

Summer



We've pulled together some key insights exploring what 16-34s are most looking forward to this summer, including activities, events, food & drink; highlighting spending opportunities.

30% of 16-34s said they tend to spend more money in the summer



16-34 C4 viewers are +96% more likely to agree that 'online advertising is more relevant to me than other advertising' vs all adults

Over a third (39%)
of 16-34s said they
are more likely to
buy
barbecue/picnic
food from
supermarkets that
have the best deals

1 in 5 of 16-34s said that they like seeing advertising for summer food and drink deals on social media Sports are most popular in terms of the events 16-34s plan to celebrate or attend this summer:



16-34 C4 viewers are +88% more likely to agree 'I prefer to buy products from companies who sponsor sports events and teams' vs all adults

16-34s are most looking forward to food and drink related activities this summer, with barbecues and picnics coming out top:

Having barbecues/picnics

Going to country parks/gardens

Going to pubs/bars/beer gardens

Visiting a British beach

44%

Eating out in restaurants

39%

16-34 C4 viewers are +41% more likely to agree 'I like to have barbecues as often as possible' vs all adults

59%

Top 4 Summer Food Choices (16-34s)

What are your favourite summer menu items?



55% ice-cream



51% burgers and hotdogs



50% fresh fruit



44% fresh salads

buy or 2 for 1)

16-34 C4 viewers are +23% more likely to say that pasta and pizza are their favourite summer menu items vs all adults*

Top 3 Summer Drink Choices (16-34s)

51% soft cocktails 39% fruit juice

16-34 C4 viewers are +42% more likely to agree 'I like to try new drinks' vs all adults



49% 47% 36% 34% 28% Fresh taste Price Makes me feel like I'm mood (e.g. bulk)

on holiday

16-34s top 5 factors when choosing a summer drink...