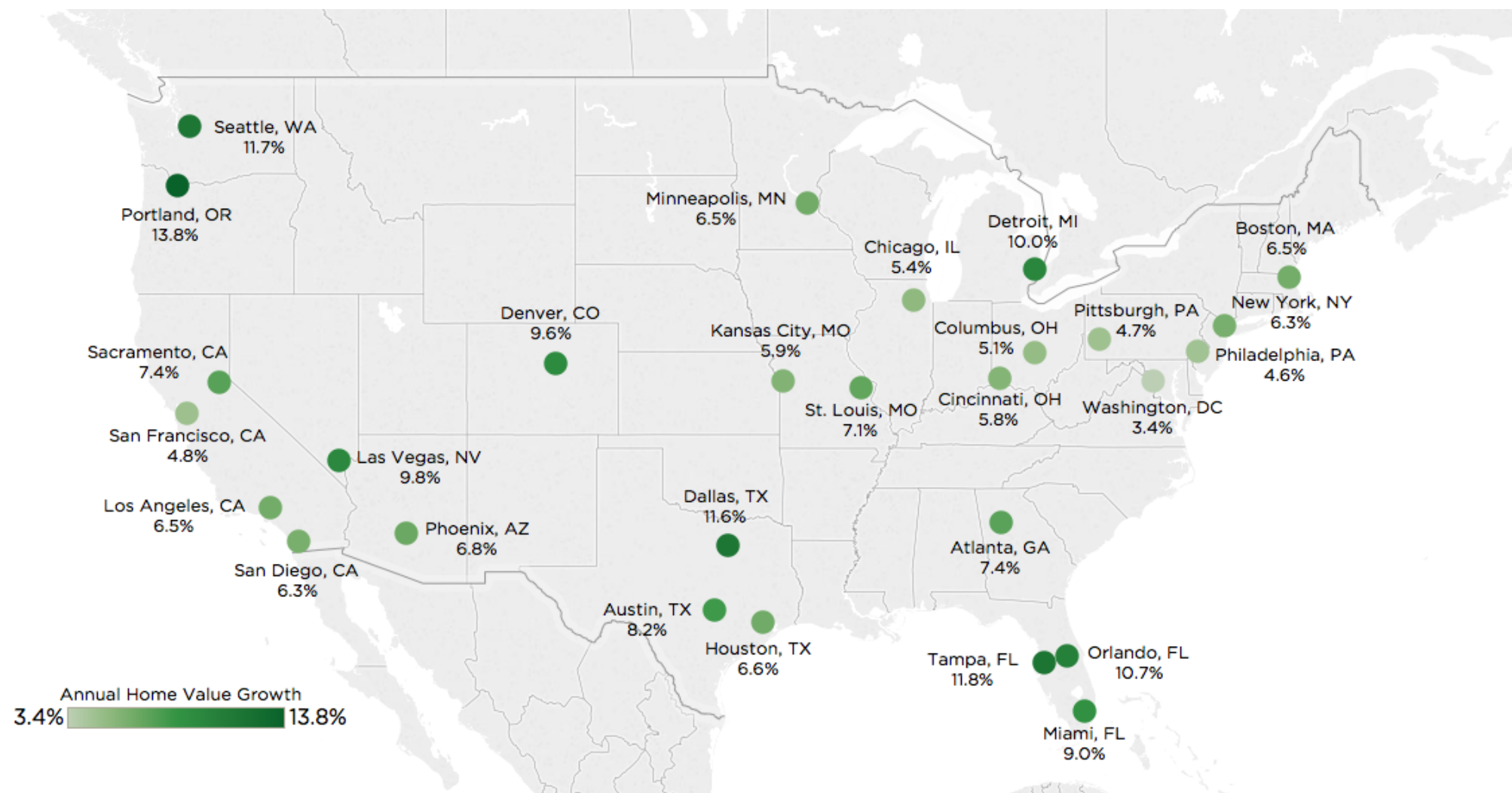


A photograph of a modern, two-story house at dusk. The house has large windows and a flat roof. The interior lights are on, and the exterior is lit up. There are trees and bushes in the foreground and background.

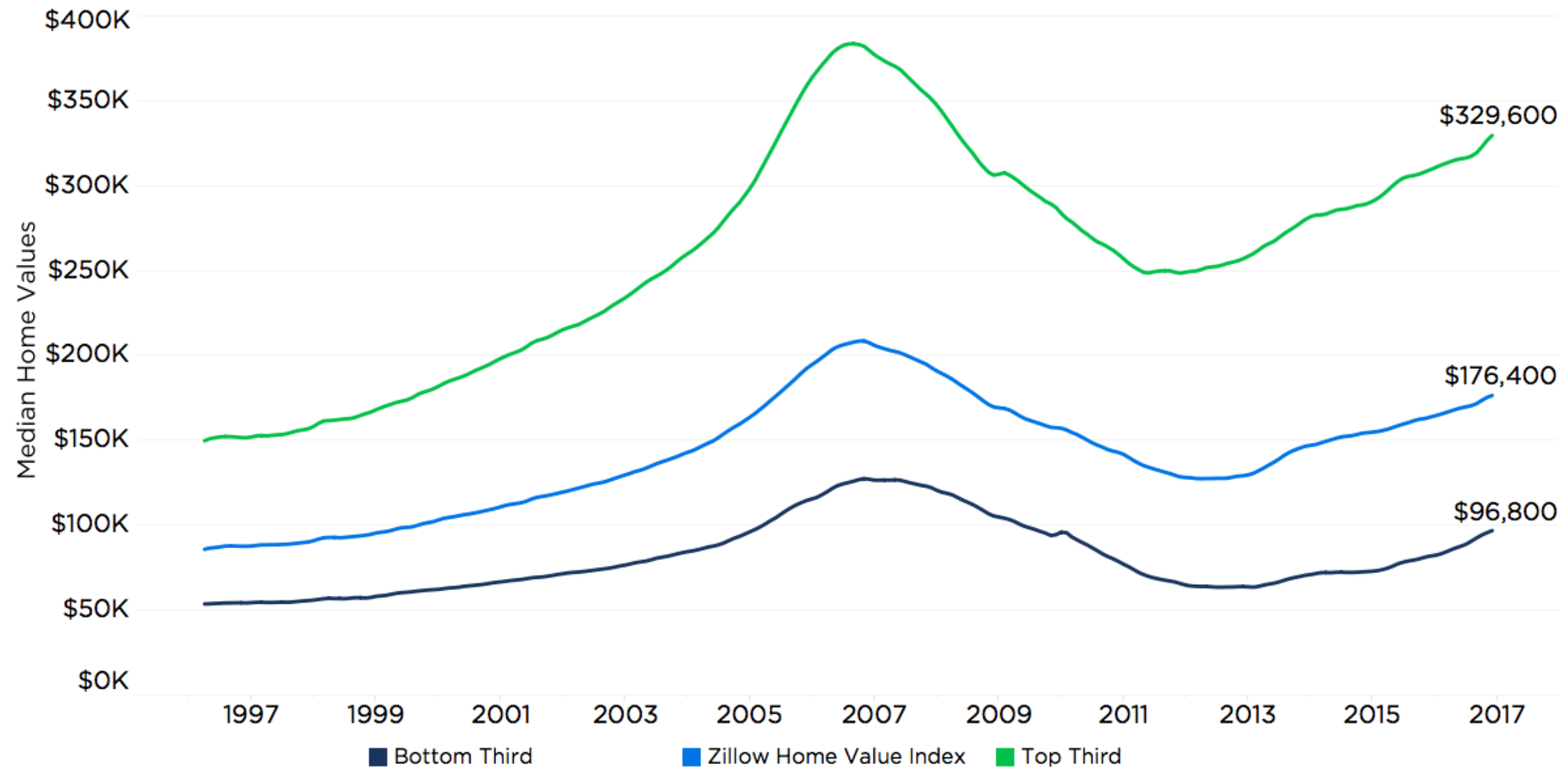
# USING REAL ESTATE DATA TO TELL STORIES ABOUT AFFORDABILITY AND CHANGING NEIGHBORHOODS

Skylar Olsen, PhD, Senior Economist

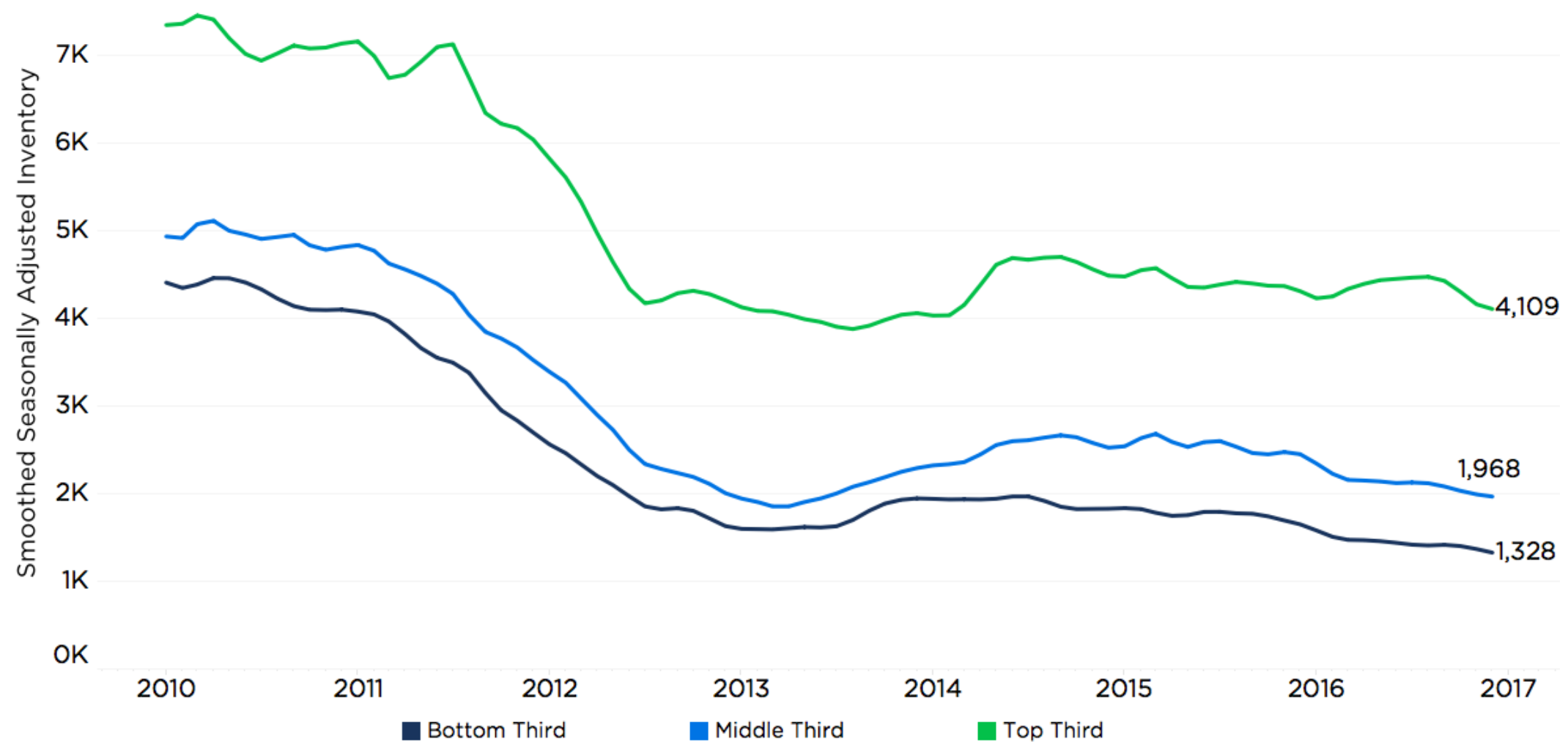
# Home appreciation varies widely across the country



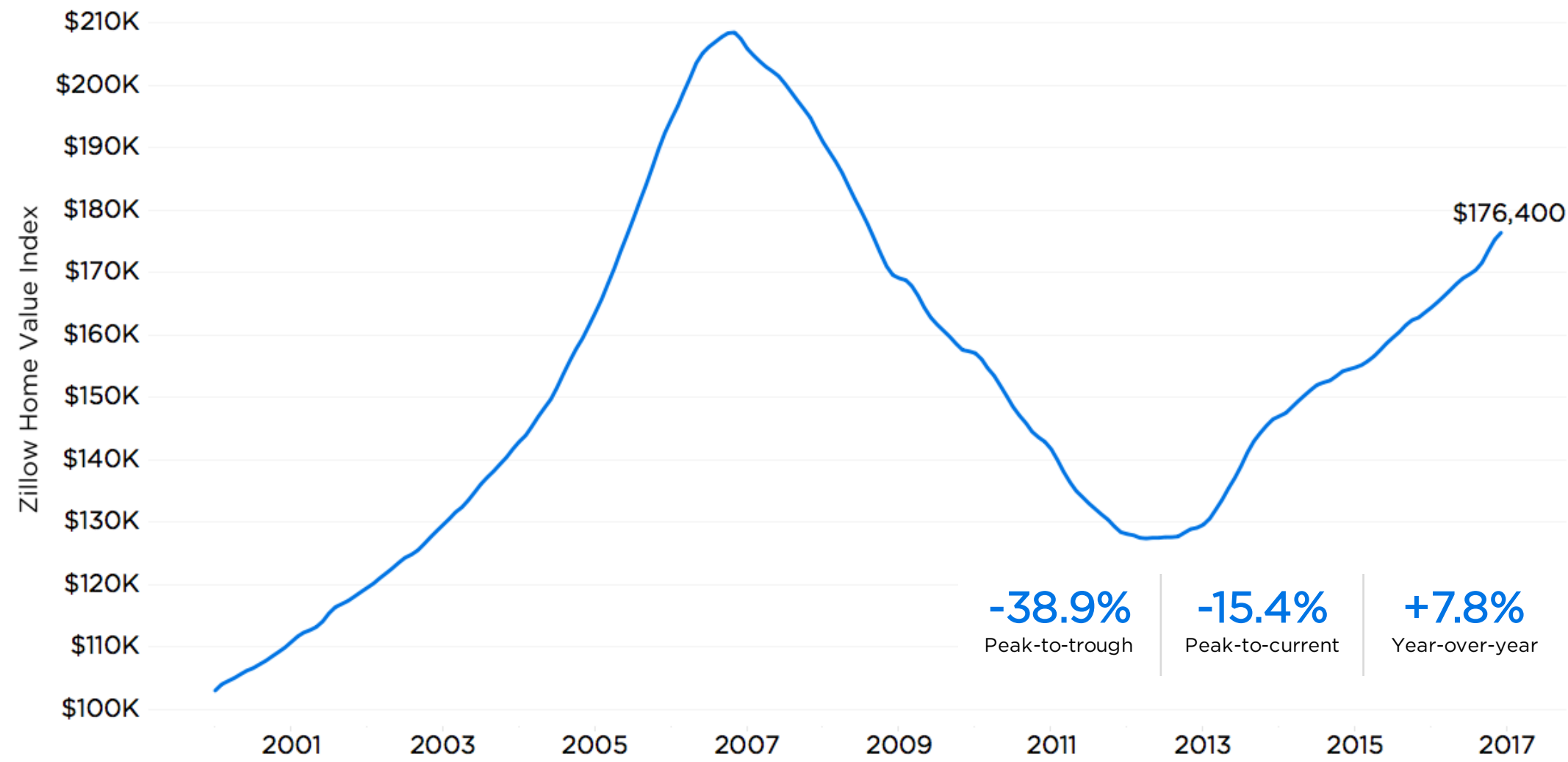
## Jacksonville metro, Zillow Home Value Tiers



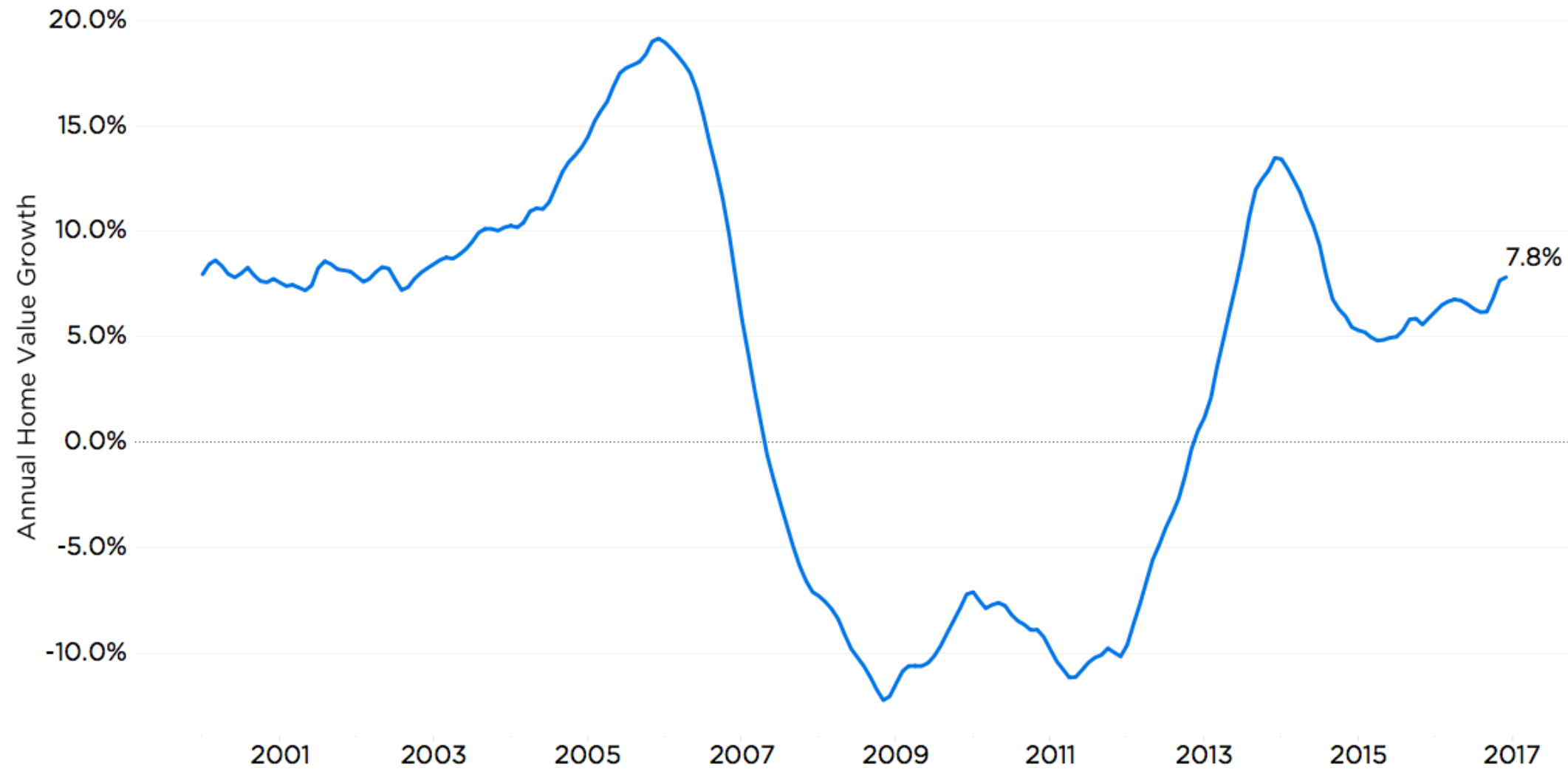
## Jacksonville metro, Inventory Tiers



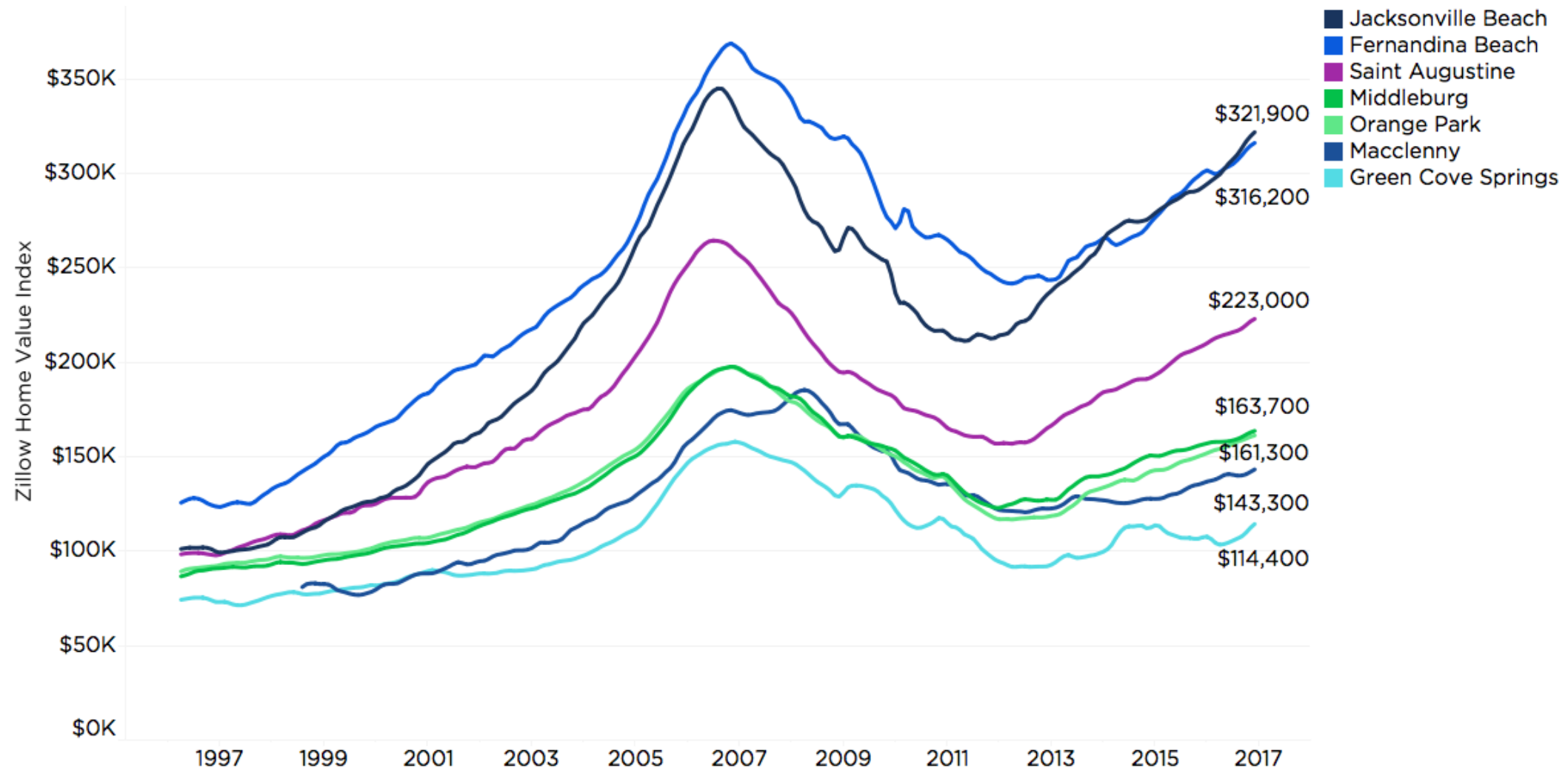
# Diving into Jacksonville Metro



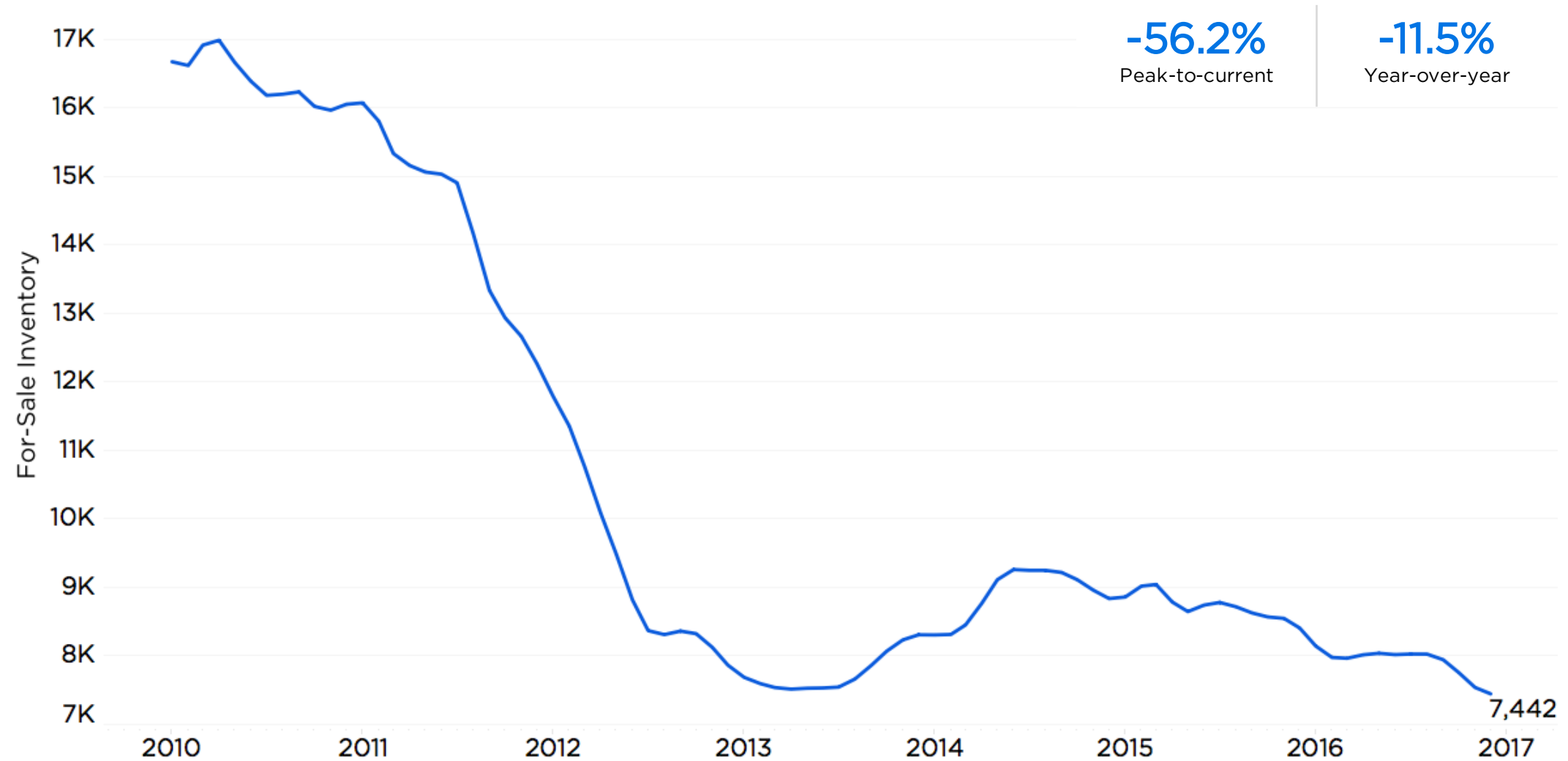
## Jacksonville annual home value growth



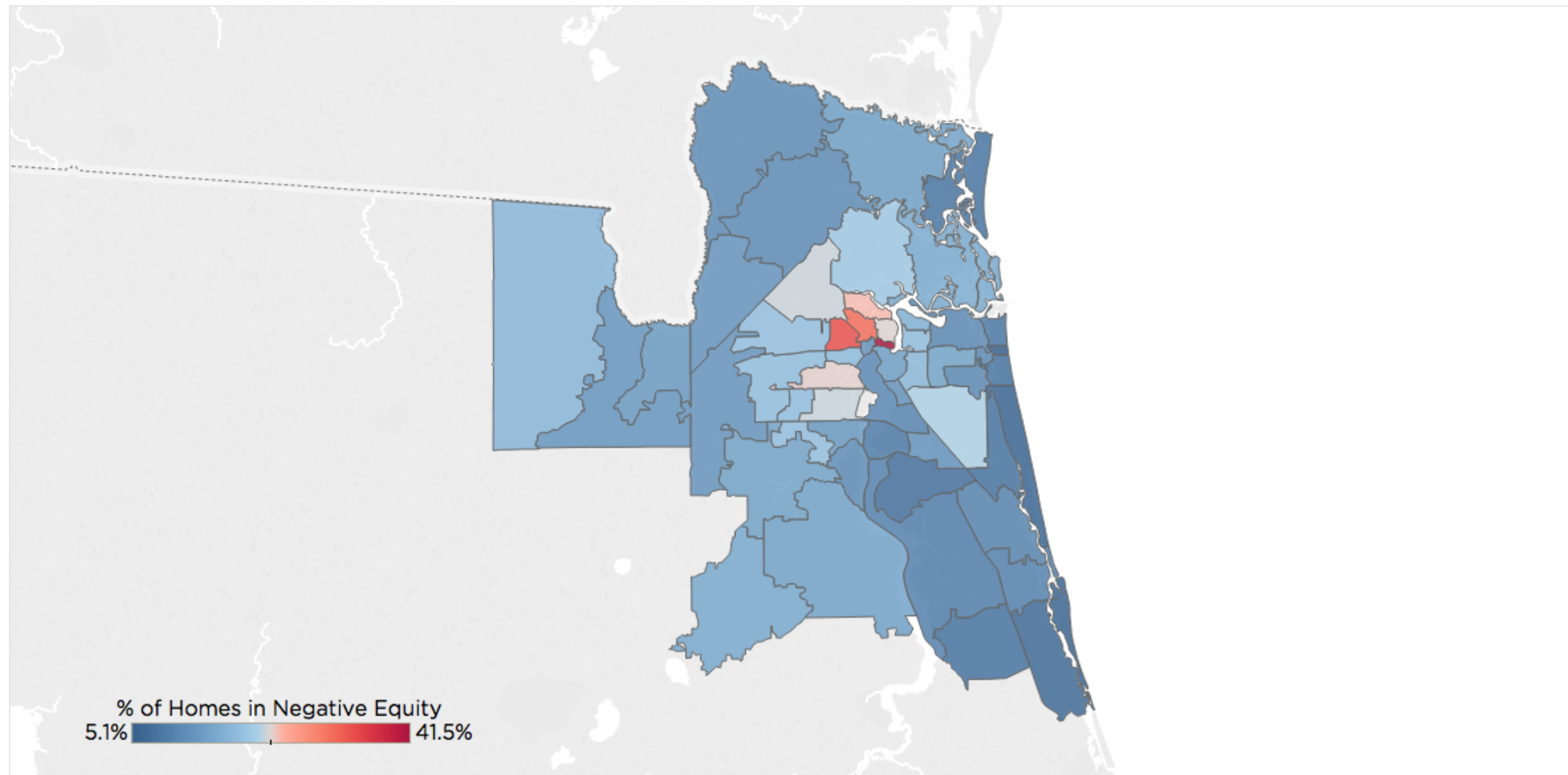
## Zillow Home Value Index, Jacksonville area cities



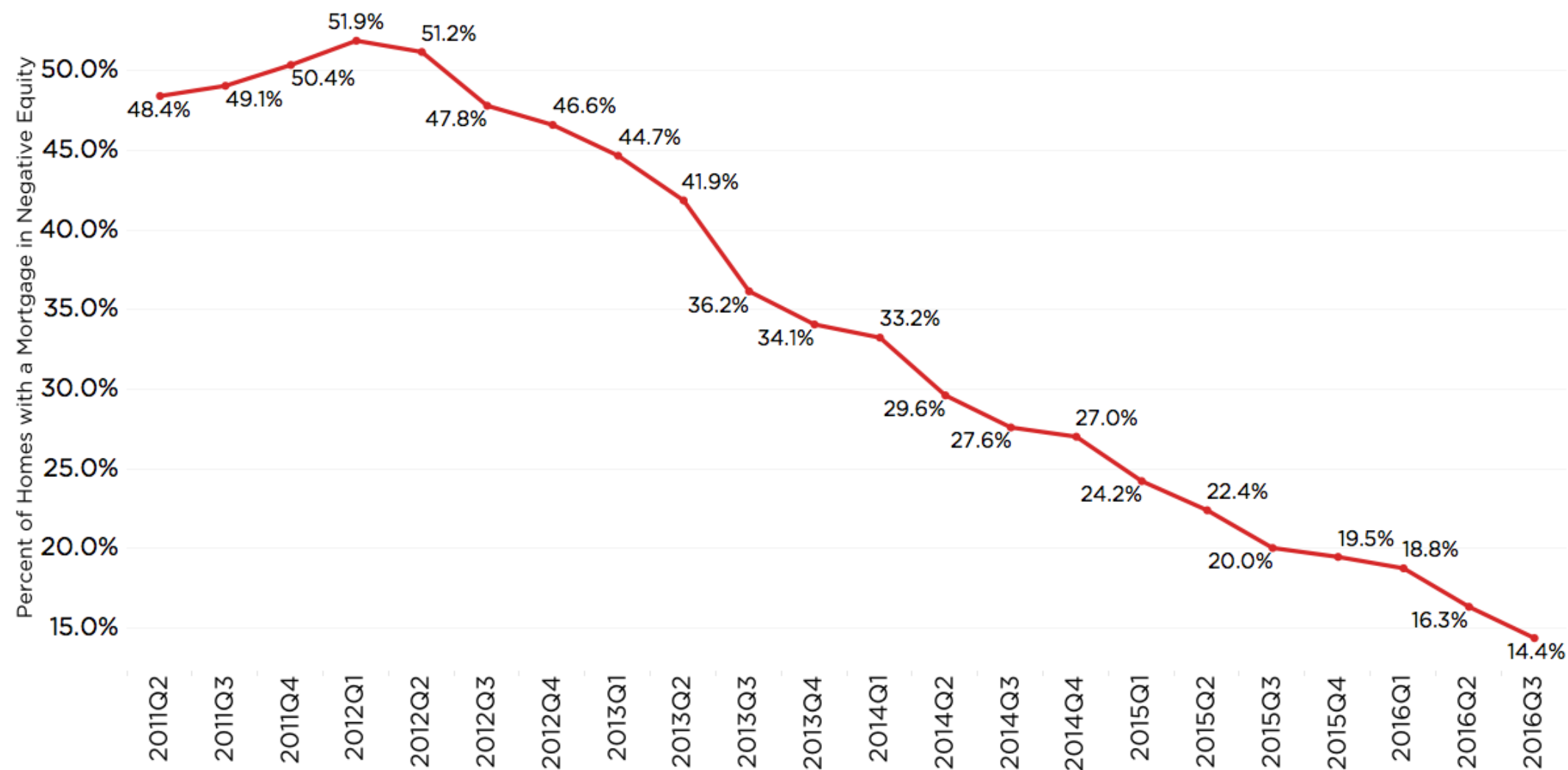
# Jacksonville For-sale Inventory



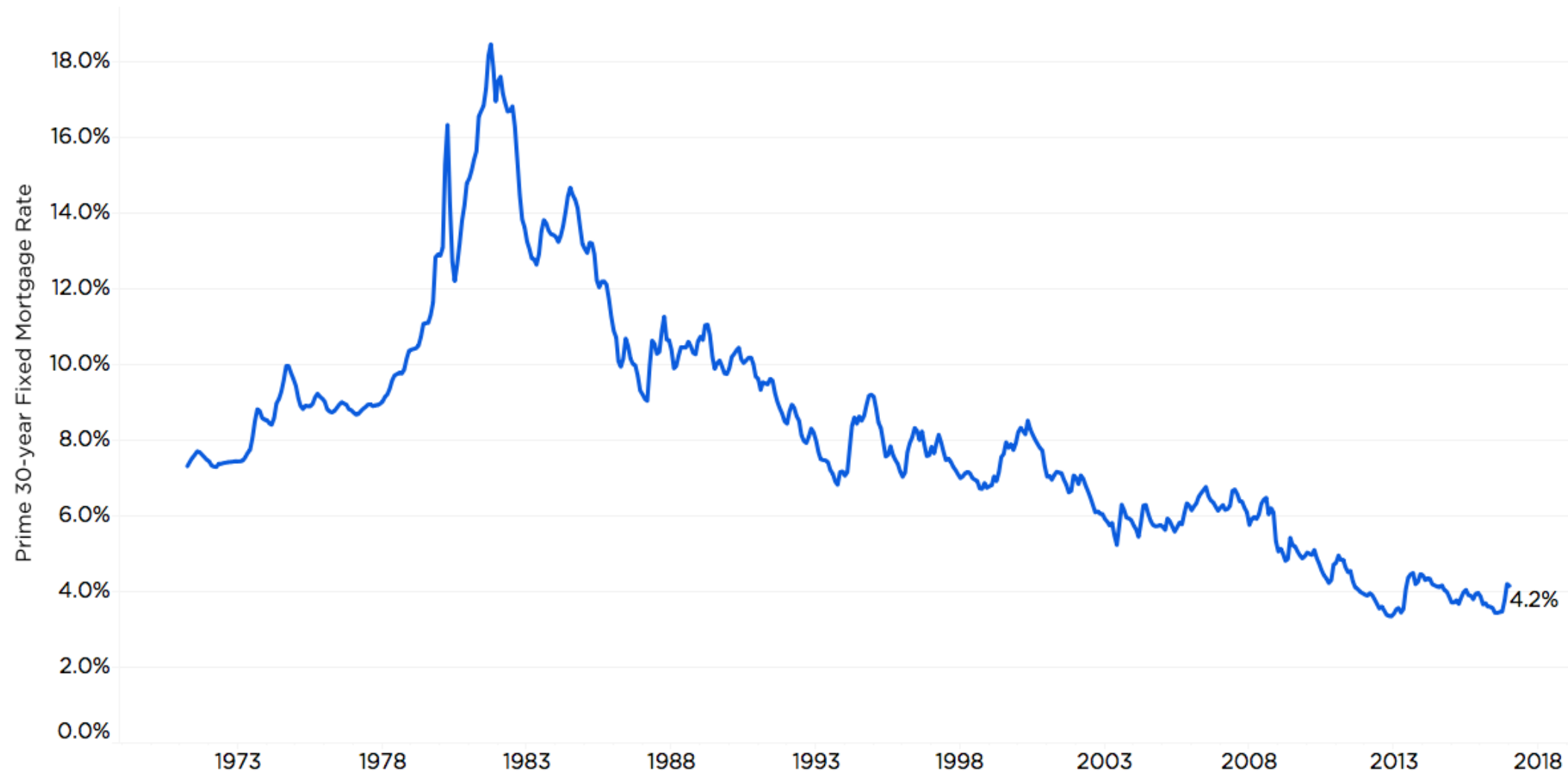
Inventory shortage is no longer only due to negative equity.



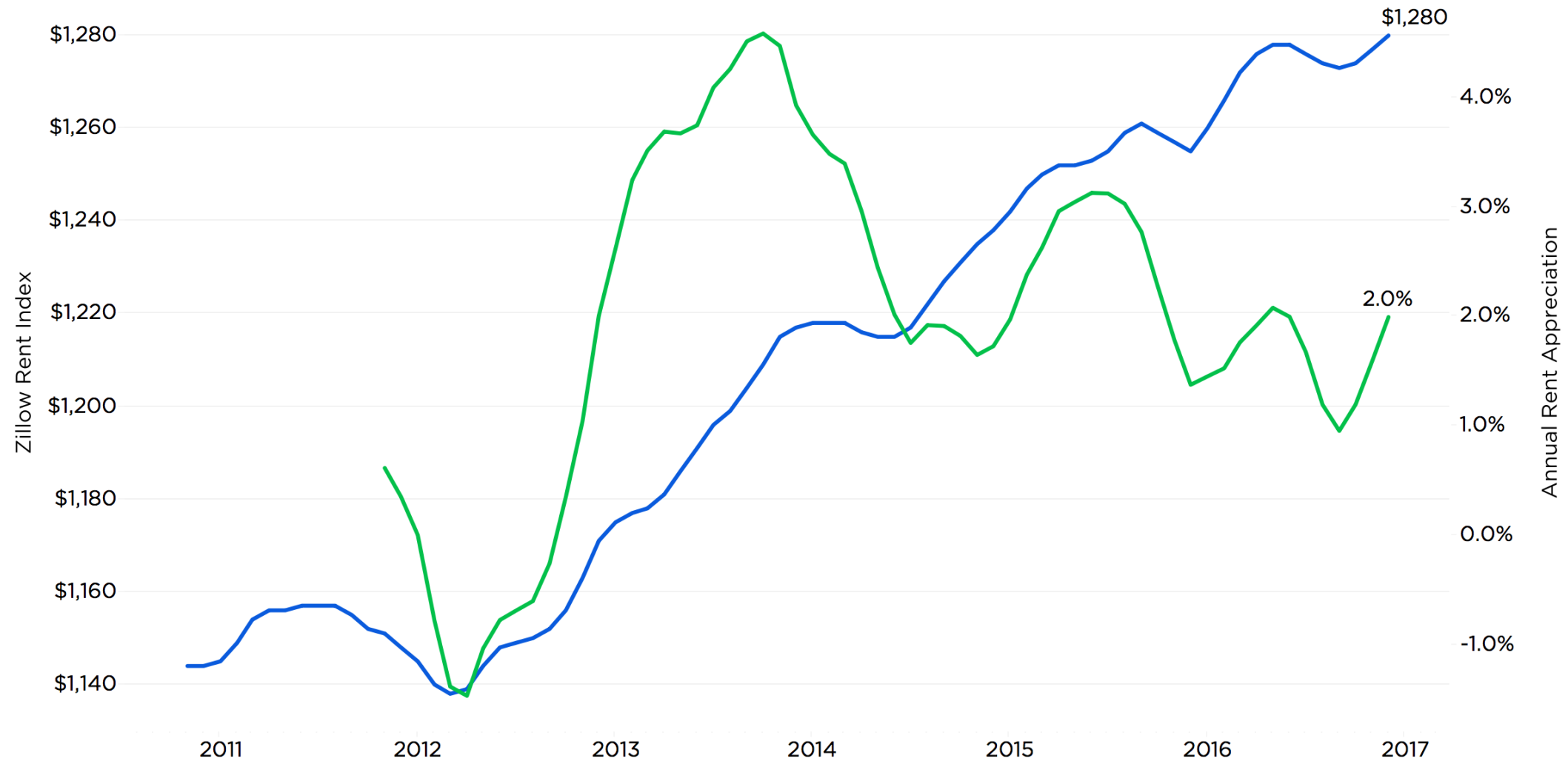
## Jacksonville metro, negative equity 2016 Q3



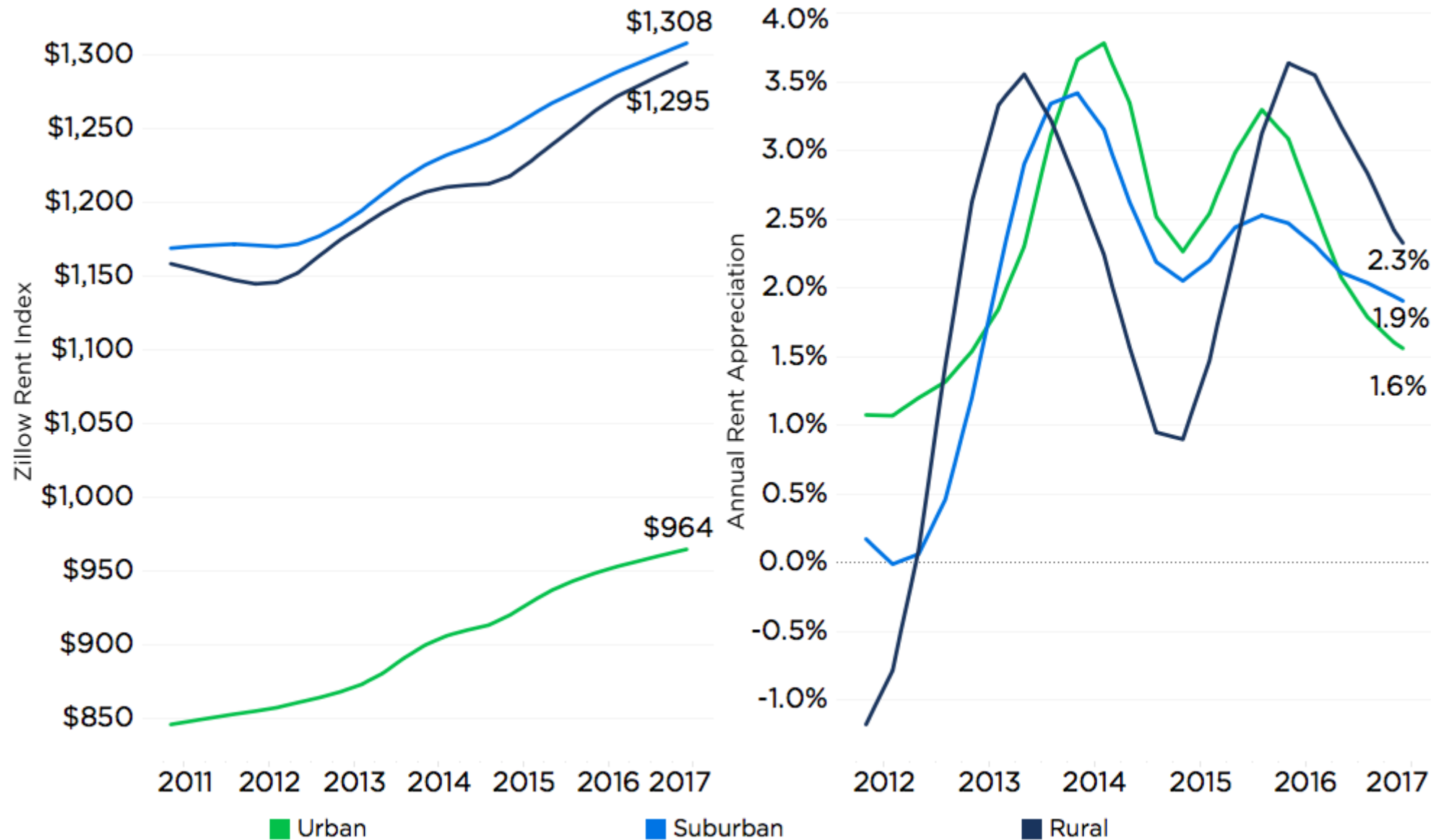
# Mortgage rates are historically low



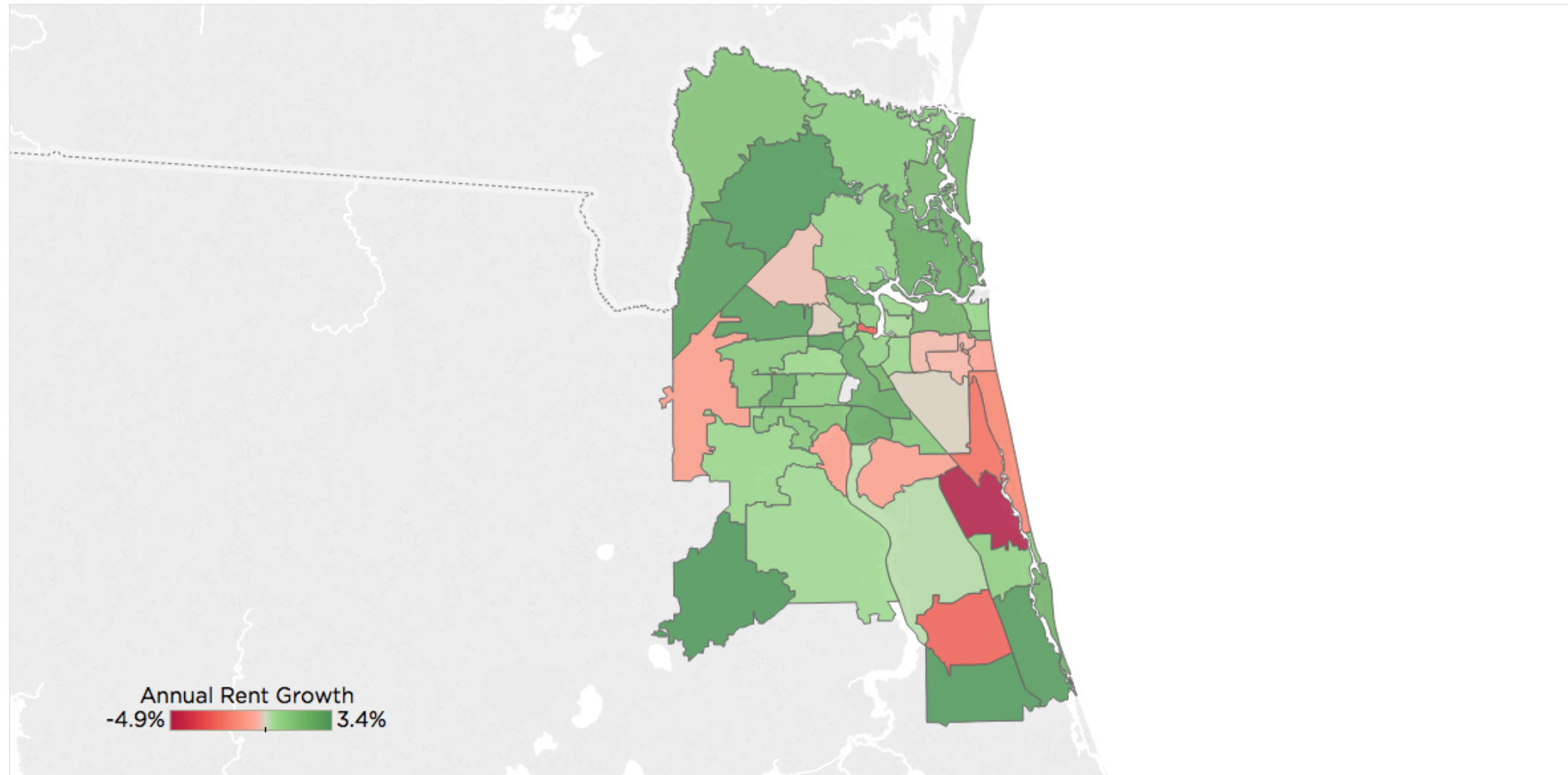
## Rents are pushed to the limit



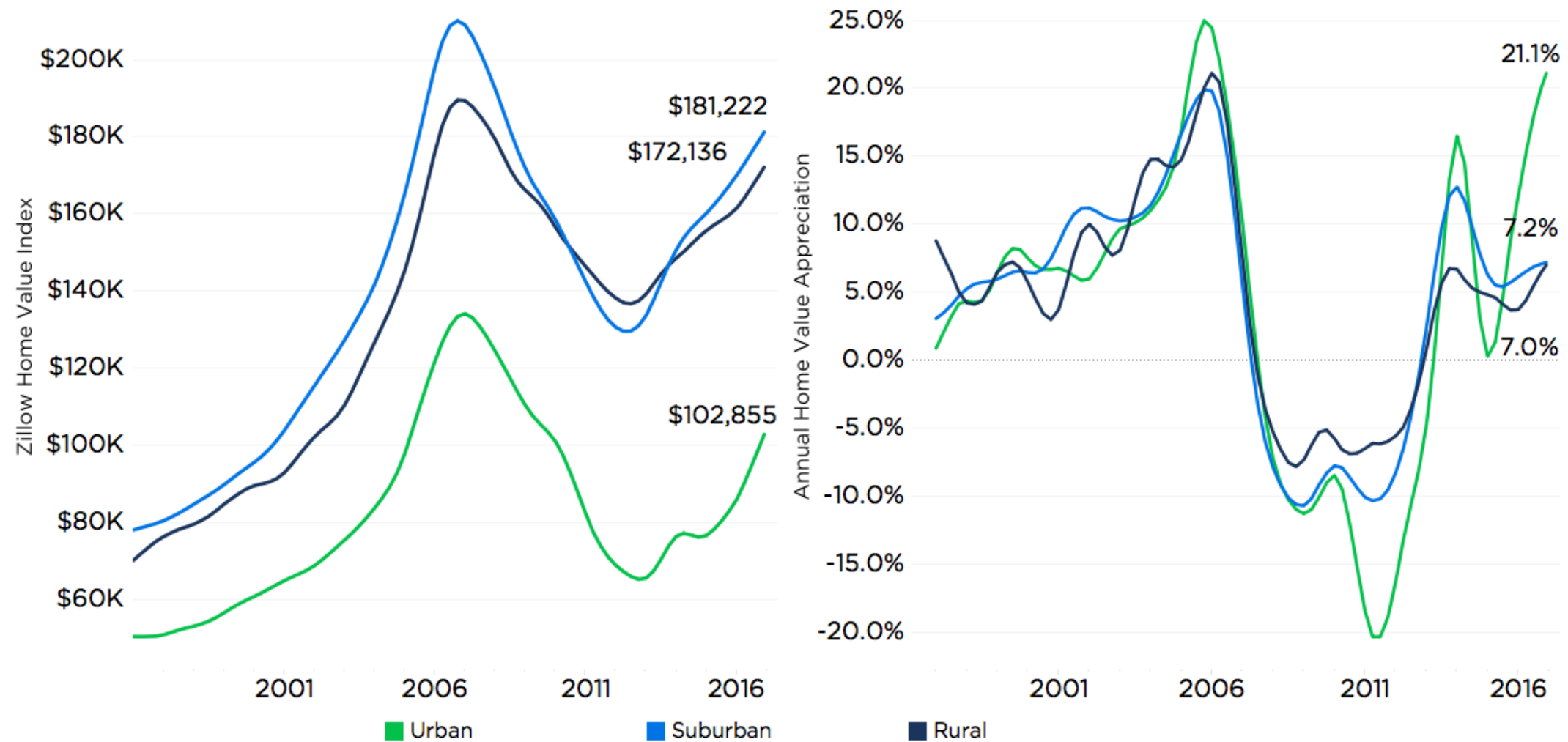
## Jacksonville metro rents are most expensive in suburban areas



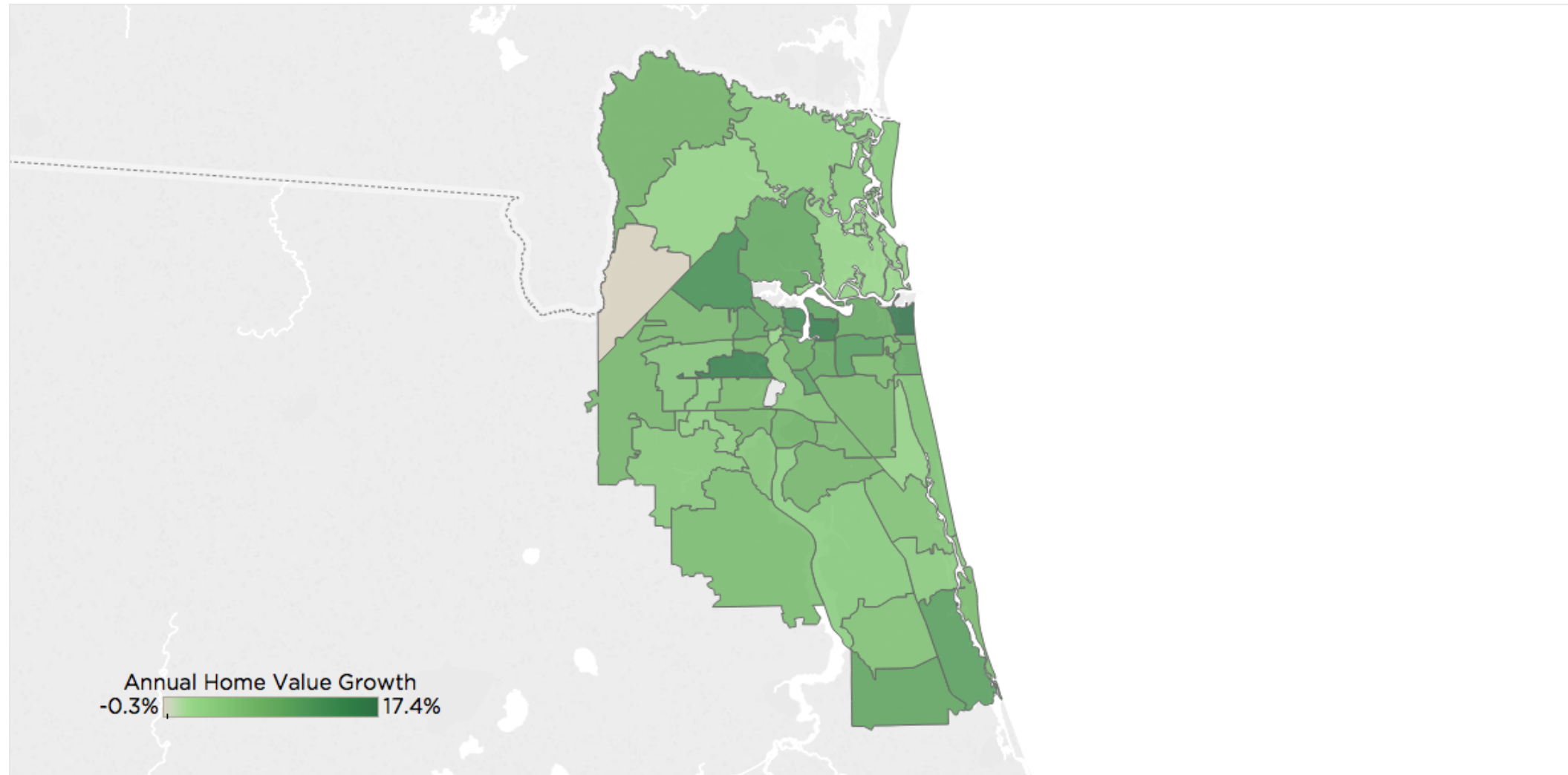
## A bird's eye view with ZIP code level data



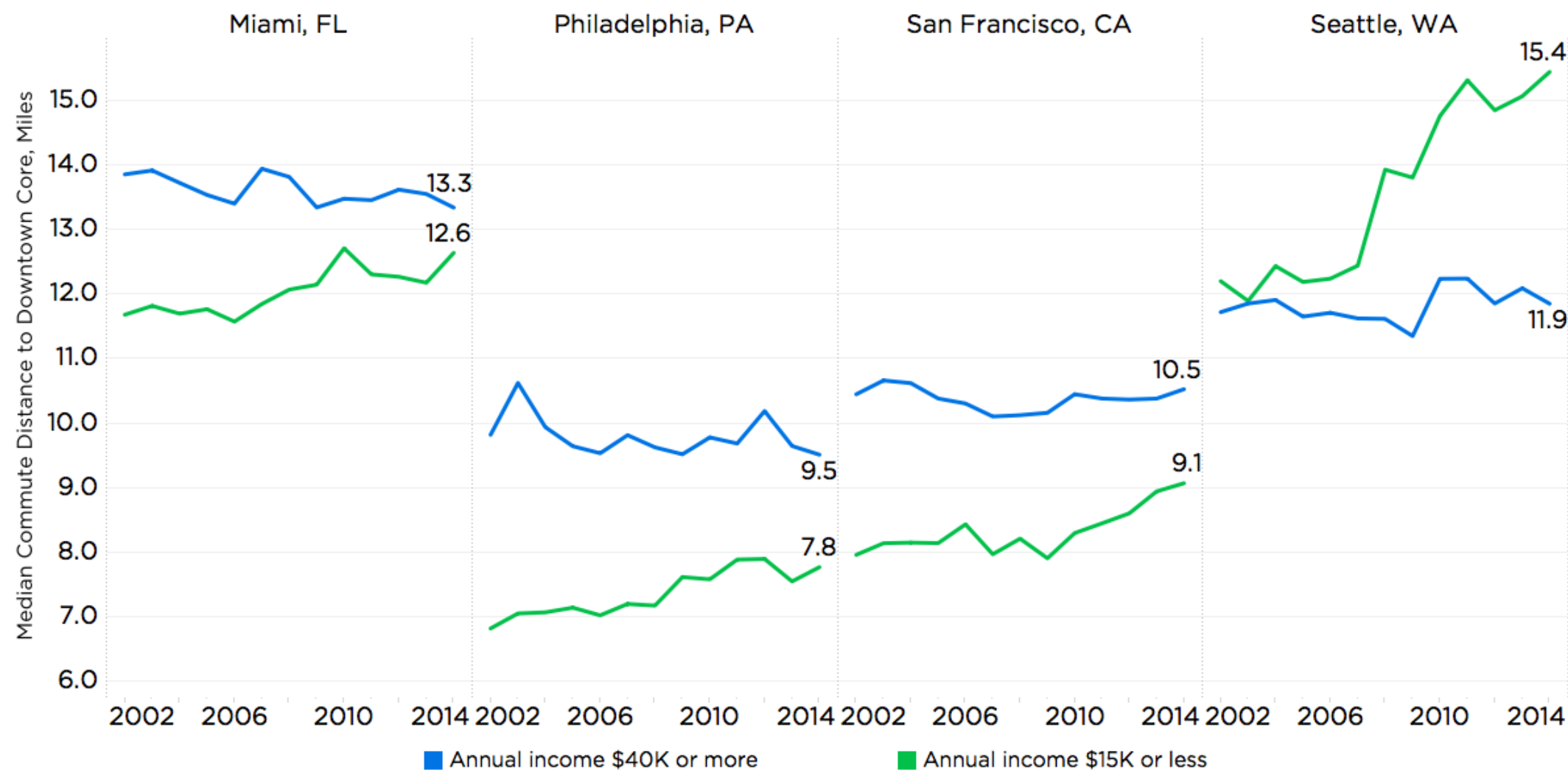
# Jacksonville metro home growth more aggressive in urban areas



## A different pattern for home values: a growing premium on access

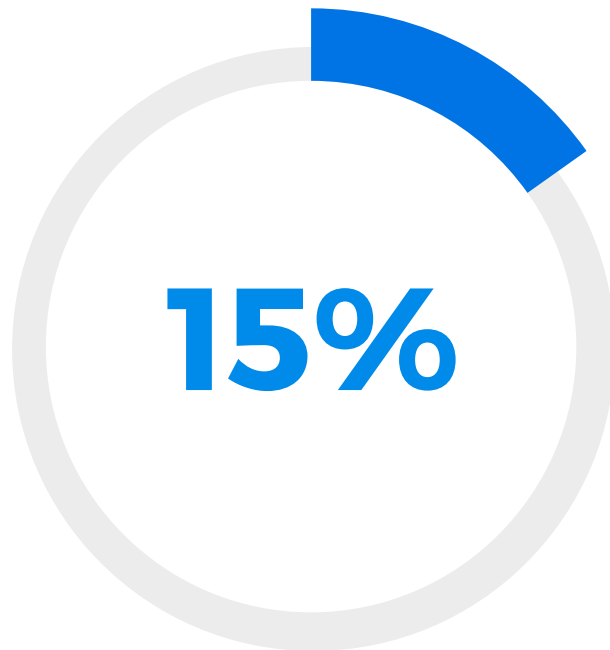


## Similar trends in other metros: sacrificing distance for affordability



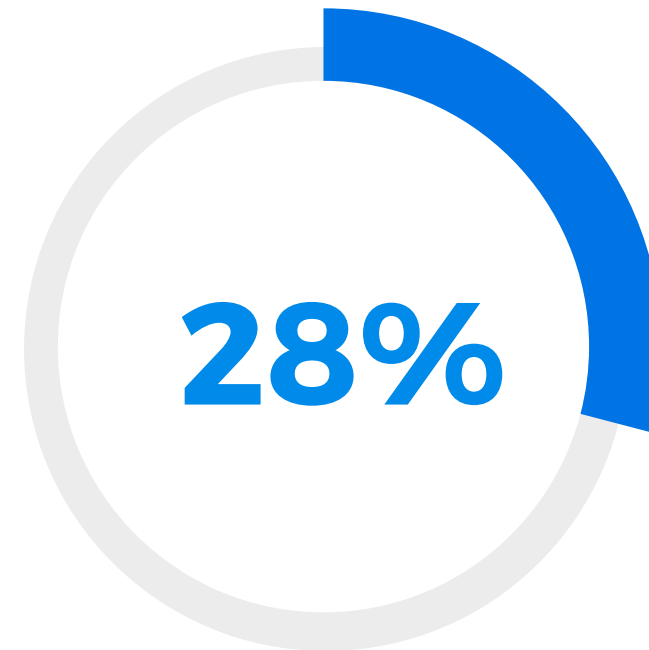
# Jacksonville metro housing affordability

Mortgage Affordability, 2016 Q4



Share of income spent on mortgage

Rent Affordability, 2016 Q4



Share of income spent on rent

## Main takeaways

- Housing is intimately tied to many other aspects of our lives and our motivations
- Zillow has data and data scientists ready to go
  - [Help you frame and root your story](#)
  - [Help you link it back to historical norms](#)
- Expert interview with an economist can help you connect the dots
  - [We're everywhere these days](#)
  - [Not everything is measurable, sometimes understanding comes down to years of familiarity with how markets and economies work.](#)

Median Home Value – Zillow Home Value Index (ZHVI)

[ZHVI Methodology](#)

[Zillow Home Value Forecast Methodology](#)

[Zillow Market Overviews](#)

Over 50 available metrics...

TYPE	STATE	METRO/US	COUNTY	CITY	ZIP CODE	NEIGHBORHOOD
ZHVI Summary (Current Month)	Data	Data	Data	Data	Data	Data
All Homes (SFR, Condo/Co-op) Time Series (\$)	Data	Data	Data	Data	Data	Data
Condo/Co-op Time Series (\$)	Data	Data	Data	Data	Data	Data
Single Family Homes Time	Data	Data	Data	Data	Data	Data



## Additional Data Products

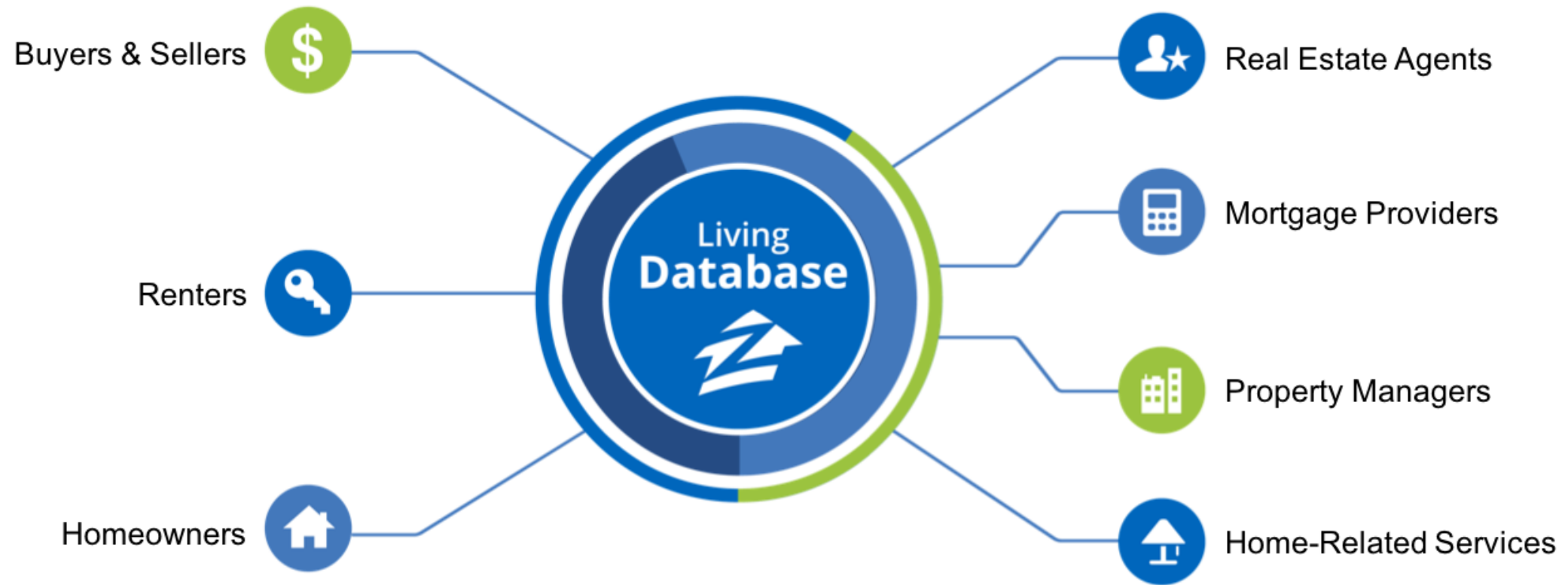
PRODUCT	DATE	ALL REGIONS
<a href="#">Zillow Home Value Forecast</a>	January 2016	<a href="#">Data</a>
<a href="#">Zillow Rent Forecast</a>	January 2016	<a href="#">Data</a>
<a href="#">Negative Equity</a>	2015 Q3 Summary	<a href="#">Data</a>
<a href="#">Negative Equity</a>	Time Series	<a href="#">Data</a>
<a href="#">Cash Buyers Time Series</a>	2014 Q4	<a href="#">Data</a>
<a href="#">Mortgage Affordability, Rental Affordability, Price-to-Income Ratio</a>	2015 Q3	<a href="#">Data</a>
<a href="#">Quarterly Historic Metro ZHVI</a>	2015 Q3	<a href="#">Data</a>
<a href="#">Quarterly Historic Metro ZRI</a>	2015 Q3	<a href="#">Data</a>
<a href="#">Median Household Income</a>	2015 Q3	<a href="#">Data</a>
<a href="#">Conventional 30-Year Fixed Mortgage Rates</a>	Updated weekly	<a href="#">Data</a>
<a href="#">Jumbo 30-Year Fixed Mortgage Rates</a>	Updated weekly	<a href="#">Data</a>

Sold in the Past Year (%)	Data	Data	Data	Data	Data	Data
Homes Foreclosed (Out of 10k Homes)	Data	Data	Data	Data	Data	Data
Foreclosure Re-Sales (%)	Data	Data	Data	Data	Data	
Price-to-Rent Ratio	Data	Data	Data	Data	Data	Data
For-Sale Inventory (Raw)	Data	Data	Data	Data	Data	
For-Sale Inventory (Smooth, SA)	Data	Data	Data	Data	Data	
Age of Inventory (Days)	Data					
Buyer-Seller Index	Data		Data		Data	
Market Health Index	Data	Data	Data	Data	Data	
Days on Zillow, Including REOs	Data	Data	Data			
Home Sales	Data		Data	Data		
Home Sales, SA	Data		Data			
Unfiltered Transactions	Data		Data			



# Living Database of 110M Homes

*57M Home Profiles Updated by Community*



**Consumer Empowerment**  
Through information transparency

# What we do

- Research
- Data production
- Analytic product development
- Commentary and education
  - Media
  - Industry
  - Investors
  - Government
  - Anyone who will listen to us

Visit us at [Zillow.com/research](https://www.zillow.com/research)

The screenshot displays the Zillow Research website interface. At the top, a navigation bar includes links for Buy, Rent, Sell, Mortgages, Agent Finder, Advice, and Home design. The Zillow logo is on the left, and a search bar with 'Topics' is on the right. The main header features the text 'Zillow Research' over a background image of hands holding a tablet. Below this is a horizontal bar with six categories: DATA, LOCAL MARKET OVERVIEWS, REAL ESTATE AND RENTAL TRENDS, HOUSING AFFORDABILITY, FORECASTING, and HOUSING BY GENERATION. A section of key metrics follows, showing the U.S. Zillow Home Value Index at \$183,000 (November 2015), a 0.3% monthly change, a 3.9% annual change, and a 2.6% forecast for November 2016. The 'FEATURED ARTICLES' section includes three article thumbnails: 'Middling, at Best: The Slow Recovery of Residential Construction Jobs', 'A Fistful of Dollars: Cash Buyers in the West, & the Rest\*', and 'A Penny Saved: How High Rent Burdens Impact Savings Rates'. At the bottom, there are filters for 'All Articles', 'Filter by topic', and 'Author'. A 'QUICK ACCESS' sidebar on the right contains links for 'Presentations' and 'About Us'.

## A wide world of housing data

- Different levels of geography
- Different methodologies for the same metric
- Different numbers for what should be the same thing...in a perfect world

# Rent data

## Rental Indices

Zillow's median rent series is the Zillow Rent Index (ZRI). To learn more about ZRI, please see the [ZRI Methodology](#).

TYPE	STATE	METRO/US	COUNTY	CITY	ZIP CODE	NEIGHBORHOOD
ZRI Summary: Multifamily, SFR, Condo/Co-op (Current Month)	Data	Data	Data	Data	Data	Data
ZRI Time Series: Multifamily, SFR, Condo/Co-op (\$)	Data	Data	Data	Data	Data	Data
ZRI Time Series: SFR, Condo/Co-op (\$)	Data	Data	Data	Data	Data	Data
ZRI Time Series: SFR (\$)	Data	Data	Data	Data	Data	Data
ZRI Time Series: Multifamily (\$)	Data	Data	Data	Data	Data	Data
Median ZRI Per Sq Ft: SFR, Codo/Co-op (\$)	Data	Data	Data	Data	Data	Data
Median Rent List Price (\$), SFR, Condo/Co-op	Data	Data	Data	Data	Data	Data
Median Rent List Price (\$), Multifamily 5+ units	Data	Data	Data	Data	Data	Data



## Tools to use Zillow Research in your newsroom

- **Zillow.com/research**
  - Research briefs and detailed analysis
- **Zillow.com/data**
  - **Free** data for story ideation, visualization, ...
- **Press@Zillow.com**
  - Custom analysis or general inquiries
- **Zillow.Mediaroom.com**
  - Biweekly email with research highlights