

# INTERIOR DESIGNERS

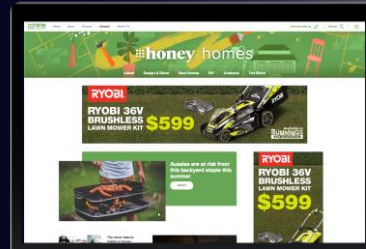
— DAY IN THE LIFE OF



**7am** – Catches up on the latest news on *Nine.com.au*.



**Travelling to work** - Checks out the latest entertainment news on *9Honey*.



**Lunchtime** - Eats lunch at their desks whilst they browse the Decor and Design section on *9Honey* for inspiration.



**Journey home** - Quick flick through *9Now* to plan nightly viewing.



**Evening** – Catches up on *The Block* on *9Now* with housemates.

**Interior Designers** are professionals who work in finance, media and technology, and rent in Inner City suburbs. They earn above average incomes and are predominately mobile and *9Now* users. They typically rent apartments and spend to ensure that their place is looking on-trend. They buy furnishings that they can move from one rental to another.

## DEMOGRAPHICS

**70k+**

HH INCOME

**25-40**

YEARS OLD



LOCATION

Capital Cities – Inner Suburban

LIFE STAGE

Independent Youth, Young Couples & Mature Singles

## CAR OWNERSHIP



Passenger



SUV

POWERED BY



## NINE AUDIENCE SITES



## 9NOW SHOWS



NINE AUDIENCE

4%