

# Kleinanzeigen Real Estate

## Insights



**15,08** million  
unique users per month



**1,94** Mio.  
unique users per day



**54** %  
with a net household income  
of €3,000 per month



**54** % female  
**46** % male



**62** %  
of users between  
20 and 49 years old



**38** %  
use properly websites as a  
source of information