Toy Industry Association, Inc.
www.toyassociation.org

Economic Impact of the Toy Industry
2015 Summary Report
State of Oklahoma

	OKLAHOMA	UNITED STATES
Jobs[1] (FTE)	4,670	504,344
Wages[2]	$169.69 M	$25.44 B
Taxes[3]	$59.57 M	$10.27 B
Economic Impact[4]	$518.48 M	$80.25 B

ECONOMIC IMPACT IN THE STATE OF OKLAHOMA

- There are an estimated **4,670 jobs** (FTE) in the State of Oklahoma supported by the toy industry.
- Jobs in the state account for **$169.69 million** in wages**.**
- 97.7% of toy m*anufacturers, wholesalers, distributors* in the United States are small businesses. In the State of Oklahoma **100.0% are small businesses**.
- Toy manufacturers, wholesalers, distributors and retailers account for an estimated 2,881 jobs (FTE) in Oklahoma. Of these, 31.9% (920 FTE) are employed by small businesses.

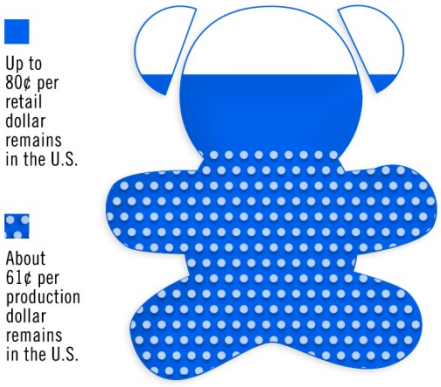
TOTAL ECONOMIC IMPACT IN THE UNITED STATES

- An estimated 3 billion, fun, safe and affordable toys are sold across the U.S. each year.
- From toy inventors and designers to store clerks in every state, the toy industry supports an estimated **504,344 U.S. jobs**. Of these, 40.1% (115,320 FTE) are employed by small businesses.
- Although the average retail price of a toy $10.35[5], the industry generates roughly **$25 Billion** annually in retail toy sales.
- The toy industry's annual **TOTAL ECONOMIC IMPACT IN THE UNITED STATES IS $80.25 billion**.

DOMESTIC VALUE OF TOYS

- **Up to 80¢ of every toy retail dollar remains in the U.S.**
  More than $25 B is spent on toys in the U.S. each year – nearly a third of total global toy sales. Just under 80% of those retail dollars remain in the country as a result of U.S. domestic operations (e.g., production plus wholesale and retail).

- **About 61¢ of every toy production dollar remains in the U.S.**
  The most important aspects of creating a toy – research and development, design (including safety considerations), as well as some component manufacturing – occur domestically.
  On average, about 61% of the more than $14.7 B that toy companies invest annually in production (e.g., salaries, benefits and material costs) remains in the U.S.



This report is a component of the larger study, *Economic Impact of the Toy Industry in the United States* (2015), produced by John Dunham and Associates for the **Toy Industry Association, Inc.** (www.toyassociation.org).
All data cited as of January 2017.

BREAKDOWN BY CATEGORY	Jobs (FTE)	Wages	Economic Impact
Direct *Manufacturers, wholesalers, distributors and retailers of toys and similar children's products.*	**2,881**	**$82.00 M**	**$175.19 M**
Indirect *Suppliers of raw materials, components and services to "Direct" manufacturers, wholesalers, distributors and retailers.*	708	$39.87 M	$170.68 M
Induced *Local businesses that are supported by the re-spending of "Direct" and "Indirect" businesses (calculated using an input/output model of the United States)*	1,081	$47.82 M	$172.62 M
Total	**4,670**	**$169.69 M**	**$518.48 M**

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[1] Estimated Full Time Equivalent (FTE) jobs. In addition to direct employees of toy manufacturers, wholesalers and distributors, this figure also includes all retailers that sell toys as some component of its total product assortment. Toy-related retailer employment is calculated by multiplying total employees by the retailer's share of toy sales.

[2] Wage data includes all income paid to workers by employers (e.g., cash wages along with health and life insurance payments, retirement payments and other non-cash compensation).

[3] "Taxes" includes business and employment taxes but does not include sales taxes paid on toys at retail by consumers. State and Federal taxes have been combined.

[4] "Economic Impact" is the value of production by industry in a given geographic area.

[5] Source: The NPD Group, Retail Sales Data, January 13, 2015 data release.