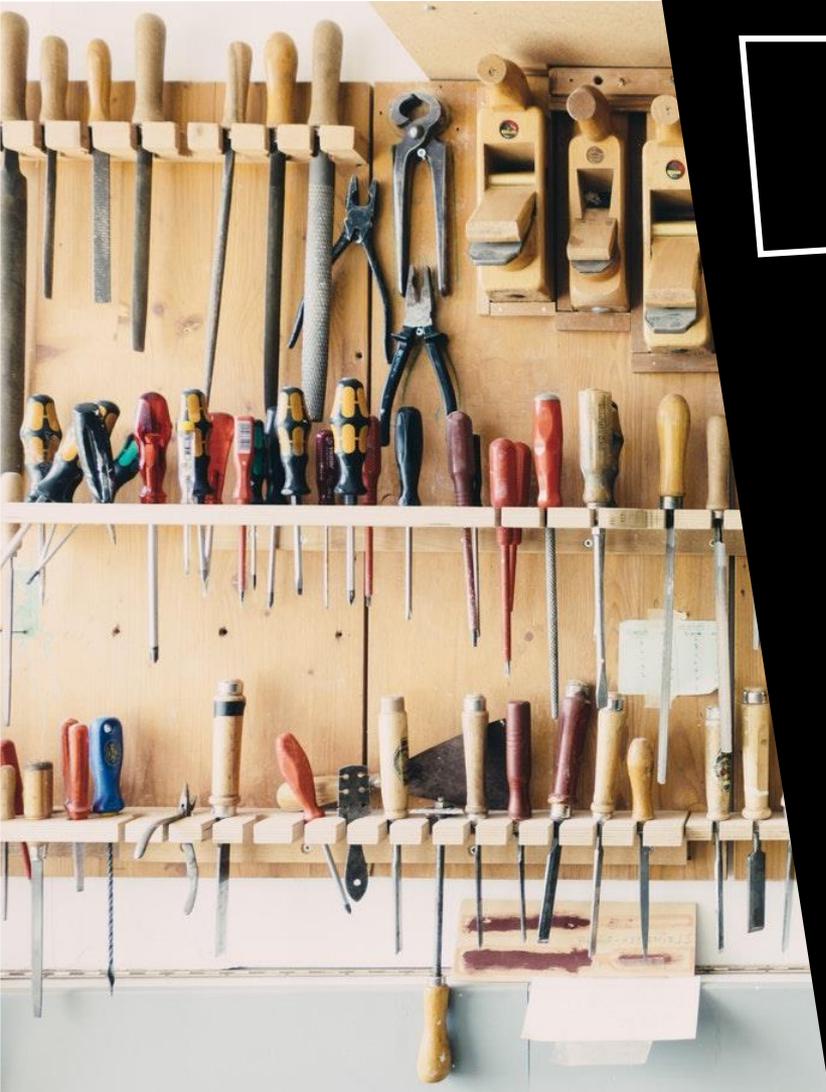




little black book

...of bank holidays





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little
black
book



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holiday weekend

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01

TV's role over bank holiday weekend

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book



TV is essential on a bank holiday weekend

Thinking of Easter bank holiday weekend as a whole, how much do you agree or disagree with the following statements?

7 in 10

say

**"There's nothing better than
chilling and watching TV"**

little
black
book



TV's role in bank holiday decisions

Which of the following would make you consider taking on a DIY project over a bank holiday weekend?

Most influential features

Home/Gardening DIY TV programmes

1.



Social Networks

2.



Vlogs/Blogs

3.



Apps

4.



Most influential adverts

TV adverts

1.



Magazine

2.



Out of Home

3.



Radio

4.





02

DIY projects

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Gardening, spring clean & lingering projects

How likely would you be to do the following on a Easter bank holiday weekend?



45% gardening



44% have a spring clean of the house



35% take on a project they've been meaning to do



22% painting



13% Redesign a room (e.g. kitchen/bathroom)



9% Purchase furniture



DIY Bank holiday

Thinking of Easter bank holiday weekend as a whole, how much do you agree or disagree with the following statements?



1 in 4

say

“I try to get up to speed on DIY projects during Easter bank holiday weekend”

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book





03

Supershoppers

little
black
book



Over 1 in 3 went shopping

Did you do online/in store shopping during Easter Bank Holiday weekend? & Where did you go shopping?

**Over a
third**

**went shopping over
the bank holiday
weekend**

Top 5 places they shopped



1. 46% Amazon



2. 29% Other



3. 21% eBay



4. 20% Sainsbury's



5. 11% Argos

little
black
book



And they love a bargain!

Thinking of Easter bank holiday weekend as a whole, how much do you agree or disagree with the following statements?

1 in 4

say

**"I love to get a
bargain in the
Easter bank holiday
sales"**





04



Our channels



17%



bank holiday sales
make me buy things
I wouldn't usually
purchase

27%



love to get a
bargain in the
sales

71%



There's nothing
better than
chilling and
watching TV

40%



It's a great time
to have a party

38%



Shopping

28%



It's the perfect
time to go on
holiday

25%



I make the most
of it and go on a
night out

16%



I always do
more baking

Most likely viewers to say...

25%



it's a great time to
start decorating

28%



it's the perfect time
to go on holiday

On a bank holiday they're likely too....

46%



gardening

45%



a spring clean

35%



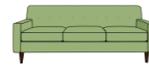
take on a
project

22%



paint

9%



buy
furniture

little
black
book



19%



bank holiday sales make me buy things I wouldn't usually purchase

32%



love to get a bargain in the sales

72%



There's nothing better than chilling and watching TV

42%



It's a great time to have a party

40%



Shopping

25%



It's the perfect time to go on holiday

24%



I make the most of it and go on a night out

18%



I always do more baking

Most likely viewers to say...

18%



they always do more baking

15%



always try to plan a short break away

On a bank holiday they're likely too....

46%



a spring clean

45%



gardening

34%



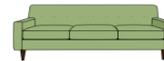
take on a project

21%



paint

8%



buy furniture



19%



bank holiday sales
make me buy things
I wouldn't usually
purchase

34%



love to get a
bargain in the
sales

74%



There's nothing
better than
chilling and
watching TV

40%



It's a great time
to have a party

37%



Shopping

24%



It's the perfect
time to go on
holiday

21%



I make the most
of it and go on a
night out

16%



I always do
more baking

Most likely viewers to say...

5%



they're purchasing
new flooring

24%



it's the perfect time
to go on holiday

On a bank holiday they're likely too....

48%



gardening

44%



a spring clean

32%



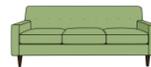
take on a
project

21%



paint

9%



buy
furniture

little
black
book



23%



bank holiday sales make me buy things I wouldn't usually purchase

37%



love to get a bargain in the sales

74%



There's nothing better than chilling and watching TV

43%



It's a great time to have a party

44%



Shopping

28%



It's the perfect time to go on holiday

27%



I make the most of it and go on a night out

15%



I always do more baking

Most likely viewers to say...

43%



it's a great time to have a party

23%



to do painting

On a bank holiday they're likely too....

45%



a spring clean

45%



gardening

31%



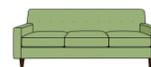
take on a project

23%



paint

8%



buy furniture

little black book



ABC1 Adults

18%



bank holiday sales make me buy things I wouldn't usually purchase

25%



love to get a bargain in the sales

69%



There's nothing better than chilling and watching TV

42%



It's a great time to have a party

38%



Shopping

27%



It's the perfect time to go on holiday

26%



I make the most of it and go on a night out

16%



I always do more baking

Most likely viewers to say...

43%



it gets me in the mood for a spring clean

42%



it's a great time have a party with friends/family

On a bank holiday they're likely too....

47%



gardening

45%



a spring clean

38%



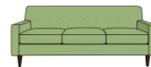
take on a project

22%



paint

10%



buy furniture

little black book



16-34

20%



bank holiday sales
make me buy things
I wouldn't usually
purchase

38%



love to get a
bargain in the
sales

73%



There's nothing
better than
chilling and
watching TV

38%



It's a great time
to have a party

27%



It's the perfect
time to go on
holiday

27%



I go shopping

20%



I always do
more baking

17%



I make the most
of it and go on a
night out

Most likely viewers to say...

20%



always do more
baking over bank
holidays

38%



love to get a
bargain in the
sales

On a bank holiday they're likely too....

45%



a spring
clean

35%



take on a
project

31%



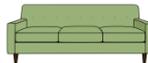
gardening

18%



paint

10%



buy
furniture

little
black
book

