

Nine

YOUNG MUMS

— DAY IN THE LIFE OF



5.30am Have a quick cup of coffee while watching *Today*



Travelling to work
Drop the kids off at daycare then off to work – Browse *9Honey* for mum tips on the bus to work

Lunchtime
Stock up on nappies & other supplies at the local supermarket



Journey Home Pick up the kids from daycare and check *9Kitchen* for recipe ideas for the family



Evening Prep dinner for the family while the kids are watching *Scooby Doo* on *9Now*

Young Mums are typically in their 20s and 30s with children under 5 years. They are either stay-at-home mums or work part-time. They are heavy consumers of Nine content (in particular *9Honey*) as they're always on the lookout for useful tips and what other mums are doing. As main Grocery Buyers, this group spends on baby food and nappies, and tend to buy in bulk so that their pantry is stocked in case of emergencies to feed their hungry family. Grocery buys include: small size packages and healthy eating options such as 'low fat'.

DEMOGRAPHICS

90k+ **25-40**
HH INCOME YEARS OLD



LOCATION Capital Cities and Regional Suburbs

LIFE STAGE Young Families

NINE AUDIENCE SITES



9NOW SHOWS



ellen

NINE AUDIENCE 13%