

Rent

Visit the Rent section of realestate.com.au ▶

The 'Rent' section attracts Australia's largest audience looking for rental properties - attracting over 1.5million* unique browsers each month. The average visitor spends 10:19 minutes searching the site, providing a unique opportunity to engage this audience.

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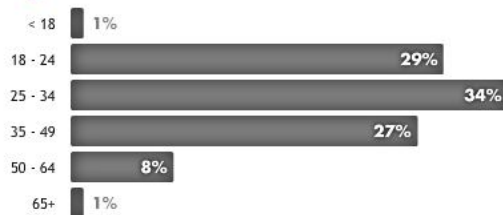
Key Facts

Over 1.6 million visitors per month*
 63% aged between 18 - 34^
 40% have a household income over \$70K per annum^

Key Monthly Statistics*

1.5M Unique browsers	94M Page impressions	2.62 Frequency	3.9M User sessions	10:19mins Average user session duration
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Age^



Gender^



Consumer Behaviour^

Are the main grocery buyer	73%
Intend to move within 3 months	70%
Visit the site a few times a week or every day	63%

Lifecycle^



Household income^

< \$32,000	15%
\$32,000 to \$49,000	18%
\$50,000 to \$69,000	17%
\$70,000 to \$99,000	18%
\$100,000 to \$149,000	14%
\$150,000 to \$199,000	5%
> \$200,000	3%
Don't know	4%
Decline to answer	6%

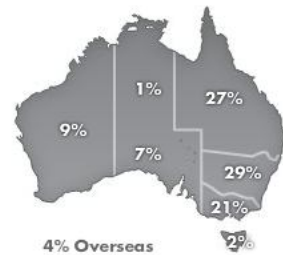
Work status^

Full time work	57%
Part time work	13%
Not employed / Looking for work	5%
Self employed	5%
Full time student	7%
Retired	2%
Household duties	9%
Other	3%

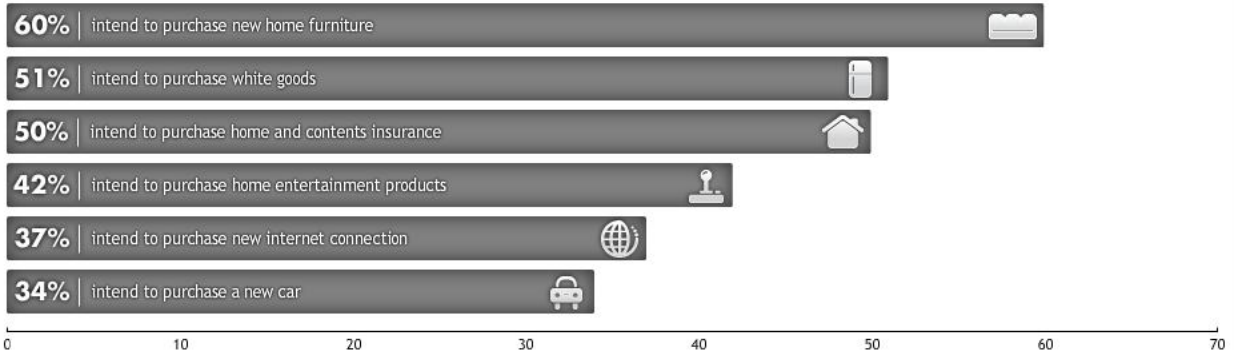
Occupation^

Manager	12%
Professional	21%
Technical / Trade worker	5%
Community / Personal service	3%
Clerical / Administrative worker	17%
Sales worker	8%
Machinery operator / Driver	2%
Labourer	2%
None of the above	30%

Geographic location^



Purchase intent^ More likely than the general population to purchase



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

* | Nielsen Online, Site Census, March 2009