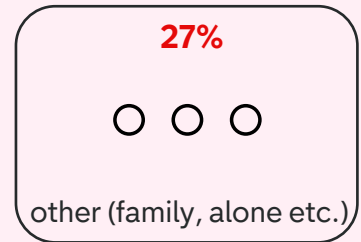
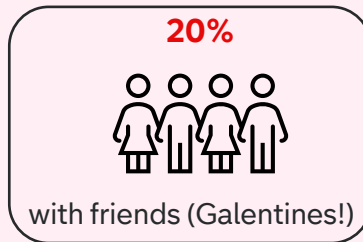
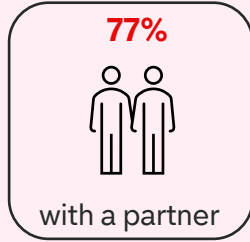


VALENTINE'S DAY



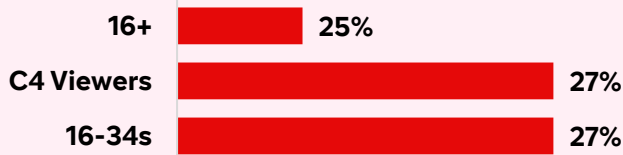
WITH VALENTINE'S DAY FAST APPROACHING, WE HAVE PULLED TOGETHER SOME KEY INSIGHTS LOOKING AT SPENDING AND PURCHASE HABITS SURROUNDING THE EVENT.

59% of 16-34s plan to celebrate Valentine's Day this year...

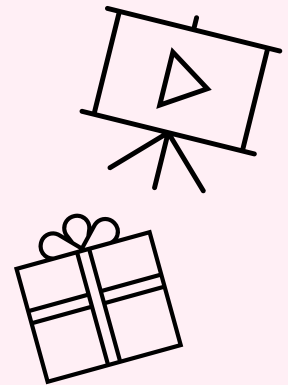


PRESENT PURCHASING FOR VALENTINE'S DAY

Have you bought any presents for Valentine's Day in the last 12 months? Yes...



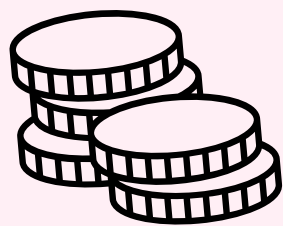
C4 viewers are **+9%** more likely to buy a present for Valentine's Day than all adults.



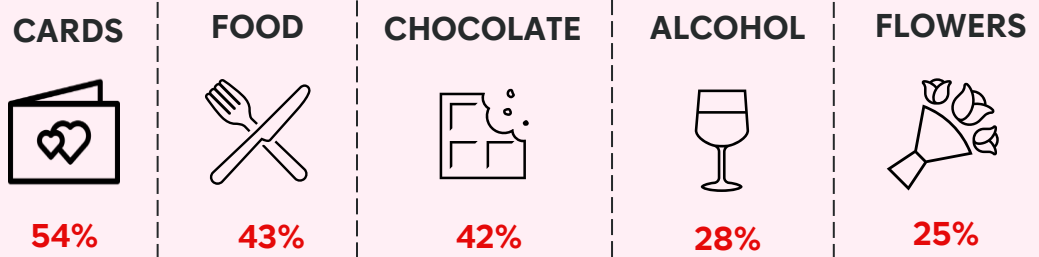
43% of those who said they've purchased a present for Valentine's Day in the last 12 months are C4 viewers.

BUDGET AND TYPE OF PURCHASES

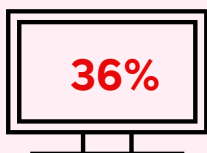
49% of 16-34s plan to buy something for Valentine's Day this year...



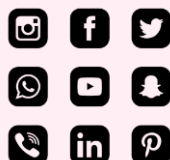
Those who buy presents for Valentine's Day tend to spend less than £50.



C4 viewers are **+24%** more likely to spend money on food/drink for Valentine's Day than all adults.



of 16-34s agree that **advertising can help** them choose what to buy or do for Valentine's Day



26% of 16-34s are more likely to buy a gift for Valentine's Day as a result of seeing an **ad on social media**

1 in 3...

of 16-34s think brands could do more to **cater to non-heterosexual couples** on Valentine's Day