



# CRICKET FANATICS

— DAY IN THE LIFE OF

5.30am - Quick gym session and protein shake before heading into work.

Travelling to work - Coffee on the way to the office, while checking 9News.com.au and emails to start the day.

Lunchtime - Flicks the tele to Channel 9 in the lunch room and tunes into the cricket while eating lunch.

Afternoon Coffee Break - Logs on to wws.nine.com.au to quickly get an update on scores.

Evening - Catches up with 9Now on the latest highlights and reruns of the match, so they never miss a wicket.



Our Cricket Fanatic audience is a multi-generation audience of men who are cricket fans. These are a national audience and cover the full spectrum of occupations and ages. Typically these households would be glued to the TV during summer watching cricket, and like to be informed of the latest player performance and match results online. Their main grocery buy is centred around alcohol with cases of beer being their primary purchase. They are also fast food consumers having their takeaway meals home delivered on match day.

## DEMOGRAPHICS

60k+

HH INCOME

25+

YEARS OLD



LOCATION

Metro and Regional Suburbs

LIFE STAGE

All Stages

## CAR OWNERSHIP



Utes & Commercial



Passenger

POWERED BY



## NINE AUDIENCE SITES



## 9NOW SHOWS



NINE AUDIENCE

9%