

Buy

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The "Buy" section of realestate.com.au is Australia's largest online classifieds directory of properties for sale - attracting over 3.8million* unique browsers per month. A visitor to the site spends 10.27 mins* on average looking through the section, giving you opportunity to engage them in this information seeking mindset.

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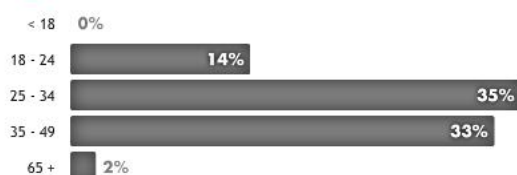
Key Facts

Over 3.8 million visitors each month*
 67% work full time^
 39% have a household income over \$100k per annum^

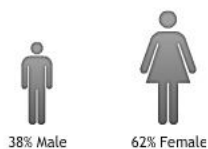
Key Monthly Statistics*

3.8M Unique Browsers	409M Page Impressions	3.29 Frequency	12.5M User sessions	10:27mins Average User Session Duration
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Age^



Gender^



Consumer Behaviour^

Visit the site a few times a week or everyday	63%
Are first home buyers	32%
Intend to move within 6 months	44%

Lifecycle^



Household income^

Less than \$32,000	4%
\$32,000 to \$49,000	10%
\$50,000 to \$69,000	15%
\$70,000 to \$99,000	22%
\$100,000 to \$149,000	23%
\$150,000 to \$199,000	9%
More than \$200,000	7%
Don't know	2%
Decline to answer	8%

Employment Status^

Full time work	67%
Part time work	11%
Not employed / looking for work	2%
Self employed	8%
Retired	4%
Household duties	6%
Other	1%

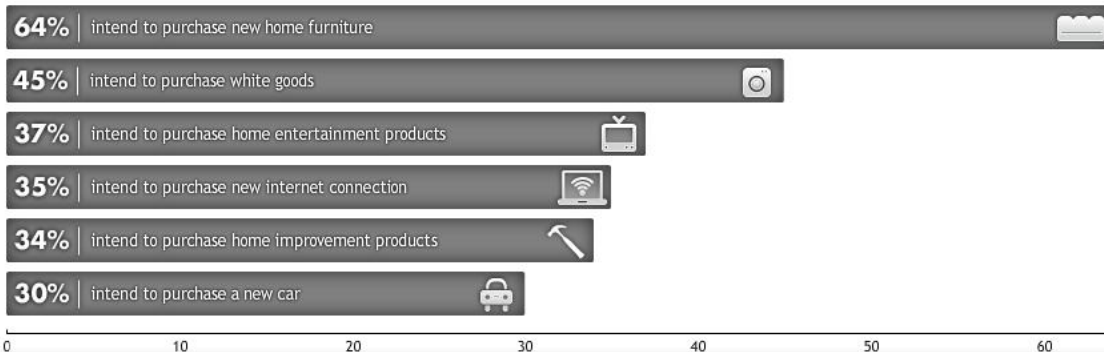
Occupation^

Manager	17%
Professional	28%
Technical / Trade worker	6%
Community / Personal Service	3%
Clerical / Administrative worker	17%
Sales worker	2%
Machinery Operator / Driver	8%
Labourer	1%
None of the above	18%

Geographic Location^



Purchase Intent within next 12 months^



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

* | Nielsen Online, Site Census, March 2009