

reallymoving.com  
**Quarterly Migration Monitor**  
Q2 2011 - September

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## Migration from major UK cities to smaller towns continues

The exodus from London appears to be continuing.

- Most popular areas to move to are generally outside the South East of England
- Truro and the westerly tip of Cornwall - including Newquay, Falmouth and Camborne - is now the most popular area to move to, with over 50% more people looking to move to the region than move from it. Torquay remains high in the list of destination towns.
- Central London and many surrounding areas have fewer people moving in than out
- Belfast and Newcastle are now the stickiest regions of the UK – most people who live there chose to stay there. Last quarter, the lead town was Ipswich.
- Once again, St Albans and Oxford remain the most dynamic moving markets, measured by moves per population, whereas Belfast and Halifax are the most stable.

### **Rosemary Rogers, Director, reallymoving.com comments:**

“The migration out of London continues. London is considered to be holding strong property values in the current market. This leads us to consider that London residents are cashing in on the high value of their homes, and moving into less expensive regions.

“It is great to see Newcastle doing so well in retaining its local residents. According to the Land Registry, property values in Newcastle between April – June 2011 increased by over 10.3% which is in great contrast to the nationwide average of -2.8%.”

The South West of England receives the highest % of inward moves, with Shropshire also holding strong in the tables.

## Movement from South East of England continues through the year

The migration from London to smaller towns appears to be continuing through into 2011. The most popular areas for people to move to during Q2 2011 were Truro, Shrewsbury, Harrogate, Galashiels, Exeter, Hereford, Preston, Taunton & Salisbury. 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 – Q2 2011**

Rank (top 10)	Area		Moves to area as % of moves from area
1.	TR	Truro	155%
2.	TQ	Torquay	152%
3.	SY	Shrewsbury	148%
4.	HG	Harrogate	137%
5.	TD	Galashiels	136%
6.	EX	Exeter	134%
7.	HR	Hereford	130%
8.	PR	Preston	128%
9.	TA	Taunton	126%
10.	SP	Salisbury	125%

As a percentage of all moves, the least popular areas to move to were South West London, Halifax, Ilford, Sunderland, Wigan, North London, Blackburn, Southall, West London & East Central London.

**Table B:**  
**Least popular areas for people to move to – Q2 2011**

Rank (lowest 10)	Area		Moves to area as % of moves from area
1.	SW	SW London	83%
2.	HX	Halifax	83%
3.	IG	Ilford	82%
4.	SR	Sunderland	80%
5.	WN	Wigan	76%
6.	N	N London	74%
7.	BB	Blackburn	71%
8.	UB	Southall	71%
9.	W	W London	52%
10.	EC	EC London	38%

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

Residents of Belfast, Newcastle, Norwich, Perth, Sheffield, Cardiff, Southend, Walsall, Bournemouth & Preston appeared happiest with their home towns: around 80% of people moving from homes in these areas chose to stay in the same area, compared to the national average of 61%. Last quarter, Newcastle was 9<sup>th</sup> on this list.

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

Rank (top 10)	Area		Local as % total moves
1.	BT	Belfast	81%
2.	NE	Newcastle Upon Tyne	81%
3.	NR	Norwich	80%
4.	PH	Perth	79%
5.	S	Sheffield	79%
6.	CF	Cardiff	79%
7.	SS	Southend-on-Sea	78%
8.	WS	Walsall	78%
9.	BH	Bournemouth	78%
10.	PR	Preston	77%

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

The areas where people were most likely to move away from are largely the compass points in London followed by some regions in Scotland (Inverness, Falkirk).

**Table D:**  
**Least popular postcode areas that retain their residents – Q2 2011**

Rank (lowest 10)	Area		Local as % total moves
1.	YO	York	56%
2.	SE	SE London	56%
3.	FK	Falkirk	56%
4.	SR	Sunderland	56%
5.	IV	Inverness	53%
6.	N	N London	51%
7.	NW	NW London	50%
8.	W	W London	38%
9.	LD	Llandrindod Wells	35%
10.	EC	EC London	23%

## Population mobility – areas with itchy feet

Oxford and St. Albans are the most active moving regions: there are 81% and 76% respectively more moves *per head of population* than the national average. These moves include both within their area or moving out.

**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	81%
2.	AL	St. Albans	76%
3.	MK	Milton Keynes	60%
4.	RG	Reading	60%
5.	YO	York	50%
6.	GU	Guildford	50%
7.	WD	Watford	49%
8.	LD	Llandrindod Wells	47%
9.	BH	Bournemouth	46%
10.	CB	Cambridge	45%

## We are happy to sit tight...

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

**Table F:**  
Least active moving regions in the UK – Q2 2011

Rank (lowest 10)	Area		Moves from per pop vs UK average
10.	HR	Hereford	-30%
9.	TR	Truro	-31%
8.	SA	Swansea	-32%
7.	NP	Newport	-33%
6.	DG	Dumfries	-33%
5.	DN	Doncaster	-34%
4.	SY	Shrewsbury	-36%
3.	ML	Motherwell	-37%
2.	BT	Belfast	-56%
1.	KA	Kilmarnock	-59%

## 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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