

Nine

HOME CHEFS

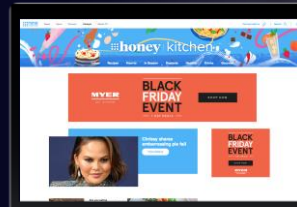
DAY IN THE LIFE OF



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



Travelling to work - Browses *nine.com.au* for the latest news for their morning tea break.



Lunchtime - Spends their lunch break on *9Honey* as they look for inspiration for their dinner plans.



Afternoon - Bookmarks chosen recipes on *9Honey*.



Evening - Enjoys a glass of wine after dinner while watching *Family Food Fight* on *9Now*.

Home Chefs love cooking at home and making their own creations. They download recipes, and are the household's highest spenders on groceries, focusing on the key ingredients that make up their creation.

DEMOGRAPHICS

70k+

HH INCOME

25+

YEARS OLD



LOCATION

Capital Cities – Suburban/Regional

LIFE STAGE

Young & Established Families, Young & Mature Couples

CAR OWNERSHIP



Passenger



SUV



Utes & Commercial

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS

MARRIED AT FIRST SIGHT



DOCTOR DOCTOR

NINE AUDIENCE

4%