

FOODIES

— DAY IN THE LIFE OF



7am Watch *Today* as they prepare for work and have breakfast



Travelling to work Browse *9Kitchen* on their way to work to find the latest food trends



Lunchtime Socially share the latest restaurant openings from *9Kitchen*



Afternoon Check out *9Coach* for the latest fitness programs



Evening Get home late and crash on the couch to catch-up on the latest primetime *9* dramas with a glass of wine

Foodies are interested in food trends and enjoy eating out at all the latest and greatest restaurants. They are typically found living in urban Capital City centres. They occasionally cook but prefer to watch cooking shows and head out to the latest restaurant with friends.

DEMOGRAPHICS

50k+

HH INCOME

25+

YEARS OLD



LOCATION Capital Cities – Inner Urban

LIFE STAGE Independent Youth, Young Couples, Mature Singles

NINE AUDIENCE SITES

Now

Coach

Kitchen

9NOW SHOWS

MARRIED AT FIRST SIGHT

DOCTOR DOCTOR

Love Child

HOUSE HUSBANDS

NINE AUDIENCE 3%