



RUGBY LEAGUE FANS

— DAY IN THE LIFE OF

5.30am Wake up with a coffee and quickly get ready to head off to the job site



10.00am
Tools down, morning tea and scroll through wwos.com.au for highlights on *Friday Night Footy*

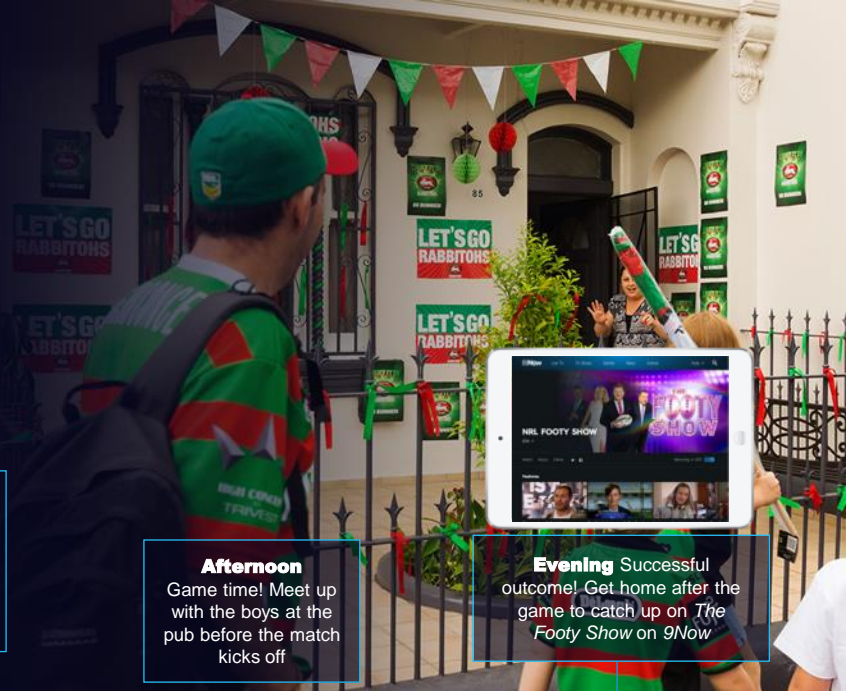


Lunchtime
Log in to the Sportsbet app to place a bet after seeing the odds on wwos.com.au

Afternoon
Game time! Meet up with the boys at the pub before the match kicks off



Evening Successful outcome! Get home after the game to catch up on *The Footy Show* on 9Now



Rugby League Fans are predominantly males living in QLD and NSW. They are typically working as tradespeople and are affiliated to their team. Living in working-class areas of Sydney and Brisbane, they are avid watchers of *The Footy Show* and live games. They typically bet on games every weekend and gather information on their betting based on all news relating to their team and who they are playing weekly. Their main grocery buy is centred around alcohol with cases of beer being their primary purchase. They are also fast food consumers having their takeaway meals home-delivered on game day.

DEMOGRAPHICS

60k+ **21-70**
HH INCOME YEARS OLD



LOCATION QLD, NSW, Melbourne

LIFE STAGE All stages

NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE 6%