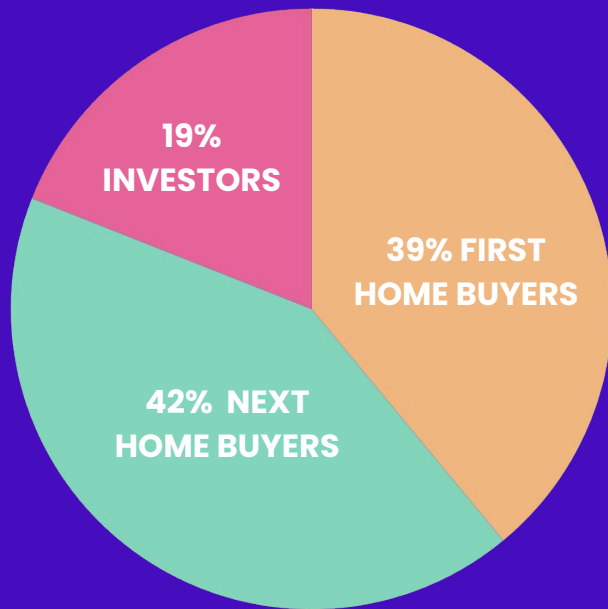


AUDIENCE OVERVIEW

Enquiry profiles in the last 12 months
National Profile



► 2.1 MILLION +

Unique annual visitors to Urban.com.au.
Comprehensive coverage for buyers of new apartments
& townhomes across Australia

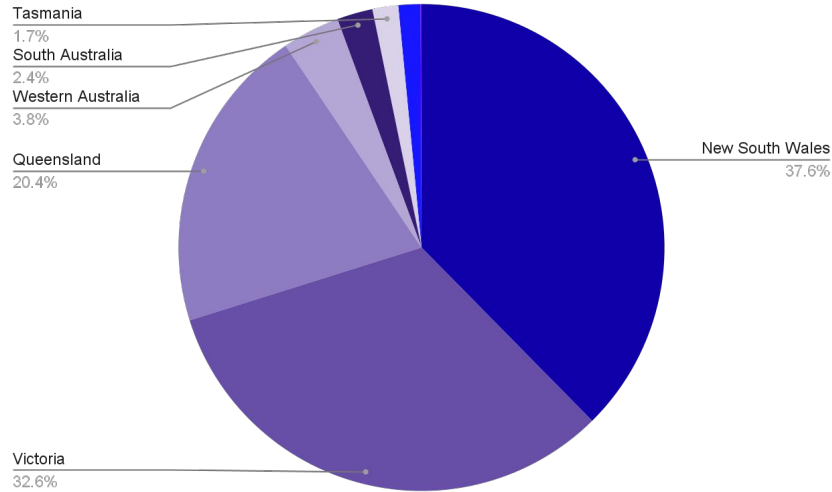
► 18,000 +

Apartment & townhouse projects featured nationally on
Urban.com.au provides robust coverage of supply.
From DA Approved to Now Selling to Sold Out

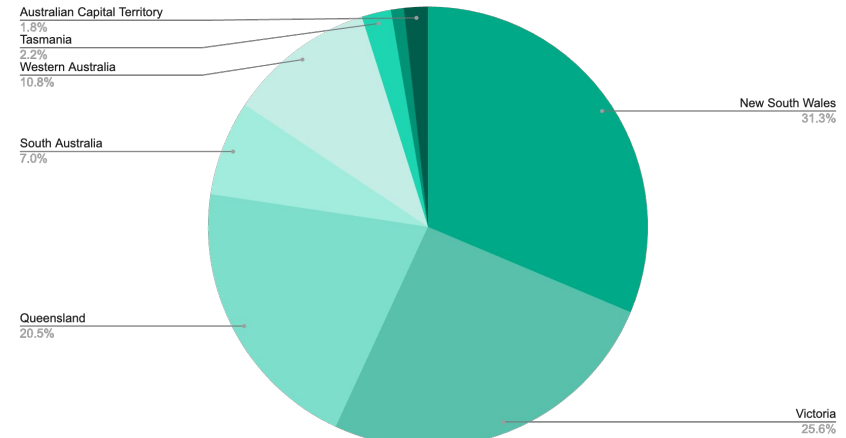
The Urban.com.au audience

Interest in new apartments & townhouse by state, relative to state population.

Urban.com.au Audience by State



Australian Population by State



Population Data Source: Australian Bureau of Statistics (2023-Q1) Quarterly Population Estimates (ERP), by State/Territory, Sex and Age [Data Explorer], accessed 10 October 2023



Top 20 Suburbs Nationally

Ranked by Volume of Search Q3

Urban
.com.au



Search 50,000+ new properties for sale by suburb.

- | | |
|---------------------------------|-------------------------------------|
| 1. Palm Beach, QLD 4221 | 11. Burleigh Heads, QLD 4220 |
| 2. Gosford, NSW 2250 | 12. Wynnum, QLD 4178 |
| 3. Broadbeach, QLD 4218 | 13. Redcliffe, QLD 4020 |
| 4. Coolangatta, QLD 4225 | 14. Main Beach, QLD 4217 |
| 5. Wollongong, NSW 2500 | 15. Chatswood, NSW 2067 |
| 6. Brunswick, VIC 3056 | 16. Bondi Beach, NSW 2026 |
| 7. South Melbourne, VIC 3205 | 17. Stones Corner, QLD 4120 |
| 8. Footscray, VIC 3011 | 18. Kangaroo Point, QLD 4169 |
| 9. Castle Hill, NSW 2154 | 19. West End, QLD 4101 |
| 10. Geelong, VIC 3220 | 20. Cronulla, NSW 2230 |



Top 20 Suburbs QLD

Q3 Demand Ranked

By Search

1. Palm Beach, QLD 4221
2. Broadbeach, QLD 4218
3. Coolangatta, QLD 4225
4. Burleigh Heads, QLD 4220
5. Wynnum, QLD 4178
6. Redcliffe, QLD 4020
7. Main Beach, QLD 4217
8. Stones Corner, QLD 4120
9. Kangaroo Point, QLD 4169
10. West End, QLD 4101
11. Cleveland, QLD 4163
12. Chevron Island, QLD 4217
13. Hope Island, QLD 4212
14. Surfers Paradise, QLD 4217
15. South Brisbane, QLD 4101
16. Mermaid Beach, QLD 4218
17. Mango Hill, QLD 4509
18. Newstead, QLD 4006
19. Maroochydore, QLD 4558
20. Woody Point, QLD 4019

By Enquiry

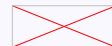
1. Broadbeach, QLD 4218
2. Chevron Island, QLD 4217
3. Surfers Paradise, QLD 4217
4. Burleigh Heads, QLD 4220
5. Stones Corner, QLD 4120
6. East Brisbane, QLD 4169
7. Rochedale, QLD 4123
8. Palm Beach, QLD 4221
9. Biggera Waters, QLD 4216
10. Main Beach, QLD 4217
11. Bowen Hills, QLD 4006
12. Hope Island, QLD 4212
13. Arana Hills, QLD 4054
14. Windsor, QLD 4030
15. Maroochydore, QLD 4558
16. Chermside, QLD 4032
17. Milton, QLD 4064
18. Mitchelton, QLD 4053
19. St Lucia, QLD 4067
20. Birtinya, QLD 4575

► By Search

The search volume reflects the organic demand for a suburb.

► By Enquiry

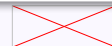
The enquiry volume is influenced by Urban increasing the visibility of projects using our Premium Campaign Listing service.



Top 5 Articles Nationally

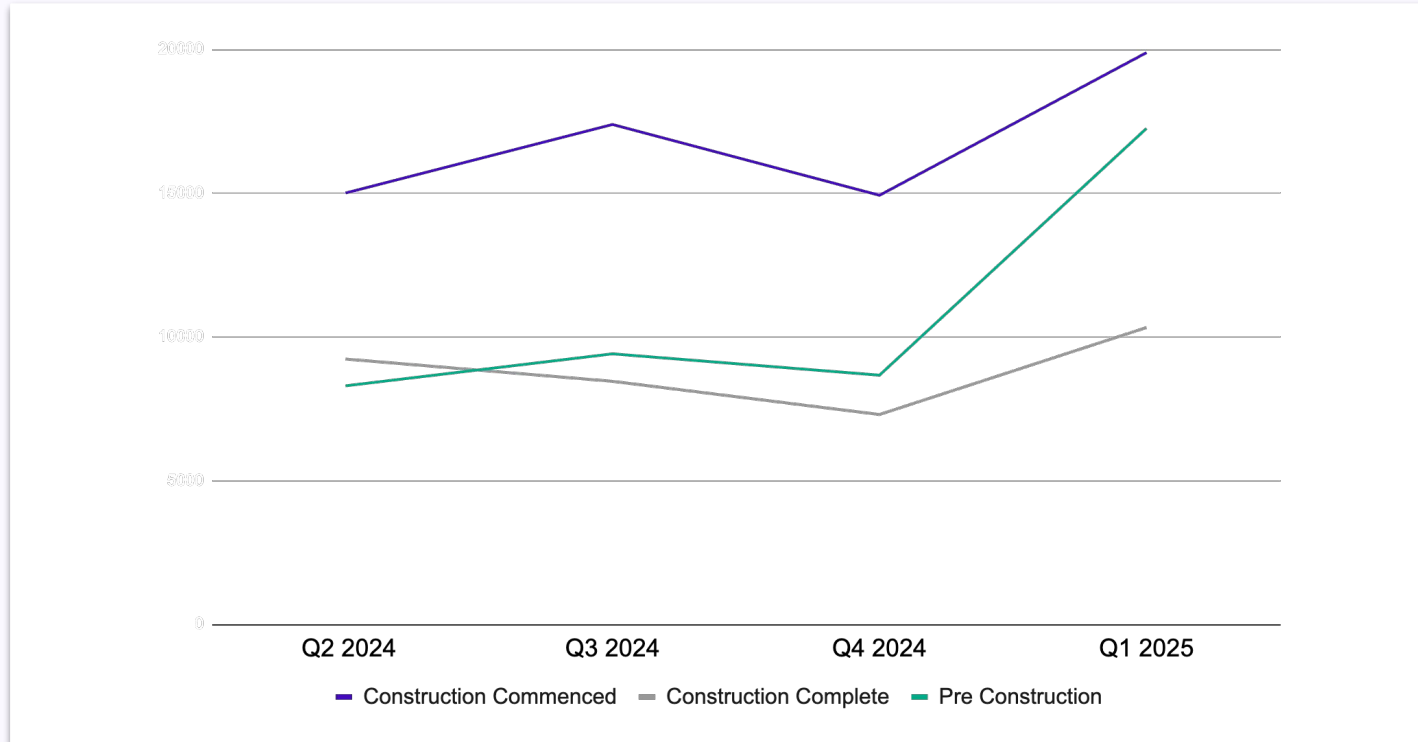
QLD Articles Ranked by Views in Q3

1. "A lifestyle destination rather than a holiday destination" Why the Gold Coast is now more boom than bust
2. First home buyers to pay no stamp duty on new property in QLD Gov shakeup
3. Woolworths to sell another prime Brisbane development site with apartment approval
4. Walker Corp continue Sunshine Coast evolution with Olympic-scale sporting precinct
5. Mosaic set sights on Palm Beach, Burleigh Heads, Broadbeach, for new \$570m apartment pipeline



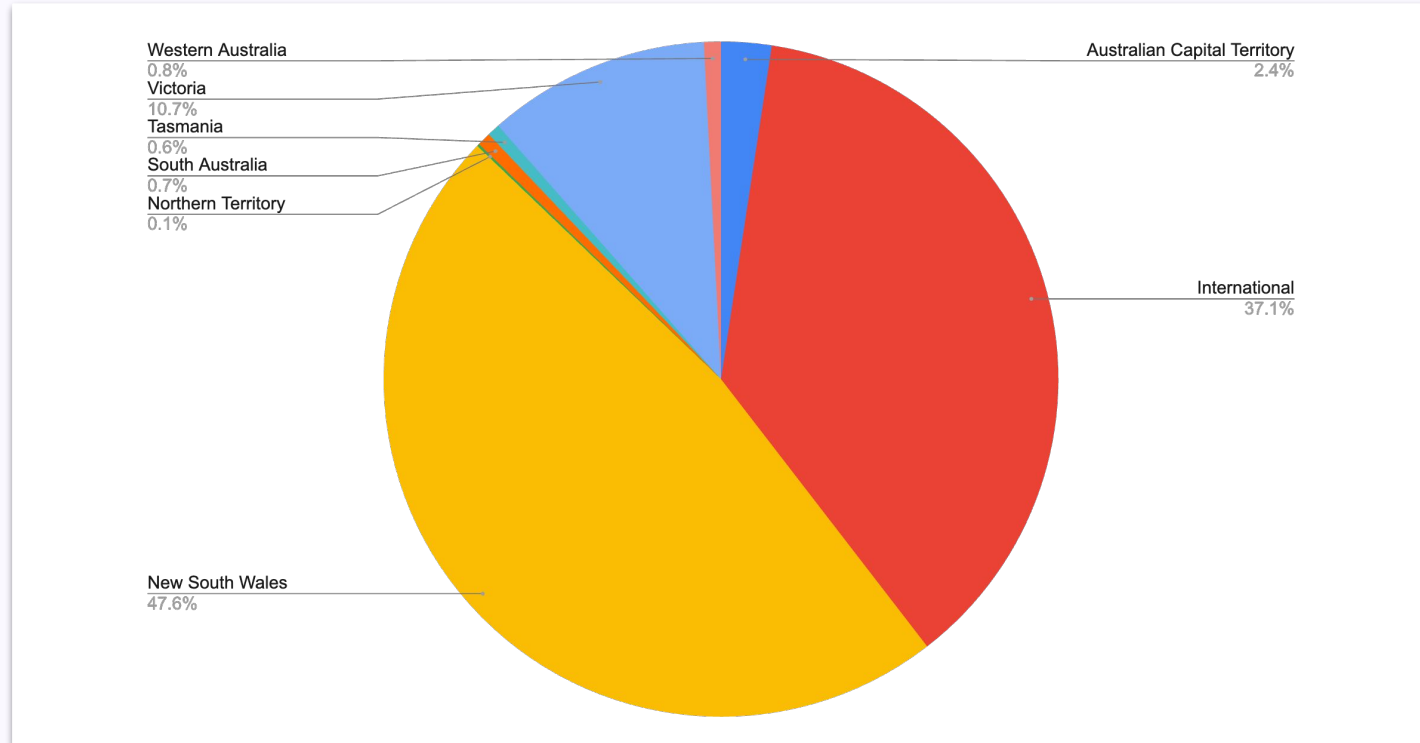
User Engagement with Projects in QLD

Quarter on Quarter Listing Views by Construction Status



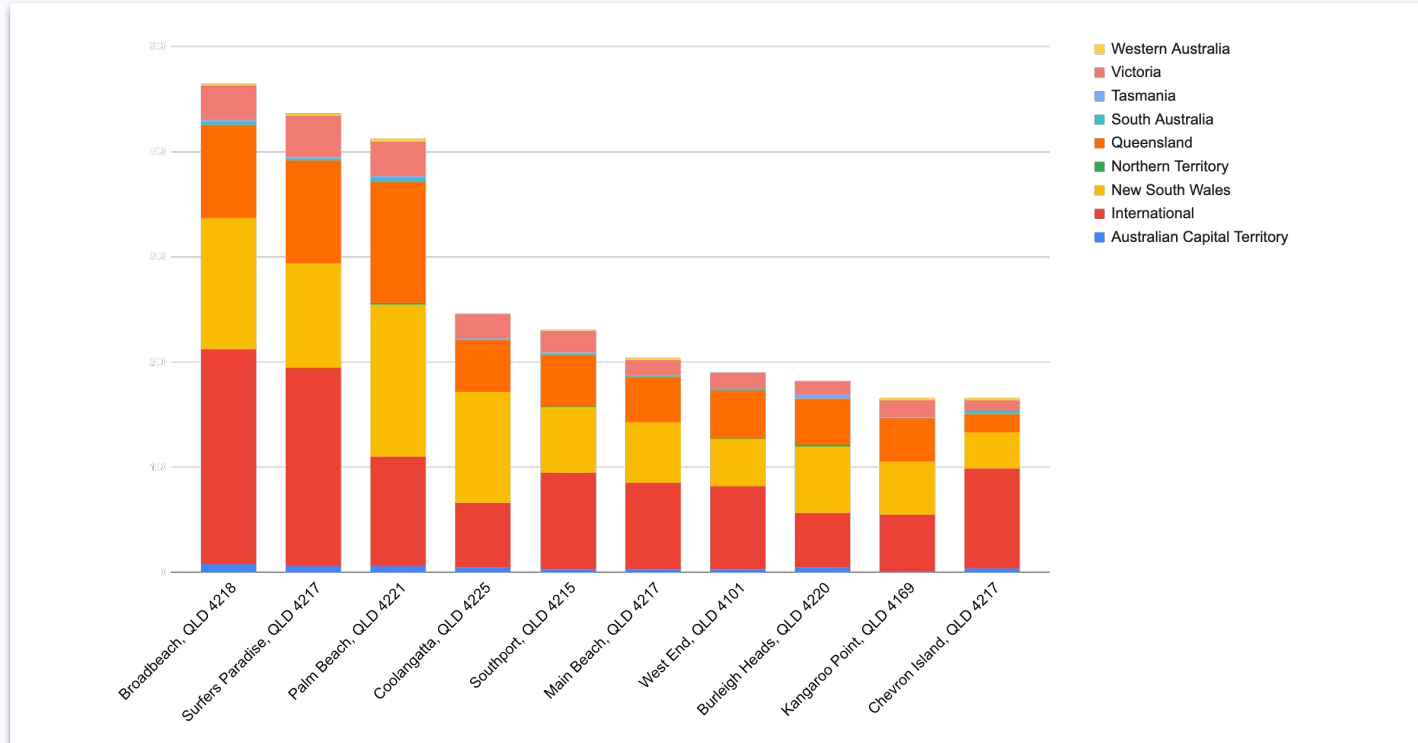
User Engagement with Projects in QLD

Interstate Views



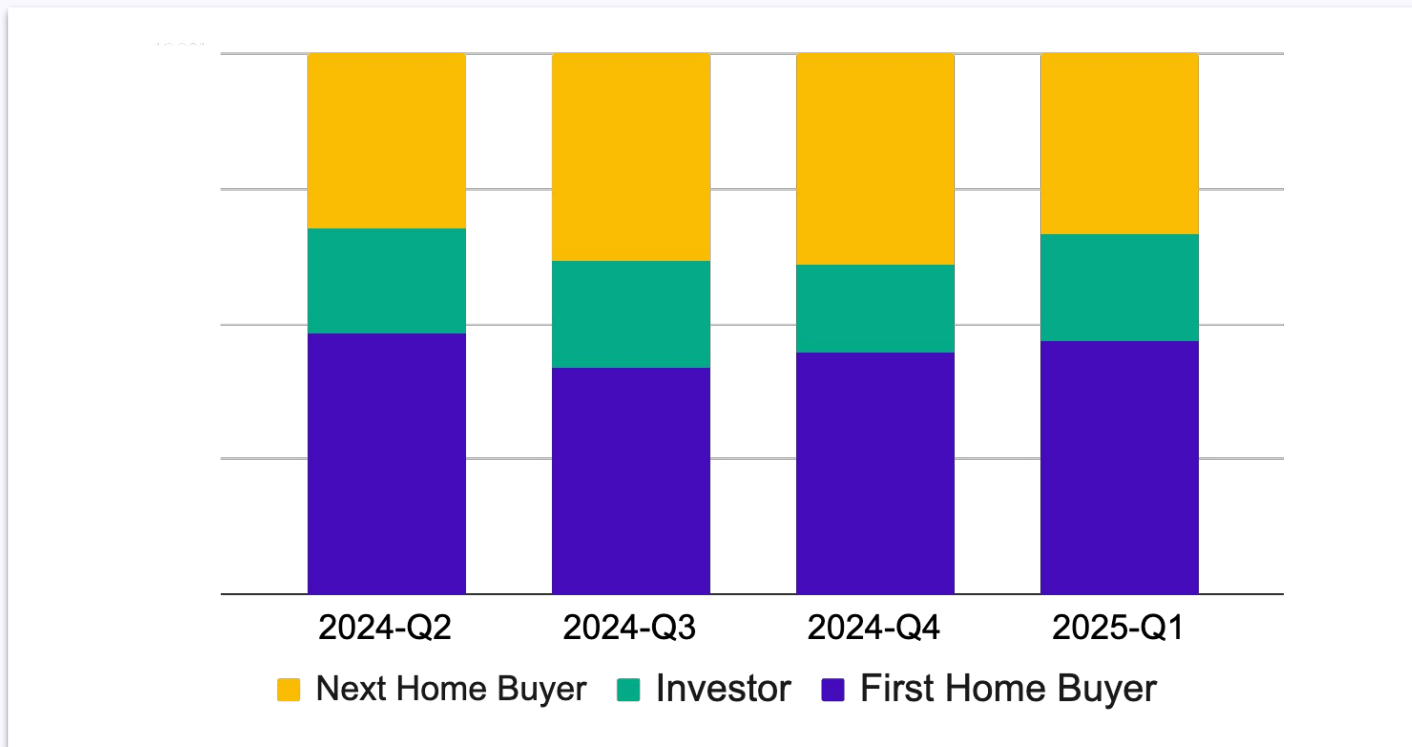
User Engagement with Projects in QLD

Top 10 Queensland Suburbs by Interstate Views



User Engagement with Projects in QLD

Quarter on Quarter Enquiry Mix by Buyer Type



User Engagement with Projects in QLD

Top 5 Suburbs by Enquiry Volume by Buyer Type

First Home Buyer

1. Gaythorne, QLD 4051
2. Surfers Paradise, QLD 4217
3. Palm Beach, QLD 4221
4. Broadbeach, QLD 4218
5. Bowen Hills, QLD 4006

Next Home Buyer

1. Broadbeach, QLD 4218
2. Palm Beach, QLD 4221
3. Surfers Paradise, QLD 4217
4. Biggera Waters, QLD 4216
5. Coolangatta, QLD 4225

Investor

1. Broadbeach, QLD 4218
2. Surfers Paradise, QLD 4217
3. Palm Beach, QLD 4221
4. Gaythorne, QLD 4051
5. Maroochydore, QLD 4558



User Engagement with Projects in QLD

Quarter on Quarter comparison of Average Price by Config of Interest

