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.

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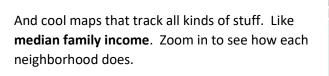
City-data.com has a lot of the same information (same sources) but it also includes the **crime stats.**

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

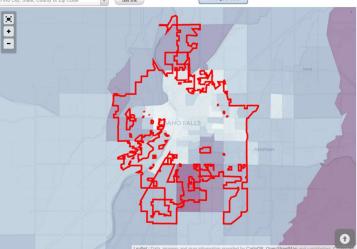Crime Chart, look for the latest year typically 2017 or 2018.

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 (18.8)
Rapes (per 100,000)	↑↑91 (62.7)	↑↑91 (63.5)	↑↑80 (56.3)	↑↑62 (43.1)	↑↑95 (64.8)	↑↑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 (339.7)	↑382 (258.8)	↑↑548 (367.5)	↑↑567 (377.1)
Burglaries (per 100,000)	↑↑2,265 (1,560)	↑↑2,269 (1,583)	↑↑1,918 (1,350)	↑↑1,922 (1,336)	↑↑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 (3,788)	↑↑4,744 (3,338)	↑↑4,684 (3,256)	↑↑4,792 (3,266)	↑↑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 (760.0)	↑↑1,129 (784.8)	↑↑1,264 (861.6)	↑↑1,208 (820.6)	↑↑1,045 (707.9)	↑↑956 (641.2)	↑↑989 (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	689.0	632.4	521.6	478.2	507.7	464.7	440.1	538.5	5

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