

DOING RESEARCH ON A PARTICULAR MARKET PLACE.

Here are some links!



Quickfacts is my go to source for most things demographic.

<https://www.census.gov/quickfacts/fact/table/US/PST045219>

Great for **population numbers** and **growth**.

United States Census

QuickFacts
United States

QuickFacts provides statistics for all states and counties, and for cities and towns with a population of 5,000 or more.

Enter state, county, city, town, or zip code | Select a fact --

Table

| All Topics | United States |
|--|---------------|
| Population estimates, July 1, 2019, (V2019) | 328,239,523 |
| PEOPLE | |
| Population | |
| Population estimates, July 1, 2019, (V2019) | 328,239,523 |
| Population estimates base, April 1, 2010, (V2019) | 308,758,105 |
| Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019) | 6.3% |
| Population, Census, April 1, 2010 | 308,745,530 |
| Age and Sex | |
| Persons under 5 years, percent | 6.0% |
| Persons under 18 years, percent | 22.3% |
| Persons 65 years and over, percent | 16.5% |
| Female persons, percent | 50.6% |
| Race and Hispanic Origin | |
| White alone, percent | 76.3% |
| Black or African American alone, percent (a) | 13.4% |
| American Indian and Alaska Native alone, percent (a) | 1.3% |
| Asian alone, percent (a) | 5.9% |
| Native Hawaiian and Other Pacific Islander alone, percent (a) | 0.2% |

| All Topics | United States |
|---|---------------|
| Population estimates, July 1, 2019, (V2019) | 328,239,523 |
| HOUSEHOLDS WITH A COMPUTER | |
| Households with a computer, percent, 2015-2019 | 90.3% |
| Households with a broadband Internet subscription, percent, 2015-2019 | 82.7% |
| Education | |
| High school graduate or higher, percent of persons age 25 years+, 2015-2019 | 88.0% |
| Bachelor's degree or higher, percent of persons age 25 years+, 2015-2019 | 32.1% |
| Health | |
| With a disability, under age 65 years, percent, 2015-2019 | 8.6% |
| Persons without health insurance, under age 65 years, percent | 9.5% |
| Economy | |
| In civilian labor force, total, percent of population age 16 years+, 2015-2019 | 63.0% |
| In civilian labor force, female, percent of population age 16 years+, 2015-2019 | 58.3% |
| Total accommodation and food services sales, 2012 (\$1,000) (c) | 708,138,598 |
| Total health care and social assistance receipts/revenue, 2012 (\$1,000) (c) | 2,040,441,203 |
| Total manufacturers shipments, 2012 (\$1,000) (c) | 5,698,729,632 |
| Total merchant wholesaler sales, 2012 (\$1,000) (c) | 5,208,023,478 |
| Total retail sales, 2012 (\$1,000) (c) | 4,219,821,871 |
| Total retail sales per capita, 2012 (c) | \$13,443 |
| Transportation | |
| Mean travel time to work (minutes), workers age 16 years+, 2015-2019 | 26.9 |
| Income & Poverty | |
| Median household income (in 2019 dollars), 2015-2019 | \$62,843 |
| Per capita income in past 12 months (in 2019 dollars), 2015-2019 | \$34,103 |
| Persons in poverty, percent | 10.5% |
| BUSINESSES | |
| Businesses | |
| Total employer establishments, 2018 | 7,912,405 |
| Total employment, 2018 | 130,861,471 |

I also use it for **education stats** (% with bachelors degree+), and **median family income** and **poverty levels**.

I don't trust the housing data including median price, etc. Not sure how old it is or how gathered.

This is the new census data site. Super cool!

<https://data.census.gov/cedsci/>

Typically, I will type in "**housing data for (name of city and state)**"

Then it comes up with all kinds of cool information.

What I am looking for most here is **Owner Occupancy Rate**, the **number of 2-10 units** within the market, when (which decade) most homes were built, and the **% of homes that were built after 2000**.

housing data for boise ID

SELECTED HOUSING CHARACTERISTICS

Survey/Program: American Community Survey | Product: 2019, ACS 1-Year Estimates Data Profiles | TableID: DP04

| Label | Idaho | Estimate | Margin of Error | Percent |
|-----------------------------|-------|----------|-----------------|---------|
| Total housing units | | 751,113 | ±140 | 751,113 |
| 1-unit, detached | | 547,391 | ±4,943 | 72.9% |
| 1-unit, attached | | 24,711 | ±2,643 | 3.3% |
| 2 units | | 16,451 | ±2,122 | 2.2% |
| 3 or 4 units | | 32,346 | ±3,227 | 4.3% |
| 5 to 9 units | | 21,536 | ±2,670 | 2.9% |
| 10 to 19 units | | 15,223 | ±1,804 | 2.0% |
| 20 or more units | | 28,672 | ±2,636 | 3.8% |
| Mobile home | | 63,048 | ±3,690 | 8.4% |
| Boat, RV, van, etc. | | 1,735 | ±826 | 0.2% |
| YEAR STRUCTURE BUILT | | | | |
| Total housing units | | 751,113 | ±140 | 751,113 |
| Built 2014 or later | | 59,997 | ±4,150 | 8.0% |
| Built 2010 to 2013 | | 26,234 | ±3,143 | 3.5% |
| Built 2000 to 2009 | | 144,715 | ±5,369 | 19.3% |
| Built 1990 to 1999 | | 133,154 | ±5,283 | 17.7% |
| Built 1980 to 1989 | | 77,169 | ±4,395 | 10.3% |
| Built 1970 to 1979 | | 126,608 | ±6,034 | 16.9% |
| Built 1960 to 1969 | | 48,990 | ±3,081 | 6.5% |

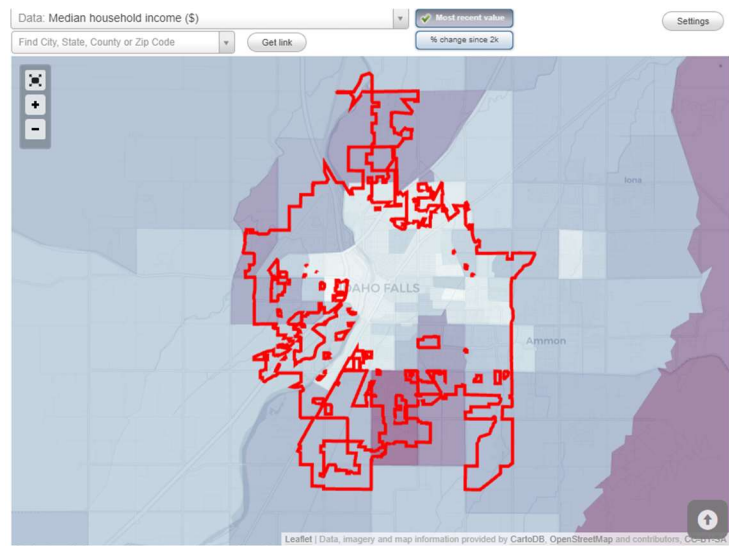
City-data.com has a lot of the same information (same sources) but it also includes the **crime stats**.

<https://www.city-data.com/>

Crime Chart, look for the latest year typically 2017 or 2018.

| Crime rates in Kansas City by year | | | | | | | | | |
|------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Type | 2006 | 2007 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| Murders (per 100,000) | ↑↑45 (31.0) | ↑↑20 (13.9) | ↑↑35 (24.6) | ↑↑25 (17.4) | ↑↑27 (18.4) | ↑↑15 (10.2) | ↑↑28 (19.0) | ↑↑25 (16.8) | ↑↑28 (18.6) |
| Rapes (per 100,000) | ↑↑91 (62.7) | ↑↑91 (63.5) | ↑↑80 (56.3) | ↑↑62 (43.1) | ↑↑95 (64.6) | ↑↑85 (57.7) | ↑↑83 (56.2) | ↑↑233 (156.3) | ↑↑264 (175.6) |
| Robberies (per 100,000) | ↑↑439 (302.3) | ↑↑489 (341.1) | ↑↑318 (223.8) | ↑↑289 (200.9) | ↑↑291 (198.3) | ↑↑277 (188.2) | ↑↑238 (161.2) | ↑↑254 (170.4) | ↑↑304 (202.2) |
| Assaults (per 100,000) | ↑↑670 (461.3) | ↑549 (382.9) | ↑507 (356.8) | ↑447 (310.7) | ↑534 (364.0) | ↑500 (338.7) | ↑382 (268.8) | ↑548 (367.5) | ↑567 (377.1) |
| Burglaries (per 100,000) | ↑↑2,265 (1,590) | ↑↑2,269 (1,583) | ↑↑1,918 (1,350) | ↑↑1,922 (1,338) | ↑↑1,827 (1,245) | ↑↑1,772 (1,204) | ↑↑1,617 (1,095) | ↑↑1,663 (1,115) | ↑↑1,311 (871.8) |
| Thefts (per 100,000) | ↑↑5,691 (3,919) | ↑↑5,431 (3,768) | ↑↑4,744 (3,338) | ↑↑4,684 (3,295) | ↑↑4,792 (3,295) | ↑↑4,558 (3,096) | ↑↑4,566 (3,093) | ↑↑4,697 (3,150) | ↑↑4,754 (3,162) |
| Auto thefts (per 100,000) | ↑↑2,325 (1,601) | ↑↑2,017 (1,407) | ↑↑1,080 (780.0) | ↑↑1,129 (784.8) | ↑↑1,264 (861.6) | ↑↑1,208 (820.6) | ↑↑1,045 (707.9) | ↑↑956 (641.2) | ↑↑889 (657.7) |
| Arson (per 100,000) | N/A | N/A | N/A | N/A | N/A | ↑↑69 (46.9) | ↑↑56 (37.9) | ↑↑61 (40.9) | ↑↑77 (51.2) |
| City-Data.com crime index | 699.0 | 632.4 | 521.6 | 478.2 | 507.7 | 464.7 | 440.1 | 538.5 | 558.8 |

And cool maps that track all kinds of stuff. Like **median family income**. Zoom in to see how each neighborhood does.



To get Crime to the neighborhood level I use realtor.com

<https://www.realtor.com/>

Just type in the city. Then go to the maps and turn on the crime tab. It is also good for finding schools.

HUD Housing Market Reports:

https://www.huduser.gov/portal/ushmc/chma_archive.html

National Association of Realtors (NAR) stats:

<https://www.nar.realtor/research-and-statistics>

I especially like this page. It gives you the median price for most of the large metros.

<https://www.nar.realtor/research-and-statistics/housing-statistics/state-and-metropolitan-statistical-area-data>

Housing shortage tracker page is also cool, showing where there is a deficit of new construction relative to job growth.

<https://www.nar.realtor/research-and-statistics/housing-statistics/housing-shortage-tracker>

Average of housing by county!

<https://personalfinancedata.com/2016/09/11/mapping-average-house-age-county/>

Check on Rents:

I use www.rentometer.com

But you can also use www.Zillow.com or www.hotpads.com as well.

Enjoy!

Mike & Joel

www.GobbiWright.com

