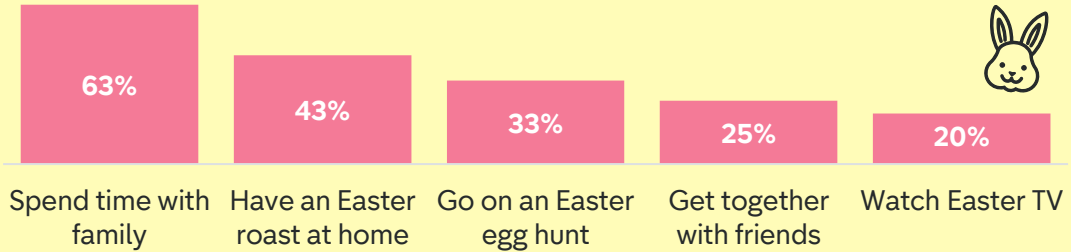


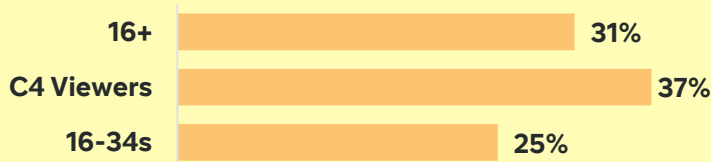
WITH EASTER FAST APPROACHING, WE'VE PULLED TOGETHER SOME KEY INSIGHTS LOOKING AT HOW 16-34S PLAN TO CELEBRATE EASTER & HIGHLIGHT KEY SPENDING MOMENTS.

74% of 16-34s plan to celebrate Easter this year...

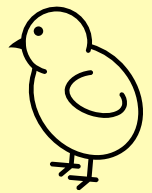


PRESENT PURCHASING FOR EASTER

Have you bought any presents for Easter in the last 12 months? Yes...



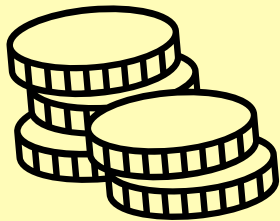
C4 viewers are **+22% more likely** to buy a present for Easter than all adults.



44% of those who said they've purchased a present for Easter in the last 12 months have watched C4 in the last week.

BUDGET AND TYPE OF PURCHASES

73% of 16-34s plan to buy something for Easter this year...



PARTNER
45%



CHILDREN
43%



PARENTS
36%

Those who buy presents for Easter tend to spend **less than £50.**

CHOCOLATE EASTER EGGS



72%

ROAST DINNER FOOD



33%

HOT CROSS BUNS



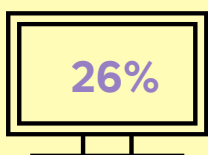
30%

EASTER CARDS



26%

C4 viewers are **+27% more likely** to spend money on **food/drink** for Easter than all adults.



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



29% of 16-34s like seeing Easter related advertising and posts **on social media**

1 in 4...

of 16-34s say that the Easter Bank Holiday sales **makes them buy things they wouldn't usually buy**