



# ESTABLISHED MUMS

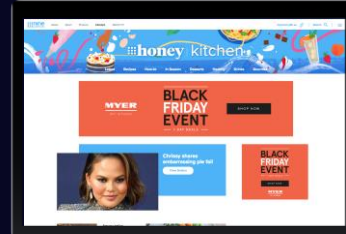
— DAY IN THE LIFE OF



**6am** - Grabs a cup of coffee for another big day ahead and checks today's weather on [9News.com.au](http://9News.com.au).



**Breakfast** - Packs breakfast & lunch boxes for the family, whilst checking [9Honey](http://9Honey) for any new tips on being a great Mum.



**Lunchtime** - Browses [9Honey](http://9Honey) to find healthy recipe ideas for the family.



**Journey home** – checks [Nine.com.au](http://Nine.com.au) for any news updates.



**Evening** - Preps dinner for the family, whilst watching *Ellen* on [9Now](http://9Now).

**Established Mums** typically have school-aged children. They lead very busy lives as they try to juggle a career and mum duties. These mums are time poor, but they are always on the lookout for health and wellness tips. As the main Grocery Buyers, this group has large families with adult/teenage children and they tend to spend on meat, poultry and fish to feed their hungry growing family. Grocery buys include the value/family pack sizes.

## DEMOGRAPHICS

**100k+** **35-55**

HH INCOME

YEARS OLD



LOCATION

Capital Cities and Reginal Suburbs

LIFE STAGE

Young & Established Families

## CAR OWNERSHIP



Passenger



SUV

POWERED BY



## NINE AUDIENCE SITES



## 9NOW SHOWS



**MARRIED AT FIRST SIGHT**



NINE AUDIENCE

14%