





Coimisiún um
Iomaíocht agus
Cosaint Tomhaltóirí

Competition and
Consumer Protection
Commission

Market Research Findings: Toy Safety - Consumer Awareness and Behaviour

December 2015

Research Conducted by



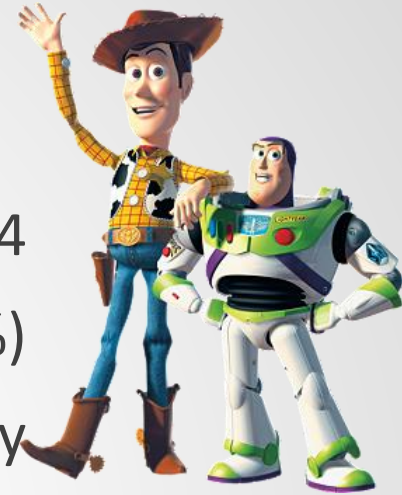
Research Introduction & Methodology

- This report details the findings from a nationally representative Barometer study undertaken for the Competition and Consumer Protection Commission (CCPC) by Behaviour & Attitudes.
- The research was fielded as an element of Behaviour & Attitudes' face-to-face Barometer survey, among a nationally representative in-home sample of 1,001 adults aged 16 and over.
- Quota controls were placed on gender, age, social class and region to ensure that the sample is representative of the adult population in Ireland aged 16+.
- Interviewing was conducted between 8th – 18th October 2015
- Results are quotable with a predictable margin of error of +/-3%.



Key Findings - I

- Age recommendation is a consideration for 3 in 4 (75%) toy purchasers and almost 3 in 5 (58%) consider other toy safety aspects, such as safety certified (34%), detachable/small parts (32%).
- Among toy buyers 1 in 3 (33%) spontaneous expect to see the CE mark.
- On prompting, 71% of toy buyers mention the CE mark.
- 4 in 10 would still buy a toy without the CE mark.



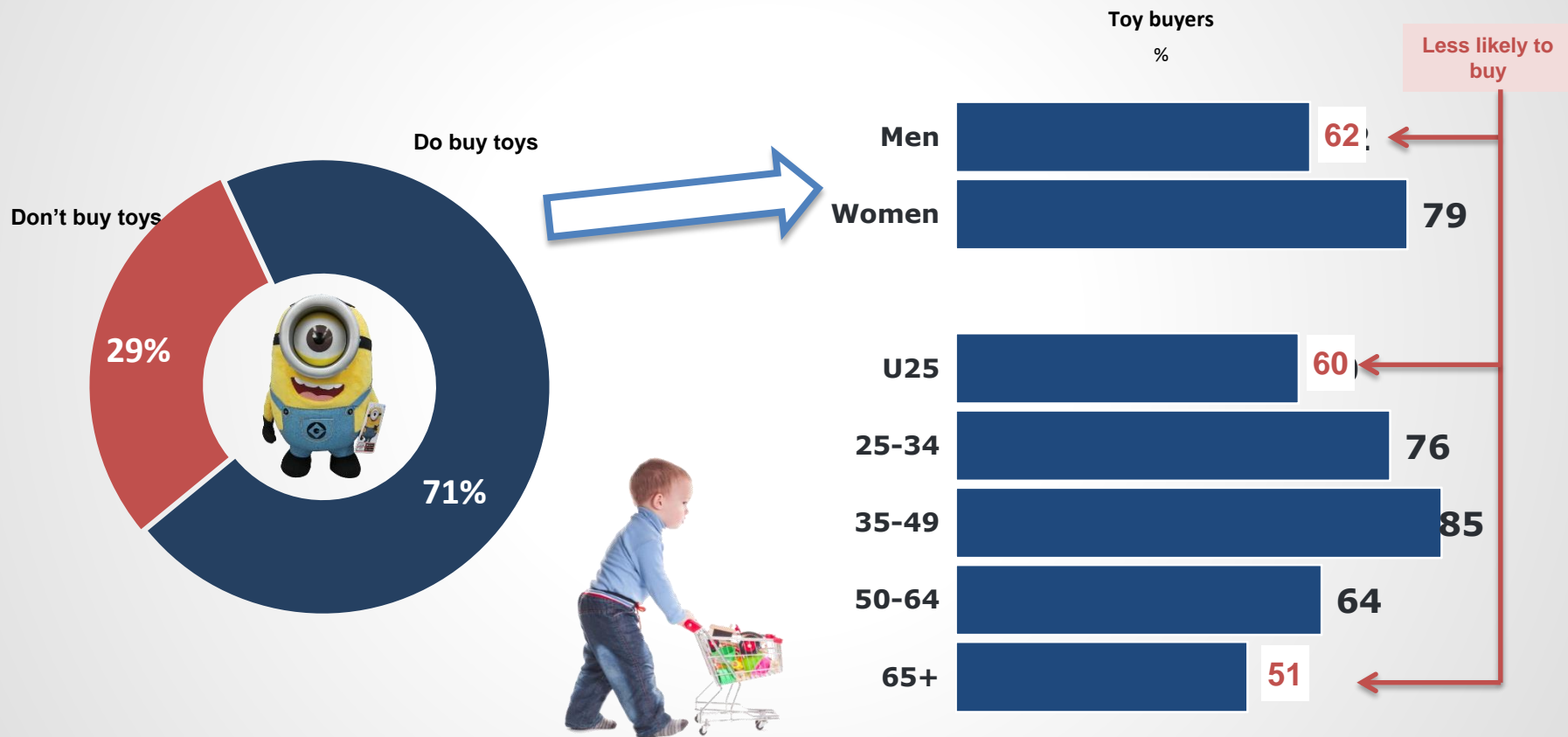
Key Findings- II

- For the majority of toy buyers the main source of toys is from specific toy retailers or other high street retailers.
 - Approximately 1 in 7 use discount stores or purchase online,
 - 11% purchase toys in discount supermarkets.
- On discovering a safety issue -
 - the majority (89%) would return the toy to the shop.
 - However 6% say that they would take no action other than remove the defective toy from the child.



Incidence of Buying Toys for Children

Base: Adults aged 16+ (1,001)

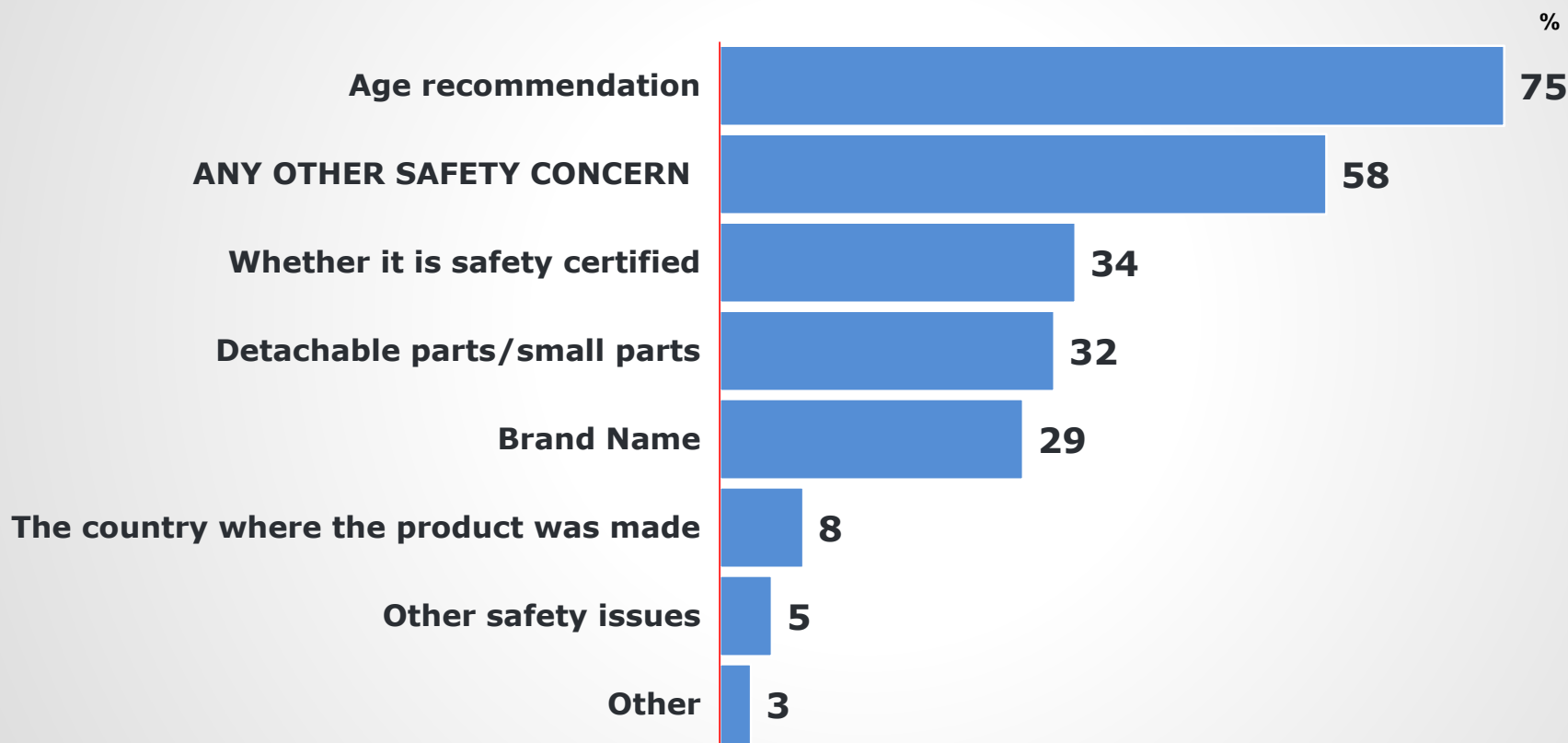


71% of the population purchase toys. Toy buyers are much more likely to be women than men, and to be middle aged. Many older and quite young adults don't buy toys at all.



Toy Purchasing Considerations

Base: Toy buyers - 71% of population (709)



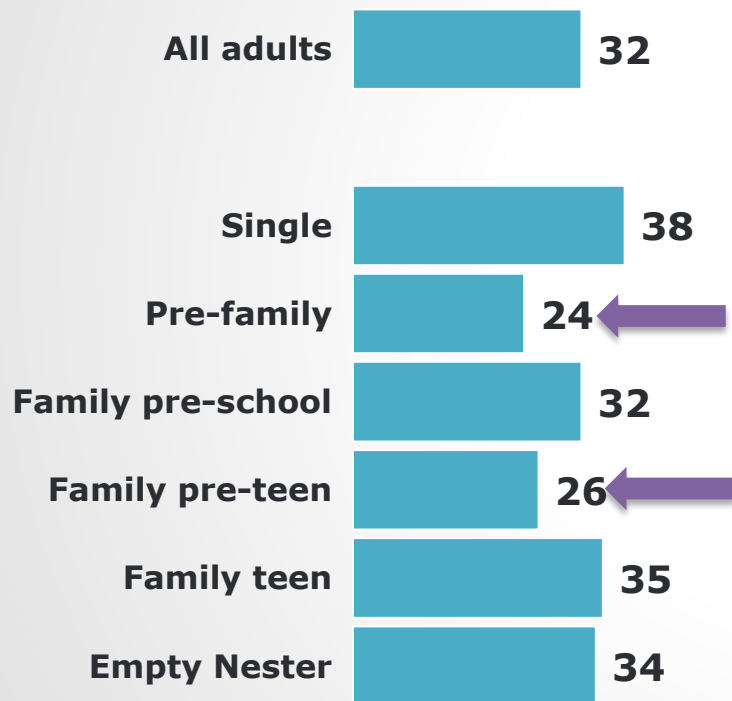
Of those who buy toys, 3 in 4 consider age recommendation, almost 3 in 5 (58%) consider other safety aspects, including safety certified, detachable/small part. The biggest influence over whether toy buyers are concerned about safety is their age, with younger buyers much less attentive to this overall



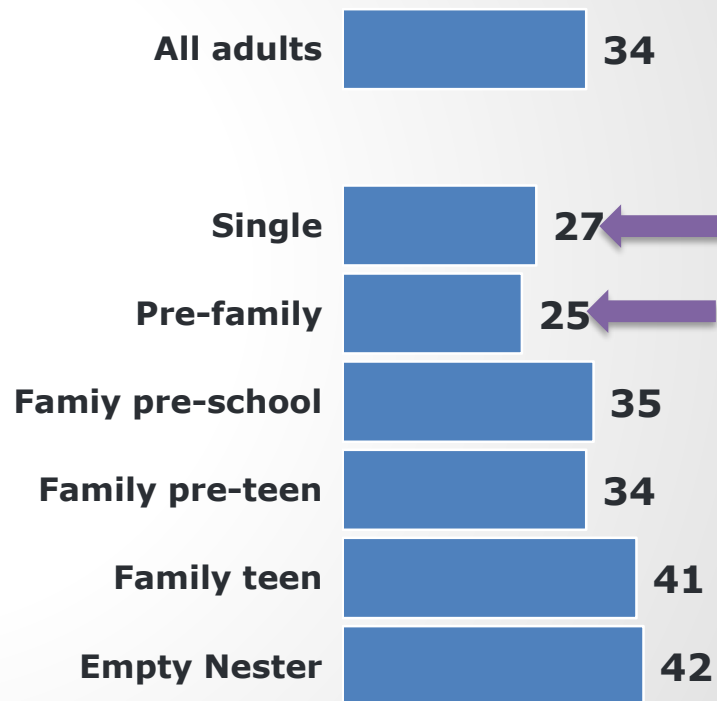
Toy Purchasing Considerations by Toy Buyers Life-stage

Base: Toy buyers - 71% of population (709)

Detachable/small parts



Whether it is safety certified

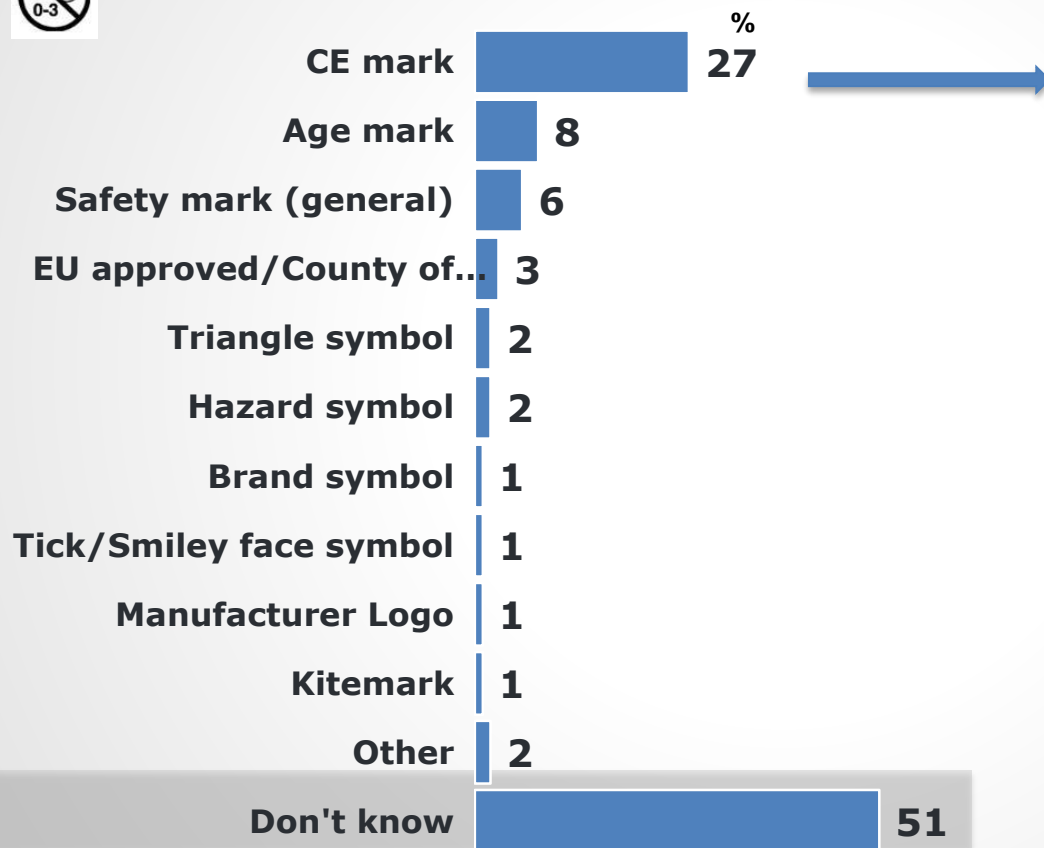


For toy buyers safety issues are less of a consideration for single and pre-family households.



Marks/Symbols Consumers Expect to See on Toys

Base: All adults aged 16+ (1,001)



CE HIGHEST	
Family Pre School	40%
Rural	39%
35-49	35%
Parents	35%
Munster	35%
CE LOWEST	
Dublin	17%
Urban	19%
U25/U65	19%
Single	19%
Pre-family	22%
Empty Nester	27%

Over a quarter spontaneously reference the CE Mark. When looking at toy buyers only, the CE Mark is spontaneously mentioned by a third (33%).

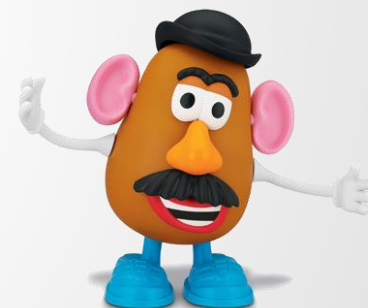
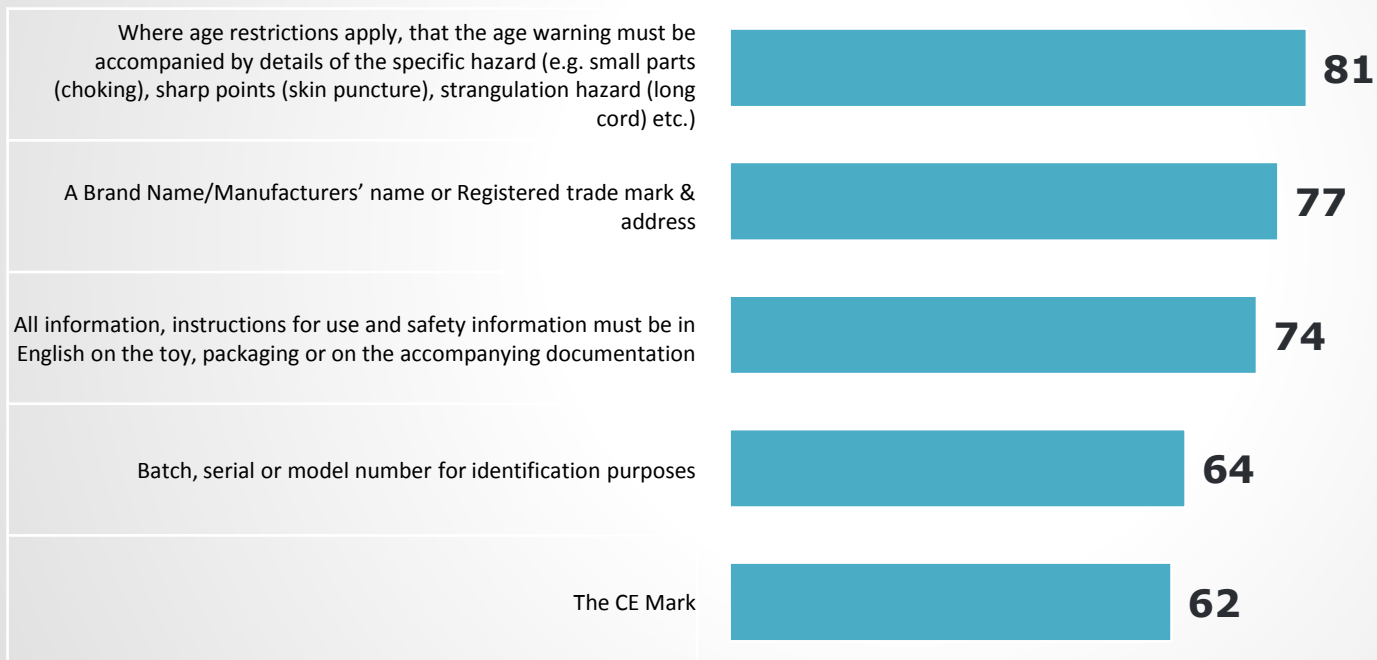


Prompted Awareness of Information Marks/Symbols that Should be on Toy Packaging

Base: All adults – 1,001



%



There is broad subscription to the idea that toys should be age restricted, but just 3 in 5 are aware of CE Mark.
71% of toy buyers know the CE Mark on prompting.



Prompted Awareness of Information Marks/Symbols by Demographics

Base: All adults – 1,001

	All Adults	Gender		Presence of Children		Age					Social Class		
		Male	Female	Yes	No	-24	25-34	35-49	50-64	65+	ABC1	C2DE	F
Base :	1001	477	524	373	627	150	185	297	226	143	460	482	59
	%	%	%	%	%	%	%	%	%	%	%	%	%
Where age restrictions apply, that the age warning must be accompanied by details of the specific hazard (e.g. small parts (choking), sharp points (skin puncture), strangulation hazard (long cord) etc.)	81	78	84	89	76	79	87	87	80	64	84	80	70
(A Brand Name/Manufacturers' name or Registered trade mark & address	77	74	79	83	73	73	79	84	77	61	80	74	75
All information, instructions for use and safety information must be in English on the toy, packaging or on the accompanying documentation	74	71	76	82	69	71	76	80	74	60	77	71	73
Batch, serial or model number for identification purposes	64	63	64	70	60	63	66	71	66	43	66	62	61
The CE Mark	62	55	69	72	57	57	66	70	66	44	67	59	65
Don't know/Not aware of any symbols	11	15	8	5	15	13	6	5	11	27	8	14	11

Generally women, parents and those in the middle age range exhibit greater awareness of the above information/marks/symbols.



CE Mark Awareness

Base: All adults – 1,001



Spontaneously aware

27%

Aware on prompting

62%

Roughly 3 in 5 adults are conscious that the CE Mark should be displayed on children's toys, but only a quarter were able to remember this unaided.

The corresponding figures among Toy Buyers are 33% and 71%.

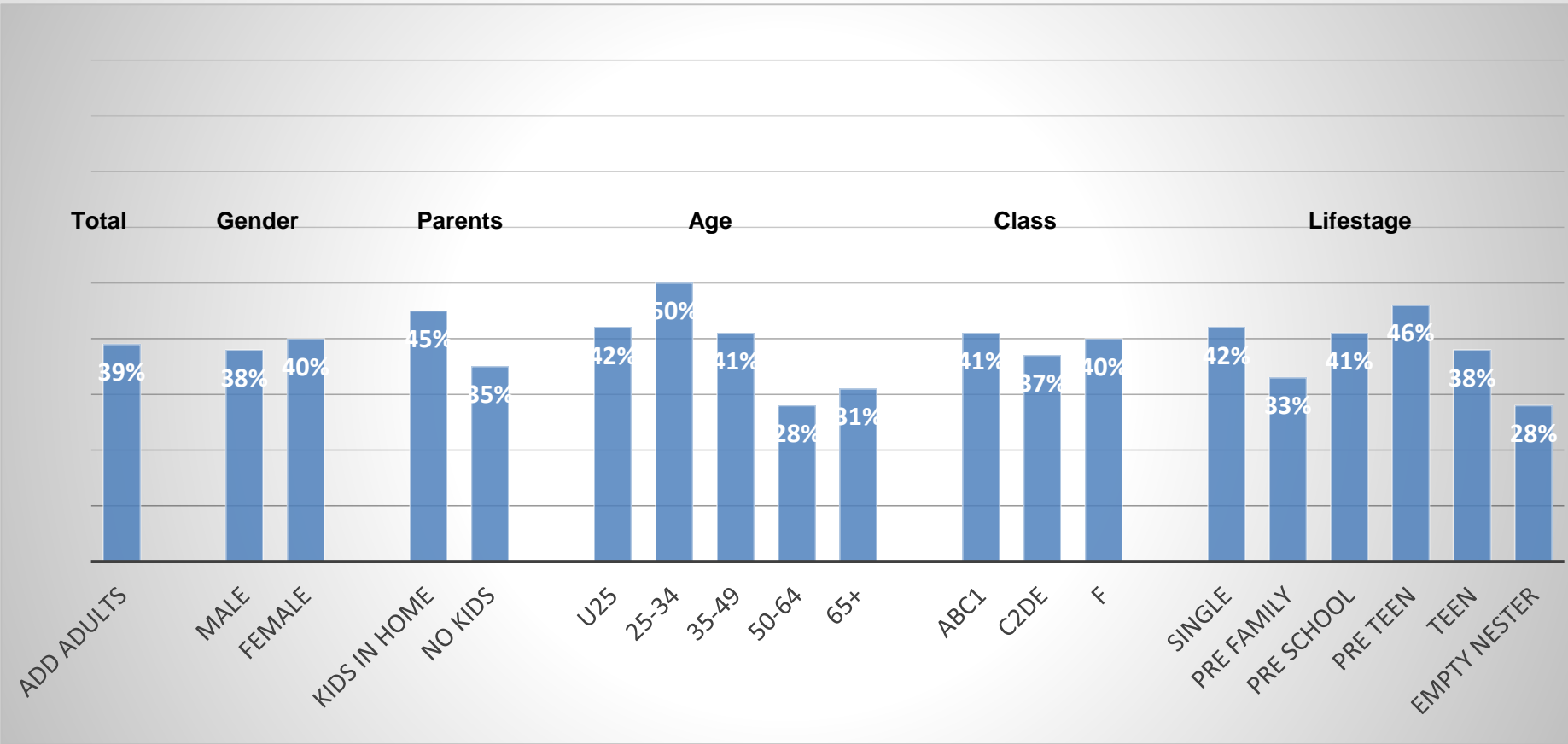


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Likelihood of Buying a Toy Without the CE Mark

Base: All adults – 1,001

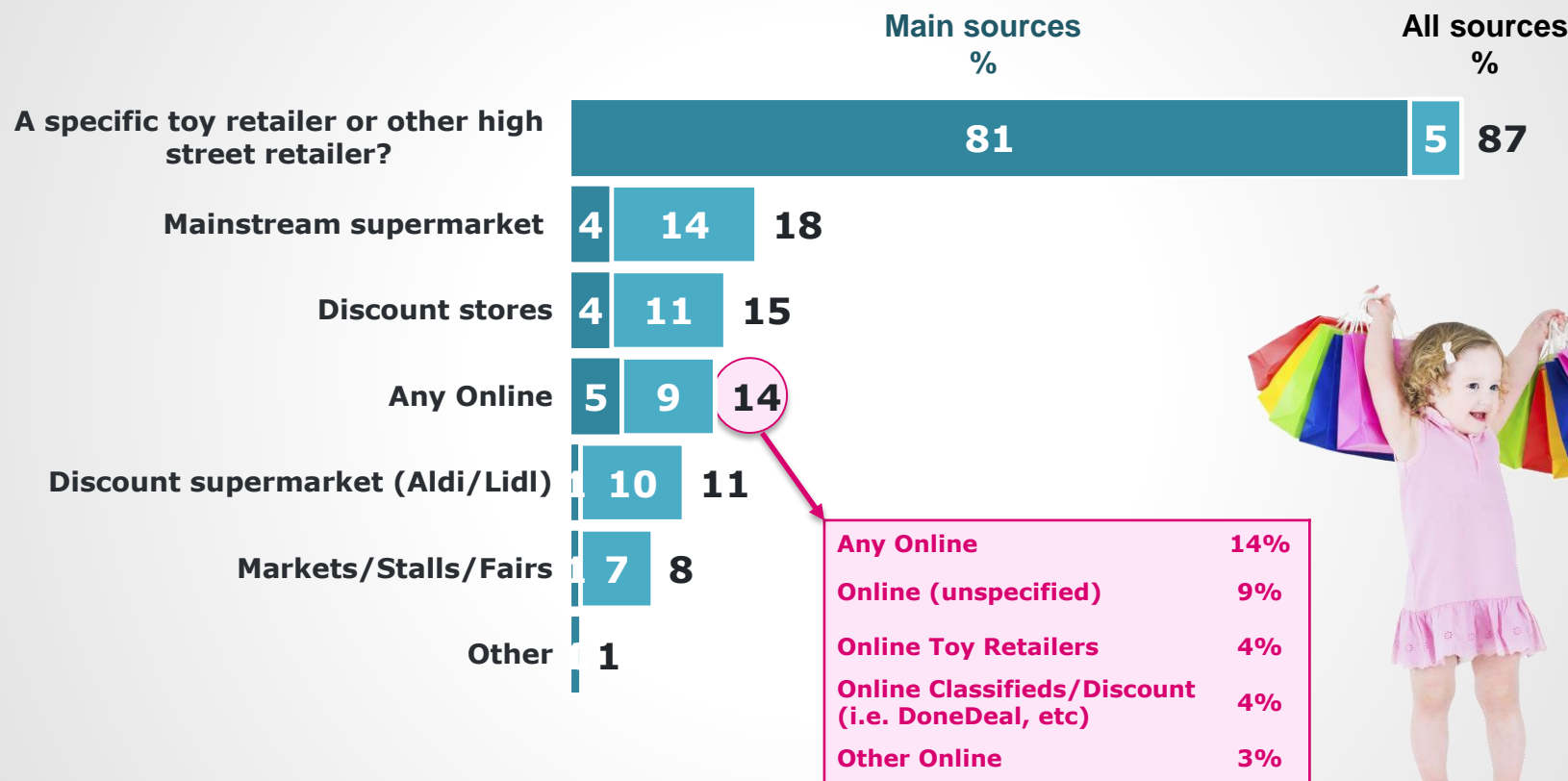


Although many are aware of the CE mark, up to 2 in 5 would still buy a non-CE marked toy, with parents and particularly those with older kids less vigilant. The figure among Toy Buyers is also 40%.



Where Toys are Bought

Base: Toy buyers - 71% of population (709)

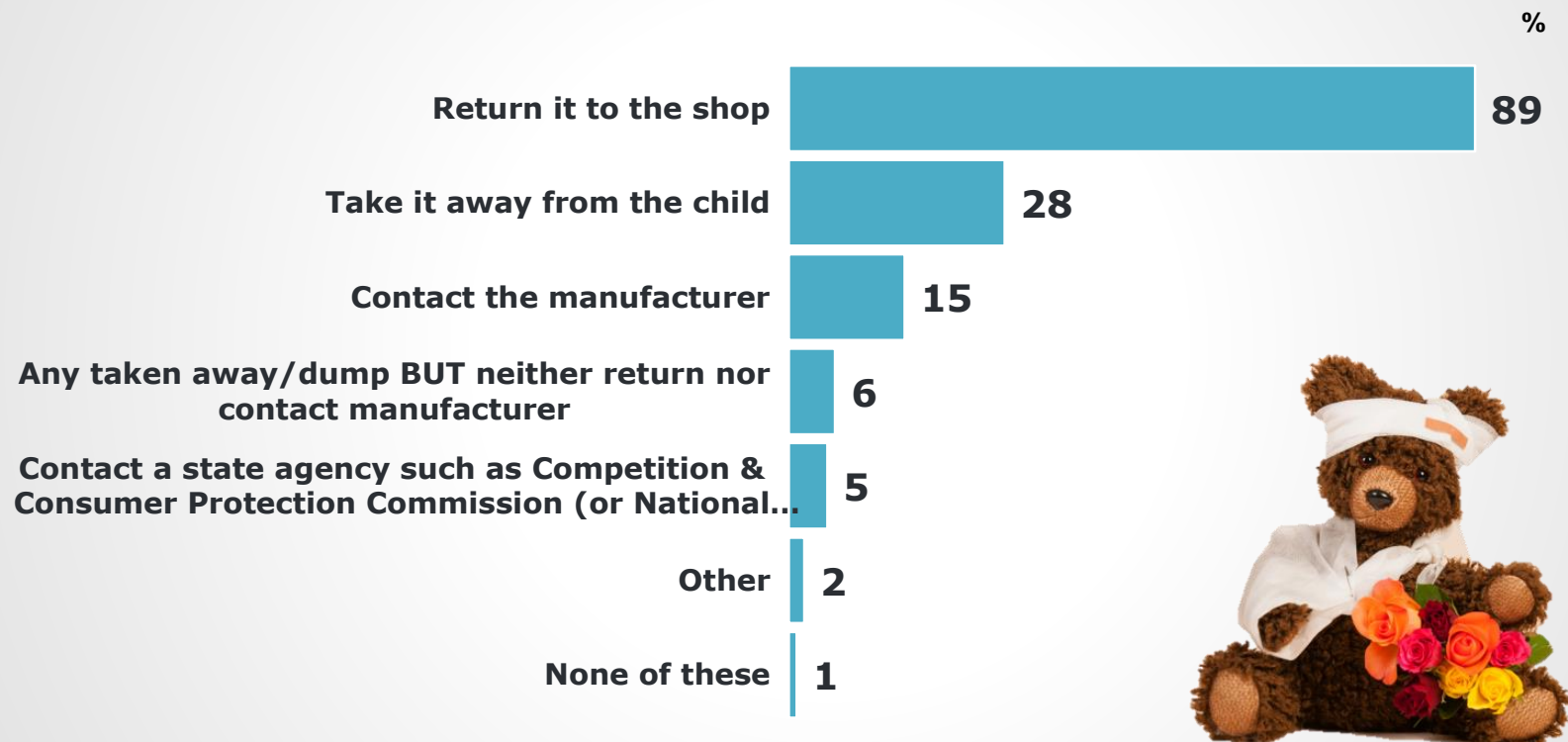


For the majority (81%) of toy buyers the main source of purchasing is from a specific toy retailer or other high street retailer. 15% purchase from discount stores and 14% purchase online.



Action in the Event of a Toy Safety Issue

Base: Toy buyers - 71% of population (709)



On discovering a safety issue the majority would return the toy to the shop.
6% say that they would take no action other than remove the defective toy.





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