

Meeting Challenging Times

The Nielsen Annual Real Estate Market Report – 2009

Despite the prevalent economic conditions, the Internet continues to grow as a medium for New Zealanders to buy and sell their homes. Having access to reliable, actionable data is the key for understanding the true impact of the Internet on the real estate market in New Zealand and making informed business decisions to meet the challenging times ahead.

Nielsen's Fourth Annual Real Estate Market Report shows the continued evolution of the New Zealand real estate market, providing in-depth analysis and insightful recommendations.

This Report will give subscriber companies an edge in the New Zealand market, to take best advantage of opportunities, by exploring such issues as:

- Key real estate information sources used by buyers, sellers and investors
- Perceptions of real estate brands and websites in the market place
- Usage of various media types for real estate research
- Market participation dynamics – number of buyers, sellers and the use of real estate agents compared to private sales
- When and where online real estate research is taking place
- Research of property reports online
- Year-on-year changes in the market, including changes in real estate media consumption, consumer brand perception, market dynamics and website satisfaction.

Report:

Subscribers to Nielsen's 2009 Annual Real Estate Market Report will receive key top-line results and learnings summary, along with a full report of all results, in-depth analysis, charts and graphs in powerpoint pdf (103 pages).

Key features

- Expert commentary and analysis on major trends, unlocking the power of the data assisting companies to navigate their way through the coming year
- Analysis of market dynamics, growth, and media usage trends with comparisons to historical data
- Perceptions of real estate brands – both online and offline
- Insight into online real estate research – where and when it takes place, and what innovative applications or resources users want to see on real estate websites
- Property information consumers are accessing online including market share by major report type
- Complimentary Market Intelligence data showing web traffic trends and demographic segmentation of website audiences.

Methodology:

The Nielsen Annual Real Estate Market Report is based on a site-intercept survey on New Zealand real estate websites conducted from April to June 2009, with a sample size of 1,206 respondents and a margin of error of approximately three percent.

What are others saying about the Nielsen Annual Real Estate Market Report?

"The Nielsen Real Estate Market Report is now firmly established as a critical part of business planning for realestate.co.nz. Its rich trend analysis assists in evaluating the growth and development of online as compared to traditional media. The annual report provides a valuable tool to analyse competitive performance in a far more qualitative perspective as well as providing rich insight into how the consumer judges your site."

– Alistair Helm - CEO, realestate.co.nz

"The Nielsen Real Estate Report provides us with valuable feedback that has led to direct improvements being implemented on the Trade Me Property platform."

– Brendon Skipper, Head of Property Trade Me Ltd

For more information about the report please contact Tony Boyte, Research Director, Online Division on 09 970 4143 or your Account Manager.