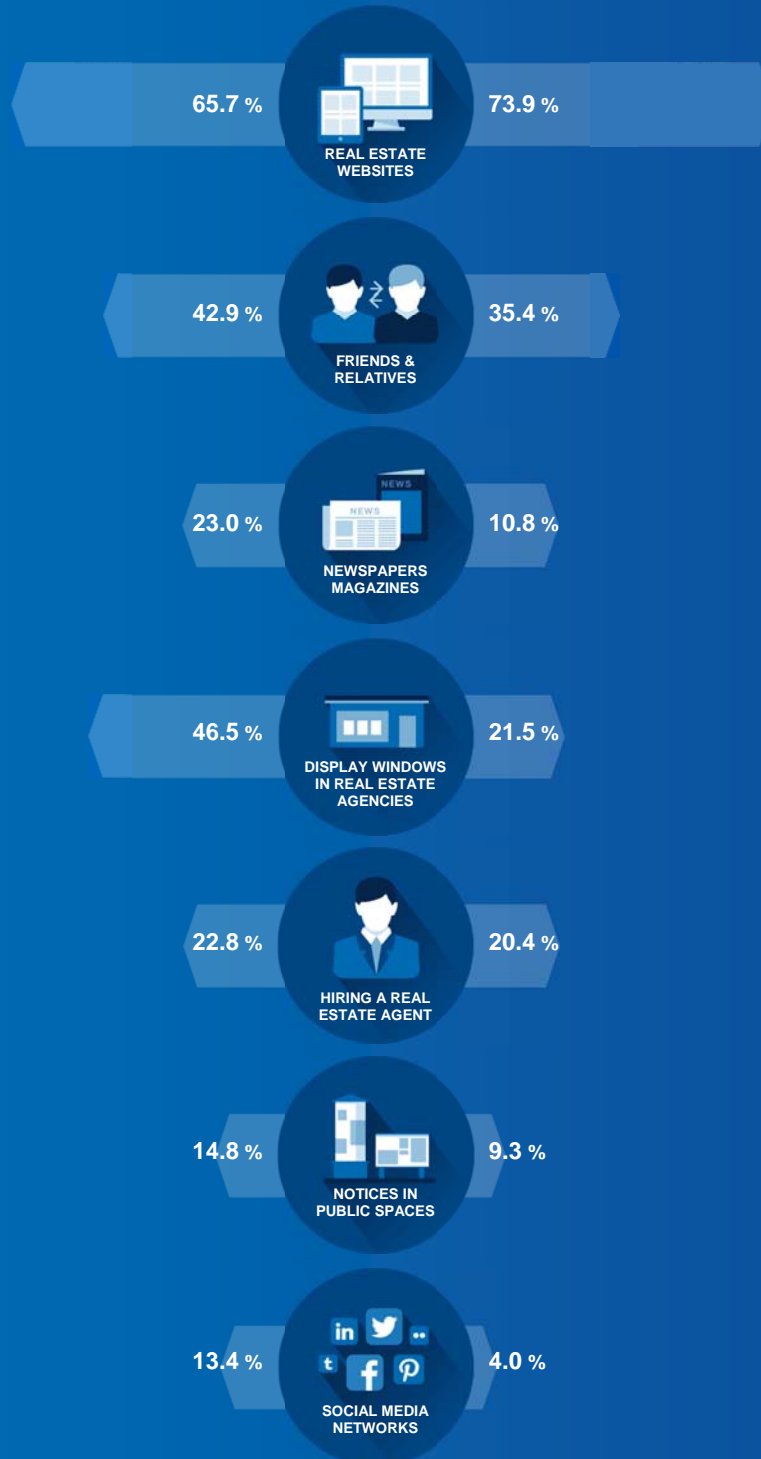


# 78% of the Portuguese find their property through online channels

WHERE DO THE PORTUGUESE LOOK FOR A NEW PROPERTY?

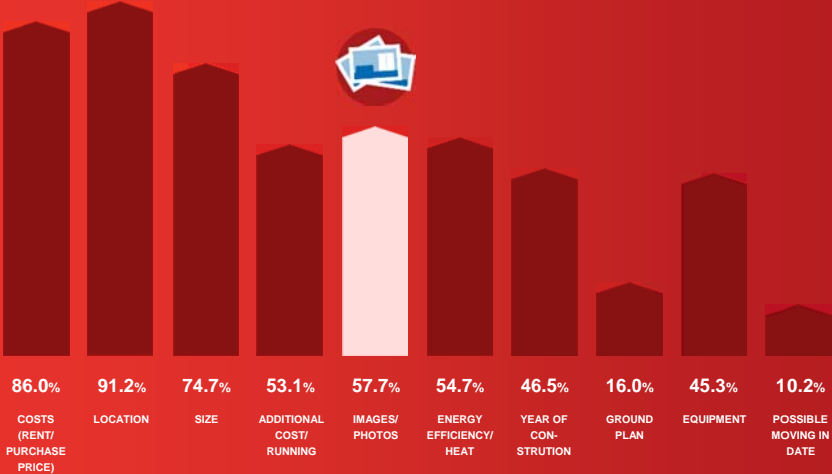
WHERE DID THEY ACTUALLY FIND THEIR NEW PROPERTY?



# Price and location remain the most important search criteria



PHOTOS PLAY AN IMPORTANT ROLE IN THE SEARCH PROCESS. NEARLY 60% OF RESPONDENTS STATE THAT THEY NEED TO BE FAMILIAR WITH IMAGES OF THE PROPERTY BEFORE CONSIDERING SHORTLISTING IT.



# Sanitary facilities are among the most crucial factors paid attention to during the initial viewing



# Facilities in the neighborhood need to be family-friendly



**25.0%**  
CHILDREN'S  
PLAYGROUND

**23.8%**  
SCHOOL  
KINDERGARTEN

**12.0%**  
SHOPPING  
CENTRE

**7.4%**  
RESTAURANT  
WITH GARDEN

**4.4%**  
CHURCH

## SIGNIFICANT RESULTS

**WOMEN**  
AND  
**YOUNG ADULTS**



WOULD PARTICULARLY WELCOME  
THE PROXIMITY OF A SHOPPING  
CENTRE.

PORTUGUESE PEOPLE BETWEEN

**30-39**



RANK THE PROXIMITY OF  
SCHOOLS, KINDERGARTEN AND  
PLAYGROUNDS AS PARTICULARLY  
IMPORTANT

# Price remains the toughest challenge in the search for a property



ASKED ABOUT THE CHALLENGES DURING THEIR LAST PROPERTY SEARCH, OVER 50% OF THE PORTUGUESE SAID THAT THE PRICE OF FLATS AND HOUSES WAS OFTEN TOO HIGH FOR THEM.

