

RETIREE TRAVELLERS

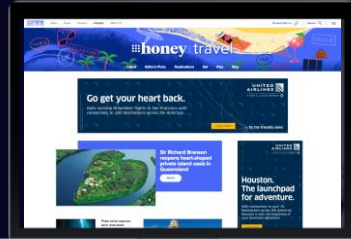
— DAY IN THE LIFE OF



6am – Has a late breakfast as they watch *Today Extra*.



Mid-morning coffee break
– Browses *nine.com.au* for the latest news.



Lunchtime - Spends lunch looking on *9Honey* to plan their next holiday around Australia.



Afternoon - Bookmarks *nine.com.au* articles they will share with their partner later in the evening.



Evening – Enjoys a glass of wine/beer with their partner as they watch *Channel 9* and discuss their next road trip.

Retiree Travellers represent older couples who like to travel. They are typically retired so they have the time to have extended holidays. These retired travellers enjoy going on cruise ships as well as road trips around Australia. They also have friends and families around Australia so they tend to travel together.

DEMOGRAPHICS

40k+

HH INCOME

50+

YEARS OLD



LOCATION

Capital Cities –
Suburban/Regional

LIFE STAGE

Older Couples, Elderly Singles &
Elderly Couples

CAR OWNERSHIP



Passenger



Premium

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE

6%