

Commercial Property

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Key Facts

Over 135,000 visitors per month*
 44% have Household Income over \$100,000^
 80% work full time or are self employed^

Key Monthly Statistics*

136,242 Unique browsers	3.6M Page impressions	1.91 Frequency	260,040 User sessions	10:45min Average user session duration
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Lifecycle^



Gender^



Household income^

< \$32,000	6%
\$32,000 to \$49,000	7%
\$50,000 to \$69,000	14%
\$70,000 to \$99,000	17%
\$100,000 to \$149,000	22%
\$150,000 to \$199,000	9%
> \$200,000	13%
Don't know	2%
Decline to answer	10%

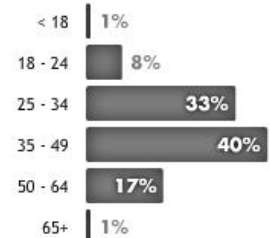
Work status^

Full time work	51%
Part time work	7%
Not employed / Looking for work	5%
Self employed	29%
Full time student	2%
Retired	2%
Household duties	3%
Other	1%

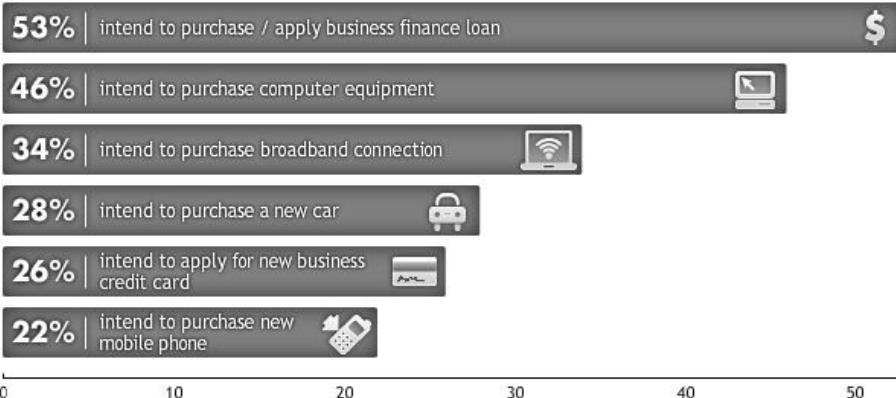
Occupation^

Manager	29%
Professional	24%
Technical / Trade worker	8%
Community / Personal service	2%
Clerical / Administrative worker	8%
Sales worker	11%
Machinery operator / Driver	2%
Labourer	1%
None of the above	15%

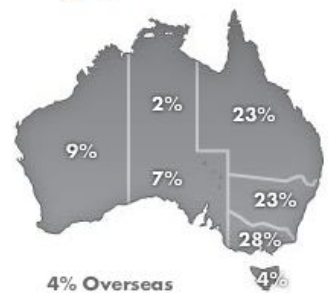
Age^



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



Geographic location^



+ | Nielsen Online, Market Intelligence, total traffic for audited sites, March 2009

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