**Moving & Storage Industry 2019**

**Less Mobility in a Good Economy**

* The mobility rate of all Americans age 1 or older decreased again from 2017 to 2018, or 10.1%, to a total of 32.35 million, compared to 11.0% from 2016 to 2017, or a total of 34.9 million.
* This begs the question: Are fewer Americans moving because the economy is good to very good in most areas of the country, which means jobs are more secure, or because too many Americans are struggling financially and can’t afford to move?
* Unsurprisingly, the largest number of movers were 20 to 34 years of age, or 20–24, 4.36 million; 25–29, 4.67 million; and 30–34, 3.13 million, as many of the youngest adults move for college and older Millennials seek the best job opportunities.

**US Mobility, by Selected Demographics and Regions, 2017 to 2018**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Demographics | Northeast | Midwest | South | West |
| Age, 18–39 | * 2.08 M
 | * 3.40 M
 | * 6.10 M
 | * 3.98 M
 |
| Age, 40–59 | * 827,000
 | * 1.19 M
 | * 2.56 M
 | * 1.53 M
 |
| Age, 60+ | * 397,000
 | * 501,000
 | * 1.09 M
 | * 835,000
 |
| Married, spouse present | * 1.16 M
 | * 1.86 M
 | * 3.61 M
 | * 2.49 M
 |
| Never married | * 1.72 M
 | * 2.53 M
 | * 4.64 M
 | * 2.95 M
 |
| Owner-occupied housing unit | * 1.45 M
 | * 2.72 M
 | * 4.17 M
 | * 2.59 M
 |
| Renter-occupied housing unit | * 2.81 M
 | * 4.20 M
 | * 8.84 M
 | * 5.58 M
 |

 US Census Bureau, May 2019

**Mapping the Movers**

* The US Census Bureau data also reveals 82.5% of all Americans 1+ moved within the same state where they were living, or 26.35 million, and 15.2%, moved to a different state, or 4.84 million.
* According to My Moving Reviews’ Moving Statistics 2018 report, the busiest moving route was California to Texas, followed by New York to Florida, California to Washington, California to Arizona and New York to California.
* My Moving Reviews reported California as the top state for local moves, followed by Texas, Georgia, Florida and New York.

**Top 5 Inbound and Outbound States and Metro Areas, Q4 2018**

|  |  |
| --- | --- |
| States | Metro Areas |
| Inbound | Outbound | Inbound | * Outbound
 |
| California | Florida | * Washington, DC
 | * Washington, DC
 |
| Texas | Texas | * Phoenix-Mesa, AZ
 | * Chicago, IL
 |
| Florida | California | * Seattle, WA
 | * San Diego, CA
 |
| Illinois | North Carolina | * Atlanta, GA
 | * Los Angeles, CA
 |
| New York | Washington | * Dallas, TX
 | * Seattle, WA
 |

 American Moving & Storage Association, May 2019

**Moving Dynamics**

* According to My Moving Reviews’ Moving Statistics 2018 report, a one-bedroom residence had the largest share of moves during 2018, or 29%, with two-bedroom second, at 21%, and three-bedroom third, at 20%, a 4% increase from 2017.
* Not surprisingly, Friday and Saturday were the busiest moving days of 2018, at 20% and 18%, respectively, with Monday, third, at 16%. Friday has been the busiest moving day for seven consecutive years.
* The busiest date changed, however, from June 30th (previously first for 2016 and 2017) to June 1st, with August 1st, second, as presumably many families and college students moved just before the start of the school year.

**Percentage of Moves Per Month, 2018**

|  |  |  |  |
| --- | --- | --- | --- |
| Month | Percent | Month | * Percent
 |
| January | 3% | * July
 | * 12%
 |
| February | 6% | * August
 | * 12%
 |
| March | 9% | * September
 | * 9%
 |
| April  | 8% | * October
 | * 7%
 |
| May | 10% | * November
 | * 6%
 |
| June | 13% | * December
 | * 3%
 |

 My Moving Reviews, May 2019

**The State of Business Data Storage**

* According to Enterprise Storage Forum, 65% of enterprise business’ data is still stored onsite on flash drives, disks and tape and many businesses are still using traditional storage facilities/services for their archival tax and other paperwork.
* More businesses are moving their data to the cloud, and the global cloud storage market is forecast to increase from $18.9 billion during 2015 to $112 billion by 2022.
* Of the businesses participating in the Data Storage Trends 2018 survey, 48% said their data storage had increased 1TB–99TB during the past 2 years, and 42% expect their data storage to increase within the same range during the next 2 years.

**Storage Technologies Businesses Are Seriously**

**Considering Purchasing During the Next 2 Years, 2018**

|  |  |  |  |
| --- | --- | --- | --- |
| Technology | Percent | Technology | * Percent
 |
| Cloud storage | 50% | * NAS
 | * 13%
 |
| Flash/SSD | 29% | * File
 | * 7%
 |
| Disaster recovery | 20% | * Object
 | * 4%
 |
| SAN | 18% | * Block
 | * 4%
 |
| Software-defined storage | 18% | * Tape
 | * 3%
 |
| HDD | 17% | * No purchases being considered
 | * 20%
 |
| Converged/Hyper-converged | 14% |  |  |

 Enterprise Storage Forum, August 2018

**Job Relocation Still Drives the Moving Industry**

* According to the National Association of REALTORS®’ 2019 Home Buyer and Seller Generational Trends report, 12% of all home buyers said a job or career change was the third-largest factor that could cause them to move.
* A much smaller percentage (2%) of all home buyers said they found a real estate agent via a reference from their employer or relocation company.

**Job-Related Relocation or Move as a Primary**

**Reason for Buying or Selling a Home, June 2018**

|  |  |  |
| --- | --- | --- |
| Age Range | Buying a Home | Selling a Home |
| All buyers or sellers | * 8%
 | * 13%
 |
| 28 and younger | * 3%
 |  |
| 29–38 | * 9%
 | * 19%
 |
| 39–53 | * 12%
 | * 19%
 |
| 54–63 | * 12%
 | * 17%
 |
| 64–72 | * 2%
 | * 4%
 |
| 73–93 | * 1%
 | * 1%
 |

 National Association of REALTORS®, April 2019

**Future Destinations of the Moving Industry**

* The moving industry is a major user of trucks of various sizes, so the industry may experience a major disruption with the introduction of self-driving trucks, with long-haul trucks likely to be the first self-driving vehicles on US freeways.
* The industry also employs tens of thousands of drivers and like the overall trucking industry is experiencing a significant shortage of drivers. According to the American Trucking Association, the shortage is currently 50,000, and will increase.
* Although the Data Storage Trends 2018 survey indicates businesses think their storage will increase in the 1TB–99TB range during the next 2 years, mid-size companies may find they need petabyte-level storage, which is 1,024 terabytes or 1 million gigabytes.

**Additional Analysis**

Scrutinizing data from recent consumer surveys from The Media Audit reveals the potential target audiences for movers based on the metric “plan to sell a home during the next 2 years.” The following tables compare some of the markets in outbound states and outbound cities from the table on page 1 of this Profiler.

Interestingly, of the four markets, a much larger percentage of men, or 57.7%, are in this category than women, or 42.3%; however, in two of the markets, more women are in this category than men: Seattle-Tacoma, WA, 62.2% and 37.8%, and Tampa-St. Petersburg, FL, 54.0% and 46.0%, while Austin, TX is almost even, 50.8% and 49.2%, respectively.

**Adults 18+ Who Plan to Sell a Home During the**

**Next 2 Years in Selected Markets, 2019**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Demographic | Chicago, IL | Tampa-St. Petersburg, FL | Seattle-Tacoma, WA | Austin, TX |
|  | Percent | Index | Percent | Index | Percent | Index | Percent | Index |
| Age, 18–24 | * 5.2%
 | * 39.5
 | * 3.9%
 | * 36
 | * 7.9%
 | * 55
 | * 12.9%
 | * 82
 |
| Age, 25–34 | * 25.4%
 | * 139
 | * 15.3%
 | * 106
 | * 25.7%
 | * 141
 | * 27.4%
 | * 129
 |
| Age, 35–44 | * 20.7%
 | * 116
 | * 12.8%
 | * 87
 | * 10.8%
 | * 62
 | * 18.7%
 | * 96
 |
| Age, 45–49 | * 4.7%
 | * 51
 | * 13.2%
 | * 157
 | * 3.9%
 | * 43
 | * 8.0%
 | * 88
 |
| Age, 50–54 | * 5.0%
 | * 53
 | * 11.6%
 | * 131
 | * 18.9%
 | * 205
 | * 15.7%
 | * 183
 |
| Age, 55–64 | * 24.6%
 | * 153
 | * 12.4%
 | * 72
 | * 20.9%
 | * 122
 | * 11.8%
 | * 82
 |
| Age, 65–74 | * 11.3%
 | * 119
 | * 23.8%
 | * 167
 | * 8.4%
 | * 81
 | * 1.6%
 | * 18
 |
| Age, 75+ | * 2.9%
 | * 40
 | * 6.8%
 | * 55
 | * 4.6%
 | * 64
 | * 4.0%
 | * 74
 |
| Caucasian Americans | * 66.8%
 | * 114
 | * 74.9%
 | * 104
 | * 78.7%
 | * 107
 | * 61.9%
 | * 105
 |
| African Americans | * 12.8%
 | * 81
 | * 7.6%
 | * 77
 | * 2.7%
 | * 64
 | * 2.7%
 | * 39
 |
| Latinx Americans | * 6.3%
 | * 108
 | * 12.8%
 | * 89
 | * 5.2%
 | * 63
 | * 31.0%
 | * 110
 |
| Asian Americans | * 6.3%
 | * 108
 | * 3.3%
 | * 167
 | * 8.2%
 | * 85
 | * 3.9%
 | * 84
 |
| Other | * 1.4%
 | * 104
 | * 6.8%
 | * 55
 | * 5.2%
 | * 106
 | * 0.4%
 | * 20
 |
| Income, <$15K | * 1.8%
 | * 18
 | * 6.6%
 | * 63
 | * 7.0%
 | * 59
 | * 2.4%
 | * 28
 |
| $15K–$25K | * 4.3%
 | * 50
 | * 3.2%
 | * 29
 | * 6.7%
 | * 71
 | * 4.1%
 | * 57
 |
| $25K–$35K | * 6.9%
 | * 63
 | * 9.5%
 | * 74
 | * 8.7%
 | * 86
 | * 4.5%
 | * 46
 |
| $35K–$50K | * 12.9%
 | * 89
 | * 19.0%
 | * 93
 | * 10.5%
 | * 76
 | * 13.1%
 | * 94
 |
| $50K–$75K | * 20.1%
 | * 105
 | * 14.7%
 | * 78
 | * 19.3%
 | * 90
 | * 15.7%
 | * 72
 |
| $75K–$100K | * 21.5%
 | * 131
 | * 10.5%
 | * 84
 | * 13.0%
 | * 103
 | * 18.2%
 | * 107
 |
| $100K–$150K | * 17.4%
 | * 128
 | * 22.7%
 | * 307
 | * 24.5%
 | * 199
 | * 27.5%
 | * 190
 |
| $150K–$200K | * 8.2%
 | * 260
 | * 6.8%
 | * 185
 | * 5.8%
 | * 110
 | * 1.4%
 | * 37
 |
| $200K+ | * 6.9%
 | * 183
 | * 7.0%
 | * 210
 | * 4.5%
 | * 125
 | * 13.0%
 | * 337
 |
| High school or less | * 3.8%
 | * 92
 | * 1.0%
 | * 16
 | * 2.8%
 | * 54
 | * 1.5%
 | * 33
 |
| High school graduate | * 18.4%
 | * 73
 | * 16.6%
 | * 54
 | * 7.6%
 | * 33
 | * 12.2%
 | * 53
 |
| Some college | * 23.8%
 | * 76
 | * 40.4%
 | * 125
 | * 31.2%
 | * 84
 | * 35.2%
 | * 111
 |
| College degree | * 30.4%
 | * 120
 | * 22.7%
 | * 105
 | * 41.5%
 | * 166
 | * 23.7%
 | * 87
 |
| Advanced degree | * 23.0%
 | * 165
 | 19.7% | 211 | 16.9% | 178 | 27.3% | 197 |

Based on The Media Audit’s Winter and Spring 2019 surveys

*Sources:* US Census Bureau Website, 5/19; My Moving Reviews Website, 5/19; American Moving & Storage Association Website, 5/19; Enterprise Storage Forum Website, 5/19; National Association of REALTORS® Website, 5/19; CRN Website, 5/19; Transport Topics Website, 5/19; International Van Lines Website, 5/19; The Media Audit Website, 5/19.

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**For Your Local and Station Information**