



# Drive.com.au

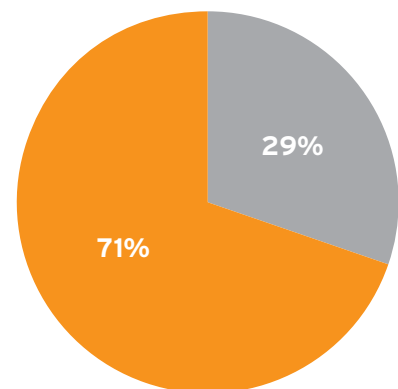
## QUEENSLAND QUICK STATS

### DECEMBER 2011

- There are currently over 3.1 million drivers in Queensland - with more than 443,000 people intending to purchase a vehicle within the next 12 months<sup>^</sup>
- In December, **Drive.com.au** attracted over 1.5 million Unique Browsers (UBs) nationally
- 71% of **Drive.com.au**'s national UBs did not visit Australia's other leading motoring website in December - that equates to almost 1.1 million exclusive visitors (see chart at right)
- Queenslanders love **Drive.com.au** - within December we welcomed over 196,000 Queensland UBs to the site, including an additional 46,000 UBs since December 2010 - this reflects a 30% increase in UBs year-on-year\*
- The combined network of **Drive.com.au** and **CountryCars.com.au** reached over 1.57 million UBs nationally in December 2011



**Drive.com.au December 2011 Exclusive UBs - Australia**



- Drive.com.au exclusive UBs
- Drive.com.au UBs who visited carsales.com.au

Source: Nielsen Market Intelligence December 2011; Domestic Traffic \*Based on UB change since December 2010 ^Morgan September 2011; National Database