

# Build

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The 'Build' section is dedicated to consumers and investors looking to build their dream home - whether it's a new apartment, land estate, home design or house and land package. It attracts over 125,000 unique browsers each month\*.

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## Key Facts

Four key sections - New Home Design, New House and Land, New Land Estates, New Apartments  
 69% aged 25-39^  
 53% have Household Income over \$50,000 per annum^

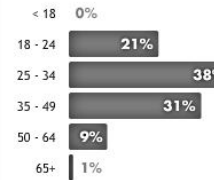
## Key Monthly Statistics\*

	New Home Design	New House and Land	New Land Estates	New Apartments
Unique browsers	56,357	77,210	76,088	98,399
Page impressions	430,916	937,237	558,122	428,448
User sessions	67,721	100,326	94,729	116,014
Frequency	1.20	1.30	1.24	1.18
Average user session duration (mins)	3:20	4:51	4:00	2:28

## Gender^



## Age^



## Lifecycle^



## Household income^

< \$32,000	6%
\$32,000 to \$49,000	15%
\$50,000 to \$69,000	18%
\$70,000 to \$99,000	24%
\$100,000 to \$149,000	19%
\$150,000 to \$199,000	6%
> \$200,000	4%
Don't know	2%
Decline to answer	6%

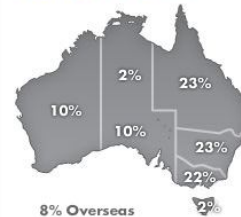
## Work status^

Full time work	71%
Part time work	8%
Not employed / Looking for work	3%
Self employed	5%
Full time student	4%
Retired	3%
Household duties	5%
Other	1%

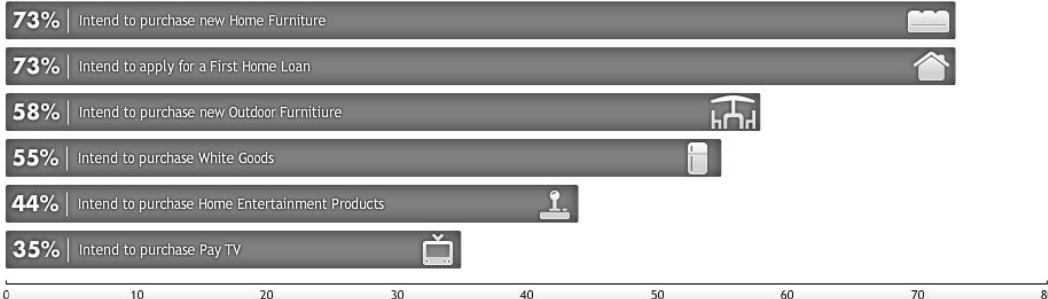
## Occupation^

Manager	20%
Professional	29%
Technical / Trade worker	6%
Community / Personal service	3%
Clerical / Administrative worker	15%
Sales worker	6%
Machinery operator / Driver	3%
Labourer	1%
None of the above	17%

## Geographic location^



## Purchase intent within next 12 months^ More likely than the general population to purchase



^ | realestate.com.au Buyer Intention Survey, January 2009

\* | Nielsen Online, Site Census, March 2009