



16-34s &
Valentines Day

 SALES

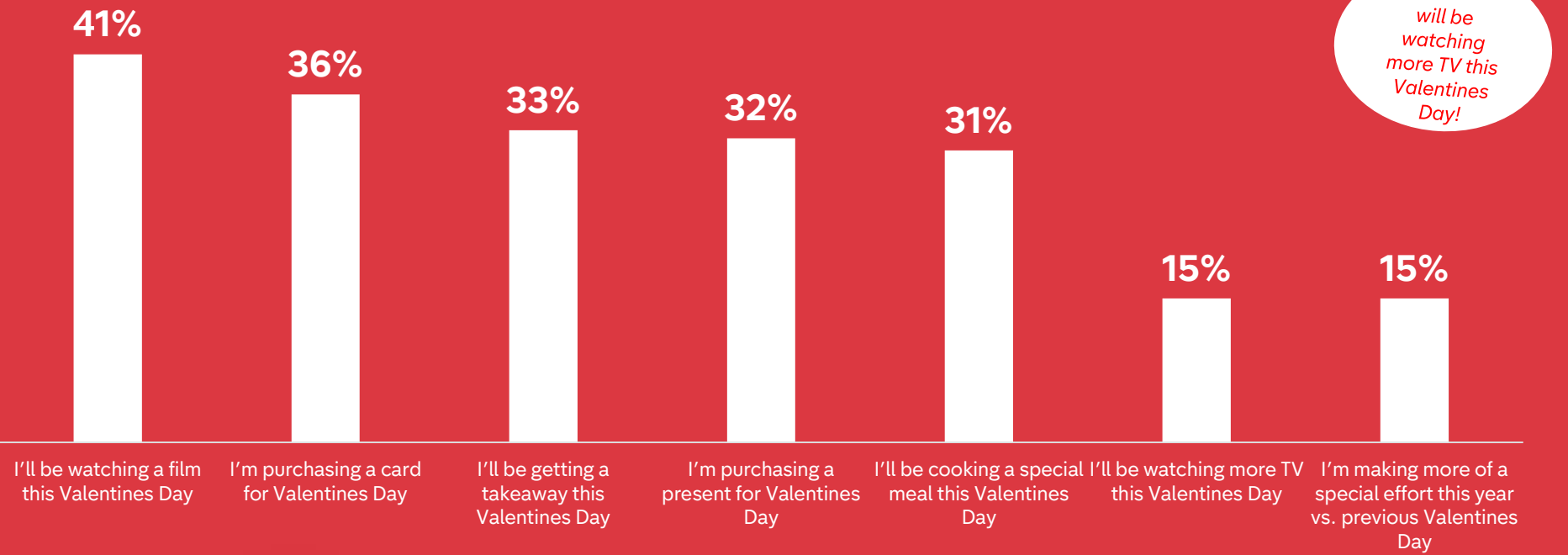
48%

of 16-34s

***are celebrating
Valentines Day this year***

For those celebrating Valentines Day, they're making it even more special this year and still purchasing cards, presents & takeaways

Please select the statements below that you agree with:



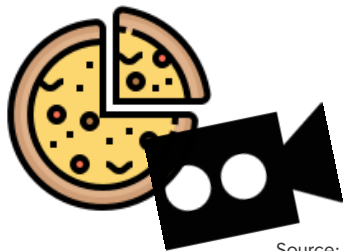
15%
will be watching more TV this Valentines Day!



Source: OnePulse, January 2021, sample = 502 UK 16-34s, asked to those who said 'yes' to celebrating Valentines Day.

They plan on celebrating Valentines Day with a home cooked meal or takeaway, drinks and a film, for a few they're celebrating virtually due to lockdown restrictions

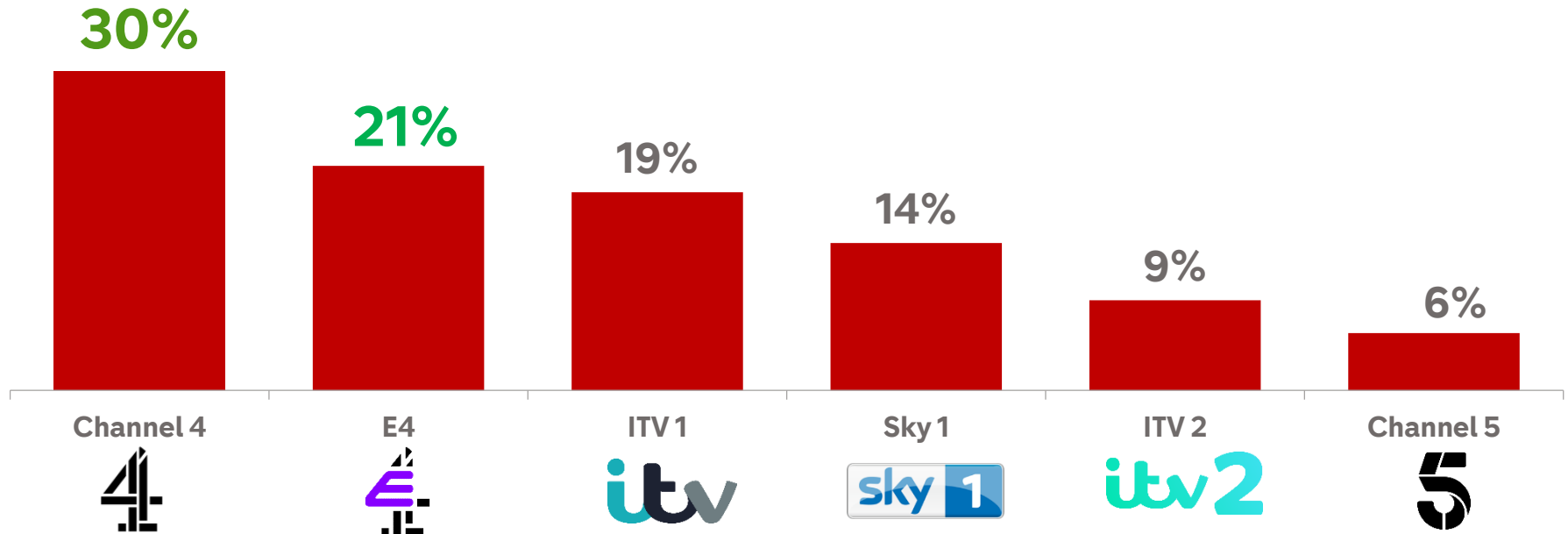
What are your plans for Valentines Day this year?



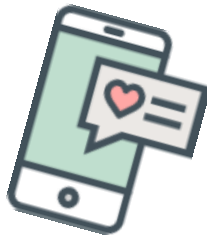
Channel 4 & E4 are the TOP channels 16-34s are most likely to watch on **Valentines Day!**



Which of these TV channels would you be most likely to watch on Valentines Day?



All 4 is the TOP BVOD service 16-34s are most likely to watch on **Valentines Day!**



Which of these video on demand services would you be most likely to watch on Valentines Day?

