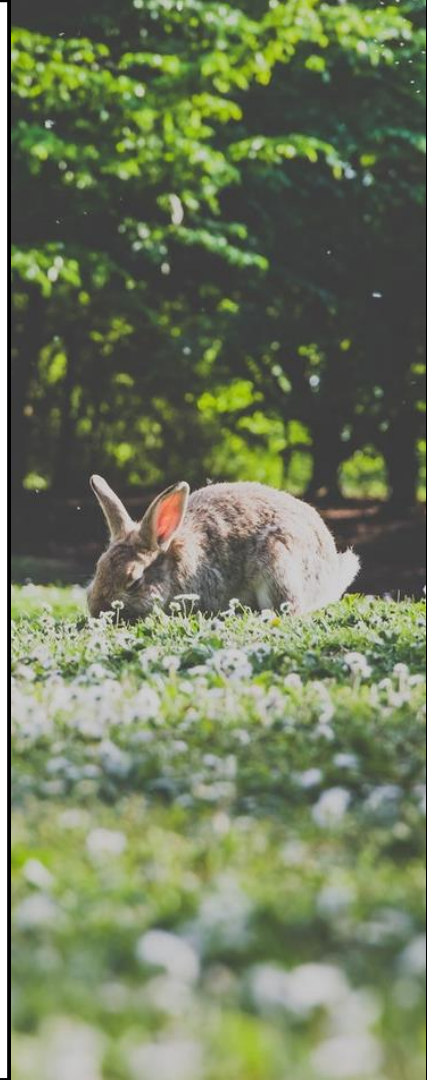




little black book

...of Easter





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little
black
book



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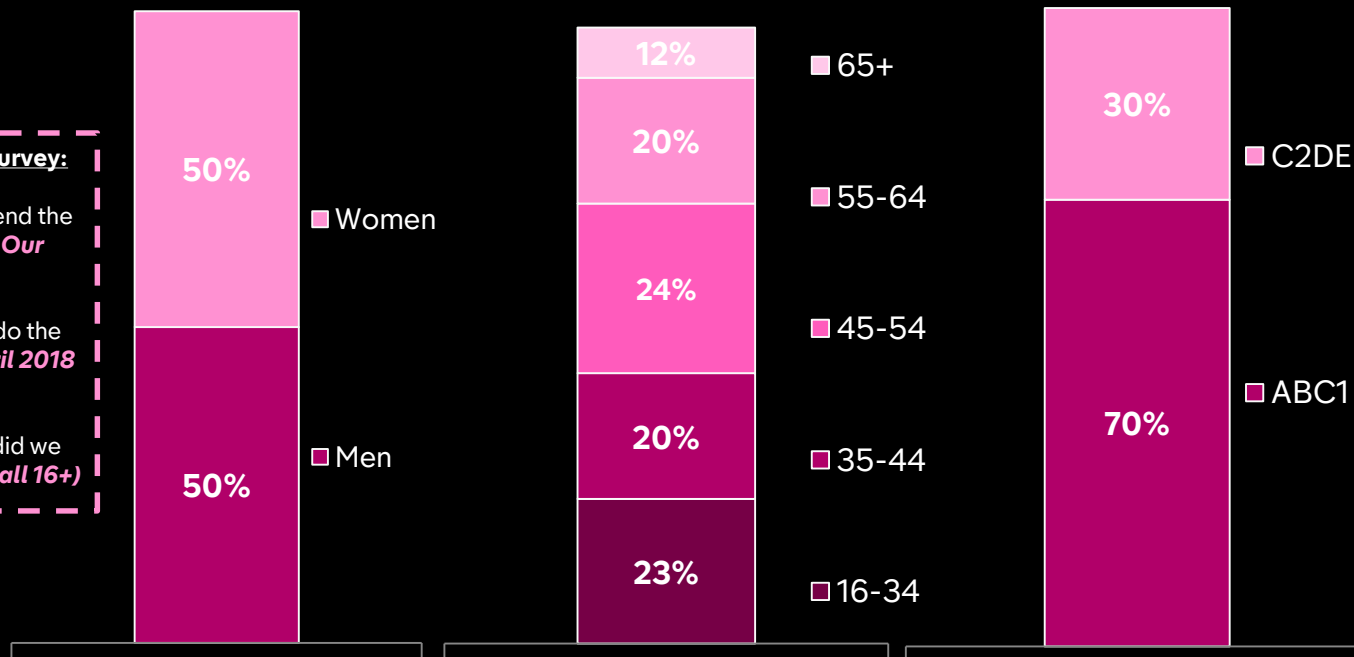
05

Our channels

The sample had an upmarket skew

Background to survey:

- Who did we send the survey too? = **Our Core4 panel**
- When did we do the survey? = **April 2018**
- How many respondents did we have? = **403 (all 16+)**

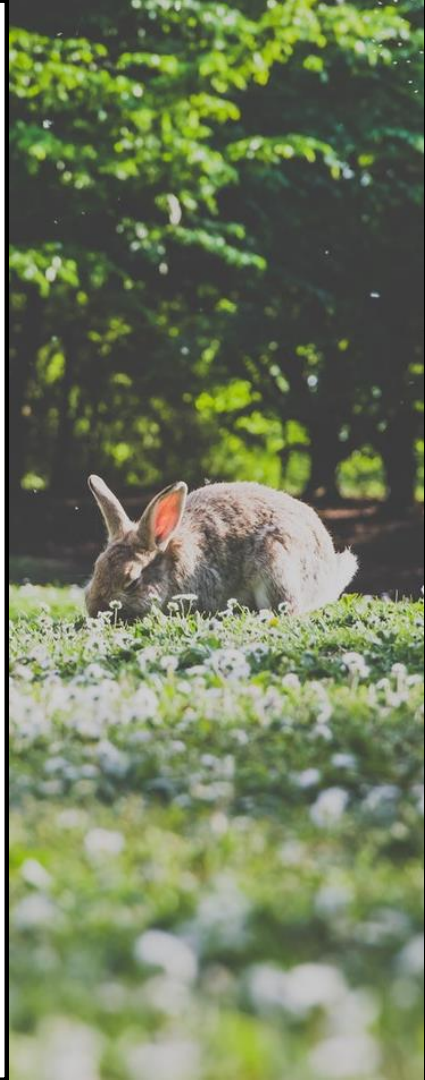




01

Who's celebrating
Easter?

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29%

did something special
for the Easter holiday

Of those who didn't...



29%

don't want to



15%

can't afford to



12%

think it's too
commercial



12%

were working



9%

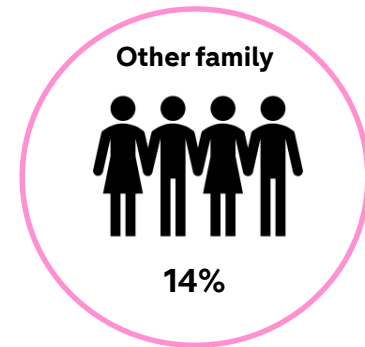
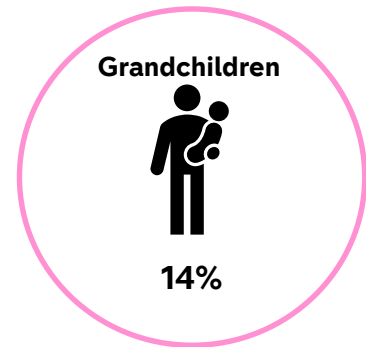
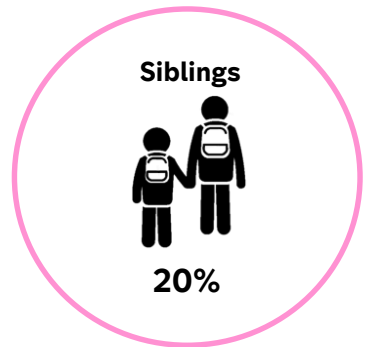
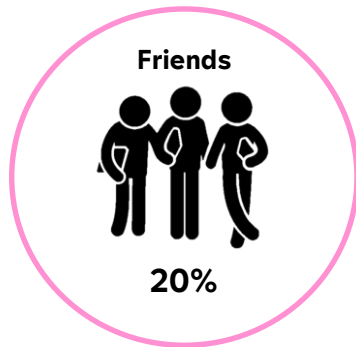
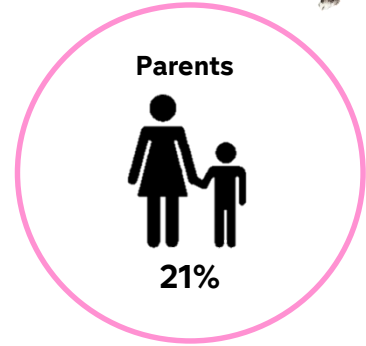
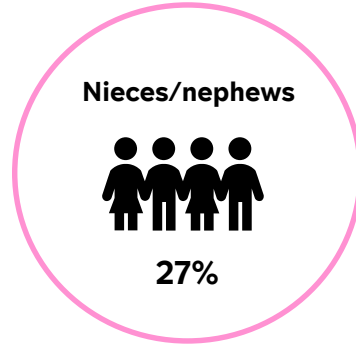
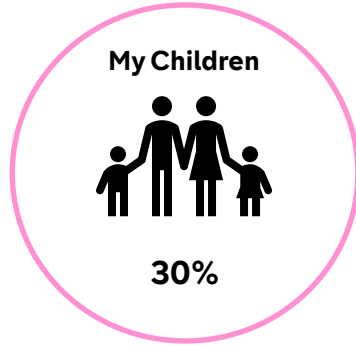
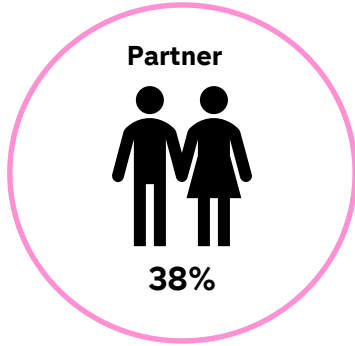
were to busy

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book



The majority bought for a partner

Who do you buy for at Easter?



Over half say Easter is ALL about the children

To what extent do you agree or disagree with the following statements? (Asked only to those that bought for children)



Of those that bought for children...

Over half

say Easter is ALL about the children

↓

+33% higher for More4 Viewers

Those that also have bought for children agree that...



51%

"My children always have an Easter egg hunt"



31%

"There's nothing better than Easter TV with my children"



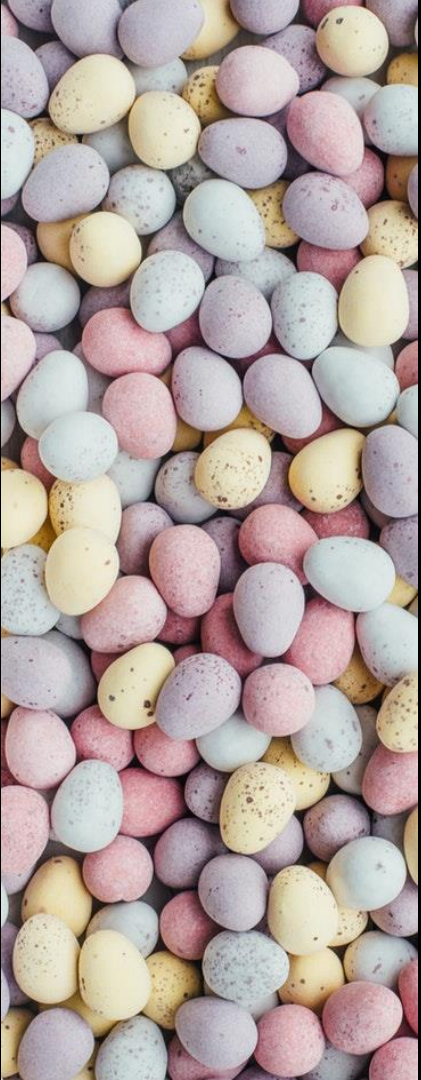
60%

"I enjoy that my children believe in the magic of Easter"



20%

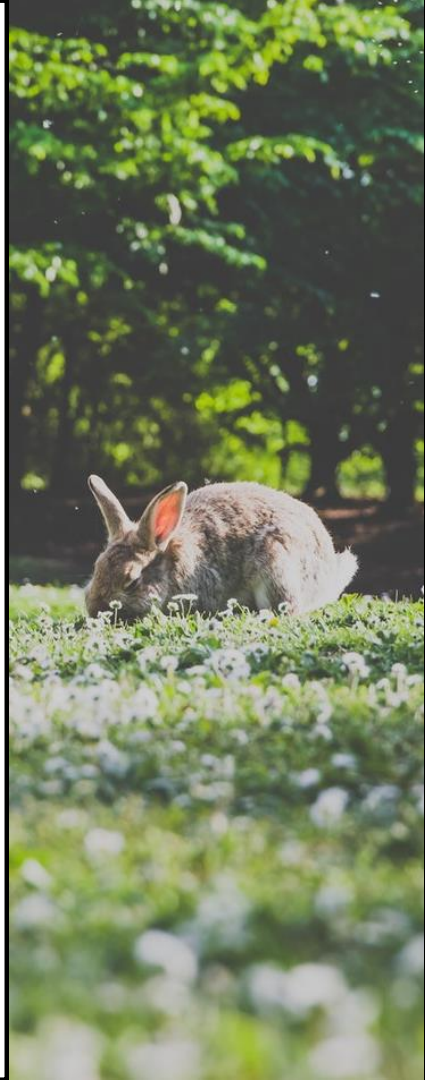
"My children have toys/gadgets as well as Easter eggs"



02

What are they buying
for Easter?

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The majority were all about chocolate Easter eggs

What did you purchase in preparation for Easter?



72%

1. Chocolate Easter eggs



60%

2. Hot cross buns



32%

3. Wine



25%

4. Easter cards



22%

5. Lamb roast



18%

6. Eggs



17%

7. Beer

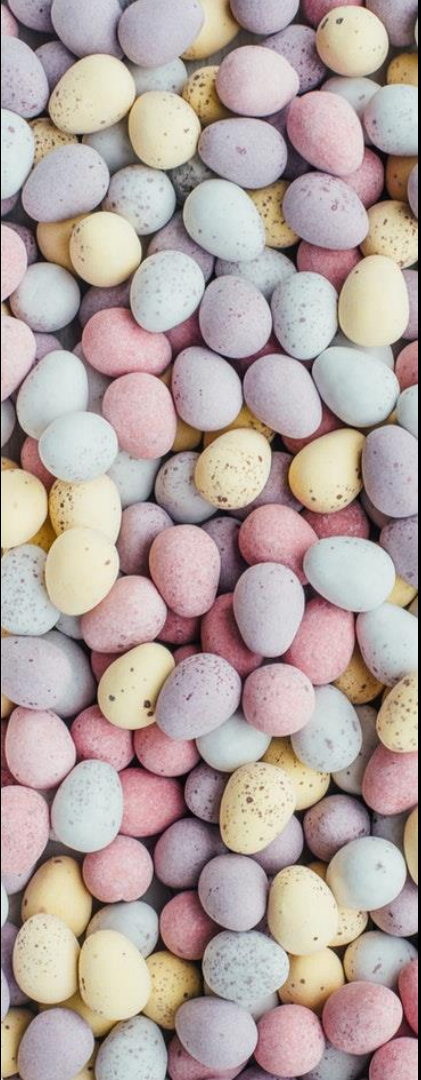


14%

8. Chicken roast

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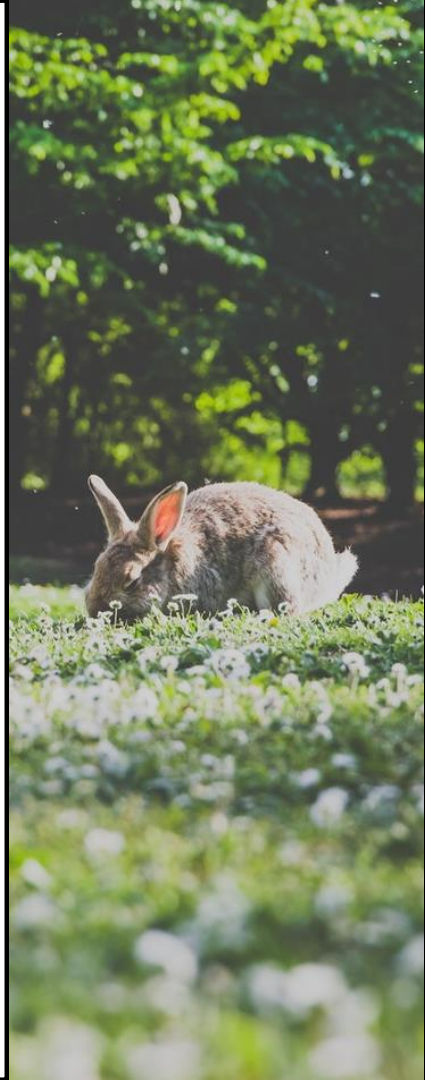




03

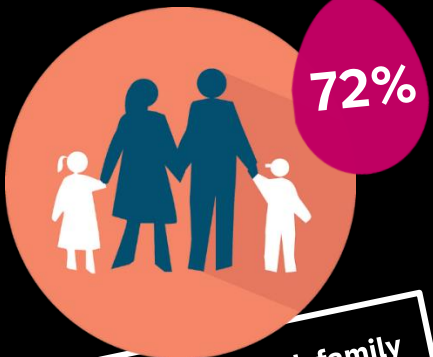
What are they doing
for Easter?

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book



Top 5 Easter events they got involved with

Which of the following did you do over Easter weekend this year?



1. Spent time with family

CAN'T THINK OF WHAT TO HAVE FOR DINNER



2. Had an Easter roast dinner



3. Watched Easter TV



4. Got together with friends



5. Went to a restaurant

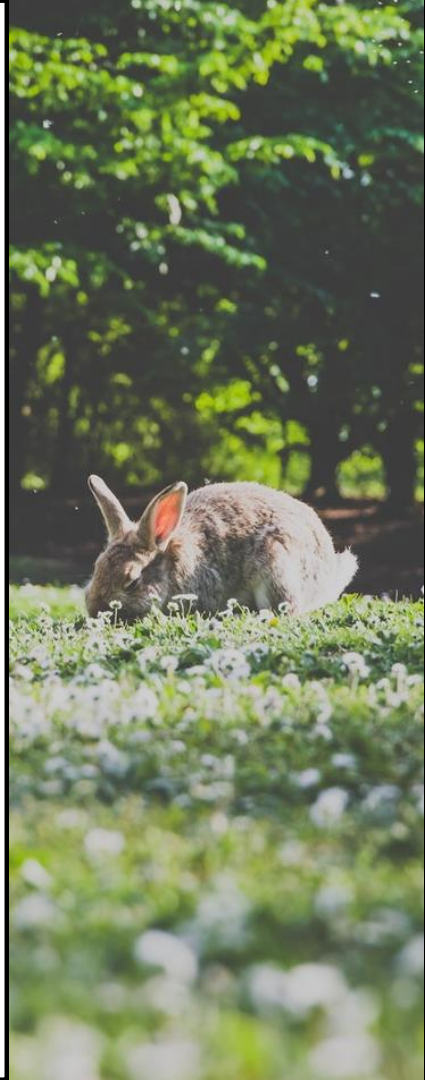




04

TV's role in Easter purchases

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TV's role in Easter purchases

Which of these media types would encourage you to purchase Easter related food/products?



Most influential features

TV Programmes

1.



Social Networks

2.



Blogs

3.



Most influential adverts

TV Adverts

1.



Magazines

2.



Newspapers

3.

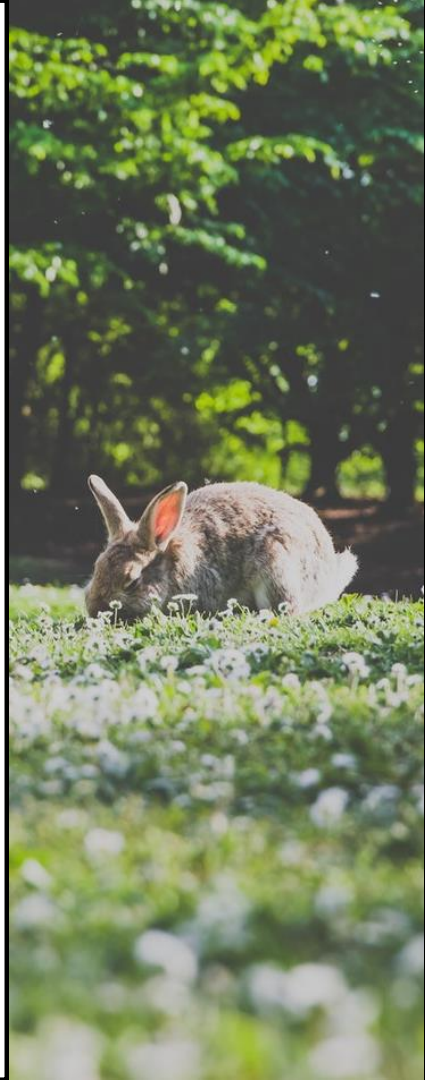


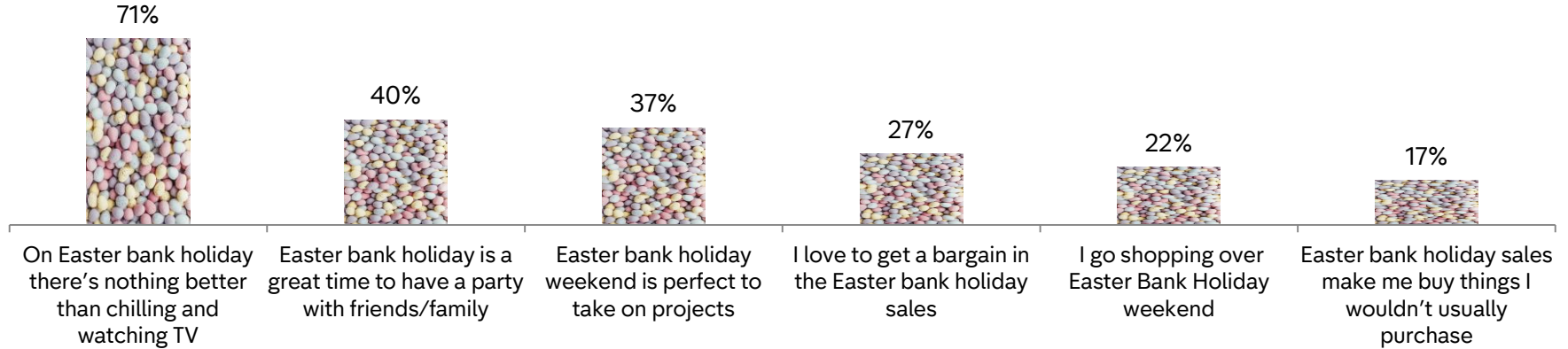


05



Our channels





30%



are encouraged to purchase Easter products through TV programmes

38%



are encouraged to purchase Easter products through TV adverts

C4 viewers are most likely to...

38%



buy for their partner

24%



buy Easter Cards

44%



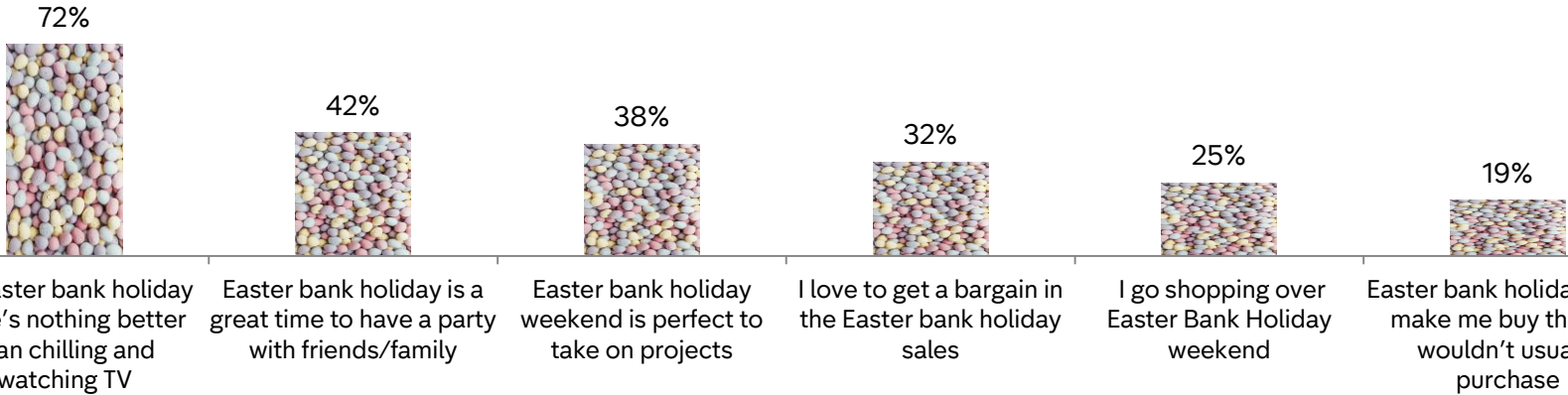
have Easter roast dinner

17%



go on holiday





37%



are encouraged to purchase Easter products through TV programmes

43%



are encouraged to purchase Easter products through TV adverts

E4 viewers are most likely to...

24%



buy for their parents

76%



buy chocolate Easter eggs

14%



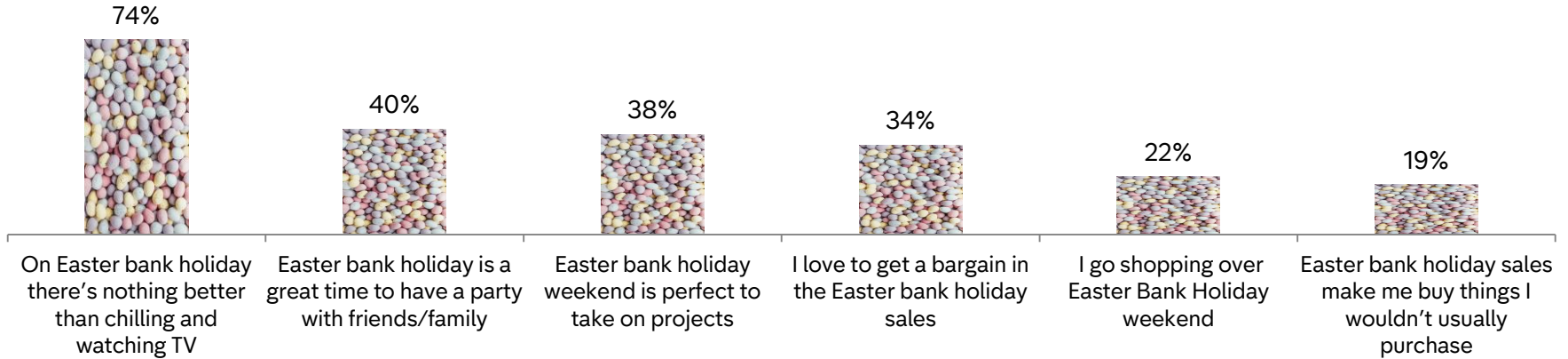
attend an Easter event

26%



say their children have toys/gadgets as well as Easter eggs





29%



are encouraged to purchase Easter products through TV programmes

41%



are encouraged to purchase Easter products through TV adverts

More4 viewers are most likely to...

34%



buy for their children

66%



buy hot cross buns

77%



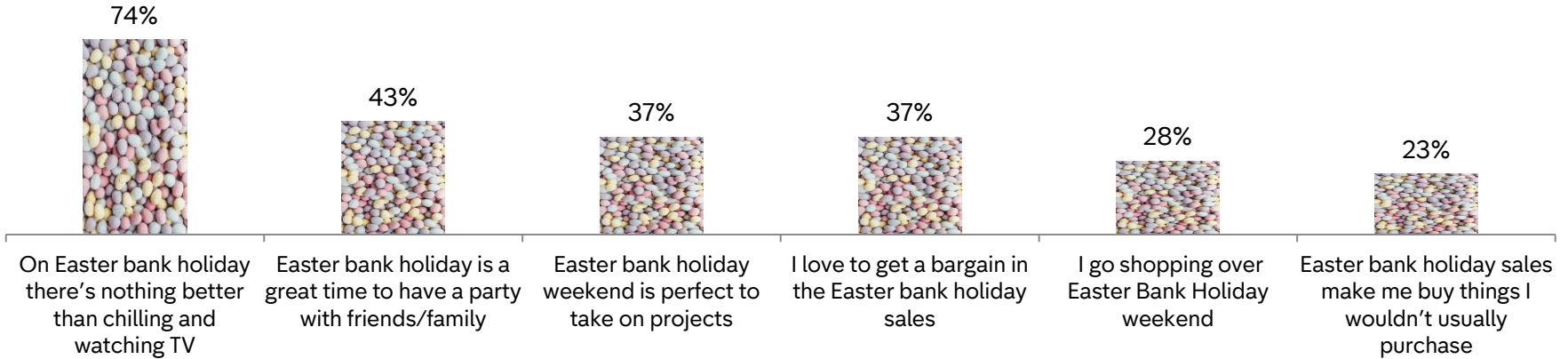
spend time with family for Easter

53%



say their children always have an Easter egg hunt





29%



are encouraged to purchase Easter products through TV programmes

40%



are encouraged to purchase Easter products through TV adverts

Film4 viewers are most likely to...

6%



buy for their colleagues

21%



buy champagne/prosecco

31%



get together with friends

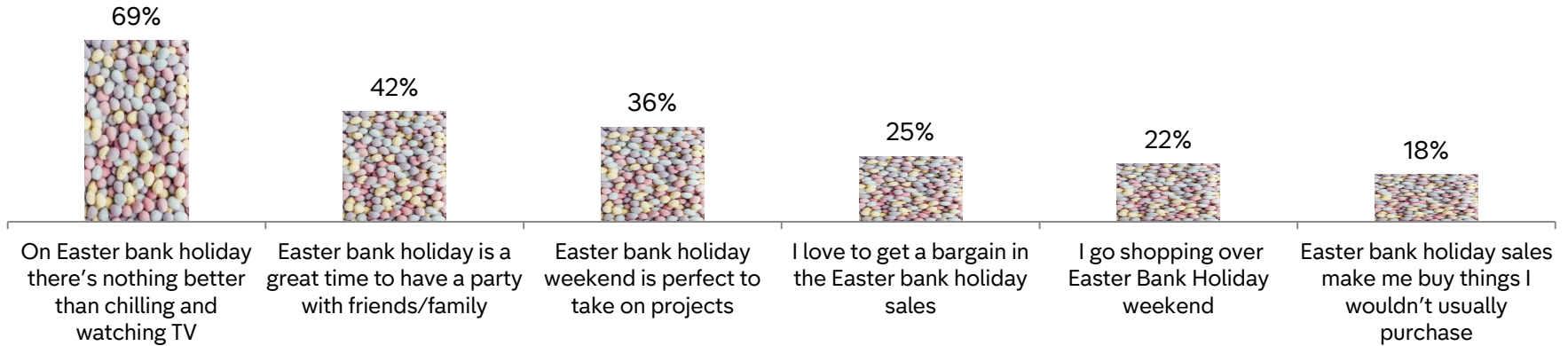
21%



attend a church service



ABC1 Adults



30%



are encouraged to purchase Easter products through TV programmes

41%



are encouraged to purchase Easter products through TV adverts

ABC1 viewers are most likely to...

30%



buy for their nieces and nephews

8%



buy alternative non-chocolate Easter eggs (e.g. savoury)

29%



watch Easter TV

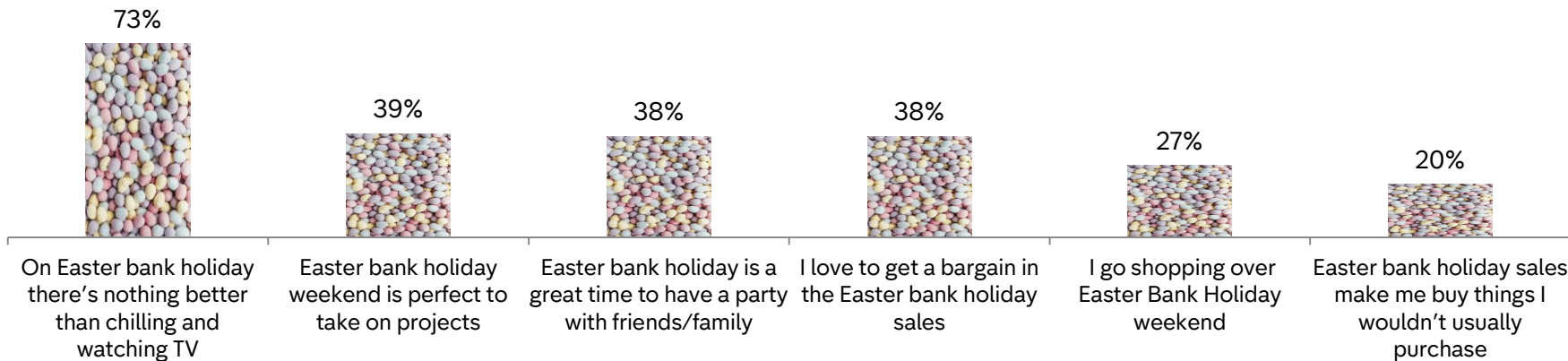
29%



go to a restaurant on Easter



16-34



25%



are encouraged to purchase Easter products through TV programmes

29%



are encouraged to purchase Easter products through TV adverts

16-34 viewers are most likely to...

36%



buy for siblings

11%



buy allergy/intolerance free Easter eggs

11%



purchase ingredients for chocolate Easter cakes

32%



attend a Easter egg hunt

little
black
book

