

# ZILLOW'S USE OF PUBLIC DATA

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# Zillow uses a variety of data from public sources

- U.S. Census Bureau
  - 1-year American Community Survey
  - 3-year American Community Survey
  - 5-year American Community Survey
  - Current Population Survey, March Supplement
  - Housing Vacancy Survey
  - American Housing Survey
  - Decennial Census
  - Survey of Construction
- Other sources
  - County records of sales, tax assessments
  - FEMA flood zone maps
  - Bureau of Labor Statistics Employment Cost Index
  - Federal Housing Finance Agency Home Price Index
  - And many more....

# Sales data and tax records on Zillow

Washington D.C. · Washington · Wesley Heights · 4535 Klingle St NW

VIEW LARGER

MAP

**4535 Klingle St NW,**  
Washington, DC 20016

**5 beds · 4 baths · 4,274 sqft**

SPECTACULAR LIGHT AND PRIVACY ABOUND IN SUPER

**● FOR SALE**  
**\$1,499,000**  
Zestimate®: \$1,891,000

**EST. MORTGAGE**  
**\$5,388/mo**

### Price History

DATE	EVENT	PRICE	\$/SQFT	SOURCE
10/09/14	Price change	\$1,499,000 <span style="color: red;">-6.3%</span>	\$350	--
09/04/14	Listed for sale	\$1,599,000 <span style="color: green;">+22.1%</span>	\$374	Washington Fin...
04/29/05	Sold	\$1,310,000 <span style="color: green;">+26.0%</span>	\$306	Public Record

[More](#)

### Tax History

Find assessor information on the [county website](#)

YEAR	PROPERTY TAXES	CHANGE	TAX ASSESSMENT	CHANGE
2014	\$10,170	<span style="color: red;">-0.8%</span>	\$1,267,390	<span style="color: green;">+0.1%</span>
2013	\$10,251	<span style="color: red;">-2.0%</span>	\$1,265,620	<span style="color: red;">-0.6%</span>
2012	\$10,459	--	\$1,273,500	<span style="color: red;">-1.9%</span>

[More](#)



# About Zillow Real Estate Research

In-depth housing and economic research, forecasts and data

Zillow  
Market Overview: **Real Estate**

FEBRUARY 2015

San Francisco Metro

**National Home Values**

Current: \$178,700  
 Monthly Change: 0.3%  
 Quarterly Change: 0.8%  
 Annual Change: 4.9%  
 Negative Equity\*: 16.9%

**San Francisco Home Values**

Current: \$715,800  
 Monthly Change: 0.9%  
 Quarterly Change: 2.9%  
 Annual Change: 8.3%  
 Negative Equity\*: 6.6%

**Home Values Forecast**

(next 12 months)  
 National: 2.6%  
 San Francisco Metro: 3.9%

**Major Cities - Home Values**

**San Francisco**

Current: \$1,003,200  
 Monthly Change: 0.7%  
 Annual Change: 10.1%

**Oakland**

Current: \$507,000  
 Monthly Change: 1%  
 Annual Change: 14%

**Fremont**

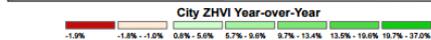
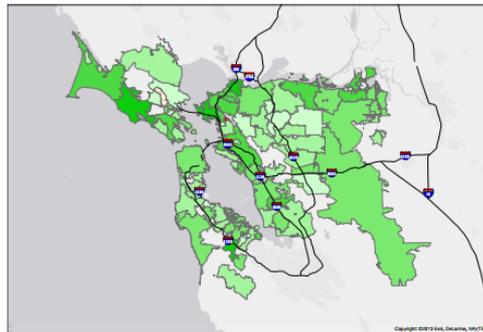
Current: \$769,500  
 Monthly Change: 1.1%  
 Annual Change: 9.3%

**Hayward**

Current: \$454,200  
 Monthly Change: 0.4%  
 Annual Change: 11.8%

**Concord**

Current: \$459,800  
 Monthly Change: 0.8%  
 Annual Change: 8.4%



**Home Values (ZHVI)**

Increasing Values: 84.3%  
 Decreasing Values: 11.4%  
 Fall From Peak: 0%  
 Peak ZHVI Date: 2015-02  
 Peak ZHVI: \$715,800

**Rent**

Zillow Rent Index: \$3,088  
 Monthly Change: 1.1%  
 Annual Change: 14.7%  
 Rent List Price: \$2,820  
 Rent List/Sq. Ft.: \$2.7

**Sales**

Median Sale Price: \$595,000  
 Monthly Change: -3.3%  
 Annual Change: 0.7%  
 Sale Price/Sq. Ft.: \$398  
 Sale-to-list Price Ratio: 1.01  
 Sold for a Loss/Gain: 11.8%/88.2%

**Listings**

Median List Price: \$665,000  
 Monthly Change: 8.3%  
 Annual Change: 4.8%  
 List Price/Sq. Ft.: \$412  
 Listings with Price Cut: 5.3%  
 Amount of Price Cut: 4.8%

**Foreclosures**

Homes Foreclosed: 1.52/10,000  
 Monthly Change: -0.2  
 Annual Change: -0.5  
 Foreclosure Resales: 6.7%  
 Monthly Change: 0.4pp  
 Annual Change: -0.8pp

**How do we track home values?** To track home values, we use the Zillow Home Value Index (ZHVI). The ZHVI is the mid-point of estimated home values for the area. Half the estimated home values are above this number and half are below.

\* Negative equity data is from 2014Q4.

**Rate of Home Value Appreciation Slows Nationwide in Q1, But Pockets of Volatility Remain**

Overview Zillow's first quarter Real Estate Market Reports, released today, show home values increased.

[View all Zillow data](#) [Research Mailing List](#)

**Recent Posts and Data**

**Real Estate Market Snapshot** Zillow  
 March 2013

Click on a metro area in the table below to see real estate performance. Note, Zillow Rent Index and foreclosure data not available in all markets.

	Zillow Home Value Index	ZHVI %Y	Zillow Rent Index	Foreclosure Re-Takes
United States	\$157,600	5.1%	\$1,290	13.3%
Akron, OH	\$107,900	1.5%	\$950	10.7%
Albany, NY	\$101,700	2.5%	\$1,526	4.6%
Albuquerque, NM	\$161,300	4.1%		
Allentown, PA	\$162,900	-3.2%	\$1,543	10.0%
Amarillo, TX	\$110,800	1.7%	\$1,127	
Anchorage, AK	\$207,100	6.0%	\$1,979	

**Zillow: March Case-Shiller Composites To Show Annual Appreciation Above 8%**  
 April 30, 2013

**Zillow Forecast Once Again In Line With Actual Case-Shiller Results for February**  
 April 30, 2013

The Case-Shiller data for February came out this morning and, based on this information

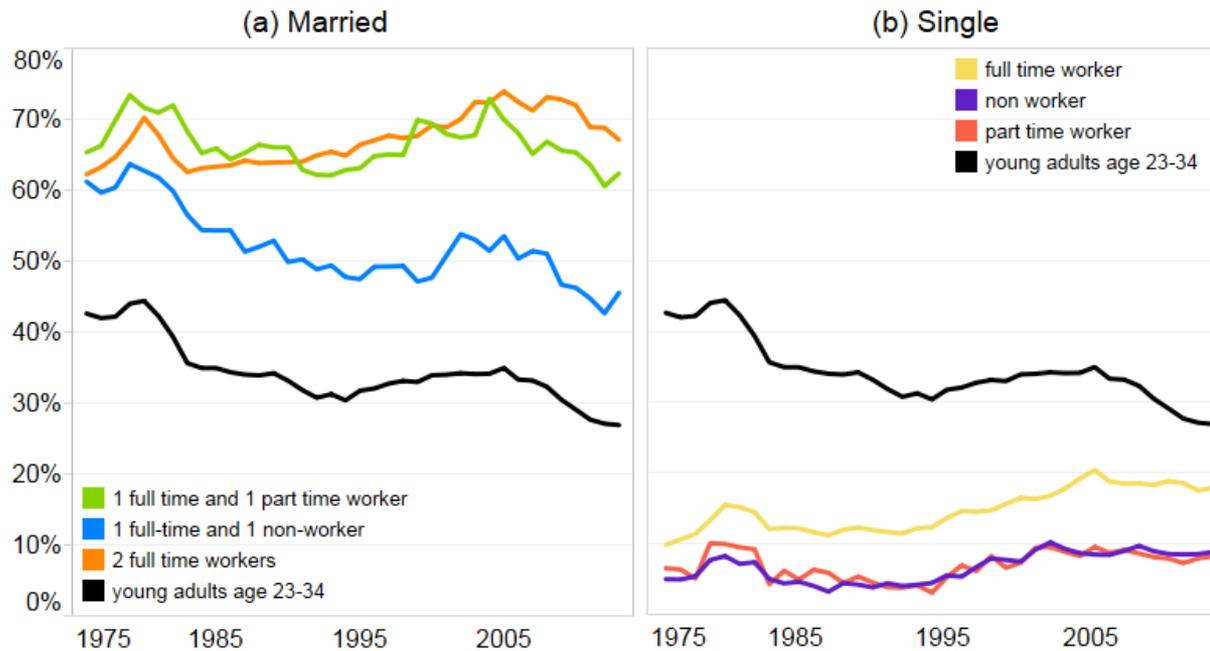
Today, the S&P/Case-Shiller Home Price Indices showed that the non-seasonally adjusted

ZHVI Year-over-year change in ZHVI

# Zillow research using U.S. Census Bureau data

## Stop Saying Millennials Don't Want to Own a Home

Figure 1: Homeownership Rate of Young Adults Age 23-34 by Marital Status and Labor Force Status



Zillow analysis of data from the U.S. Census Bureau's March Current Population Survey (CPS)



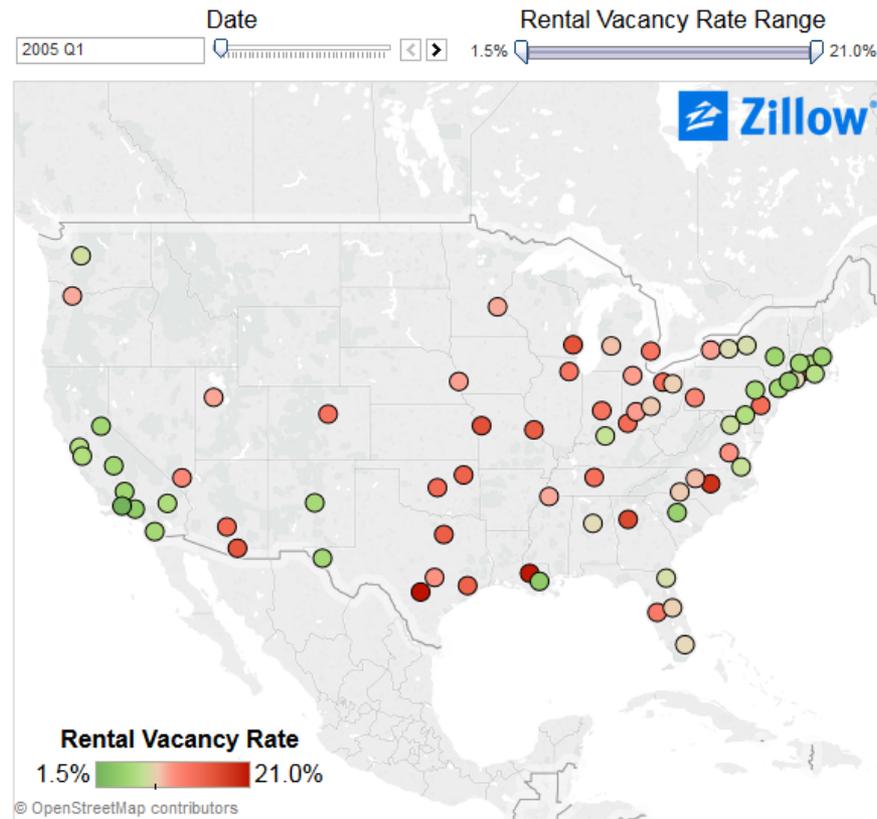
# Examples of Zillow Research using U.S. Census Data

## Rental Vacancy: No Rooms for Rent

### Rental Vacancy Rates Over Time

Use the date slider to see rental vacancy rates over time for metro areas nationwide.

The rental vacancy range tool can be used to filter the map by vacancy rate. For example, set it to a max of 5 percent to see areas with low vacancies, or above 15 percent to see places where rent vacancies are more common.



Region Name	Rental Vacancy
Charlotte, NC	9.3%
Chicago, IL	13.2%
Cincinnati, OH	14.2%
Cleveland, OH	13.7%
Columbia, SC	4.9%
Columbus, OH	9.3%
Dallas, TX	15.5%
Dayton, OH	10.4%
Denver, CO	13.5%
Detroit, MI	13.3%
El Paso, TX	5.8%
Fresno, CA	5.6%
Grand Rapids, MI	9.5%
Greensboro, NC	9.6%
Hartford, CT	14.4%
Honolulu, HI	3.1%
Houston, TX	15.1%
Indianapolis, IN	13.5%
Jacksonville, FL	8.4%
Kansas City, MO	16.8%
Las Vegas, NV	11.8%
Los Angeles, CA	4.3%
Louisville, KY	7.7%
Memphis, TN	10.0%
Miami, FL	8.9%
Milwaukee, WI	16.5%
Minneapolis, MN	10.0%
Nashville, TN	13.8%
New Haven, CT	8.8%
New Orleans, LA	4.2%
New York, NY	5.8%

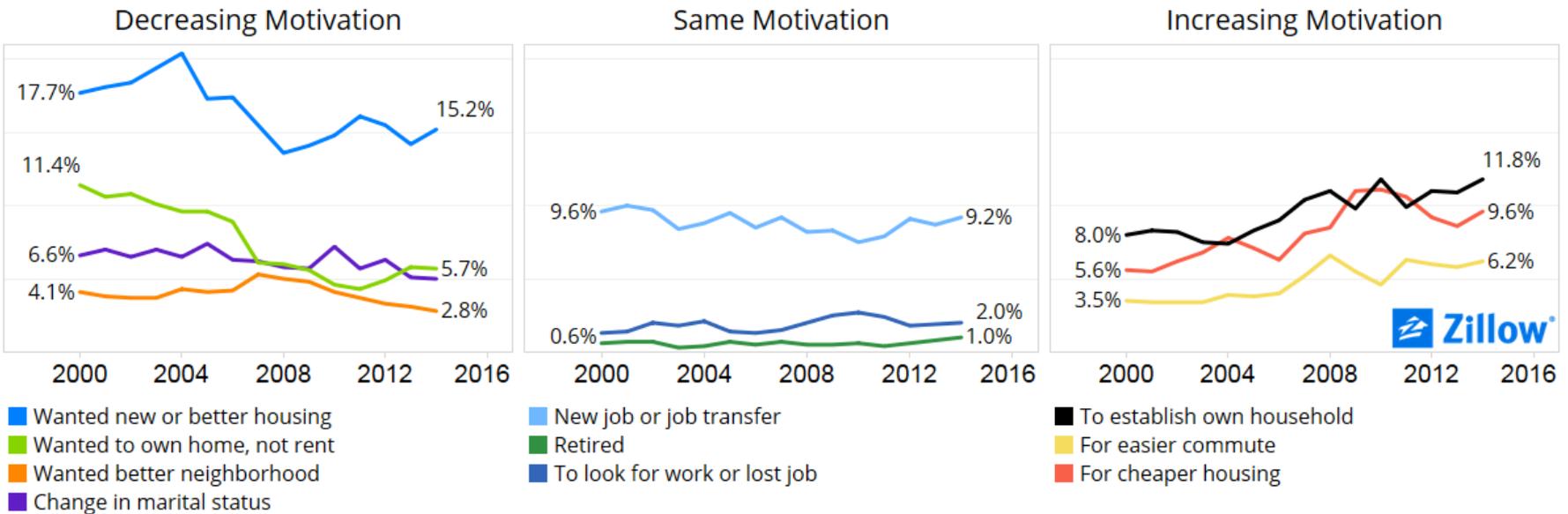
Source: U.S. Census Bureau CPS/HVS



# Examples of Zillow Research using U.S. Census Data

## Motivated to Move

**Figure 2:** The Most Common Motivations for Moving Have Changed



Share of movers aged 16+ citing a specific reason for moving. Source: Zillow analysis of US Census Bureau, Current Population Survey, March Supplement, 1999 - 2014, made available by IPUMS-USA, University of Minnesota, [www.ipums.org](http://www.ipums.org).



# Aggregated real estate data freely available at [www.zillow.com/data](http://www.zillow.com/data)

## Zillow Home Value Index (ZHVI)

ZHVI Methodology  
 ZHVF Methodology  
 Zillow Market Overviews

Type ( <a href="#">Definitions</a> )	State	Metro/US	County	City	Zip Code	Neighborhood
Summary (Current Month)	<a href="#">Data</a>					
All Homes (SFR, Condo/Co-op)	<a href="#">Data</a>					
1 Bedroom Homes	<a href="#">Data</a>					
2 Bedroom Homes	<a href="#">Data</a>					
3 Bedroom Homes	<a href="#">Data</a>					
4 Bedroom Homes	<a href="#">Data</a>					
5 + Bedroom Homes	<a href="#">Data</a>					
Bottom Tier	<a href="#">Data</a>					
Middle Tier	<a href="#">Data</a>					
Top Tier	<a href="#">Data</a>					
Condo/Co-op	<a href="#">Data</a>					
Single Family Residences	<a href="#">Data</a>					
Median ZHVI per sq. ft. (\$)	<a href="#">Data</a>					

## Zillow Rent Index (ZRI)

ZRI Methodology

Type ( <a href="#">Definitions</a> )	State	Metro/US	County	City	Zip Code	Neighborhood
Summary (Current Month)	<a href="#">Data</a>					
All Homes (SFR, Condo/Co-op)	<a href="#">Data</a>					
Median ZRI per sq. ft. (\$)	<a href="#">Data</a>					
Median rent list price (\$)	<a href="#">Data</a>					

## Real Estate Metrics

- Zillow Home Value Index
- Zillow Rent Index
- Zillow Home Value Forecast
- Negative equity
- List prices
- Sale prices
- Rental prices
- Home sales
- \$ value/square foot
- \$ price/square foot
- Sale-to-list price ratio
- % listings with price cuts
- \$ amount of listing price cuts
- % homes sold for loss/gain
- % homes foreclosed
- % sales that are foreclosure re-sales
- % homes increasing/decreasing in value
- % homes sold in the past year
- Price-to-rent ratios
- Price-to-income ratios
- Affordability



