



RPR[®]

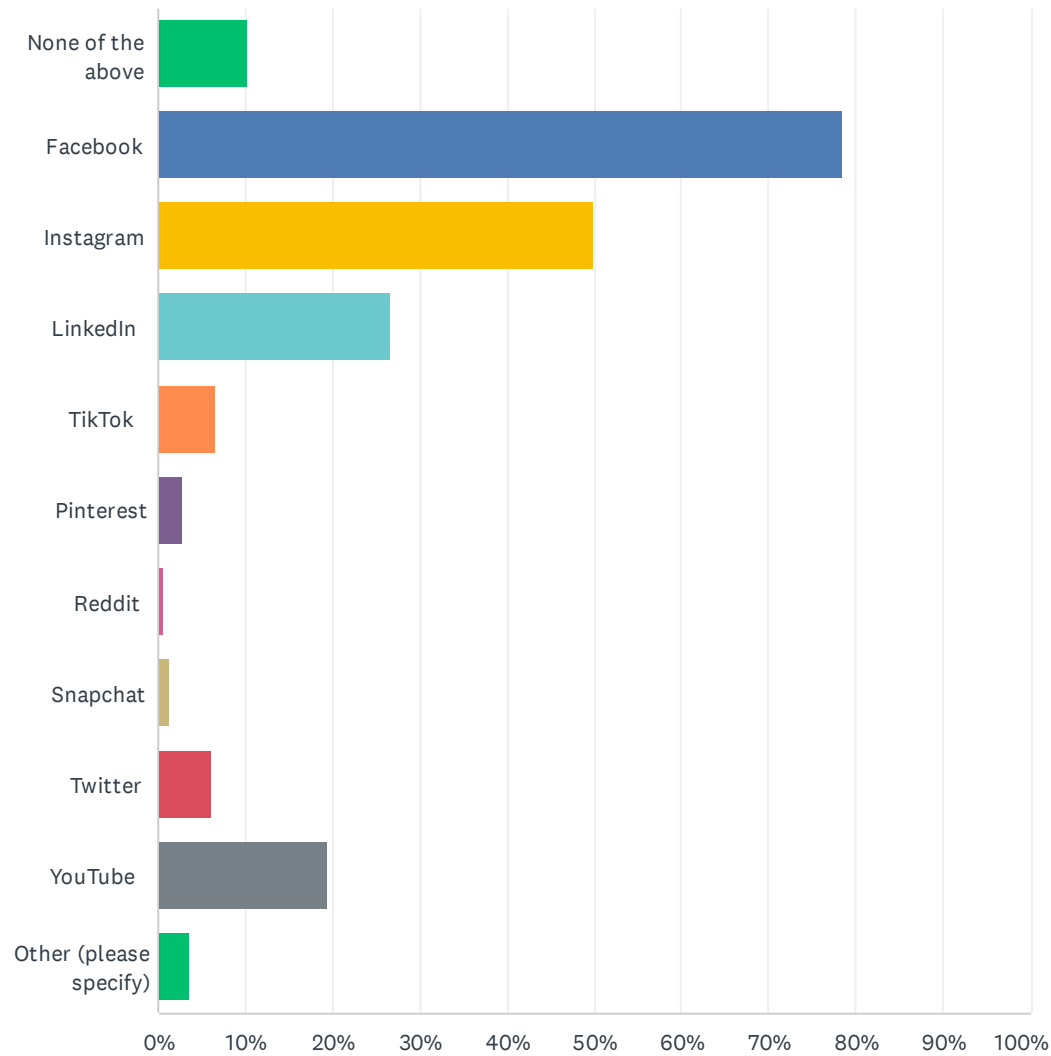
SOCIAL MEDIA & DIGITAL MARKETING SURVEY



Social Media & Digital Marketing Survey

Q1 Which, if any, social media sites do you find MOST effective at building your business?
(Select all that apply.)

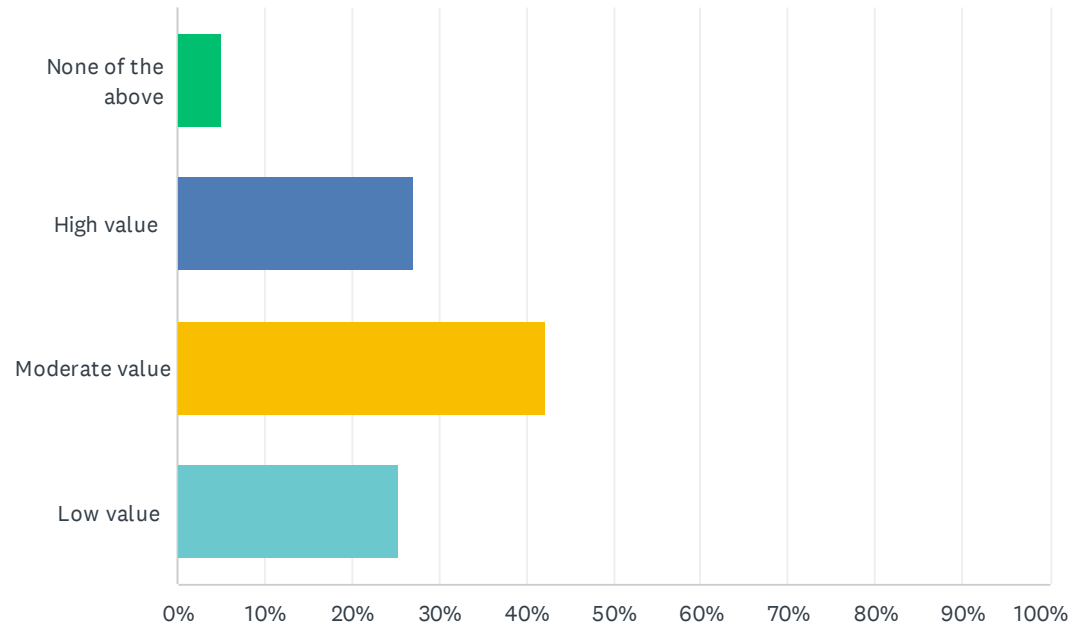
Answered: 1,229 Skipped: 0



ANSWER CHOICES	RESPONSES	
None of the above	10.33%	127
Facebook	78.52%	965
Instagram	49.80%	612
LinkedIn	26.61%	327
TikTok	6.51%	80
Pinterest	2.69%	33
Reddit	0.57%	7
Snapchat	1.38%	17
Twitter	6.18%	76
YouTube	19.45%	239
Other (please specify)	3.58%	44
Total Respondents: 1,229		

Q2 How valuable has social media been towards building your real estate business?

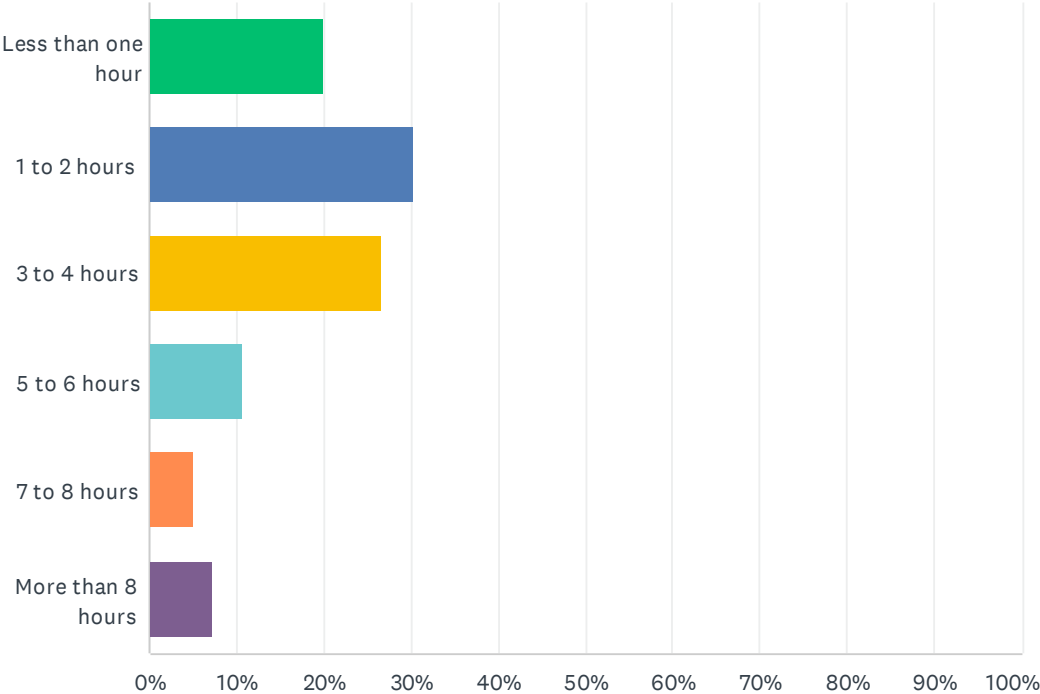
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ANSWER CHOICES	RESPONSES	
None of the above	5.21%	64
High value	27.18%	334
Moderate value	42.31%	520
Low value	25.31%	311
TOTAL		1,229

Q3 How much time do you currently commit to social media each week?

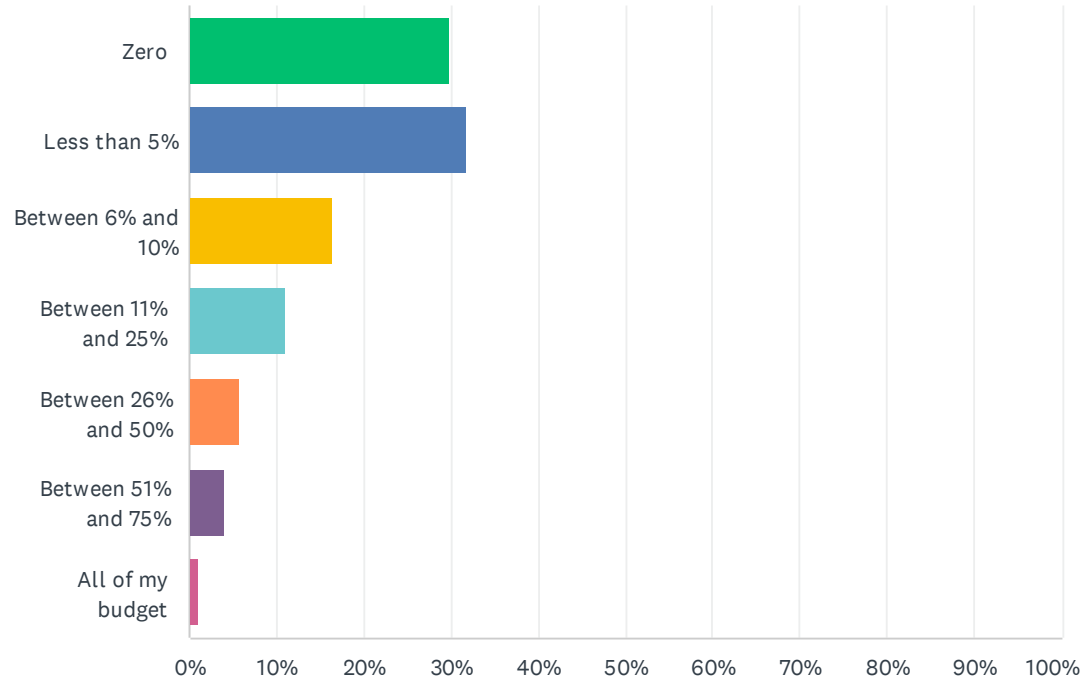
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ANSWER CHOICES	RESPONSES	
Less than one hour	20.10%	247
1 to 2 hours	30.27%	372
3 to 4 hours	26.61%	327
5 to 6 hours	10.58%	130
7 to 8 hours	5.21%	64
More than 8 hours	7.24%	89
TOTAL		1,229

Q4 What percentage of your current marketing budget is dedicated to social media?

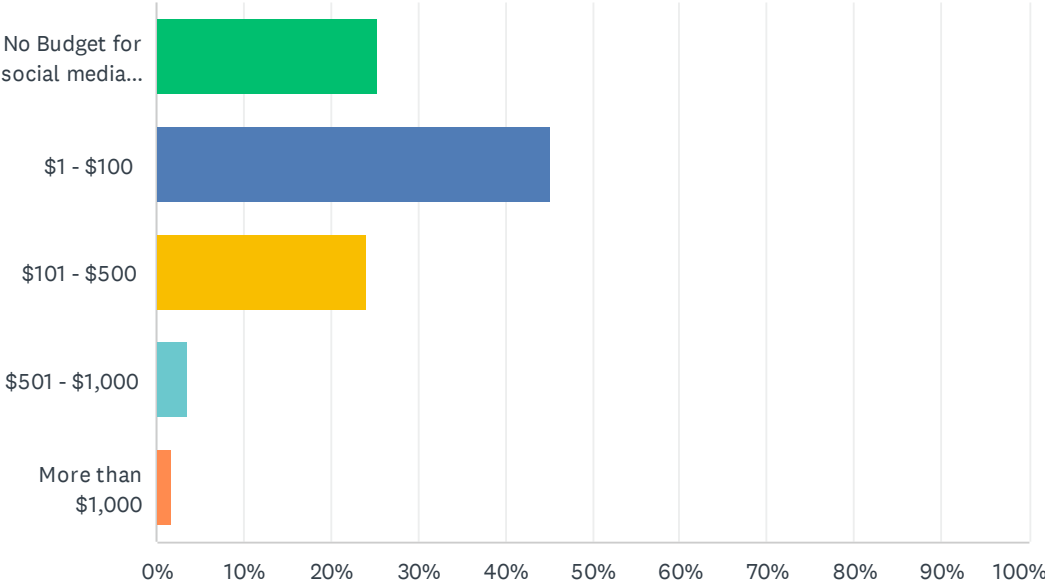
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ANSWER CHOICES	RESPONSES	
Zero	29.78%	366
Less than 5%	31.73%	390
Between 6% and 10%	16.52%	203
Between 11% and 25%	10.98%	135
Between 26% and 50%	5.86%	72
Between 51% and 75%	4.15%	51
All of my budget	0.98%	12
TOTAL		1,229

Q5 What is your monthly budget for social media spending?

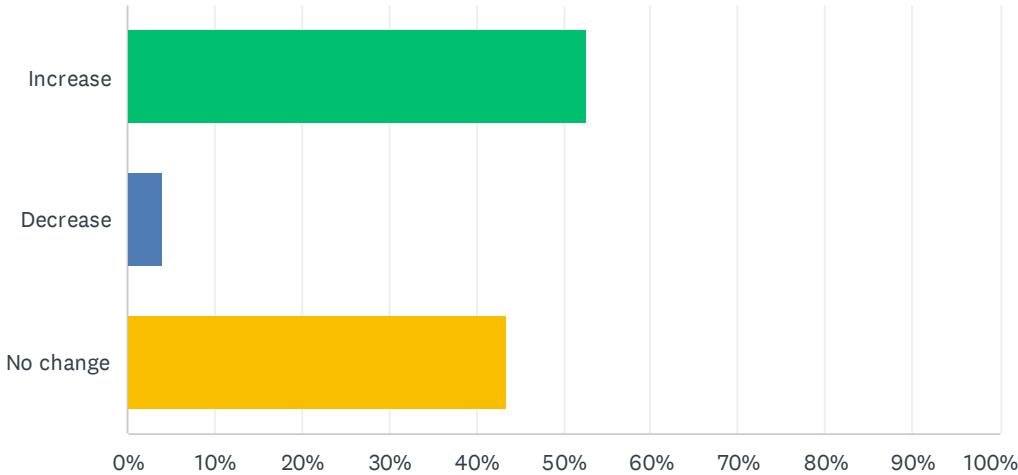
Answered: 1,229 Skipped: 0



ANSWER CHOICES	RESPONSES	
No Budget for social media spending	25.39%	312
\$1 - \$100	45.16%	555
\$101 - \$500	24.17%	297
\$501 - \$1,000	3.66%	45
More than \$1,000	1.63%	20
TOTAL		1,229

Q6 Looking toward your next fiscal calendar year, will the dollars you commit to social media marketing increase or decrease?

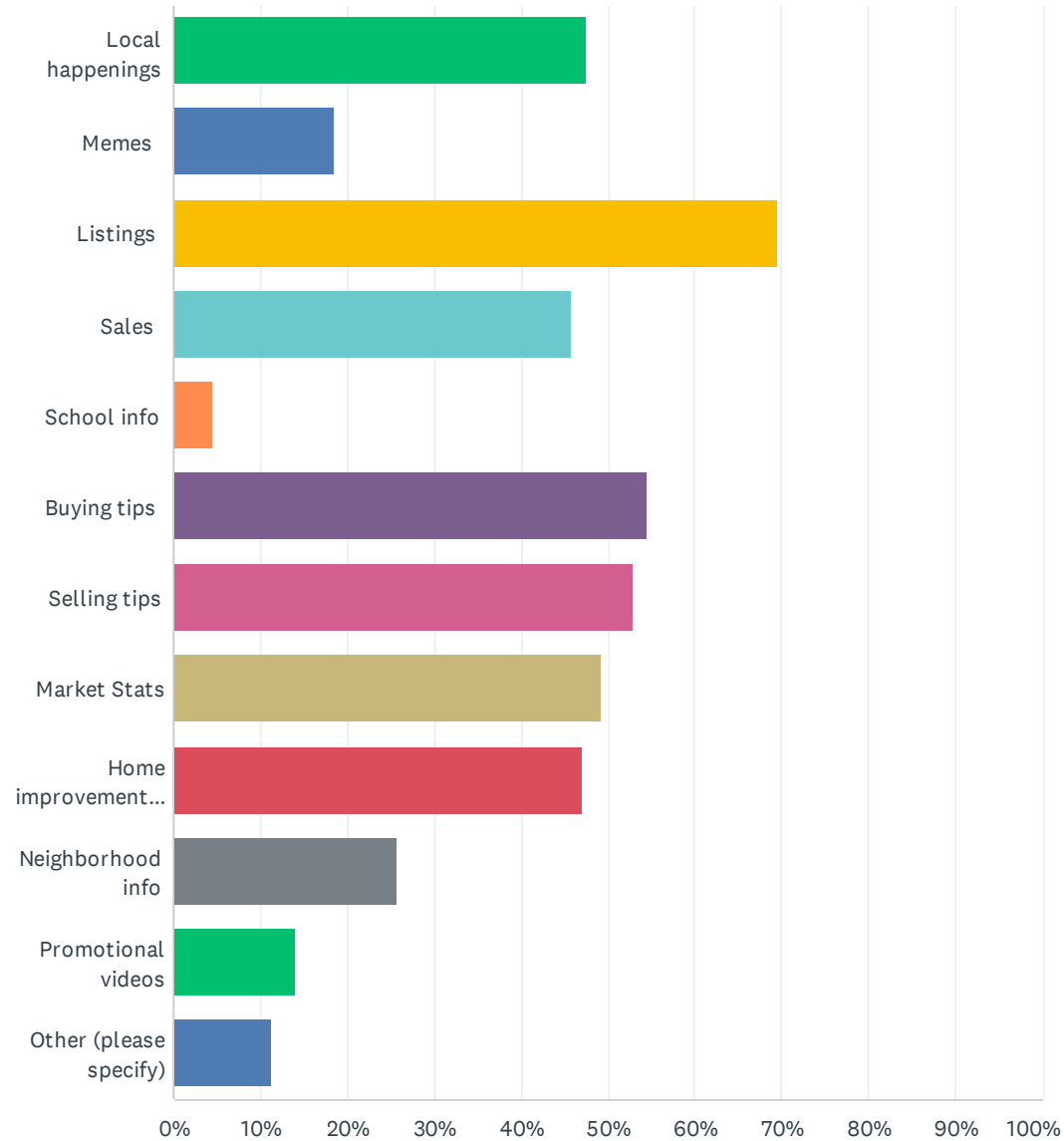
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ANSWER CHOICES	RESPONSES	
Increase	52.56%	646
Decrease	3.99%	49
No change	43.45%	534
TOTAL		1,229

Q7 When you share to social media, which type of content do you share MOST often? (Select all that apply.)

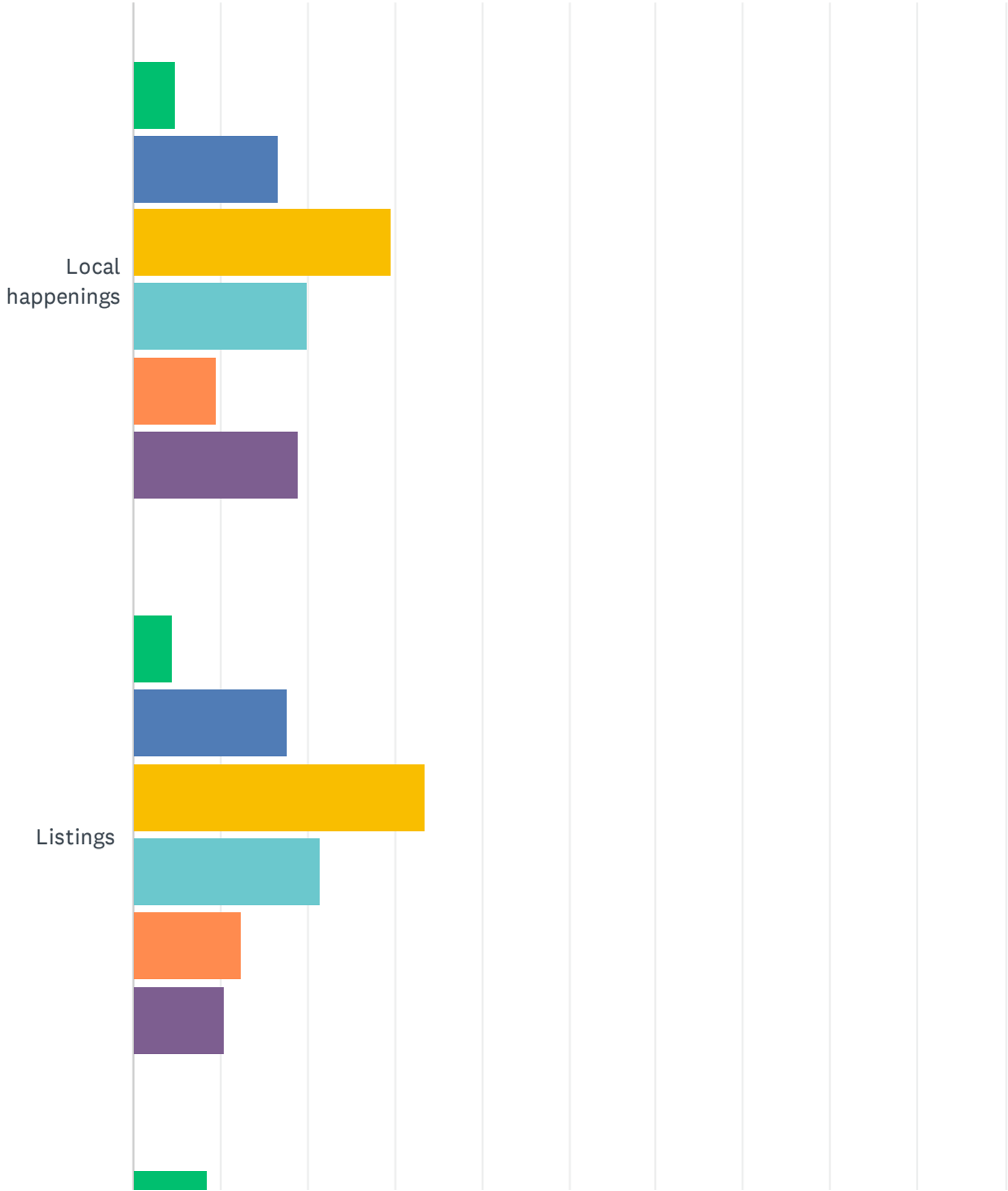
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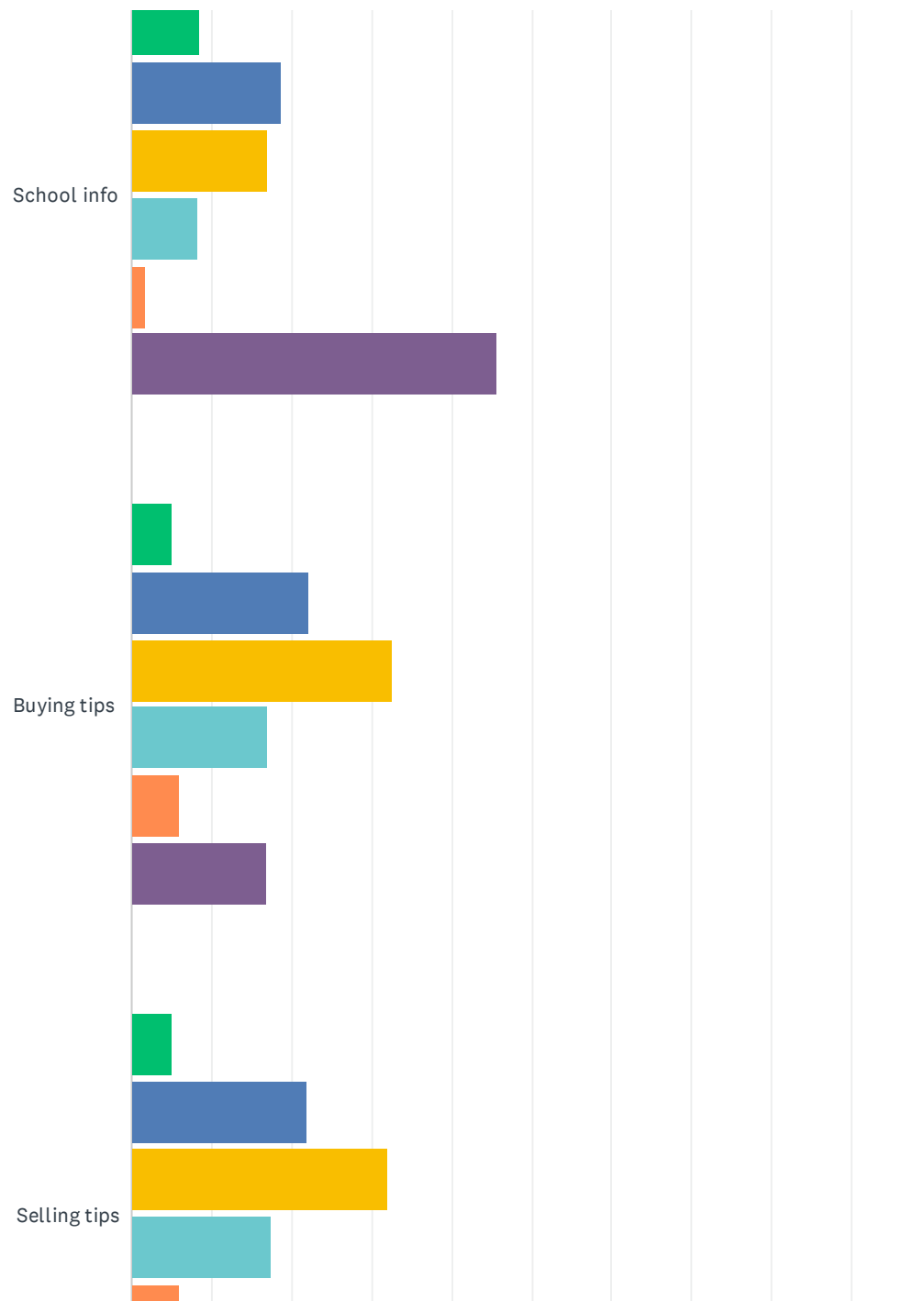


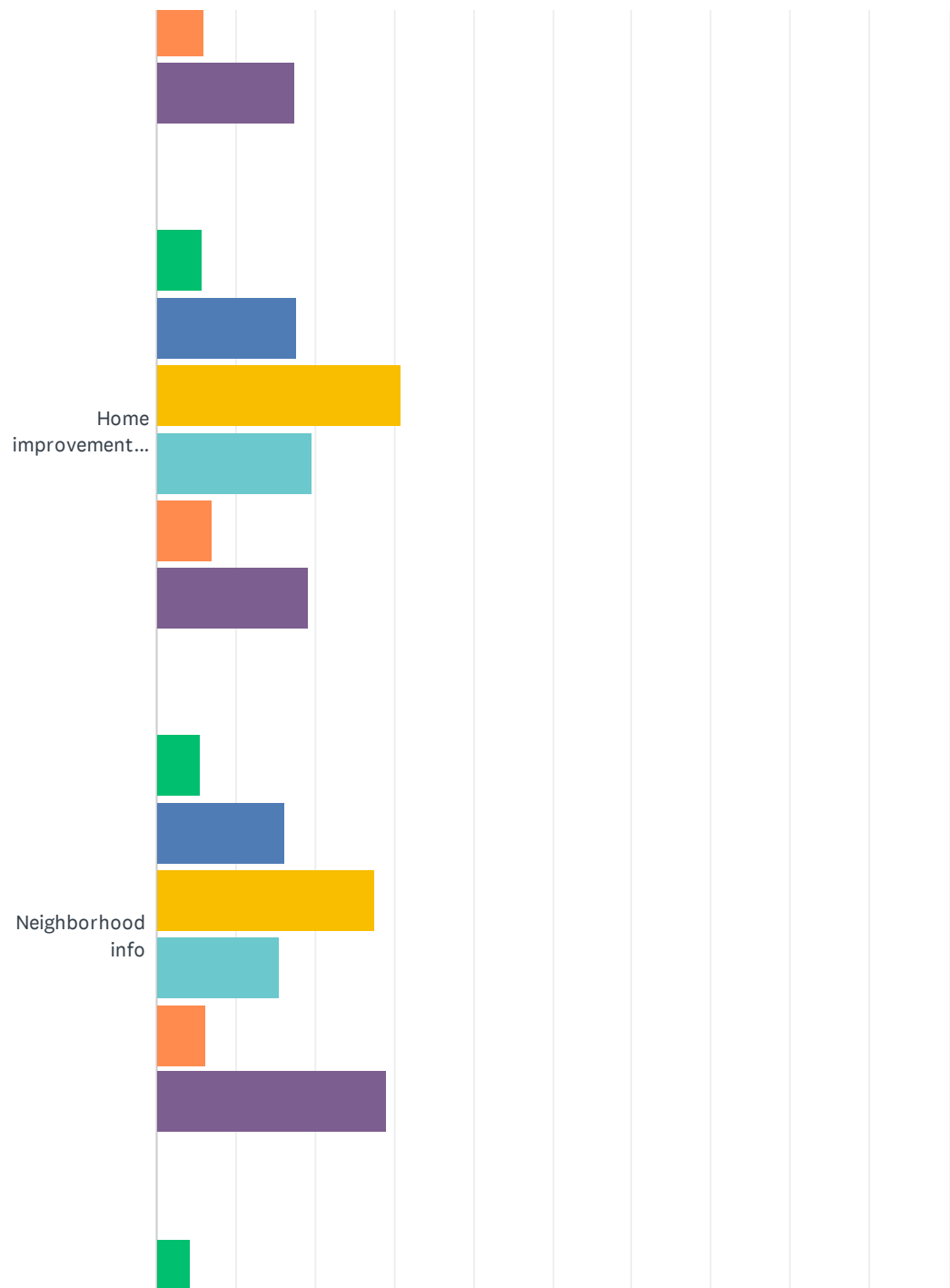
ANSWER CHOICES	RESPONSES	
Local happenings	47.52%	584
Memes	18.47%	227
Listings	69.49%	854
Sales	45.81%	563
School info	4.39%	54
Buying tips	54.60%	671
Selling tips	52.81%	649
Market Stats	49.31%	606
Home improvement tips	47.11%	579
Neighborhood info	25.79%	317
Promotional videos	14.00%	172
Other (please specify)	11.23%	138
Total Respondents: 1,229		

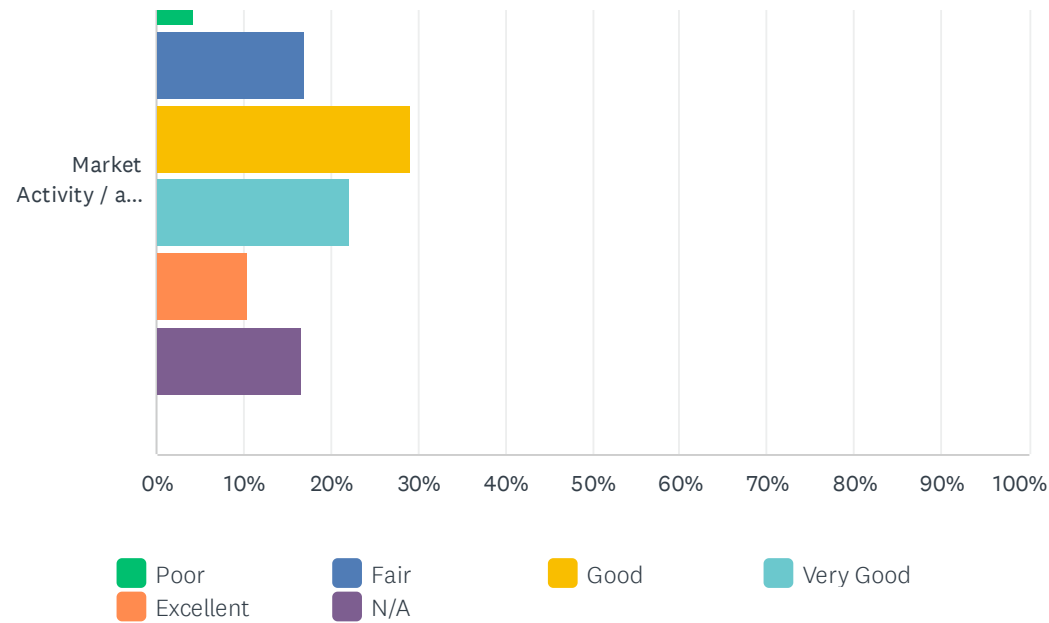
Q8 More on content. Which types of content receive the best engagement? (Please rate each)

Answered: 1,229 Skipped: 0





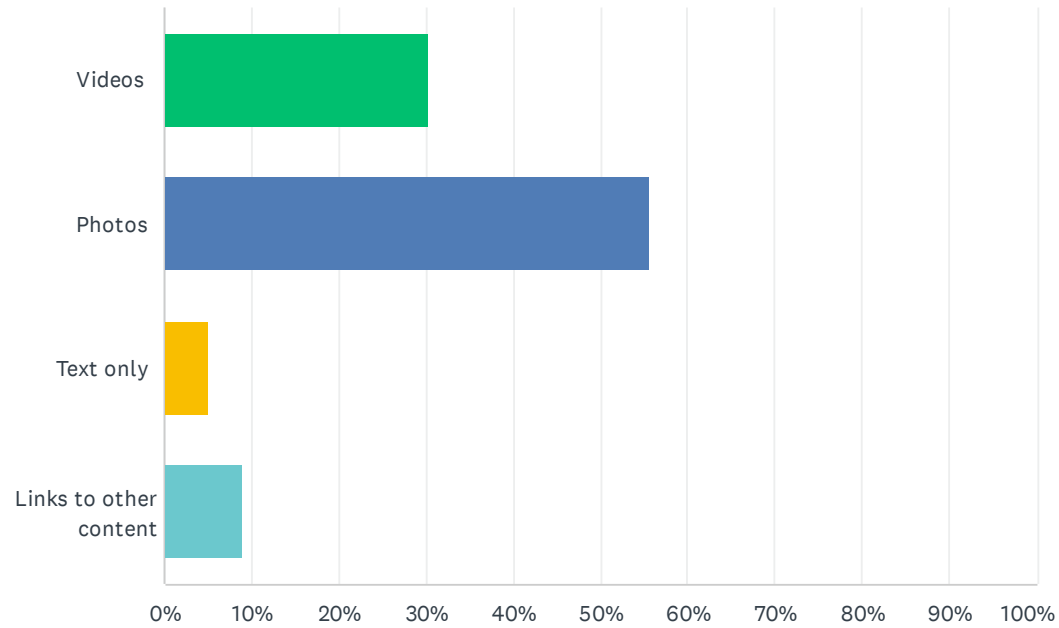




	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	N/A	TOTAL	WEIGHTED AVERAGE
Local happenings	5.01% 58	16.58% 192	29.71% 344	20.12% 233	9.67% 112	18.91% 219	1,158	3.16
Listings	4.57% 54	17.70% 209	33.45% 395	21.51% 254	12.36% 146	10.41% 123	1,181	3.22
School info	8.50% 93	18.74% 205	17.09% 187	8.41% 92	1.65% 18	45.61% 499	1,094	2.56
Buying tips	5.18% 60	22.19% 257	32.56% 377	17.10% 198	6.04% 70	16.93% 196	1,158	2.96
Selling tips	5.11% 59	21.99% 254	31.95% 369	17.49% 202	5.89% 68	17.58% 203	1,155	2.96
Home improvement tips	5.70% 65	17.63% 201	30.88% 352	19.56% 223	7.11% 81	19.12% 218	1,140	3.06
Neighborhood info	5.58% 63	16.30% 184	27.46% 310	15.50% 175	6.11% 69	29.05% 328	1,129	3.00
Market Activity / area home values	4.31% 50	17.16% 199	29.22% 339	22.16% 257	10.52% 122	16.64% 193	1,160	3.21

Q9 Of your posted content, which format works best for you?

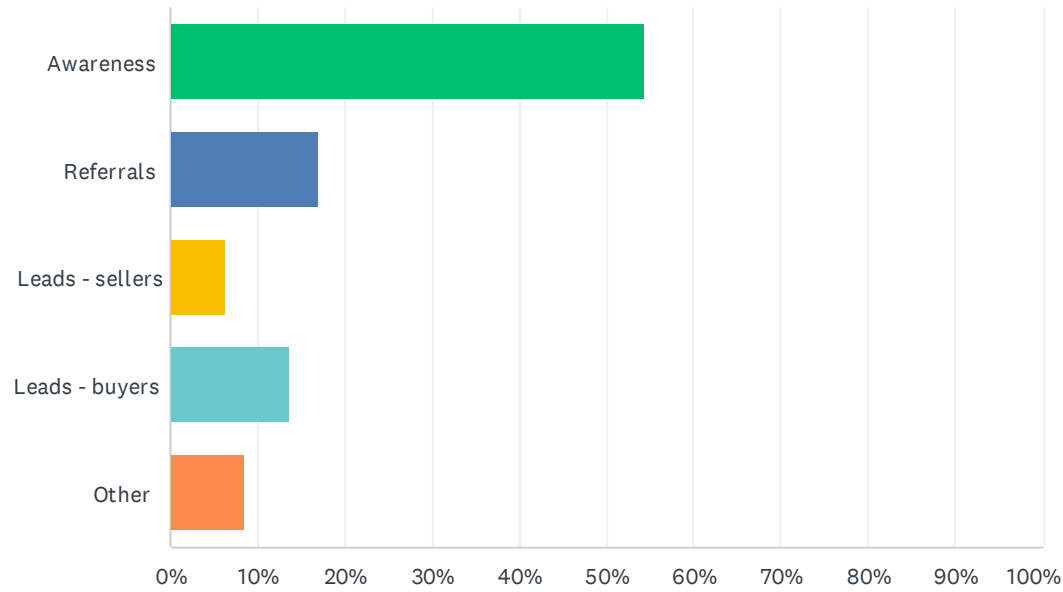
Answered: 1,229 Skipped: 0



ANSWER CHOICES	RESPONSES	
Videos	30.27%	372
Photos	55.74%	685
Text only	5.04%	62
Links to other content	8.95%	110
TOTAL		1,229

Q10 Which best describes the outcome of your social media efforts?

Answered: 1,229 Skipped: 0



ANSWER CHOICES	RESPONSES	
Awareness	54.27%	667
Referrals	17.09%	210
Leads - sellers	6.43%	79
Leads - buyers	13.59%	167
Other	8.62%	106
TOTAL		1,229