



TRENDSCAPE

YOUTH AT YULETIDE

#CHRISTMAS #YOUTH #NOFILTER

WHILST THE FESTIVE SEASON BRINGS JOY TO ONE AND ALL, 16-34 YEAR OLDS GET PARTICULARLY INTO THE CHRISTMAS SPIRIT.

DEAL SAVVY MILLENNIALS SPLASH OUT ON CHRISTMAS BARGAINS

£259

AVERAGE AMOUNT SPENT ON CHRISTMAS GIFTS BY 16-34 YEAR OLDS

Demonstrating the younger generation's willingness to splash out over Christmas

25%

OF MILLENNIALS DO MOST OF THEIR CHRISTMAS SHOPPING DURING THE BLACK FRIDAY SALES

This compares to 14% of Gen X and just 3% of Baby-Boomers. Their bargain hunting continues post Black Friday as 40% of 16-34 year olds enjoy last minute and "flash" sales at Christmas (vs. 30% of the total population).

Waitrose



SUPERMARKETS ARE TAPPING INTO THIS DESIRE TO SPLASH OUT YET SAVE MONEY

Waitrose Cellar launched £10 wine parcels whilst discounter Aldi launched their online Christmas shop in October 2016.

WATCH, PERSONALISE, SHARE

+21%

MORE TIME SPENT WATCHING TV IN DECEMBER BY 16-34 YEAR OLDS (VS. A 12% UPLIFT FOR A16+)

They are also 56% more likely to enjoy Christmas themed advertising than A16+.

67%

HAVE ALREADY OR WOULD LIKE TO PERSONALISE A PRODUCT BEFORE BUYING (VS. 45% FOR ADULTS)

In September 2016, Boots launched the Emporium which allows shoppers to "immerse themselves in personalised beauty" by offering services such as creating personalised gift packs.

2 IN 5

16-34 YEAR OLDS PLAN TO SHARE MORE ON SOCIAL MEDIA OVER CHRISTMAS (VS. 1 IN 3 FOR THE AVERAGE ADULT)



C4 OFFERS GREAT OPPORTUNITIES TO TARGET THE NATION'S YOUTH AT CHRISTMAS

4Sales reaches 93% of 16-34s last December, with Programmes such as Alan Carr's chatty man, Big Fat Quiz of the Year, and 8 Out of 10 Cats indexing strongly with this age group. UKTV attracts young viewers with Christmas specials of classic shows such as Gavin and Stacey, Catherine Tate and The Royle Family. Compared to the average 16-34 year old, Channel 4 viewers aged 16-34 are +12% more likely to spend over £200 on Christmas and +5% more likely to buy gifts for 6 or more people