

# BANK HOLIDAYS

WITH THE UPCOMING SPRING BANK HOLIDAYS, WE HAVE PULLED TOGETHER SOME KEY INSIGHTS LOOKING AT HOW 16-34S WILL CELEBRATE AND KEY SPENDING OPPORTUNITIES.

## Who do you plan to spend your bank holidays with?



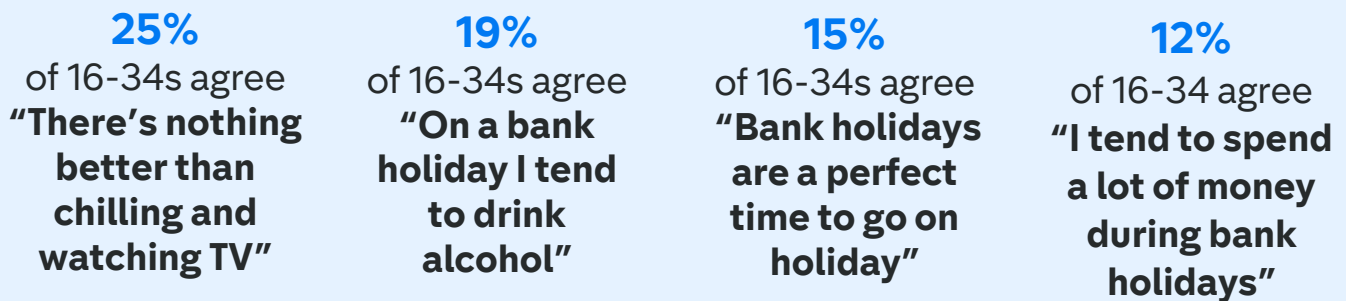
## BANK HOLIDAY PLANS

### How do you plan to spend your bank holidays?

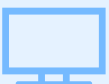


## BANK HOLIDAY STATEMENTS

### Thinking of the bank holidays, please select all you agree with...



16-34  
Channel 4  
Viewers are ...



**+16%**  
more likely to agree that "watching TV is my favourite pastime"

**+15%**  
more likely to agree "TV tends to influence my opinions"

**+11%**  
more likely to agree "whilst watching TV, I search on the internet for products I see advertised"