

**Exhibit 3-3 INFORMATION SOURCES USED IN HOME SEARCH, BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES**
*(Percent of Respondents)*

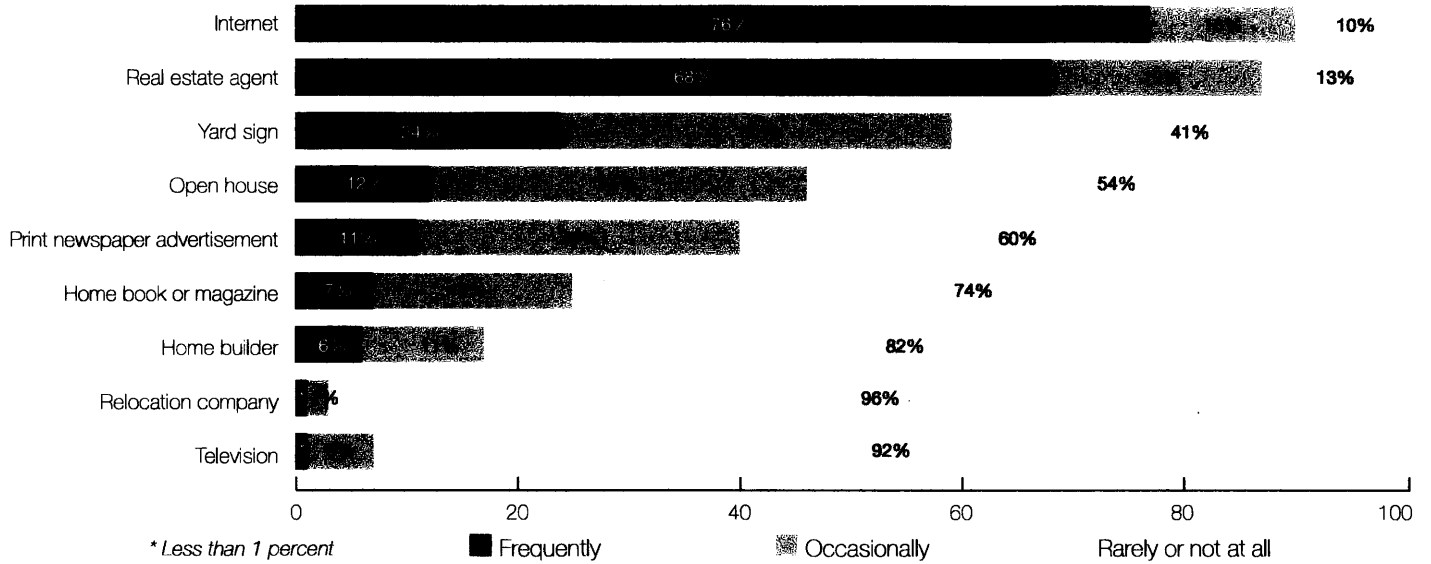
	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Internet	90%	93%	87%	87%	90%
Real estate agent	87	88	86	77	89
Yard sign	59	58	60	52	61
Open house	46	43	51	52	45
Print newspaper advertisement	40	40	41	40	40
Home book or magazine	26	24	27	29	25
Home builder	18	15	21	60	9
Relocation company	4	2	5	6	3
Television	8	9	7	11	7
Billboard	6	6	5	15	4

**Exhibit 3-4 INFORMATION SOURCES USED IN HOME SEARCH, BY AGE**
*(Percent of Respondents)*

	All Buyers	AGE OF HOME BUYER			
		18 to 24	25 to 44	45 to 64	65 or older
Internet	90%	95%	96%	86%	62%
Real estate agent	87	88	88	86	82
Yard sign	59	60	59	61	50
Open house	46	36	46	49	42
Print newspaper advertisement	40	33	38	44	45
Home book or magazine	26	20	26	27	21
Home builder	18	14	17	20	23
Relocation company	4	2	4	4	1
Television	8	8	8	8	3
Billboard	6	5	6	6	2

**Exhibit 3-5 FREQUENCY OF USE OF DIFFERENT INFORMATION SOURCES**

(Percentage Distribution)



**Exhibit 3-6 USEFULNESS OF INFORMATION SOURCES**

(Percentage Distribution Among Buyers that Used Each Source)

