

Local by Locals: Best Kept Secrets in America's Hottest Housing Markets

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It's one thing to search a city for listings, it's another to know that city inside and out. A home is more than just a building, it's a neighborhood and part of a community. What are the hidden gems that locals know best, that outsiders don't know to look for?

The short answer: it's the 'burbs.

When it comes to home searches, it turns out locals are keeping secrets. We examined our search data for some of America's hottest housing markets. We took local searches and compared them to out-of-town searches. The result? We found locals were more likely to search suburbs missed by out-of-towners.

Back to the 'Burbs

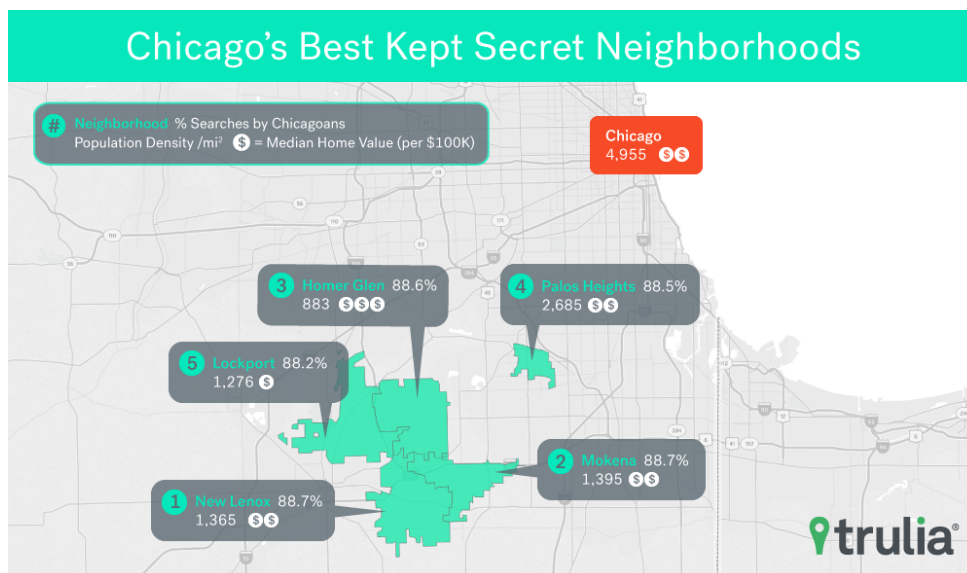
We identified the five most locally searched zip codes in 10 of America's hottest housing markets. While out-of-town searchers focus more on places that are either well known or discussed most online, locals have hidden-away spots overlooked by non-locals.

When compared to out-of-town search destinations, **the suburbs are consistently the most popular areas for locals**. While outsiders ooh and aah over big city downtowns, locals are more likely to want to stay in the 'burbs, or move away from the hustle and bustle of city life.

- **Local Rules:** Nationally, 60% of all home searches originate from the same metro.
- **Don't Crowd Me:** 70% of the top locally searched zip codes are less crowded by people than the average density of the metro they were in – a classic tell the neighborhoods are more suburban.

- **Minivans over Buses:** None of the top locally searched zip codes in **Washington**, **Atlanta**, or **Chicago** were dense urban neighborhoods.
- **Highrise Haven:** The sole exception to the suburban trend is **Miami**. Locals there search more urban neighborhoods within the city such as Hialeah Gardens.

Chicago Is the Top For Local Searches By Locals



Who loves Chicago? Chicagoans. Four out of five home searches in the market originate from within metro, or what locals call Chicagoland. This could be from intense local interest, but it's also possible this number comes from a lack of outside interest in Chicago. Between 2011 and 2015, Chicago's population has only grown by 1.2%, the 17th slowest growth of America's top 100 largest housing markets. Chicago is America's third largest housing market, so Chicago's slow growth may be indicative of a negative trend for Chicago as a whole, along with Chicago's 5.3% unemployment rate, the 13th highest in the U.S.

Chicago-Naperville-Arlington Heights, IL				
Median Metro Home Value: \$217,500				
Median Metro Population Density: 4,955 People per Square Mile				
Zip code	Neighborhood	Local Searches as a Share of All Searches	Median Home Value	Population Density Difference from Metro Median
60451	New Lenox	88.7%	\$266,126	-72.5%
60448	Mokena	88.7%	\$277,147	-71.8%
60491	Homer Glen	88.6%	\$317,669	-82.2%
60463	Palos Heights	88.5%	\$239,224	-45.8%
60441	Lockport	88.2%	\$191,275	-74.3%

New York



America's biggest housing market, it's no surprise locals want to search for homes in the Big Apple. New York is the fourth-most locally searched market in the U.S., at 76% of all searches. New York's hippest neighborhoods – Williamsburg in Brooklyn, N.Y., Chelsea in Manhattan – are some of the most urban neighborhoods in the U.S. But when it came to places where locals searched and outsiders missed, suburban neighborhoods close-in to Manhattan ranked highest. Westchester County and the Hudson Valley ranked high in our results.

New York-Jersey City-White Plains, NY-NJ				
Median Metro Home Value: \$419,066				
Median Metro Population Density: 17,675 People per Square Mile				
Zip code	Neighborhood	Local Searches as a Share of All Searches	Median Home Value	Population Density Difference from Metro Median
10475	Eastchester	88.4%	\$373,556	44.2%
10710	Colonial Heights/Bronxville	88.3%	\$466,869	-65.9%
10703	Yonkers	88.0%	\$397,337	-33.0%
10308	Great Kills	87.9%	\$468,428	-14.6%
10983	Tappan	87.7%	\$434,480	-84.3%

Atlanta

Coming in right behind New York as the 5th most locally searched metro in the U.S., Atlanta is the least dense of the 10 markets we focused on. With 931 people per square mile, Atlanta is a

city of suburbs with a small but vibrant central city. While Atlanta's central neighborhoods are popular for outsiders looking to move to Atlanta, it's Atlanta's satellite cities, like Bremen, Whitesburg, and Carrollton that are most attractive to locals – and the places outsiders are likely to miss.

Atlanta-Sandy Springs-Roswell, GA				
Median Metro Home Value: \$183,869				
Median Metro Population Density: 931 People per Square Mile				
Zip code	Neighborhood	Local Searches as a Share of All Searches	Median Home Value	Population Density Difference from Metro Median
30185	Whitesburg	86.0%	\$104,042	-93.4%
30137	Emerson	85.4%	\$123,235	-60.2%
30170	Roopville	85.3%	\$114,833	-92.2%
30110	Bremen	84.7%	\$100,700	-80.1%
30117	Carrollton	84.7%	\$114,515	-65.5%

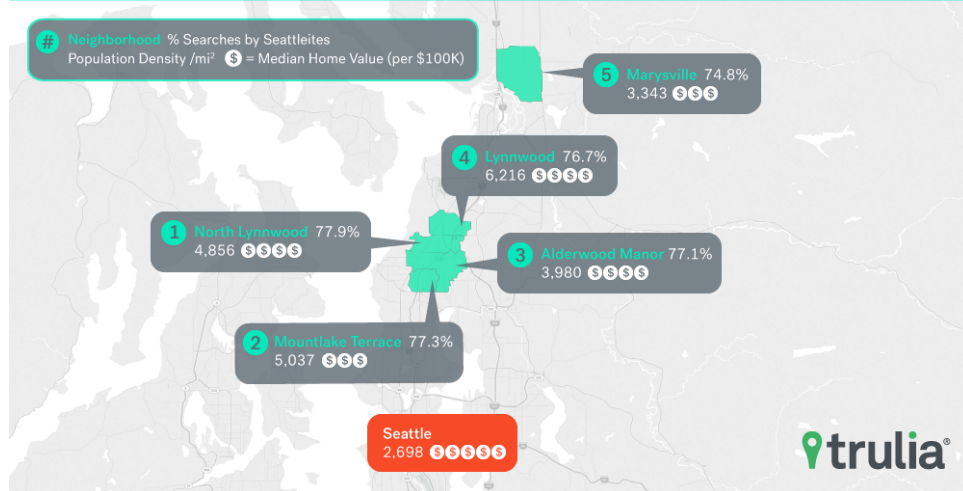
Austin

Austin is the fastest growing market in the nation, with a staggering 12.2% population growth. It has a relatively small proportion of local searches, at only 51.8% of all searches in the market, which suggests a lot of out-of-town interest. When it comes to search interest by Austinites, three less dense – or more suburban – neighborhoods are at the top. About 34 miles outside of Austin, the city of Taylor ranks high. One possible reason: Median home prices are \$115,000 cheaper than the market median.

Austin-Round Rock, TX				
Median Metro Home Value: \$283,814				
Median Metro Population Density: 1,291 People per Square Mile				
Zip code	Neighborhood	Local Searches as a Share of All Searches	Median Home Value	Population Density Difference from Metro Median
78613	Cedar Park	60.1%	\$285,389	102.6%
76574	Taylor	59.6%	\$169,566	-90.1%
78660	Pflugerville	59.2%	\$234,458	35.2%
76578	Thrall	58.8%	\$198,219	-98.6%
78652	Manchaca	58.7%	\$310,424	-76.0%

Seattle

Seattle's Best Kept Secret Neighborhoods



The Seattle housing market is among the nation's hottest, in part because it has a 6.94% annual growth rate. While Seattle's *most renowned* neighborhoods may be trendy, they're trendy and expensive. All of the hip neighborhoods in Seattle are at least \$100,000 more than the market median, with Capitol Hill being \$500,000 above the median. Seattle natives seem to know how to be trendy *and* frugal; the most searched local neighborhoods ignored by outsiders are below market median, and two neighborhoods, Mountlake Terrace and Marysville, both to the north of Seattle, carry listing prices that are more than \$100,000 less expensive than the average Seattle home.

Seattle-Bellevue-Everett, WA				
Median Metro Home Value: \$502,739				
Median Metro Population Density: 3,460 People per Square Mile				
Zip code	Neighborhood	Local Searches as a Share of All Searches	Median Home Value	Population Density Difference from Metro Median
98037	North Lynnwood	77.9%	\$438,418	80.0%
98043	Mountlake Terrace	77.3%	\$385,539	86.7%
98036	Alderwood Manor	77.1%	\$446,589	47.5%
98087	Lynnwood	76.7%	\$411,227	130.4%
98270	Marysville	74.8%	\$326,491	23.9%

Miami

Both a retirement destination and vacation destination, many of Florida's markets aren't local hotspots. Four Florida metros rank at the bottom for local searches. Miami is an exception. Locals tend to stay local. Another exception: local searches in Miami are more urban than

suburban. In fact, the top locally searched area – and the one that is relatively least searched by outsiders – is Hialeah. This neighborhood, just west of popular Miami Beach, is cheaper than the metro average and unlike local destinations in other markets, mostly urban.

Miami-Miami Beach-Kendall, FL				
Median Metro Home Value: \$275,747				
Median Metro Population Density: 4,512 People per Square Mile				
Zip code	Neighborhood	Percentage of Local Searches	Median Home Value	Population Density Difference from Metro Median
33013	Hialeah	71.1%	\$261,042	98.8%
33010	Hialeah Park	70.6%	\$242,739	137.8%
33012	Hialeah Gardens	70.1%	\$183,511	188.2%
33189	Cutler Bay	69.1%	\$252,586	3.2%
33165	University Park	68.9%	\$340,354	66.5%

San Francisco

If you're looking to live in San Francisco, those housing prices might be painful to see. As one of the most expensive markets in the country, the plethora of jobs in San Francisco, which has an unemployment rate of 3%, the fourth-lowest in the country, demand for homes is at record highs. Locals, as opposed to outsiders, look more to places such as South San Francisco, which may offer relatively less painful prices and good neighborhoods. All of South San Francisco, as well as nearby Daly City, Brisbane, and San Bruno, are the hidden local gems, according to the data. Popular among locals, these neighborhoods offer median listing prices roughly \$300,000 cheaper than the metro median.

San Francisco-Redwood City-South San Francisco, CA				
Median Metro Home Value: \$1,192,206				
Median Metro Population Density: 10,238 People per Square Mile				
Zip code	Neighborhood	Local Searches as a Share of All Searches	Median Home Value	Population Density Difference from Metro Median
94080	South San Francisco	61.7%	\$873,010	-36.9%
94066	San Bruno	61.1%	\$938,667	-32.2%
94005	Brisbane	60.8%	\$864,029	-90.0%
94015	Westlake	60.5%	\$888,007	8.9%
94014	Daly City	60.4%	\$811,464	-24.6%

Los Angeles



Los Angeles may be home to some glamorous neighborhoods, but they're also expensive neighborhoods. The median values for these neighborhoods are about \$250,000 more than L.A.'s already pricey median home value. If you want cheaper neighborhoods the locals love, look north of L.A. San Fernando and Northridge are neighborhoods, among others, that are popular with L.A. natives and missed by outsiders.

Los Angeles-Long Beach-Glendale, CA				
Median Metro Home Value: \$555,956				
Median Metro Population Density: 4,759 People per Square Mile				
Zip code	Neighborhood	Local Searches as a Share of All Searches	Median Home Value	Population Density Difference from Metro Median
91020	Montrose	84.8%	\$668,314	135.8%
91040	Sunland	84.2%	\$565,853	-48.8%
91042	Tujunga	84.0%	\$577,675	-88.5%
91344	Granada Hills	83.6%	\$591,904	-30.1%
91342	Sylmar	83.5%	\$467,082	-64.4%

Boston

While Boston's trendiest neighborhoods can reach up to \$400,000 above the market median, locals know where to find the affordable neighborhoods. If you're looking for a more affordable place to live, and popular among the locals, look for the neighborhoods and towns between Brockton and the Interstate 3. This area, including the towns of Hanover, Rockland, Hansom,

Abington and Pembroke are all extremely popular for locals, missed by out-of-towners and almost all below the market's median home price.

Boston, MA				
Median Metro Home Value: \$428,953				
Median Metro Population Density: 5,277 People per Square Mile				
Zip code	Neighborhood	Local Searches as a Share of All Searches	Median Home Value	Population Density Difference from Metro Median
2341	Hanson	72.5%	\$369,474	-86.9%
2339	Hanover	71.8%	\$472,623	-82.7%
2359	Pembroke	71.5%	\$374,569	-84.3%
2351	Abington	71.1%	\$327,435	-68.4%
2370	Rockland	71.0%	\$297,779	-67.5%

Washington



Virginia suburbs are the most overlooked by outside searchers. Like our other hot housing markets, suburban is in with the locals. An unusual twist in Washington is that some of the more famous urban neighborhoods, such as Logan Circle and Dupont Circle, are relatively cheap for being in the heart of the city, with Dupont Circle matching the metro's median home price. All but one of the suburban neighborhoods overlooked by outsiders are more expensive. Some advice for any homebuyer in the market: it may pay to move fast for any neighborhood. Washington is the 10th fastest growing area in the country with 7.6% annual population growth, so there's plenty of people eager to grab the best homes.

Washington-Arlington-Alexandria, DC-VA-MD-WV				
Median Metro Home Value: \$378022				
Median Metro Population Density: 3,460 People per Square Mile				
Zip code	Neighborhood	Local Searches as a Share of All Searches	Median Home Value	Population Density Difference from Metro Median
20121	Uniontown	75.5%	\$356,095	-0.2%
20181	Nokesville	74.8%	\$439,893	-96.1%
22039	Fairfax Station	74.7%	\$763,783	-77.8%
20120	Centreville	74.6%	\$442,302	-30.7%
20124	Clifton	74.2%	\$647,021	-78.8%

Methodology

We used Trulia search data between July 2016 and July 2017 to calculate the proportion of searches in a metro area that originated from within that same metro area to calculate the proportion of local searches. The proportion of local searches is the ratio of searches in an area originating from the same metro area to total searches in the area. Zip codes were used as a proxy for neighborhoods, and matched to whatever largest neighborhood or town in the zip code was. As these are not perfect boundary matches, there can be some deviation between these values and the full neighborhoods. Population growth was calculated using the difference in population between the 2011 and 2015 U.S. Census. Population Density is the total number of people living in a geographic area, divided by its land area. Census population values were used for these calculations. Trulia uses the Census defined metropolitan divisions where available; otherwise, we follow the metropolitan statistical area definitions.