

## LATVIA

|  |                       |                 |                  |                                   |
|--|-----------------------|-----------------|------------------|-----------------------------------|
| <b>1.GENDER:</b>                           | FEMALE ( 197 )        | MALE(46 )       |                  |                                   |
| <b>2.AGE:</b>                              | 18-25( 25 )           | 26-35( 151 )    | 36-45( 60 )      | 45+ ( 8 )                         |
| <b>3.EDUCATION:</b>                        | UNEDUCATED ( )        |                 |                  |                                   |
|  | PRIMARY ( 9 )         |                 |                  |                                   |
|  | HIGH SCHOOL ( 82 )    |                 |                  |                                   |
|  | COLLEGE ( )           |                 |                  |                                   |
|  | UNIVERSITY ( 114 )    |                 |                  |                                   |
|  | POST GRADUATION( 37 ) |                 |                  |                                   |
|  | DOCTORATE ( 1 )       |                 |                  |                                   |
| <b>4.WHAT'S YOUR APPRX.FAMILY INCOME?:</b> | LOW( 37 )             | MIDDLE ( 192 )  | HIGH ( 12 )      |                                   |
| <b>5.MARITAL STATUS:</b>                   | SINGLE ( 9 )          | MARRIED ( 165 ) | DIVORCED ( 11 )  | OTHER ( 59 )<br>(LIVING TOGETHER) |
| <b>6.DO YOU HAVE CHILDREN?</b>             | YES( 244 )            | NO( 2 )         |                  |                                   |
| <b>7.NUMBER OF CHILDREN:</b>               | 1 ( 101 )             | 2 ( 102 )       | 3 and more( 41 ) |                                   |

### 8.WHAT IS IMPORTANT FOR YOU WHILE BUYING A TOY?

PRICE/BEING ECONOMIC ( 70 )  
BEING SAFE/NOT DANGEROUS ( 107 )  
BEING STRONG( 73 )  
CHILD'S INTEREST AND ABILITIES (167 )  
PARENT'S NOSTALGIA ( 3 )  
Ex:Father buys a toy which he couldn't buy when he was a child.  
BEING SUITABLE FOR THE AGE AND DEVELOPMENT STAGE ( 148 )  
TOYS ATTRACTION ( 13 )  
OTHERS OFFER ( 10 )  
IMPACT OF ADVERTISEMENTS ( 1 )  
OTHER ( 12 ).....

### 9.HAVE YOU GOT ANY TOY FROM YOUR CHILDHOOD?

YES ( 146 ) NO (99 )

### 10.WHAT DOES A TOY MEAN TO YOU?

A TOOL FOR PASSING TIME ( 58 )  
A TOOL TO DEVELOP INTEREST AND ABILITIES ( 184 )  
EDUCATIONAL ( 71 )  
OTHER ...8 .....

### 11.WHAT DO YOU THINK ABOUT THE IMPACT OF THE DEVELOPMENT AT TECHNOLOGY ON TOYS?

CHILDREN'S INTEREST TO TOYS INCREASED ( 182 )  
NO CHANGE IN CHILDREN'S INTEREST ( 57 )

### 12.WHAT DOES A TOY REMIND YOU?

CHILDHOOD ( 187 )  
FUN (100 )  
SHARING ( 42 )  
NEGATIVE FEELINGS (1 )  
NONE ( 6 )  
OTHER 10 .....

**13. WHAT MATERIAL A TOY SHOULD BE MADE OF?**

PLUSH ( 93 )      WOOD ( 202 )      PLASTIC ( 105 )      METAL ( 31 )      OTHER ( 40 )

**14.HOW SHOULD A TOY BE?**

.....

ALTERNATIVE VERSION OF THE QUESTION:

**WHICH ONE WOULD YOU PREFER TO BUY FOR YOUR CHILD?**

- DOLLS/ANIMALS/SOFT TOYS ( 57 )
- MINIATURE THINGS (PLAYING HOUSE KITS,REPAIR KITS ,DOCTOR SETS,CARS) ( 118 )
- ELECTRONIC TOYS (COMPUTER GAMES, REMOTE CONTROLLED TOYS) (24 )
- HANDY TOYS (PAINTS, PENCILS, PLAYDOUGH,COLORING BOOKS) ( 158 )
- EDUCATIONAL TOYS ( LETTERS, NUMBERS, GEOMETRY SHAPES AND CONCEPT TEACHING ) ( 161 )
- TABLE TOYS (BINGO, MONOPOLY, DOMINO) ( 119 )
- MUSICAL TOYS (MINIATURE MUSICAL INSTRUMENTS) ( 88 )
- TOYS WITH MOVEMENTS (SKATEBOARD, BICYCLE , TOYS THAT THE CHILD CAN MOVE ON IT)( 101 )
- MATERIALS FOR THE GAMES (ROPE, BALL,THINGS THAT CAN BE USED IN A GAME) ( 87 )
- POPULAR HEROS (SPIDERMAN,BEN10, BATMAN ) (30 )
- TOY GUNS (GUN, WEAPON, ARROW ) ( 3 )
- MODELS (PLANE,SHIP,etc..) ( 82 )
- OTHER ( 18 ).....

**15. WHAT DO TRADITIONAL GAMES MEAN TO YOU?**

- its made from natural materials (wood, straw, linen, ect) (19)
- memories of childhood (34)
- Patriotism, belonging to the Latvian people (39)
- tradition for generations to come (4)
- in fact nothing (16)
- values, that is important, positive attitude (4)
- interesting historical evidence (7)
- (empty) (46)

**16.WHAT DO YOU THINK ABOUT THE DEVELOPMENT IN THE TOYS INDUSTRY?**

- IT EFFECTS CHILDREN IN A NEGATIVE WAY (38 )
- NEW TOYS ARE MORE EDUCATIONAL ( 155 )
- NO CHANGE ( 41 )

**17.WHAT IS THE ROLE OF TOYS FOR FAMILIES ON EDUCATION/ROLE AT TEACHING VALUES?**

- TOYS ARE LEARNING TOOLS( 195 )
- CHILDREN CHOOSE THEIR OWN TOYS ( 39 )
- FAMILY HELPS (25 )

**18.WHAT DO YOU TAKE INTO CONSIDERATION WHILE SHARING THE TOYS BETWEEN THE CHILDREN? (If you have more than 2 children)**

- ACCORDING TO THE NEED ( 10 )
- ACCORDING TO THE INTEREST( 70 )
- CHILDREN CHOOSE ( 73 )

ACCORDING TO THE TYPE OF THE TOY ( 77 )

**19. WHAT DO CHILDREN PREFER TO PLAY WITH WHEN THEY CAN'T FIND TOYS?**

MOTHER'S BELONGINGS (SHOES, JEWELLERY, LIPSTICK) ( 118 )

FATHER'S BELONGINGS (TIE, SHAVE MACHINE, etc..) ( 56 )

NATURAL MATERIALS (LEAVES, STONES, SOIL) ( 72 )

MECHANIC MATERIALS (CAR, COMPUTER) ( 84 )

KITCHEN TOOLS (SAUCEPAN, SPOON, etc....) ( 114 )

**20. IS A TOY BEING TRANSFERRED BETWEEN GENERATIONS IN YOUR COUNTRY? IS THE NEW GENERATION INTERESTED IN THE OLD TOYS?**

YES ( 163 )

NO ( 81 )

**EXTRA QUESTION (If you want you can use them or you can change them)**

**1. WHO BUYS A TOY FOR THE CHILDREN?**

MOTHER ( 197 )

FATHER ( 87 )

3TH GENERATION (GRANDPARENTS) ( 80 )

OTHER ..... ( 23 )