

**Source: BIGinsight Monthly Consumer Survey, Nov-12****N = 9383, 11/1 - 11/6/12****If you are planning on buying toys this holiday season, what is the "Hot" toy you will buy for Boys?**

Know	74.4%
Don't Know Yet/Haven't Decided	25.6%
Total	100.0%
1 LEGO	12.3%
2 Video Games	10.3%
3 Hot Wheels	6.8%
4 Cars (generic)	4.8%
5 Xbox 360	3.1%
6 Nintendo Wii U	2.9%
7 Transformers	2.7%
8 Remote Controlled Vehicles	2.3%
9 Furby	2.3%
10 Trucks (generic)	2.0%
T11 Games	2.0%
T11 Nerf	2.0%
12 Spiderman	1.9%
T13 Action Figures	1.9%
T13 Bicycle	1.9%
T13 LeapFrog Products	1.9%
14 Elmo	1.8%
15 PlayStation 3	1.7%
16 Skylanders	1.5%
17 Sports Equipment	1.4%
18 Nintendo DS (3DS, Dsi, DS Lite)	1.4%
19 Thomas the Tank Engine	1.3%
20 Avengers	1.2%
Other	28.6%
Total	100.0%

**Source: BIGinsight Monthly Consumer Survey, Nov-12****N = 9383, 11/1 - 11/6/12****If you are planning on buying toys this holiday season, what is the "Hot" toy**

Know	72.8%
Don't Know Yet/Haven't Decided	27.2%
Total	100.0%
1 Barbie	23.8%
2 Dolls (generic)	11.6%
3 Furby	5.9%
4 Monster High Dolls	4.0%
5 Disney Princess	2.8%
6 American Girl	2.2%
7 Video Games	2.1%

<b>8</b> Dora the Explorer	2.0%
<b>9</b> Apple iPad	2.0%
<b>10</b> Apparel	1.9%
<b>11</b> LEGO	1.6%
<b>12</b> Disney (Brave, Tinker Bell, Tangled, etc.)	1.6%
<b>T13</b> LeapFrog Products	1.5%
<b>T13</b> Nintendo Wii U	1.5%
<b>14</b> Lalaloopsy	1.4%
<b>15</b> Hello Kitty	1.4%
<b>16</b> My Little Pony	1.3%
<b>17</b> Bratz	1.3%
<b>T18</b> Apple iPod	1.2%
<b>T18</b> Dollhouse	1.2%
<b>19</b> Make-up	1.2%
<b>20</b> Gift Card	1.1%
Other	26.1%
Total	100.0%