

The Housing Market Is Back On Level Ground

Geo: U.S.

Time Range: 2019 - 2022



The Market Evens Out, But Day Dreaming Will Continue

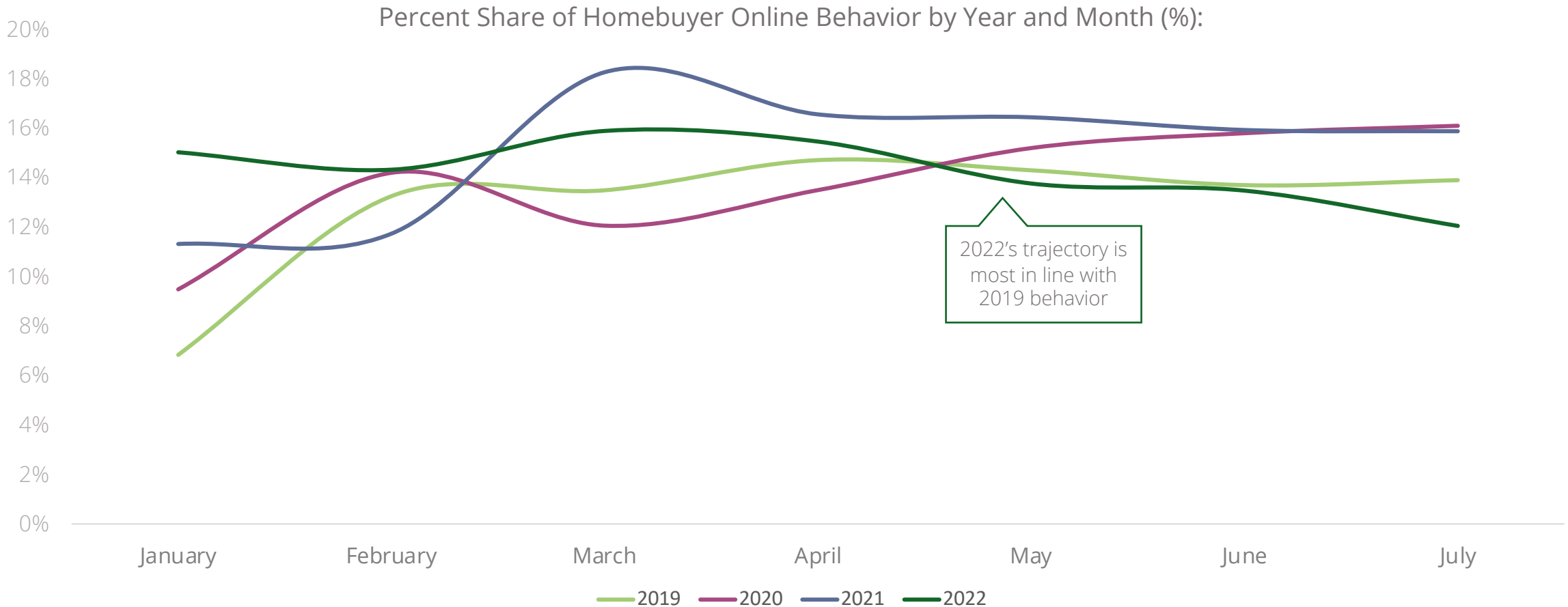


The real estate market and home improvement space are calming down after a turbulent few years when the pandemic inspired big moves and major projects. Our data suggests that the next few years will follow pre-pandemic patterns, although looking at dream homes online for fun is a lasting trend.

Homebuyer Behavior Is Settling Back Into Familiar Patterns



Online Behavior of Yearly Homebuyer Audiences



2020 and 2021 saw massive changes in the real estate market as people chose new “stay at home” spaces. Now, 2022 homebuyers are behaving more like their 2019 counterparts, a sign of a market returning to its usual patterns.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: Jan 2019 - July 2022

Moving Is Less Popular This Year, So People Are Fixing Up Current Spaces

Online Behavior by the U.S. ShareThis Audience



Year-Over-Year Category Changes (%):

A background image for the first category, showing a man and a woman in a room, with the man painting a wall and the woman standing nearby. The image is overlaid with a teal tint.

+35%

*Home Improvement:
Projects are keeping
users busy this summer*

A background image for the second category, showing a hand holding a tablet displaying a real estate listing. The image is overlaid with a teal tint.

-29%

*Real Estate Listings:
inventory of homes for
sales has been below last
year's levels*

A background image for the third category, showing several stacked cardboard boxes in a room, with a potted plant visible in the background. The image is overlaid with a teal tint.

-12%

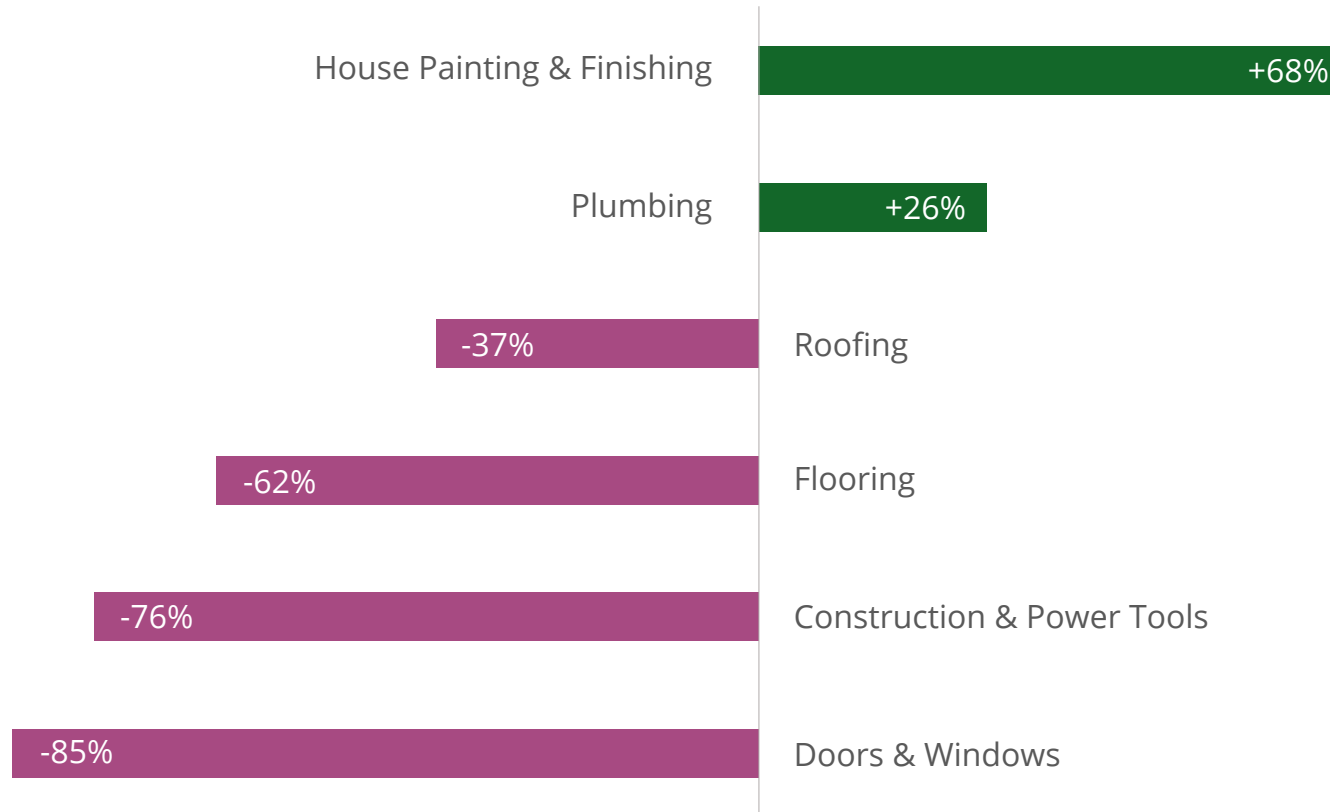
*Moving:
Fewer families are
transitioning to a new space*

Structural Home Changes Slowed, But Aesthetics & Essentials Saw Growth

Online Behavior of the U.S. ShareThis Audience



Home Improvement Topic Change in Behavior Year-Over-Year (%):



In home improvement, consumers are focusing on the finishing touches to the space they have, while last year's projects dealt with structural changes like roofing, flooring, and stocking up on DIY tools.

Housing Brands Gained Attention This Year



Online Behavior by the U.S. ShareThis Audience

Brand Engagement Growth Year-Over-Year (%):

+113%

Zillow

+54%

Redfin

+36%

Realtor.com

+13%

Vrbo

-9%

Airbnb

-11%

Lowe's

-14%

Ace Hardware

-15%

Home Depot

Browsing housing sites “just to look” has been normalized this year, while brands in the home improvement space have seen a dip alongside fewer people moving and taking on major structural projects.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: May - July 2022 vs 2021

Audiences to Activate

Consider the following segments in your activation strategy



Relevant Segments

- Arts & Entertainment > Visual Art & Design > Architecture
- Business & Industrial > Construction & Maintenance
- Finance > Credit & Lending
- Finance > Insurance > Home Insurance
- Home & Garden > Gardening & Landscaping
- Home & Garden > Home Improvement > Construction & Power Tools
- Home & Garden > Home Improvement > Doors & Windows
- Home & Garden > Home Improvement > Flooring
- Home & Garden > Home Improvement > House Painting & Finishing
- Home & Garden > Home Improvement > Plumbing
- Home & Garden > Home Improvement > Roofing
- Home & Garden > Interior Decor
- Life Event > Home Buying
- Life Event > Movers
- Real Estate > Homeowner
- Real Estate > Real Estate Listings
- Real Estate > Timeshares & Vacation Properties
- The Changing Consumer > Moving & Relocating

Custom

Create your own custom audiences using relevant privacy compliant signals such as mortgage applications or dream homes

Thank You