

OUTDOOR & GARDENING

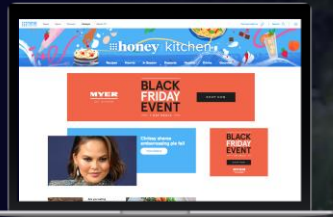
— DAY IN THE LIFE OF



7am – TODAY plays in the background as they have breakfast and get ready for their day.



Travelling to work - Browses the Outdoor Spaces section of 9Honey on the way to work.



Lunchtime – Looks through BBQ recipes on 9Honey for inspiration on their weekend dinner party.



Afternoon break - Researches on the Shop section of 9Honey to plan out their weekend event.



Evening - Relaxes with their partner watching The Block on 9Now.



This garden and deck-loving group enjoy the outdoors, spending leisure time in their garden or relaxing on their decks. For the **Outdoor & Gardening** tribe, their outdoor area is their pride and joy, and they use their BBQ more often than their oven. They are predominantly older couples or retirees who live in suburban and regional areas, and love to entertain family and friends outdoors.

DEMOGRAPHICS

70k+

HH INCOME

35+

YEARS OLD



LOCATION

Capital Cities – Suburban/Regional

LIFE STAGE

Established Families & Mature Couples

CAR OWNERSHIP



Passenger



SUV



Utes & Commercial

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE

4%