



# ESTABLISHED RENOVATORS

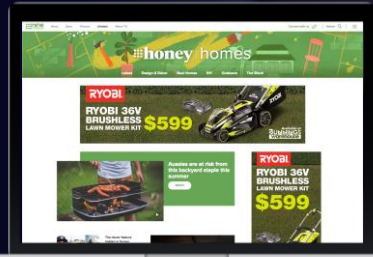
— DAY IN THE LIFE OF



**7am** - TODAY plays in the background as they have breakfast and get ready for work.



**Travelling to work** – catches up on the latest news on *Nine.com.au*.



**Lunchtime** – Eats lunch at their desks, whilst they browse *9Honey*, collating ideas for their next room improvement.



**Journey home** – Has a quick look at the *9Honey* DIY section to plan out their renovation.



**Evening** - Relaxes with their Partner, while watching *The Block* on Channel 9.

**Established Renovators** represent empty nesters whose kids have moved out and they are either renovating their current properties or in the market to downsize. They watch DIY shows like *The Block* as well as looking for inspiration on *9Homes*.

## DEMOGRAPHICS

**80k+**

HH INCOME

**45+**

YEARS OLD



LOCATION

Capital Cities

LIFE STAGE

Established Families, Older Couples & Mature Singles

## CAR OWNERSHIP



Passenger



Utes & Commercial

POWERED BY



## NINE AUDIENCE SITES



## 9NOW SHOWS



NINE AUDIENCE

7%