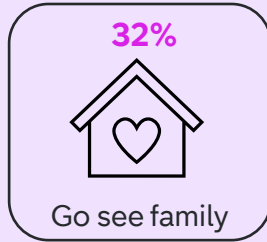


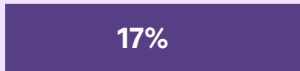
MOTHER'S DAY

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

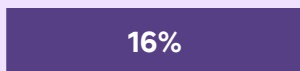
82% of 16-34s plan to celebrate Mother's Day this year...



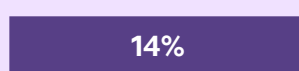
70% of 16-34s said celebrating Mother's Day is important to them...



Cook a meal at home



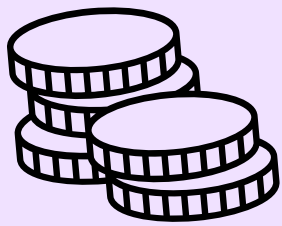
Order a takeaway



Watch a film at home



Go for a walk



BUDGET AND TYPE OF PURCHASES

81% of 16-34s plan to buy something for Mother's Day this year...

CARDS



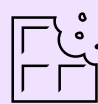
48%

FLOWERS



47%

CHOCOLATE



31%

JEWELLERY



23%

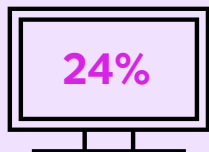
VOUCHERS



13%

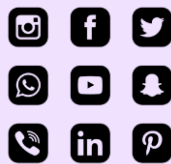
Those who buy presents for Mother's Day tend to spend less than £50.

C4 viewers are **+26% more likely** to spend money on **technology** for Mother's Day than all adults.



24%

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



24% of 16-34s are more likely to buy a gift for Mother's Day as a result of seeing an **ad on social media**

1 in 4 ...

of 16-34s said they liked seeing Mother's Day related advertising and posts on social media

Of those that said they **are not celebrating Mother's Day**. The main reasons were "It's too commercialised" and "I do not see the point". Responses also mentioned religious reasons and losing their mother.

39% of 16-34s agree there should be an opt out option when receiving any Mother's Day communication

27% of 16-34s agree there should be sensitivity in advertising for those who cannot celebrate Mother's Day due to bereavements

10% of 16-34s agree that they find it hard to see Mother's Day activities on social media