

RENOVATOR COUPLES

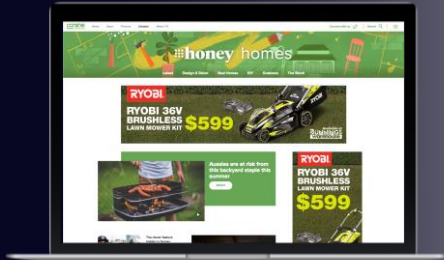
1 DAY IN THE LIFE OF



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



Travelling to work - Catches up on the latest news on *nine.com.au*.



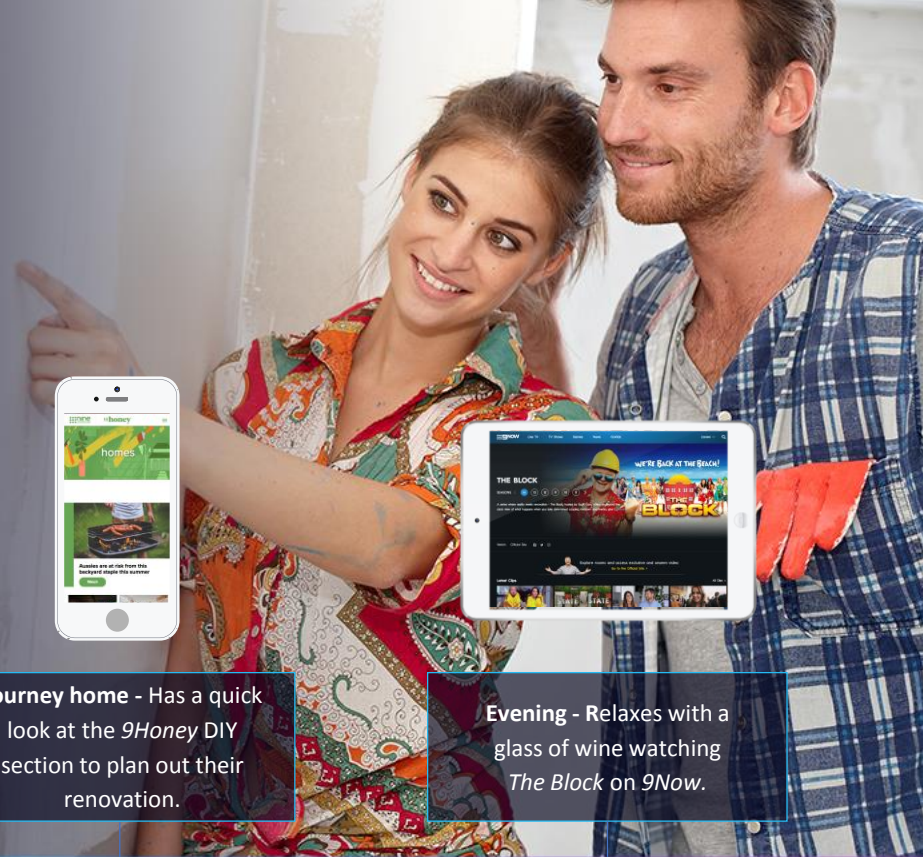
Lunchtime - Eats lunch at their desks, whilst they browse 9Honey, planning their next home room improvement.



Journey home - Has a quick look at the 9Honey DIY section to plan out their renovation.



Evening - Relaxes 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+ **30-45**
 HH INCOME YEARS OLD



LOCATION Capital Cities

LIFE STAGE Young Couples & Young Families

CAR OWNERSHIP



Passenger



SUV



Utes & Commercial

POWERED BY caradvice

NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE 5%