



# 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.*

<b>What type of mortgage will you be applying for?</b>	<b>Percentage of sample answering</b>
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.*

<b>Major purchases you plan to make in the next 12 months</b>	<b>Percentage of sample answering</b>
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.*

<b>In your opinion, which of the following provides the best images and information about homes for sale?</b>	<b>Percentage of sample answering</b>
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%

