

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

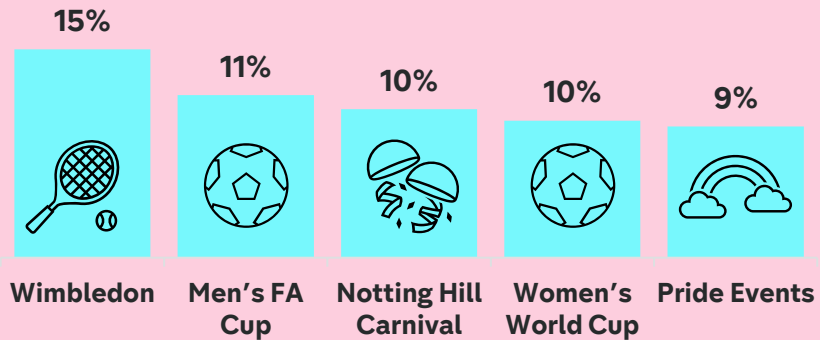


16-34 C4 viewers are +96% more likely to agree that 'online advertising is more relevant to me than other advertising' vs all adults

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

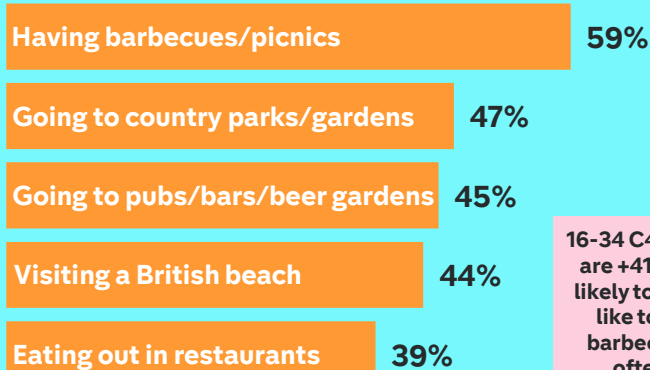
1 in 5 of 16-34s said that they like seeing advertising for summer food and drink deals on social media

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:



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

Top 4 Summer Food Choices (16-34s)

What are your favourite summer menu items?



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)

What are your favourite summer drinks?



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



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

