FINDING HOME WITH MAYFLOWER

Finding Home

Migration Data and Survey Findings

Mayflower

HOMETOWN

Nearly three-fourths of Americans (74%) feel they have a hometown.

58% think of their hometown as the place they come from.

42% think of their hometown as the place they're currently living.

Those who feel they have a hometown are more likely to recommend it as a place to live—69% of respondents rated themselves as an 8 or higher out of 10 in in terms of the amount of pride they have in their hometown.

Most people (605) would consider moving back to a city/area they've lived in before, but the likelihood of considering moving back varied by generation:

- Millennials (76%)
- Gen X (66%)
- Gen Z (59%)
- Baby Boomers (37%)

When it comes to local terminology:

"Shopping cart" was the most agreed upon term (66%) among a list of opposing terms, including "buggy."

This was followed by "drinking fountain" (63%) as the second-most agreed upon term and "soda" (56%) in third.

The most debated terms were "stuffing" (38%) vs. "dressing" (36%). This was followed by "lollipop" (38%) vs. "sucker" (35%).

SPORTS

More than half (57%) are likely to adopt the professional sports team from their new location.

The sentiment varies among generations and regions:

+ Millennials (74%)
+ Gen Z (60%)
+ Northeast (69%)

Two in five movers (41%) say the proximity to sports stadiums/arenas influenced which city/area they chose to move to. Men are more likely to cite sports stadiums/arenas as influences on moving locations (53%) compared to women (30%).

Two-fifths of movers (43%) say football is the most popular sport in their new area, followed by basketball (14%) and baseball (11%).

Favorite sports seasons include summer (22%) and fall (18%).

The most likely to indicate summer as their favorite sports season are Northeasterners (32%), Millennials (29%) and men (24%).

One in five (21%) say they like all sports seasons.

ARTS & CULTURE

Nearly half (48%) of movers say the proximity to arts and culture venues helped influence where they moved to.

This varies among demographics and regions:

- Men (57%)
- Women (39%)

- Millennials (65%)
- Gen Z (58%)
- Baby Boomers (26%)

- Northeast (61%)
- South (46%)
- West (45%)
- Midwest (44%)

Those in the Northeast (61%) are significantly more likely to cite arts and culture venues as an influence compared to the South (46%), West (45%) and Midwest (44%).

Three-fourths of movers (76%) indicate they admire the architecture of their new city/area.

FOOD

55% of movers say the food and restaurant scene of a location influenced their moving decision at least somewhat.

However, the food/restaurant scene influence varies by demographic and region:

- Men (61%)
- Women (49%)

- Millennials (67%)
- Gen Z (64%)
- Gen X (56%)
- Baby Boomers (39%)

- Northeast (63%)
- West (60%)
- South (55%)
- Midwest (45%)

FOOD

Roughly half of movers select their own region as having the most delicious foods.

Top Northeastern favorites:

+ New York style pizza (63%)
+ Bagels (39%)
+ Lobster rolls (36%)

22% of all movers (and 58% of Northeasterners) say the Northeast has the most delicious food.

Top Midwestern favorites:

+ Barbecue (44%)
+ Cheese curds (33%)
+ Corn on the cob (32%)
+ Chicago style pizza (32%)

16% of all movers (and 45% of Midwesterners) say the Midwest has the most delicious food.

Top Southern favorites:

+ Fried chicken (67%)
+ Barbecue (65%)
+ Biscuits and gravy (49%)

38% of all movers (and 66% of Southerners) say the South has the most delicious food.

Top West favorites:

+ Burritos (45%)
+ Fish tacos (42%)
+ Tamales (40%)

19% of all movers (and 57% of Westerners) say the West has the most delicious food.

Compared to other regions, Westerners were most likely to indicate no foods were well-known to the area or they weren't sure.

ENVIRONMENT

Environment-related reasons are noted as the most important factors in making a moving decision.

Roughly two thirds (67%) indicate the weather as a top influence.

61% cite proximity to parks, green spaces and nature trails as an influence.

More than one third (36% say the weather influenced their moving decision a lot. The influence varies by generation and region:

+ South (73%)
+ Millennials (71%)
+ West (71%)

The influence of parks, green spaces and trails is higher for men than women (65% vs. 57%) and Millennials (70%) than all other generations.

Most movers (68%) say they're currently living in their preferred type of area.

MIGRATION DATA FINDINGS

The Top Inbound States

(with 800 total moves or more)
from July 2019–July 2021:

#1 Idaho

66.8%
Inbound

#2 South Carolina

62.2%
Inbound

#3 Oregon

62%
Inbound

#4 Tennessee

61.3%
Inbound

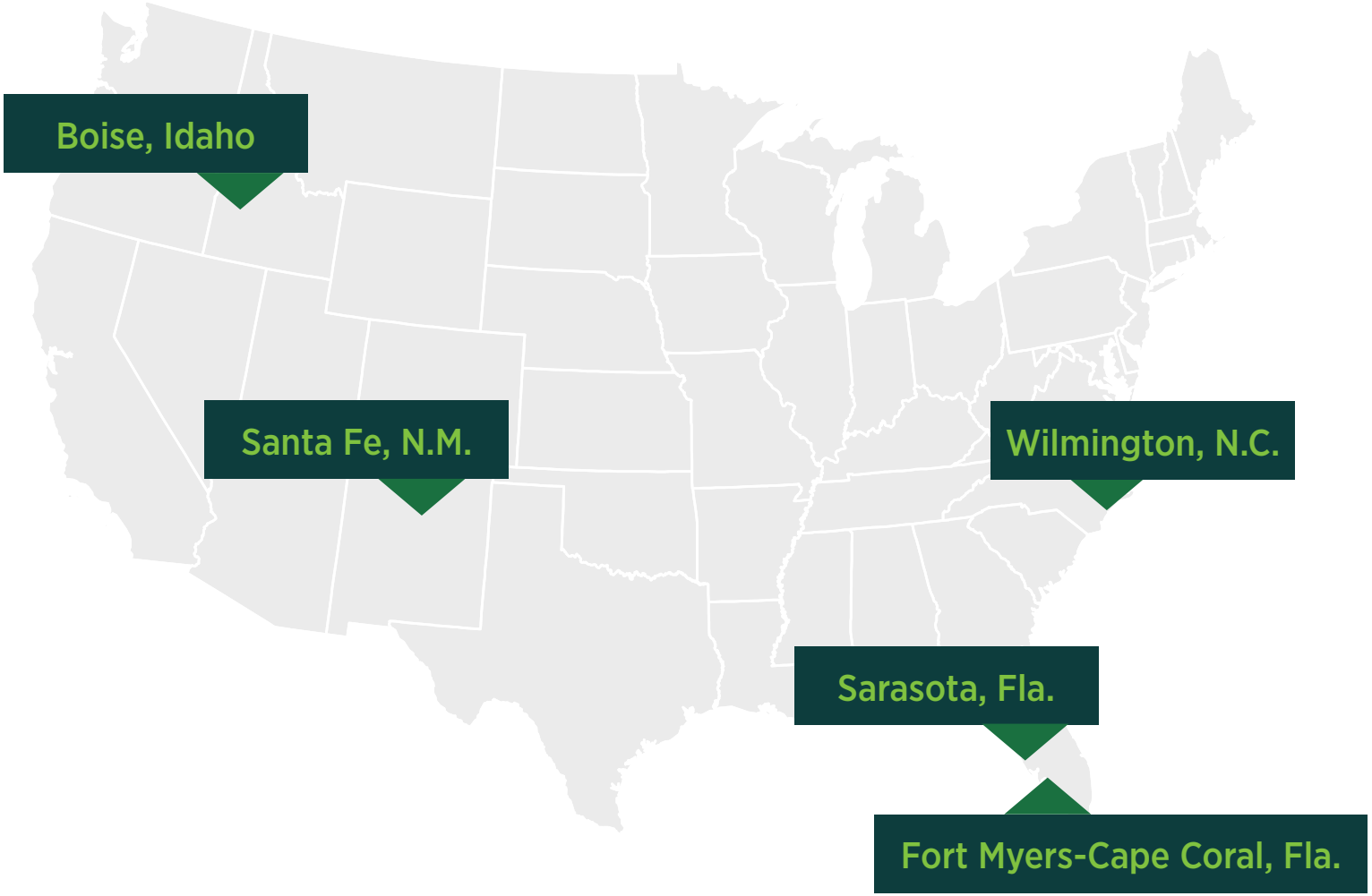
#5 Florida

60.5%
Inbound

MIGRATION DATA FINDINGS

The Top Inbound Metropolitan Statistical Areas

(with 800 total moves or more) from July 2019 – July 2021:



ABOUT THE MOVING DATA AND SURVEY

The moving data is based on all Mayflower moves from July 2019–July 2021 within the 48 contiguous states and Washington, D.C.

TRUE Global Intelligence, the in-house research practice of FleishmanHillard, fielded an online survey of 1,000 U.S. adults who moved more than 300 miles between July 2019 and July 2021.

The survey was fielded from July 2019 to July 2021.

Mayflower was not identified to respondents as the sponsor of the survey.