

Toys and games report

Contents

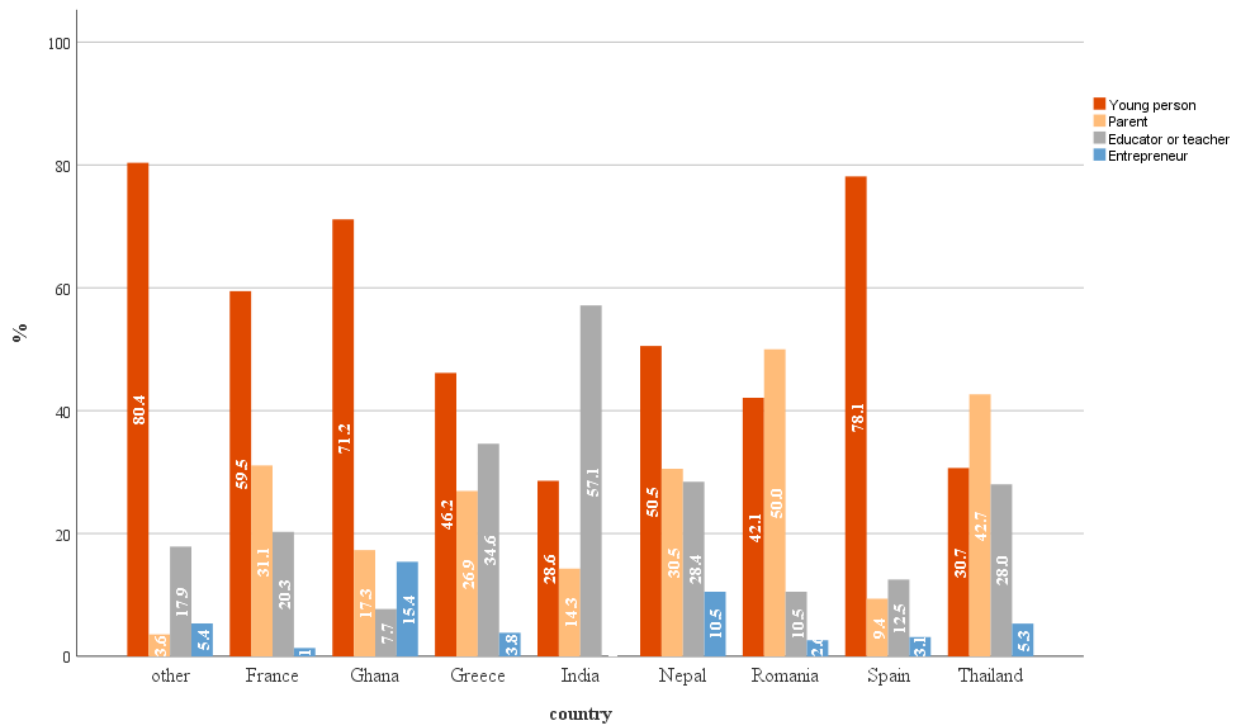
General sample.....	3
Survey for youngsters	8
Survey for parents	15
Survey for educators	25
Survey for entrepreneurs.....	36

General sample

	Yes
	n
Young person (from 14 to 35 years old)	277
Parent	141
Educator or teacher	116
Entrepreneur	31

Country of residence and survey type

	Young person		Parent		Educator or teacher		Entrepreneur	
	n	%	n	%	n	%	n	%
other	45	80.4%	2	3.6%	10	17.9%	3	5.4%
France	44	59.5%	23	31.1%	15	20.3%	1	1.4%
Ghana	37	71.2%	9	17.3%	4	7.7%	8	15.4%
Greece	36	46.2%	21	26.9%	27	34.6%	3	3.8%
India	2	28.6%	1	14.3%	4	57.1%	0	0.0%
Nepal	48	50.5%	29	30.5%	27	28.4%	10	10.5%
Romania	16	42.1%	19	50.0%	4	10.5%	1	2.6%
Spain	25	78.1%	3	9.4%	4	12.5%	1	3.1%
Thailand	23	30.7%	32	42.7%	21	28.0%	4	5.3%

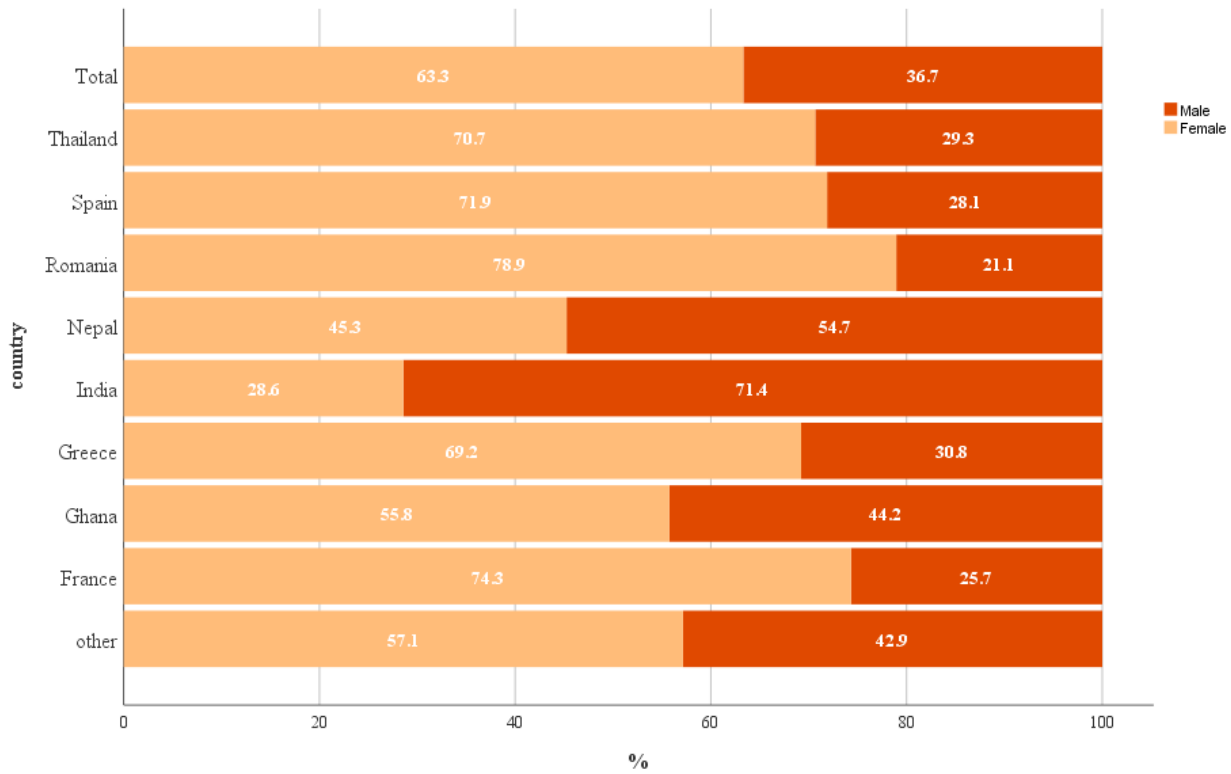


Other countries

		Count
Other	Belgium	1
	Germany	2
	Morocco	38
	Nepal	1
	Somalia	1
	Tunisia	12
	USA	1

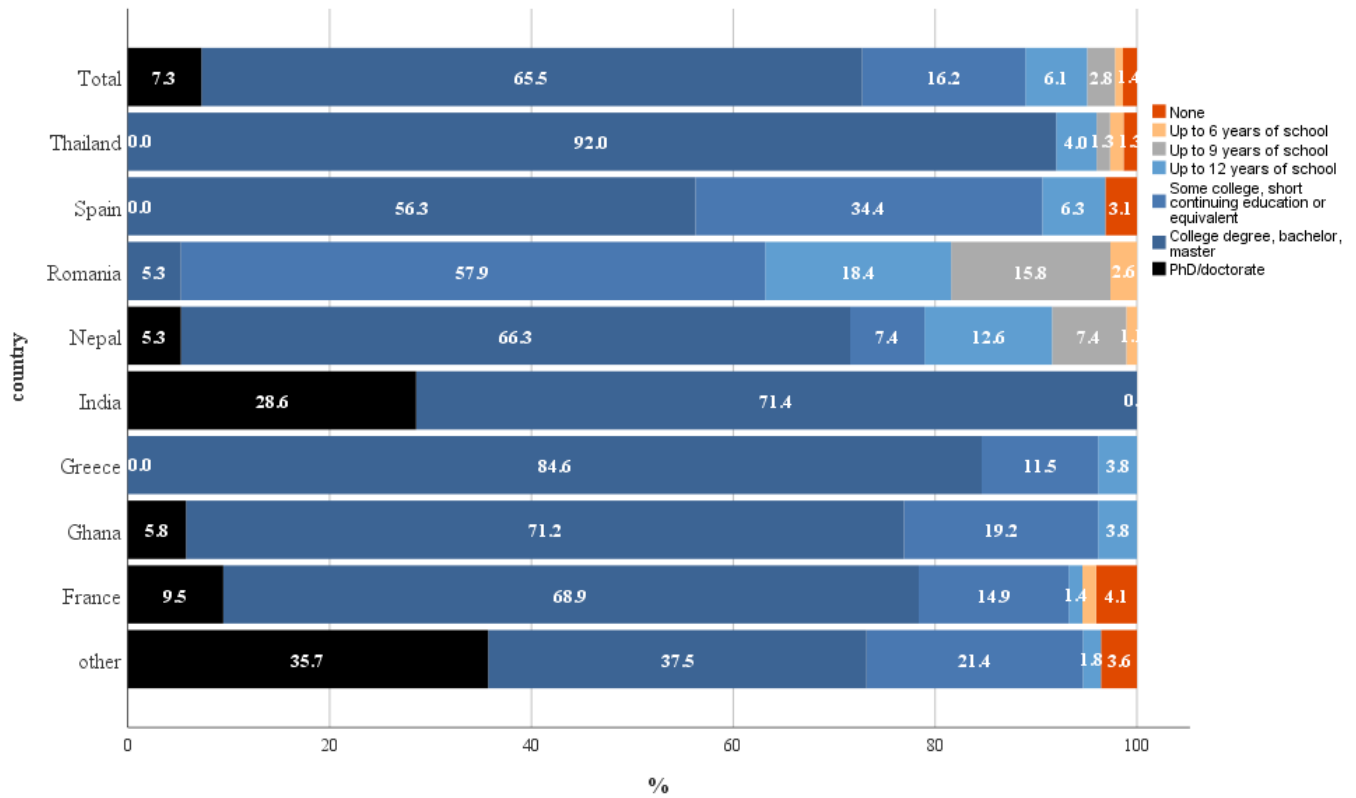
Gender of respondent by country

	Gender:				
	Male		Female		Total
	n	%	n	%	n
other	24	42.9%	32	57.1%	56
France	19	25.7%	55	74.3%	74
Ghana	23	44.2%	29	55.8%	52
Greece	24	30.8%	54	69.2%	78
India	5	71.4%	2	28.6%	7
Nepal	52	54.7%	43	45.3%	95
Romania	8	21.1%	30	78.9%	38
Spain	9	28.1%	23	71.9%	32
Thailand	22	29.3%	53	70.7%	75
Total	186	36.7%	321	63.3%	507



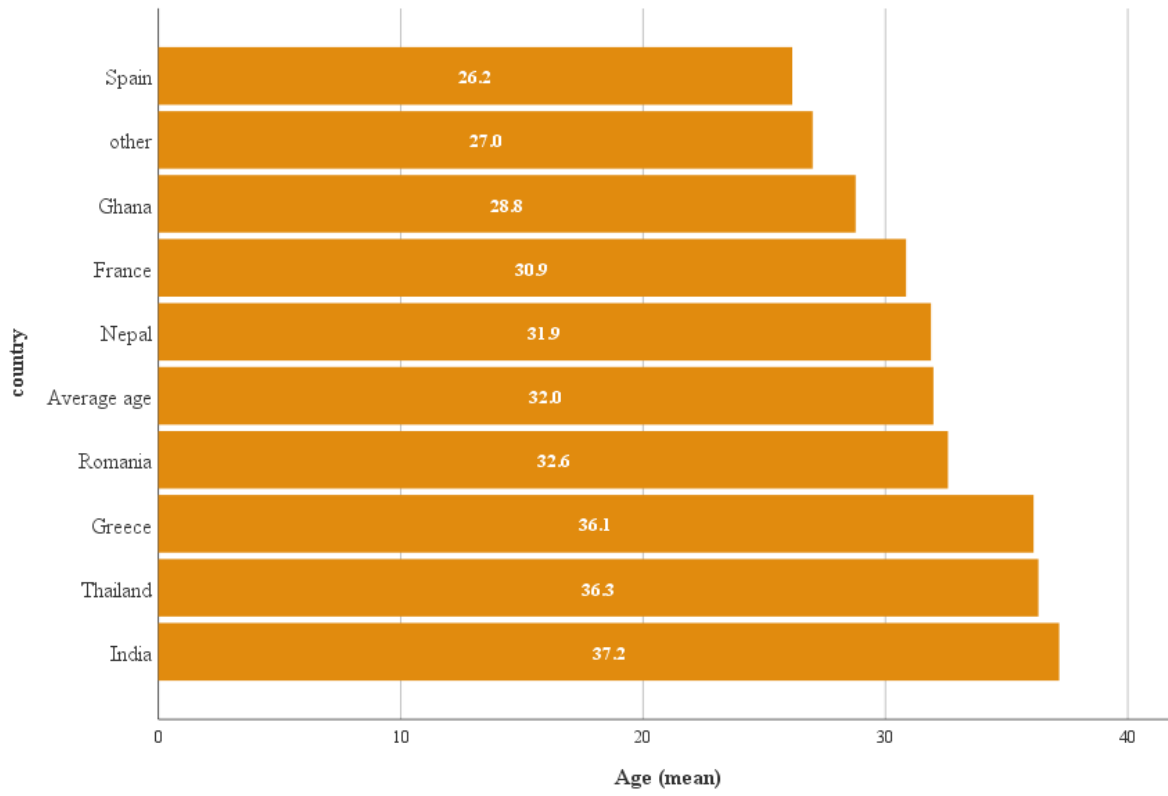
Education level of respondents by country

	What best describes your level of education?													
	None		Up to 6 years of school		Up to 9 years of school		Up to 12 years of school		Some college, short continuing education or equivalent		College degree, bachelor, master		PhD/doctorate	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
other	2	3.6%	0	0.0%	0	0.0%	1	1.8%	12	21.4%	21	37.5%	20	35.7%
France	3	4.1%	1	1.4%	0	0.0%	1	1.4%	11	14.9%	51	68.9%	7	9.5%
Ghana	0	0.0%	0	0.0%	0	0.0%	2	3.8%	10	19.2%	37	71.2%	3	5.8%
Greece	0	0.0%	0	0.0%	0	0.0%	3	3.8%	9	11.5%	66	84.6%	0	0.0%
India	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	71.4%	2	28.6%
Nepal	0	0.0%	1	1.1%	7	7.4%	12	12.6%	7	7.4%	63	66.3%	5	5.3%
Romania	0	0.0%	1	2.6%	6	15.8%	7	18.4%	22	57.9%	2	5.3%	0	0.0%
Spain	1	3.1%	0	0.0%	0	0.0%	2	6.3%	11	34.4%	18	56.3%	0	0.0%
Thailand	1	1.3%	1	1.3%	1	1.3%	3	4.0%	0	0.0%	69	92.0%	0	0.0%
Total	7	1.4%	4	0.8%	14	2.8%	31	6.1%	82	16.2%	332	65.5%	37	7.3%



age of respondents by country

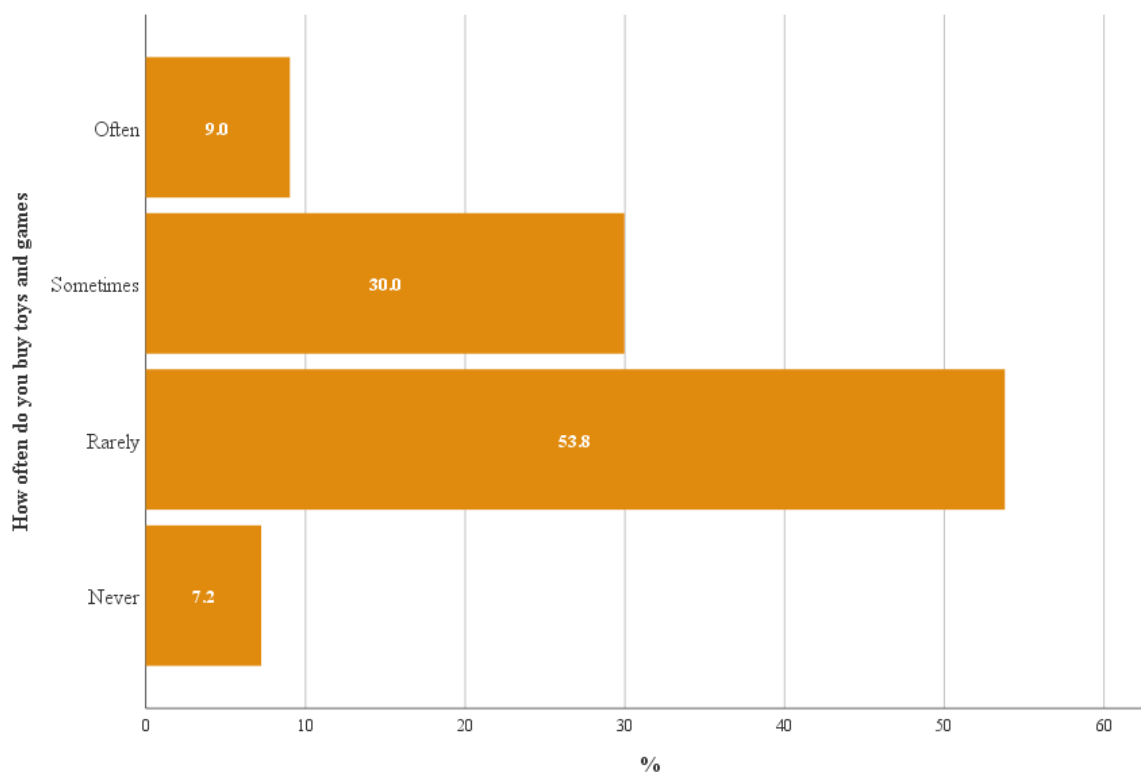
	How old are you:			
	Mean	Standard Deviation	Minimum	Maximum
other	27.0	6.2	18	55
France	30.9	12.3	17	69
Ghana	28.8	8.3	18	56
Greece	36.1	11.2	22	60
India	37.2	6.4	33	50
Nepal	31.9	11.5	14	68
Romania	32.6	10.8	14	52
Spain	26.2	11.0	13	56
Thailand	36.3	10.2	14	59
Total	32.0	11.0	13	69



Survey for youngsters

How often do you buy the toys or games?

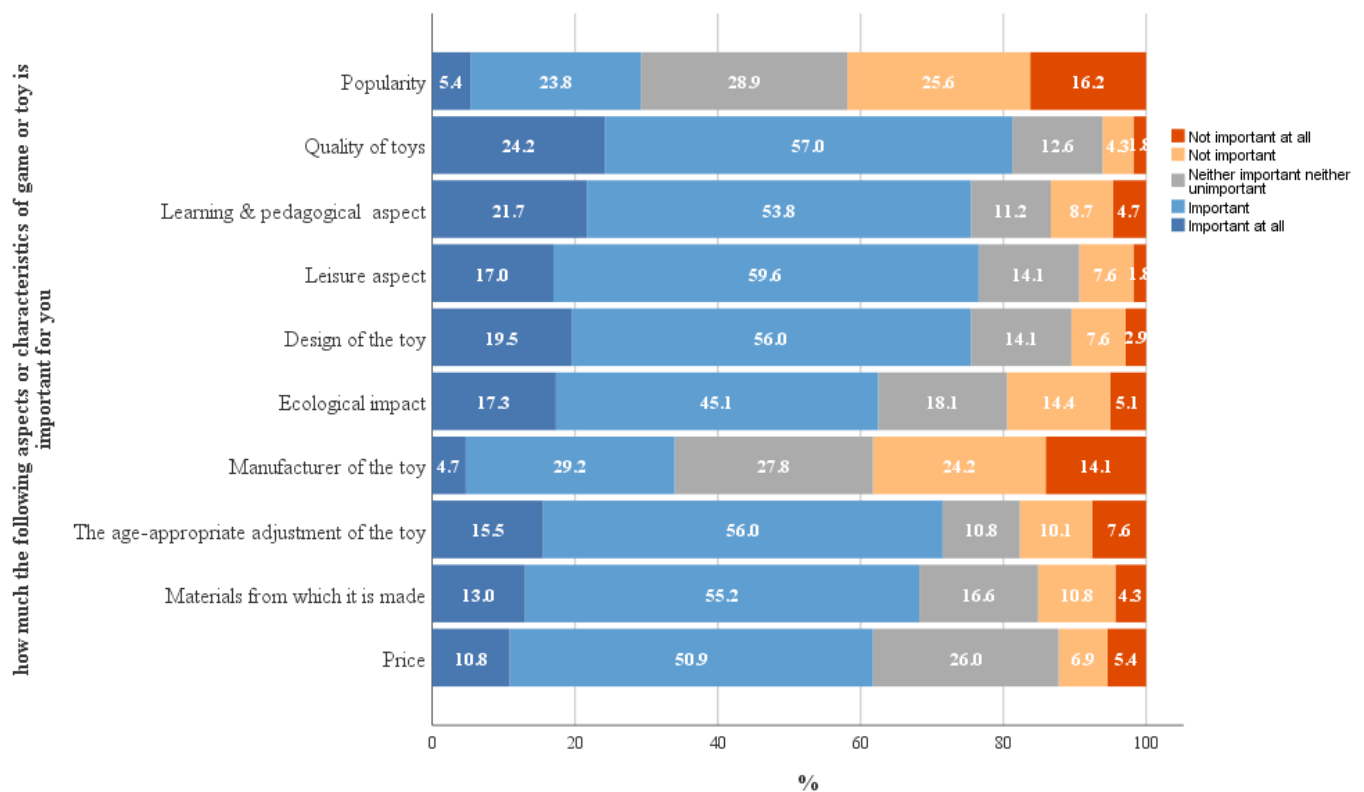
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	20	7.2	7.2	7.2
	Rarely	149	53.8	53.8	61.0
	Sometimes	83	30.0	30.0	91.0
	Often	25	9.0	9.0	100.0
	Total	277	100.0	100.0	



When you are buying the toys or games, how much the following aspects or characteristics of game or toy is important for you

	Not important at all		Neither important neither unimportant				Important		Important at all	
	n	%	n	%	n	%	n	%	n	%
	Price	15	5.4%	19	6.9%	72	26.0%	141	50.9%	30
Materials from which it is made	12	4.3%	30	10.8%	46	16.6%	153	55.2%	36	13.0%

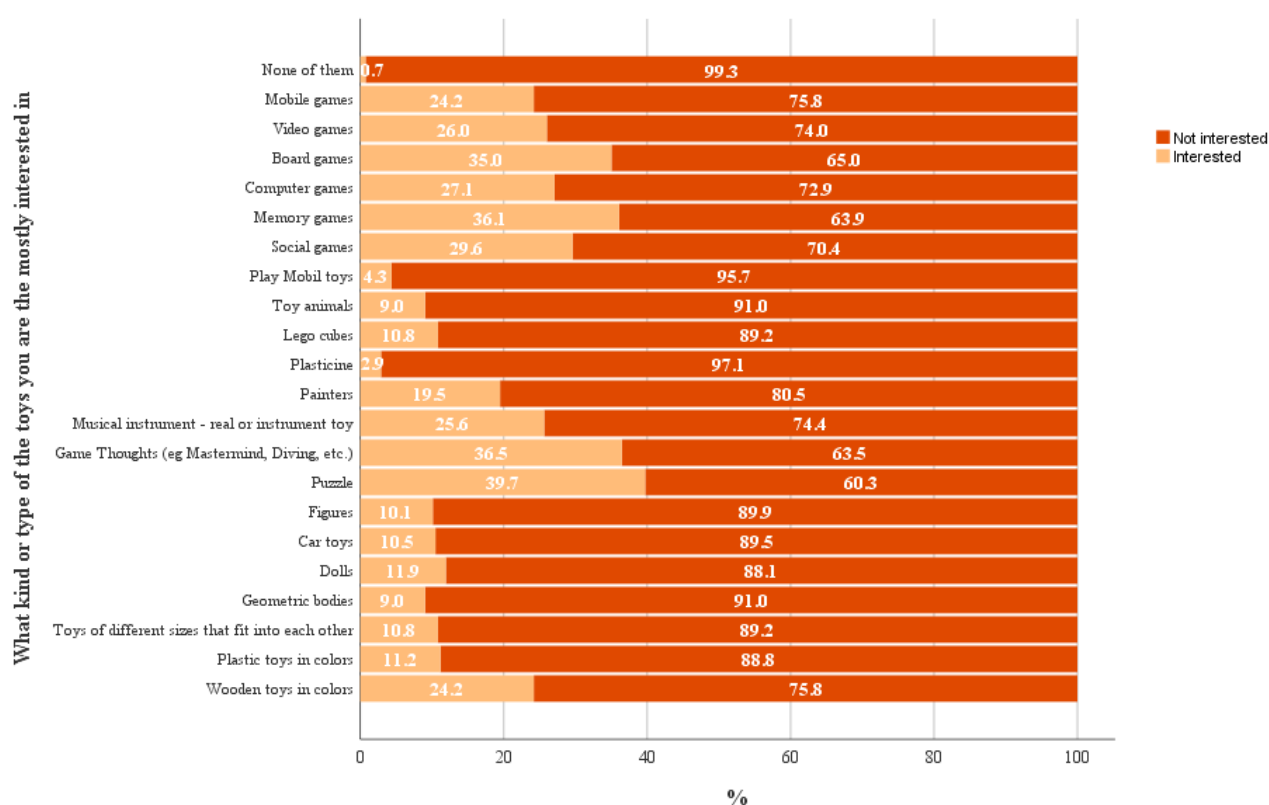
The age-appropriate adjustment of the toy	21	7.6%	28	10.1%	30	10.8%	155	56.0%	43	15.5%
Manufacturer of the toy	39	14.1%	67	24.2%	77	27.8%	81	29.2%	13	4.7%
Ecological impact	14	5.1%	40	14.4%	50	18.1%	125	45.1%	48	17.3%
Design of the toy	8	2.9%	21	7.6%	39	14.1%	155	56.0%	54	19.5%
Leisure aspect	5	1.8%	21	7.6%	39	14.1%	165	59.6%	47	17.0%
Learning & pedagogical aspect	13	4.7%	24	8.7%	31	11.2%	149	53.8%	60	21.7%
Quality of toys	5	1.8%	12	4.3%	35	12.6%	158	57.0%	67	24.2%
Popularity	45	16.2%	71	25.6%	80	28.9%	66	23.8%	15	5.4%



What kind or type of the toys you are the mostly interested in

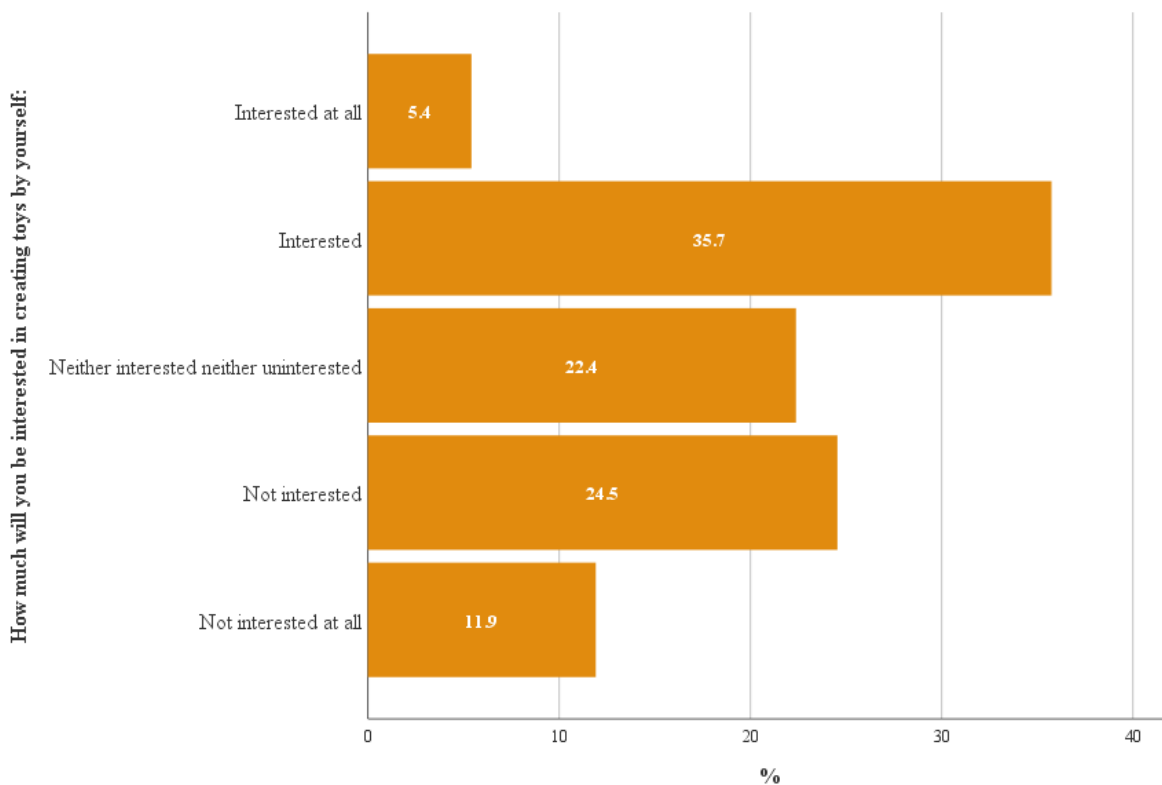
	No		Yes	
	n	%	n	%
Wooden toys in colors	210	75.8%	67	24.2%
Plastic toys in colors	246	88.8%	31	11.2%
Toys of different sizes that fit into each other	247	89.2%	30	10.8%

Geometric bodies	252	91.0%	25	9.0%
Dolls	244	88.1%	33	11.9%
Car toys	248	89.5%	29	10.5%
Figures	249	89.9%	28	10.1%
Puzzle	167	60.3%	110	39.7%
Game Thoughts (eg Mastermind, Diving, etc.)	176	63.5%	101	36.5%
Musical instrument - real or instrument toy	206	74.4%	71	25.6%
Painters	223	80.5%	54	19.5%
Plasticine	269	97.1%	8	2.9%
Lego cubes	247	89.2%	30	10.8%
Toy animals	252	91.0%	25	9.0%
Play Mobil toys	265	95.7%	12	4.3%
Social games	195	70.4%	82	29.6%
Memory games	177	63.9%	100	36.1%
Computer games	202	72.9%	75	27.1%
Board games	180	65.0%	97	35.0%
Video games	205	74.0%	72	26.0%
Mobile games	210	75.8%	67	24.2%
None of them	275	99.3%	2	0.7%



How much will you be interested in creating toys by yourself:

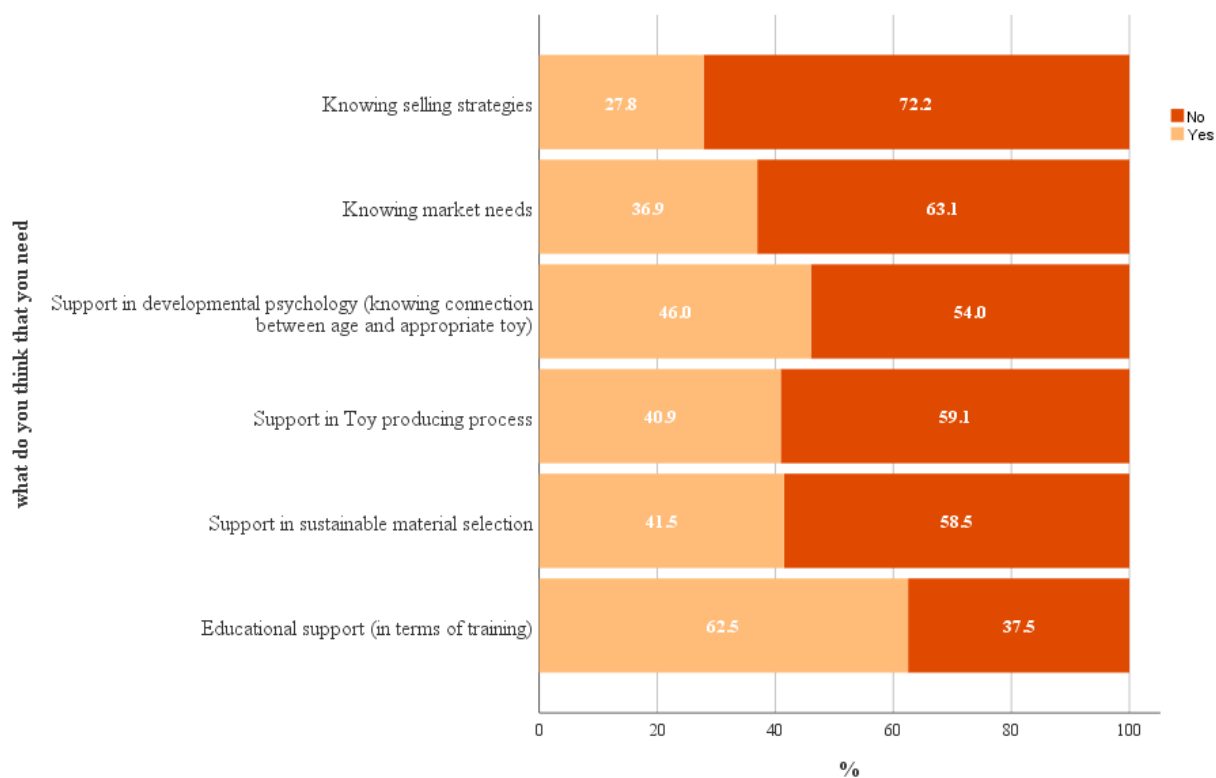
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not interested at all	33	11.9	11.9	11.9
	Not interested	68	24.5	24.5	36.5
	Neither interested neither uninterested	62	22.4	22.4	58.8
	Interested	99	35.7	35.7	94.6
	Interested at all	15	5.4	5.4	100.0
	Total	277	100.0	100.0	



If you are interested in, what do you think that you need

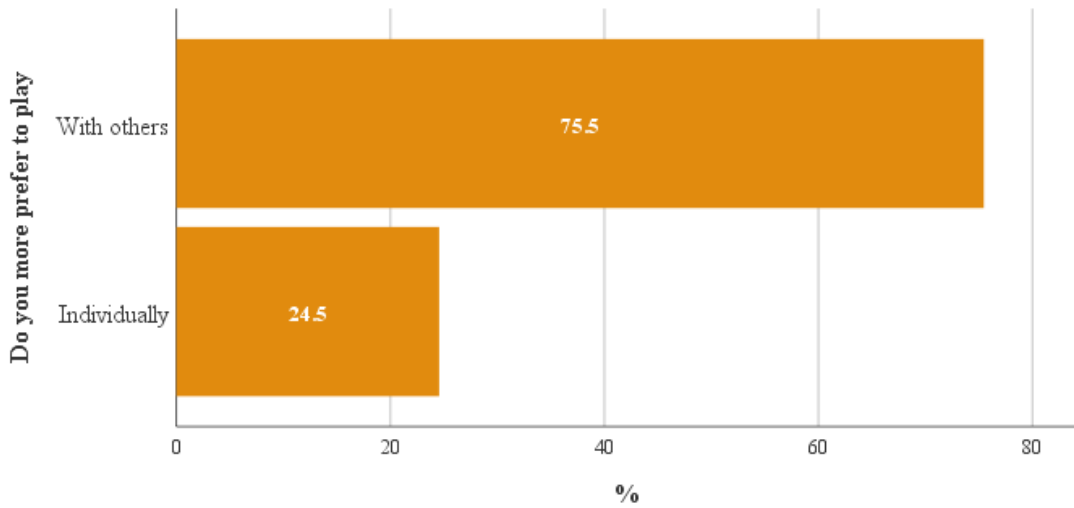
	No		Yes	
	n	%	n	%
Educational support (in terms of training)	66	37.5%	110	62.5%
Support in sustainable material selection	103	58.5%	73	41.5%
Support in Toy producing process	104	59.1%	72	40.9%

Support in developmental psychology (knowing connection between age and appropriate toy)	95	54.0%	81	46.0%
Knowing market needs	111	63.1%	65	36.9%
Knowing selling strategies	127	72.2%	49	27.8%



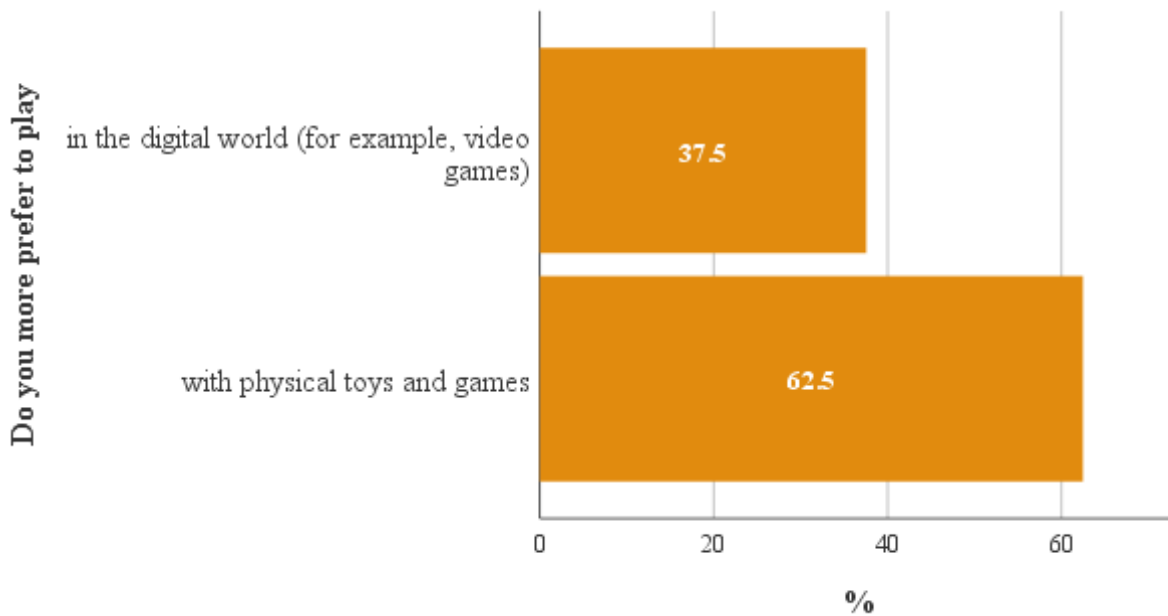
Do you more prefer to play:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Individually	68	24.5	24.5	24.5
	With others	209	75.5	75.5	100.0
	Total	277	100.0	100.0	



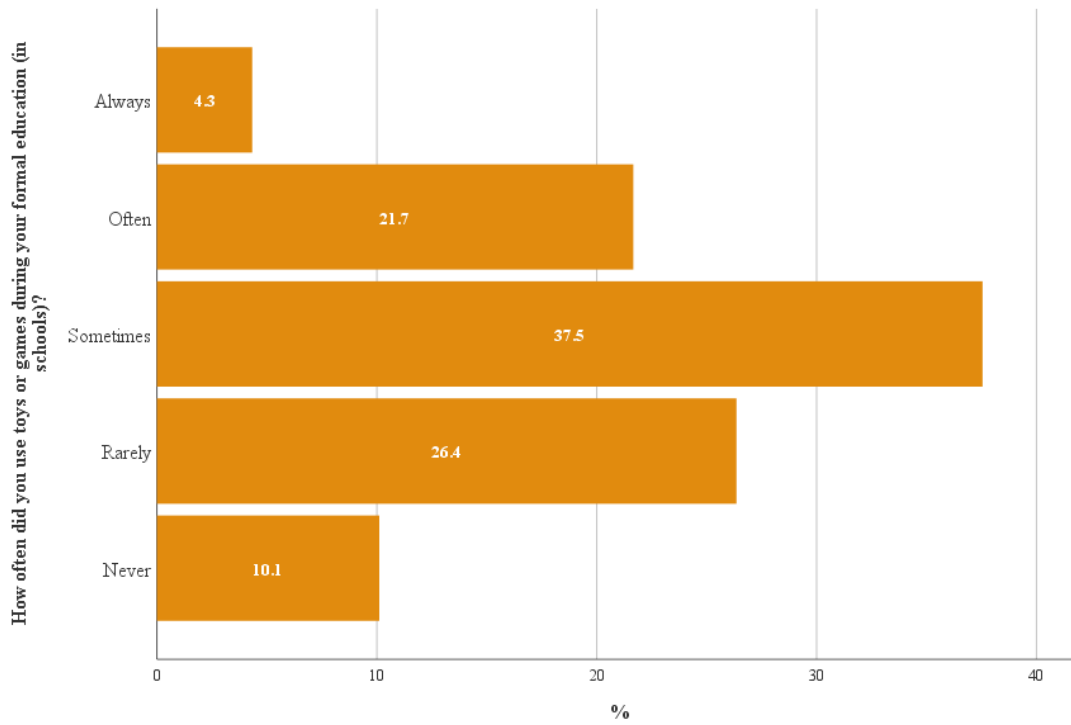
Do you more prefer to play:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	with physical toys and games	173	62.5	62.5	62.5
	in the digital world (for example, video games)	104	37.5	37.5	100.0
	Total	277	100.0	100.0	



How often did you use toys or games during your formal education (in schools)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	28	10.1	10.1	10.1
	Rarely	73	26.4	26.4	36.5
	Sometimes	104	37.5	37.5	74.0
	Often	60	21.7	21.7	95.7
	Always	12	4.3	4.3	100.0
	Total	277	100.0	100.0	



Survey for parents

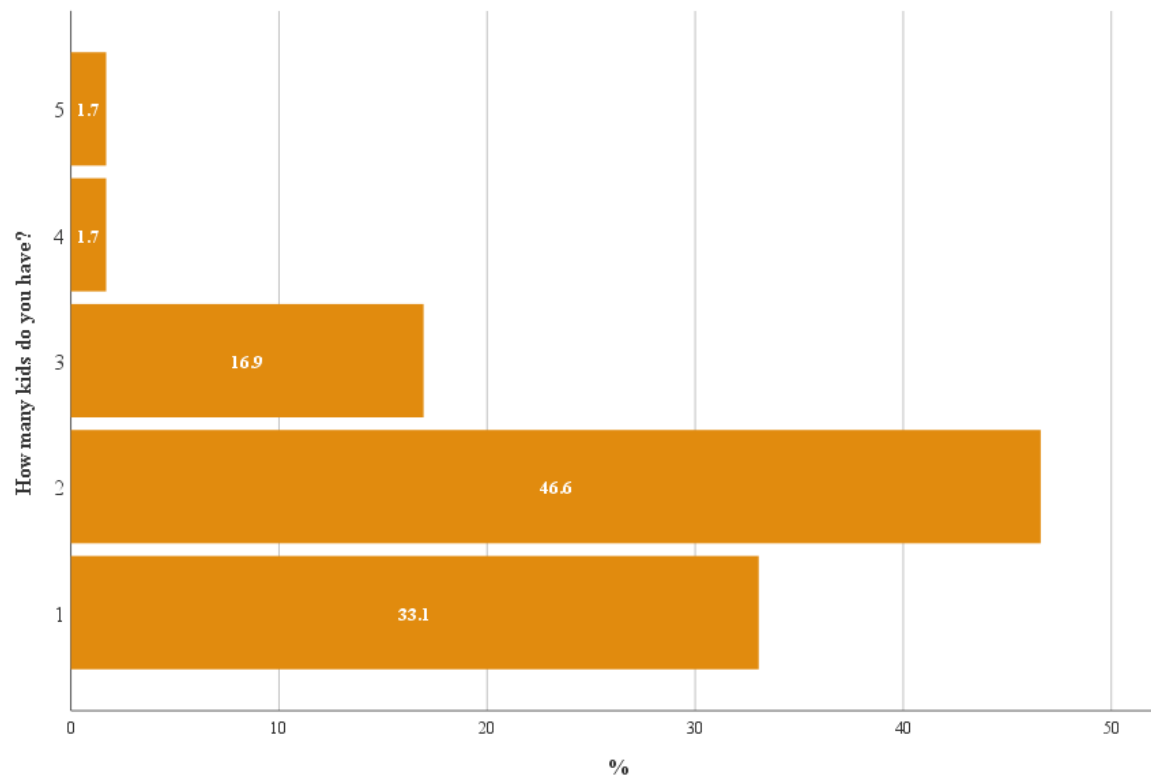
Statistics

How many kids do you have?

N	Valid	118
	Missing	23
Mean		1.92
Std. Deviation		.849

How many kids do you have?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	39	27.7	33.1	33.1
	2	55	39.0	46.6	79.7
	3	20	14.2	16.9	96.6
	4	2	1.4	1.7	98.3
	5	2	1.4	1.7	100.0
	Total	118	83.7	100.0	
Missing	99	23	16.3		
Total		141	100.0		



How old are your kids?

M	SD
---	----

Child 1	10.5	6.5
Child 2	11.2	12.9
Child 3	9.7	7.4
Child 4	15.0	4.2
Child 5	9.5	2.1

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age of kids	118	1.00	53.50	10.0155	7.53031
Valid N (listwise)	118				

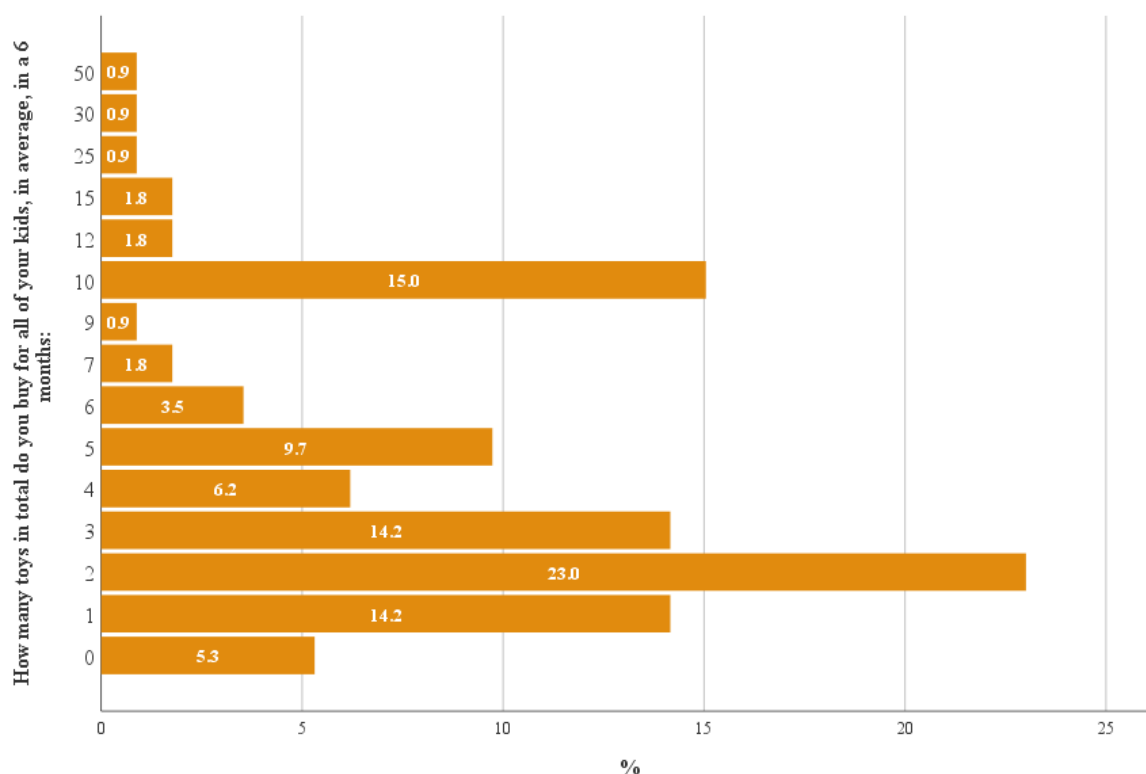
Statistics

How many toys in total do you buy for all of your kids, in average, in a 6 months:

N	Valid	113
	Missing	28
Mean		5.09
Std. Deviation		6.346

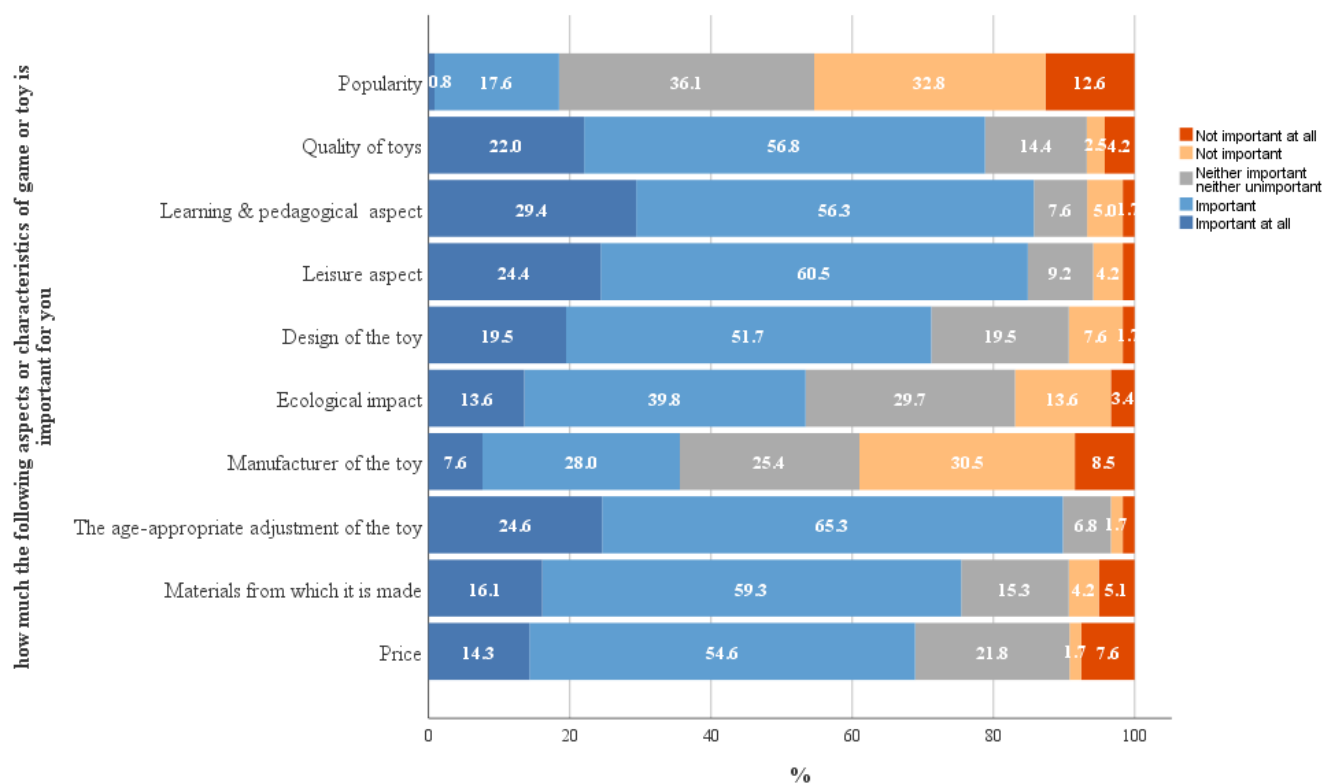
How many toys in total do you buy for all of your kids, in average, in a 6 months:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	6	4.3	5.3	5.3
	1	16	11.3	14.2	19.5
	2	26	18.4	23.0	42.5
	3	16	11.3	14.2	56.6
	4	7	5.0	6.2	62.8
	5	11	7.8	9.7	72.6
	6	4	2.8	3.5	76.1
	7	2	1.4	1.8	77.9
	9	1	.7	.9	78.8
	10	17	12.1	15.0	93.8
	12	2	1.4	1.8	95.6
	15	2	1.4	1.8	97.3
	25	1	.7	.9	98.2
	30	1	.7	.9	99.1
	50	1	.7	.9	100.0
Total		113	80.1	100.0	
Missing	999	28	19.9		
Total		141	100.0		



When you are buying the toys or games, how much the following aspects or characteristics of game or toy is important for you

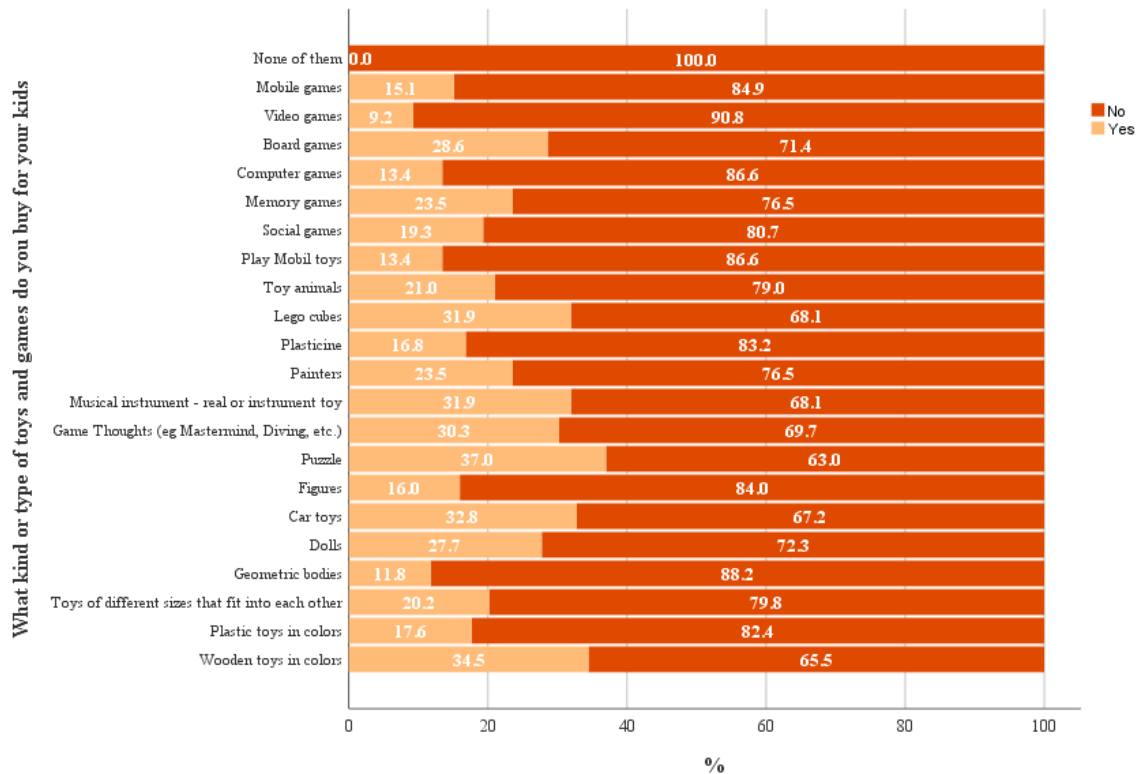
	Not important at all		Neither important neither unimportant				Important		Important at all	
	n	%	n	%	n	%	n	%	n	%
Price	9	7.6%	2	1.7%	26	21.8%	65	54.6%	17	14.3%
Materials from which it is made	6	5.1%	5	4.2%	18	15.3%	70	59.3%	19	16.1%
The age-appropriate adjustment of the toy	2	1.7%	2	1.7%	8	6.8%	77	65.3%	29	24.6%
Manufacturer of the toy	10	8.5%	36	30.5%	30	25.4%	33	28.0%	9	7.6%
Ecological impact	4	3.4%	16	13.6%	35	29.7%	47	39.8%	16	13.6%
Design of the toy	2	1.7%	9	7.6%	23	19.5%	61	51.7%	23	19.5%
Leisure aspect	2	1.7%	5	4.2%	11	9.2%	72	60.5%	29	24.4%
Learning & pedagogical aspect	2	1.7%	6	5.0%	9	7.6%	67	56.3%	35	29.4%
Quality of toys	5	4.2%	3	2.5%	17	14.4%	67	56.8%	26	22.0%
Popularity	15	12.6%	39	32.8%	43	36.1%	21	17.6%	1	0.8%



What kind or type of toys and games do you buy for your kids

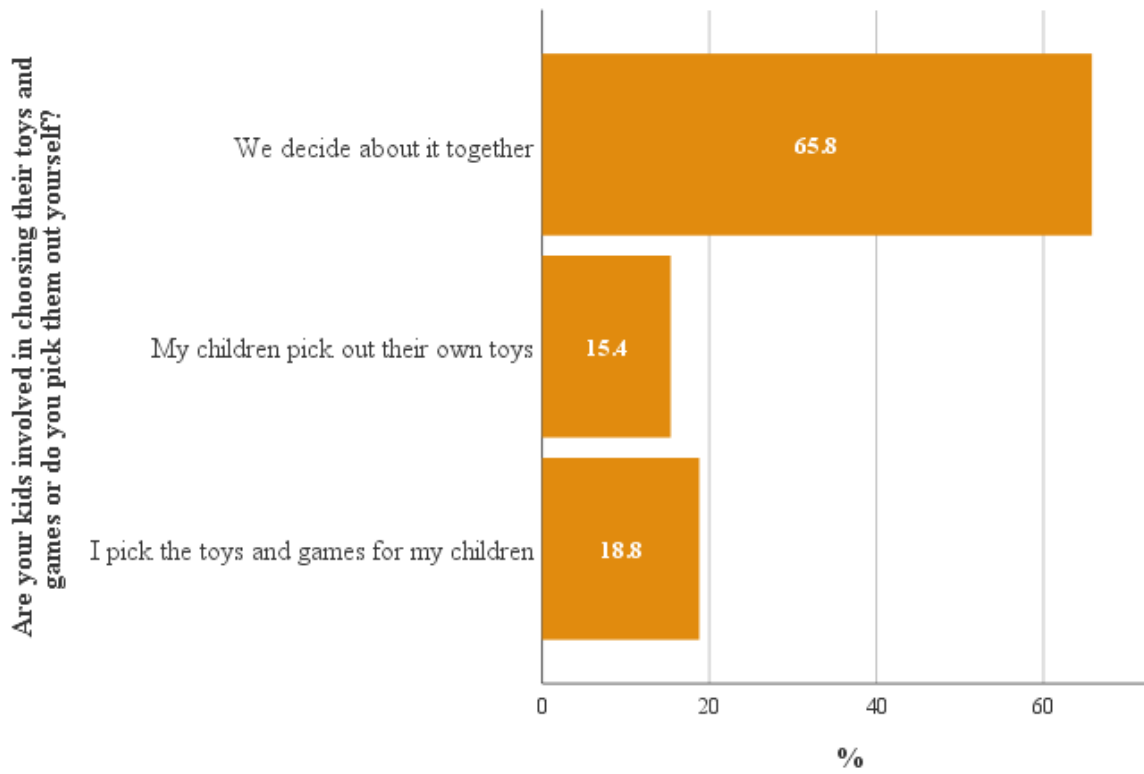
	No		Yes	
	n	%	n	%
Wooden toys in colors	78	65.5%	41	34.5%
Plastic toys in colors	98	82.4%	21	17.6%
Toys of different sizes that fit into each other	95	79.8%	24	20.2%
Geometric bodies	105	88.2%	14	11.8%
Dolls	86	72.3%	33	27.7%
Car toys	80	67.2%	39	32.8%
Figures	100	84.0%	19	16.0%
Puzzle	75	63.0%	44	37.0%
Game Thoughts (eg Mastermind, Diving, etc.)	83	69.7%	36	30.3%
Musical instrument - real or instrument toy	81	68.1%	38	31.9%
Painters	91	76.5%	28	23.5%
Plasticine	99	83.2%	20	16.8%
Lego cubes	81	68.1%	38	31.9%
Toy animals	94	79.0%	25	21.0%
Play Mobil toys	103	86.6%	16	13.4%

Social games	96	80.7%	23	19.3%
Memory games	91	76.5%	28	23.5%
Computer games	103	86.6%	16	13.4%
Board games	85	71.4%	34	28.6%
Video games	108	90.8%	11	9.2%
Mobile games	101	84.9%	18	15.1%
None of them	119	100.0%	0	0.0%



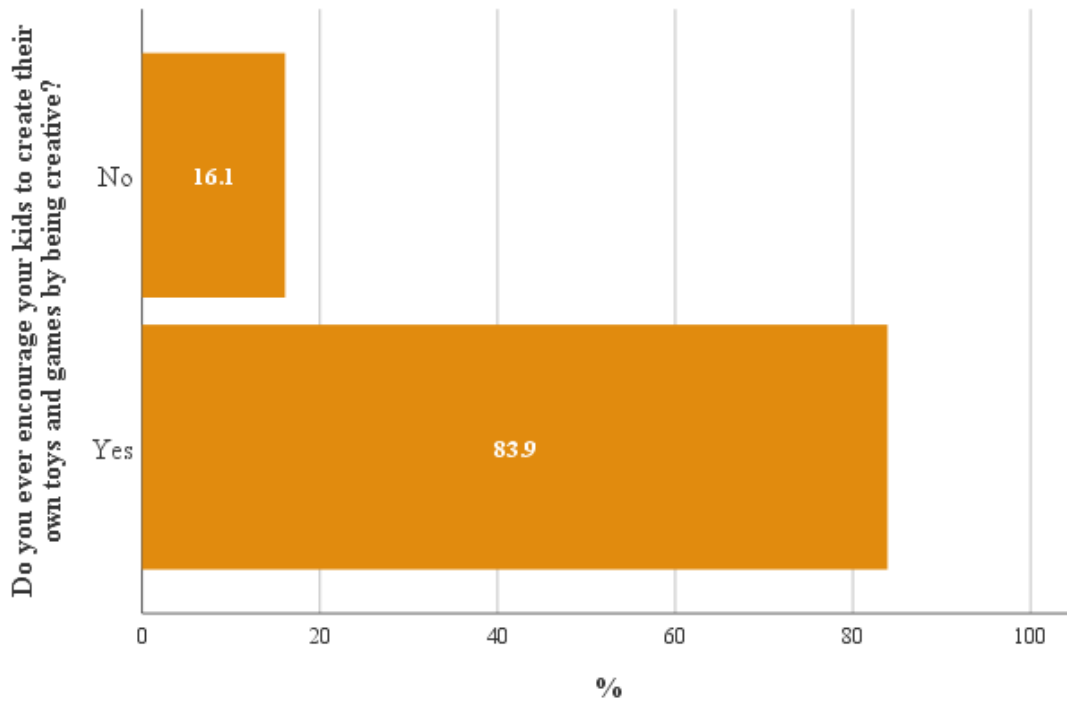
Are your kids involved in choosing their toys and games or do you pick them out yourself?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I pick the toys and games for my children	22	15.6	18.8	18.8
	My children pick out their own toys	18	12.8	15.4	34.2
	We decide about it together	77	54.6	65.8	100.0
	Total	117	83.0	100.0	
Missing	99	24	17.0		
Total		141	100.0		



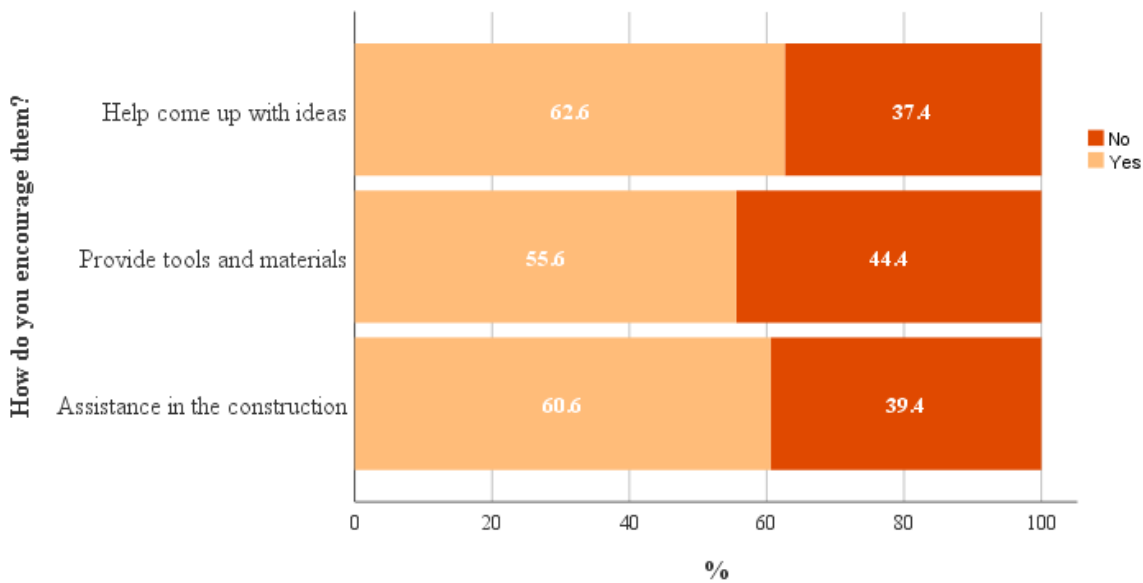
Do you ever encourage your kids to create their own toys and games by being creative?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	99	70.2	83.9	83.9
	No	19	13.5	16.1	100.0
	Total	118	83.7	100.0	
Missing	99	23	16.3		
Total		141	100.0		



How do you encourage them?

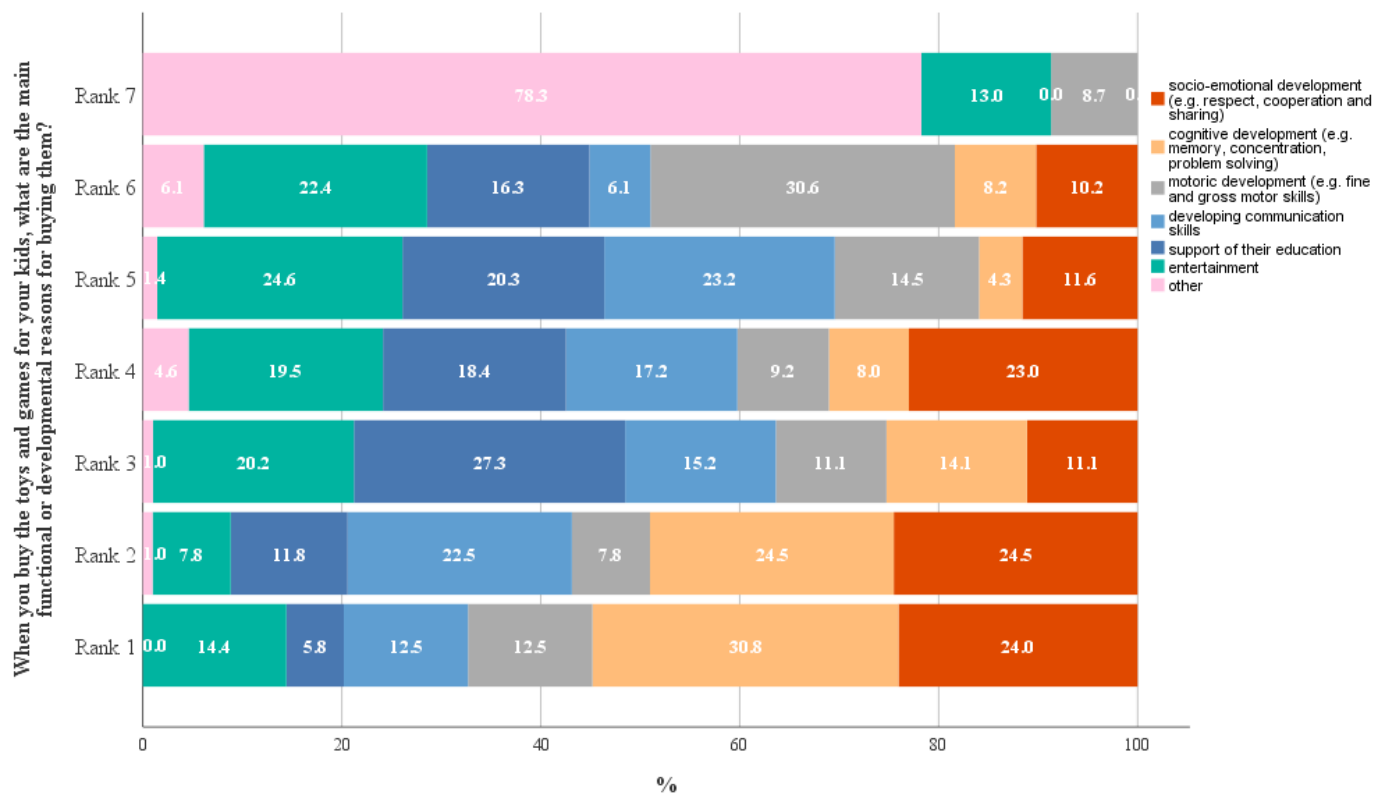
	No		Yes	
	n	%	n	%
Assistance in the construction	39	39.4%	60	60.6%
Provide tools and materials	44	44.4%	55	55.6%
Help come up with ideas	37	37.4%	62	62.6%



When you buy the toys and games for your kids, what are the main functional or developmental reasons for buying them?

Could you order them from most important to the less important? If something is not important for you, you do not need to rate it.

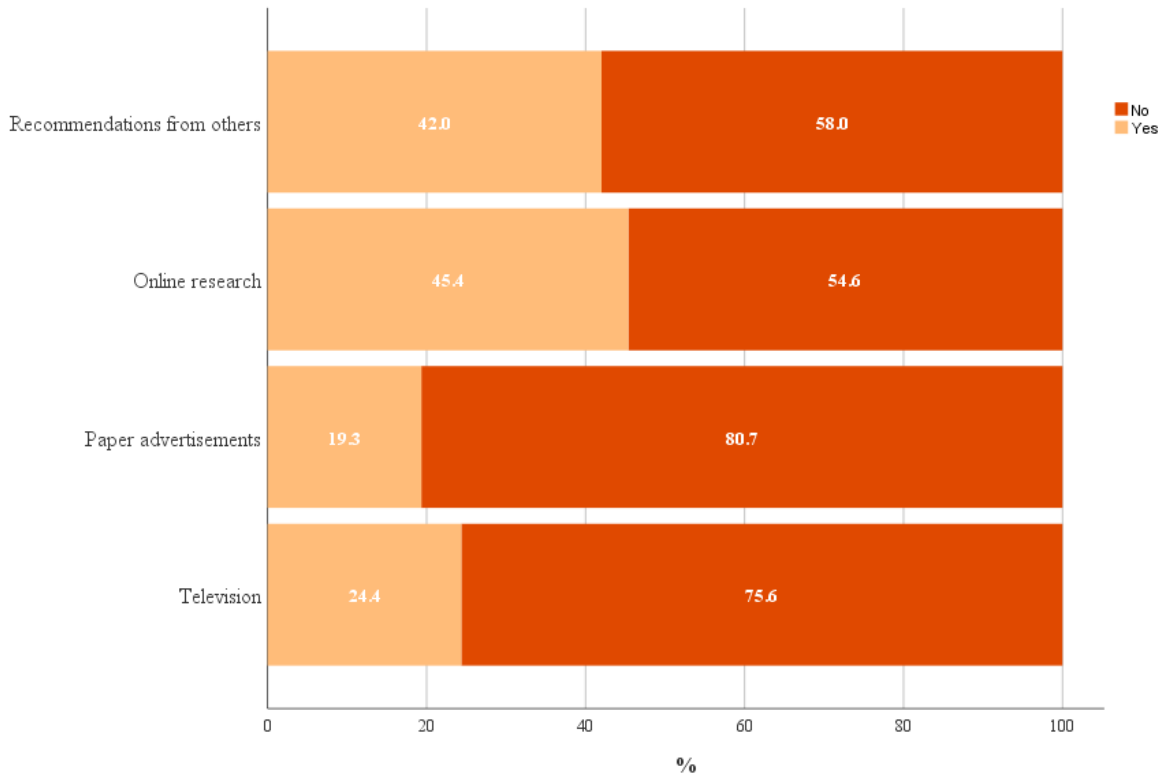
	socio-emotional development (e.g. respect, cooperation and sharing)		cognitive development (e.g. memory, concentration, problem solving)		motoric development (e.g. fine and gross motor skills)		developing communication skills		support of their education		entertainment		other	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Rank 1	25	24.0%	32	30.8%	13	12.5%	13	12.5%	6	5.8%	15	14.4%	0	0.0%
Rank 2	25	24.5%	25	24.5%	8	7.8%	23	22.5%	12	11.8%	8	7.8%	1	1.0%
Rank 3	11	11.1%	14	14.1%	11	11.1%	15	15.2%	27	27.3%	20	20.2%	1	1.0%
Rank 4	20	23.0%	7	8.0%	8	9.2%	15	17.2%	16	18.4%	17	19.5%	4	4.6%
Rank 5	8	11.6%	3	4.3%	10	14.5%	16	23.2%	14	20.3%	17	24.6%	1	1.4%
Rank 6	5	10.2%	4	8.2%	15	30.6%	3	6.1%	8	16.3%	11	22.4%	3	6.1%
Rank 7	0	0.0%	0	0.0%	2	8.7%	0	0.0%	0	0.0%	3	13.0%	18	78.3%



Where do you get your information on which toys and games to buy for your kids?

	No		Yes	
	n	%	n	%
Television	90	75.6%	29	24.4%
Paper advertisements	96	80.7%	23	19.3%
Online research	65	54.6%	54	45.4%
Recommendations from others	69	58.0%	50	42.0%

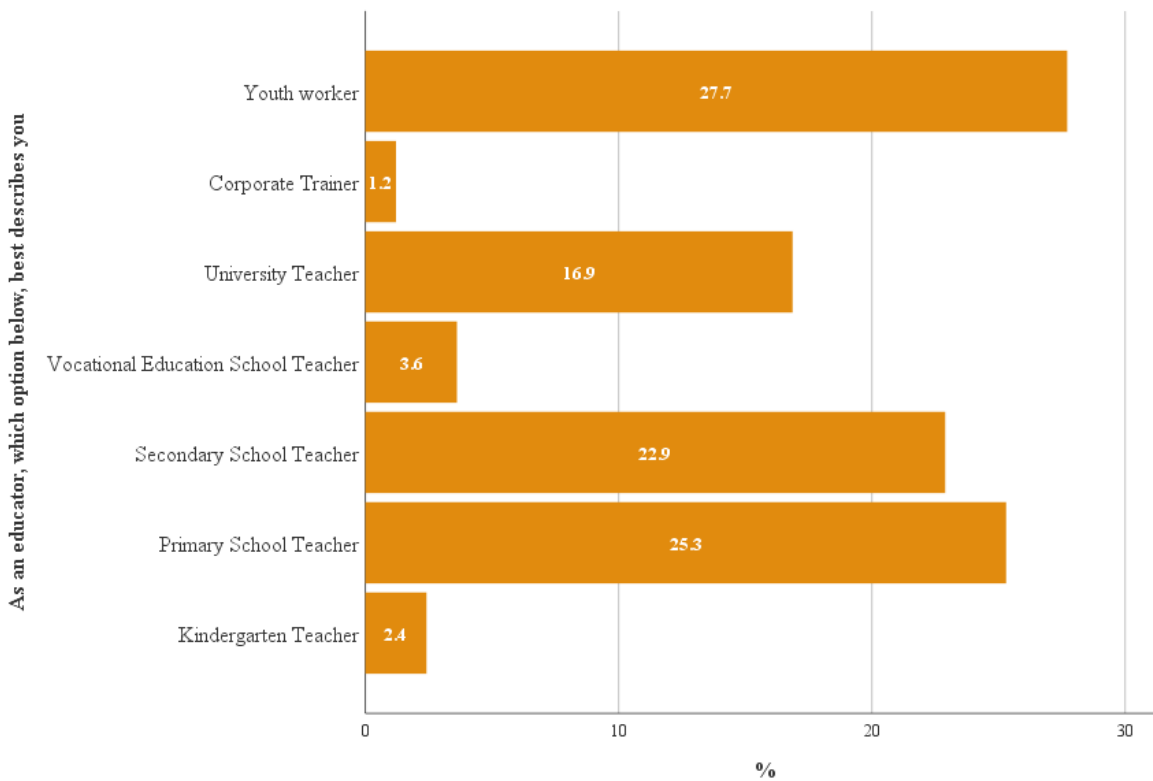
Where do you get your information on which toys and games to buy for your kids?



Survey for educators

As an educator, which option below, best describes you

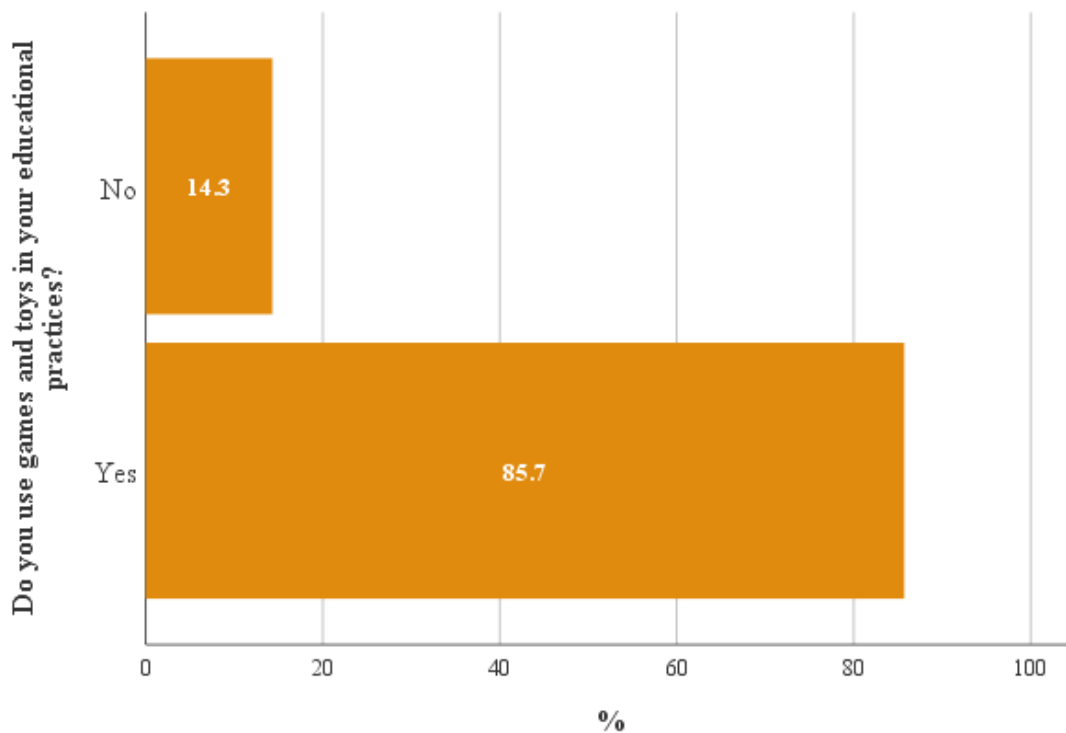
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kindergarten Teacher	2	1.7	2.4	2.4
	Primary School Teacher	21	18.1	25.3	27.7
	Secondary School Teacher	19	16.4	22.9	50.6
	Vocational Education School Teacher	3	2.6	3.6	54.2
	University Teacher	14	12.1	16.9	71.1
	Corporate Trainer	1	.9	1.2	72.3
	Youth worker	23	19.8	27.7	100.0
	Total	83	71.6	100.0	
Missing	99	33	28.4		
Total		116	100.0		



Do you use games and toys in your educational practices?

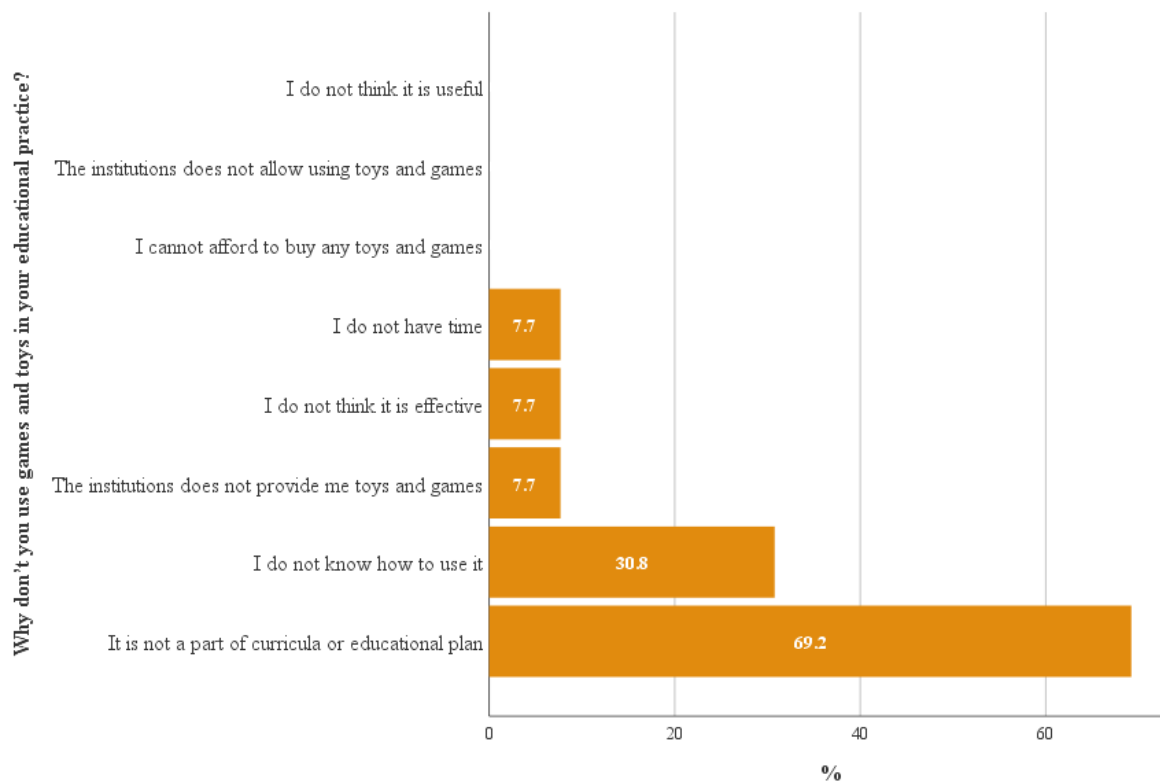
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	78	67.2	85.7	85.7
	No	13	11.2	14.3	100.0
Total		91	78.4	100.0	

Missing	99	25	21.6
Total		116	100.0



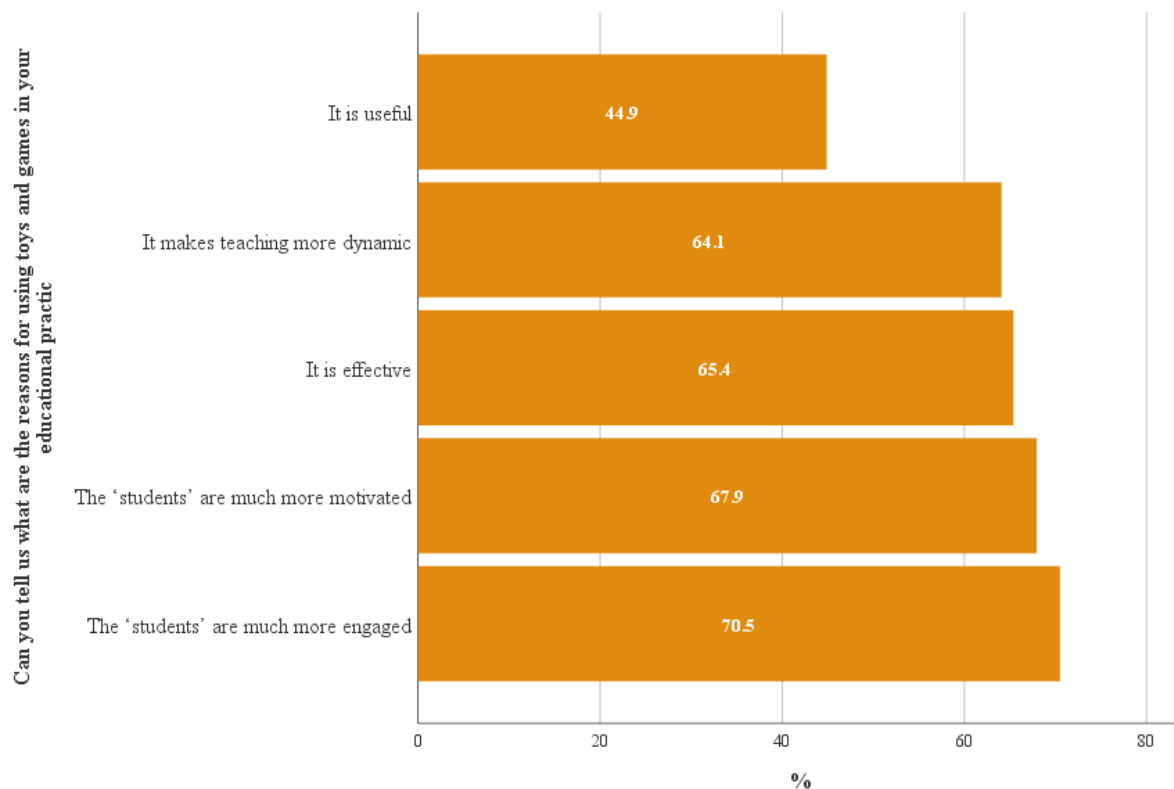
Why don't you use games and toys in your educational practice?

	n	%
I do not know how to use it	4	30.8%
I do not have time	1	7.7%
I do not think it is effective	1	7.7%
I do not think it is useful	0	0.0%
The institutions does not provide me toys and games	1	7.7%
The institutions does not allow using toys and games	0	0.0%
I cannot afford to buy any toys and games	0	0.0%
It is not a part of curricula or educational plan	9	69.2%



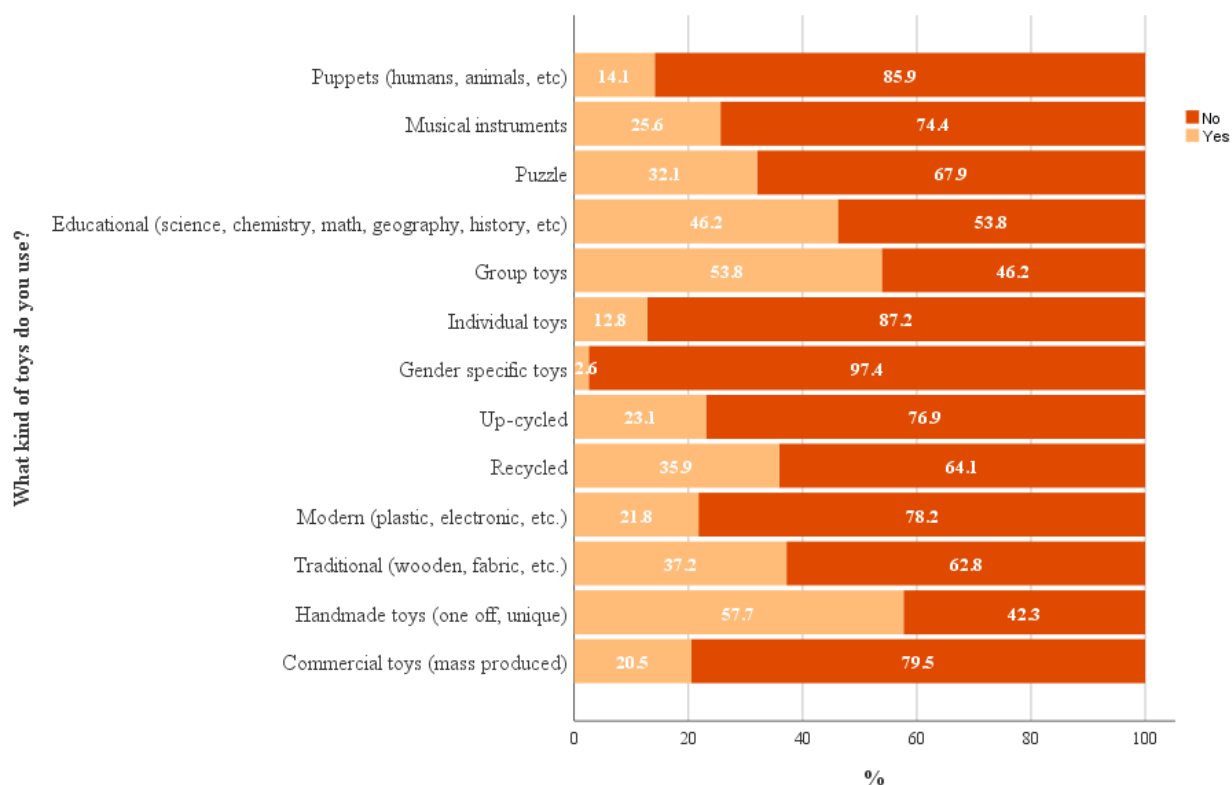
Can you tell us what are the reasons for using toys and games in your educational practice?

	n	%
It is effective	51	65.4%
It is useful	35	44.9%
The 'students' are much more engaged	55	70.5%
The 'students' are much more motivated	53	67.9%
It makes teaching more dynamic	50	64.1%



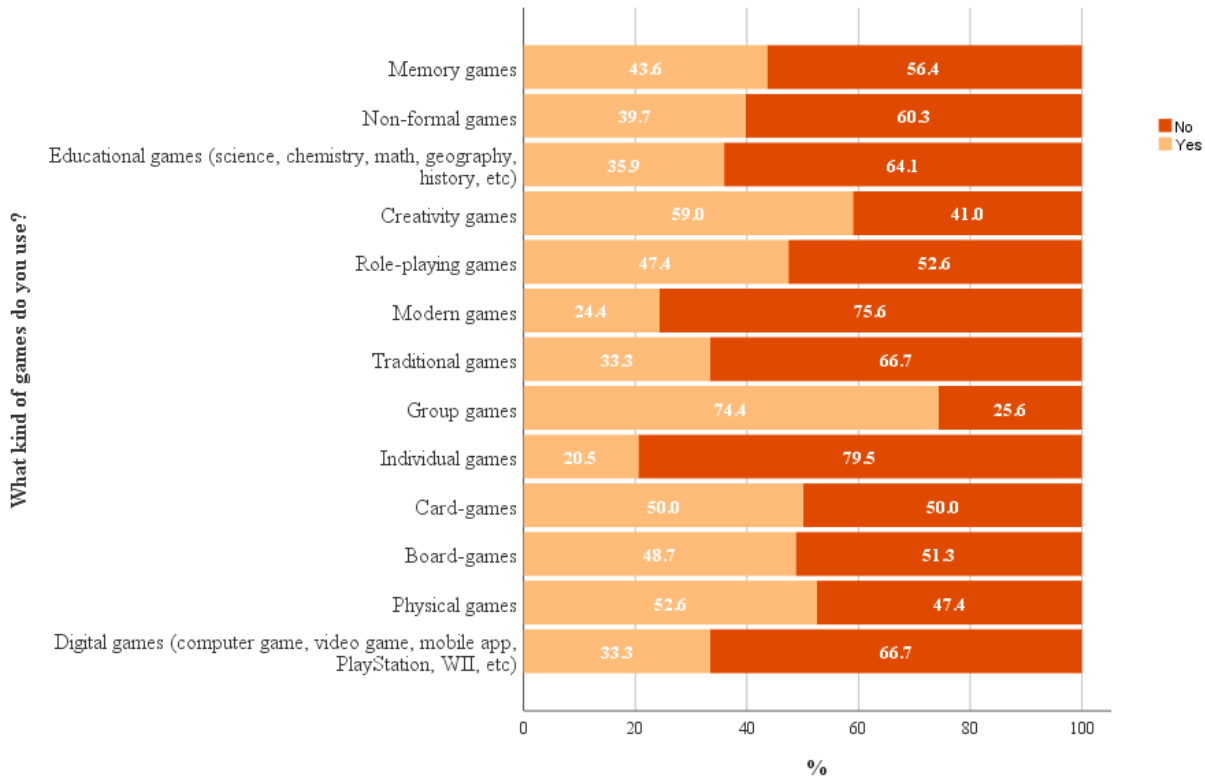
What kind of toys do you use?

	No		Yes	
	n	%	n	%
Commercial toys (mass produced)	62	79.5%	16	20.5%
Handmade toys (one off, unique)	33	42.3%	45	57.7%
Traditional (wooden, fabric, etc.)	49	62.8%	29	37.2%
Modern (plastic, electronic, etc.)	61	78.2%	17	21.8%
Recycled	50	64.1%	28	35.9%
Up-cycled	60	76.9%	18	23.1%
Gender specific toys	76	97.4%	2	2.6%
Individual toys	68	87.2%	10	12.8%
Group toys	36	46.2%	42	53.8%
Educational (science, chemistry, math, geography, history, etc)	42	53.8%	36	46.2%
Puzzle	53	67.9%	25	32.1%
Musical instruments	58	74.4%	20	25.6%
Puppets (humans, animals, etc)	67	85.9%	11	14.1%



What kind of games do you use?

	No		Yes	
	n	%	n	%
Digital games (computer game, video game, mobile app, PlayStation, WII, etc)	52	66.7%	26	33.3%
Physical games	37	47.4%	41	52.6%
Board-games	40	51.3%	38	48.7%
Card-games	39	50.0%	39	50.0%
Individual games	62	79.5%	16	20.5%
Group games	20	25.6%	58	74.4%
Traditional games	52	66.7%	26	33.3%
Modern games	59	75.6%	19	24.4%
Role-playing games	41	52.6%	37	47.4%
Creativity games	32	41.0%	46	59.0%
Educational games (science, chemistry, math, geography, history, etc)	50	64.1%	28	35.9%
Non-formal games	47	60.3%	31	39.7%
Memory games	44	56.4%	34	43.6%



What kind of toys do your 'students' prefer?

		n	%
Rank 1	Commercial toys (mass produced)	6	8.1%
	Handmade toys (one off, unique)	19	25.7%
	Traditional (wooden, fabric, etc.)	1	1.4%
	Modern (plastic, electronic, etc.)	7	9.5%
	Recycled	2	2.7%
	Up-cycled	0	0.0%
	Gender specific toys	1	1.4%
	Individual toys	1	1.4%
	Group toys	19	25.7%
	Educational (science, chemistry, math, geography, history, etc)	9	12.2%
	Puzzle	5	6.8%
	Musical instruments	2	2.7%
	Puppets (humans, animals, etc)	2	2.7%
Rank 2	Commercial toys (mass produced)	6	8.3%
	Handmade toys (one off, unique)	7	9.7%
	Traditional (wooden, fabric, etc.)	8	11.1%
	Modern (plastic, electronic, etc.)	12	16.7%
	Recycled	13	18.1%

	Up-cycled	0	0.0%
	Gender specific toys	1	1.4%
	Individual toys	2	2.8%
	Group toys	5	6.9%
	Educational (science, chemistry, math, geography, history, etc)	7	9.7%
	Puzzle	4	5.6%
	Musical instruments	6	8.3%
	Puppets (humans, animals, etc)	1	1.4%
Rank 3	Commercial toys (mass produced)	1	1.4%
	Handmade toys (one off, unique)	11	15.9%
	Traditional (wooden, fabric, etc.)	7	10.1%
	Modern (plastic, electronic, etc.)	5	7.2%
	Recycled	6	8.7%
	Up-cycled	2	2.9%
	Gender specific toys	1	1.4%
	Individual toys	8	11.6%
	Group toys	14	20.3%
	Educational (science, chemistry, math, geography, history, etc)	5	7.2%
	Puzzle	3	4.3%
	Musical instruments	5	7.2%
	Puppets (humans, animals, etc)	1	1.4%
Rank 4	Commercial toys (mass produced)	2	3.4%
	Handmade toys (one off, unique)	2	3.4%
	Traditional (wooden, fabric, etc.)	3	5.2%
	Modern (plastic, electronic, etc.)	5	8.6%
	Recycled	7	12.1%
	Up-cycled	4	6.9%
	Gender specific toys	2	3.4%
	Individual toys	4	6.9%
	Group toys	3	5.2%
	Educational (science, chemistry, math, geography, history, etc)	8	13.8%
	Puzzle	7	12.1%
	Musical instruments	11	19.0%
	Puppets (humans, animals, etc)	0	0.0%
Rank 5	Commercial toys (mass produced)	4	7.4%
	Handmade toys (one off, unique)	3	5.6%
	Traditional (wooden, fabric, etc.)	7	13.0%
	Modern (plastic, electronic, etc.)	5	9.3%
	Recycled	3	5.6%
	Up-cycled	1	1.9%
	Gender specific toys	2	3.7%
	Individual toys	4	7.4%
	Group toys	5	9.3%
	Educational (science, chemistry, math, geography, history, etc)	5	9.3%
	Puzzle	5	9.3%
	Musical instruments	6	11.1%

Puppets (humans, animals, etc)	4	7.4%
Puppets (humans, animals, etc)	0	0.0%

What kind of games do your 'students' prefer?

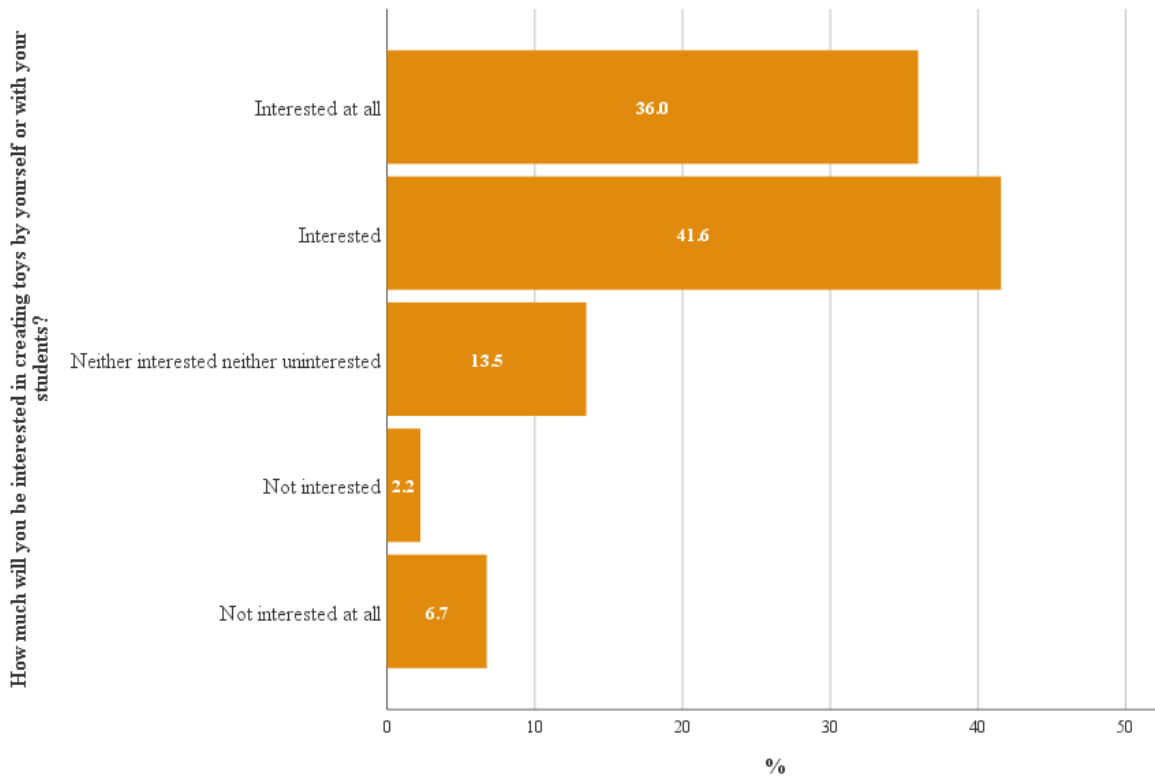
		n	%
Rank 1	Digital games (computer game, video game, mobile app, PlayStation, WII, etc)	27	36.5%
	Physical games	12	16.2%
	Board-games	8	10.8%
	Card-games	3	4.1%
	Individual games	2	2.7%
	Group games	7	9.5%
	Traditional games	2	2.7%
	Modern games	0	0.0%
	Role-playing games	3	4.1%
	Creativity games	3	4.1%
	Educational games (science, chemistry, math, geography, history, etc)	2	2.7%
	Non-formal games	4	5.4%
	Memory games	1	1.4%
	Rank 2	Digital games (computer game, video game, mobile app, PlayStation, WII, etc)	4
Physical games		12	17.1%
Board-games		6	8.6%
Card-games		16	22.9%
Individual games		4	5.7%
Group games		6	8.6%
Traditional games		3	4.3%
Modern games		4	5.7%
Role-playing games		2	2.9%
Creativity games		1	1.4%
Educational games (science, chemistry, math, geography, history, etc)		6	8.6%
Non-formal games		1	1.4%
Memory games		5	7.1%
Rank 3		Digital games (computer game, video game, mobile app, PlayStation, WII, etc)	0
	Physical games	4	5.9%
	Board-games	5	7.4%
	Card-games	5	7.4%
	Individual games	0	0.0%
	Group games	20	29.4%
	Traditional games	4	5.9%

	Modern games	3	4.4%
	Role-playing games	9	13.2%
	Creativity games	10	14.7%
	Educational games (science, chemistry, math, geography, history, etc)	2	2.9%
	Non-formal games	4	5.9%
	Memory games	2	2.9%
Rank 4	Digital games (computer game, video game, mobile app, PlayStation, WII, etc)	1	1.6%
	Physical games	2	3.2%
	Board-games	2	3.2%
	Card-games	6	9.7%
	Individual games	2	3.2%
	Group games	9	14.5%
	Traditional games	2	3.2%
	Modern games	8	12.9%
	Role-playing games	3	4.8%
	Creativity games	14	22.6%
	Educational games (science, chemistry, math, geography, history, etc)	6	9.7%
	Non-formal games	6	9.7%
	Memory games	1	1.6%
Rank 5	Digital games (computer game, video game, mobile app, PlayStation, WII, etc)	0	0.0%
	Physical games	4	6.6%
	Board-games	4	6.6%
	Card-games	8	13.1%
	Individual games	1	1.6%
	Group games	2	3.3%
	Traditional games	3	4.9%
	Modern games	6	9.8%
	Role-playing games	2	3.3%
	Creativity games	11	18.0%
	Educational games (science, chemistry, math, geography, history, etc)	8	13.1%
	Non-formal games	6	9.8%
	Memory games	6	9.8%
	Non-formal games	0	0.0%
	Memory games	0	0.0%

How much will you be interested in creating toys by yourself or with your students?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not interested at all	6	5.2	6.7	6.7

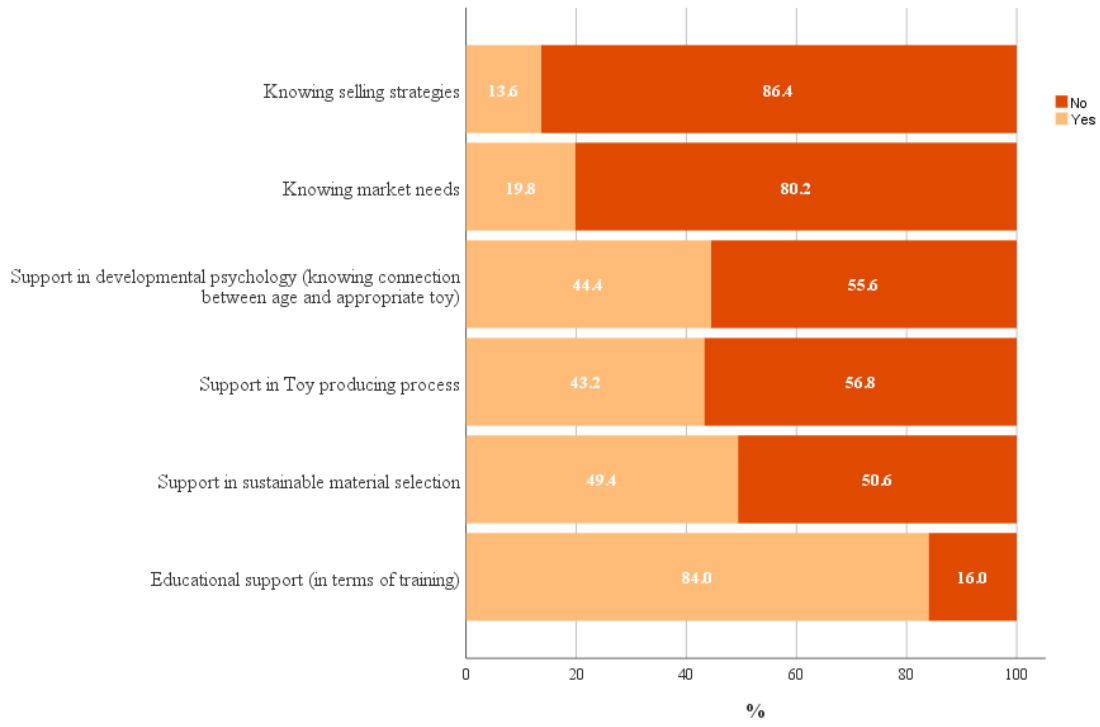
	Not interested	2	1.7	2.2	9.0
	Neither interested neither uninterested	12	10.3	13.5	22.5
	Interested	37	31.9	41.6	64.0
	Interested at all	32	27.6	36.0	100.0
	Total	89	76.7	100.0	
Missing	99	27	23.3		
Total		116	100.0		



If you are interested in, what do you think that you need?

	No		Yes	
	n	%	n	%
Educational support (in terms of training)	13	16.0%	68	84.0%
Support in sustainable material selection	41	50.6%	40	49.4%
Support in Toy producing process	46	56.8%	35	43.2%
Support in developmental psychology (knowing connection between age and appropriate toy)	45	55.6%	36	44.4%
Knowing market needs	65	80.2%	16	19.8%
Knowing selling strategies	70	86.4%	11	13.6%

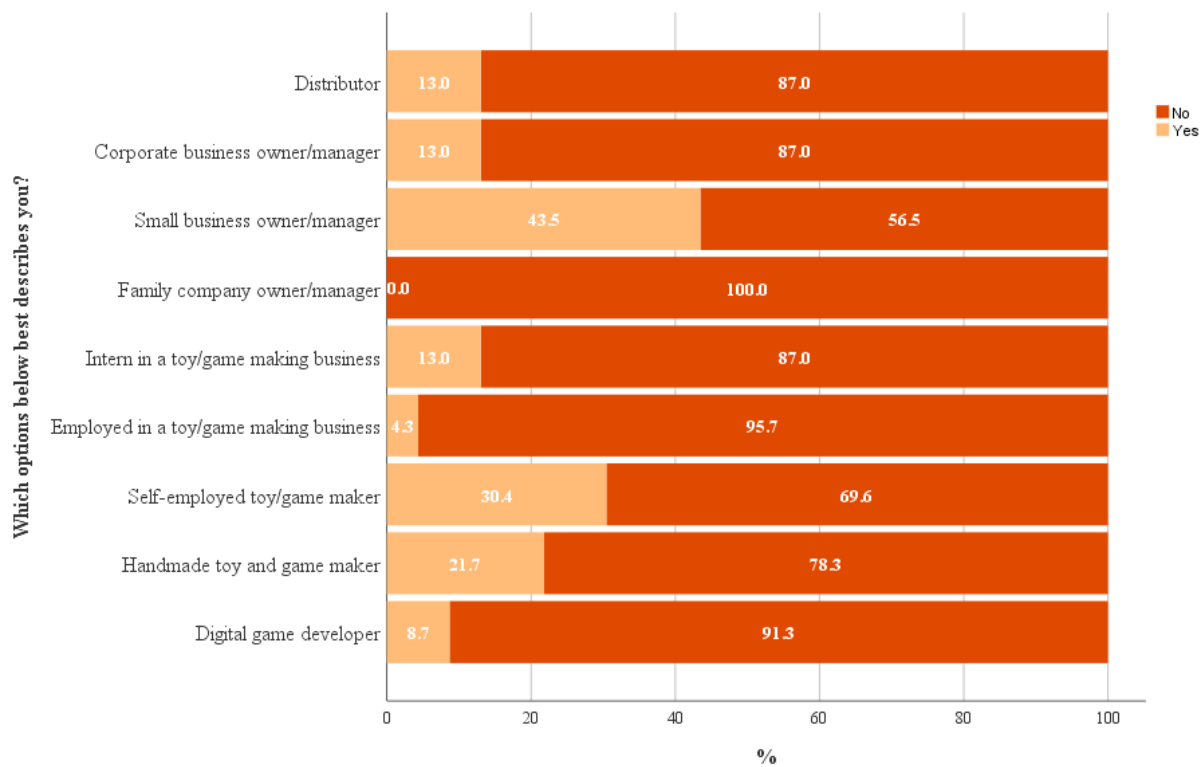
If you are interested in, what do you think that you need?



Survey for entrepreneurs

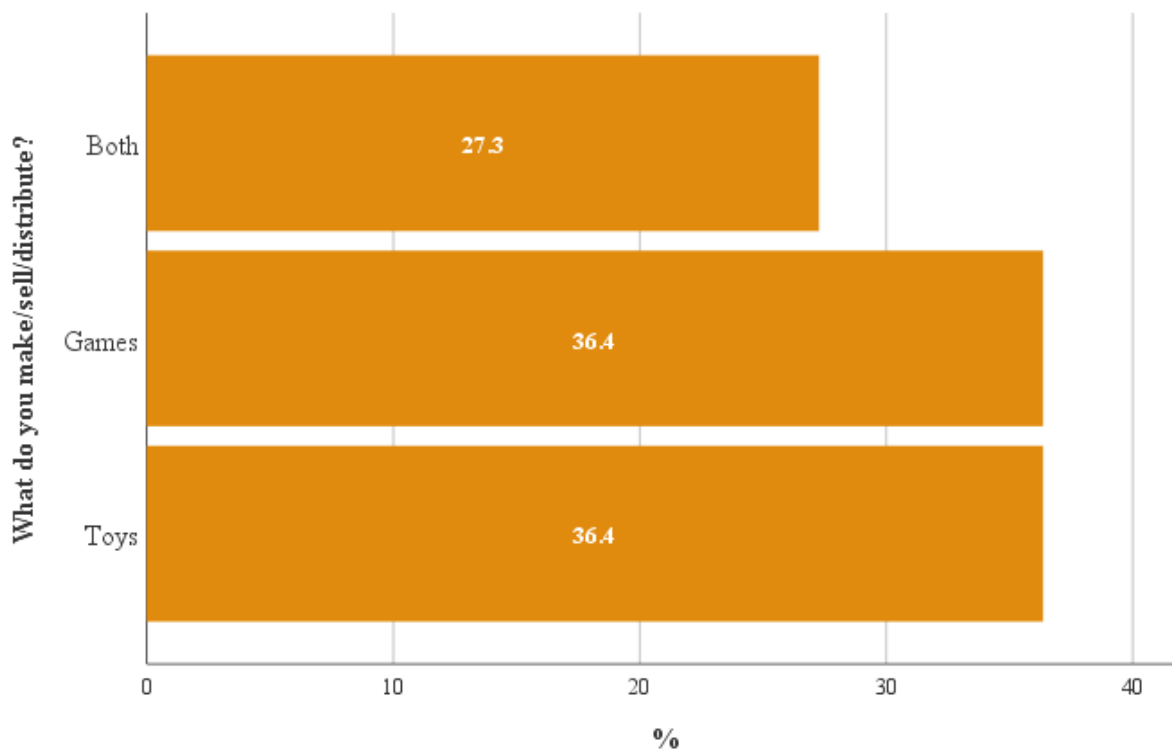
Which options below best describes you

	No		Yes	
	n	%	n	%
Digital game developer	21	91.3%	2	8.7%
Handmade toy and game maker	18	78.3%	5	21.7%
Self-employed toy/game maker	16	69.6%	7	30.4%
Employed in a toy/game making business	22	95.7%	1	4.3%
Intern in a toy/game making business	20	87.0%	3	13.0%
Family company owner/manager	23	100.0%	0	0.0%
Small business owner/manager	13	56.5%	10	43.5%
Corporate business owner/manager	20	87.0%	3	13.0%
Distributor	20	87.0%	3	13.0%



What do you make/sell/distribute?

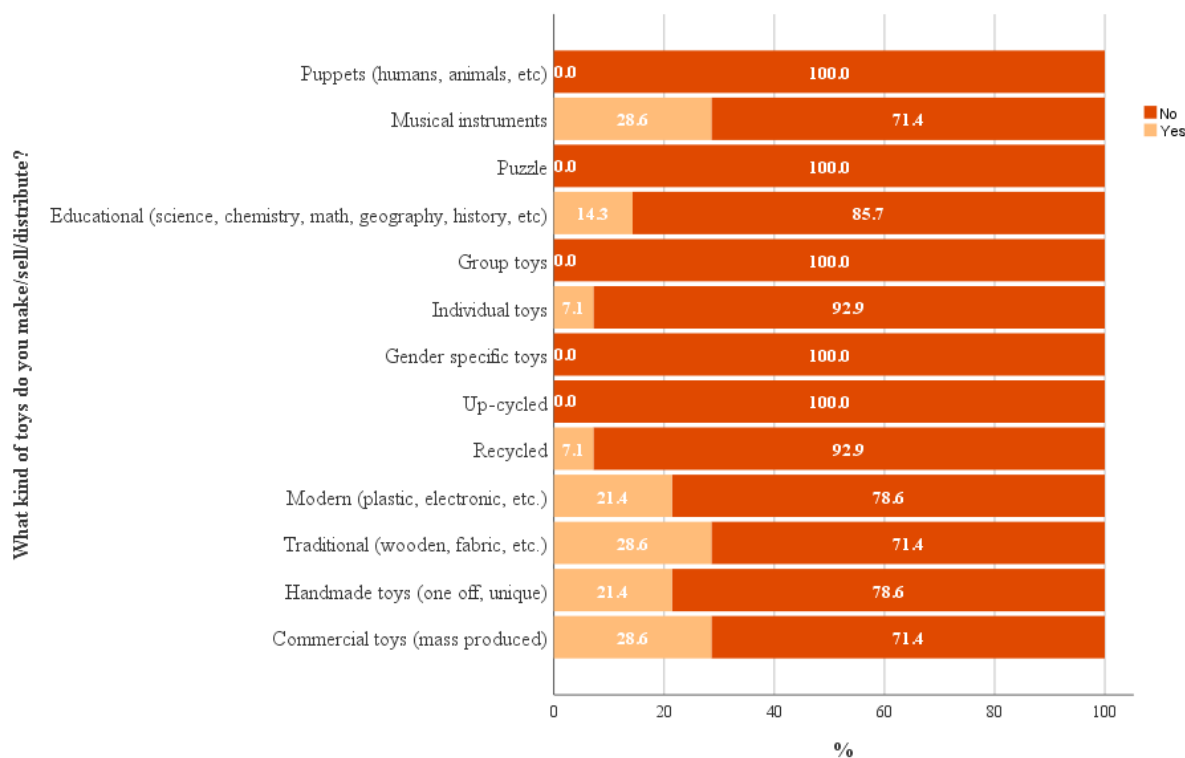
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Toys	8	25.8	36.4	36.4
	Games	8	25.8	36.4	72.7
	Both	6	19.4	27.3	100.0
	Total	22	71.0	100.0	
Missing	99	9	29.0		
Total		31	100.0		



What kind of toys do you make/sell/distribute?

	No		Yes	
	n	%	n	%
Commercial toys (mass produced)	10	71.4%	4	28.6%
Handmade toys (one off, unique)	11	78.6%	3	21.4%
Traditional (wooden, fabric, etc.)	10	71.4%	4	28.6%
Modern (plastic, electronic, etc.)	11	78.6%	3	21.4%
Recycled	13	92.9%	1	7.1%
Up-cycled	14	100.0%	0	0.0%
Gender specific toys	14	100.0%	0	0.0%
Individual toys	13	92.9%	1	7.1%
Group toys	14	100.0%	0	0.0%

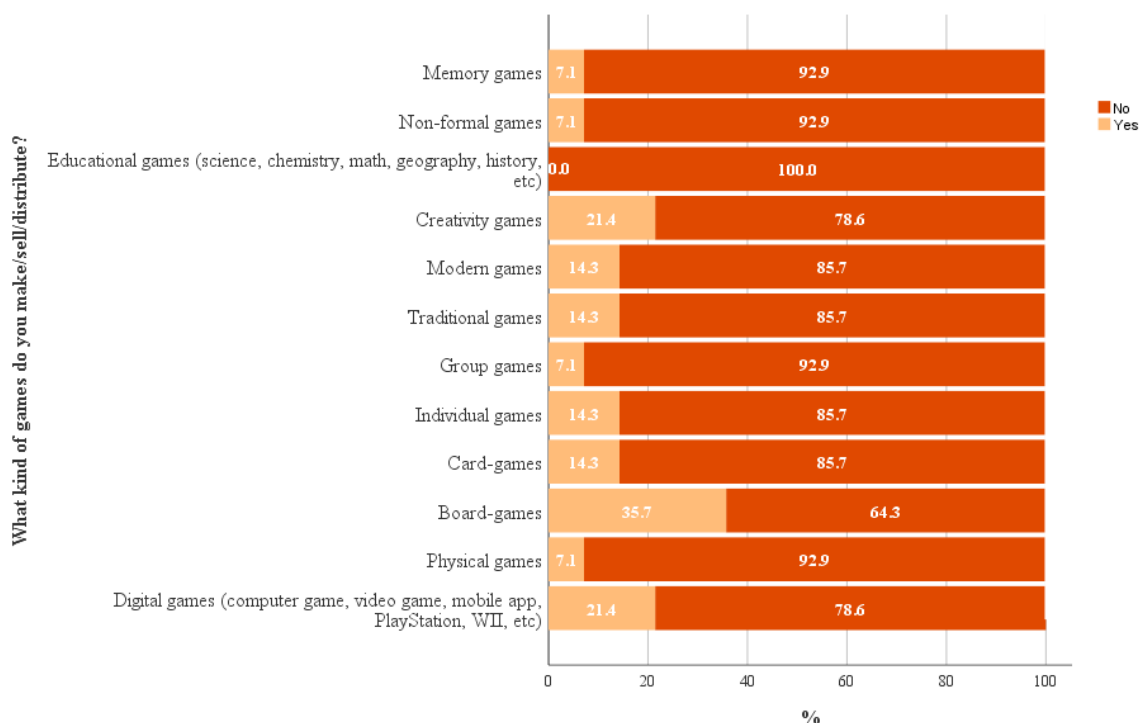
Educational (science, chemistry, math, geography, history, etc)	12	85.7%	2	14.3%
Puzzle	14	100.0%	0	0.0%
Musical instruments	10	71.4%	4	28.6%
Puppets (humans, animals, etc)	14	100.0%	0	0.0%



What kind of games do you make/sell/distribute?

	No		Yes	
	n	%	n	%
Digital games (computer game, video game, mobile app, PlayStation, WII, etc)	11	78.6%	3	21.4%
Physical games	13	92.9%	1	7.1%
Board-games	9	64.3%	5	35.7%
Card-games	12	85.7%	2	14.3%
Individual games	12	85.7%	2	14.3%
Group games	13	92.9%	1	7.1%
Traditional games	12	85.7%	2	14.3%
Modern games	12	85.7%	2	14.3%
Creativity games	11	78.6%	3	21.4%

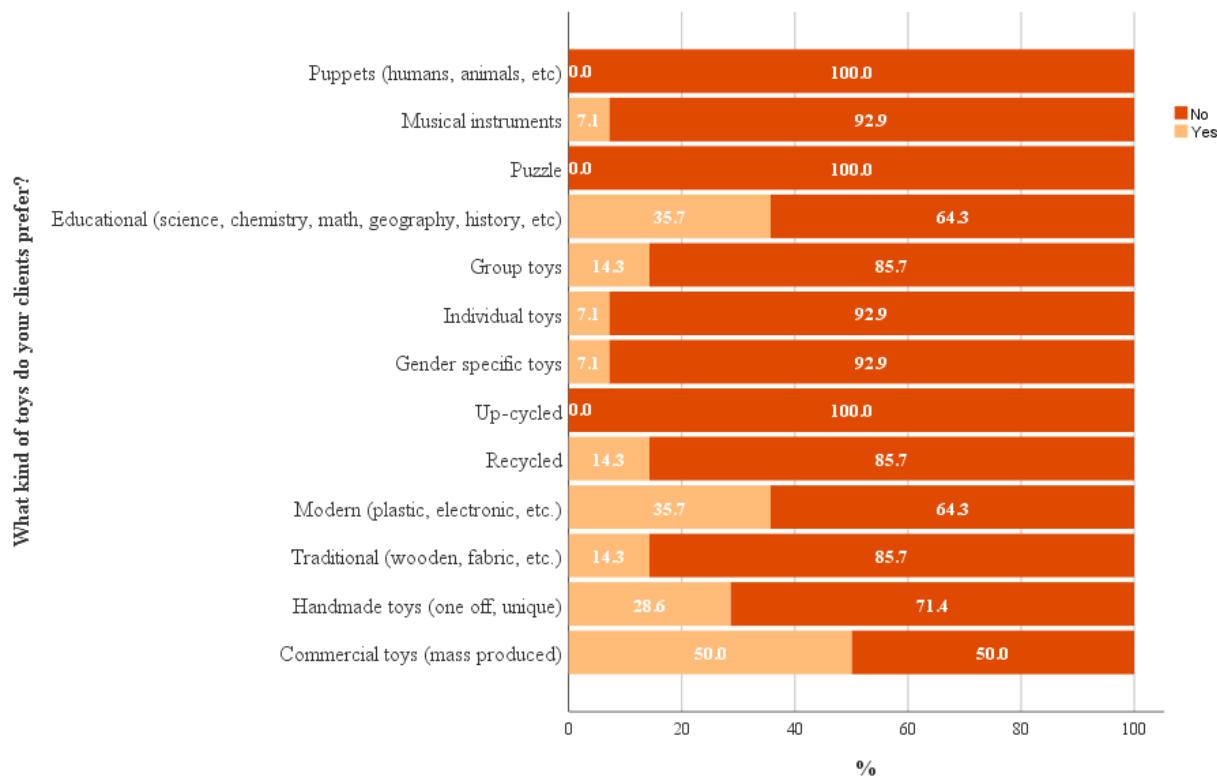
Educational games (science, chemistry, math, geography, history, etc)	14	100.0%	0	0.0%
Non-formal games	13	92.9%	1	7.1%
Memory games	13	92.9%	1	7.1%



What kind of toys do your clients prefer?

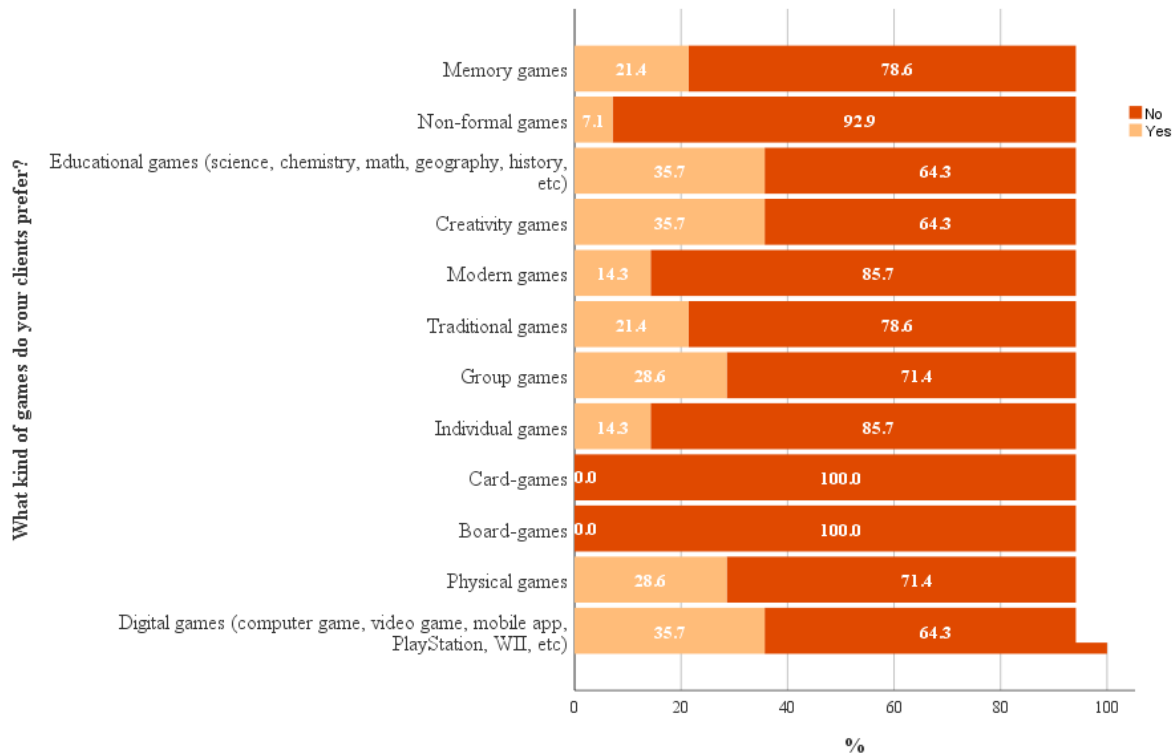
	No		Yes	
	n	%	n	%
Commercial toys (mass produced)	7	50.0%	7	50.0%
Handmade toys (one off, unique)	10	71.4%	4	28.6%
Traditional (wooden, fabric, etc.)	12	85.7%	2	14.3%
Modern (plastic, electronic, etc.)	9	64.3%	5	35.7%
Recycled	12	85.7%	2	14.3%
Up-cycled	14	100.0%	0	0.0%
Gender specific toys	13	92.9%	1	7.1%
Individual toys	13	92.9%	1	7.1%
Group toys	12	85.7%	2	14.3%
Educational (science, chemistry, math, geography, history, etc)	9	64.3%	5	35.7%
Puzzle	14	100.0%	0	0.0%

Musical instruments	13	92.9%	1	7.1%
Puppets (humans, animals, etc)	14	100.0%	0	0.0%



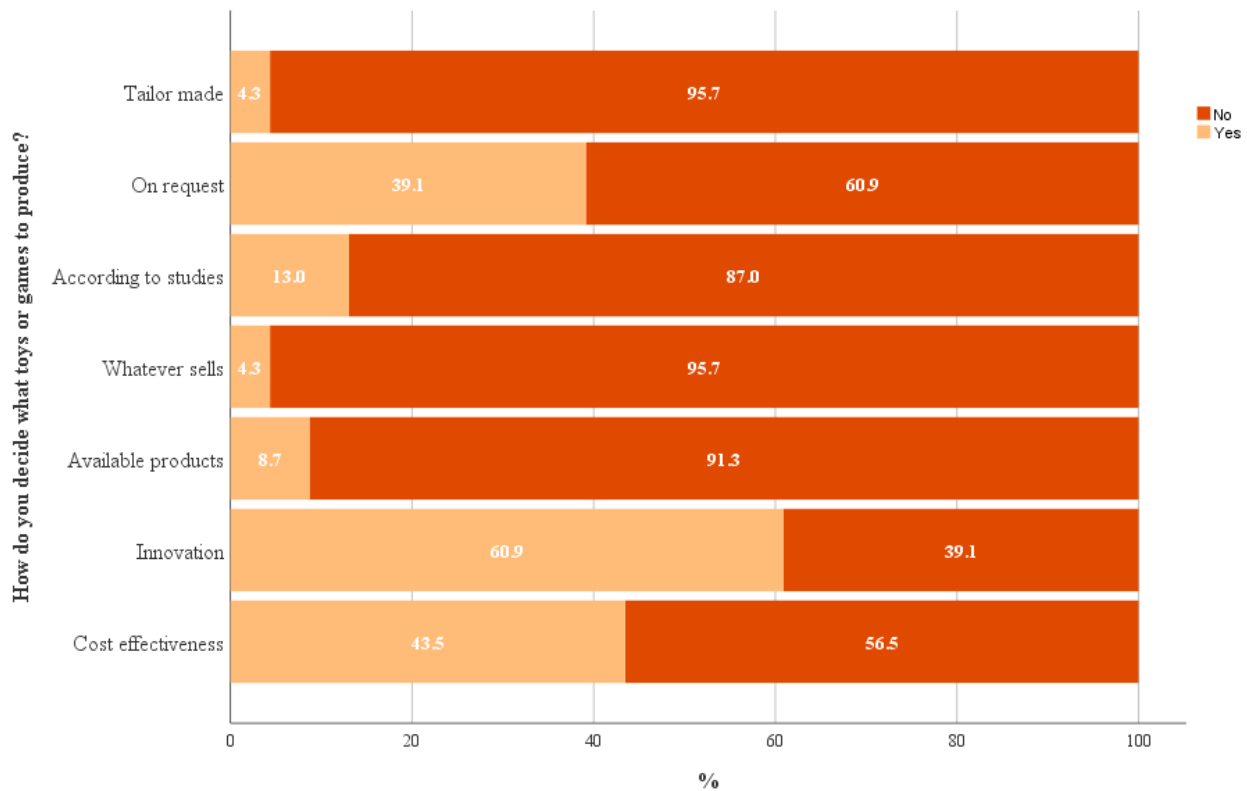
What kind of games do your clients prefer?

	No		Yes	
	n	%	n	%
Digital games (computer game, video game, mobile app, PlayStation, WII, etc)	9	64.3%	5	35.7%
Physical games	10	71.4%	4	28.6%
Board-games	14	100.0%	0	0.0%
Card-games	14	100.0%	0	0.0%
Individual games	12	85.7%	2	14.3%
Group games	10	71.4%	4	28.6%
Traditional games	11	78.6%	3	21.4%
Modern games	12	85.7%	2	14.3%
Creativity games	9	64.3%	5	35.7%
Educational games (science, chemistry, math, geography, history, etc)	9	64.3%	5	35.7%
Non-formal games	13	92.9%	1	7.1%



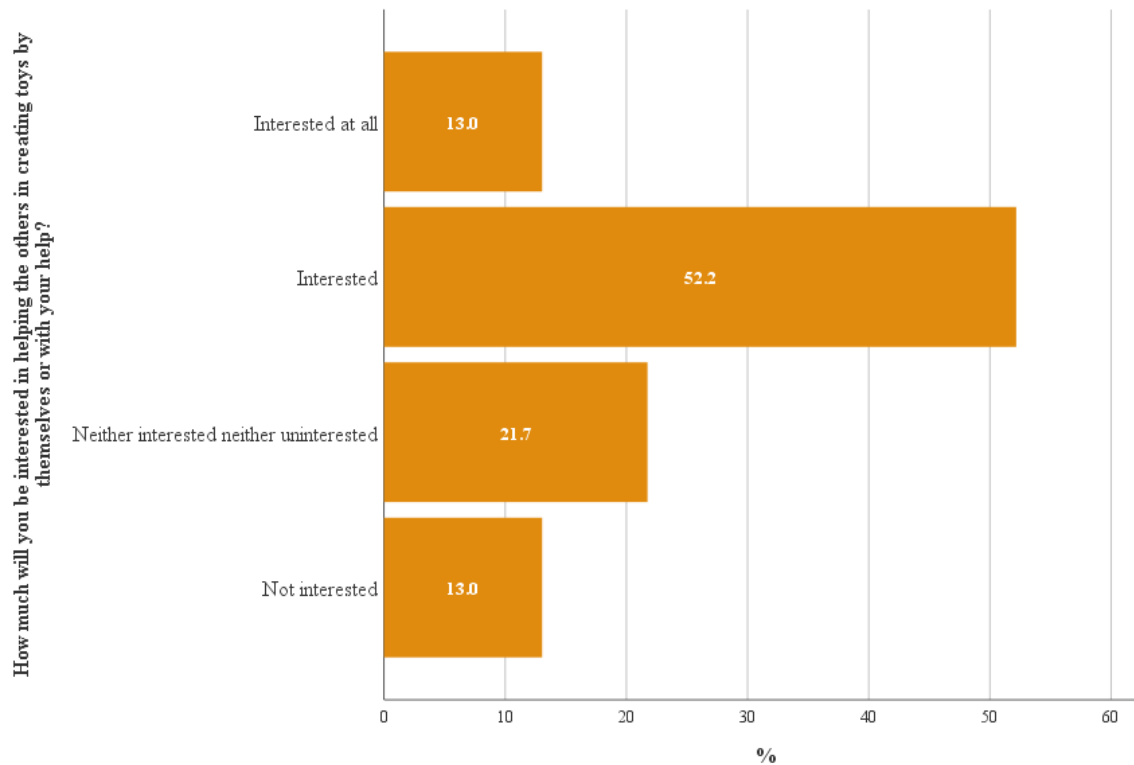
How do you decide what toys or games to produce?

	No		Yes	
	n	%	n	%
Cost effectiveness	13	56.5%	10	43.5%
Innovation	9	39.1%	14	60.9%
Available products	21	91.3%	2	8.7%
Whatever sells	22	95.7%	1	4.3%
According to studies	20	87.0%	3	13.0%
On request	14	60.9%	9	39.1%
Tailor made	22	95.7%	1	4.3%



How much will you be interested in helping the others in creating toys by themselves or with your help?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not interested	3	9.7	13.0	13.0
	Neither interested neither uninterested	5	16.1	21.7	34.8
	Interested	12	38.7	52.2	87.0
	Interested at all	3	9.7	13.0	100.0
	Total	23	74.2	100.0	
Missing	99	8	25.8		
Total		31	100.0		



What do you think that you can offer?

	No		Yes	
	n	%	n	%
Educational support (in terms of training)	13	65.0%	7	35.0%
Support in sustainable material selection	16	80.0%	4	20.0%
Support in Toy producing process	15	75.0%	5	25.0%
Support in developmental psychology (knowing connection between age and appropriate toy)	13	65.0%	7	35.0%
Knowing market needs	15	75.0%	5	25.0%
Knowing selling strategies	14	70.0%	6	30.0%

What do you think that you can offer?

