



Europcar research reveals nostalgic Brits still love their childhood toys!

- **65% of British adults still have their favourite childhood toy, and 61% still love this toy as much as they did when they were a child!**
- **With this in mind, we asked the nation's children which film or TV character they'd have the best holiday adventure with – and what they'd get up to on their travels...**

New research¹ reveals that Brits are a nation of big kids, with figures showing that the majority of adults still have their favourite toy from their childhood. What's more, most adults love their favourite toy now just as much as they did when they were small! The study by Europcar, which is celebrating the release of Toy Story 4 in cinemas now, shows that just under three quarters of men (70%) still have their favourite toy while women are only a little bit less likely to keep theirs at 61%.

With more and more kids supposedly now favouring high tech gadgets, it's perhaps unexpected that in fact, when kids are away on holiday, 28% miss their toys the most (even more than family members and friends)! Perhaps this is not so surprising, especially when films in the Toy Story franchise give us that nostalgic love for our childhood toys and have helped to reignite everybody's love for them – both children and adults alike.

With the school holidays now fast approaching, over half (55%) of children say they cannot wait for them to begin and to have the time out of school – no surprise there! However a third would prefer if the summer holidays were a little shorter. When it comes to the holiday journey, flying is the most popular choice for children with over a third (37%) having it as their preferred way to travel. A further 15% would equally prefer to hit the road and travel by car or follow in Buzz Lightyear's footsteps and travel by spaceship!

A safari adventure was the top choice for many children with almost a quarter (22%) saying this would be their favourite holiday whilst another 22% thought a funfair would be the best pick. Over a third (37%) of children just love spending time with their families when away, with it being their favourite part of a holiday. When British children were asked who their favourite adventure buddy would be, Toy Story 4 characters topped the list with a just under a third (29%) choosing Woody and Buzz coming close behind with just over a quarter (27%).

¹ An online survey was conducted by Atomik Research among 2,002 parents. The research fieldwork took place between the 7th and the 12th of June 2019.