

BESPOKE SURVEYS

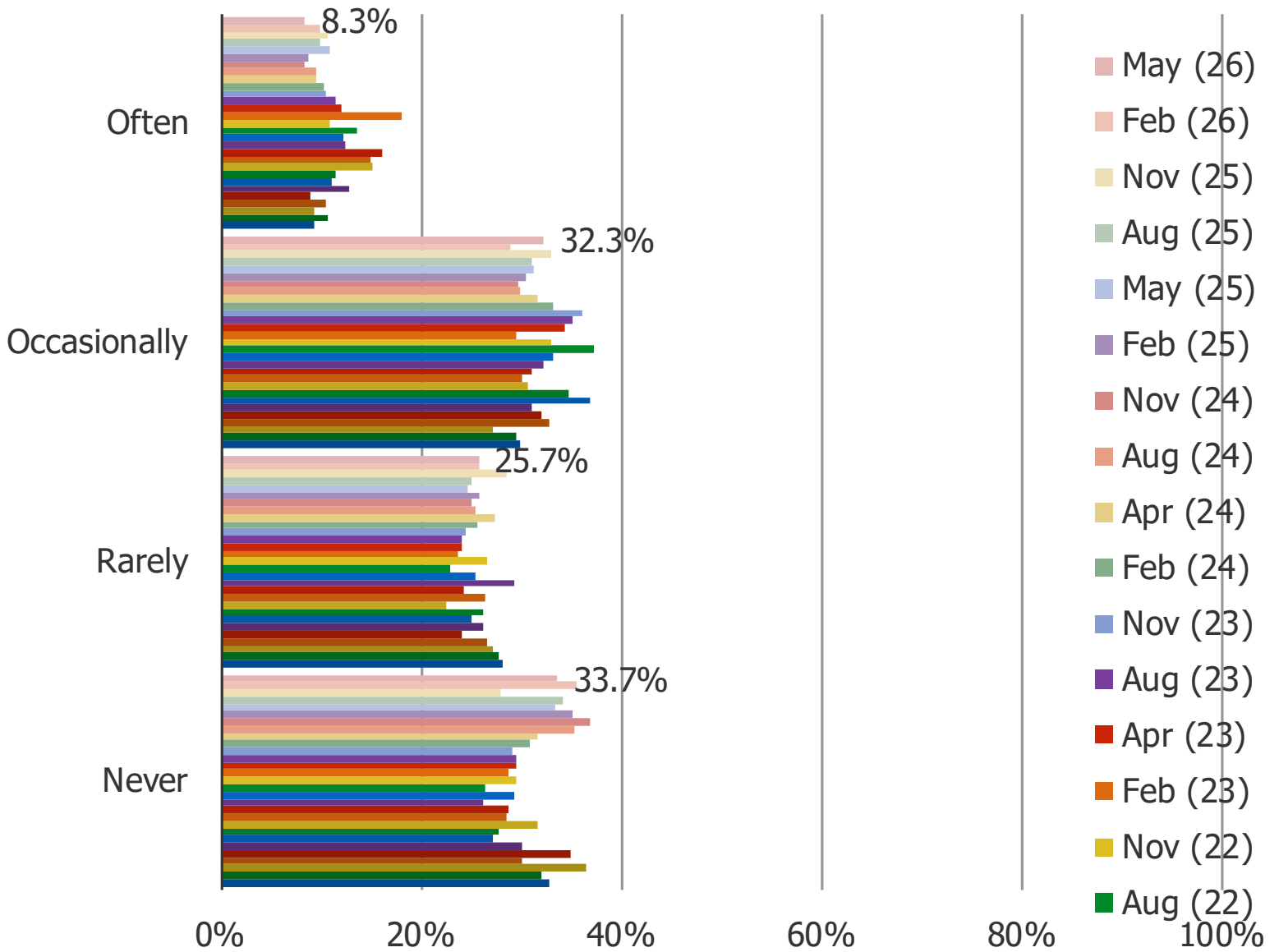
Online Real Estate Apps, Volume 30

1000+ Respondents Per Quarter

ONLINE REAL ESTATE PLATFORM USAGE AND SENTIMENT

HOW OFTEN DO YOU BROWSE REAL ESTATE WEBSITES/MOBILE APPS?

Posed to all respondents



WHEN YOU THINK OF ONLINE REAL ESTATE WEBSITES OR MOBILE APPS, WHICH DO YOU THINK OF FIRST?

Posed to respondents who browse real estate website / mobile apps.

Brand Mindshare Summary:

Category	Percentage	Count
Other / Unclassified	28.34%	7,021
Blank / Unsure	26.26%	6,505
Zillow	26.16%	6,480
Realtor.com	6.99%	1,731
Real Estate Agencies (RE/MAX, Century 21, KW)	3.92%	971
General Positive Feedback	2.44%	605
Redfin	1.84%	457
Homes.com	1.25%	309
Rentals / Apartments.com	1.02%	253
Trulia	0.99%	246
Other Platforms / Social (Facebook, Craigslist)	0.78%	192

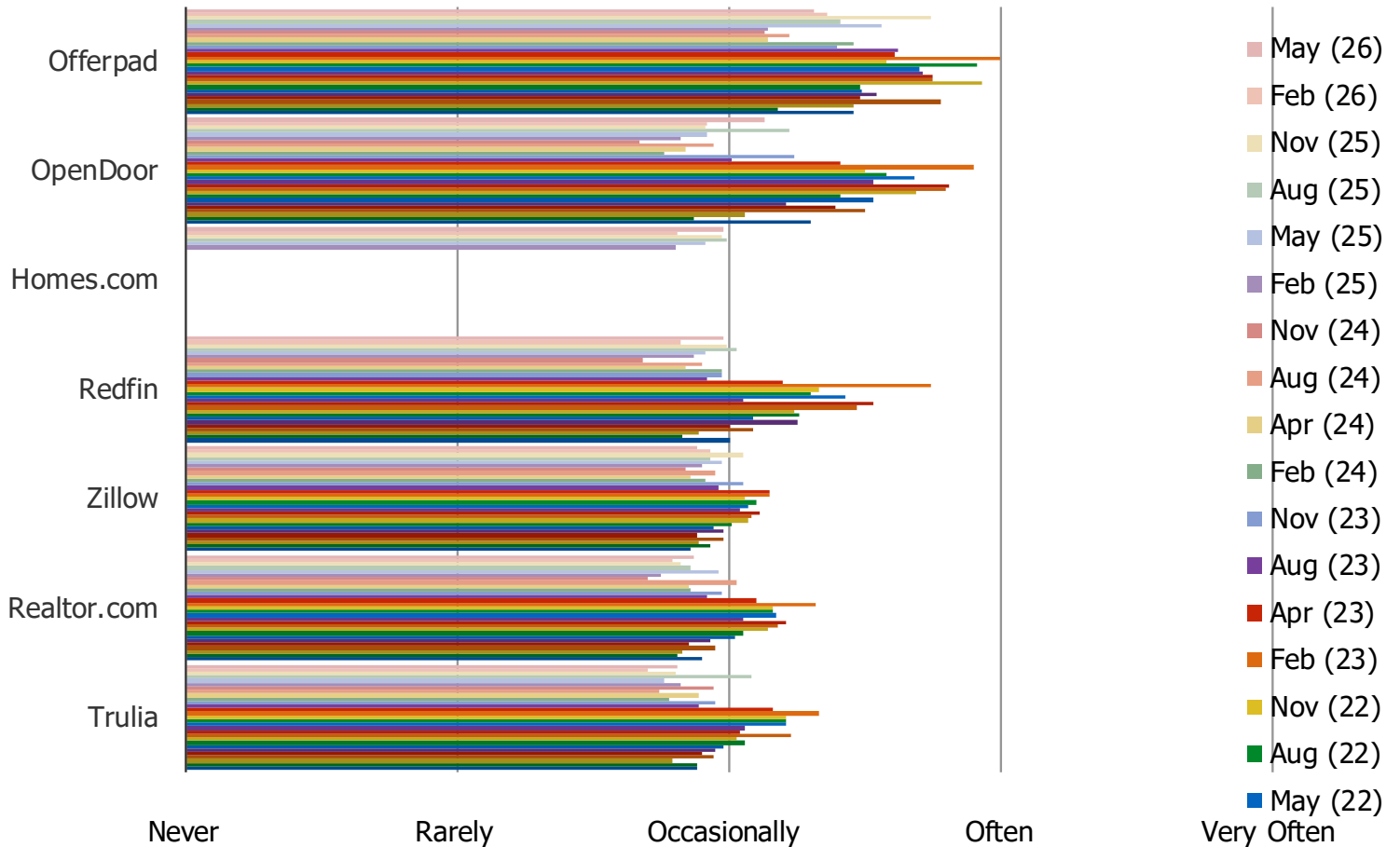
Significant Trends (Sorted by Significance):

Brand	R ²	P-Value	Trend
Homes.com	0.72	0.0000*	Increasing
Redfin	0.59	0.0000*	Increasing
Real Estate Agencies	0.46	0.0003*	Decreasing
Trulia	0.42	0.0008*	Decreasing
Other / Unclassified	0.41	0.0010*	Decreasing
Zillow	0.22	0.0227*	Increasing
General Positive Feedback	0.20	0.0341*	Decreasing
Realtor.com	0.14	0.0817	Decreasing

*Data on this page analyzed via LLM.

HOW OFTEN DO YOU VISIT EACH OF THE FOLLOWING?

Posed to respondents who have visited each of the following.

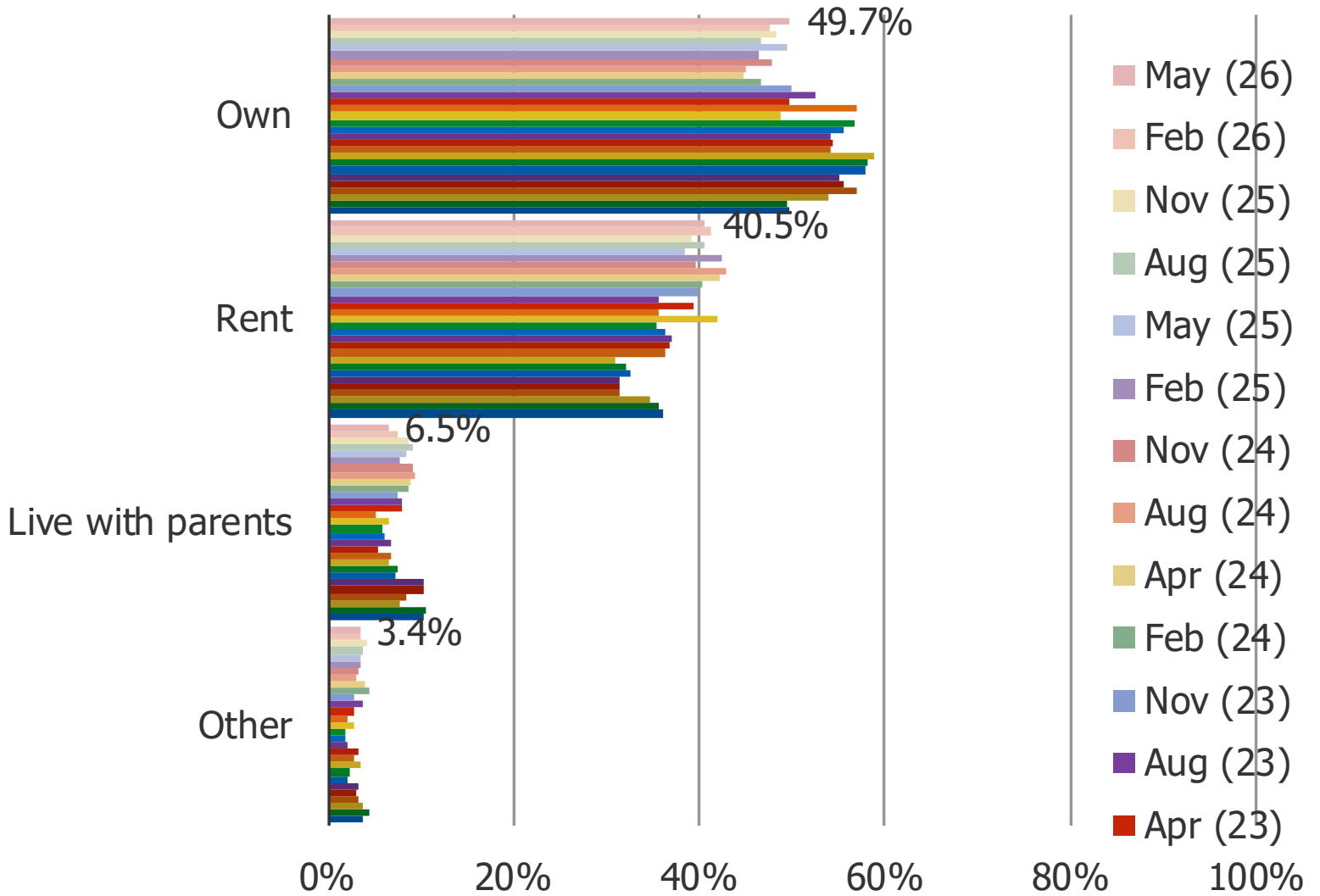


	N=
Zillow	566
Redfin	197
Realtor.com	318
OpenDoor	100
Offerpad	51
Trulia	155
Homes.com	246

SECTOR TRENDS

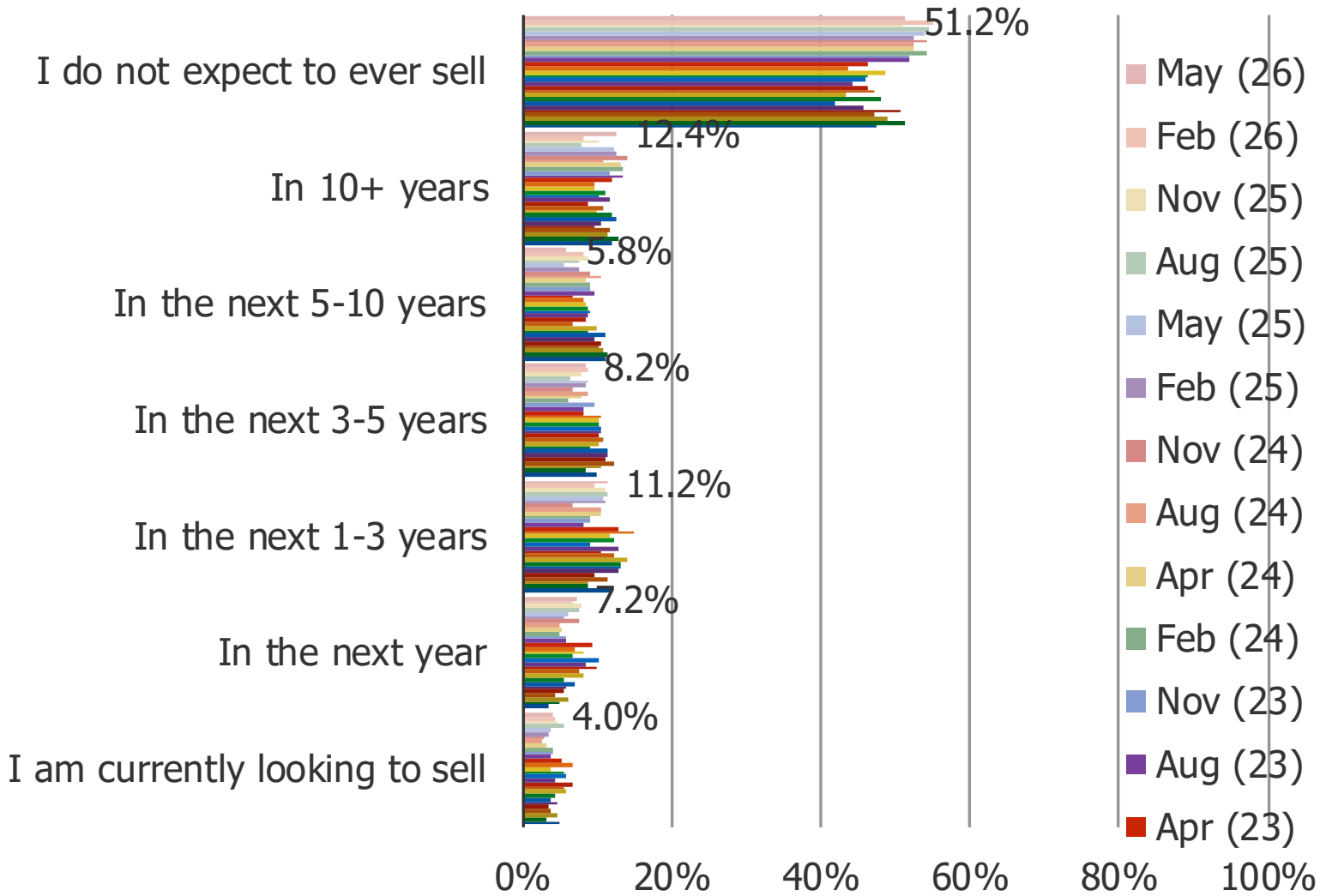
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT LIVING SITUATION?

Posed to all respondents



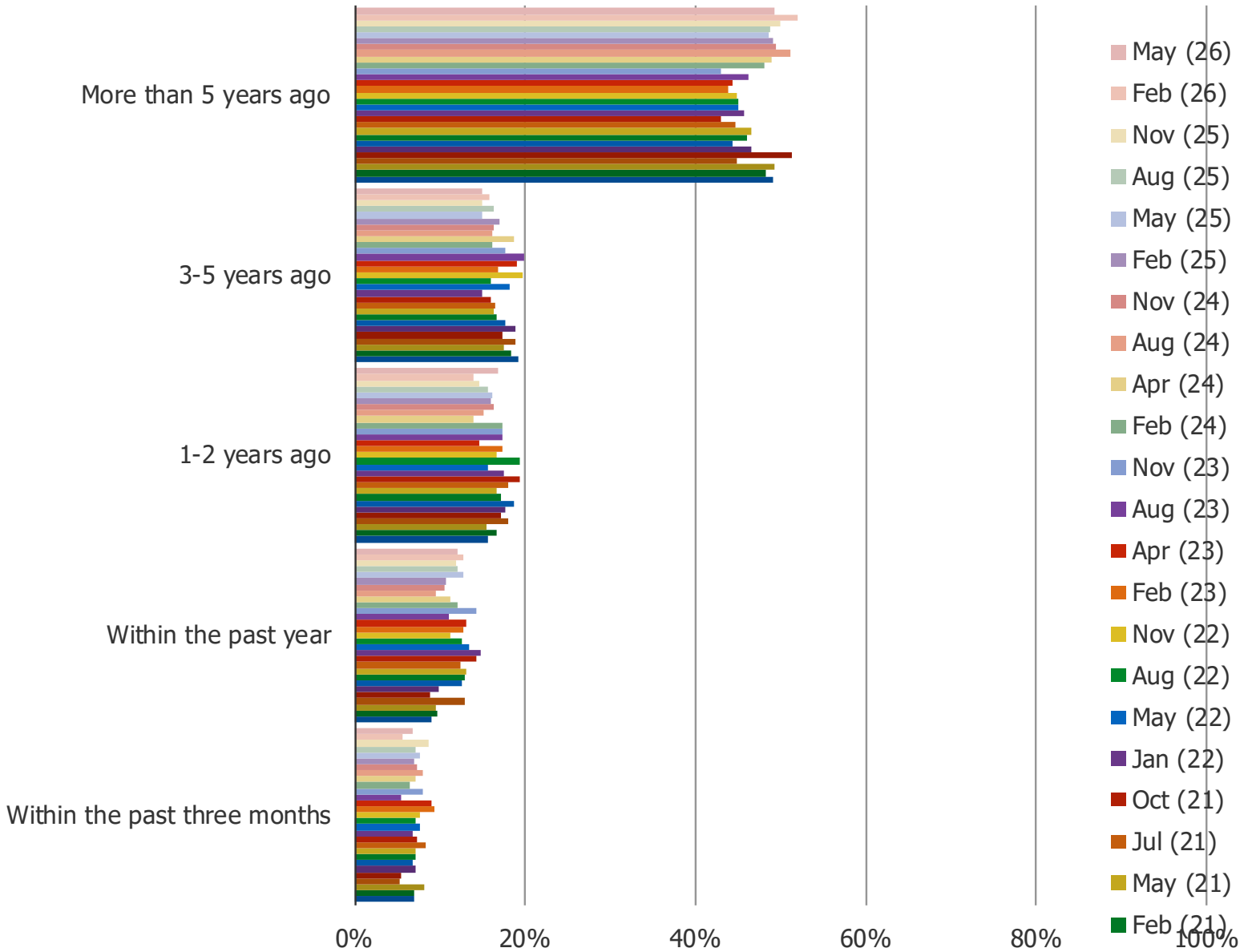
DO YOU EXPECT TO SELL YOUR HOME AT ANY POINT IN THE FUTURE?

Posed to home owners



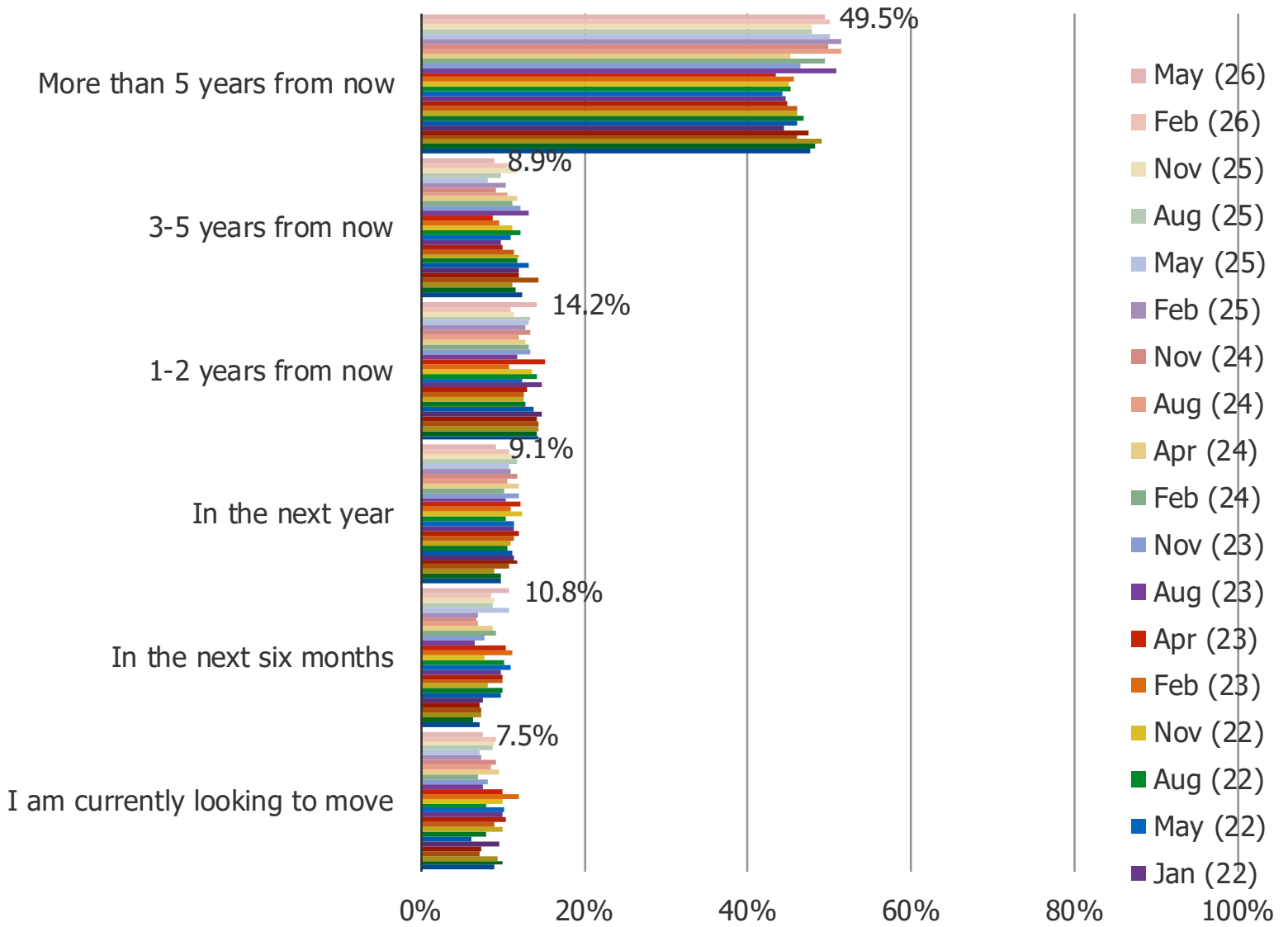
WHEN IS THE LAST TIME YOU MOVED?

Posed to all respondents



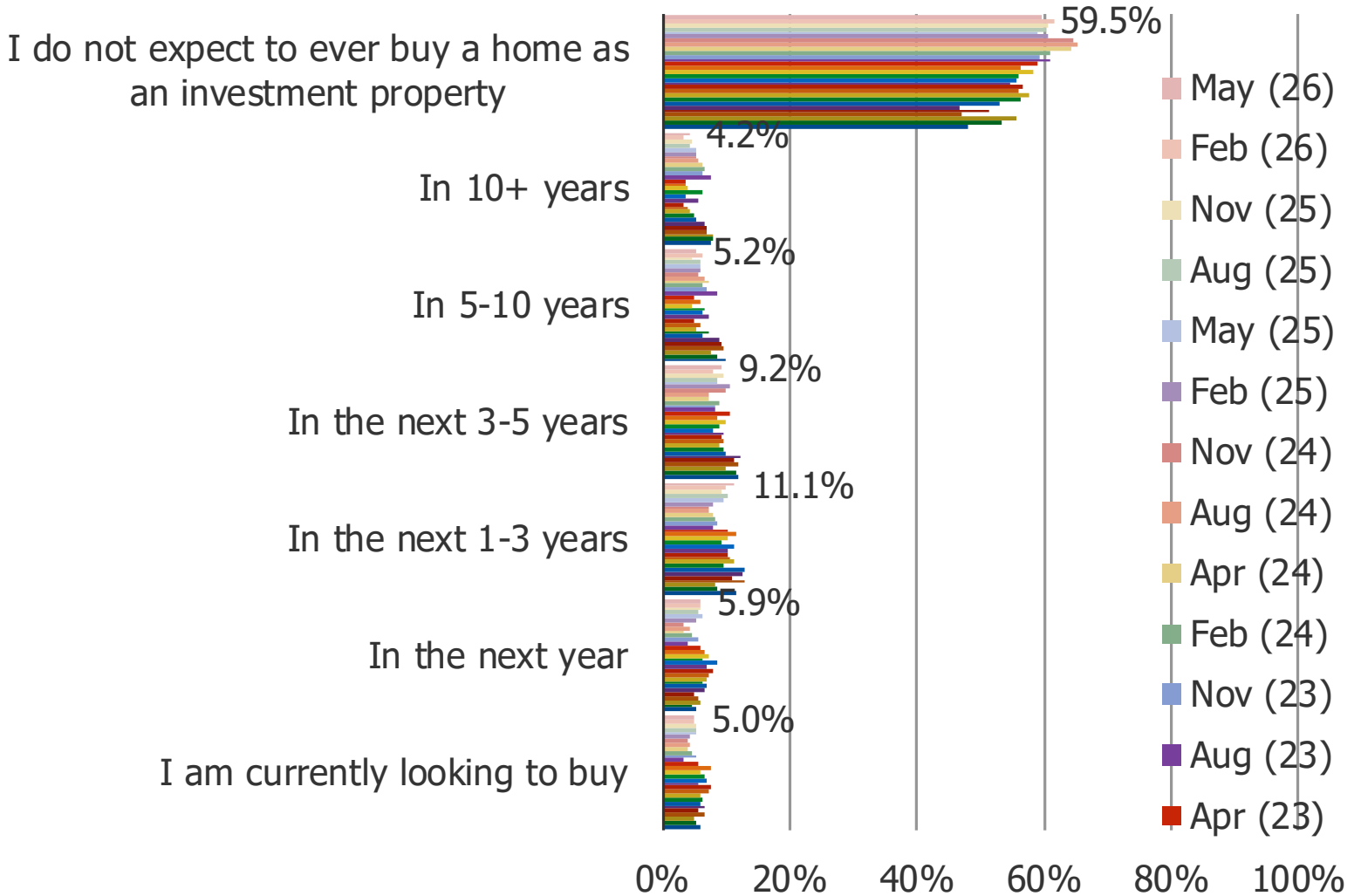
WHEN DO YOU EXPECT TO MOVE AGAIN?

Posed to all respondents



DO YOU EXPECT TO BUY AN INVESTMENT PROPERTY AT ANY POINT IN THE FUTURE?

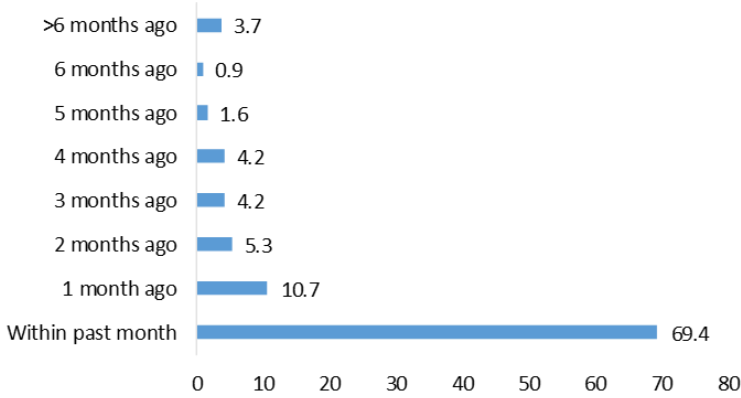
Posed to all respondents



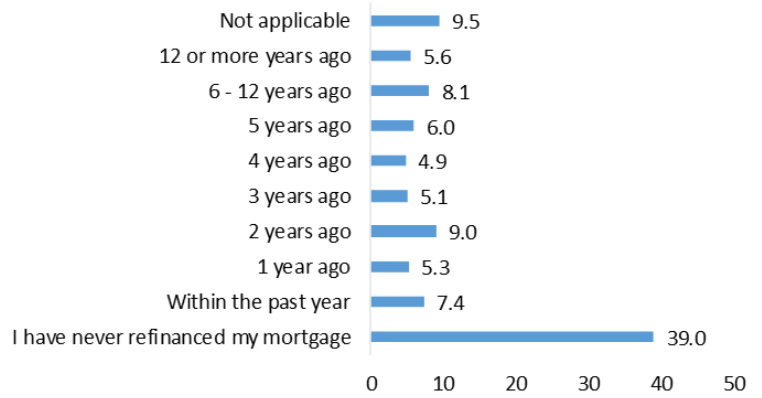
MONTHLY DATA

MORTGAGE DELINQUENCIES

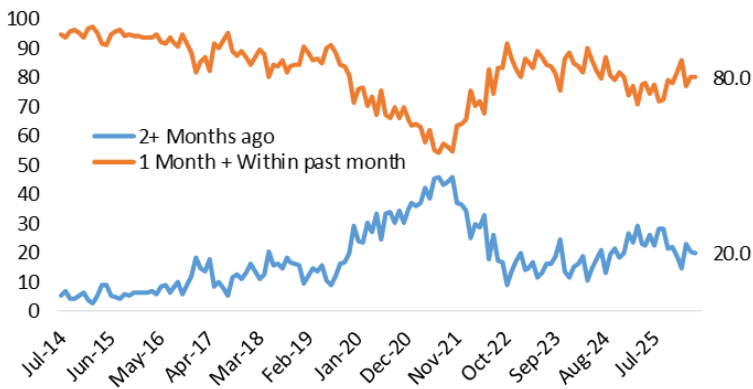
Last Mortgage Payment (% Homeowners)



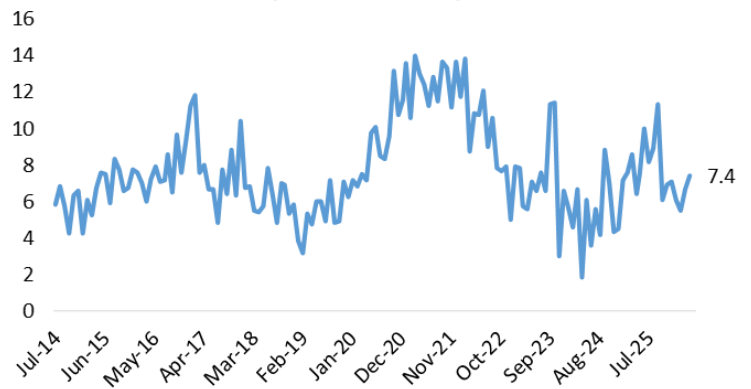
Last Time Refinanced Mortgage (% Homeowners)



Last Mortgage Payment (% Homeowners)

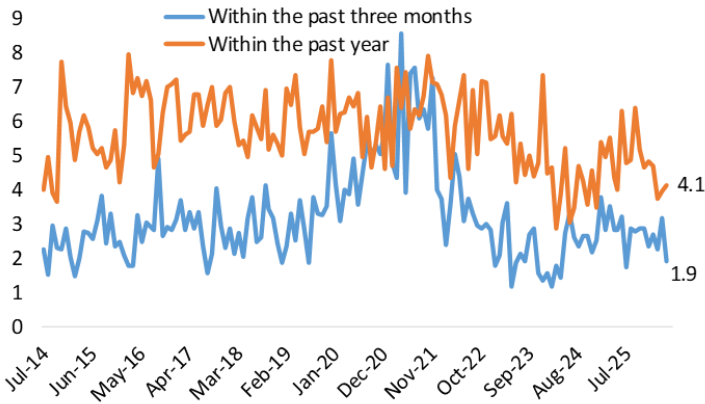


Last Time Refinanced Mortgage: Within past year (% Homeowners)

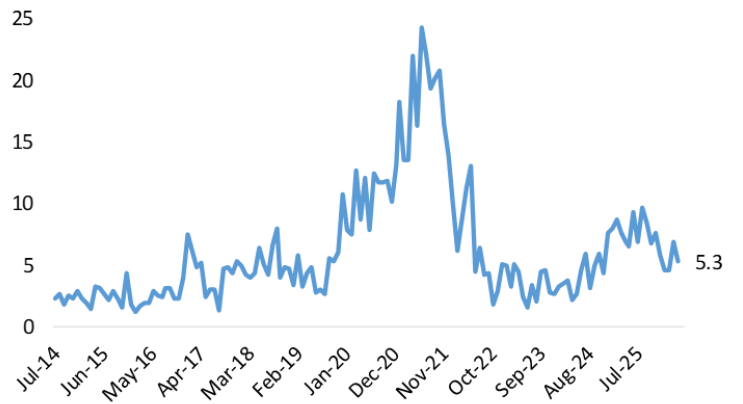


RECENT HOME PURCHASES

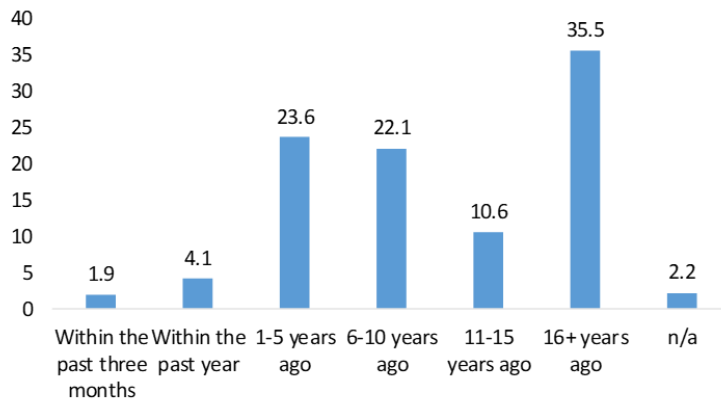
Date of Home Purchase (% Homeowners)



Home Listed For Sale (% Homeowners)

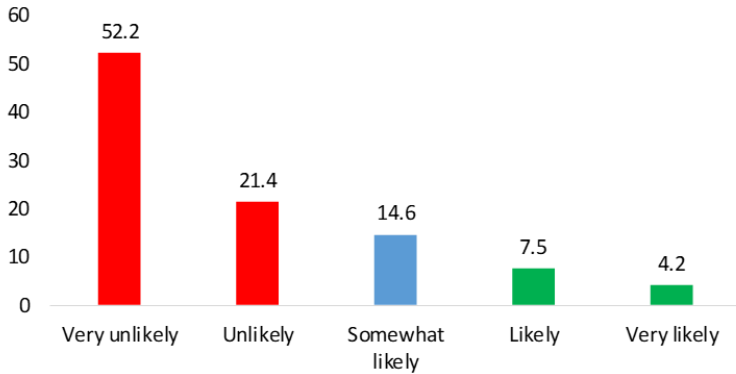


Date of Home Purchase (% Homeowners)

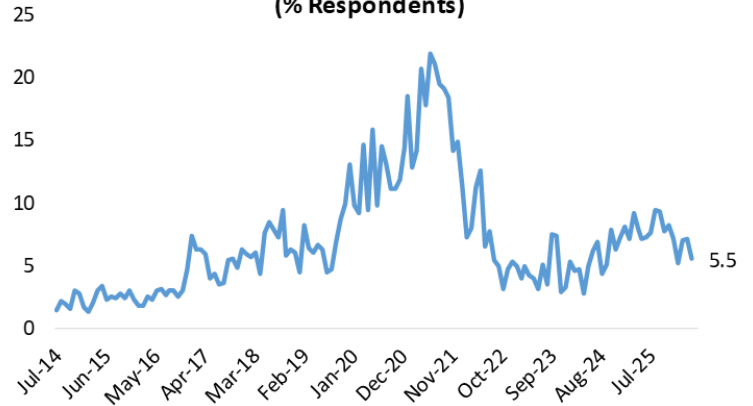


FUTURE HOME PURCHASES

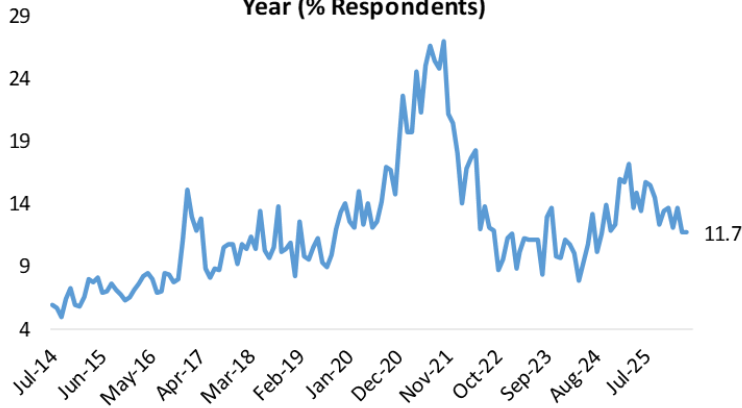
**Likelihood of Home Purchase In The Next Year
 (% Respondents)**



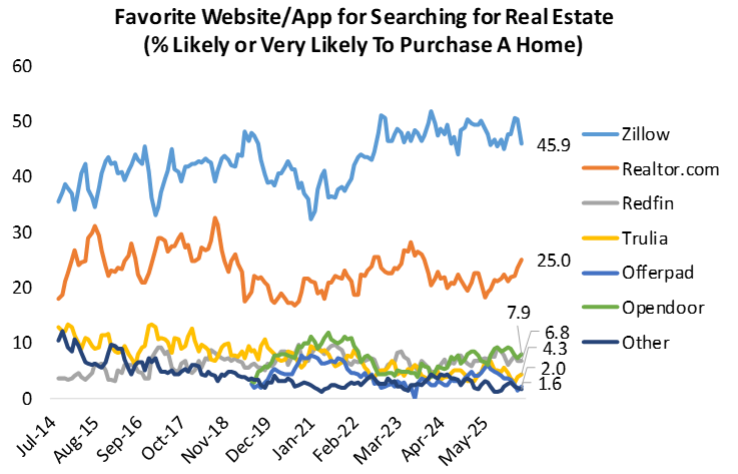
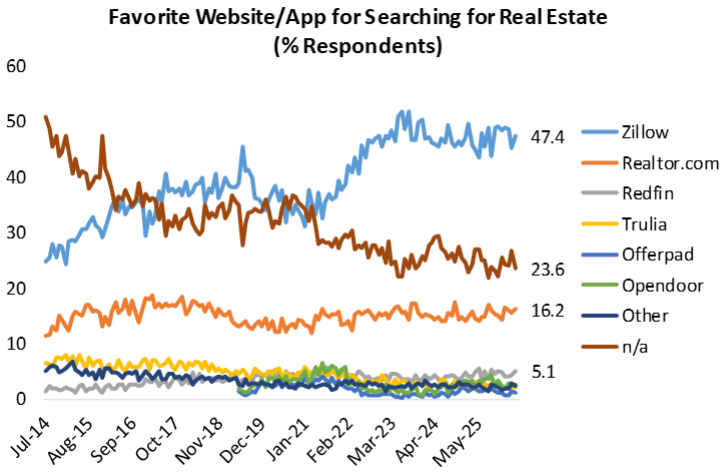
**Applied For Building Permit In Past Month
 (% Respondents)**



**Likely or Very Likely To Purchase A Home In The Next
 Year (% Respondents)**

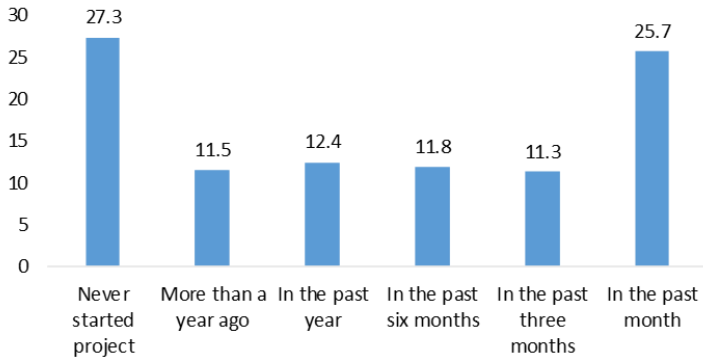


FAVORITE REAL ESTATE APP

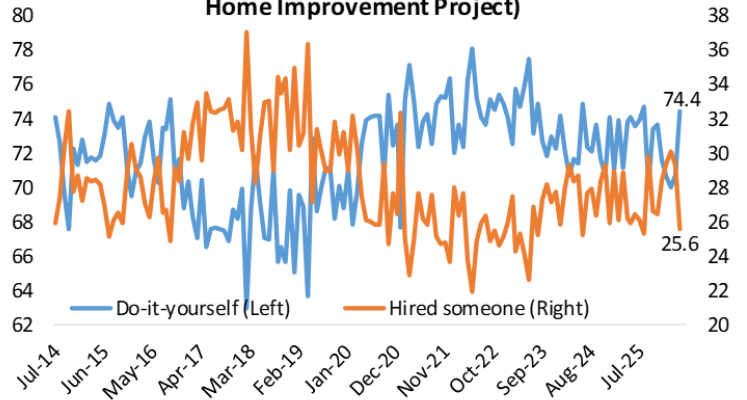


HOME IMPROVEMENT PROJECTS

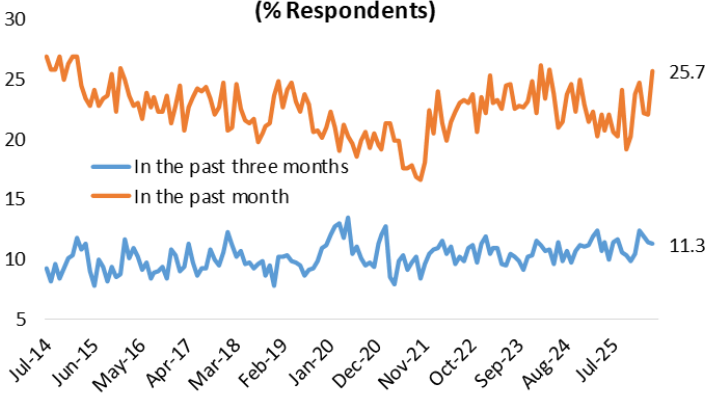
Last Time Starting A Home Improvement Project (% Respondents)



DIY vs Hired Help (% of Respondents Who Have Done Home Improvement Project)



Last Time Starting A Home Improvement Project (% Respondents)



Plans To Start A Home Improvement Project In Next Six Months (% Respondents)

