



little black book



...of Valentine's Day





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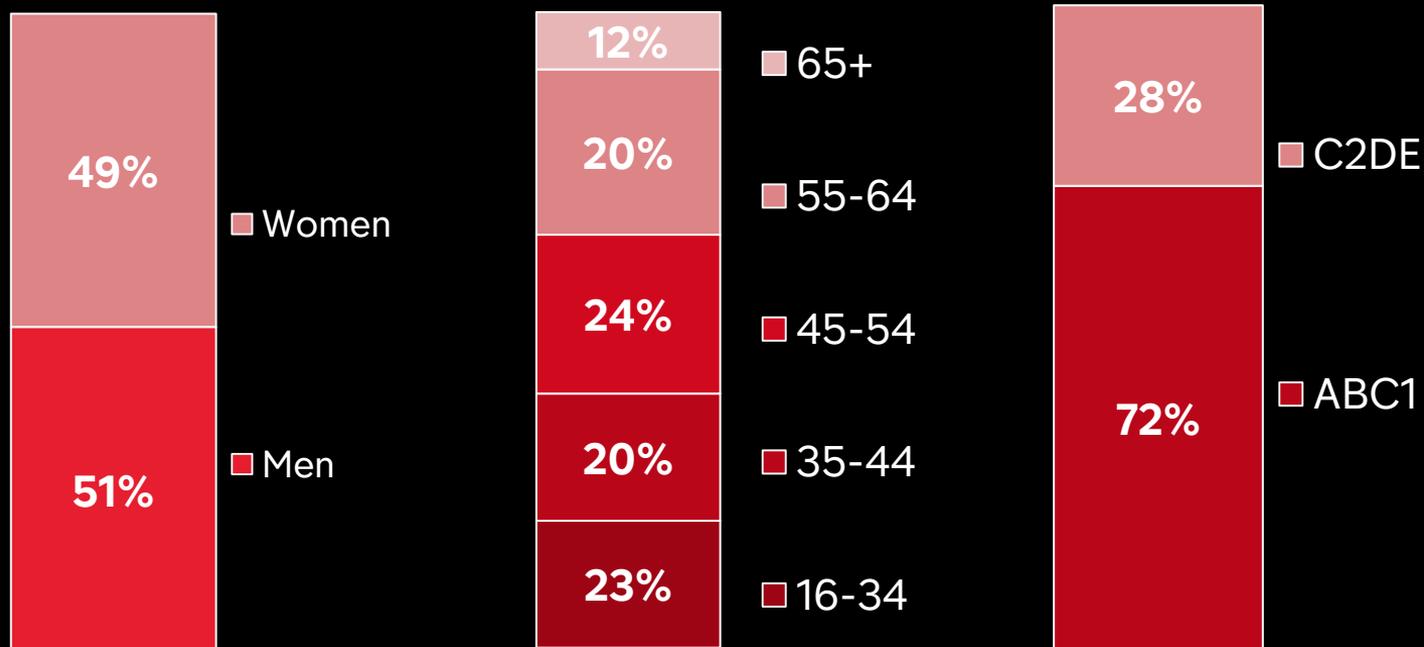
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Our channels

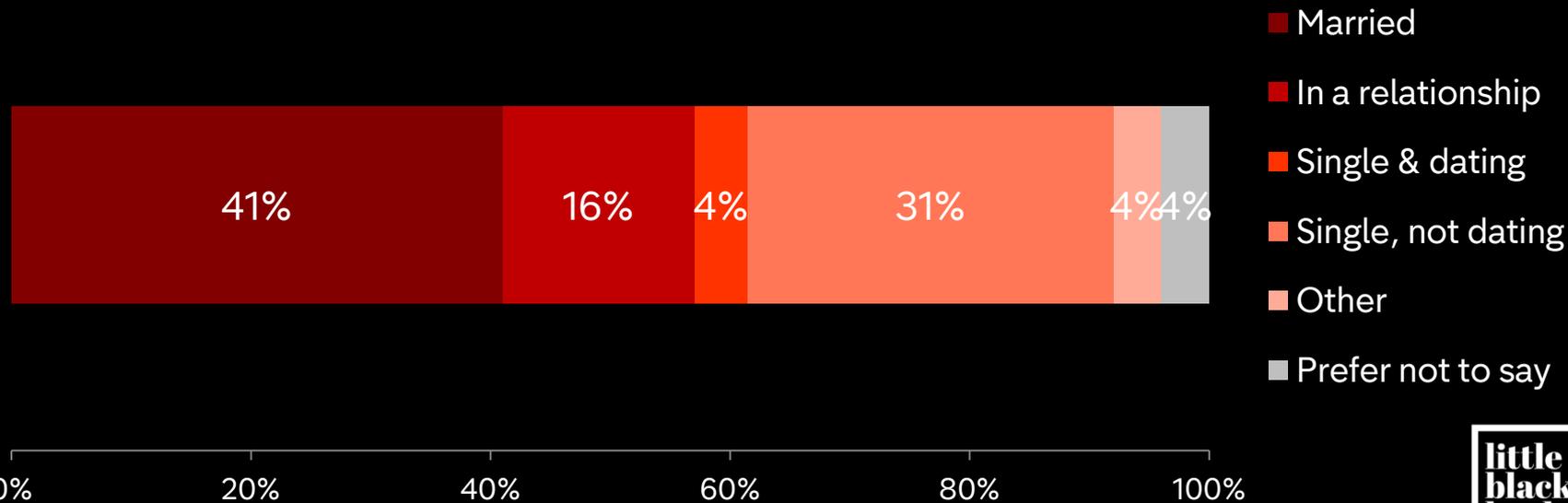
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The sample had an upmarket skew



And over half were married or in a relationship





01

Who celebrated
(and how)?

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35% celebrated Valentine's Day this year

Of those that celebrated...



9 in 10

celebrated with a partner



5%
celebrated with friends



3%
celebrated with "someone else"...



...and **91%** bought something for the occasion

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Most bought a Valentine's card

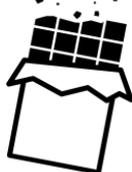
Which of the following did you buy for the occasion?

Greetings
cards



81%

Chocolate /
confectionery



41%

Dine-in
meal deal



31%

Flowers



29%

Alcohol
(excl. champagne)



27%

A meal out



24%

Champagne



13%

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02

What do people
think of Valentine's
Day?

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Valentine's Day isn't popular with everyone



Over half

say that Valentine's Day
is irrelevant to them

And just **17%** prefer Valentine's to Pancake
Day

But it's not all bad news...



1 in 3 agree that it's a good excuse
to treat their other half



40% agree that it's a good excuse to
go out and do something nice



23% agree that it's a good excuse to
watch a romantic
programme or film



Over a third saw Valentine's themed advertising

21% → **36%**
for 16-34s

agree that advertising can help them
choose what to buy or do for the
occasion

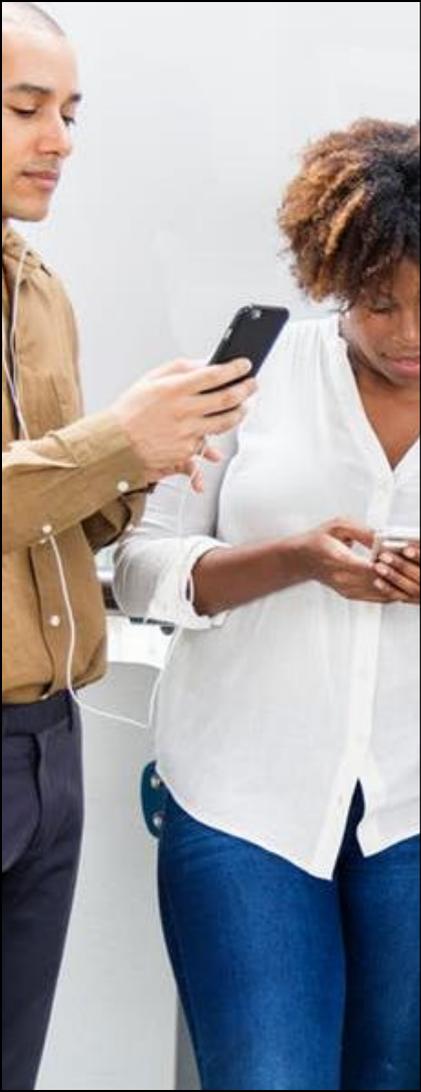


11%

like seeing Valentine's
themed posts on social
media

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03

Online dating

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Online dating has mixed reviews

How much do you agree or disagree with the following statements?

Almost half agree that online dating is a great way to meet a potential partner



42% know lots of people who use online dating sites / apps



Two thirds are worried about the safety of online dating

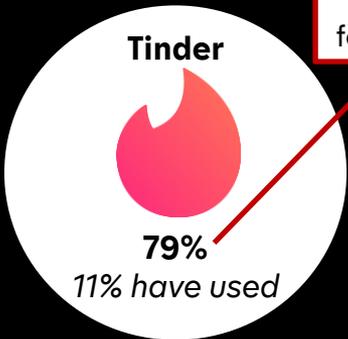
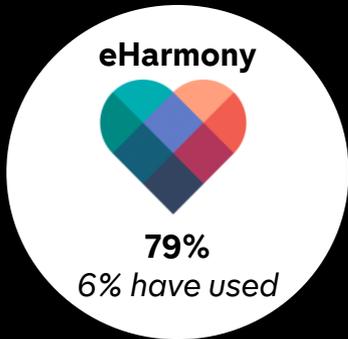
47% think that dating apps are too shallow

29% think that online dating has made it more difficult to meet people in real life

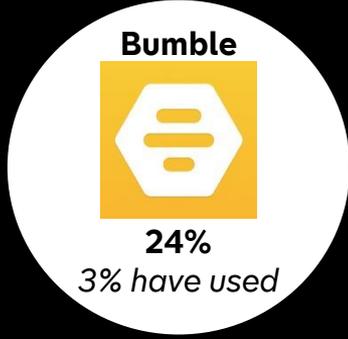
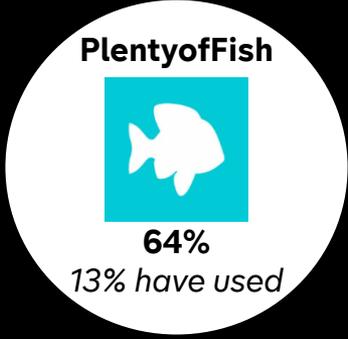


Match.com is the best-known dating site/app

Which of the following websites / apps have you heard of?



93%
for 16-34s





04

LGBT+

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Did YOU know that February is LGBT+ history month??

83%

of our panellists didn't...

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Channel 4 is doing well, but we could do more...

How much do you agree or disagree with the following statements about the LGBT+ community?

58%

agree...
"C4 champions the LGBT+ community"

58%

also agree...
"C4 does more to champion the LGBT+ community than other channels (e.g. ITV, C5)"

18%

agree...
"C4 could do more to represent the LGBT+ community"

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Representing the LGBT+ community is good for brands

How much do you agree or disagree with the following statements about the LGBT+ community?

46%

like it when brands engage
with the LGBT+ community

67% for 16-34s

37%

think there should be more
LGBT+ representation in
advertising

And back to Valentine's Day...

1 in 3

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

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05



Our channels



36%

celebrated Valentine's Day



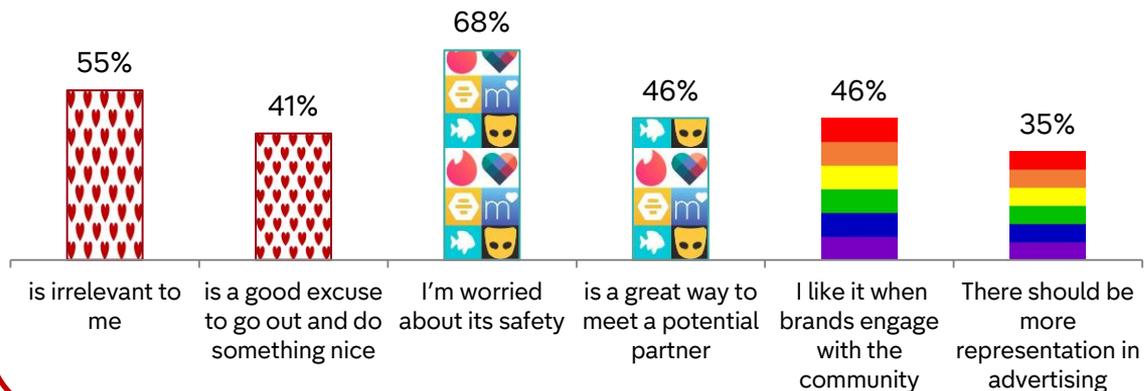
92%

of whom bought something for the occasion

Valentine's Day...

Online dating...

LGBT+



39%



saw Valentine's themed advertising this year

22%



say advertising can help them choose what to buy or do for Valentine's

C4 viewers are most likely to...

41% agree..



Valentine's is a good excuse to go out and do something nice

61% agree..



C4 does more to champion the LGBT+ community than other channels

8%



have used Match.com

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37%

celebrated Valentine's Day



92%

of whom bought something for the occasion

Valentine's Day...

59%



is irrelevant to me

39%



is a good excuse to go out and do something nice

Online dating...

70%



I'm worried about its safety

46%



is a great way to meet a potential partner

LGBT+

45%



I like it when brands engage with the community

32%



There should be more representation in advertising

41%



saw Valentine's themed advertising this year

23%



say advertising can help them choose what to buy or do for Valentine's

E4 viewers are most likely to...

87%



have bought a greeting card

28% agree..



Valentine's is a an excuse to watch a romantic programme/film

17%



be in a relationship

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31%

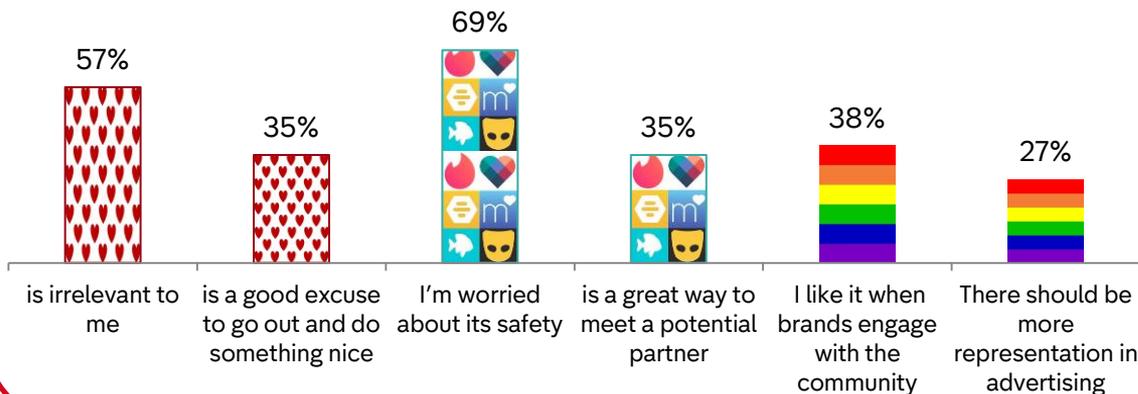
celebrated Valentine's Day



91%

of whom bought something for the occasion

Valentine's Day...



Online dating...

LGBT+

37%



saw Valentine's themed advertising this year

20%



say advertising can help them choose what to buy or do for Valentine's

More4 viewers are the most likely to...

38%



have bought flowers

38%



have bought a dine-in meal

3%



have bought a gift for their children

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36%

celebrated Valentine's Day



89%

of whom bought something for the occasion

Valentine's Day...

57%



is irrelevant to me

38%



is a good excuse to go out and do something nice

Online dating...

71%



I'm worried about its safety

42%



is a great way to meet a potential partner

45%



I like it when brands engage with the community

LGBT+

31%



There should be more representation in advertising

42%



saw Valentine's themed advertising this year

21%



say advertising can help them choose what to buy or do for Valentine's

Film4 viewers are most likely to...

56%



have bought chocolate or confectionary

24%



have bought champagne

56%



think dating apps are too shallow

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ABC1 Adults

36%

celebrated Valentine's Day



91%

of whom bought something for the occasion

Valentine's Day...

54%



is irrelevant to me

41%



is a good excuse to go out and do something nice

Online dating...

67%



I'm worried about its safety

48%



is a great way to meet a potential partner

51%



I like it when brands engage with the community

LGBT+

39%



There should be more representation in advertising

38%



saw Valentine's themed advertising this year

24%



say advertising can help them choose what to buy or do for Valentine's

ABC1 viewers are most likely to...

35%



have bought alcohol (excl. champagne)

46%



be married

60% agree..



C4 champions the LGBT community

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16-34

40%

celebrated Valentine's Day



89%

of whom bought something for the occasion

Valentine's Day...

49%



is irrelevant to me

55%



is a good excuse to go out and do something nice

Online dating...

78%



I'm worried about its safety

69%



is a great way to meet a potential partner

67%



I like it when brands engage with the community

LGBT+

58%



There should be more representation in advertising

40%



saw Valentine's themed advertising this year

36%



say advertising can help them choose what to buy or do for Valentine's

16-34 viewers are most likely to...

44%



have bought a meal out

53% agree..



'Galentine's' or 'Palentine's' is a good idea

93%



have heard of Tinder

