

newsworthy trends

Grownups Get Toys, Too

(NAPSA)—The first annual “Whose Toy Is It?” survey has uncovered that parents may outdo their kids when it comes to getting what they want for birthdays and holidays.

According to the nationwide survey of 1,000 parents, one-third admit they drop hints to their spouse about gift suggestions while another one-third have gone directly to the kids. In fact, moms and dads plan ahead so persistently when undertaking gift lobbying that 68 percent admit to starting their efforts two to four weeks before the gift-giving event.

“We are THE toy store for parents,” says Kim Maguire, executive vice president-merchandising, Circuit City. “Moms and dads come back to see if what they didn’t get for Christmas is still at the store. Some even drag the kids in so they can ‘subliminally’ plant the gift in their mind.”

It may be the biggest secret since Santa Claus. According to the “Whose Toy Is It?” survey, more than half (53 percent) of parents want consumer electronics. Nearly two-thirds (63 percent) want digital cameras and half want DVD players and CD burners. Camcorders (37 percent) and digital phones with Internet links (31 percent) round out the list.

Perhaps, The Perfect Gift

Sixty-seven percent of dads and 74 percent of moms remember all



those handmade gifts from their children, with almost all (97 percent) parents saying such gifts have special value. Parents want more personal indulgences, too. Fifty-seven percent say they deserve something special, and 56 percent specifically want something “cool and more exciting” to go along with the handmade, kids’ specials.

Circuit City has what may be the solution. Through June 23, Circuit City stores nationwide will offer kids the chance to have their digital picture taken and make personalized cards. After having their picture taken, kids can give the picture to their parents in a frame as a special gift.

“As children we can’t thank our parents enough,” said Maguire. “Although mom or dad may be looking for something big and cool from a spouse, when kids give

from-the-heart presents like personalized cards, they really hit home. We think giving mom and dad a personalized digital card is a fun and unique way for kids to say, ‘I love you.’” Digital cards are free for all Circuit City customers.

So, along with the cute stuff from kids, what are the cool and exciting gifts that spouses want from each other this year? Dad’s overwhelming favorite this year, at 72 percent, is a digital camera. Audio/video/DVD equipment is a must-have category for two-thirds (66 percent) of dads. While moms still view flowers as a favorite gift, when it comes to something that lasts, more than half (52 percent) of moms are keen on DVD players and a collection of favorite films in this format.

Forty-one percent of dads and one-third (33 percent) of moms said they’d be surprised or hurt if their spouse didn’t get them a present, too. What happens if sweetie forgets or gives a gift that wasn’t at the top of the wish list? Twenty-three percent of moms have gone ahead and bought themselves their own special indulgence gift.

With 603 Circuit City Superstores and 20 mall-based Circuit City Express stores, Circuit City Stores, Inc. (NYSE:CC) operates more consumer electronics specialty Superstores in more markets than any other retailer.

You can find great gift ideas online at www.CircuitCity.com.