

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

More than **1 in 3** 16-34s plan to celebrate St. Patrick's Day this year...



50% will be going out drinking



42% will be drinking at home



34% will be dressing up or wearing green



28% will be attending a parade

GOING OUT DRINKING

Alcohol is a key part of St. Patrick's day celebrations amongst 16-34s. When asked the first 3 words that come to mind when thinking about the event **Guinness** and **Drinking** were the 3rd and 4th most frequently mentioned.



On average, 16-34s claim to spend **£42** on alcohol on a night out

37% spend **£50** or more

16-34s are **+56% more likely** to say that they drink out of the house most often. And **65%** agree "drinking is about the social aspect" vs. 57% of all adults.

ALCOHOL PURCHASING DECISIONS

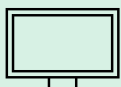
16-34s Alcohol Top Criteria of Choice:

1. Price
2. Quality
3. Sales promotions/discounts
4. Brand
5. Alcohol %



39% of 16-34s said they were more likely to buy alcohol that has **limited edition/ themed** packaging

Channel 4 viewers are **+6% more likely** to put packaging/ novelty in their alcohol criteria of choice! (vs. average adult 16+)



34% of 16-34s call **TV advertisements** an important source of inspiration when deciding which alcohol to buy



1 in 5 16-34s call **TV programmes** an important source of inspiration when deciding which alcohol to buy