Stub	Stat	All Countries	Argentina	Australia
	base	12999	500	500
	unw_base	20114	503	1007
No	freq	8094	316	291
No	prop	62%	63%	58%
Yes	freq	4905	184	209
Yes	prop	38%	37%	42%

Belgium	Brazil	Canada	China	France	Germany	Hungary
499	500	500	500	500	500	500
533	1018	1019	1064	1063	1086	508
335	348	307	388	354	302	289
67%	70%	61%	78%	71%	60%	58%
164	152	193	112	146	198	211
33%	30%	39%	22%	29%	40%	42%

be a good time to buy real estate, such as a house, vacation property or investment

India	Indonesia	Italy	Japan	Mexico	Poland	Russia
500	500	500	500	500	500	500
1051	506	1089	1263	506	514	501
215	227	311	439	281	323	176
43%	45%	62%	88%	56%	65%	35%
285	273	189	61	219	177	324
57%	55%	38%	12%	44%	35%	65%

Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	Great Britain
500	500	500	500	500	500	500
504	502	516	1076	517	512	1100
341	314	394	330	313	349	263
68%	63%	79%	66%	63%	70%	53%
159	186	106	170	187	151	237
32%	37%	21%	34%	37%	30%	47%

US	Egypt	Ireland
500	500	500
1087	560	509
295	348	245
59%	70%	49%
205	152	255
41%	30%	51%

Stub	Stat	All Countries	North America	LATAM
	base	12999	1000	1500
	unw_base	20114	2106	2027
No	freq	8094	603	944
No	prop	62%	60%	63%
Yes	freq	4905	397	556
Yes	prop	38%	40%	37%

al estate, such as a house, vacation property or investment

	Europe	APAC	G-8	BRIC	Middle East Africa
	4999	3500	4000	2000	2000
	7995	5908	8208	3634	2078
	3065	2129	2449	1125	1352
	61%	61%	61%	56%	68%
	1934	1371	1551	875	648
	39%	39%	39%	44%	32%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	503	209	294
No	freq	316	140	177
No	prop	63%	57%	69%
Yes	freq	184	106	78
Yes	prop	37%	43%	31%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
248	157	95	197	207	97	158
247	166	90	177	214	112	164
156	105	55	135	123	58	91
63%	67%	58%	69%	59%	60%	57%
92	52	40	61	84	39	68
37%	33%	42%	31%	41%	40%	43%

me to buy real estate, such as a house, vacation property or investment property?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
342	327	119	55	246	254	63
339	223	160	120	248	255	68
225	219	60	37	143	173	31
66%	67%	51%	67%	58%	68%	49%
116	107	58	18	103	81	32
34%	33%	49%	33%	42%	32%	51%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
437	73	427	282	198	272	142
435	77	426	303	182	290	133
285	39	277	165	138	158	90
65%	54%	65%	58%	69%	58%	64%
152	34	150	118	61	114	51
35%	46%	35%	42%	31%	42%	36%

Social Media Inactive
86
80
68
79%
18
21%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1007	449	558
No	freq	291	139	152
No	prop	58%	56%	60%
Yes	freq	209	109	100
Yes	prop	42%	44%	40%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
196	157	147	135	252	113	212
194	397	416	232	530	245	529
127	85	79	87	135	69	115
65%	54%	54%	64%	54%	61%	55%
69	72	68	48	117	44	96
35%	46%	46%	36%	46%	39%	45%

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
288	132	294	74	274	226	58
478	317	320	370	581	426	123
175	82	161	48	149	142	26
61%	62%	55%	65%	54%	63%	45%
113	50	133	26	126	84	32
39%	38%	45%	35%	46%	37%	55%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
442	64	436	293	194	196	127
884	143	864	627	350	350	260
265	29	261	157	125	113	71
60%	45%	60%	54%	64%	58%	56%
178	35	174	136	69	83	56
40%	55%	40%	46%	36%	42%	44%

Social Media Inactive
177
397
107
60%
70
40%

Stub	Stat	Overall	Gender Male	Gender Female
	base	499	251	248
	unw_base	533	274	259
No	freq	335	171	164
No	prop	67%	68%	66%
Yes	freq	164	80	85
Yes	prop	33%	32%	34%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
184	160	155	157	153	99	180
186	184	163	148	173	119	212
118	112	105	113	101	60	110
64%	70%	67%	72%	66%	61%	61%
65	48	51	44	52	39	70
36%	30%	33%	28%	34%	39%	39%

me to buy real estate, such as a house, vacation property or investment property?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
320	172	185	142	314	185	38
321	97	292	144	338	195	43
225	140	109	86	206	128	22
70%	81%	59%	61%	66%	69%	58%
95	32	76	56	107	57	16
30%	19%	41%	39%	34%	31%	42%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
461	49	450	252	227	121	122
490	60	473	296	216	132	134
313	29	306	159	165	69	80
68%	58%	68%	63%	73%	57%	66%
148	21	144	93	62	52	41
32%	42%	32%	37%	27%	43%	34%

Social Media Inactive
257
267
185
72%
72
28%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	245	255
	unw_base	1018	444	574
No	freq	348	158	190
No	prop	70%	65%	74%
Yes	freq	152	87	66
Yes	prop	30%	35%	26%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
271	151	79	170	323	7	189
462	354	202	191	786	41	457
181	116	51	117	225	5	135
67%	77%	65%	69%	70%	75%	71%
90	35	28	53	98	2	54
33%	23%	35%	31%	30%	25%	29%

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
311	363	107	29	226	274	83
561	120	560	338	512	506	153
213	258	69	20	152	196	41
68%	71%	64%	67%	67%	71%	50%
98	105	38	10	74	79	42
32%	29%	36%	33%	33%	29%	50%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
417	108	392	313	169	305	93
865	221	797	704	283	693	203
306	61	286	211	123	200	71
73%	56%	73%	67%	72%	65%	77%
111	47	105	102	47	106	22
27%	44%	27%	33%	28%	35%	23%

Social Media Inactive
102
122
77
75%
25
25%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1019	469	550
No	freq	307	138	170
No	prop	61%	56%	67%
Yes	freq	193	109	84
Yes	prop	39%	44%	33%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
177	167	156	87	144	201	222
310	324	385	166	294	421	481
113	107	87	62	96	105	126
64%	64%	56%	72%	66%	52%	57%
64	59	69	25	49	96	95
36%	36%	44%	28%	34%	48%	43%

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
278	186	223	91	264	236	57
538	375	451	193	535	484	115
181	123	133	51	157	150	27
65%	66%	60%	56%	60%	64%	47%
98	63	90	40	107	86	30
35%	34%	40%	44%	40%	36%	53%

property or investment property?

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
443	71	429	310	183	176	146
904	140	879	630	375	342	299
280	35	272	187	116	107	88
63%	49%	64%	60%	63%	61%	61%
163	36	156	123	67	69	57
37%	51%	36%	40%	37%	39%	39%

Social Media Inactive	Canada Region Quebec	Canada Region Praries	Canada Region British Columbia	Canada Region Ontario	Canada Region Atlantic	Canada Region Alberta
178	138	30	70	194	31	36
378	277	63	139	399	63	77
112	91	18	48	114	15	20
63%	66%	61%	69%	59%	49%	55%
66	47	12	22	80	16	16
37%	34%	39%	31%	41%	51%	45%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	249	251
	unw_base	1064	511	553
No	freq	388	194	193
No	prop	78%	78%	77%
Yes	freq	112	55	58
Yes	prop	22%	22%	23%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
201	189	110	61	195	244	363
461	453	150	63	278	723	805
138	157	93	49	155	184	288
69%	83%	85%	81%	79%	75%	79%
63	33	17	12	41	60	76
31%	17%	15%	19%	21%	25%	21%

China

me to buy real estate, such as a house, vacation property or investment property?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
137	295	155	50	296	204	50
259	93	250	721	726	338	84
100	227	124	36	217	170	25
73%	77%	80%	72%	74%	83%	50%
37	68	31	14	78	34	25
27%	23%	20%	28%	26%	17%	50%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
450	99	401	395	104	.	.
980	315	749	954	106	.	.
362	47	341	298	88	.	.
81%	47%	85%	75%	85%	.	.
88	53	60	97	15	.	.
19%	53%	15%	25%	15%	.	.

Social Media Inactive
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	560	228	332
No	freq	348	172	176
No	prop	70%	68%	72%
Yes	freq	152	82	70
Yes	prop	30%	32%	28%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
285	140	75	41	29	293	286
330	160	70	46	35	332	355
195	96	57	25	20	203	195
69%	69%	75%	61%	69%	69%	68%
90	44	19	16	9	89	91
31%	31%	25%	39%	31%	31%	32%

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
214	63	175	262	170	330	27
205	63	163	334	169	391	29
153	49	127	172	116	232	18
71%	77%	73%	66%	68%	70%	66%
61	15	48	90	54	98	9
29%	23%	27%	34%	32%	30%	34%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
473	.	.	274	226	.	.
531	.	.	309	251	.	.
330	.	.	183	165	.	.
70%	.	.	67%	73%	.	.
143	.	.	91	62	.	.
30%	.	.	33%	27%	.	.

Social Media Inactive
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Stub	Stat	Overall	Gender Male	Gender Female
	base	500	247	253
	unw_base	1063	542	521
No	freq	354	166	189
No	prop	71%	67%	75%
Yes	freq	146	81	64
Yes	prop	29%	33%	25%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
191	163	146	88	224	115	208
349	361	353	173	471	266	466
137	111	106	68	162	70	145
72%	68%	73%	76%	72%	60%	70%
54	52	40	21	63	45	63
28%	32%	27%	24%	28%	40%	30%

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
292	168	209	124	289	211	17
597	384	334	345	642	421	41
209	132	146	76	195	160	11
72%	79%	70%	62%	67%	76%	65%
83	36	63	47	95	51	6
28%	21%	30%	38%	33%	24%	35%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
483	32	468	312	186	113	142
1022	78	985	671	389	244	304
343	20	335	213	140	74	96
71%	61%	72%	68%	75%	66%	67%
140	13	133	99	46	39	46
29%	39%	28%	32%	25%	34%	33%

Social Media Inactive
245
515
184
75%
60
25%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1086	520	566
No	freq	302	142	161
No	prop	60%	56%	65%
Yes	freq	198	111	87
Yes	prop	40%	44%	35%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
172	176	152	143	137	154	184
307	386	393	309	305	336	425
110	105	88	97	85	80	111
64%	59%	58%	68%	62%	52%	60%
62	71	64	46	52	73	73
36%	41%	42%	32%	38%	48%	40%

Germany

me to buy real estate, such as a house, vacation property or investment property?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
316	113	285	101	337	163	45
661	186	694	206	734	352	103
191	83	162	57	199	103	22
61%	73%	57%	56%	59%	63%	48%
125	30	123	44	137	61	23
39%	27%	43%	44%	41%	37%	52%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
455	78	422	321	164	127	165
983	178	908	715	337	265	358
281	38	265	185	107	67	96
62%	48%	63%	58%	65%	53%	58%
174	40	157	136	57	60	69
38%	52%	37%	42%	35%	47%	42%

Social Media Inactive
208
463
140
67%
68
33%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	246	254
	unw_base	1100	548	552
No	freq	263	123	140
No	prop	53%	50%	55%
Yes	freq	237	123	114
Yes	prop	47%	50%	45%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	158	156	90	261	96	195
380	349	371	197	575	211	440
106	89	68	51	143	38	90
57%	56%	44%	57%	55%	39%	46%
79	70	88	38	118	59	105
43%	44%	56%	43%	45%	61%	54%

me to buy real estate, such as a house, vacation property or investment property?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
305	121	160	219	319	181	41
660	272	349	479	711	389	93
173	72	85	107	161	102	11
57%	59%	53%	49%	50%	56%	28%
132	49	75	112	158	79	30
43%	41%	47%	51%	50%	44%	72%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
459	56	444	329	166	181	112
1007	125	975	724	365	393	245
252	16	248	167	93	90	53
55%	28%	56%	51%	56%	50%	47%
207	40	196	163	73	91	59
45%	72%	44%	49%	44%	50%	53%

Social Media Inactive
207
462
120
58%
87
42%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	244	256
	unw_base	508	222	286
No	freq	289	129	160
No	prop	58%	53%	62%
Yes	freq	211	115	96
Yes	prop	42%	47%	38%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
202	137	161	228	207	8	184
193	150	165	227	212	9	188
128	73	88	147	97	3	96
63%	53%	55%	65%	47%	.	52%
74	64	73	80	110	4	88
37%	47%	45%	35%	53%	.	48%

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
316	130	294	77	254	246	44
320	138	261	109	258	250	44
193	82	167	39	124	164	12
61%	64%	57%	51%	49%	67%	28%
123	47	126	38	129	82	32
39%	36%	43%	49%	51%	33%	72%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
456	38	462	269	229	202	228
464	40	468	275	230	206	230
277	11	277	147	140	115	133
61%	30%	60%	55%	61%	57%	58%
180	27	184	122	89	87	95
39%	70%	40%	45%	39%	43%	42%

Social Media Inactive
70
72
41
58%
29
42%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	258	242
	unw_base	1051	570	481
No	freq	215	114	100
No	prop	43%	44%	41%
Yes	freq	285	144	142
Yes	prop	57%	56%	59%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
276	147	77	76	74	351	305
490	359	202	138	155	758	719
110	65	40	32	34	149	136
40%	44%	52%	42%	46%	42%	45%
167	82	36	44	40	202	169
60%	56%	48%	58%	54%	58%	55%

me to buy real estate, such as a house, vacation property or investment property?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
195	3	60	438	257	243	135
332	4	115	932	578	473	294
79	1	30	184	99	116	38
40%	.	50%	42%	38%	48%	28%
117	2	30	254	159	127	97
60%	.	50%	58%	62%	52%	72%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
365	245	255	386	107	384	82
757	541	510	843	193	790	184
176	85	130	152	59	154	37
48%	35%	51%	39%	55%	40%	45%
188	161	125	234	48	230	45
52%	65%	49%	61%	45%	60%	55%

Social Media Inactive
35
77
24
71%
10
29%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	250	250
	unw_base	506	222	284
No	freq	227	99	128
No	prop	45%	40%	51%
Yes	freq	273	151	122
Yes	prop	55%	60%	49%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
281	167	52	56	260	185	292
246	202	58	44	258	204	329
118	79	30	22	125	80	137
42%	48%	57%	39%	48%	43%	47%
163	87	22	34	135	104	155
58%	52%	43%	61%	52%	57%	53%

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
208	200	29	271	247	253	71
177	182	29	295	254	252	71
90	88	13	126	105	123	22
43%	44%	45%	46%	42%	48%	30%
118	112	16	145	143	130	50
57%	56%	55%	54%	58%	52%	70%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
429	128	372	422	77	318	162
435	133	373	438	66	312	174
206	38	189	186	40	133	81
48%	30%	51%	44%	52%	42%	50%
223	90	183	235	36	184	81
52%	70%	49%	56%	48%	58%	50%

Social Media Inactive
20
20
13
63%
8
37%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	253	247
	unw_base	509	222	287
No	freq	245	108	137
No	prop	49%	43%	55%
Yes	freq	255	145	110
Yes	prop	51%	57%	45%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
228	158	114	236	110	83	240
196	193	120	249	102	87	268
127	68	50	114	48	36	98
56%	43%	44%	48%	44%	43%	41%
101	90	64	122	62	47	141
44%	57%	56%	52%	56%	57%	59%

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
260	21	195	284	297	203	43
241	22	192	295	309	200	46
147	12	89	144	138	107	16
56%	56%	46%	51%	46%	53%	38%
114	9	105	140	159	96	27
44%	44%	54%	49%	54%	47%	62%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
457	60	440	329	166	248	127
463	66	443	346	156	249	135
229	32	213	144	97	115	70
50%	53%	48%	44%	58%	46%	55%
228	28	227	184	69	133	57
50%	47%	52%	56%	42%	54%	45%

Social Media Inactive
125
125
60
48%
65
52%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	250	250
	unw_base	1089	570	519
No	freq	311	147	164
No	prop	62%	59%	66%
Yes	freq	189	103	86
Yes	prop	38%	41%	34%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
181	186	133	123	198	104	238
380	412	297	243	438	248	512
115	121	76	89	119	51	153
63%	65%	57%	72%	60%	49%	64%
66	66	57	34	79	53	85
37%	35%	43%	28%	40%	51%	36%

me to buy real estate, such as a house, vacation property or investment property?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
262	244	199	58	244	256	55
577	367	569	153	568	521	124
158	164	121	26	140	171	29
60%	67%	61%	45%	57%	67%	52%
104	79	77	32	104	85	26
40%	33%	39%	55%	43%	33%	48%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
445	73	427	281	211	283	106
965	172	917	655	415	645	226
282	36	275	163	143	171	63
63%	50%	64%	58%	68%	60%	60%
163	37	152	118	68	112	42
37%	50%	36%	42%	32%	40%	40%

Social Media Inactive
111
218
76
69%
34
31%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	251	249
	unw_base	1263	603	660
No	freq	439	219	221
No	prop	88%	87%	89%
Yes	freq	61	32	28
Yes	prop	12%	13%	11%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	161	154	307	160	33	272
495	404	364	784	398	81	675
162	148	130	274	138	28	235
87%	92%	84%	89%	86%	84%	86%
24	13	24	34	22	5	37
13%	8%	16%	11%	14%	16%	14%

me to buy real estate, such as a house, vacation property or investment property?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
228	152	110	238	242	258	23
588	386	283	594	589	674	56
205	140	99	201	206	233	18
90%	92%	90%	84%	85%	90%	77%
23	12	11	37	36	25	5
10%	8%	10%	16%	15%	10%	23%

	Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
	477	36	464	345	141	36	107
	1207	86	1177	859	367	92	270
	421	28	411	301	124	28	93
	88%	78%	89%	87%	88%	77%	87%
	55	8	53	44	17	8	14
	12%	22%	11%	13%	12%	23%	13%

Social Media Inactive
357
901
318
89%
38
11%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	238	262
	unw_base	506	278	228
No	freq	281	113	168
No	prop	56%	47%	64%
Yes	freq	219	125	94
Yes	prop	44%	53%	36%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
270	171	58	394	100	6	185
318	140	48	377	124	5	193
156	99	25	236	44	1	97
58%	58%	44%	60%	44%	.	52%
114	72	33	158	57	5	89
42%	42%	56%	40%	56%	.	48%

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
315	321	103	76	263	237	118
313	136	186	184	289	217	112
184	181	60	40	128	153	45
59%	56%	59%	52%	49%	65%	38%
131	140	43	36	135	84	72
41%	44%	41%	48%	51%	35%	62%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
382	133	367	307	186	302	131
394	141	365	336	166	325	121
236	57	224	144	134	152	78
62%	43%	61%	47%	72%	50%	60%
147	76	143	163	52	150	52
38%	57%	39%	53%	28%	50%	40%

Social Media Inactive
68
60
51
75%
17
25%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	514	255	259
No	freq	323	141	182
No	prop	65%	57%	72%
Yes	freq	177	107	70
Yes	prop	35%	43%	28%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
215	136	149	314	96	4	261
191	160	163	312	114	5	284
146	91	85	212	45	3	163
68%	67%	57%	68%	47%	.	62%
68	45	64	102	51	1	99
32%	33%	43%	32%	53%	.	38%

me to buy real estate, such as a house, vacation property or investment property?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
239	104	327	69	239	261	53
230	48	367	99	254	260	61
161	86	199	38	139	184	26
67%	83%	61%	55%	58%	70%	49%
78	18	128	31	99	77	27
33%	17%	39%	45%	42%	30%	51%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
447	80	420	290	194	226	180
453	90	424	330	171	233	192
297	41	283	169	140	132	123
66%	51%	67%	58%	72%	58%	68%
150	40	137	121	54	94	57
34%	49%	33%	42%	28%	42%	32%

Social Media Inactive
94
89
68
73%
26
27%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	241	259
	unw_base	501	235	266
No	freq	176	76	100
No	prop	35%	32%	38%
Yes	freq	324	165	160
Yes	prop	65%	68%	62%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
211	164	125	41	242	192	230
176	157	168	38	237	205	243
81	49	45	16	95	51	87
38%	30%	36%	39%	39%	27%	38%
130	115	80	25	147	141	143
62%	70%	64%	61%	61%	73%	62%

me to buy real estate, such as a house, vacation property or investment property?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
270	146	266	88	234	266	47
258	109	280	112	251	250	50
89	58	95	22	68	108	12
33%	40%	36%	25%	29%	41%	25%
181	88	170	67	167	158	36
67%	60%	64%	75%	71%	59%	75%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
453	68	432	311	173	165	217
451	73	428	327	158	162	225
164	14	162	90	79	53	77
36%	20%	37%	29%	46%	32%	36%
289	54	270	221	93	112	140
64%	80%	63%	71%	54%	68%	64%

Social Media Inactive
118
114
46
39%
73
61%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	283	217
	unw_base	504	212	292
No	freq	341	194	147
No	prop	68%	69%	68%
Yes	freq	159	89	70
Yes	prop	32%	31%	32%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
295	151	53	264	134	45	297
369	107	28	282	125	37	268
196	108	37	181	95	25	215
66%	72%	69%	69%	71%	56%	72%
99	43	17	83	39	20	82
34%	28%	31%	31%	29%	44%	28%

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
203	138	149	213	210	290	58
236	143	152	209	157	347	52
127	87	102	152	149	192	26
62%	63%	69%	71%	71%	66%	45%
77	51	47	61	61	97	32
38%	37%	31%	29%	29%	34%	55%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
442	72	428	265	221	211	176
452	61	443	222	269	205	180
315	32	310	184	149	134	124
71%	44%	72%	70%	67%	63%	71%
127	41	118	81	72	77	52
29%	56%	28%	30%	33%	37%	29%

Social Media Inactive
113
119
83
74%
30
26%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	240	260
	unw_base	502	204	298
No	freq	314	137	176
No	prop	63%	57%	68%
Yes	freq	186	103	84
Yes	prop	37%	43%	32%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
287	125	88	63	131	307	193
244	154	104	40	137	325	232
181	82	51	33	95	186	122
63%	65%	58%	52%	72%	61%	63%
106	44	37	30	36	120	71
37%	35%	42%	48%	28%	39%	37%

me to buy real estate, such as a house, vacation property or investment property?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
307	285	122	93	246	254	74
270	267	136	99	278	224	75
192	190	75	49	146	168	36
62%	67%	61%	53%	59%	66%	49%
116	95	47	44	100	86	38
38%	33%	39%	47%	41%	34%	51%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
426	133	367	379	119	306	151
427	140	362	420	79	303	157
278	72	242	239	72	187	96
65%	54%	66%	63%	61%	61%	64%
149	61	125	140	46	120	54
35%	46%	34%	37%	39%	39%	36%

Social Media Inactive
43
42
31
71%
12
29%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	516	288	228
No	freq	394	199	195
No	prop	79%	79%	79%
Yes	freq	106	53	52
Yes	prop	21%	21%	21%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
211	189	101	86	172	243	290
168	213	135	76	175	265	332
177	142	75	74	134	186	221
84%	75%	74%	87%	78%	77%	76%
34	46	26	11	38	57	69
16%	25%	26%	13%	22%	23%	24%

me to buy real estate, such as a house, vacation property or investment property?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
210	7	126	367	253	247	66
184	5	122	389	291	225	79
173	4	107	283	189	205	46
83%	.	85%	77%	75%	83%	70%
37	2	19	84	64	41	20
17%	.	15%	23%	25%	17%	30%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
434	95	405	353	118	162	229
437	116	400	387	101	177	231
348	65	330	271	100	115	188
80%	68%	81%	77%	85%	71%	82%
86	30	75	82	18	46	41
20%	32%	19%	23%	15%	29%	18%

Social Media Inactive
109
108
91
83%
19
17%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	1076	547	529
No	freq	330	158	172
No	prop	66%	63%	69%
Yes	freq	170	94	76
Yes	prop	34%	37%	31%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
205	175	120	266	139	23	227
379	417	280	598	282	52	523
138	118	75	189	84	13	144
67%	67%	62%	71%	60%	54%	63%
67	58	45	77	55	11	83
33%	33%	38%	29%	40%	46%	37%

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
273	249	115	136	251	249	50
553	672	104	300	562	514	110
186	174	74	82	160	169	26
68%	70%	65%	60%	64%	68%	53%
87	75	41	55	90	80	24
32%	30%	35%	40%	36%	32%	47%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
450	62	438	283	211	276	129
966	131	945	623	439	574	278
304	25	305	181	146	172	86
67%	40%	70%	64%	69%	62%	67%
147	37	133	102	65	104	43
33%	60%	30%	36%	31%	38%	33%

Social Media Inactive
95
224
72
76%
23
24%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	254	246
	unw_base	517	256	261
No	freq	313	164	148
No	prop	63%	65%	60%
Yes	freq	187	89	98
Yes	prop	37%	35%	40%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
185	148	167	151	216	71	129
170	161	186	174	204	61	150
112	88	113	103	125	43	80
60%	60%	68%	68%	58%	60%	62%
74	60	54	48	91	29	50
40%	40%	32%	32%	42%	40%	38%

me to buy real estate, such as a house, vacation property or investment property?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
371	105	263	132	323	177	58
367	347	70	100	339	178	48
233	68	166	79	209	104	36
63%	64%	63%	59%	65%	59%	61%
138	37	96	54	114	73	23
37%	36%	37%	41%	35%	41%	39%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
442	66	434	331	160	183	129
469	56	461	319	186	147	133
277	40	272	196	113	120	74
63%	61%	63%	59%	70%	66%	57%
165	26	162	135	48	63	55
37%	39%	37%	41%	30%	34%	43%

Social Media Inactive
188
237
118
63%
69
37%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	252	248
	unw_base	512	278	234
No	freq	349	163	187
No	prop	70%	65%	75%
Yes	freq	151	89	61
Yes	prop	30%	35%	25%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
262	173	65	10	130	360	283
276	175	61	9	128	375	302
179	121	50	9	85	255	196
68%	70%	77%	.	65%	71%	69%
83	52	15	1	45	104	86
32%	30%	23%	.	35%	29%	31%

me to buy real estate, such as a house, vacation property or investment property?

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
217	141	62	297	282	218	69
210	136	64	312	306	206	75
153	100	38	211	189	160	32
70%	71%	62%	71%	67%	73%	47%
64	42	24	85	92	58	37
30%	29%	38%	29%	33%	27%	53%

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
431	174	326	317	178	313	149
437	190	322	344	163	324	150
317	102	247	211	135	212	109
74%	59%	76%	67%	76%	68%	73%
114	72	79	106	42	101	40
26%	41%	24%	33%	24%	32%	27%

Social Media Inactive
38
38
29
77%
9
23%

Stub	Stat	Overall	Gender Male	Gender Female
	base	500	248	252
	unw_base	1087	517	570
No	freq	295	140	156
No	prop	59%	56%	62%
Yes	freq	205	108	97
Yes	prop	41%	44%	38%

Age Under 35	Age 35-49	Age 50-64	Household Income Low	Household Income Medium	Household Income High	Marital Status Married
183	158	159	76	201	203	264
286	389	412	142	456	435	623
105	100	91	55	125	100	155
58%	63%	57%	73%	62%	49%	59%
77	58	69	21	76	103	110
42%	37%	43%	27%	38%	51%	41%

ı think it will be a good time to buy real estate, such as a house, vacation property or

Marital Status Other	Education Low	Education Medium	Education High	Chief Income Earner Yes	Chief Income Earner No	Business Owner Yes
236	232	127	141	268	232	58
464	422	360	305	598	489	132
141	156	74	66	145	151	26
60%	67%	58%	47%	54%	65%	45%
95	77	53	75	123	81	32
40%	33%	42%	53%	46%	35%	55%

investment property?

Business Owner No	Senior Executive Decision Maker Leader Yes	Senior Executive Decision Maker Leader No	Employment Status Total Employed	Employment Status Not Employed	Social Media Active	Social Media Passive
442	73	427	323	173	181	95
955	164	923	716	361	389	214
269	29	266	176	116	91	57
61%	40%	62%	54%	67%	50%	60%
172	44	161	148	56	90	38
39%	60%	38%	46%	33%	50%	40%

Social Media Inactive	US Region Northeast	US Region Midwest	US Region South	US Region West
224	102	109	176	113
484	213	243	381	250
148	61	62	108	65
66%	60%	57%	61%	58%
76	41	47	68	48
34%	40%	43%	39%	42%