

RDC_Inventory_Hotness_Metrics_Zip Directory

Nielsen HH Rank	The specified zip code, county, or metro area's rank by household count compared to other zip codes, counties and metro areas. A rank value of 1 is the highest by household count.
Hotness Rank Within County	In the case of a zip code, this metric represents the zip code's Hotness rank, by Hotness score, compared to all other zip codes within its county. A rank value of 1 is considered the hottest (highest Hotness score).
Hotness Rank Within CBSA	In the case of a zip code or county, this metric represents the zip code or county's Hotness rank, by Hotness score, compared to all other zip codes or counties within its metro area. A rank value of 1 is considered the hottest (highest Hotness score).
Hotness Rank	The specified zip code, county, or metro area's Hotness rank, by Hotness score, compared to all other zip codes, counties and metro areas. A rank value of 1 is considered the hottest (highest Hotness score).
Hotness Rank (Prev)	The specified zip code, county, or metro area's Hotness rank in the previous month.
Hotness Rank (Change)	The change in Hotness rank from the previous month. A positive value indicates that the geography's Hotness has decreased (moved down in ranking), and a negative value indicates that its Hotness has increased (moved up in ranking).
Hotness Score	The Hotness score is an equally-weighted composite metric of a geography's supply score and demand score.
Supply Score	The supply score is an index representing a zip code, county or metro's median days on market ranking compared to other zip codes, counties, or metros.
Demand Score	The supply score is an index representing a zip code, county or metro's listing page views per property ranking compared to other zip codes, counties, or metros.
Median DOM	The median number of days property listings spend on the market within the specified geography during the specified month. Time spent on the market is defined as the time between the initial listing of a property and either its closing date or the date it is taken off the market.
Median DOM M/M	The change in days in the median days on market from the previous month.

Median DOM M/M Perc	The percentage change in the median days on market from the previous month.
Median DOM Y/Y	The change in days in the median days on market from the same month in the previous year.
Median DOM Y/Y Perc	The percentage change in the median days on market from the same month in the previous year.
Median DOM (vs US)	The median days on market in the specified geography divided by the median days on market for the US overall during the same month.
Views Per Property M/M	The change in views a typical property receives in the specified geography from the previous month.
Views Per Property Y/Y	The change in views a typical property receives in the specified geography from the same month in the previous year.
Views Per Property (vs US)	The count of views a typical property receives in the specified geography divided by the count of views a typical property receives in the US overall during the same month.
Median Listing Price	The median listing price within the specified geography during the specified month.
Median Listing Price M/M	The percentage change in the median listing price from the previous month.
Median Listing Price Y/Y	The percentage change in the median listing price from the same month in the previous year.
Median Listing Price (vs US)	The median listing price within the specified geography divided by the median listing price for the US overall during the same month.
Quality Flag	Triggered ("1") when data values are outside of their typical range. While rare, these figures should be reviewed before reporting.