

Renovate

Visit the Renovate section of realestate.com.au ▶

The 'Renovate' section of realestate.com.au provides home renovators and aspiring designers with renovation ideas, trends, suppliers, products and services. It's a one-stop-site for everything renovation! Plus, it attracts over 198,000* unique browsers each month.

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Key Facts

- Over 198,000 unique browsers each month*
- 35% couples with no children^
- 57% have household income over \$70,000^

Key Monthly Statistics*

| | | | |
|-----------------------------------|------------------------------------|---------------------------------|--|
| 198,417 Unique browsers | 541,575 Page impressions | 221,309 User sessions | 1:46mins Average user session duration |
|-----------------------------------|------------------------------------|---------------------------------|--|

Competitor comparison total unique browsers domestic*

| | |
|----------------------------|----------------|
| renovate.realestate.com.au | 284,052 |
| notebookmagazine.com | 135,491 |
| lifestyle.ninemsn.com.au | 119,892 |
| ourhouse.ninemsn.com.au | 96,584 |
| lifestylechannel.com.au | 53,417 |
| completehome.com.au | 31,132 |

Gender^



Lifecycle^



Household income^

| | |
|------------------------|-----|
| < \$32,000 | 5% |
| \$32,000 to \$49,000 | 11% |
| \$50,000 to \$69,000 | 14% |
| \$70,000 to \$99,000 | 23% |
| \$100,000 to \$149,000 | 21% |
| \$150,000 to \$199,000 | 8% |
| > \$200,000 | 5% |
| Don't know | 3% |
| Decline to answer | 10% |

Work status^

| | |
|---------------------------------|-----|
| Full time work | 56% |
| Part time work | 16% |
| Not employed / Looking for work | 4% |
| Self employed | 9% |
| Full time student | 2% |
| Retired | 5% |
| Household duties | 7% |
| Other | 1% |

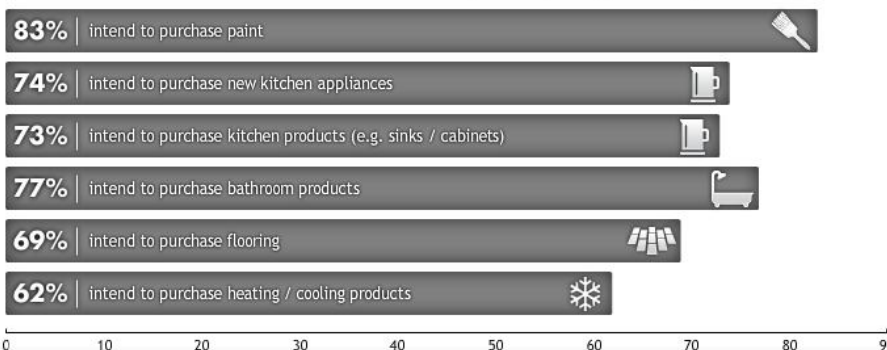
Occupation^

| | |
|----------------------------------|-----|
| Manager | 12% |
| Professional | 30% |
| Technical / Trade worker | 7% |
| Community / Personal service | 3% |
| Clerical / Administrative worker | 18% |
| Sales worker | 10% |
| Machinery operator / Driver | 2% |
| Labourer | 0% |
| None of the above | 18% |

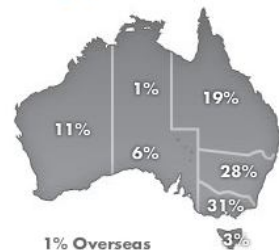
Age^

| | |
|---------|-----|
| < 18 | 2% |
| 18 - 24 | 14% |
| 25 - 34 | 29% |
| 35 - 49 | 39% |
| 50 - 64 | 13% |
| 65+ | 3% |

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



Geographic location^



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

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

* | Nielsen Online, Site Census, March 2009