

Dream Destination Key Findings

Data Sheet

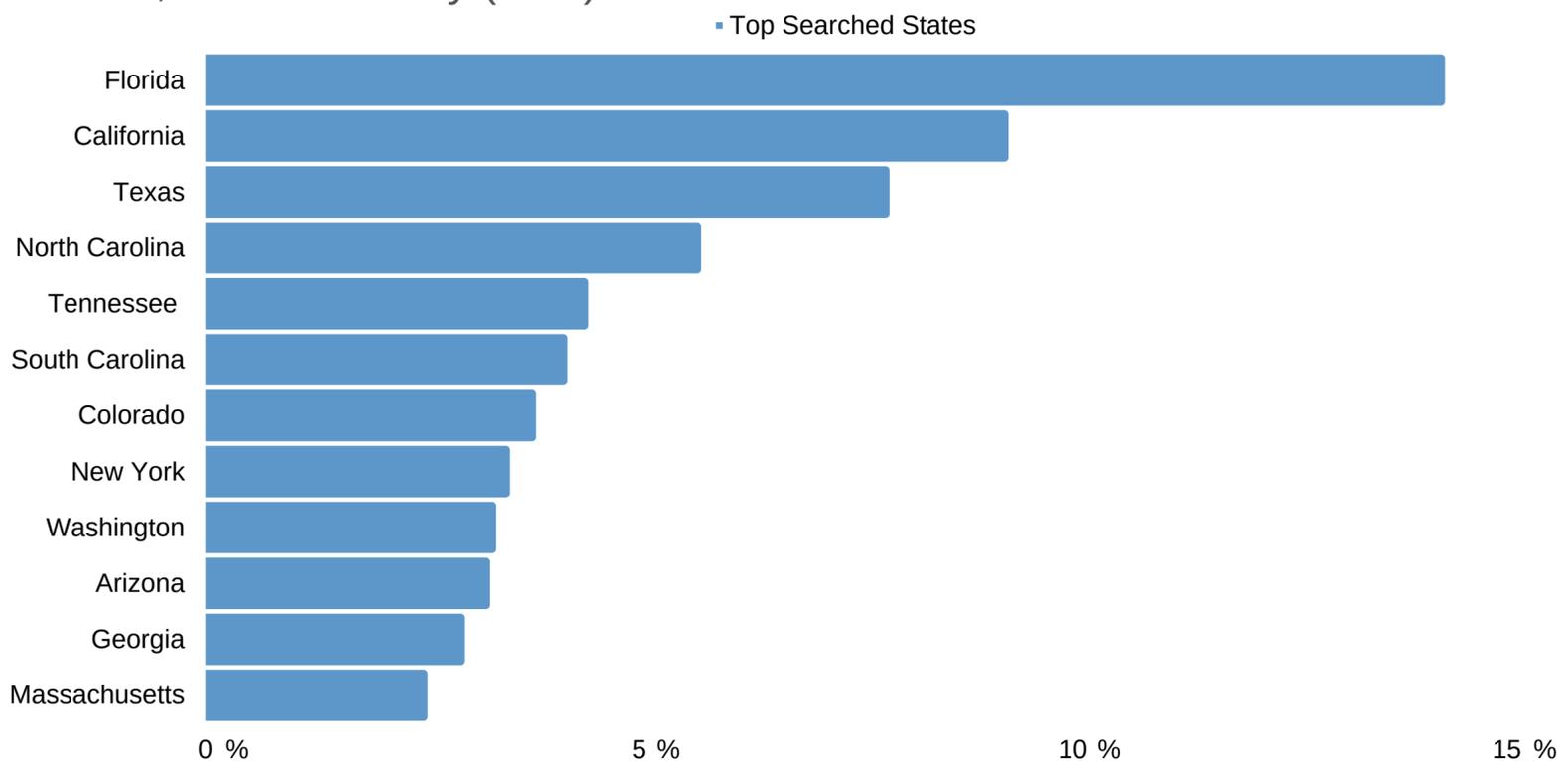
June 2022

Coldwell Banker Real Estate LLC

This summer, as Americans enjoy their favorite activities to cool down, dreams of moving are heating up. Fresh data from the Move MeterSM tool on the refreshed Coldwell Banker website shows trends and insights into where Americans are dreaming of moving, giving sellers an informative, clear picture about the potential of listing their homes. In fact, 82% of all Move MeterSM searches to date were looking to move out of state.

Americans are on the Move (Meter)

- **Going the distance:** The average Move MeterSM search covered 1,015 average miles (about the distance of New York to Miami).
 - Eighty-two percent (82%) of all Move MeterSM searches were looking to move out of state.
 - On the flip side, Massachusetts had the greatest proportion of searchers considering staying in-state, with 40% of all searches from Massachusetts looking to stay loyal to the Commonwealth.
 - Only about 13% of all searches were looking within a driving distance of 100-miles of their origin destination with the highest proportion of moves being somewhere between 500 to 1,500 miles away (42%).



- **Chasing Sunshine:** While Midwesterners and Northeasterners are looking for warmer temps in the Southeast (38% vs 46%), Southerners, Southwesterners and Westerners all had higher likelihoods of staying local to their respective regions.

Americans are dreaming of moving – but where to?

- **Southern Charm:** Austin, Texas, topped the chart as the most searched destination to move to, and had 46% more searches than the next closest destination. The top destination dreaming about moving to Austin is San Diego, California. So how does the move stack up? According to the Move MeterSM, the move from San Diego to Austin could be a smart move if you value job market strength.
- **California Dreamin':** 20% of searches from California were looking to stay in the Golden State. The top in-state searches looking to move somewhere else within California were from San Diego, San Francisco and Bakersfield.
 - And for those looking outside of California, where were they dreaming about? Californians are looking to Texas, Florida, Tennessee and Washington overall, with Austin, Seattle, Dallas and Nashville having the greatest move appeal outside of California.
- **Burnin' Up for Florida:** The #1 state topping the Move MeterSM interest index was Florida with one out of seven of all Move MeterSM searches looking to move to the Sunshine State.
 - The top states looking to flee to Florida included New Jersey, California, New York, Illinois, Ohio and Massachusetts. Where in Florida are these searchers looking? Miami, Naples, Sarasota and Tampa were the most popular searched cities.
 - Floridians don't disagree – they, too, see the appeal, as they were one of the top states searching for destinations within the state as well, with a quarter of Floridian searches looking to stay in-state.
 - Second on the interest list by state was North Carolina, followed by Texas in third place.
- **Destination Dreams:** The top 10 searched cities included Austin, Texas; Sarasota, Florida; San Diego, California; Denver, Colorado; Nashville, Tennessee; Tampa, Florida; New York; New York; Naples, Florida; Charlotte, North Carolina; and Seattle, Washington.



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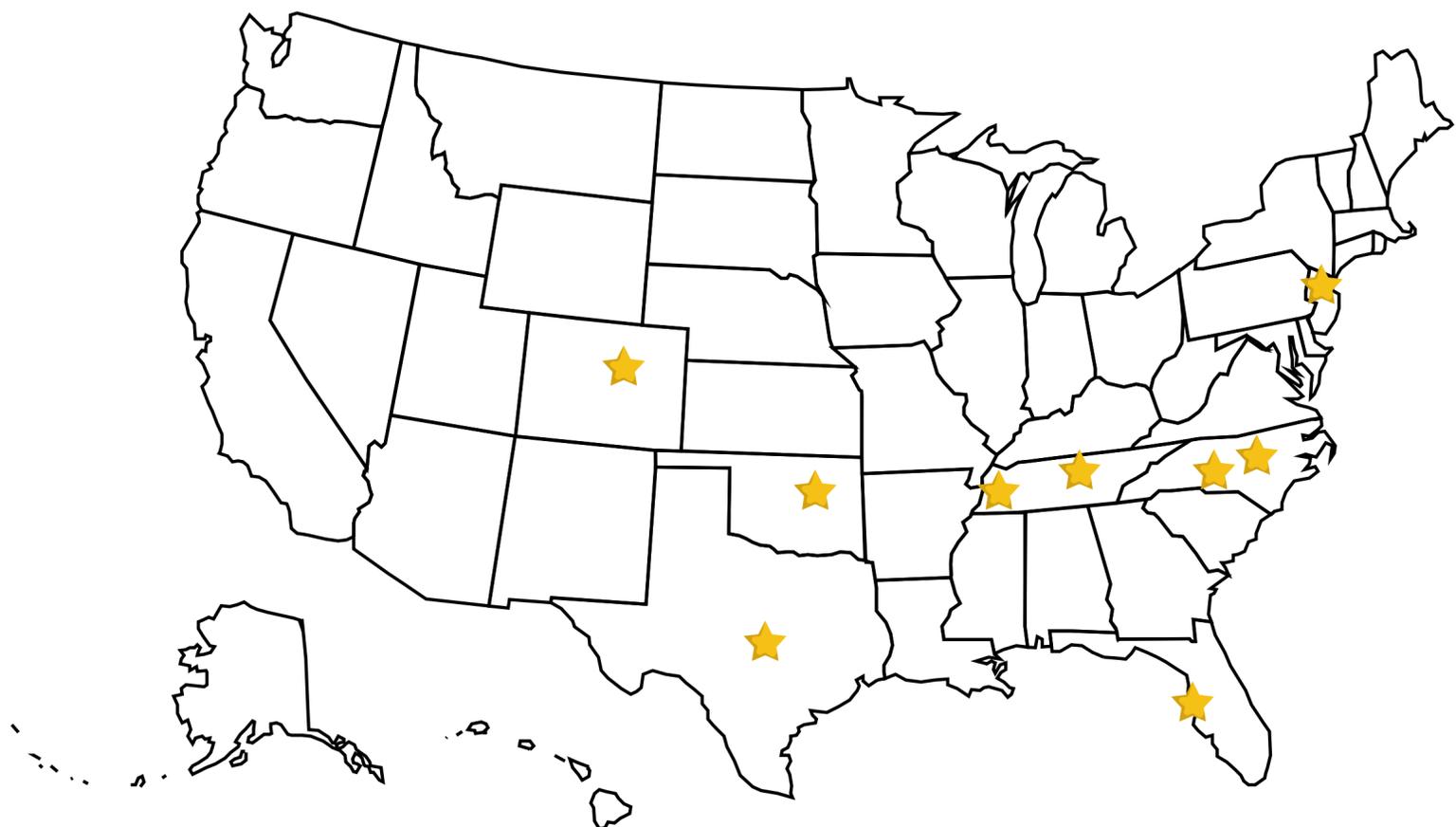
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Taking matchmaking to the next level

With a network of over 100,000 agents across the globe, Coldwell Banker has affiliated agents in nearly every market in the United States. So, no matter where searches are looking, a Coldwell Banker affiliated agent can help make the dream come true. Here are some of the most popular move searches to date:

- Nashville, Tennessee to Memphis, Tennessee
- Indianapolis, Indiana. to Chapel Hill, North Carolina
- Chicago, Illinois to Sarasota, Florida
- Mokena, Illinois to Franklin, Tennessee
- Toms River, New Jersey to Sarasota, Florida
- San Diego, California to Austin, Texas
- Seattle, Washington to Denver, Colorado
- Nashville, Tennessee to Tulsa, Oklahoma
- New City, New York to Sparta, New Jersey
- Atlanta, Georgia to Denver, Colorado
- Carrollton, Texas to Charlotte, North Carolina



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A look at local markets

California

About 20% of all California searches were looking to remain in state.

- After California, the second most popular state looking to move to the state, was Washington with 7% of all California searches.
- San Diego was the third most searched destination to move to overall; however, it was also the number two most popular city searched to move from overall.

Top five most-searched cities for California searchers were:

1. Austin, Texas
2. Dallas, Texas
3. Seattle, Washington
4. San Diego, California
5. Nashville, Tennessee

Top California cities searched, in order:

1. San Diego
2. Los Angeles
3. San Francisco
4. Sacramento
5. Bakersfield

Connecticut

- Top searched state for Connecticut: Florida
- In-state searches: 42% of searches to Connecticut came from in-state searches
- Top searched city: Charleston, South Carolina

Florida

- Sarasota was the number two destination searched for overall.
- Tampa ranked number six overall of all searches.
- When Floridians look beyond their peninsula they look at North Carolina, Tennessee, Georgia and New York.



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Illinois

- Top searched state for Illinoisans: Florida with about 15% of all searches
- In-state searches: 13%
- Chicago, Illinois was the 15th most popular destination searched to move to overall.

Massachusetts

- 40% of all searches to Massachusetts are looking at destinations within Massachusetts, the highest proportion of searches looking to move within the state.
- While there are a lot of Massachusetts loyalists, the number one destination those in the Commonwealth state were looking to move to outside of Massachusetts was Florida with 18%; overall the most popular cities searched to move to from Massachusetts were Naples and Tampa.

Minnesota

- Top searched state for Minnesotans: Florida with about 19% of all searches
- In-state searches: 9%
- Albuquerque, New Mexico was the top city looking to move to Minnesota with 9% of the searches.

New Jersey

- Top searched state for New Jerseyans: Florida with about 24% of all searches. Sarasota, Naples and Miami were the three most popular Florida destinations for New Jersey searchers.

New York

- Top searched state for New Yorkers: Florida with 20% of all searches. Miami, Jacksonville and Sarasota were the three most popular Florida destinations for New York searchers.
- New York ranked 5th to move from searches and 7th for searches to move to. We are seeing 60% more moves from New York compared to those looking to move to New York.



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North Carolina

- Top searched state for North Carolinians: North Carolina with about 23% of all searches
- Charlotte, North Carolina ranks 8th as a desired destination of all searches.

Ohio

- Top searched state for Ohio searches: Florida with about 23% of all searches followed by in-state searches of about 20%
- Buckeyes are looking at St. Augustine, Florida and Cincinnati, Ohio as the top two destination cities.

Pennsylvania

- Top searched state for Pennsylvanians: Florida with about 22% of all searches
- In-state searches: 18%

Virginia

- Top searched state for Virginians: Florida with about 17% of all searches
- In-state searches: 15%
- Jacksonville, Florida was the number one searched city for Virginia searchers.

Texas

- The number one searched destination for Texans was staying in state (27%). The second most popular destination for Texans was California with 10% of all Texas searches looking to the Golden State.
- Austin, Texas was not only the number one searched destination for Texans, but the number one searched destination overall.

Washington

- The number one searched destination for Washington state is Denver, Colorado. Staying in state had 17% of all searches, followed by California at 13%.
- Seattle, Washington ranked as the number 10 most popularly searched destination.

