:::Nine

RENOVATOR COUPLES



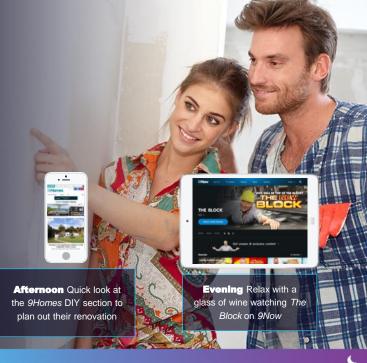
7am Today plays in the background as they have breakfast and get ready for work



Travelling to work Catch-up on the latest news on Nine.com.au



Lunchtime Eat lunch at their desks whilst they browse 9Homes, planning their next home room improvement



Young couples with mortgages - the Renovator Couples have a high preference for renovation and interior decorating. They entertain at home and take a lot of pride in how their home looks. They have high TV viewing habits, preferring to stay in than go out. They are aged 30 plus and live in capital cities.

DEMOGRAPHICS

HH INCOME

70k+ 30-45 m 🗥 YEARS OLD



LOCATION Capital Cities

LIFE STAGE Young Couples & Young Families

NINE AUDIENCE SITES

:::Now



:::Homes

9NOW SHOWS



NINE AUDIENCE 5%