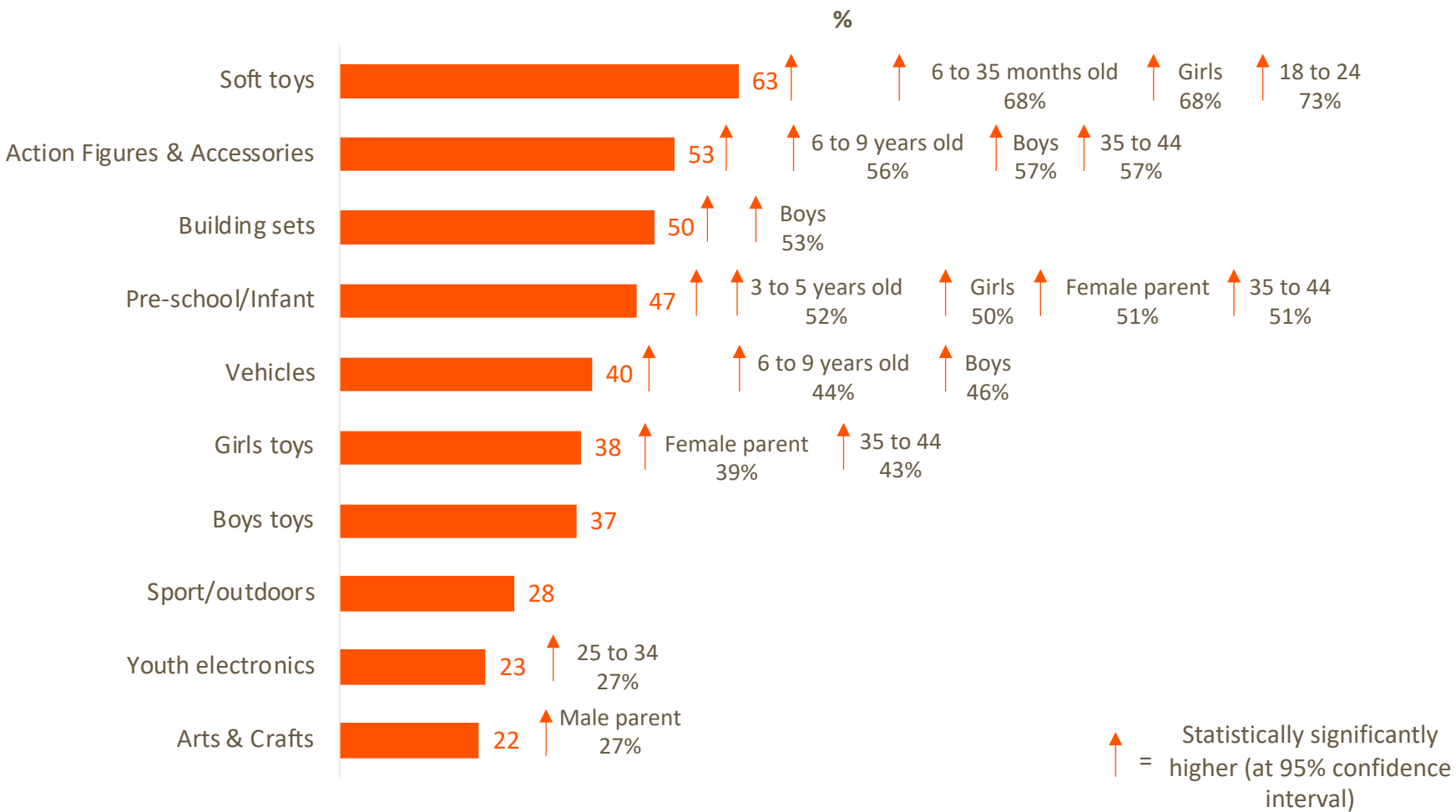
Base: All survey respondents (2,001)

Q5b. Please rank, in order, your preference as to who you pass your child's toys on to

Base: All who pass on through each channel; Charity (1,069), Other family members (921), Child's friends (686), Your friends (670), Siblings (648), School/Playgroup (489), Friends (480), Strangers via sales (448), Toy library (139)

Soft toys are the most likely type to be passed on, particularly for younger girls. Action figures/accessories, building sets, infant toys and vehicles are also likely

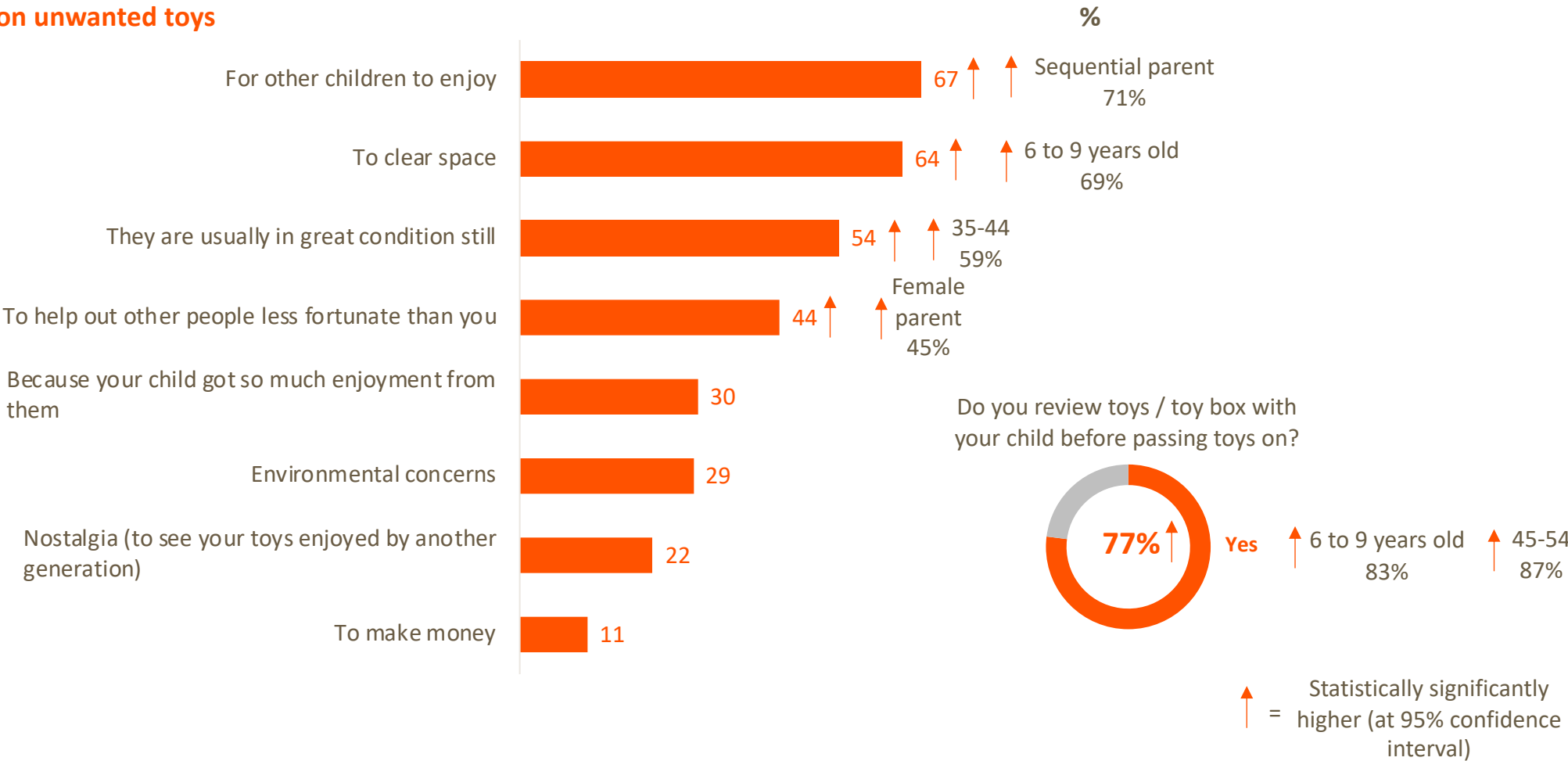
Nature of unwanted toys passed on



Q6. Which types of toys are you most likely to pass on? Please select all that apply.
Base: All survey respondents (2,001)

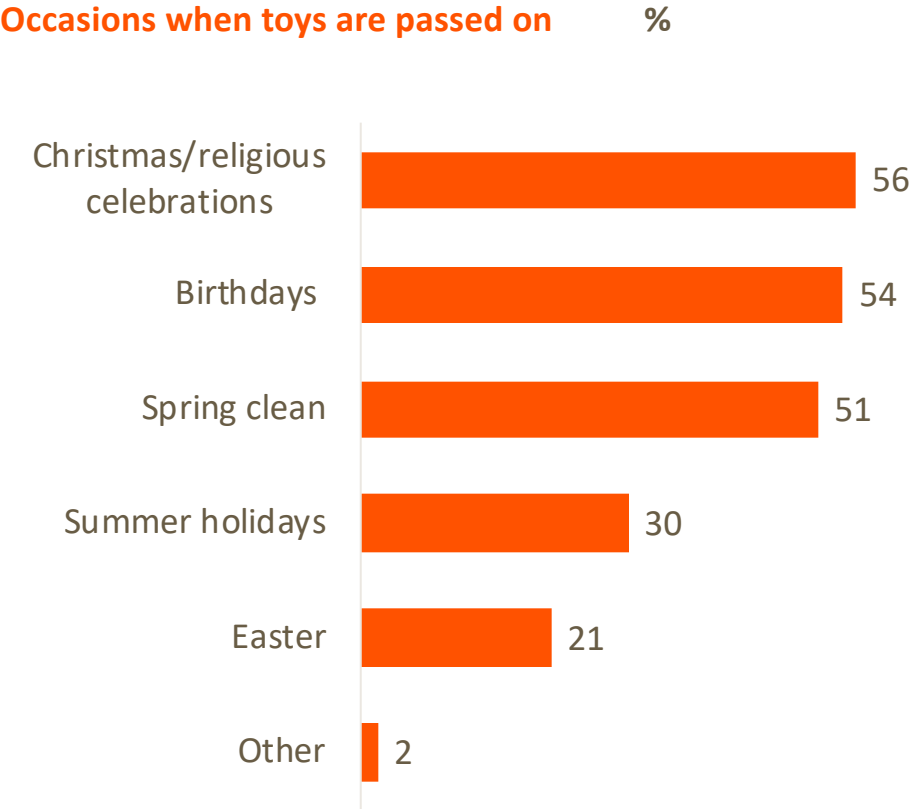
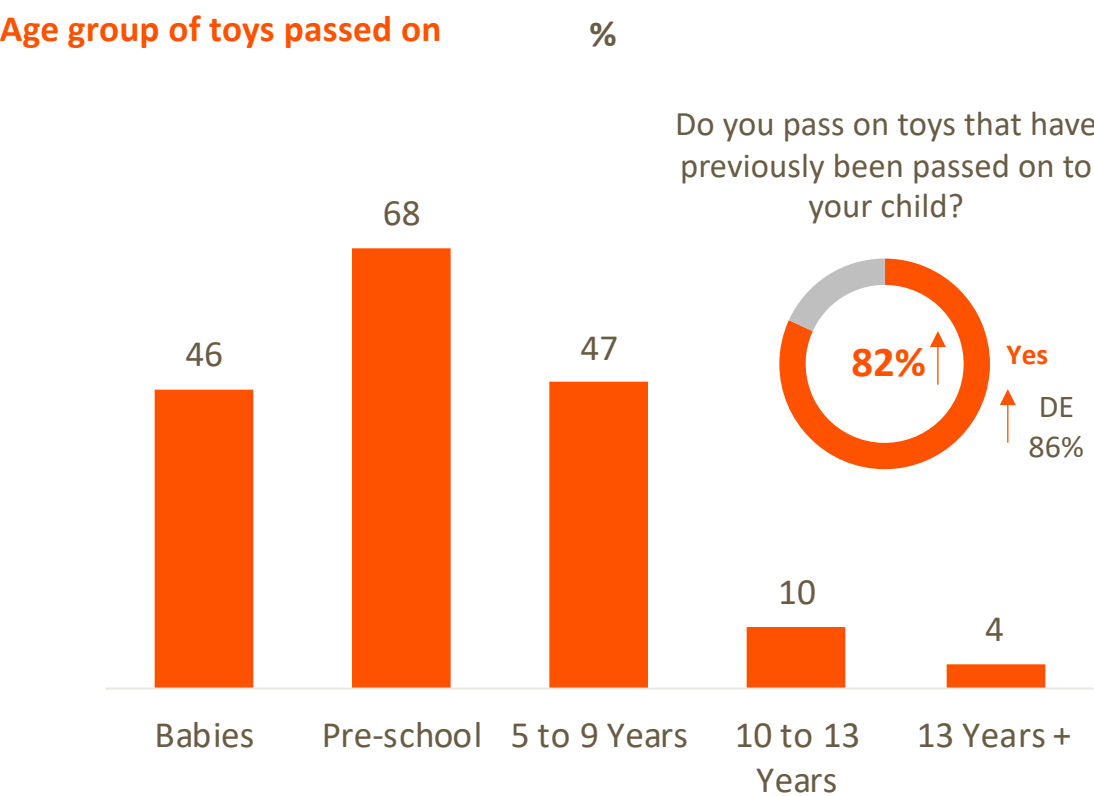
Parents are likely to pass on toys so that other children can enjoy them and to clear space. Clearing space is slightly more likely to be the reason for passing on older children's toys. In most cases parents discuss the decision to pass on toys with their child

Reasons for passing on unwanted toys



Q8a. Why do you pass on toys? Please select all that apply.
Q8c. Do you review toys / toy box with your child before passing toys on?
Base: All survey respondents (2,001)

Toys for younger children, particularly pre-schoolers, are more likely to be passed on than toys for older children. Christmas and birthdays are the most likely occasions for passing on toys. Passing on toys is also prompted by Spring cleaning. Most people pass on at least some toys that were already passed on to their own children.



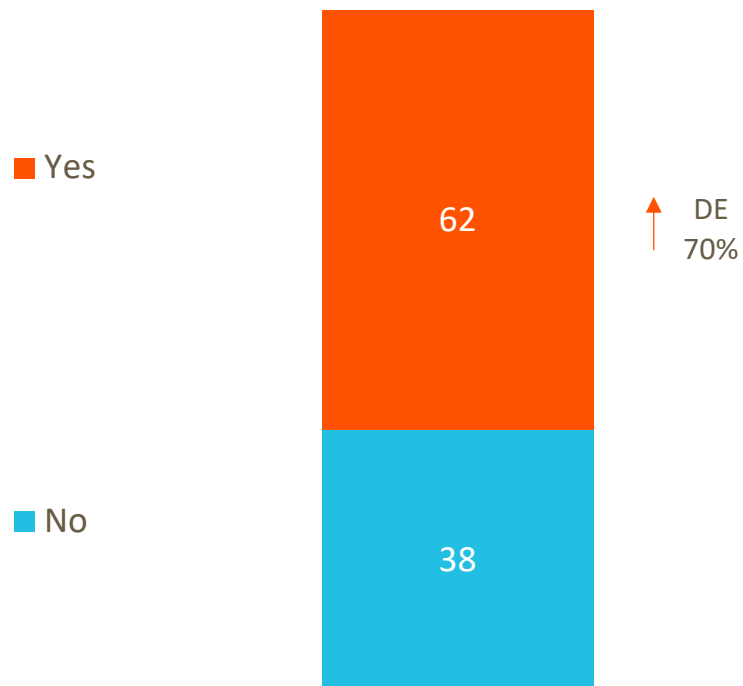
↑ = Statistically significantly higher (at 95% confidence interval)

Q7. Which age group of toys are you likely to pass on? Please select all that apply.
Q11. Do you pass on toys that have previously been passed on to your child?
Q8b. Are there certain times, during the year, when you pass on toys / review your child's toy box? Please select all that apply.
Base: all survey respondents (2,001)

Parents will throw away toys if they are broken or they consider them unsafe for reuse. Less well off parents are more likely to throw toys away and more likely to do so because they are broken.

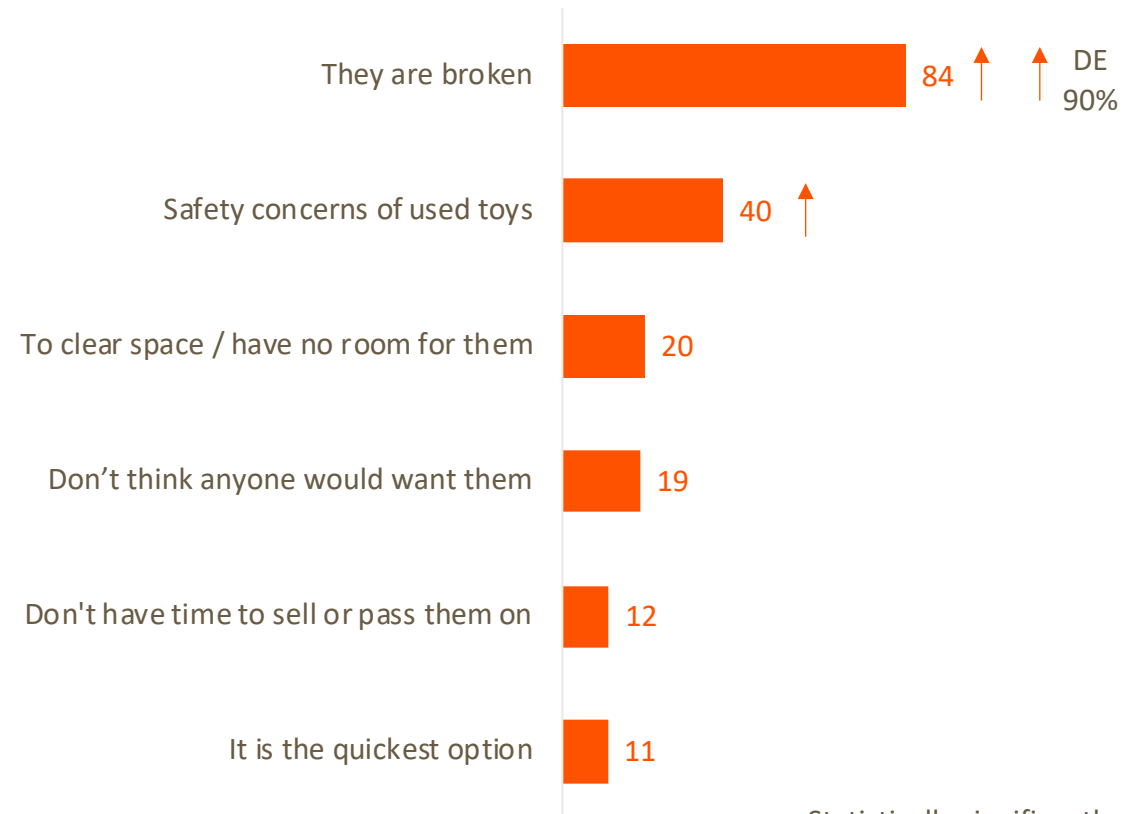
Ever throw away toys

%



Reasons for throwing away toys

%



↑ = Statistically significantly higher (at 95% confidence interval)

Q9a. Do you ever throw away toys?

Base: all survey respondents (2,001)

Q9b. When you throw away toys, what are your reasons for doing so? Please select all that apply.

Base: all who throw away toys (1,236)

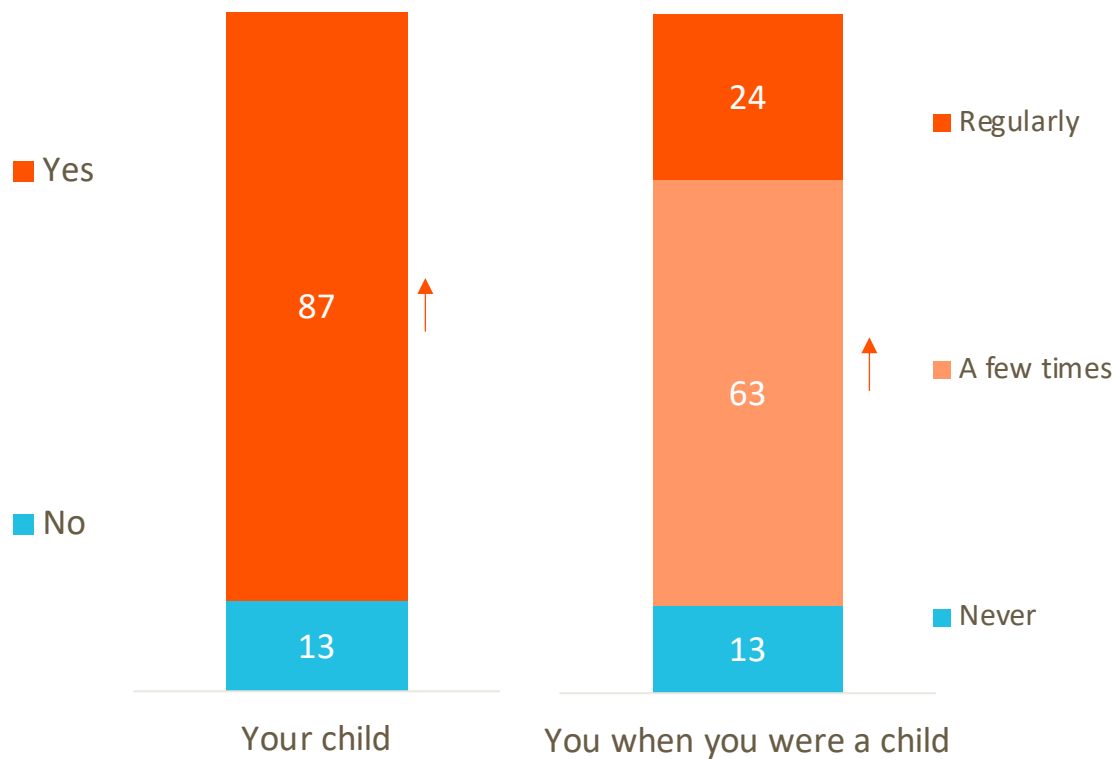


Experience of
receiving
passed on toys

Children today are as likely to receive handed down toys as their parents were when they were children. On average children receive 3 handed down toys a year.

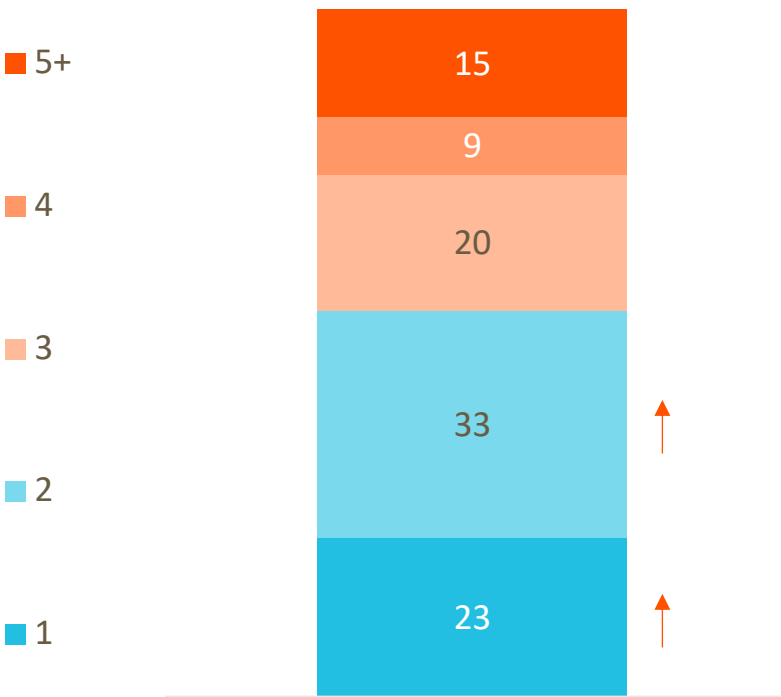
Received handed down toys

%



Number of times per year child receives handed down toys

%

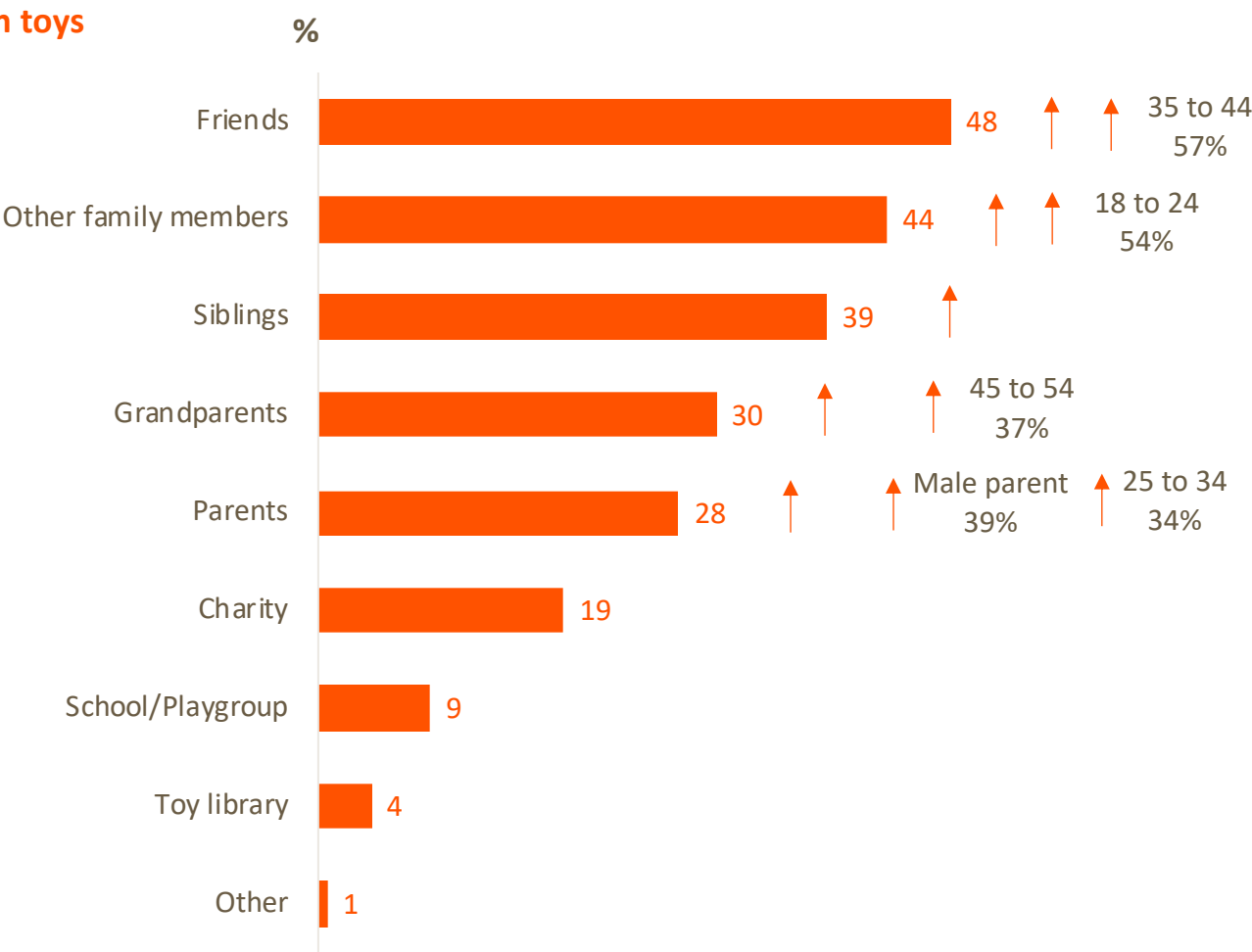


↑ = Statistically significantly higher (at 95% confidence interval)

Q2. Has your child received handed down toys?
Q10. How often did you receive handed down toys when you were a child?
Base: all survey respondents (2,001)
Q3. How many times a year does your child receive handed down toys?
Base: all who's child has received handed down toys (1,732)

Children’s toys that are passed on to them are likely to have come from friends or family members. Amongst older parents hand downs are more likely to come from friends. Dad is more likely to pass on his old toys than mum.

Source of child’s handed down toys



↑ = Statistically significantly higher (at 95% confidence interval)

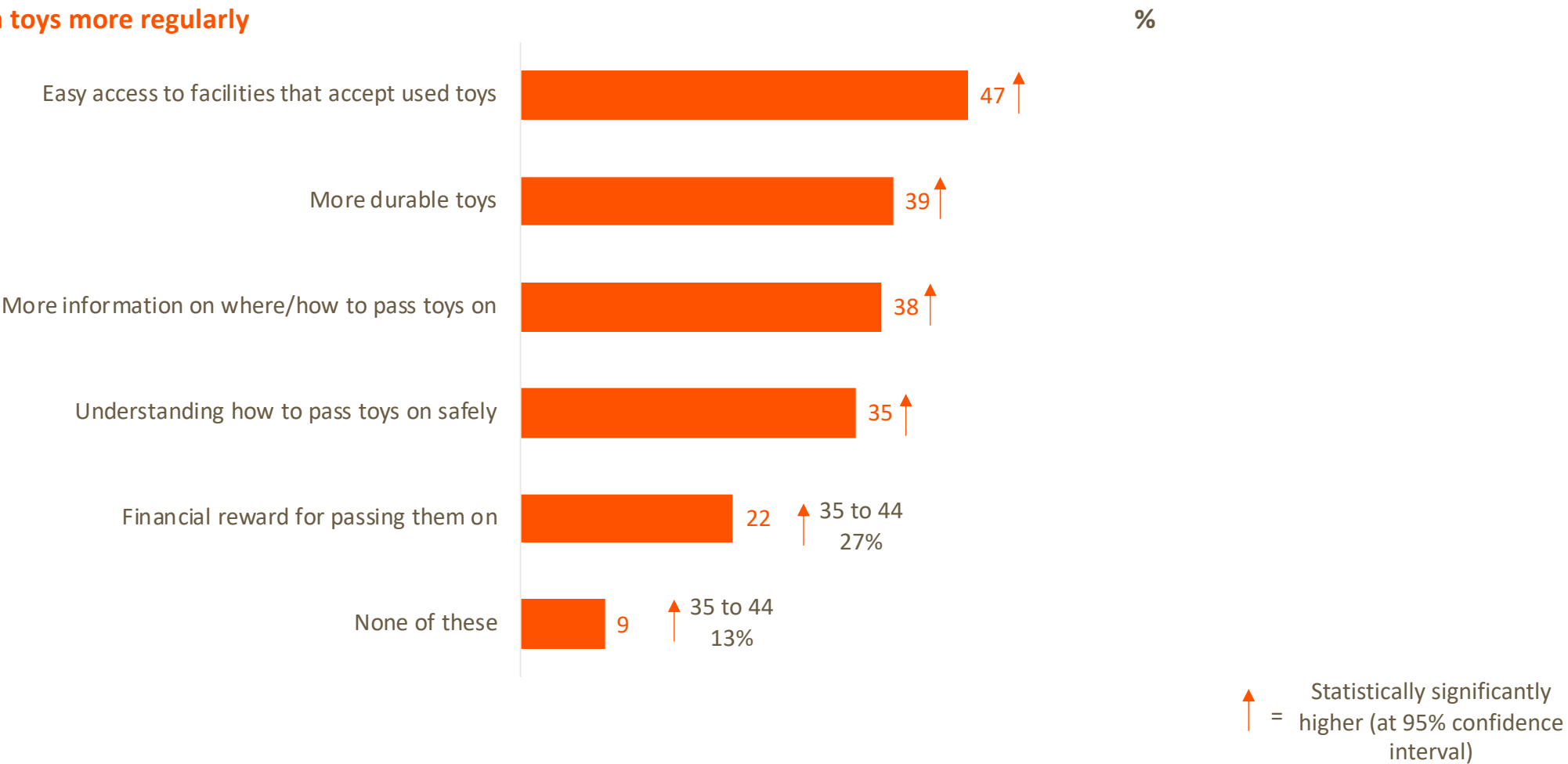
Q4. Who do the handed down toys come from? Please select all that apply.
Base: all who’s child has received handed down toys (1,732)



Drivers of
passing on toys

Parents would pass on more toys if there was easy access to places that accept them, if toys were more durable and if they had more information about where/ how to on pass on toys and had a better understanding of safety issues around used toys

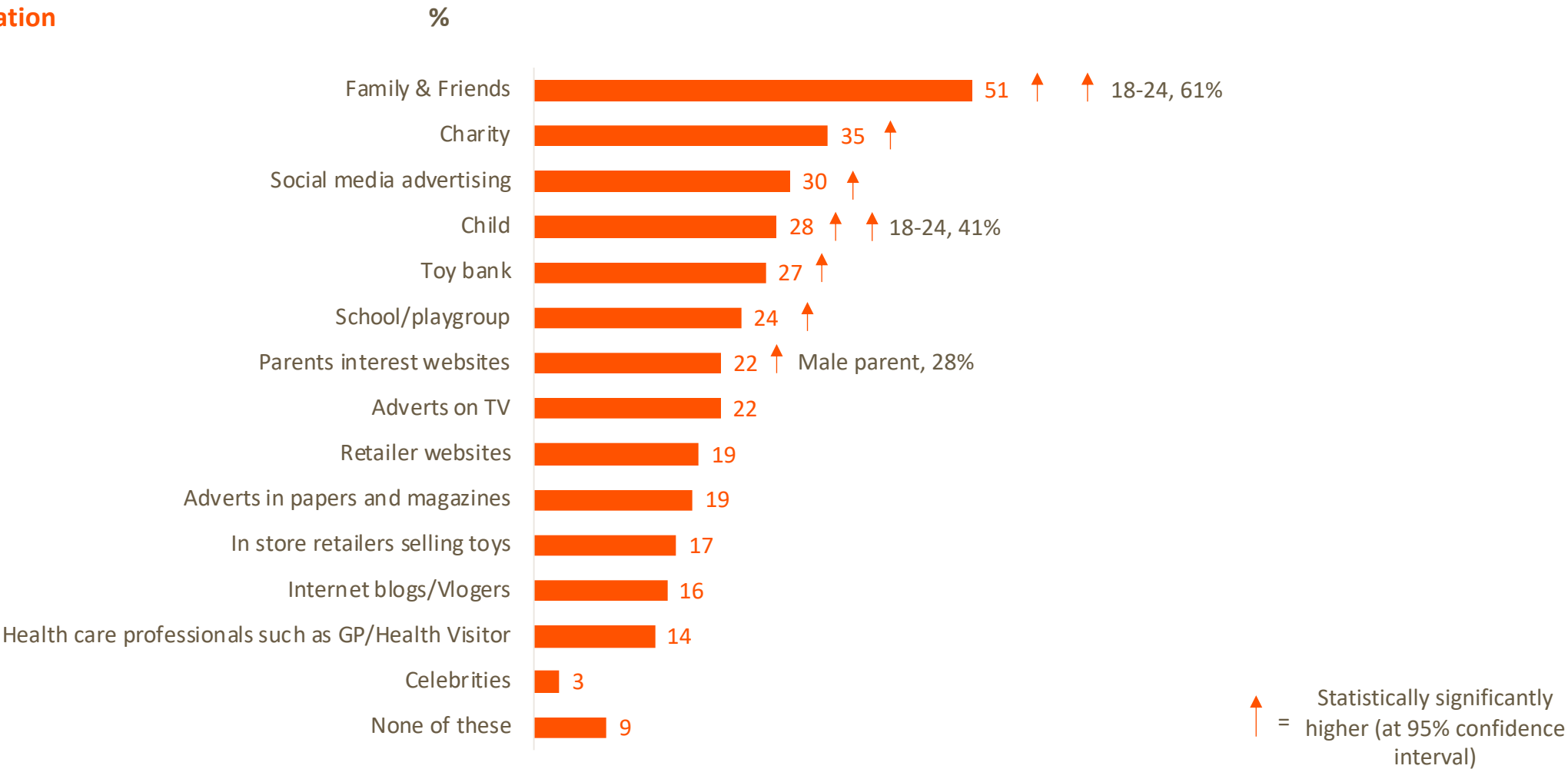
Drivers of passing on toys more regularly



Q12. What would encourage you to pass toys on more regularly? Please select all that apply.
Base: all survey respondents (2,001)

Friends and family would have the biggest influence on parents passing on toys. Young parents would be more likely to be influenced by their own children than older parents. Just over a third of parents would be influenced by charities.

Sources of information



Q13. What sources of information would encourage you to pass toys on more regularly? Please select all that apply.
Base: all survey respondents (2,001)