

RENOVATOR COUPLES

— DAY IN THE LIFE OF



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



Afternoon Quick look at the *9Homes* DIY section to plan out their renovation



Evening Relax with a glass of wine watching *The Block* on *9Now*

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

70k+ HH INCOME **30-45** YEARS OLD



LOCATION Capital Cities

LIFE STAGE Young Couples & Young Families

NINE AUDIENCE SITES

Now

nine.com.au

Homes

9NOW SHOWS

THE BLOCK

NINE AUDIENCE 5%