

# 2011 MIGRATION TRENDS: WHERE ARE PEOPLE MOVING?

## TOP 5 INBOUND STATES

THE TOP 5 STATES  
ACCOUNT FOR  
**35%**  
OF ALL INBOUND MOVES

1  
**10%**  
CALIFORNIA

2  
**9%**  
TEXAS

3  
**7%**  
FLORIDA

4  
**5%**  
N. CAROLINA

5  
**4%**  
ARIZONA

## TOP TEN INBOUND CITIES

1. AUSTIN, TX
2. DENVER, CO
3. PORTLAND, OR
4. SEATTLE, WA
5. PHOENIX, AZ
6. HOUSTON, TX
7. CHICAGO, IL
8. LAS VEGAS, NV
9. DALLAS, TX
10. SAN DIEGO, CA

## TOP 10 MOVING DATES

- 10) AUG 10
- 9) JUL 20
- 8) JUN 24
- 7) JUN 27
- 6) JUL 29
- 5) JUL 26
- 4) MAY 25
- 3) JUN 28
- 2) JUN 22
- 1) JUL 27

## PLANNING YOUR MOVE: DOING THE RESEARCH

Customers started gathering quotes and information 41 days prior to their move date.



An average of about 2 weeks later, customers made their reservation with U-Pack.

After a month of packing and preparation....

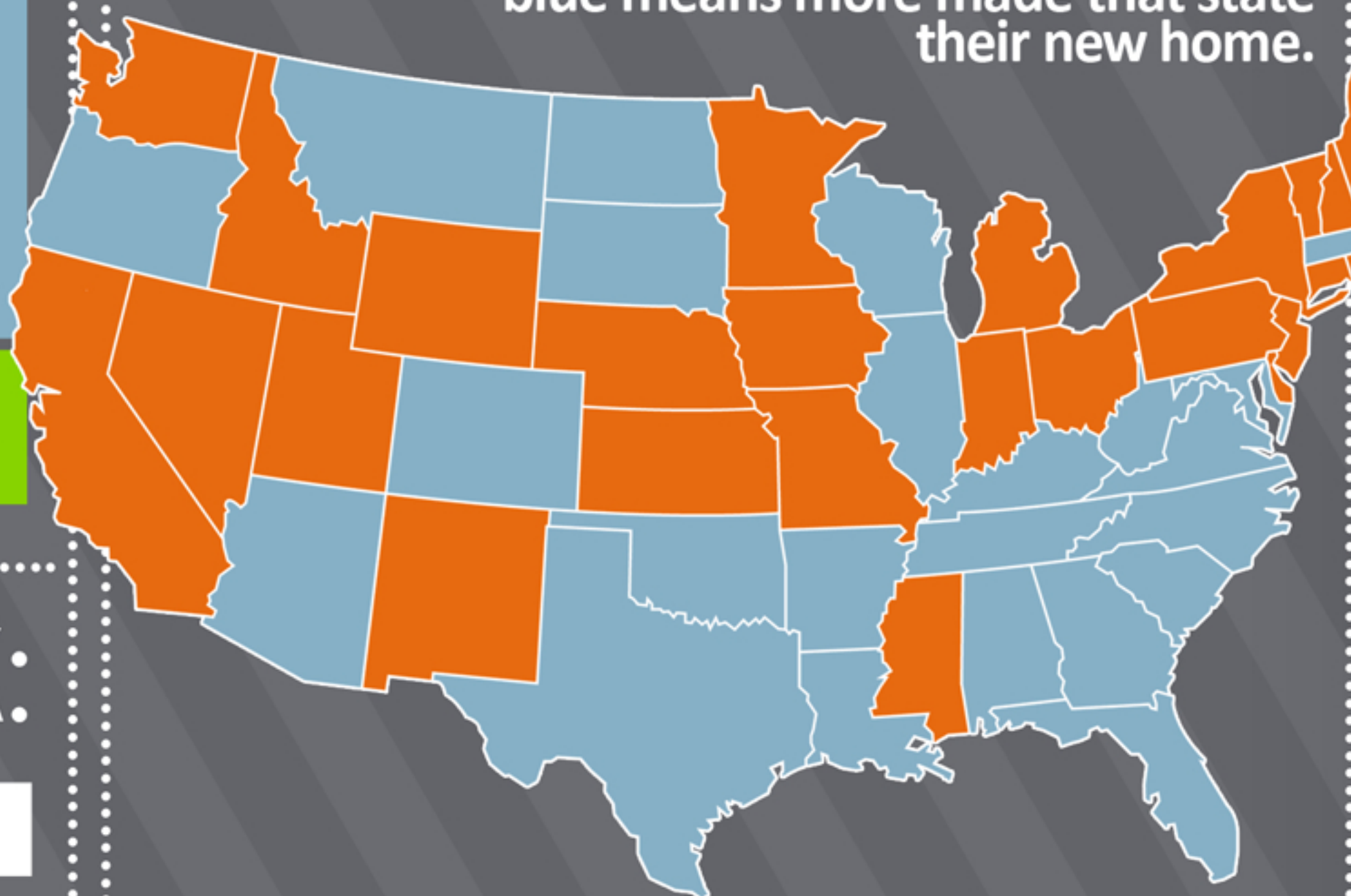
**MOVING DAY!**

## AVERAGE SPACE ON TRUCK:



## MIGRATION TRENDS:

Who's moving where? Orange means more people said "goodbye" to that state, blue means more made that state their new home.



MORE MOVES INBOUND: ■  
MORE MOVES OUTBOUND: ■

## SEASONAL MOVING TRENDS

**18%**  
WINTER

**26%**  
SPRING

**36%**  
SUMMER

**20%**  
FALL

## TOP TEN OUTBOUND CITIES

1. LAS VEGAS, NV
2. DENVER, CO
3. SEATTLE, WA
4. PHOENIX, AZ
5. PORTLAND, OR
6. ALBUQUERQUE, NM
7. TUSCON, AZ
8. SAN DIEGO, CA
9. COLORADO SPRINGS, CO
10. SALT LAKE CITY, UT

## TOP 5 OUTBOUND STATES

THE TOP 5 STATES  
ACCOUNT FOR  
**31%**  
OF ALL OUTBOUND MOVES

1  
**10%**  
CALIFORNIA

2  
**7%**  
FLORIDA

3  
**5%**  
TEXAS

4  
**5%**  
NEW YORK

5  
**4%**  
ARIZONA