

reallymoving.com  
Quarterly Migration Monitor

April 2011

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## Continued migration from major UK cities to smaller towns

The exodus from London appears to be continuing.

- Most popular areas to move to are generally outside the South East of England
- Shrewsbury and Torquay are the most popular towns to move to – almost 50% more people looking to move to Shrewsbury as move from it
- Central London and many surrounding areas seeing far fewer people moving in than out
- Ipswich is the stickiest region of the UK – most people who live there chose to stay there
- St Albans and Oxford are the most dynamic moving markets, measured by moves per population, whereas Belfast and Halifax are the most stable

### Rosemary Rogers, Director, [reallymoving.com](http://reallymoving.com) comments:

“As with last month, we are still seeing home movers leaving the capital in preference of smaller towns or suburban locations. According to London-based estate agents, the moving home market in London is still active. However, our research shows that more people are moving out of London postcodes than moving in. This makes us wonder whether there are sufficient first time buyers moving into the lower end of the market to support the migration out of the capital.”

The migration from London to smaller towns appears to have continued through into 2011. The most popular areas for people to move to during January – April 2011, Q1 2011 were Shrewsbury, Torquay, Perth, Halifax, Cambridge, Galashiels, Kilmarnock, Exeter, Inverness and Newport. Each of these areas had significantly more people moving to them than moving from them.

**Table A:**  
**Most popular areas for people to move to January – April 2011, Q1 2011**

Rank (top 10)	Area		Moves to Vs Moves from
1.	SY	Shropshire	143%
2.	TQ	Torquay	135%
3.	PH	Perth	133%
4.	HX	Halifax	132%
5.	CB	Cambridge	132%
6.	TD	Galashiels	132%
7.	KA	Kilmarnock	128%
8.	EX	Exeter	125%
9.	IV	Inverness	124%
10.	NP	Newport	121%

## Large migration away from the South East of England

The least popular areas to move to were Slough, Watford, South East London, Ilford, Oldham, North London, Wolverhampton, Uxbridge, West London & South West London.

**Table B:**  
Least popular areas for people to move to - Q1 2011

Rank (lowest 10)	Area		Moves to Vs Moves from
1.	SW	SW London	78%
2.	W	W London	77%
3.	UB	Uxbridge	77%
4.	WV	Wolverhampton	76%
5.	N	N London	75%
6.	OL	Oldham	75%
7.	IG	Ilford	75%
8.	SE	SE London	75%
9.	WD	Watford	72%
10.	SL	Slough	71%

## We're happy here! Towns that retain their residents and those that don't!

Residents of Harrogate, Belfast, Cardiff, Norwich, Sheffield, Ipswich, Lancaster, Bristol, Newcastle and Chester appeared happiest with their home-towns: the majority of all people moving from homes in these areas chose to stay in the same area, compared to the national average of 61%.

**Table C:**  
Highest proportion of local moves – Q1 2011

Rank (top 10)	Area		Local moves as % of total moves
1.	HG	Harrogate	79%
2.	BT	Belfast	77%
3.	CF	Cardiff	75%
4.	NR	Norfolk	75%
5.	S	Sheffield	74%
6.	IP	Ipswich	74%
7.	LA	Lancaster	74%
8.	BS	Bristol	73%
9.	NE	Newcastle	73%
10.	CH	Chester	73%

The areas where people were most likely to move away from are Dorchester, West London, Lincoln and Aberdeen. In these areas less than half of movers chose to stay in the same area.

**Table D:**  
**Lowest proportion of local moves – Q1 2011**

Rank (lowest 10)	Area		Moves to Vs Moves from
1.	BA	Bath	51%
2.	TD	Galashiels	50%
3.	SP	Salisbury	50%
4.	WV	Wolverhampton	50%
5.	DL	Darlington	49%
6.	N	North London	49%
7.	AB	Aberdeen	48%
8.	LN	Lincoln	48%
9.	W	West London	44%
10.	DT	Dorchester	38%

## Population Mobility – the most and least active moving markets

Oxford and St Albans are the most active moving regions: there are 73% and 58% respectively more moves from and within their postcodes per head of population than the national average.

**Table E:**  
**Most active moving regions per head of population – Q1 2011**

Rank (top 9)	Area		% more moves from or within a postcode per population Vs UK average
1.	AL	St Albans	73%
2.	OX	Oxford	58%
3.	SO	Southampton	51%
4.	GU	Guildford	51%
5.	MK	Milton Keynes	48%
6.	RH	Redhill	45%
7.	RG	Reading	42%
8.	SN	Swindon	39%
9.	SP	Salisbury	36%

Belfast and Kilmarnock are the least active moving markets. Their residents are staying put, with around 60% fewer moves per population than the UK national average.

**Table E:**  
Least active moving regions per head of population – Q1 2011

Rank (lowest 10)	Area		% more moves from or within a postcode per population Vs UK average
115	DD	Dundee	-30%
116	G	Glasgow	-31%
117	NP	Newport	-31%
118	HX	Halifax	-32%
119	PA	Paisley	-33%
120	WN	Wigan	-34%
121	SY	Shrewsbury	-38%
122	ML	Motherwell	-40%
123	KA	Kilmarnock	-58%
124	BT	Belfast	-61%

## Notes to Editors

### About the [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](#). The Migration Monitor is based on data from registrations for quotes for moving services such as conveyancing, home removals and surveys in the first quarter (January – April) of 2011.

The data issued in this report is based on 16,990 registrations in the first 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](#)

[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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