

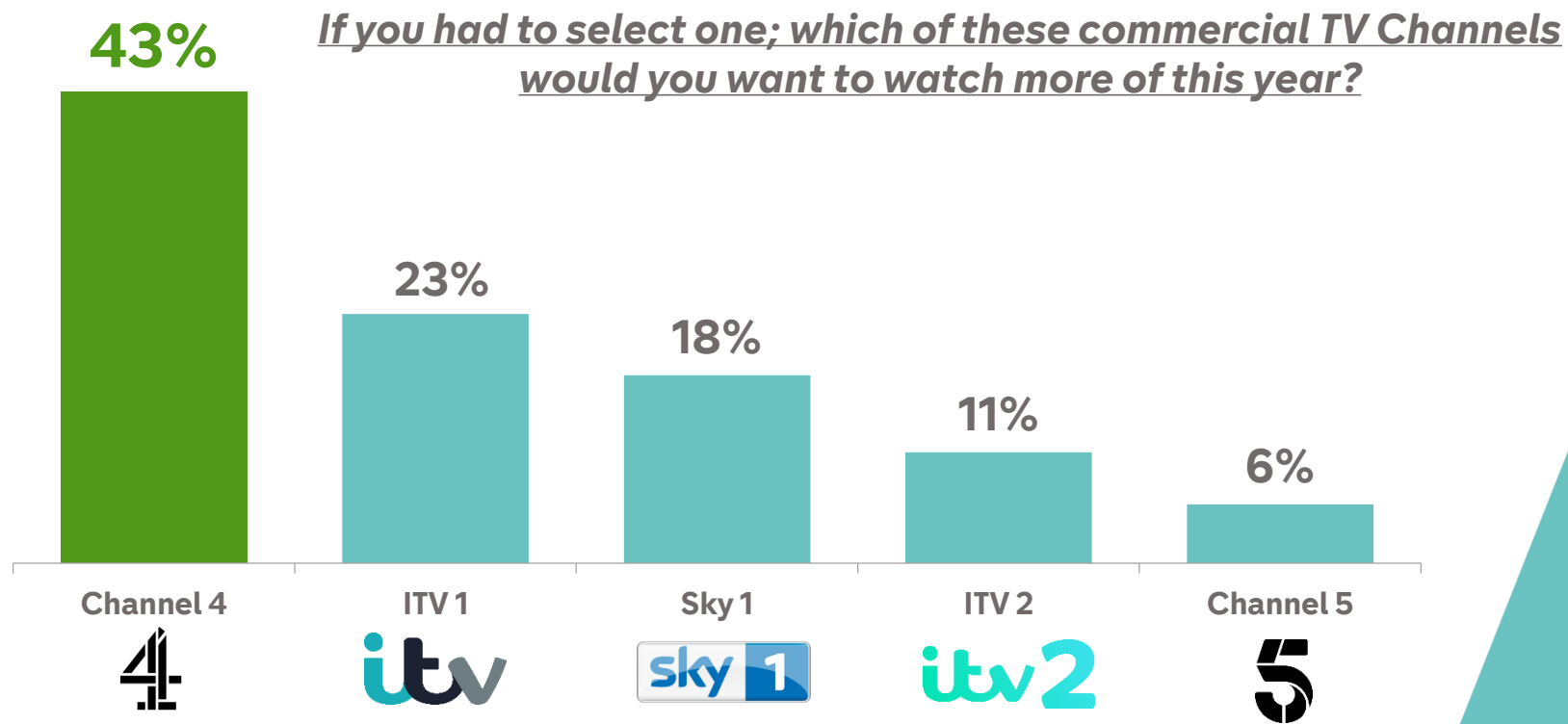
HAPPY  
NEW  
YEAR!



16-24s &  
New Year Aims

 SALES

# Channel 4 is the TOP commercial channel 16-24s want to watch more of in 2021



# 43%

of 16-24s

say

*they've made a*

*New Years resolution this year*

# Exercising, saving money & losing weight are the TOP resolutions in 2021 amongst 16-24s

*What was your New Years resolution? Please select all that apply.*

