PROPERTY PATH TO PURCHASE

realestateview.com.au

RESEARCH METHODOLOGY

Key Objectives

Understand REV **brand awareness** vs competitors.

Understand **time spent** in each stage of the real estate purchase journey

Identify different **media sources recalled**, used and trusted

Analyse data **by region** and different subscriber base for editorial opportunities

Survey Distribution

Survey distributed to REV and ACM subscribers

Total Responses: 1,612

Dreaming
Thinking of Buy N12M

First phase where consumers think about buying real estate.

Not actively researching.

Considering
Intending to Buy N12M

Second phase in which buyers start looking.

Accumulating ideas and selecting criteria for purchase decision.

Active
Intending to Buy N12M

Third phase where buyers narrow down choices by attending inspections and seeking finance approval.

Purchased
Has purchased property

Final stage in the purchase journey in which buyers purchase the desired property.

Selling
Process of selling property

People currently selling and promoting their property.

Sold
Has sold property

People who have sold their property and the marketing choices they made to help sell.

Questionnaire Design: The online questionnaire with multiple purchase paths

ACM realestate view

RESEARCH METHODOLOGY

In September, realestateview.com.au spent a three week period recruiting those active in the property market to complete their path to purchase online research survey. This survey was first completed in late 2020.

Panels & databases used:

Panel	Sent	Responses	% of sample
REV Subscribers	260,000	786	49%
Chi² CrackerJack panel - Agricultural	5,491	169	10%
Chi² CrackerJack panel - Regional	4,507	151	9%
Chi² CrackerJack panel - Metro	937	73	4%
ACM Digital Subscribers	-	114	7%
ACM Facebook	-	318	19%
Total	**270,935**	**1,612**	**100%**
Chi² CJ panel (Ag, Regional, Metro)	**10,935**	**394**	**24%**

Final Sample:

Purchase phase	Sample	% of Total
Dreaming	323	20%
Considering	270	17%
Active	415	26%
Purchased	394	24%
Selling	119	7%
Sold	91	6%
Total	**1,612**	**100%**

RESEARCH: TOP 3 EFFECTIVE MEDIA SOURCES

Real estate portals - most effective source at **all stages of the search journey.**
Print more effective than online in early stages. Online more effective in the searching stages.

Dreaming

- **Print – ad & editorial : 161**
- Online - ad & editorial : 146
- Real estate agent website: 139

Print 61% more effective than **online 46%** in Dreaming stage.

Considering

- Real Estate Portals : 240
- Print – ad & editorial : 181
- **Online - ad & editorial : 147**

Portals and print are strong in the consideration phase while **online ads** are still **47% more likely** to be used than other media.

Active

- **Real Estate Portals : 281**
- Real estate agent website: 160
- Online - ad & editorial : 149

Real estate portals are nearly **3 times** more likely to be used in the **active phase.**

Thinking about the information you have found to date, which of the following do you recall using or gaining information from?

RESEARCH: THE PATH TO PURCHASE

Less time spent in **Dreaming. More considering**, **Actively** looking and **Purchasing** property.

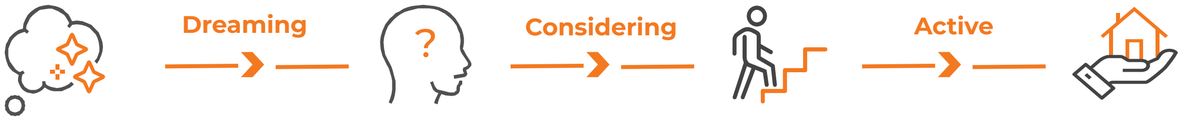
Dreaming → **Considering** → **Active** → **Purchase**

Dreaming	Considering	Active	Purchase
7.3 months	**7.3** months	**7.5** months	**6.9** months
(-0.2 mths from 2020)	(+1.3 mths from 2020)	(+3.8 mths from 2020)	(+4.5 mths from 2020)

TOTAL LENGTH OF 2022 JOURNEY: 29.0 (2020 19.6)MONTHS

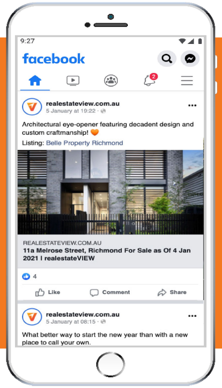
TOTAL TIME SPENT 2022
SEARCHING: 14.8 MONTHS

REALESTATEVIEW.COM.AU | PROPERTY MARKETING SOLUTIONS

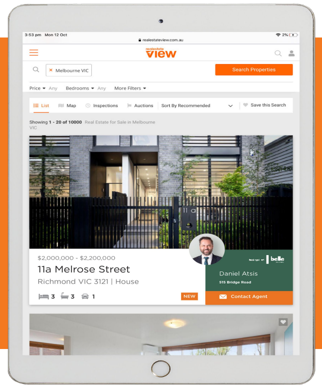


PRINT & ONLINE

DIGITAL



LISTING



With the property journey now taking on average 29 months, using multiple types of media will help move people into the active phase of the buyer journey and help properties sell quickly.

KEY FINDINGS

The realestateview.com.au brand has increased brand awareness across the board with a 22% increase overall since late 2020. Realestateview.com.au also scored highest on the trust index.

The total time within the search component of the journey has increased by five months. This is not surprising with the decrease in consumer confidence and rising interest rates and cost of living.

The use of multiple media sources results in a 20% increase in buyers within the active stage of the path to purchase.

A combination of media types, the best way to move through the phases, with print most effective during the dreaming stage, online within the considering stage and property portal within the active stage - this highlights the need for our triple play package.

APPENDIX

RESPONDENT DEMOGRAPHICS

Panel and Database	%
Total REV	49%
Total ACM* (Digital & Facebook)	27%
Total CJ Panel	24%
Total	**100%**

*Note: ACM = ACM Digital Subscribers + ACM Facebook users

Gender	%
Male	42%
Female	58%
Gender non-specific	1%
Total	**100%**

Location	%
METRO/Capital city (within 30km)	35%
Regional	65%
Total	**100%**

Age	%
24 years and under	2%
25 - 34 years	15%
35 - 44 years	21%
54 - 54 years	19%
55 - 64 years	22%
65 years & older	19%
Total	**100%**

Household Composition	%
Single living alone	17%
Couple, with no kids <18yrs	38%
Couple, with kids at home <18yrs	27%
Single parent with kids <18yrs	4%
Adult share household	10%
Other	4%
Total	**100%**

Household Income - GROSS p.a.	%
Less than $50,000	11%
$50 - $80,000	15%
$81 - $100,000	12%
$101 - $150,000	20%
$151 - $200,000	15%
Over $200,000	15%
Total	**100%**