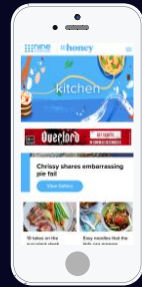


# FOODIES

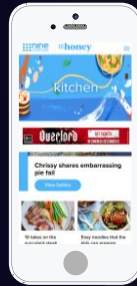
DAY IN THE LIFE OF



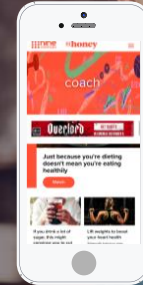
**7am** - Watches *TODAY* as they prepare for work and have breakfast.



**Travelling to work** - Browses *9Honey* on their way to work to find the latest food trends.



**Lunchtime** - Socially share the latest restaurant openings from *9Honey*.



**Journey home** - Checks out *9Honey* for the latest fitness programs.



**Evening** - Gets home late and crashes on the couch to catch-up on the latest episode of *Family Food Fight* 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

## CAR OWNERSHIP



Passenger

POWERED BY



## NINE AUDIENCE SITES



## 9NOW SHOWS



NINE AUDIENCE

3%