

Reallymoving.com Quarterly Migration Monitor

October 2010

Contents

Cautious homeowners not moving with the times	2
Locals losing out in Truro	2
Notes to editors	3

Cautious homeowners not moving with the times

- Contradictory patterns indicate an uncertain market
- The South West is seeing significant numbers of new residents
- London areas are out of favour

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

“The news agenda throughout the third quarter was dominated by the impending Spending Review. According to [reallymoving.com](#) research, activity was down 2.6% compared to the already low levels recorded in the period April-June.

“With the government warning the country of dramatic cuts, contradictory signals from property indices and mortgage lenders continuing to be highly selective, many homeowners and renters have chosen to hold back from moving home. We expect this trend to continue over the coming months as consumers remain cautious over the impact of the spending review.”

Table A:
Most popular and least popular postcode areas – Q3 2010

	In Favour – Most popular postcode areas	Out of Favour – Least popular postcode areas
1.	DR – Dorchester 174%	RM – Romford -67%
2.	IV – Inverness 115%	BR – Bradford -60%
3.	TA – Taunton 112%	IG – Ilford -58%
4.	HR - Hereford 94%	SW – London SW -48%
5.	CA - Canterbury 94%	TW – Twickenham -47%

“For those who were moving over the last quarter a few observations can be made. With Dorchester, Taunton and Hereford all featuring in the top 5 most popular areas, the South West has drawn the highest proportion of new residents, continuing a trend from Q2. By contrast East and South West London have seen more people move away than move in. However, the absence of a clear moving pattern is indicative of an uncertain market, where activity levels remain subdued.”

Locals Losing Out in Truro?

- Truro is retaining few residents despite seeing a significant influx of new residents
- St Albans retained the highest proportion of its residents
- Ilford saw just 19% of movers stay within the area

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

“Ilford appears in the bottom 5 for local moves for the second successive quarter while St Albans has retained the highest proportion of its residents. The surprising statistic of the quarter is that Truro retained just 29% of its residents despite the fact it saw the highest proportionate influx of residents in Q2 and is now ninth in Q3. This suggests that the large numbers of out-of-towners moving to trendy Cornwall is forcing out some of the towns current residents.”

Table B:
Highest and lowest proportion of local moves – Q3 2010

	In Favour – Highest proportion of local moves	Out of Favour – Lowest proportion of local moves
1.	AL – St Albans 66%	IG – Ilford 19%
2.	SS – Southend-on-Sea 64%	NW – London NW 24%
3.	NE – Newcastle 64%	N – London N 25%
4.	S - Sheffield 63%	CA – Carlisle 28%
5.	BH – Bournemouth 63%	TR – Truro 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 13,105 registrations for quotes for moving services such as Conveyancing, Home Removals and Surveys in the third quarter of 2010.

Table A measures the number of people moving to a postcode area as a percentage of the number that moved away in Q3 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

Suman Hughes – Account Director – s.hughes@wriglesworth.com

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