

Discover your edge

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Realestate.com.au still leads with 4.5m visitors vs 3.2m for Domain – but 2.2m Australians use both

Nearly three in 10 Australians (14+) access either Domain or Realestate.com.au via website or app—including one in nine who house-hunt on both, Roy Morgan Research shows.

In the 12 months to March 2016, 5.5 million Australians (28%) visited one or both of the country's two dominant property listings sites in an average four weeks: around 4.5 million visit category leader Realestate.com.au and 3.2 million visit Domain, via website or app.

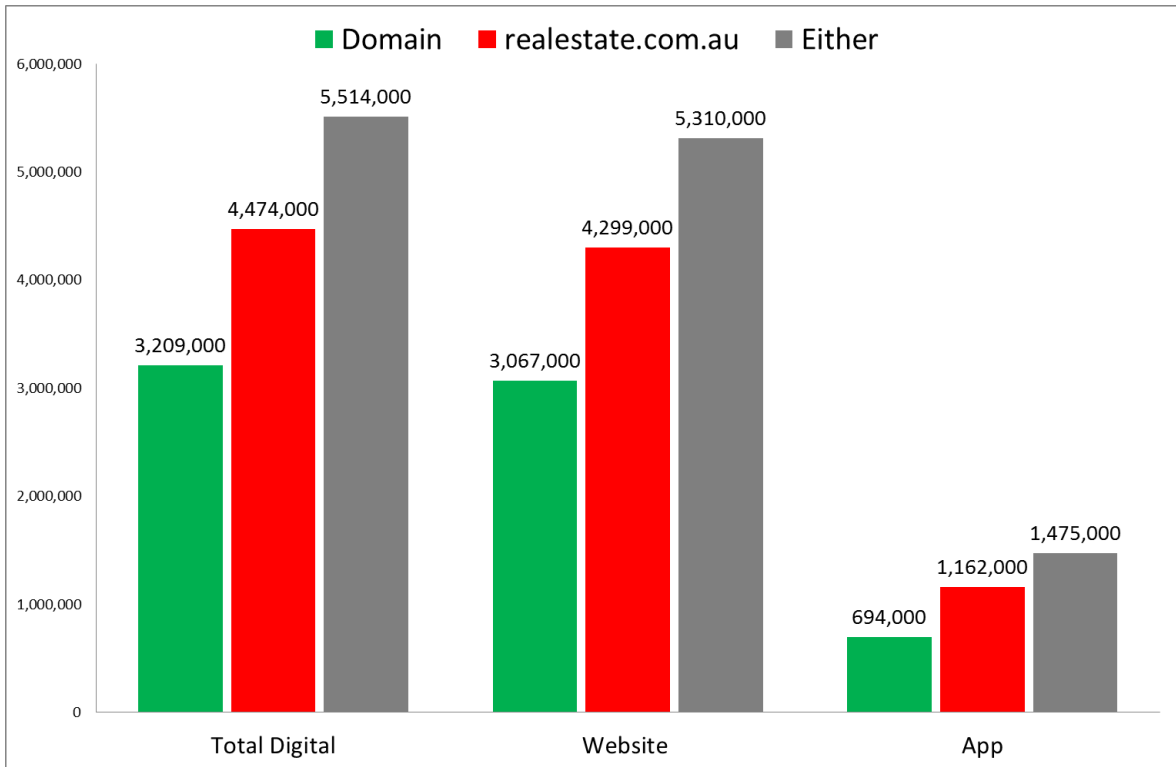
Almost 2.2 million Australians (11%) access both property sites—39% of the combined property audience. The overlap is equivalent to nearly half of Realestate's audience also going to Domain (48%), and over two-thirds of Domain's audience also visiting Realestate.com.au (68%) during the same four-week period.

Website visitation accounts for over 95% of each's total digital audiences. The Realestate.com.au website gets 4.3 million visitors in an average four weeks, ahead of almost 3.1 million for Domain.

Overall, a combined 1.5 million Australians use the app for either or both, including 1.2 million tapping into Realestate.com.au and 700,000 into Domain on their mobiles or tablets.

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Audiences in an average four weeks to Real Estate websites and apps



Source: Roy Morgan Single Source, April 2015 – March 2016, sample n = 50,392 Australians 14+

Michele Levine – CEO, Roy Morgan Research, says:

“Australia’s two most-used property listings sites have long battled for supremacy, culminating in legal disputes over who exactly can claim to be ‘Number 1’ using various definitions.

“Almost four in 10 house-hunters check out both sites, but our multi-platform media research shows that app users are more loyal than website visitors. Of the 1.5 million Australians who use either app, almost three-quarters use only one or the other, not both, in the same four-week measurement period.

“It’s clearly important for the two competitors, News Corp and Fairfax—and businesses advertising on the sites—to understand all the intersections of shared and unique audiences both within and between platforms, and pinpoint opportunities and areas of difference.

“Of the one million people who access Domain and not Realestate.com.au in a four-week period, over 30% are Mid-Life Households, aged 45-65 with no children under 16 still at home. For Realestate.com.au, a similar proportion of its 2.3 million exclusive audience is Young Parents, aged under 45 and with kids.

“These two segments obviously tend to have very different property-buying intentions—whether downsizing or upsizing, investment or first-home. [Roy Morgan Audiences](#) is the most accurate tool available for both media owners and advertisers to count and understand online audiences. Reach, frequency, impressions and clicks are all delivered twice daily with comprehensive visitor profiling connected to real-world, offline consumer research.”

To learn more about Roy Morgan’s media research, please call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.