### NVHousingSearch.org Search Data

Emphasys sends three monthly reports on search activity. One report gives searches that started by choosing a city and a second report gives searches that started by choosing a county. A third report breaks out all searches that came back without any findings from the listings database. It is also possible to track some of the daily search activity through online access. Figure 1 gives monthly search data from the month before the launch (testing searches occurred in August 2014) until June 2018. As can be seen, search activity is highly seasonal. Monthly search activity peaked in May of 2018 at 6,692 searches, up 24% over May of 2017. For the proceeding 365 days search activity was 63,513 at the end of June, up 18% over the comparable number for June 2017.

Figure 1. NVHS Searches in past month, August 2014 to June 2018
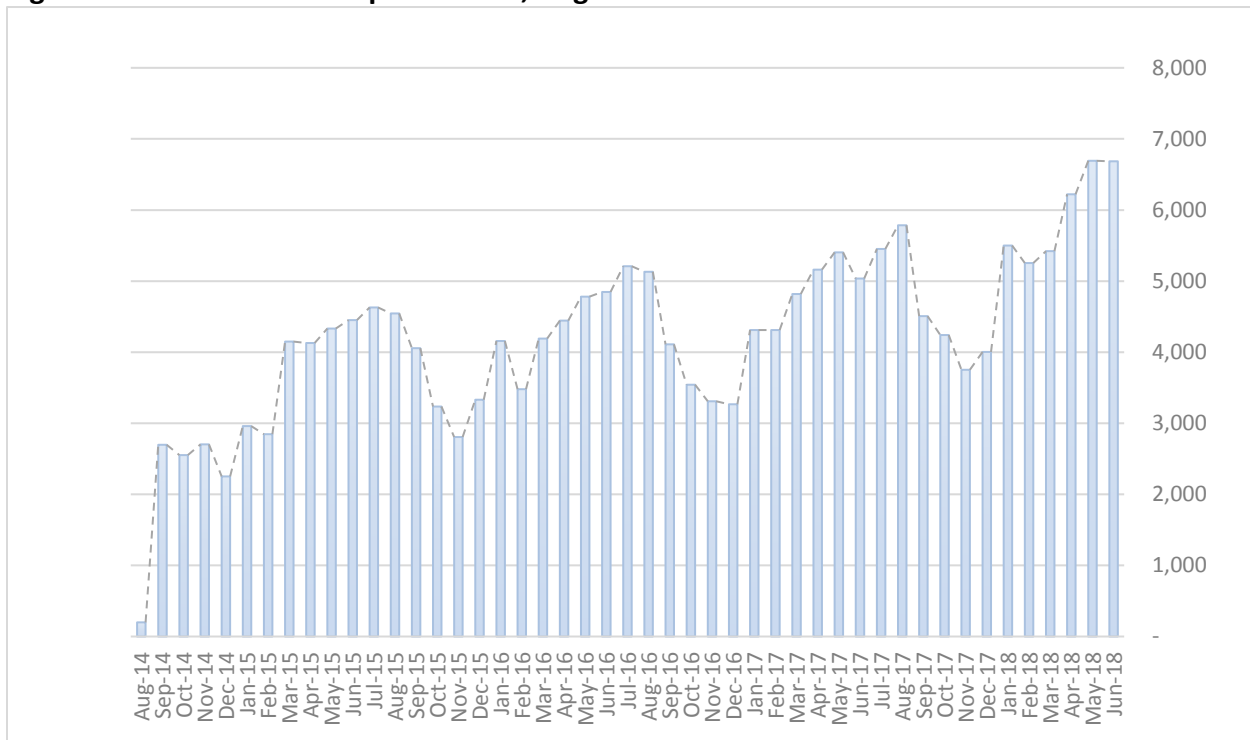
There were 6,685 searches in June 2018. Of these, 14% of the searches did not find a match, up from 12% in September of 2017. Table 2 contains the results of a crosstab for "did not find a match" with the region used for the search. All searches must start by picking a city, county nor zip code.

The city with the largest number of searches without a match was Las Vegas which had 33% of these non-matches. Las Vegas listings make up about 52% of total units but were only 33% of total search activity. Las Vegas searchers may also search by using "Clark County." By number Henderson and North Las Vegas had the second and third largest numbers of searches without a match. The percentage of searches without a match was 16% for Henderson, 23% for North Las Vegas and 13% in Las Vegas. Other areas with a high percentage of searches without a match were small areas with a small number of total searches and thus high variability. For Reno and Sparks, 10% and 18% of total searches did not come up with a match, up from the September 2017 report. Most northern Nevada regions saw an increased number of unmatched searches and several such as Sparks, Washoe and Lyon Counties also recorded an above average increase in search activity
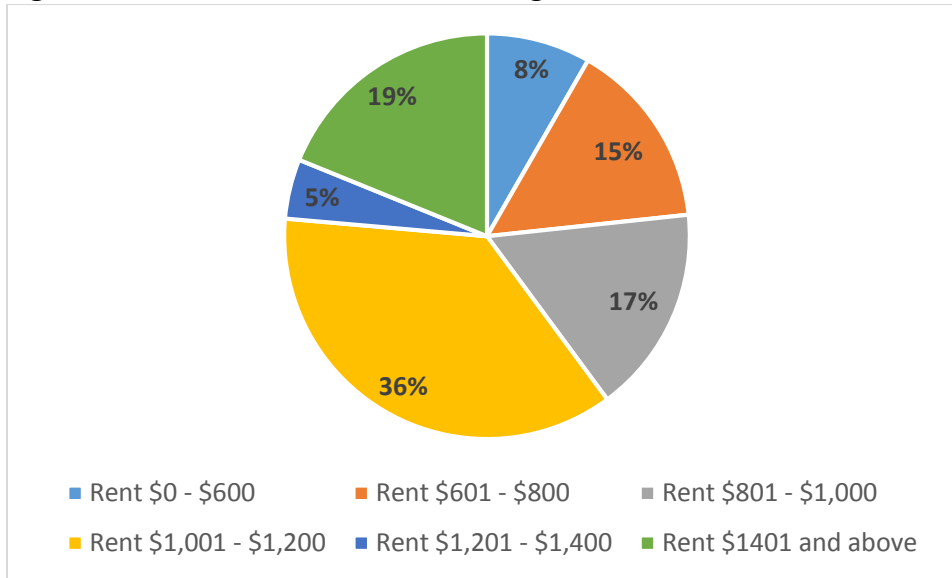
Some of the listings that are a match may have a waiting list. Only if the filter "hide wait listed properties" was used would wait list properties not "count" as a match. Since the last report in September this filter was made more prominent and easier to use, so this may have contributed to raising the overall percentage of searches without a match. If all units are full a landlord may choose either to have the listing appear with a waiting list notice or to make the listing not visible in public searches.

Table 2. Regions with above average proportion of searches without a match June 2018

Region	Type	Searches Without Match	Total Searches	% Without Match
Areas with fewer than six searches	both	23	55	42%
Eureka	city	13	33	39%
Lyon	county	29	85	34%
Ely	city	15	47	32%
Battle Mountain	city	11	41	27%
Douglas	county	13	51	25%
Winnemucca	city	13	53	25%
Carson City	both	71	294	24%
North Las Vegas	city	101	439	23%
Fallon	city	20	92	22%
Elko	county	14	71	20%
Sparks	city	39	221	18%
Washoe	county	59	353	17%
Henderson	city	81	508	16%

Search reports have additional information about which filters have been used. About 32% of the searches in September were direct searches that didn't use any filter. These direct searches occur when there are no more than 30 listings in a city or county. In that case the searcher is immediately shown all listings without a chance to use the filter form, meaning that smaller regions with few listings are more likely not to have a mismatched search. All of the remaining 68% of the searches using a filter used a rent range amount. There is a default rent maximum used as a filter unless the user resets it. For most large population centers such as Reno, Sparks, Washoe County, Las Vegas, North Las Vegas, and Clark County the default ranges from $1,000 to $1,200. Thirty-six percent of the searches used a rent range corresponding to this default maximum. A smaller proportion of searches used the lowest rent category of $600 or lower. Almost a quarter of the searches were for rental units with rent $1200 and up.

Figure 4. June 2018 NVHS searches using search filter

Legend:
- Rent $0 - $600
- Rent $601 - $800
- Rent $801 - $1,000
- Rent $1,001 - $1,200
- Rent $1,201 - $1,400
- Rent $1401 and above

Bedroom size filters are not exclusive. For example, one can search for a studio or "studio or one bedroom". Table 3 has a summary of these searches. Searches by number of bedrooms were similar to September numbers but there was an increase in the proportion of searches for one bedrooms.

Table 3. June 2018 NVHS searches using number of bedrooms

In search term . . .	Number of searches	% of total searches using the search form
studio	258	6%
one bedroom	856	19%
two bedroom	1190	26%
three bedroom	1219	27%
four bedroom	693	15%
five bedrooms or more	49	1%

Most searches did not contain any additional filters beyond number of bedrooms and bathrooms and rent range. In the table below are the most popular search filters for those who used something more than the rent range and bedroom and bath criteria. Searches for landlords familiar with the Section 8 process was the most popular search criteria outside of number of bedrooms and bathrooms and rent range. The second most popular filter was "no smoking" followed by "senior" and "Distance to Public Transportation." Not all search criteria are included in the Emphasys report, however.

Table 4. Searches by filter for June 2018 (excludes number of bedroom and bathrooms and rent amount)

Search Filter	Number of Searches	% of Total Searches
Section 8	1474	22%
Smoking: No Smoking	211	3%
Senior	204	3%
Distance to Public Transportation	191	3%
VASH or Veteran	178	3%
House	126	2%
Income Based or Sliding Scale Rent	123	2%
No Credit Check	120	2%
Smoking: Allowed	114	2%
Eligible Disabled	107	2%
Other housing type	64	1%
No Criminal Check	34	1%
Accessible features	31	0%
Distance to Hospital	19	0%
Distance to Shopping	14	0%

Additional data about filters used for searches that did not return a result.

In the section above, search data contained information on the number of searches for units in a given location that did not return a result. A new report for NVHS details searches which did not return any result for other types of filters such as number of bedrooms or a given rent range. Several filters may be used at one time. For example, one search might be for a unit in zip code 89112 in North Las Vegas with two bedrooms and rent under $1000 a month.

Table 5 shows some of the filters used and the percentage of searches using a filter that did not return a result. On average, for any search using at least one filter in addition to location, the percentage of searches returning no result was 16% (if searches with only a location are included 14% returned nothing). Some filters with a higher than average failure rate were those for four or more bedrooms, both smoking allowed and no smoking units, "no credit check" and "no criminal check." Mid-range and even low range rent filters had below average failure rates whereas the two highest rent ranges had above average rates of no matches.

The purpose of the filters are to narrow results and thus the use of any filter will increase the chances of getting back no results. Also, not all fields of information are necessarily filled in by landlords so a unit may exist with the required attributes but not show up in the search because of a lack of data.

Table 5. June 2018 NVHS searches that did not return any result

In search term . . .	Total searches	Searches without a match	% not finding a match
$1001 to $1200	1657	172	10%
Studio	258	35	14%
$0 to $600	377	55	15%
$801 to $1000	753	112	15%
Three bedroom	1219	185	15%
Accepting Section 8 Vouchers	1474	225	15%
Total searches with at least one filter (average)	4540	709	16%
$601 to $800	681	108	16%
One bedroom	856	138	16%
Veteran or VASH recipient	178	31	17%
Two bedroom	1190	212	18%
over $1400	856	157	18%
$1201 to $1400	216	44	20%
Four bedroom plus	693	157	23%
Smoking Allowed	114	31	27%
No Smoking	211	75	36%
No Credit Check	120	44	37%
No Criminal Check	34	15	44%