

A photograph of a modern, single-story house at dusk. The house has a dark, flat roof and large windows. The interior lights are on, and some exterior lights are visible under the eaves. A large tree is on the left, and a bamboo bush is in the foreground. A blue and green graphic overlay covers the middle of the image.

HOW ZILLOW USES ACS DATA TO *TURN ON THE LIGHTS*

Aaron Terrazas, Senior Economist
zillow.com/research

WHY WOULD ZILLOW CARE ABOUT THE ACS?

🏠 For Sale by Agent

\$1.79M

Make Me Move

\$1.52M

Sold June '10

\$2.02M

For Sale by Owner

\$2.01M

Foreclosure

\$1.08M

For Rent

\$5.2K

New Construction

\$1.79M

For Sale by Agent

\$1.55M

For Sale by Owner

\$2.15M

Sold April '09

\$1.94M

For Sale by Agent

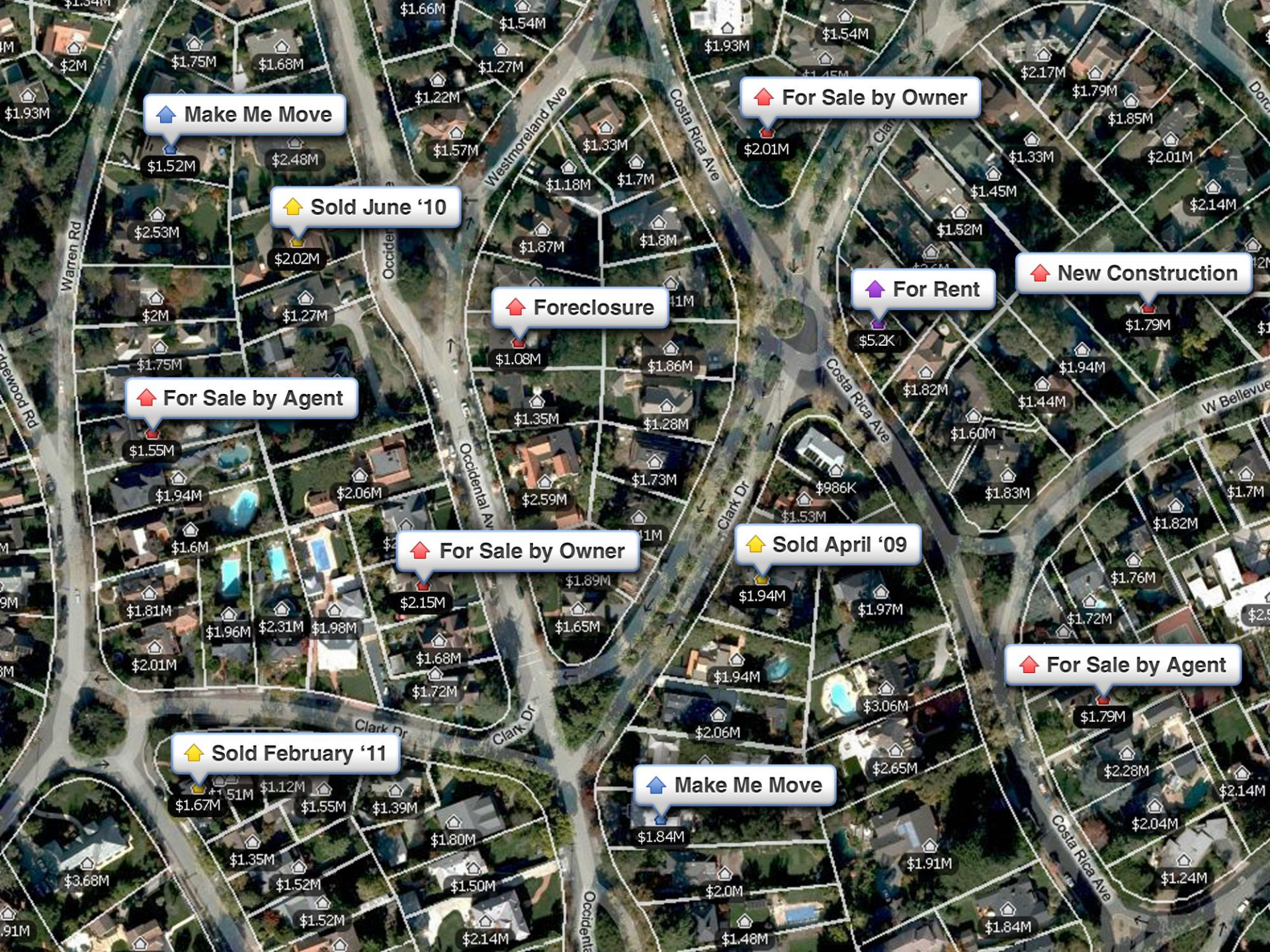
\$1.79M

Sold February '11

\$1.67M

Make Me Move

\$1.84M



Make Me Move

Sold June '10

For Sale by Owner

Foreclosure

For Rent

New Construction

For Sale by Agent

For Sale by Owner

Sold April '09

For Sale by Agent

Sold February '11

Make Me Move

Core Values What we believe	Core Beliefs Who we are	Definition What it means
Turn on the Lights.	Transparent	Believe in transparency. We unlock information, bring it into the light, and make it accessible and useful for all.
Power to the People.	Consumer Obsessed	Empower consumers with the tools, insight and information they need to make the best decisions. When we delight consumers, we are of most value to our customers.

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

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[MAP](#)
[BIRD'S EYE](#)

4535 Klinge 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®: \$1,891,542

EST. MORTGAGE
\$5,388/mo

\$539,000 **My Homes** **Edit**

\$395,000 3bd 2.5ba 2,074 sqft
 14107 Farmview Ln NE, Bainbridge Island

Sold on 10/1/14

8 sqft

[Map](#)

1289 Franklin Dr
 Seattle, WA 98119

For Sale: \$369,000
 Monthly payment: \$1,387

Beds: 3, Baths: 2.5
Sqft: 2,000
Single Family

Year built: 1939
Lot size: 6,000
Days on Zillow: 4

[Save](#) [Share](#) [Contact](#)

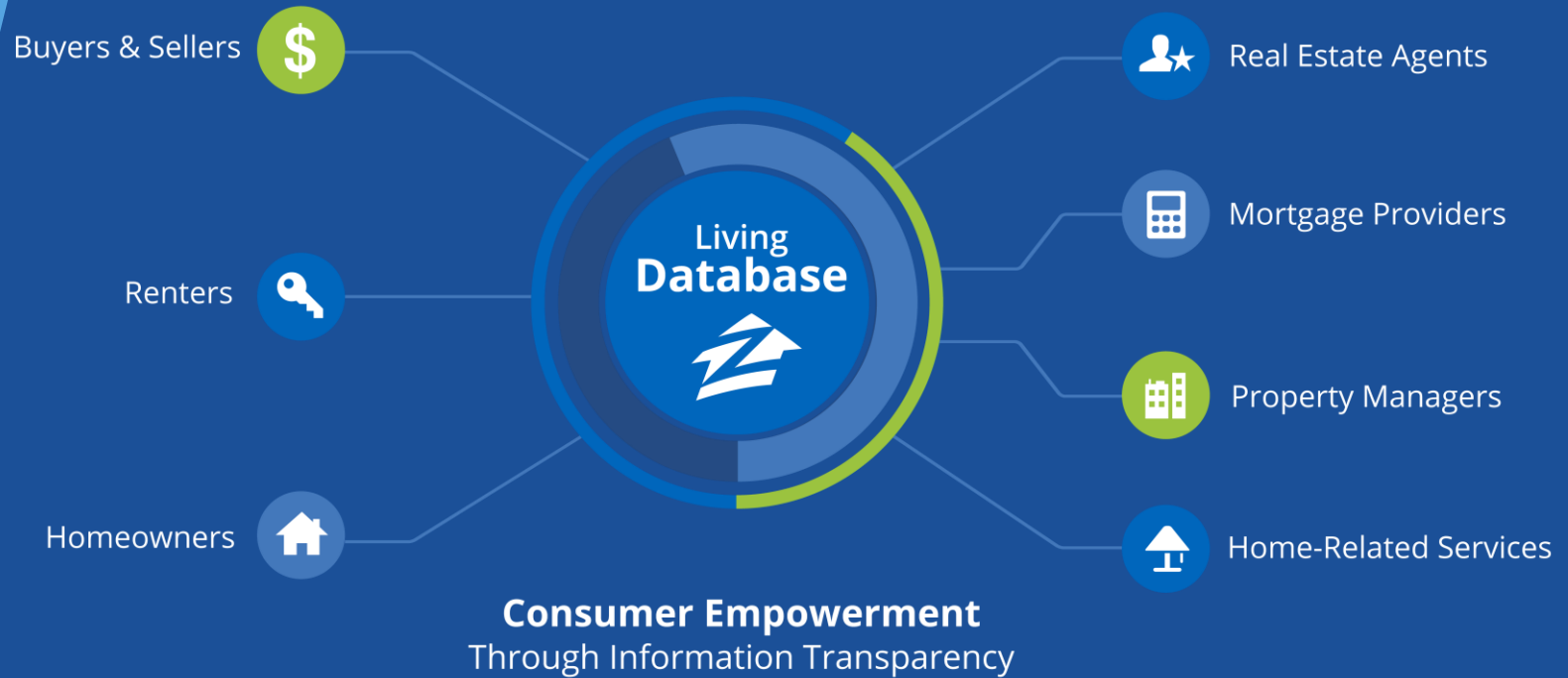
Charts and Data

Zestimate®: \$375,000
 Range: \$190,000 - \$460,000
 30-day change: +\$4,500
 Last updated: 11/18/2015

Rent Zestimate®: \$2,196/mo
 Range: \$1,779 - \$2,465
 30-day change: \$104
 Last updated: 11/18/2015

Living Database of 110M Homes

50M Home Profiles Updated by Community



THE ACS COMPLEMENTS ZILLOW DATA

Zillow data

Lots of information about homes



ACS data

Lots of information about people

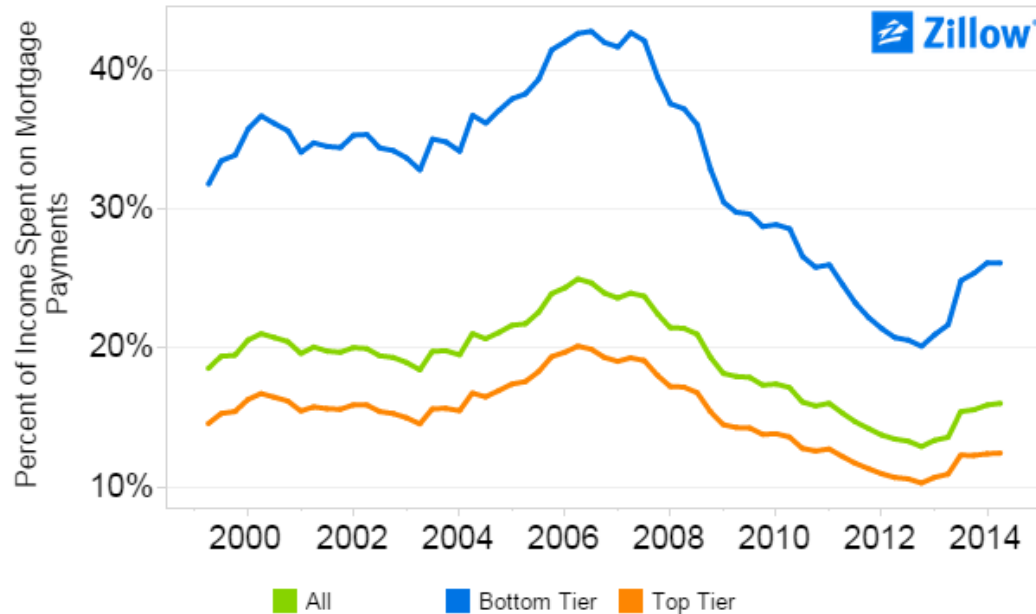


Some (recent) research...

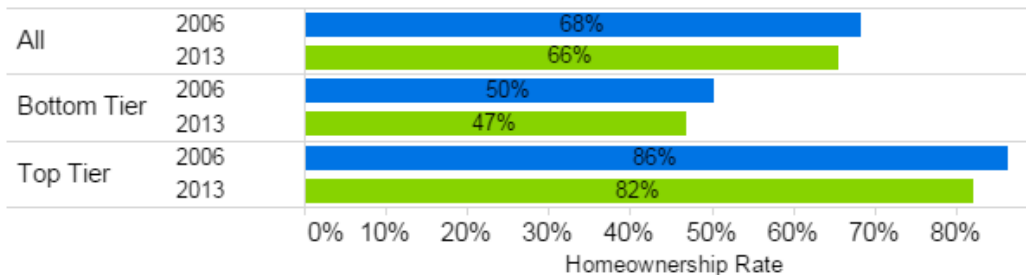
Affordability Tears

- ACS data on incomes by metro

Figure 1: Mortgage Affordability by Tier - United States



Homeownership Rate Comparison - United States



- Akron, OH
- Albany, GA
- Albany, NY
- Albuquerque, NM
- Allentown, PA
- Anderson, IN
- Anderson, SC
- Ann Arbor, MI
- Appleton, WI
- Asheville, NC
- Athens, GA
- Atlanta, GA
- Atlantic City, NJ
- Augusta, GA
- Austin, TX
- Bakersfield, CA
- Baltimore, MD
- Battle Creek, MI
- Bellingham, WA
- Bend, OR
- Billings, MT
- Binghamton, NY
- Birmingham, AL
- Bloomington, IL
- Bloomington, IN
- Boise City, ID
- Boston, MA
- Boulder, CO
- Bremerton, WA
- Burlington, NC
- Burlington, VT
- Canton, OH
- Cedar Rapids, IA

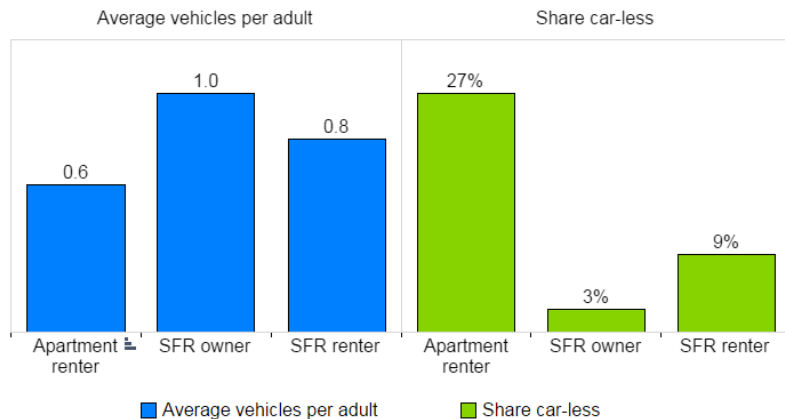
...Some more (recent) research...

The Renters Next Door: America's New Generation of Single Family Renters

- ACS data on demographics of renters of single-family residences

The Renters Next Door:

America's New Generation of Single-Family Residence Renters

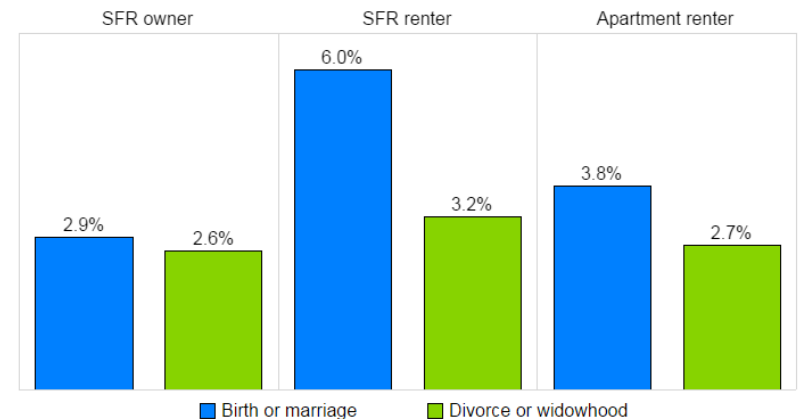
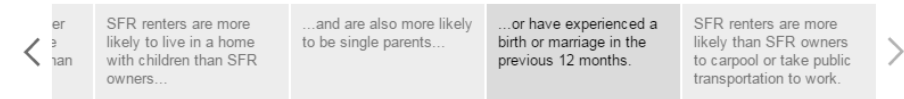


Source: Zillow analysis of U.S. Census Bureau, American Community Survey, 2013, made available by the University of Minnesota, IPUMS-USA.



The Renters Next Door:

America's New Generation of Single-Family Residence Renters



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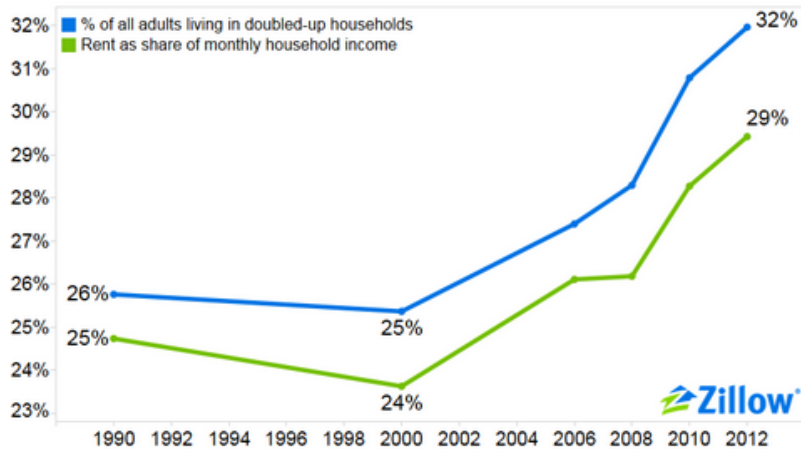


...Still more (recent) research...

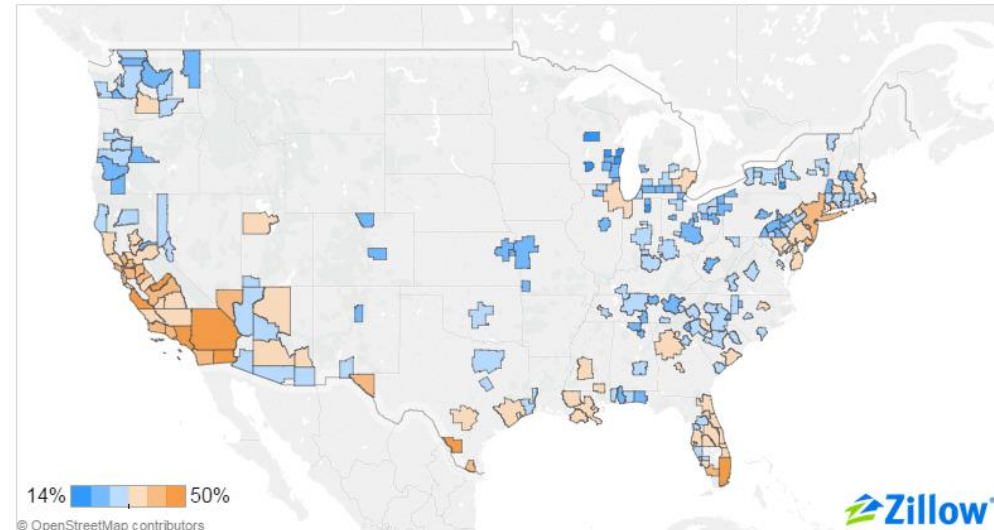
Doubled up for Dollars

- ACS data on household size and composition

Figure 1: Adults are increasingly doubling-up to save on living expenses



Nationwide, 32 percent of all adults live in a doubled-up home



...There is a lot of recent research.

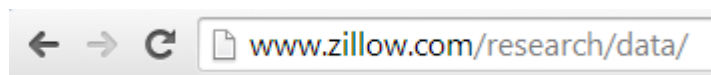
- [Homeownership Really Is All About the Money](#)
- [Beasts of Burden: Characteristics of High-Burden and Low-Burden Renting Households](#)
- [The New Suburban Tenements](#)
- [Young Adults are Stacking Up, But not Shacking Up](#)
- [The Best Place for you to Retire is...](#)
- [Americans paid \\$441 billion in rent in 2014](#)
- [Large Multi-Family Buildings: Bright, Shiny, New ... and Affordable?](#)
- [Hidden Households and their Future Housing Activity](#)

Applications of ACS data every day

- Market insight
 - Market segment seminars for industry professionals
 - Consumer-facing research
- Benchmarking
 - Number of owned/rented properties in our database
 - List rents (although not home values)
- Locational decisions
 - Not us, but so we've heard...

WE PRACTICE
WHAT WE PREACH

We don't just consume data. We open ours too.



Zillow Home Value Index (ZHVI)

[ZHVI Methodology](#)

[ZHVF Methodology](#)

[Zillow Market Overviews](#)

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

Zillow Rent Index (ZRI)

[ZRI Methodology](#)

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

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

Thank you.

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