

Reallymoving.com

Quarterly Migration Monitor

January 2011

Contents

Rising Cost of living drives exodus from UK cities	2
No increase in workforce mobility despite recession	3
Notes to editors	4

Rising cost of living drives exodus from UK cities

- City centres across the UK become less popular as [inflation](#) drives up the cost of living
- Canterbury was the most popular destination for home movers in Q4
- London SW saw the least popular destination for home movers in Q4

Rosemary Rogers, Director, reallymoving.com comments:

“Home movers in the UK are deserting major cities according to the latest figures. With the [Consumer Price Index rising to 3.7%](#) in December, the rising cost of living, which is at its highest in major cities like London and Manchester, is pushing home movers into favouring more suburban locations.”

**Table A:
Most popular and least popular postcode areas – Q4 2010**

	In Favour – Most popular postcode areas	Out of Favour – Least popular postcode areas
1.	CT – Canterbury 144.4%	SW – London SW -61.1%
2.	BT – Belfast 111.1%	E – London E -41.4%
3.	IP – Ipswich 100.0%	NW – London NW -40.8%
4.	MK – Milton Keynes 86.2%	N – London N -40.7%
5.	BR - Bromley 63.6%	BD – Bradford -40.0%
6.	CB - Cambridge 63.0%	M – Manchester -37.1%
7.	CF - Cardiff 58.8%	AB – Aberdeen -35.1%
8.	EX - Exeter 51.4%	CM – Chelmsford -28.3%
9.	AL – St Albans 50.0%	SE – London SE -28.3%
10.	SY - Shrewsbury 47.6%	G – Glasgow -27.3%

“Cities across the country are seeing significantly more people move away than move in. With the recent VAT increase, rising inflation and cuts to many public services, household budgets are coming under significant pressure. Add to this an inevitable rise in interest rates that must surely be on its way, many people are taking the view that city centre living is a luxury they can no longer afford.

“However, looking at the top 10, it is the UK’s second-tier cities and important towns that have seen a corresponding influx of new residents rather than more rural areas. With [fuel prices](#) and [train fares](#) also hitting record highs, home movers are looking to strike a balance between housing and commuting costs.

“London, the most expensive city in the UK, once again dominates the bottom of the table, but unlike in previous quarters, all parts of the city are accounted for in the list. Furthermore, in addition to London, Manchester, Aberdeen and Glasgow inside the bottom 10, the cities of Newcastle (-27.3% - 11th), Bristol (-24.2% - 12th) and Birmingham (-21.7% - 16th) came in the bottom 20, suggesting that the rising cost of living and subsequent city exodus is being felt nationwide.”

No increase in workforce mobility despite recession

- 51.0% of UK movers stay in their local area – unchanged through 2010
- The average move is now 68.9 miles, *less* than the figure from Q1 2010
- Cardiff and Canterbury tipped as 2011 property hotspots
- Bournemouth retained the highest proportion of its residents in Q4
- Fewer than 1 in 5 movers from NW London stayed in the area

Rosemary Rogers, Director, reallymoving.com comments:

“According to the latest data, on average 51.0% of people moving house stay within their postcode area. Perhaps, surprisingly, this figure has remained virtually unchanged through 2010 when commentators may have expected the country’s workforce to become more mobile in response to the recession. This conclusion is supported by the fact that the average distance moved as actually fallen over the course of 2010, from 70.3 miles in Q1 to the current figure of 68.9 miles.

“Canterbury and Cardiff feature in the top 10 for both the proportion of local moves and the highest proportional increase in residents, suggesting that they are both property hotspots to watch in 2011. Canterbury in particular appears to be benefitting from its proximity to high speed rail services from Ashford International station.”

Table B:
Highest and lowest proportion of local moves – Q4 2010

	In Favour – Highest proportion of local moves	Out of Favour – Lowest proportion of local moves
1.	BH – Bournemouth 71.1%	NW – London NW 18.3%
2.	DD – Dundee 68.0%	SW – London SW 22.6%
3.	PO – Portsmouth 67.8%	SL – Slough 23.1%
4.	SS – Southend-on-Sea 67.1%	E – London E 25.6%
5.	WR – Worcester 66.7%	HA – Harrow 27.5%
6.	CF – Cardiff 65.7%	LA – Lancashire 28.1%
7.	CT – Canterbury 64.7%	RM – Romford 31.0%
8.	TS – Cleveland 64.5%	CA – Carlisle 31.4%
9.	FK – Falkirk 64.3%	LU – Luton 32.4%
10.	LL – Llandudno 62.5%	W – London W 32.7%
Average proportion of local moves in the UK: 51.0%		

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 fourth quarter of 2010. Registrations in 2010 averaged over 11,750 per quarter

Table A measures the number of people moving to a postcode area as a percentage of the number that moved away in Q4 2010. A negative percentage indicates that more people moved away from the area than moved in.

Table B measures the number of people staying within a postcode area as a percentage of the total moves from that area.

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, surveys, conveyancing solicitors and Scottish Home Reports and a choice between local and national service providers.

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

For further information please contact The Wriglesworth Consultancy, 020 7427 1400

Fiona Brandhorst – Director – f.brandhorst@wriglesworth.com

Sarah Lawrence – Account Director – s.lawrence@wriglesworth.com

Rob Bartlett – Account Executive – r.bartlett@wriglesworth.com