

2021

MAKIN' MOVES ANNUAL NEW YORK REPORT



We ♥ New York – and clearly so do New Yorkers! The most common move New Yorkers made was within the state (over 90% of moves). Our 2021 Makin' Moves Annual Report analyzes data from over 35,000+ moves that Piece of Cake Moving & Storage facilitated in 2021, with additional analysis and anecdotes from internal customer surveys.

THE CITY WE LOVE

- Brooklyn, Staten Island, and Manhattan all saw more people moving to or staying in those boroughs than Bronx and Queens.
- 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

QUEENS TRENDS

- Queens' hottest* neighborhood was Long Island City, while its neighbors to the north (Astoria & Ditmars Steinway) were among the borough's coolest*.



UPSTATE TRENDS

- 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.

OUT OF STATE TRENDS

The top 10 most popular states New Yorkers moved to in order;

- | | |
|------------------|-------------------|
| 1. New York | 6. Pennsylvania |
| 2. New Jersey | 7. California |
| 3. Florida | 8. Texas |
| 4. Connecticut | 9. North Carolina |
| 5. Massachusetts | 10. Washington DC |

MANHATTAN TRENDS

- 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.

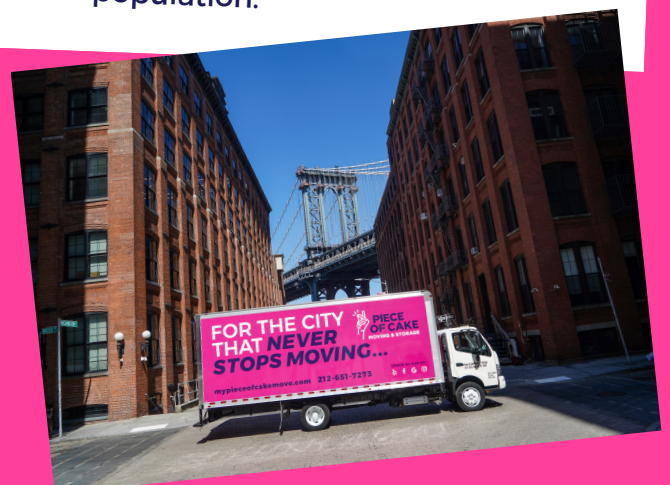


BROOKLYN TRENDS

- 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.

LONG ISLAND TRENDS

- 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.



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*Hottest & Coolest descriptors measure and compare a region's net difference of Moves To and Moves From (respectively) to the statewide average.
Download your copy of our 2021 Makin' Moves Report <https://mypieceofcakemove.com/makin-moves-2021/>