

BANK HOLIDAYS



WITH THE UPCOMING SPRING BANK HOLIDAYS, WE HAVE PULLED TOGETHER SOME KEY INSIGHTS LOOKING AT HOW 16-34S WILL CELEBRATE AND KEY SPENDING OPPORTUNITIES.

Who do you plan to spend your bank holidays with?



38%with
their
family





7 10% said they were Unsure 5% said they'd spend it alone

BANK HOLIDAY PLANS

How do you plan to spend your bank holidays?



24% will meet up with friends



22%will visit family



16%will go to
a pub/bar



15% will go to a restaurant



11% will go shopping



11% will have a BBQ

BANK HOLIDAY STATEMENTS

Thinking of the bank holidays, please select all you agree with...

25%

of 16-34s agree
"There's nothing
better than
chilling and
watching TV"

19%

of 16-34s agree
"On a bank
holiday I tend
to drink
alcohol"

15%

of 16-34s agree
"Bank holidays
are a perfect
time to go on
holiday"

12%

of 16-34 agree
"I tend to spend
a lot of money
during bank
holidays"

16-34 Channel 4 Viewers are ...



+16%
more likely to agree

that "watching TV is my favourite pastime" +15% more likely to agree

"TV tends to influence my opinions"

+11%
more likely to agree

"whilst watching TV, I search on the internet for products I see advertised"