

Internet Advertising vs. Newspaper Advertising



- **77% said they found the internet very useful**
- **2% said they found the newspaper very useful**
- **36% of buyers found their home on the internet first**
 - This represents a significant increase from those that found their home in 2001.
 - The internet plays a much more significant role compared to newspapers, where only 2% found their home first.
- **42% of buyers said they found yards signs to be very useful**
- **10% of buyers said they found open houses to be very useful**

*2009 NAR Profile of Home Buyers and Sellers