



RUGBY LEAGUE FANS

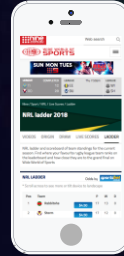
— DAY IN THE LIFE OF

5.30am - Wakes up with a coffee and quickly gets ready to head off to the job site.



10am - Tools down, morning tea and scrolls through www.nine.com.au for highlights on Friday Night Footy.

Lunchtime – Logs onto the Sportsbet app to place a bet after seeing the odds on www.nine.com.au.



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



Evening - Successful outcome! Gets 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 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+

HH INCOME

21-70

YEARS OLD



LOCATION

QLD, NSW & Melbourne

LIFE STAGE

All Stages

CAR OWNERSHIP



Passenger



SUV



Utes & Commercial



Sports

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE

6%