



HOMES & LAND

READERSHIP SURVEY

CONDUCTED BY

PERSEUS
DEVELOPMENT
CORPORATION

In September and October of 2004, *Homes & Land* and the Perseus Development Corporation conducted a Readership Survey. Perseus specializes in implementing web-based surveys and providing customer feedback. Over 1,400 *Homes & Land Magazine* readers completed the on-line survey. The results provide valuable demographic and statistical data to *Homes & Land* advertisers. Most notable, home buyers and sellers look to *Homes & Land Magazine* as a valuable source of real estate information.

Survey Results

Gender	Percentage of sample answering
Male	50.4%
Female	49.6%

Age	Percentage of sample answering
Under 21	2.8%
21 - 25	8.0%
26 - 34	19.1%
35 - 44	26.2%
45 - 54	23.7%
55 - 64	15.5%
65 and over	4.7%

Household Income	Percentage of sample answering
Under \$49,999	29.9%
\$50,000 - \$99,000	46.9%
\$100,000 - \$200,000	19.8%
\$200,001 and over	3.4%

23.2% of Homes & Land readers have an income of over \$100,000 versus 15.1% of U.S. households.



Homes & Land is distributed across the U.S.

Region Currently Living	Percentage of sample answering
Northeast	21.5%
Mid Atlantic	6.6%
Southeast	34.5%
Midwest	9%
Mountain	3.0%
Southwest	10.2%
Pacific	15.2%

86.5% of readers are active buyers of real estate.

Are you purchasing real estate?	Percentage of sample answering
Yes	86.5%
No	13.5%

Note that almost 20% of readers will buy resort or retirement properties.

Type of Property	Percentage of sample answering
Primary Residence	65.4%
Secondary/ Vacation home	12.7%
Land	10.8%
Retirement	6.9%
Other	4.2%

Over 30% of readers plan to buy within 4 months – over 50% within 8 months!

When do you plan to purchase property?	Percentage of sample answering
1 - 4 Months	30.8%
5 - 8 Months	22.5%
9 - 12 Months	22.1%
One year or longer	24.6%

Agent's reputation or "personal brand" is most important to homebuyers.

When purchasing property, which factors most influence your selection of an agent?	Percentage of sample answering
Reputation of agent	36%
Agent's knowledge of area	57.1%
Agent referred by a friend	19.3%
Real estate company's reputation	33.6%
Used agent before	10%
Other	10%

55% of sellers have homes priced above the national median of \$188,500.

Value of the property you wish to sell	Percentage of sample answering
Under \$100,000	11.8%
\$100,000 - \$199,000	33.3%
\$200,000 - \$299,000	21.3%
\$300,000 - \$399,000	13.0%
\$400,000 - \$499,000	9.0%
\$500,000 - 1,000,000	9.2%
\$1,000,000 and over	2.5%

Agent's reputation or "personal brand" is important to sellers, as is the agent's marketing plan.

When selling property, which factors most influence your selection of an agent?	Percentage of sample answering
Agent's marketing plan	35.4%
Reputation of agent	37.5%
Agent's knowledge of area	32.1%
Agent referred by a friend	11.6%
Real estate company's reputation	33.7%
Used agent before	21.2%
Other	13.4%

Based on "Undecided" it is clear people need help with mortgages.

What type of mortgage will you be applying for?	Percentage of sample answering
Conventional	30.5%
FHA	4.0%
VA	5.9%
Paying Cash	9.1%
Undecided	36.8%
Not Applicable	13.6%

Homes & Land readers are actively shopping for ancillary products and services.

Major purchases you plan to make in the next 12 months	Percentage of sample answering
Appliances	27.4%
Electronics	23.7%
Furniture	33.2%
Carpet	13.0%
Curtains, drapes, or blinds	19.2%
Garden equipment	11.6%
Landscape services	10.8%
No Major purchases	42.4%

Homes & Land is preferred over other media for real estate information.

In your opinion, which of the following provides the best images and information about homes for sale?	Percentage of sample answering
Homes & Land Magazine	78.5%
Another real estate magazine	14.1%
Newspapers	12.2%
Internet	44.3%
Radio	0.5%
TV	3.8%
Other	4.2%

