

**iab.**  
australia



THURSDAY 15 OCTOBER  
11 AM - 12 PM

# ON THE MOVE

REAL ESTATE MEDIA  
AND MARKETING



# Increased time spent on home related online content

Year on year changes in total online time spent - Jan-Aug 2019 v Jan-Aug 2020



## Real estate\*

**+20%**

Real estate, sections  
of news sites



## Food and cooking

**+8%**

Recipes  
Take-away home  
delivery  
Pre-prepared meal  
kits



## Home and garden

**+53%**

Hardware  
Furniture  
Home décor



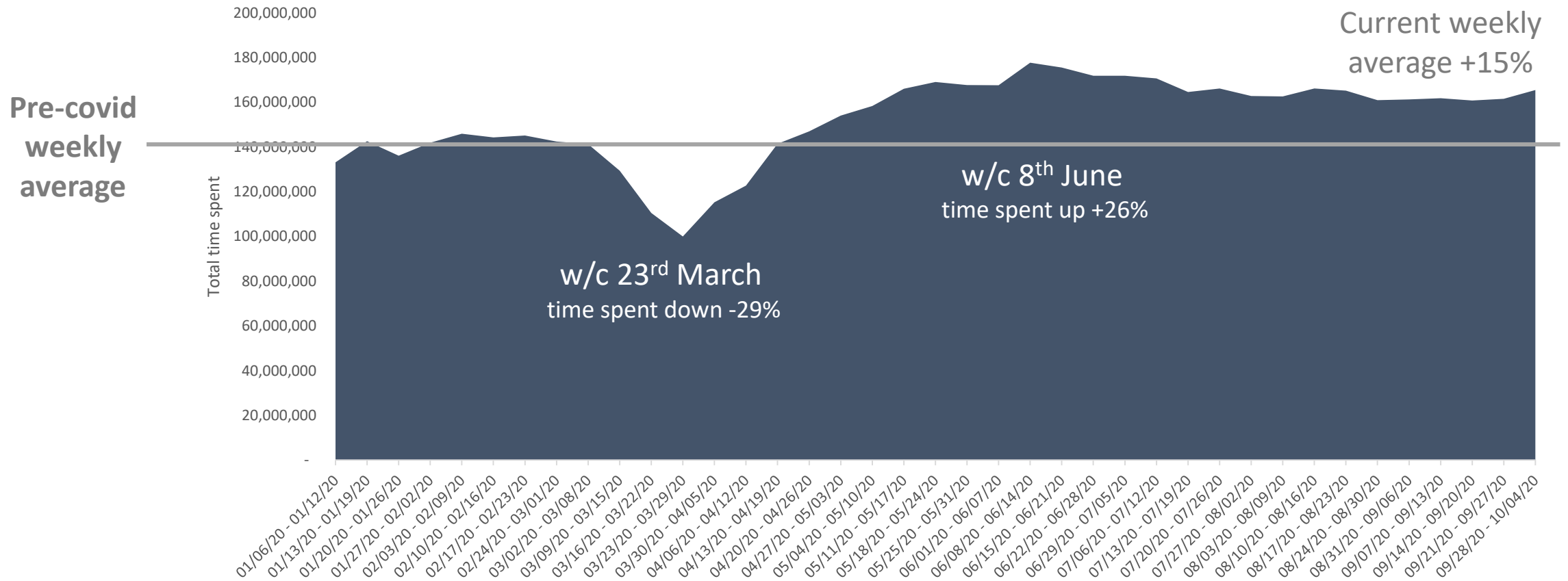
## Pets and animal care

**+31%**

Pet shops  
Rescue  
Pet food & products

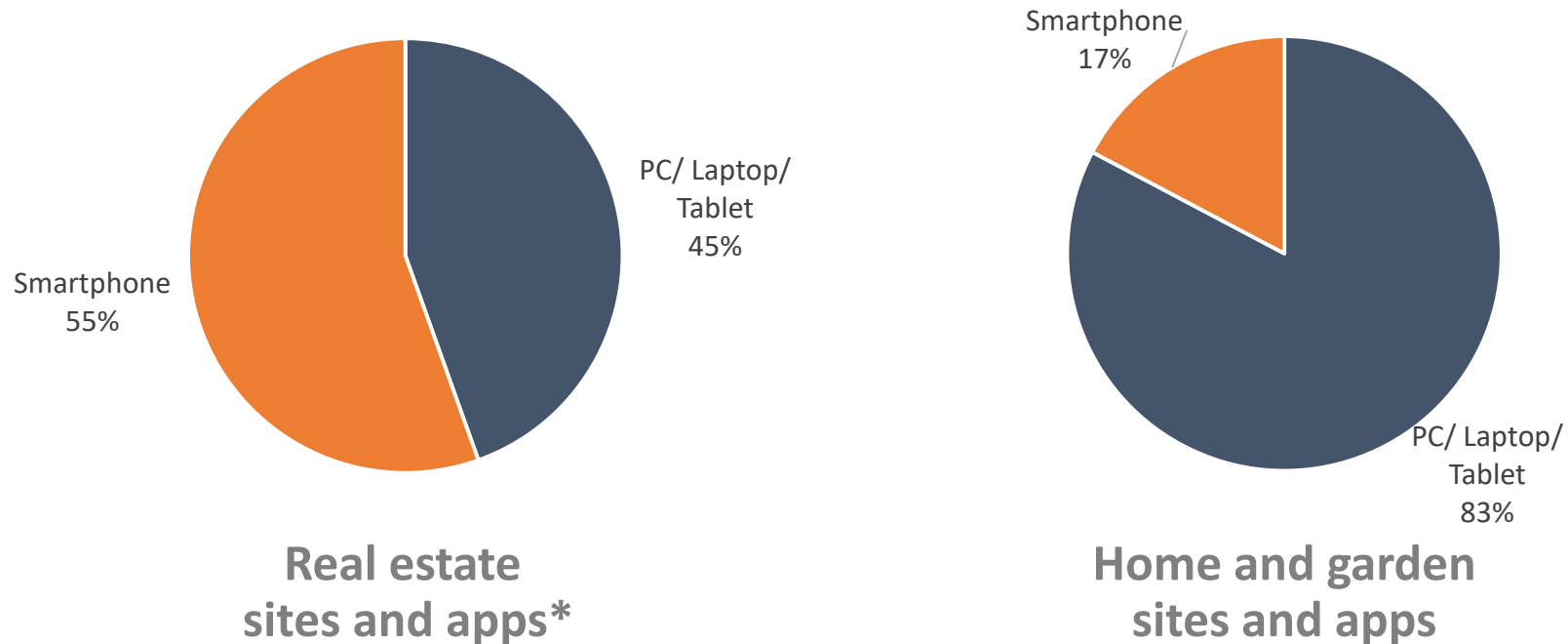
# Highs and lows in weekly time spent with real estate sites and apps this calendar year

Weekly total time spent with real estate sites and apps



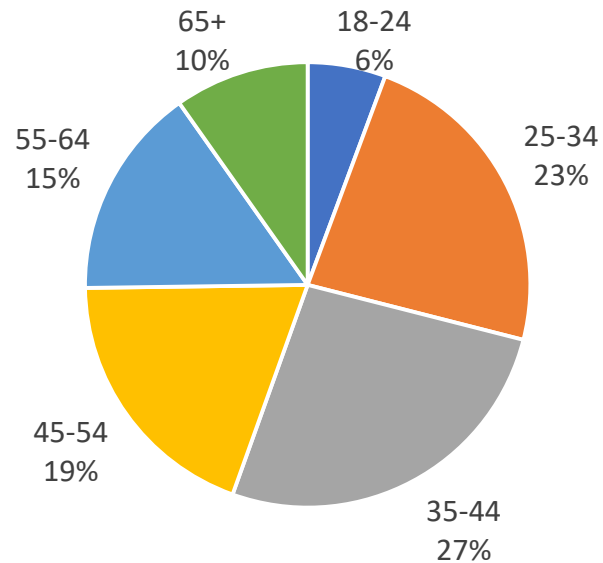
# Time spent divided over Smartphone and desktop for online real estate

Share of time spent by device August 2020

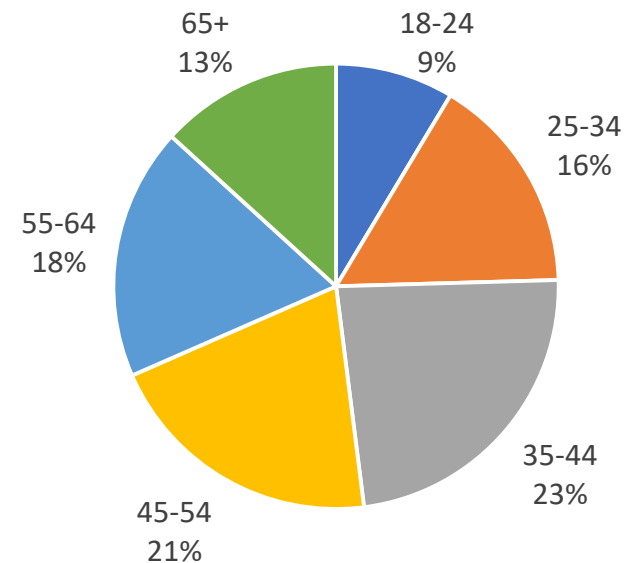


# Half of all time spent with online real estate sites and apps is spent by 25-44's.

Share of time spent by age August 2020



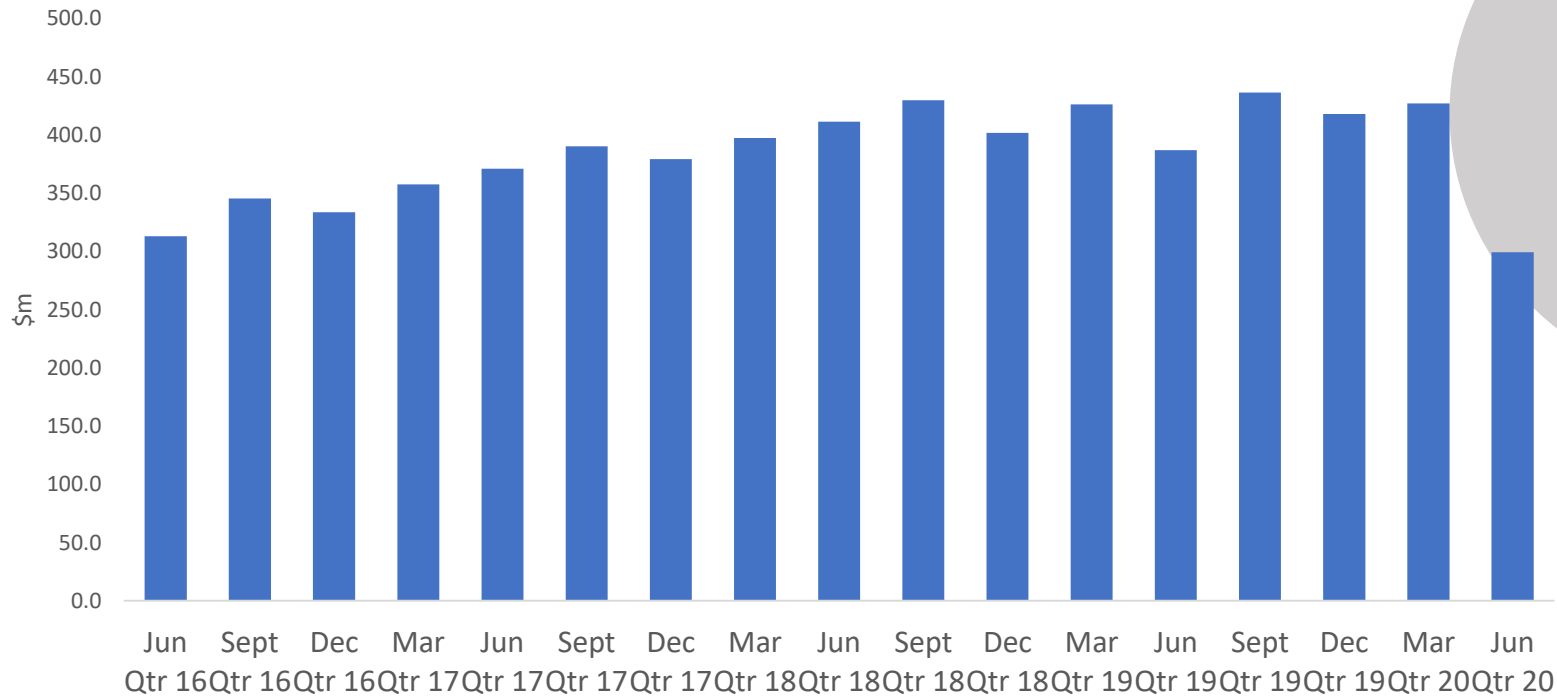
Real estate sites and apps\*



Home and garden sites and apps

# Online classifieds ad expenditure in FY20 reflects falls in consumer sentiment, down -4% year on year

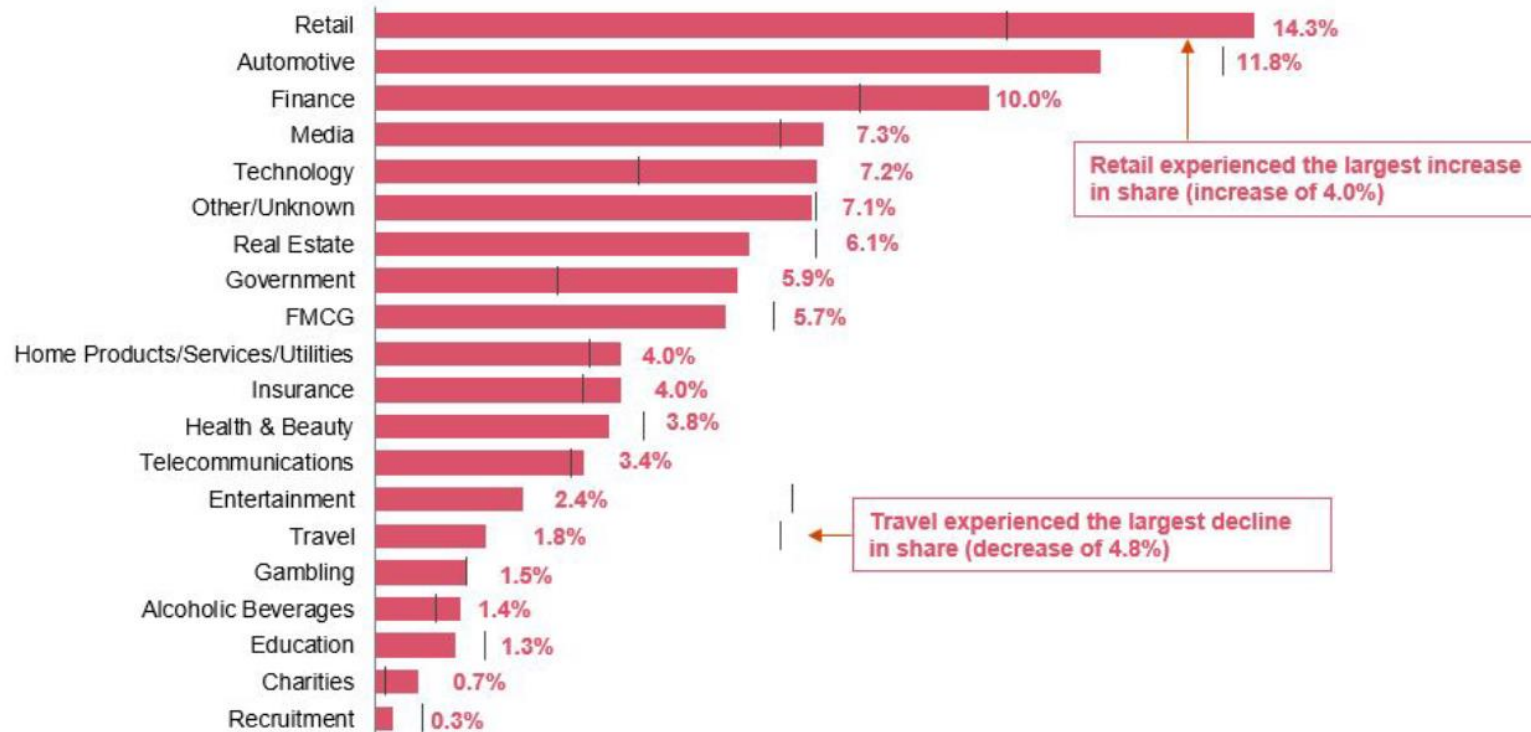
Classifieds Online Advertising Expenditure by Quarter



**\$1.6bn**  
spent on  
online  
classifieds in  
FY20

# Real estate share of display expenditure has fallen year on year

General Display – Industry category share, June quarter 2020 compared to March quarter 2020



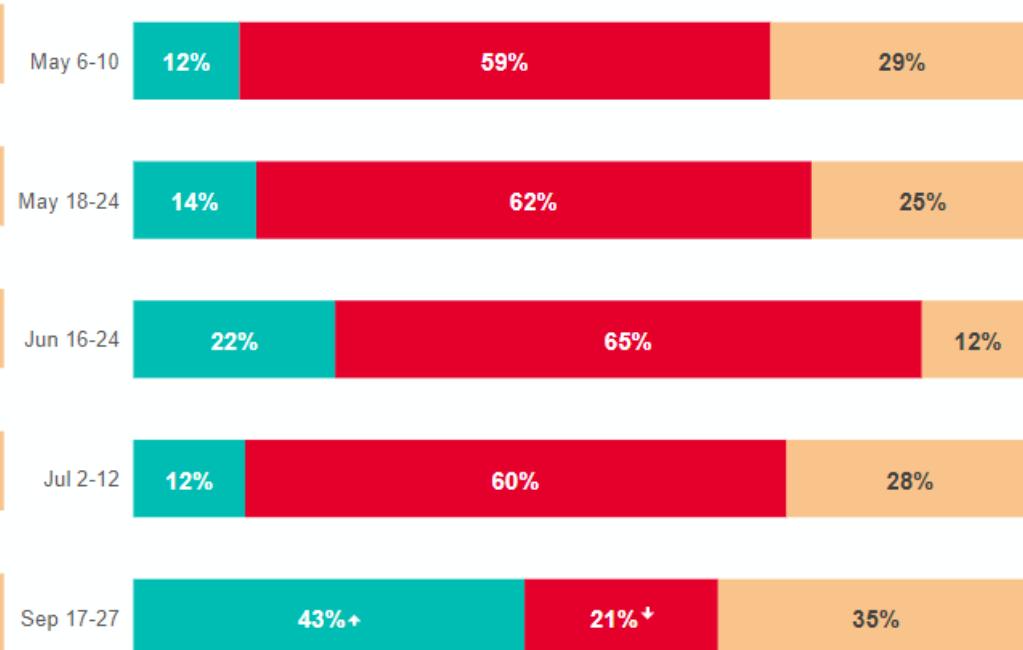
■ General Display industry category shares in the June 2020 Quarter  
 | General Display industry category shares in the March 2020 Quarter

# GOOD TIME TO SELL?

**Do you think now is a good time to sell your property?** *(Property owner)*



**Do you think now is a good time to sell property in general?** *(Do not own property)*



■ Good time  
■ Not a good time  
■ Don't know

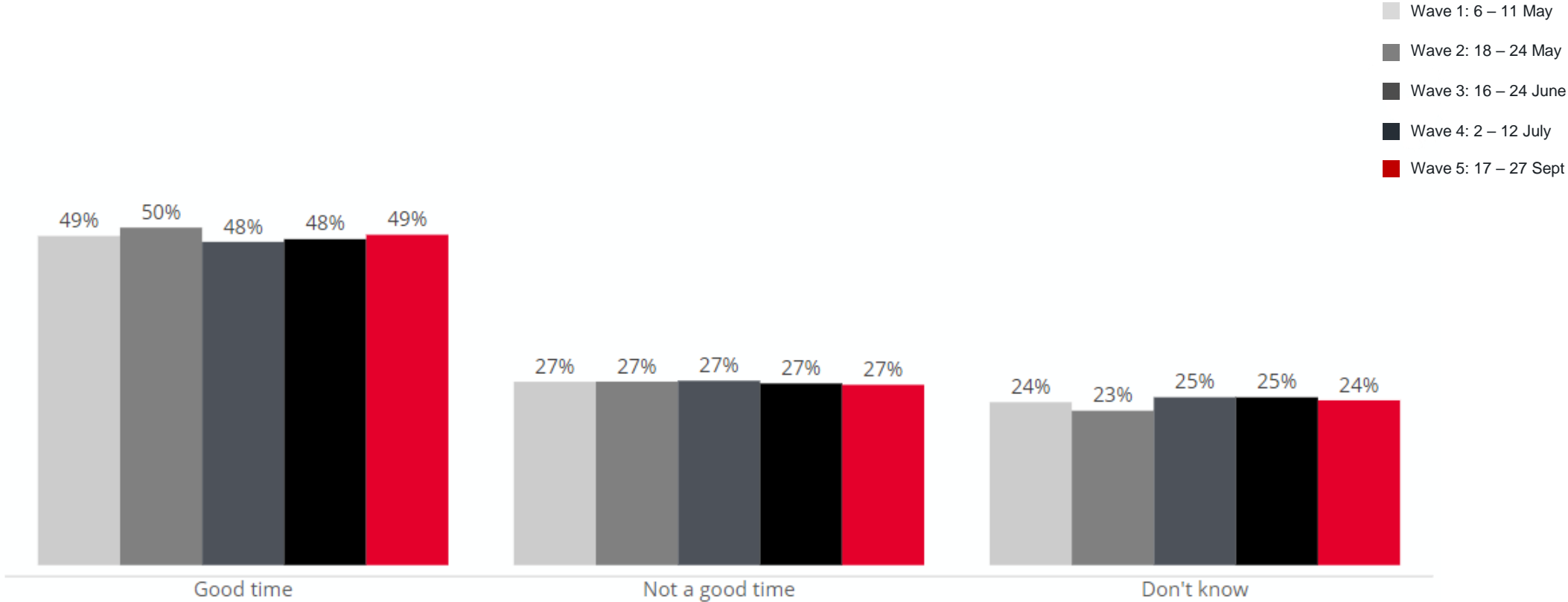
Q3a1. Do you think now is/would be a good time to sell your property? SINGLE RESPONSE WA and Latest\_week Property Owners (n=71)

Q3a2. Do you think now is a good time to sell property? SINGLE RESPONSE WA and Latest\_week Don't own property (n=33)





# GOOD TIME TO BUY?



Q5a. Do you think now is a good time to buy a property? SINGLE RESPONSE Latest\_week (n=2139)



# WHERE LOOKING TO BUY (new question)

consumers looking to Buy

## Distance from home considering buying in

