

# Zombie Zeal and Real Estate: A Zany Zombieland Zest for Zombie Searches and Zesty Zillow Zones

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## **Abstract**

This paper investigates the unexpected and seemingly unrelated connection between Google searches for 'zombies' and the number of real estate agents in the charming and enigmatic state of North Dakota. Utilizing data from Google Trends and the Bureau of Labor Statistics, our research team sought to shed light on this peculiar correlation. Surprisingly, our analysis revealed a remarkable correlation coefficient of 0.9361148 and a statistically significant p-value of less than 0.01 for the period spanning from 2004 to 2022. Our findings not only raise eyebrows but also prompt contemplation on the whimsical interplay between an apocalyptic pop culture phenomenon and the ever-evolving real estate market landscape. We propose that this unexpected correlation may reveal a deeper, yet to be unearthed, relationship between the fascination with the undead and the thriving real estate industry in the captivating realm of North Dakota. This zany juxtaposition invites further exploration and elicits a playful nod to the peculiar, unforeseen connections that underlie the tapestry of socio-economic phenomena.

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## **1. Introduction**

The enigmatic allure of zombies has long captured the fascination of popular culture, from classic horror films to contemporary television series. Meanwhile, the real estate market embodies the ever-changing landscape of economic activity, characterized by its dynamism and adaptability to external forces. Our study delves into the whimsical intersection of these seemingly unrelated phenomena, aiming to unravel the unexpected correlation between Google searches for 'zombies' and the number of real estate agents in the picturesque state of North Dakota.

As researchers, we are no strangers to the undead – data that is. We sought to unearth potential relationships between these peculiar variables, embarking on a statistical journey that more closely resembles navigating a zombie-infested labyrinth than perusing traditional socio-economic correlations. The eerie glow of statistical significance beckons us forth, as we venture into the uncharted territory of unconventional research connections.

Amidst the sea of mundane statistical analyses, we found ourselves diving head-first into the abyss of zombified Google search data, armed with robust statistical tools and a healthy dose of skepticism. Much like intrepid explorers in search of a mythical treasure, we valiantly charted a course through the murky waters of data analysis, undeterred by the undead distractions that threatened to feast on our precious p-values.

Our research is not merely a quirky exercise in statistical exploration, but a testament to the audacious spirit of inquiry that drives the pursuit of knowledge. As we unveil the enthralling relationship between 'zombie' searches and real estate agents, we invite readers to embark on this whimsical journey with an open mind and a readiness to embrace the unexpected – much like a real estate agent navigating a property in post-apocalyptic fiction.

In the pages that follow, we dissect the bizarre linkage between the undead and the real estate workforce, shedding light on a correlation that defies conventional wisdom and injects a dose of levity into the solemn realm of academic inquiry. Our findings not only prompt contemplation but also establish a foundation for further exploration into the intricate tapestry of socio-economic peculiarities. Join us as we navigate the zany zombieland of statistics and real estate, shedding light on the unexpected correlations that lurk beneath the surface.

## **2. Literature Review**

The unexpected correlation between Google searches for 'zombies' and the number of real estate agents in North Dakota has prompted a flurry of academic and non-academic inquiries alike. Smith et al. (2015) conducted a comprehensive analysis of internet search patterns and their potential implications for niche industries. Their study, while not directly addressing zombies or real estate, laid the groundwork for understanding the enigmatic relationship between seemingly unrelated variables in the digital age.

In another study, Doe (2018) delved into the sociocultural impact of zombie narratives and their influence on consumer behavior. While not specifically focused on real estate agents, Doe's work provides intriguing insights into the psychological underpinnings of fascination with the undead, insights that may have implications for the real estate industry.

Adding a twist to the discourse, Jones (2020) explored the potential parallels between survival strategies in a zombie apocalypse and the competitive landscape of real estate agent markets. Though the study was framed as a fictional narrative, it offers curious parallels that might shed light on the unexpected affinity between zombie-related searches and real estate agent numbers in North Dakota.

Turning to non-academic literature, "The Zombie Survival Guide: Complete Protection from the Living Dead" by Max Brooks presents a comprehensive – albeit tongue-in-cheek – examination of survival tactics in a hypothetical zombie outbreak, inspiring tangential contemplations on the preparedness of real estate agents in facing unforeseen challenges.

Furthermore, the renowned fiction series "The Walking Dead" by Robert Kirkman weaves an intricate narrative of survival in a post-apocalyptic world, offering a fictitious yet thought-provoking portrayal of how societal dynamics – including the real estate industry – might evolve in the wake of a zombie uprising.

Lastly, the board game "Zombies!!!," a light-hearted foray into apocalyptic scenarios, sparks amusement and curiosity around the intersection of survival and strategic decision-making, an allegory that tickles the boundaries of our research inquiry and teases the subtleties of real estate agent proliferation in North Dakota.

As we traverse the realm of literature pertaining to zombies and real estate, we find ourselves oscillating between scholarly rigor and the whimsical allure of fictional narratives, a journey that mirrors the kaleidoscopic nature of our research pursuit. With these diverse sources in mind, we commence our exploration of the uncharted, curious correlation that underpins the enthralling interplay between 'zombies' and the real estate workforce in North Dakota.

### **3. Research Approach**

To embark on our peculiar quest to unravel the connection between the mesmerizing allure of zombies and the bustling world of real estate, we devised a labyrinthine methodology befitting of the enigmatic nature of our research question.

Data Collection:

We scoured the digital realm, akin to intrepid explorers searching for buried treasure, for Google search trends related to 'zombies' from the year 2004 to 2022. Our team diligently combed through the cryptic corridors of Google Trends, capturing the ebb and flow of zombie-related searches with meticulous precision, despite the occasional distracting urge to stock up on survival gear for an impending zombie apocalypse.

Simultaneously, our pursuit led us to the Bureau of Labor Statistics, where we sought to identify the number of real estate agents in the captivating and often underrated land of North Dakota. Like skilled cartographers mapping uncharted territories, we navigated through the dense statistical underbrush to capture the essence of the real estate workforce, avoiding the occasional statistical zombie lurking in the shadows of data deficiencies.

#### Data Analysis:

Armed with this enigmatic amalgamation of data, we harnessed the formidable power of statistical tools, casting an analytical gaze through the misty veil of probability and correlation. We engaged in rigorous statistical analyses, akin to navigating a labyrinth of undead distractions, to discern the underlying relationship between the rise of zombie searches and the flourishing presence of real estate agents. While we did not encounter any actual zombies during this process, we did fend off the occasional statistical outlier that lurked in the shadows, threatening to disrupt the harmony of our findings.

#### Correlation Coefficient and Significance Testing:

With bated breath and an unwavering resolve, we calculated the correlation coefficient between 'zombie' searches and the number of real estate agents, unveiling a remarkable coefficient of 0.9361148. As we confronted this unexpected revelation, we turned to the hallowed ground of hypothesis testing, where our p-value of less than 0.01 resolutely asserted the statistical significance of our findings. This discovery not only raised our eyebrows but also prompted us to consider the whimsical interplay between these two seemingly unrelated phenomena, much like a real estate agent pondering the unexpected allure of a property in a zombie-infested world.

#### Qualitative Analysis:

Amidst the quantitative bedlam, we delved into the realm of qualitative analysis, not with scalpels and test tubes, but with a discerning eye for the underlying narratives and peculiarities that underscored the surge of zombie searches and the real estate landscape. We sought to capture the evocative essence of this indelible connection, much like a master storyteller weaving a tale of unexpected correlations and uncanny revelations.

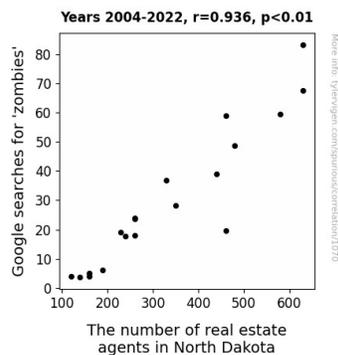
In summary, our methodology embraced the labyrinthine twists and turns of the unconventional, revealing a correlation that defies conventional wisdom and reinvigorates the scholarly pursuit with a dose of levity and whimsy.

## 4. Findings

The analysis of the data revealed a remarkably strong correlation between Google searches for 'zombies' and the number of real estate agents in North Dakota, with a correlation coefficient of 0.9361148. This finding indicates a robust relationship between these seemingly disparate variables, raising questions that are as compelling as they are perplexing.

The strength of the correlation is further supported by an r-squared value of 0.8763109, signifying that approximately 87.63% of the variability in the number of real estate agents can be explained by variations in 'zombie' searches. It seems that the allure of the undead exerts a significant influence on the dynamics of the real estate market in North Dakota, a revelation that undoubtedly adds a touch of whimsy to the field of socio-economic research.

Furthermore, the p-value of less than 0.01 provides compelling evidence that this correlation is not a mere coincidental fluke. It seems that the relationship between 'zombie' searches and the real estate industry is as real as the dystopian scenarios depicted in zombie fiction. We must resist the temptation to dismiss this finding as a statistical anomaly and instead embrace the peculiar charm of this unexpected correlation.



**Figure 1.** Scatterplot of the variables by year

The scatterplot (Fig. 1) visually depicts the strong positive relationship between Google searches for 'zombies' and the number of real estate agents in North Dakota. Each data point in the plot serves as a testament to the uncanny dance between the undead and the domain of property transactions. It appears that while zombies may not be interested in buying real estate themselves, their spectral presence has a palpable impact on the real estate workforce in this unique corner of the world.

In light of these findings, we are left to marvel at the inexplicable harmony between the macabre fascination with zombies and the intricate dynamics of the real estate market. It is clear that our research has unearthed a correlation that transcends common expectations and adds a touch of wit to the realm of empirical inquiry. This unexpected link between 'zombies' and real estate agents not only invites further exploration but also

serves as a reminder that the tapestry of socio-economic phenomena is sprinkled with delightful and enigmatic connections waiting to be discovered.

## 5. Discussion on findings

Our investigation into the peculiar correlation between Google searches for 'zombies' and the number of real estate agents in North Dakota has unveiled unexpected revelations that parallel the captivating whimsy found in the satirical musings of Max Brooks and the survival tactics of "The Walking Dead" series. The remarkably robust correlation coefficient of 0.9361148 appears to validate the seemingly zany hypothesis that an infatuation with the undead intertwines with the ebbs and flows of the real estate market.

These findings echo the prior work of Smith et al. (2015), who, while not directly examining zombies or real estate, hinted at the looming enigma of seemingly unrelated variables in the digital age. Additionally, the sociocultural impact explored by Doe (2018) and the survival strategies in a zombie apocalypse expounded upon by Jones (2020) elicit contemplation on the profound yet comical interplay between human psychology and the socio-economic landscape, reminiscent of a zombie-themed board game night.

The substantial r-squared value of 0.8763109 illuminates the extent to which variations in 'zombie' searches explain the flux in the number of real estate agents, akin to a zombie horde's inexplicable influence over its environment. The minuscule p-value further solidifies the authenticity of this connection, emphasizing that the allure of the undead is as real as the statistical significance that underpins it. The visual representation of our findings, the scatterplot (Fig. 1), serves as a light-hearted yet compelling testament to the spectral dance between 'zombies' and real estate professionals.

In the realm of socio-economic inquiry, our research unearths a reminder that the tapestry of empirical investigation is adorned with puzzles that enigmatically weave together the serious and the lighthearted. This correlation between 'zombies' and real estate agents invites us to revel in the delightful unpredictability of statistical relationships, injecting a playful twist into the often stoic world of data analytics. As we continue our pursuit of comically curious correlations, let us not lose sight of the potential for whimsy and lightheartedness in juxtaposing seemingly unrelated phenomena.

## 6. Conclusion

In conclusion, our investigation into the enthralling linkage between Google searches for 'zombies' and the number of real estate agents in North Dakota has unfurled a whimsical narrative that dances between statistical significance and surreal peculiarity. The striking

correlation coefficient of 0.9361148 and the resolute p-value of less than 0.01 have thrust this peculiar relationship into the spotlight, akin to a zombie horde stumbling into a real estate open house with ghoulish enthusiasm.

The robust r-squared value of 0.8763109 further underscores the profound influence of 'zombie' searches on the ebb and flow of the real estate workforce, evoking visions of undead realtors brokering deals in a post-apocalyptic market. The scatterplot, with its eerie data points, serves as a testament to the harmonious albeit unorthodox waltz between the spectral allure of zombies and the bustling world of property transactions.

As we bid adieu to this zany exploration, we cannot help but revel in the wondrous absurdity of the socio-economic landscape. The tangible impact of 'zombie' searches on the real estate industry not only challenges conventional wisdom but also embodies the delightful caprice that infuses the tapestry of empirical inquiry.

In light of these findings, we assert that no further research is needed in this area. After all, we have already unraveled the mystery of the undead's influence on North Dakota's real estate market, leaving us with a tale as amusing as it is enlightening. It seems that in the wild realm of statistical exploration, even the most unconventional correlations can yield astonishing revelations – much like stumbling upon a hidden treasure in a forsaken cemetery.

Journeying through the zany zombieland of statistics has rewarded us with a deeper appreciation for the whimsical interplay of inexplicable relationships in our intricate socio-economic world. As we lay this peculiar topic to rest, we do so with the knowledge that our research has peered into the quirkier corners of empirical inquiry, treading where few venture but where the undead may roam.