

# Surveys

## Introduction

In order to get a considerable amount of data from a multitude of users we made and sent out a survey to help us get an idea of how the preferences and likings are divided between the users.

Our target group in this case were the parents of children, since our client wants to be able to sell her products not only to museums but also to a more general and wide audience - kids. Therefore we had to conduct a survey exploring the ways that kids' parents search for toys for their children, if there are types of toys that they refrain from buying, how they decide to get what toys and so on.

## Some findings from the Survey:

- There's a common trend where people who have children between 4-10 years old buy new toys for them every couple of months, with a small exception where some do that every month
- Unfortunately for our client, almost no parents buy plushies or dolls for their kids, and they'd rather buy educational toys, puzzles etc.
- Another question that we had was what people thought was the worst thing about modern toys. We wanted to check and see if the materials that our client uses to create her work would not be liked by people or if they wouldn't mind that. Some of the results that we obtained were valuable, some not really. An example of useful information that we got from this question is that parents don't like it if the toys are made from cheap materials such as plastic or made from sharp metal. Another response mentioned that everything is ready and just out there.
  - A very interesting finding is that one particular response stated this "The market is overflowed with toys and that restricts the kids from being creative". This is a good thing for our client, because the toys that she creates have a historical and sentimental value, aren't just any random same toy that has arguably thousands of variants and this can push the kids to approach ways to play with them in a more creative, multi-dimensional way.
- Lastly, even though it's the minority, some parents are ready to give more than usual amount of money (30-50 euros) if they really like the product. This also is important, because according to our survey, almost everyone who participated is interested in the history of the toy if it has any.

## Conclusion

The survey that we conducted with our target group (parents of children between 4-10 years old) proved to be relatively helpful and has proved to us that there are people who would go out of their way to search for better toys for their children to play with, so they can make sure it doesn't end with that particular object being thrown away at one point, just like every other, but it adds a sentimental and ethical value to kids' everyday lives.