

# Share

Visit the Share section of realestate.com.au ▶

The "Share" section of realestate.com.au is dedicated to homeowners or renters who are searching for a house mate. It allows them to post a "find a flatmate" advertisement in the "Share" section of realestate.com.au. The section attracts over 135,000\* unique browsers per month.

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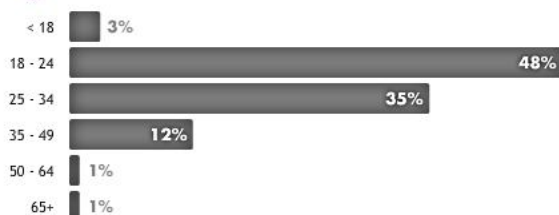
## Key Facts

Over 135,000 visitors per month\*  
 48% aged between 18 - 24^  
 70% intend to purchase new home furniture^

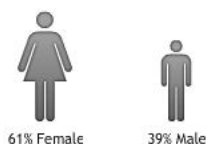
## Key Monthly Statistics\*

<b>139,910</b> Unique browsers	<b>2.5M</b> Page impressions	<b>1.71</b> Frequency	<b>233,623</b> User sessions	<b>6:56 mins</b> Average user session duration
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## Age^



## Gender^



## Consumer Behaviour^

Visit the site a few times a week or every day	48%
Have been looking for a share property for under 3 months	71%
Intend to move within 3 months	75%

## Lifecycle^



## Household income^

< \$32,000	25%
\$32,000 to \$49,000	21%
\$50,000 to \$69,000	14%
\$70,000 to \$99,000	11%
\$100,000 to \$149,000	10%
\$150,000 to \$199,000	2%
> \$200,000	3%
Don't know	9%
Decline to answer	6%

## Work status^

Full time work	54%
Part time work	13%
Not employed / Looking for work	6%
Self employed	4%
Full time student	18%
Retired	1%
Household duties	1%
Other	3%

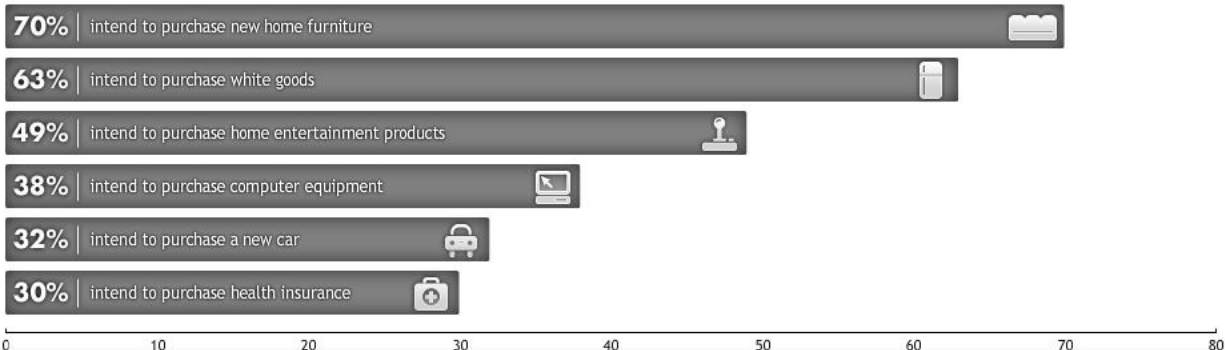
## Occupation^

Manager	9%
Professional	24%
Technical / Trade worker	5%
Community / Personal service	5%
Clerical / Administrative worker	13%
Sales worker	12%
Machinery operator / Driver	2%
Labourer	4%
None of the above	26%

## Geographic location^



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



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

\* | Nielsen Online, Site Census, March 2009