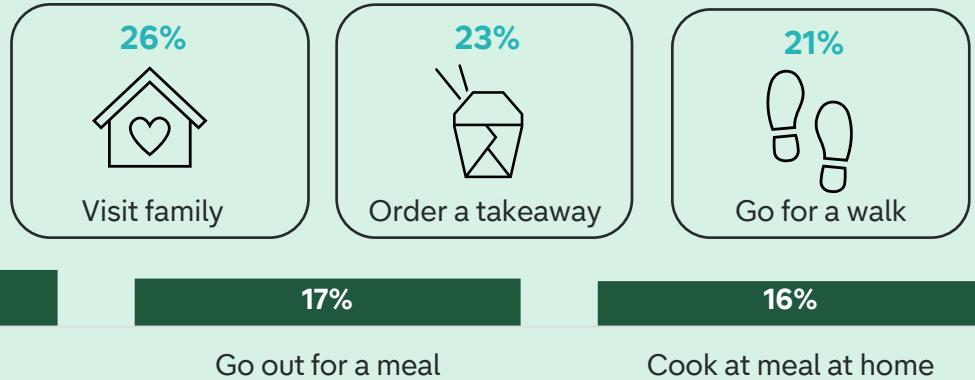


# FATHER'S DAY

WITH FATHER'S DAY APPROACHING, WE HAVE PULLED TOGETHER SOME KEY INSIGHTS LOOKING AT HOW 16-34s WILL CELEBRATE AND KEY SPENDING OPPORTUNITIES

## PLANS FOR FATHER'S DAY

76% of 16-34s plan to celebrate Father's Day this year...

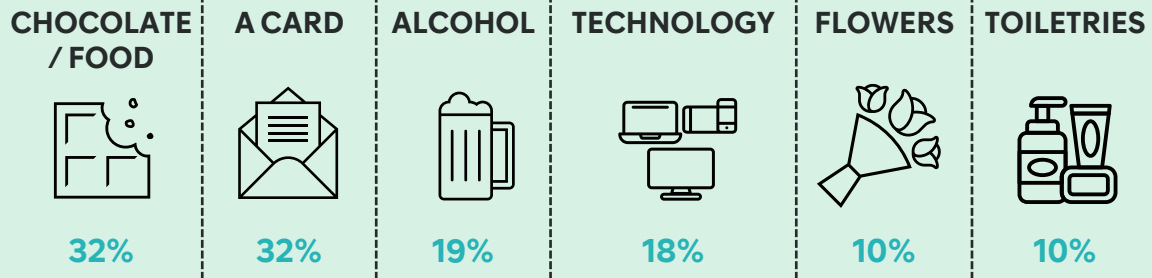


## BUDGET AND TYPE OF PURCHASES



80% of 16-34s plan to buy something for Father's Day this year...

40% of C4 viewers aged 16-34 spend less than £50 on a present for Father's Day



C4 viewers aged 16-34 were +80% more likely to have bought a present for Father's Day compared to all adults

C4 viewers aged 16-34 were +66% more likely to buy food/drink and +66% more likely to buy toiletries as a gift for Father's day compared to all adults



54% of 16-34s feel that advertising can help them choose a Father's Day gift



28% of 16-34s that celebrate Father's Day agree "I like to see Father's Day advertising and posts on social media"



27% of 16-34s that celebrate Father's Day agree "I believe gifts are an important factor when celebrating Father's Day"

33% of 16-34 year olds said they are not celebrating Father's Day. The main reasons were "I don't have a strong relationship with my father" and "I have lost my father". Responses also mentioned that they don't celebrate because of their religion

19% of 16-34s agree there should be sensitivity in advertising for those who cannot celebrate Father's Day due to bereavements

23% of 16-34s agree there should be an opt out option when receiving any Father's Day comms