

Retire

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The 'Retire' section of realestate.com.au is Australia's No.1 website for retirement property and living options. It attracts over 40,000* information seeking retirees each month.

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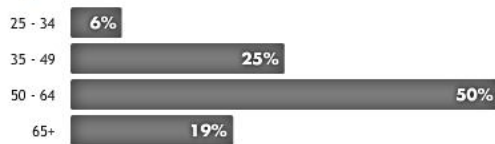
Key Facts

Over 40,000 visitors per month*
 57% have a Household Income over \$50,000^
 71% Intend to purchase new home furniture^

Key Monthly Statistics*

40,295 Unique browsers	128,156 Page impressions	1.10 Frequency	44,455 User sessions	1:29 min Average user session duration
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Age^



Gender^



Consumer Behaviour^

Find technology makes life easier	73%
More likely to be heavy internet users as compared to general population	21%
Check the internet before booking a holiday	86%

Lifecycle^



Household income^

< \$32,000	17%
\$32,000 to \$49,000	19%
\$50,000 to \$69,000	13%
\$70,000 to \$99,000	25%
\$100,000 to \$149,000	10%
\$150,000 to \$199,000	7%
> \$200,000	2%
Don't know	0%
Decline to answer	7%

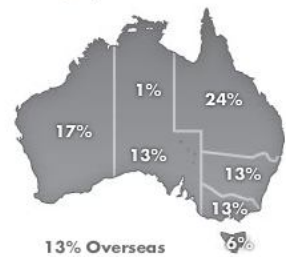
Work status^

Full time work	57%
Part time work	0%
Not employed / Looking for work	6%
Self employed	13%
Full time student	0%
Retired	19%
Household duties	0%
Other	5%

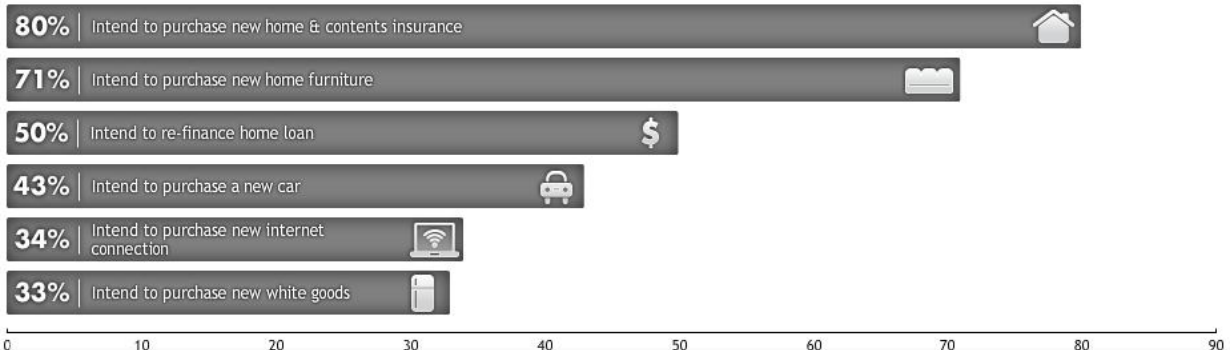
Occupation^

Manager	28%
Professional	11%
Technical / Trade worker	11%
Community / Personal service	0%
Clerical / Administrative worker	17%
Sales worker	11%
Machinery operator / Driver	6%
Labourer	6%
None of the above	10%

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