

Daft.ie at a glance

Established in 1997, Daft.ie is Ireland's biggest property website.

Reach

- 59,525,107 page impressions per month.
- 813,288 unique users
- 90% Irish based audience
- 546,379 registered users

Demographics

- 77% of Daft.ie users are ABC1
- 69% are educated to third/postgraduate level
- Urban bias
- 62% female. Male bias in 35+ age groups

Purchasing power

- 39% of those surveyed use ebay.ie
- 29% use amazon.co.uk
- 81% are car owners

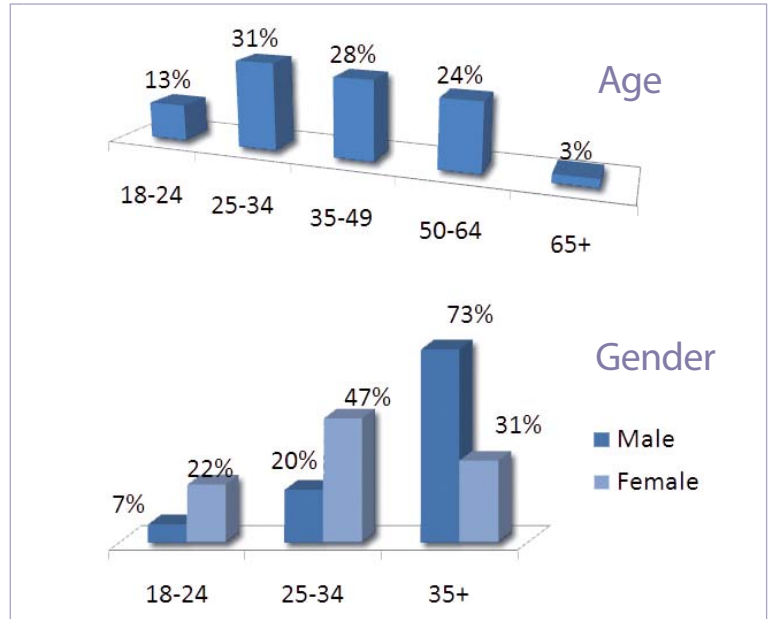
Usage

- 64% visit Daft.ie daily or weekly
 - Heaviest users are in 25-49 age group, female and Irish based.
 - 70% visit property sales section and/or to research
 - 41% visit site for research purposes
 - Average time spent on Daft.ie per visit is 11.56 min
 - Half of Daft.ie's traffic is direct
- (iReach user survey March 2008)



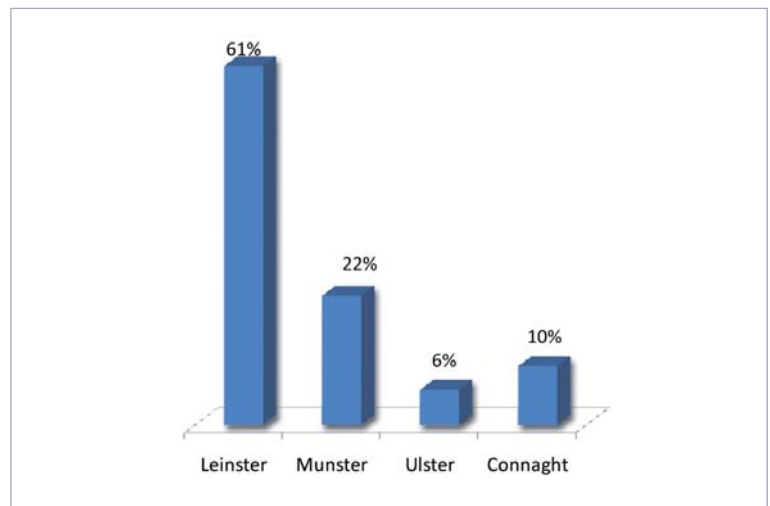
User profile

- 59% of users are aged between 25-49
- Those aged between 50-64 represent nearly a quarter of users
- Highest usage of Daft is for females aged between 25-34 years of age
- As users get older, there is an increase in male usage



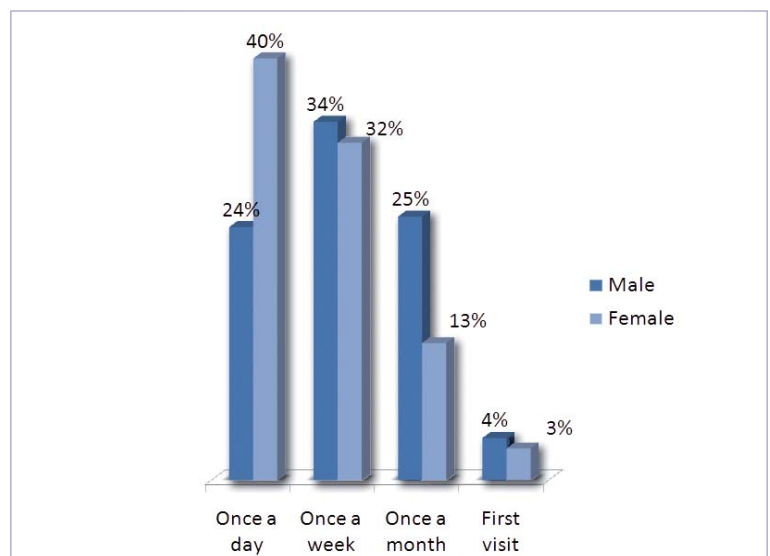
Geographical location

- 90% of visitors to Daft.ie are Irish based
- Within Ireland, the region with the most users is Leinster
- 47% of respondents stated that they were from cities, 29% from towns and 24% of people stated that they had come from country areas



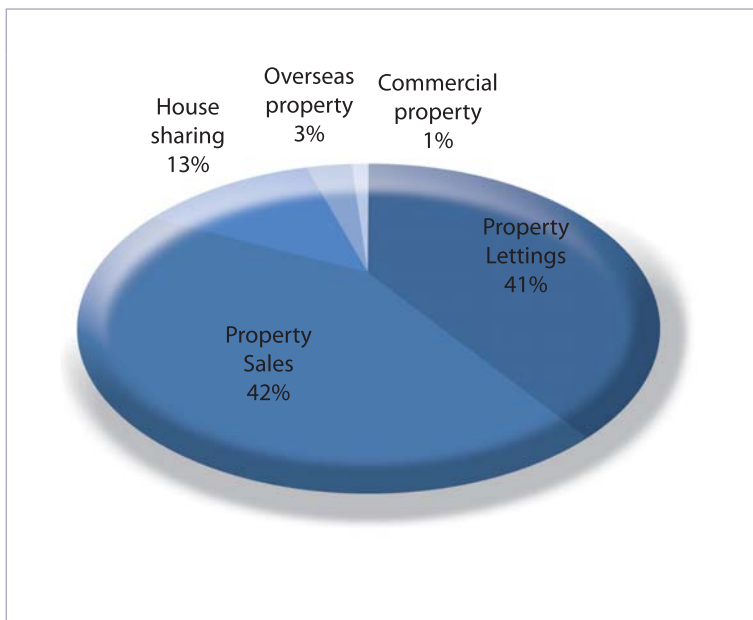
Usage of Daft.ie

- 31% of users visit Daft.ie daily, 33% visit weekly, with 20% visiting once a month and only 4% stating that it was their first visit
- Females are more likely to visit the site every day
- Males will more likely visit the site once a week or once a month with 59% of males falling into this category



Property lettings site of Daft.ie

- The 18-24 year age group are viewing the property lettings section more than any other age group.
- This is the second most visited site after property sales
- 48% of men and 59% of women are accessing property rentals.



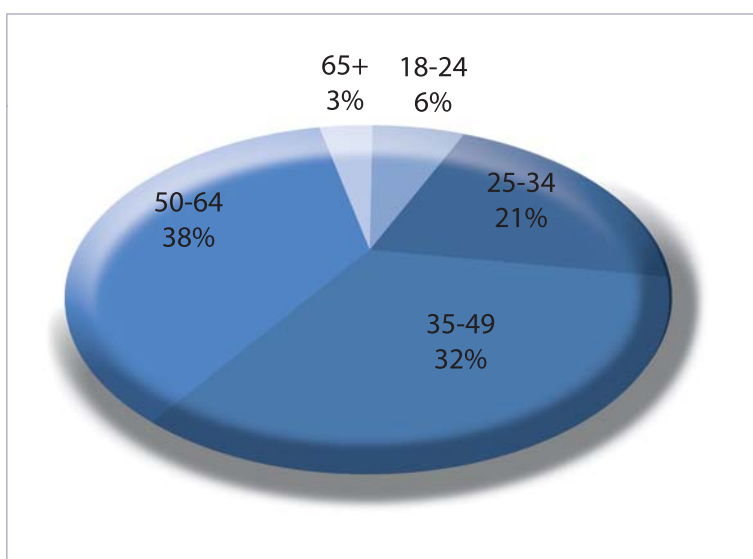
Property sales site of Daft.ie

- Those aged 25+ access the property sales section of the Daft.ie website most
- 70% of overall users come to property sales section and /or to research
- 72% of men and 66% of women are accessing property sales

70%

Commercial site of Daft.ie

- 14% of overall users of Daft.ie come to the commercial property site.
- The typical user of this site is male (73%) and aged 35+
- Property investors and corporate users searching for office space are profiles accessing this part of Daft.ie



Did you know that..?

iReach independent research March 2008.

We spend half of our time online looking at content... and 5% searching for it.

Viewing content (online videos, news, property) accounts for 47 percent of time spent online in 2007, up from 34 percent in 2003. Web search accounted for 5 percent of time spent online in 2007 from 3 percent in 2003. Source: Reuters.

37%

of Daft.ie users are using RTE.ie regularly. 20% of users are checking ireland.com. That's **a lot of people** consuming news and property on a daily basis.

78%

of Daft.ie users **choose not to use social networking websites**. That's **634,364** older users with **MORE BUYING POWER**, ready to **ENGAGE WITH** your brand.

77%

of Daft.ie users are ABC1. Property is a pursuit of those with more disposable income. That's also **626,231 People** ready **TO BUY** your brand.

41%

of users are visiting Daft.ie for research purposes; they are checking house prices in their area and browsing interiors. This is a female dominated pursuit with 62% of all Daft users being female. That's **333,448** people who are more likely **TO SEE** your message.