

Fidget spinners - craze or lasting toy?



1. Do you have one of these?
2. Do you have more than one of these? If so, how many?
3. What motivates you to fiddle with these devices?

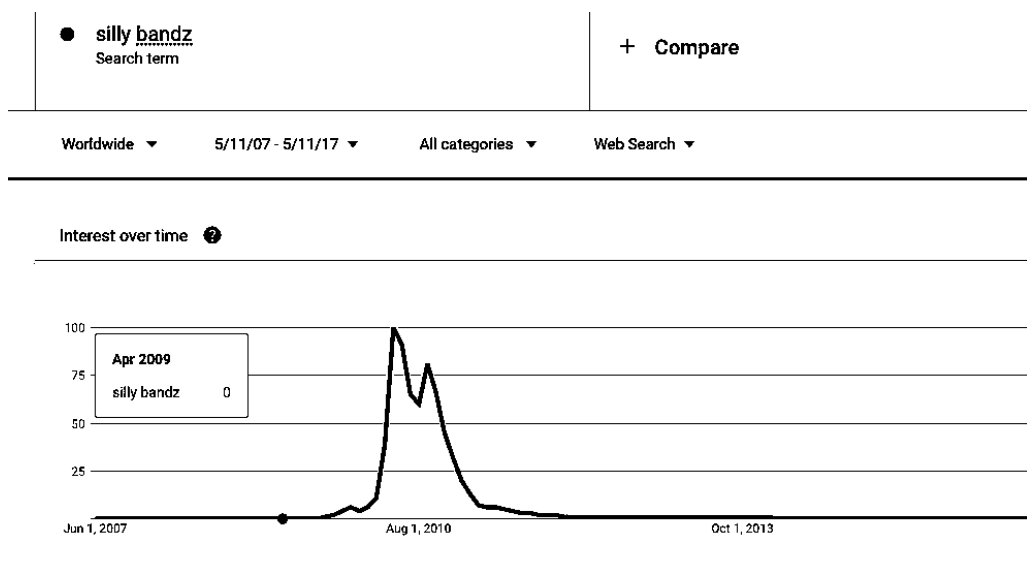
Fidget spinners appear to be the latest toy craze. Some people use them to reduce anxiety; some people think they just feel good; some like to see how long they can spin. The list of "likes" goes on and on.

4. Do you think that these toys are a fad or will they be here to stay?

Of course, we at YummyMath did some investigation. There isn't much data on fidget spinners sales. They are made by a lot of companies and even by do-it-yourselfers at home, so we can't even look up sales for a certain company. We were able to find data on Google searches for an item with [Google Trends](#).

We think Silly Bandz was a short-lived craze ... not a lasting forever, interesting toy.

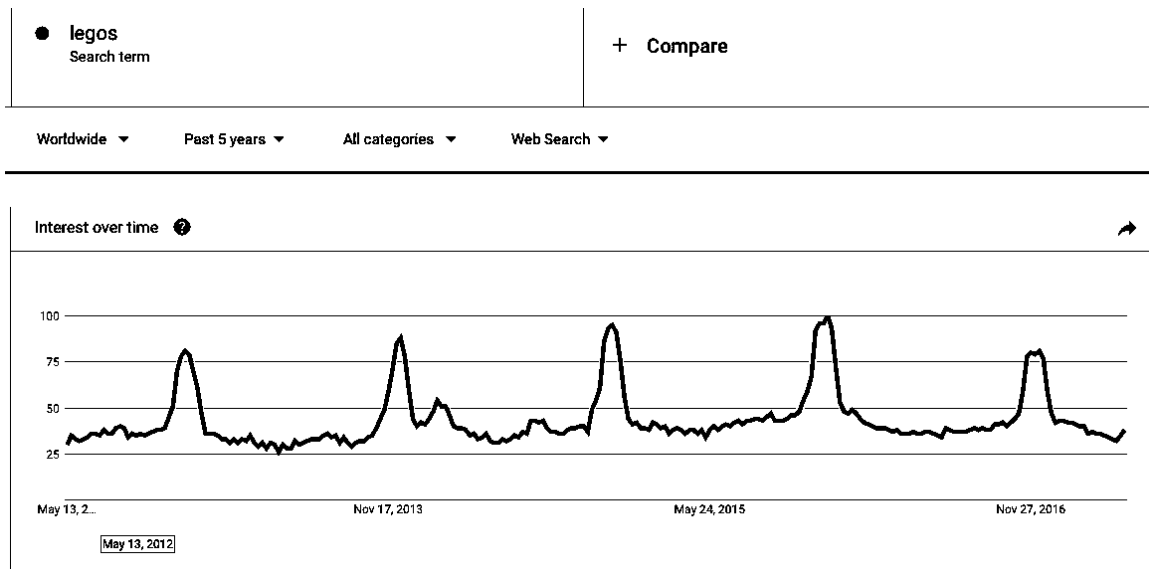
Below is a trend chart of Google search data for Silly Bandz over the last 10 years. (In Google trend charts, an item reaches 100 when it is at its peak of interest in Google searches for a particular time and location.)



5. Describe what you see in the data about the life of the best seller, Silly Bandz and describe what the graph seems to show you about their popularity and long-lasting attraction.

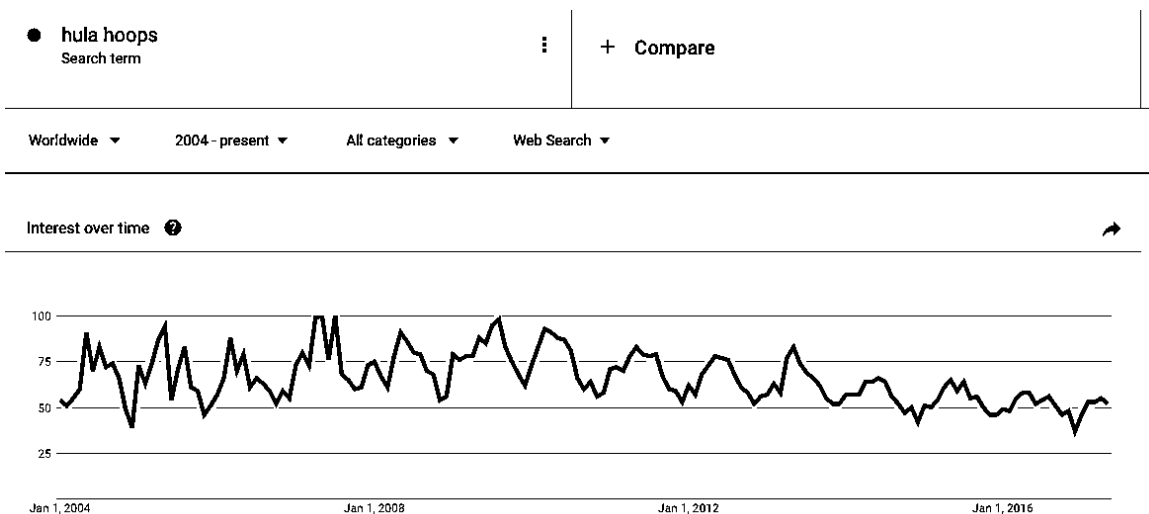
We found a Google Trends graph on Lego searches over the last 5 years.

6. What can you see about the popularity of Legos? Describe what story you could deduce from this data picture about Legos in the last 5 years.



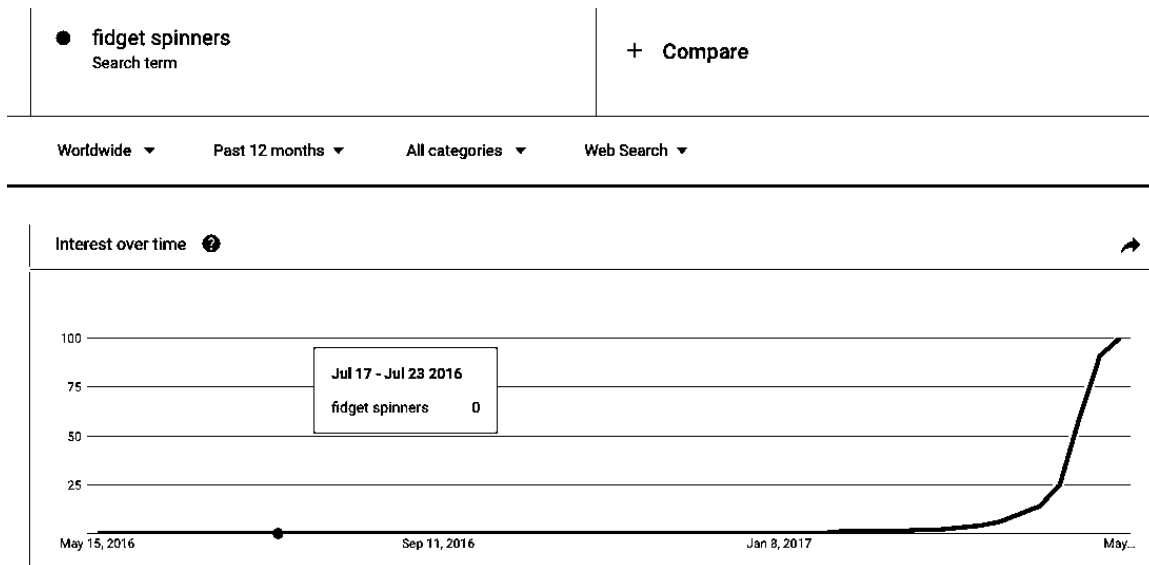
Hula-hoops have been around forever ... or so it seems. They became a craze in the late 1950s. Wham-O marketed the Hula hoop and during their hey day (1958 - 1980) produced more than 50,000 hoops per day.

7. Describe what you can observe about sales of Hula Hoops over the last 13 years. How is this picture the same or different from the previous graphs? What can you deduce about the longevity of this toy?

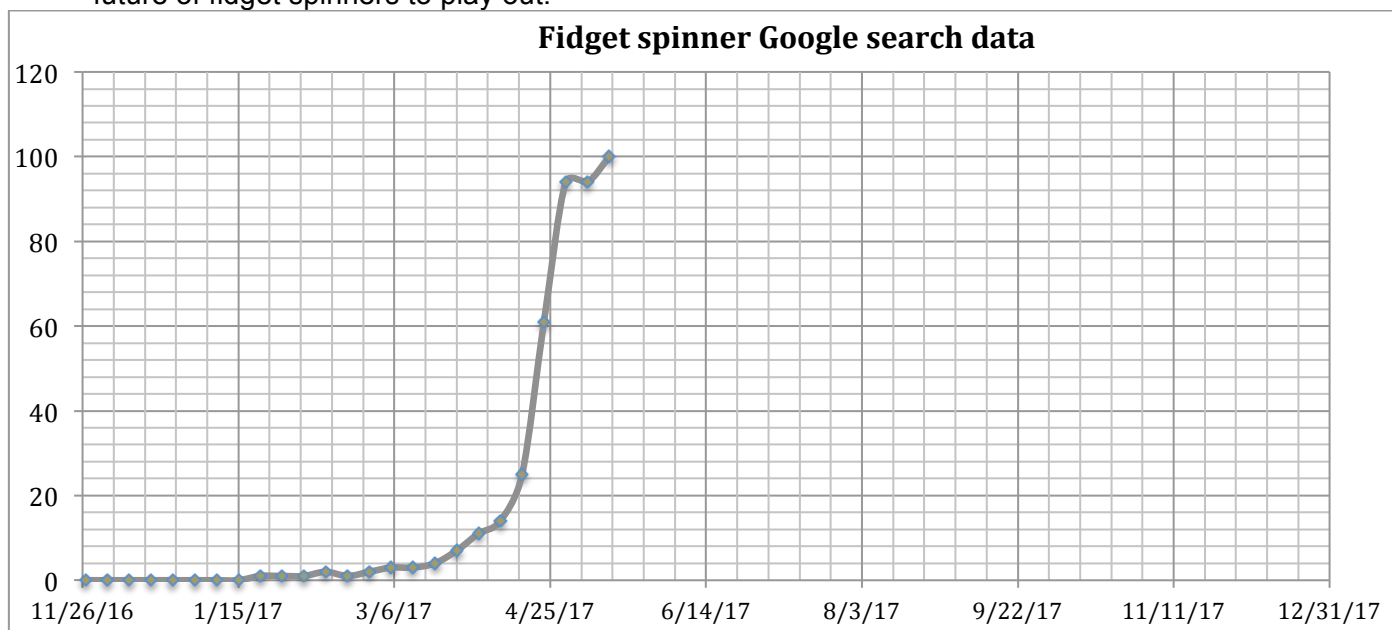


8. Pokémon Go was big last year. What do you think the popularity of that app would look like in a chart?

9. Lastly lets look at Google trends for Fidget Spinners. The chart below shows data only from May, 2016 to May, 2017. What do you observe?



10. We've given you a graph with the Google search data through the beginning of May. Try to predict the popularity of spinners for the next few months by continuing the graph to show how you expect the future of fidget spinners to play out.



11. Fidget spinners - Fad or long lastingly popular toy?

Source: <https://trends.google.com/trends/>

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