

“I Don’t Wanna Grow Up...”



Experian Simmons discovers another consumer for the toy industry

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Most, if not all, adults know the rest of that tune, and after the study Experian® SimmonsSM conducted analyzing American consumers who purchase toys, this comes as no surprise.

In general, toys and games are bought for children. However, the Experian Simmons study discovered that close to 25 percent of consumers purchase toys and games for either themselves or another adult.

The study also revealed that these consumers are not the stereotypical teenage video gamer. This segment is employed and primarily lives rent-free. They are likely to have a disposable income and invest in outdoor activities which require big-ticket toys.

For a better understanding of these consumers, [download the free report](#), which highlights the deep consumer insights Experian Simmons studies can provide to clients.

About Experian Simmons

As the oldest and most-respected authority on consumer behavior, Experian Simmons has been the Voice of the American Consumer™ for over 50 years. Experian Simmons' studies have chronicled everything from the products consumers buy and the brands they use to their lifestyles, attitudes and media preferences. With more than 60,000 data variables across almost 500 consumer categories, Experian Simmons' studies constitute a database of exceptional breadth and depth — providing actionable insights that help clients connect with their most valuable customers.

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About Experian

Experian is a global leader in providing information, analytical and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organizations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organizations from financial services, retail and catalog, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

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For more information, visit www.experianplc.com.

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