REALTOR.COM TRAFFIC
January 2014

Starting with the January 2014 report, the data includes both desk top as well as mobile traffic. Before 2014, the report only included traffic data from desk top users.

Multi-Platform Methodology:
comScore’s Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, demographic composition, engagement, performance within key user segments and behavioral trends. All of these metrics can be compared across digital media platforms and can be used to understand incremental audiences and engagement gained from each platform.

Realtor.com Stats Source: comScore Media Metrix Multi-Platform (MM)

* Real Estate Vertical Metrix Source: comScore Media Metrix Multi-Platform (MM) - Top 25 real estate listing sites with traffic greater than 500,000 visitors.
**REALTOR.ORG TRAFFIC**  
January 2014

**Traffic Notes:**
- Registered Users: 622,774
- Average visits per day: 36,921 – Jan ’14; 26,981 – Dec ’13; (33,280 – Jan ’13)

NAR Newsletters:
- The most popular categories are: Membership Benefits/Special Offers for Realtors, Sales and Marketing Tools, Education Issues, Current Real Estate News/Topics and Issues, Buyer Representation Issues, and Research and Market Statistics, Technology
- REALTOR® Magazine Online Daily News Subscribers – 79,609 – Jan ’14

*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

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**HOUSELOGIC.COM TRAFFIC**  
January 2014

**Top Content – January 2014**

1. **More Trees You Should Never Plant in Your Yard**  
http://www.houselogic.com/photos/plants-trees/trees-to-avoid/slide/gingko-gingko-biloba

2. **The Biggest Air Leak in Your House You Don’t Know About**  
http://www.houselogic.com/home-advice/insulation/biggest-air-leak-home/

3. **8 Houses That Don’t Seem Real, But They Are!**  
http://www.houselogic.com/photos/home-thoughts/ugly-houses/slide/a-house-that-rocks/

4. **The Plants You shouldn’t Plant in Your Yard**  