

reallymoving.com Annual Migration Monitor

2011

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Towards the extremities for 2011

Our report is based on analysis of over 60,000 home movers during 2011 that provided us with 'from' and 'to' postcodes.

- The trend throughout 2011 is away from London and the South East, with many regions showing significantly lower numbers moving in than out.
- Once again, the West Country is proving a popular destination, with Torquay leading the pack and Truro, Exeter and Plymouth all registering significant influxes.
- Similarly, many areas of Scotland have proved desirable, with Galashiels, Kilmarnock, Inverness and Perth attracting more than their share of buyers.
- As in our previous reports, as a percentage of population, the people of Oxford move more in 2011 than anywhere else in the UK.

Rosemary Rogers, Director, reallymoving.com comments:

"Our research shows that during 2011 the South West claimed the highest % of movers into the region. Torquay, Truro and Exeter all appear in the top five results.

"Cities which retain their residents make a healthy mix across the UK: Sheffield, Chester and Newcastle all share the No.1 spot for residents staying within their postcode regions; which is a great reflection on the success of those cities."

Moves to the West Country and Scotland remain popular

As in our previous report in Q2 2011, the trend of people moving from London to smaller towns and cities continues, though it is slightly less pronounced when figures for the whole 12 months are viewed. Here we see that the geographically outer reaches of the UK in particular have experienced an influx of buyers, relative to the numbers moving out, with many areas from the West Country and Scotland featuring in the top 10.

In addition, Shrewsbury at number two, and Lincoln, Gloucester and Hereford, all demonstrate a movement away from the major conurbations.

Table A:
Most popular areas for people to move to in 2011

Rank (top 10)	Area		Moves to area as % of moves from area
1.	TQ	Torquay	138%
2.	SY	Shrewsbury	136%
3.	TD	Galashiels	132%
4.	TR	Truro	128%
5.	EX	Exeter	124%
6.	KA	Kilmarnock	123%
7.	LN	Lincoln	119%
8.	GL	Gloucester	119%
9.	HR	Hereford	118%
10.	IV	Inverness	118%

Leaving many parts of London

At the other end of the scale, a quick glance at the table shows that areas of London make up most of the least popular on the list. Of the places listed in the table below, only Liverpool and Blackburn are not within the M25 area of London and its surroundings.

Table B:
Least popular areas for people to move to in 2011

Rank (lowest 10)	Area		Moves to area as % of moves from area
1.	W	W London	70%
2.	UB	Southall	74%
3.	SE	SE London	78%
4.	SW	SW London	79%
5.	N	North London	80%
6.	IG	Ilford	83%
7.	BB	Blackburn	85%
8.	WD	Watford	85%
9.	E	East London	87%
10.	L	Liverpool	87%

We're happy here! Postcode areas that retain their residents...

Sheffield and Newcastle retain their lead in terms of people choosing to stay within the area when they move. Newcomers to the top 10 include Chester, Birmingham and Gloucester, replacing Perth, Sheffield and Walsall, which moved down the rankings.

Table C:
Most popular postcode areas that retain their residents – Q2 2011

Rank (top 10)	Area		Local as % total moves
1.	S	Sheffield	79%
2.	BT	Belfast	79%
3.	CH	Chester	79%
4.	NE	Newcastle Upon Tyne	79%
5.	CF	Cardiff	77%
6.	NR	Norwich	76%
7.	SS	Southend-on-Sea	75%
8.	BH	Bournemouth	74%
9.	B	Birmingham	74%
10.	GL	Gloucester	74%

Not so content here! Towns with the greatest % of residents that move to other areas

Once again many areas of London feature as the predominant regions from which people are choosing to move further afield.

Table D:
Least popular postcode areas that retain their residents in 2011

Rank (lowest 10)	Area		Local moves as % total moves
1.	W	W London	45%
2.	UB	Southall	56%
3.	N	N London	56%
4.	SW	SW London	57%
5.	SP	Salisbury	57%
6.	SE	SE London	57%
7.	NW	NW London	57%
8.	EN	Enfield	58%
9.	TD	Galashiels	58%
10.	WD	Watford	58%

Population Mobility – areas with itchy feet

As in our last report, the people of Oxford are the biggest movers: there are 69% more moves per head of population than the national average. St. Albans, the second highest last time, is down to number three now, replaced by Reading.

However, percentages are noticeably lower than in the previous quarter, suggesting that the spread of moves is more evenly distributed nationwide than before.

Table E:
Most active moving regions in the UK – Q2 2011

Rank (top 10)	Area		Moves from per pop vs UK average
1.	OX	Oxford	69%
2.	RG	Reading	50%
3.	AL	St Albans	49%
4.	MK	Milton Keynes	49%
5.	GU	Guildford	48%
6.	WD	Watford	45%
7.	KT	Kingston upon Thames	38%
8.	SW	SW London	37%
9.	TW	Twickenham	37%
10.	CB	Cambridge	36%

We are happy to sit tight...

No change here: the table shows that once again Belfast and Kilmarnock are the least active moving markets per % of population, and by a significant margin.

However, this time they have been joined by some areas that did not feature in our previous Migration Monitor report, namely Wigan, Paisley, Carlisle, Oldham and Halifax.

Table F:
Least active moving regions in the UK in 2011

Rank (lowest 10)	Area		Moves from per pop vs UK average
1.	KA	Kilmarnock	-59%
2.	BT	Belfast	-58%
3.	SY	Shrewsbury	-38%
4.	ML	Motherwell	-34%
5.	WN	Wigan	-33%
6.	NP	Newport	-33%
7.	PA	Paisley	-32%
8.	CA	Carlisle	-30%
9.	OL	Oldham	-29%
10.	HX	Halifax	-29%

Notes to Editors

About the [reallymoving.com](http://www.reallymoving.com) Migration Monitor

The Migration Monitor is a quarterly report on home-moving trends in the UK, based on information entered by users of [reallymoving.com](http://www.reallymoving.com). The Migration Monitor is based on data from registrations for quotes for moving services such as conveyancing, home removals and surveys in the second quarter (April - June) of 2011.

The data issued in this report is based on 20,494 registrations in the second quarter of 2011 for conveyancing, removals and surveys.

Table A measures the number of people requesting quotes for a move TO a particular postcode as a percentage of all moves FROM that postcode. These are ranked by this ratio to display the **most** popular destination postcode.

Table B measures the number of people moving TO a particular postcode as a percentage of all moves recorded to display the **least** popular destination postcode.

Tables C and D display the percentage of movers who are moving within the same postcode area. **Table C** shows the top-retaining areas and **Table D** shows the areas retaining the least number of residents.

Tables E and F display the percentage of residents who are moving either within their own postcode or moving from their postcode. **Table E** displays the regions that have very active residents who are keen to move in this quiet market, whilst **Table F** shows the regions with the fewest moves. Both these tables are calculated relative to the population per town city.

About [reallymoving.com](http://www.reallymoving.com)

[reallymoving.com](http://www.reallymoving.com) was launched in November 1999, and has become the UK's leading provider of free instant online quotes for home-moving services. The site provides instant quotes for a variety of services including domestic removals, conveyancing solicitors, surveyors and Scottish Home Reports with a choice of local and national providers.

For more information visit: <http://www.reallymoving.com>

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