

2021

MAKIN' MOVES ANNUAL REPORT





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INTRODUCTION

The 2021 Makin' Moves Report is the first annual survey of moving data and trends issued by Piece of Cake Moving & Storage, NYC's fastest growing and highest rated moving company.

For the city that never stops moving, Piece of Cake has proudly provided local and long distance moving and storage services during the COVID-19 pandemic.

As an essential business, Piece of Cake was among the first in the U.S. to provide contactless moving services. We have been vigilant about the health checks of our movers, as well as the sanitization of our trucks, equipment, and facilities. Protecting our customers and the community remains our priority.

This report analyses data from over 35,000+ moves that Piece of Cake facilitated in 2021, with additional analysis and anecdotes from internal customer surveys. Compiled from customer move zip code data, the report dives into statistics and trends by neighborhood, borough, city, county, and state.



What we found was that while more people moved than ever before, that didn't necessarily mean that they left New York. In fact, the most common move New Yorkers made was within NY.

Of course some New Yorkers moved out of state, and our long distance moving data and trends can be found within.

In this challenging and tumultuous moment in time, Piece of Cake is proud to have been trusted to keep New York moving.

KEY MOVING INSIGHTS

Many people decided to move in 2021, whether it was pandemic-related, a growing family, or for more space.

As NYC's fastest growing mover, Piece of Cake was trusted to move tens of thousands of customers all across the the U.S. Our 2021 Makin' Moves Report highlights moving trends based on the moves we made.

Some key trends we saw from these moves include:

No. 01 — Most NYers stayed local

About 87% of New Yorkers moved within New York City and over 90% within New York State.

No. 02 — The west side won out

Neighborhoods on the west side of the city's three largest boroughs (Brooklyn, Queens, & Manhattan) were the most popular Move To destinations, with Red Hook, Long Island City and the West Village topping their respective boroughs.

No. 03 — Jersey is a draw

When New Yorkers decide to leave they often don't go far. New Jersey was by far the most popular out-of-state destination for New Yorkers.

No. 04 — Florida still flourished

After New Jersey, Florida was the top out-of-state destination for New Yorkers, especially South Florida.

MOVING BY THE NUMBERS

In 2021, Piece of Cake made a lot of moves

Total Number of Moves
35,000+



**Total Flights of Stairs
Climbed by our Movers
(at least once)**
40,731+



**That's like climbing the
Empire State Building**
474 times



Total Cubic Feet Moved
13,800,000+

That's the equivalent of
78,462 elephants

Total Miles Traveled
1,751,293+



**Total Cubic Feet of Items
Moved To Our Storage Facility**
780,000+

THE TOP 10 STATES NEW YORKERS MOVED TO

In 2021, Piece of Cake Moving & Storage moved people to 40 different U.S. states (plus the District of Columbia).

The top 10 most popular states New Yorkers moved to were:

- 
- A person in a light blue shirt is holding a pink toy truck. The truck has the text 'PIECE OF CAKE' in large blue letters, 'MOVING & STORAGE' in smaller blue letters, and 'mypieceofcakemove.com' and '2-651-7273' in white. There is also a white line drawing of a hand holding a cake on the side of the truck.
- 1 New York**
 - 2 New Jersey**
 - 3 Florida**
 - 4 Connecticut**
 - 5 Massachusetts**
 - 6 Pennsylvania**
 - 7 California**
 - 8 Texas**
 - 9 North Carolina**
 - 10 Washington DC**

MAKIN' MOVES: NEW YORK CITY

New York City is our home and the place we made the most moves in 2021. When we looked at the data, the vast majority of New Yorkers moved and stayed within New York City.

Facts and findings in and around the city:

- The vast majority of New Yorkers (87%) moved within New York City.
- Brooklyn, Staten Island, and Manhattan all saw more people moving to or staying in those boroughs than Bronx and Queens.
- The hottest* neighborhoods in Manhattan were the West Village, FiDi, & Battery Park.
- With the exception of the East Village, all Downtown neighborhoods indexed higher in local moves than the citywide average.
- The coolest* neighborhoods in Manhattan were Washington Heights, Hamilton Heights, East Harlem, & Murray Hill.
- The parts of Manhattan that saw more move-outs than move-ins were concentrated Uptown or on the East Side.
- The hottest* neighborhoods in Brooklyn were Red Hook, Downtown Brooklyn, & Park Slope.
- Across Brooklyn, the neighborhoods closest to the East River saw higher rates of Moves To compared to the borough average.
- The coolest* neighborhoods in Brooklyn were Bushwick, Crown Heights, & Borough Park.
- Queens' hottest* neighborhood was Long Island City, while its neighbors to the north (Astoria & Ditmars Steinway) were among the borough's coolest*.



*Hottest & Coolest descriptors measure and compare a neighborhood's net difference of Moves To and Moves From (respectively) to the city wide average.

MAKIN' MOVES: NEW YORK STATE

We ♥ New York — and clearly so do New Yorkers! The most common move New Yorkers made was within the state (over 90% of moves).

Other data and insights within the state of New York include:

- The Upper Hudson Valley was the hottest* region in the Tri-state area – especially Ulster, Dutchess, Orange, and Rockland Counties.
- Outside NYC, the New York county that the most people moved to was Westchester County, surpassing Moves To the significantly larger Long Island counties of Nassau and Suffolk. In fact, more New Yorkers moved to the Hudson Valley region than Long Island.
- Ulster County (which includes Kingston and Woodstock) rivaled Florida in its popularity as a destination for movers on a percentage basis.
- On Long Island, Nassau and Suffolk counties were both popular Move To destinations for New Yorkers, especially in numerical terms.
- The Hamptons remain a popular destination for New Yorkers leaving the city for Long Island, with the towns of East Hampton and Southampton making up about 15% of the total Moves To Long Island, despite comprising only 3% of Long Island's current population.



*Hottest & Coolest descriptors measure and compare a region's net difference of Moves To and Moves From (respectively) to the statewide average.

MAKIN' MOVES: NEW JERSEY & CONNECTICUT

When New Yorkers do decide to leave the state, our neighboring states of New Jersey and Connecticut are popular relocation destinations.

Some figures and trends from New Jersey and Connecticut:

- More New Yorkers moved to New Jersey and Connecticut than the rest of the country combined, with 54% of those moving out-of-New York State heading to these two states.
- Hudson County, NJ was the #1 most common destination for moves outside New York, more so even than any other state.
- Hudson County's Jersey City was also the top city for those leaving New York, beating out Boston, Miami, Washington DC, and Chicago.
- The Jersey Shore counties of Monmouth and Ocean were some of the hottest* destinations in New Jersey.
- The vast majority of New Yorkers moving to Connecticut moved to Fairfield County, with Stamford and Greenwich being the most popular destinations.



*Hottest & Coolest descriptors measure and compare a region's net difference of Moves To and Moves From (respectively) to the statewide average.

MAKIN' MOVES: FLORIDA

Florida has long been a winter playground for New Yorkers. In 2021, they increasingly made the decision to move there full-time. Piece of Cake also made moves in 2021, opening a Miami office to assist customers moving to or already in Florida, providing moving services up and down the East Coast.

Some facts and findings involving Florida moves include:

- After New Jersey, Florida was the top out-of-state destination for New Yorkers.
- Within Florida, Miami-Dade County ranked #1 for total moves; however, as a percentage of total population, Palm Beach County saw a significantly higher percentage of moves from New York.
- The cities of Miami and Miami Beach were the two most popular Florida municipalities for Moves To by New Yorkers.
- The hottest* parts of Miami were concentrated along the water, such as Downtown, Edgewater, Brickell, and Coconut Grove.



*Hottest & Coolest descriptors measure and compare a neighborhood's net difference of Moves To and Moves From (respectively) to the city wide average.

MAKIN' MOVES: THE U.S.

In all, we moved New Yorkers to a total of 40 states and the District of Columbia.

Some data and insights from across the United States include:

- Massachusetts was another popular destination for New Yorkers, after New Jersey, Florida, and Connecticut.
- Pennsylvania, California, Texas, North Carolina, and the District of Columbia rounded out the top 10 destinations.
- More New Yorkers moved to California than Texas, although as a percentage of its population, Texas' rate of Moves To was slightly higher than California's.
- The Austin metro area was by far the top destination in Texas for New Yorkers, with almost as many people moving to Texas' capital city as Houston and Dallas combined.
- For those New Yorkers who moved to California, about 2/3 moved to Southern California and 1/3 moved to Northern California.





ABOUT PIECE OF CAKE

Founded in 2018 by Vojin Popovic, Piece of Cake Moving & Storage is NYC's fastest growing and highest rated moving company.

Headquartered in NYC with offices in Manhattan, Brooklyn, Queens, and Miami, Piece of Cake is flipping the traditional moving industry on its head with our authentic customer service and experience, competitive pricing, and technology advancements.



With thousands of 5-star reviews across all the major review platforms, the Piece of Cake moving experience is unmatched! Our services include:

- Local NYC move experts across all 5 boroughs – Manhattan, Brooklyn, Queens, the Bronx, and Staten Island
- Local Florida moving services
- Tri-state, East Coast, and long distance moves
- 24/7/365 moving service
- Affordable, flat-fee guarantee pricing
- Comprehensive packing services
- Packing supplies, such as boxes and plastic bins, delivered to your door
- Unrivalled customer communication and support with a dedicated moving advisor throughout your entire move
- Federal and State moving accreditation
- Fully insured, providing insurance to your items during the move
- Professionally trained and experienced movers
- A safe, clean, and compliant fleet of custom trucks with GPS tracking
- Dedicated Customer Success Team to manage feedback and handle claims quickly and fairly

CONTACT US

Call us now! We are ready to pick up the phone: 212-651-7273

We are open 24 hours a day, 7 days a week, 365 days a year, offering support in real-time.

Get your obligation-free moving quote at mypieceofcakemove.com

Contact us anytime to speak to our experienced moving consultants who will provide you with a guaranteed flat-fee, obligation-free moving quote.

For media and news inquiries, please email pr@mypieceofcakemove.com

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