



## LendingTree's State Migration Study Finds Americans Are Moving South

December 5, 2018

CHARLOTTE, N.C., Dec. 5, 2018 /PRNewswire/ -- [LendingTree®](#), the nation's leading online loan marketplace, today released its [State Migration Study](#) on where Americans are interested in moving. The study looked at where people moving out of state are going and discovered that of the 12.1 percent of homebuyers across the country who change states, most plan to head south.

LendingTree reviewed more than 2 million new purchase mortgage loan requests for primary residences in all 50 states in 2018 (through mid-November) to find what percentage of all requests were from residents looking to move outside of their current state and where their destination would be. The results reveal the most popular new locations for homeowners in each state, along with the states with the highest percentage of requests to move to other parts of the country.

### Key findings

**Florida is the No. 1 destination.** Florida was the top new destination for 15 of the 50 states. Of all purchase mortgage requests during the study's period, 9.1 percent were for Florida. For out-of-state movers, 12.4 percent of requests were for Florida. The Sunshine State has a long history of bringing in visitors and new residents, particularly retirees.

**Texas residents love the Lone Star State.** Texas had the highest percentage of residents looking to move within state lines — 93.4 percent of purchase mortgage requests from individuals in Texas were for properties in the same state. Texas is also a top destination for people moving from out of state, claiming the top spot from six states. Michigan was the state with the second highest percentage of residents looking to move within its borders, at 91.3 percent.

**Alaska has the most residents looking to move away.** By contrast, Alaska had the lowest percentage of residents looking to stay in state at 75.2 percent. The top destination out of Alaska was Washington state.

**Most people looking to move out of state don't want to go far.** More than half of the most popular new destination states border the current state. But if they are looking to move cross-country, chances are it's to Florida. Of the 20 states where the residents' most popular new location does not border their current state, 13 were Florida.

**South Carolina is the top destination when adjusted for population size.** LendingTree created a Moving Popularity Score Index\* to analyze destination states adjusted by population. South Carolina scored highest, as mortgage loan requests from out-of-state movers were 52 percent greater than suggested by its share of the national population. Other popular states by this metric are Florida, Delaware, Georgia and North Carolina, revealing a Southern tilt in the preferences of out-of-state homebuyers. At the other end of the spectrum, homebuyers are least attracted to South Dakota, which received just 64 percent of the loan requests its population would suggest. Hawaii, Minnesota, California and New York complete the bottom five.



To view the full report, visit <https://www.lendingtree.com/home/mortgage/study-finds-americans-moving-south/>.

State	Percentage looking to	Top new destination	Percentage looking to
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	move out- of-state	state	move to top destination (of out-of- state movers)
AK	24.80%	WA	10.80%
AL	9.30%	FL	22.40%
AR	9.30%	TX	17.10%
AZ	11.20%	CA	11.30%
CA	14.10%	TX	11.20%
CO	15.00%	TX	11.60%
CT	17.30%	FL	23.90%
DE	17.90%	PA	23.60%
FL	8.90%	GA	13.80%
GA	9.20%	FL	26.50%
HI	22.40%	CA	12.80%
IA	12.20%	IL	10.10%
ID	12.30%	WA	20.70%
IL	14.20%	FL	14.20%
IN	10.00%	FL	18.80%
KS	15.50%	MO	31.20%
KY	10.50%	FL	15.40%
LA	9.90%	TX	25.60%
MA	17.90%	NH	21.50%
MD	17.20%	VA	13.50%
ME	11.30%	FL	21.00%
MI	8.60%	FL	22.00%
MN	12.00%	WI	15.40%
MO	10.80%	KS	14.40%
MS	10.40%	TN	16.70%
MT	13.80%	AZ	11.10%
NC	9.80%	SC	28.10%
ND	21.60%	MN	29.90%
NE	12.30%	IA	15.10%
NH	17.80%	MA	18.60%
NJ	17.50%	FL	21.80%
NM	14.40%	TX	25.00%
NV	15.50%	CA	18.50%
NY	21.30%	FL	21.50%
OH	9.10%	FL	20.70%
OK	9.20%	TX	24.80%
OR	13.40%	WA	25.90%
PA	13.20%	NJ	16.60%
RI	20.40%	MA	29.10%
SC	9.20%	NC	31.30%
SD	17.30%	AZ	11.90%
TN	10.50%	FL	15.80%
TX	6.60%	FL	10.10%
UT	11.80%	ID	9.40%
VA	15.70%	NC	17.70%
VT	17.20%	FL	19.60%
WA	13.20%	OR	11.40%
WI	10.60%	FL	15.60%
WV	14.80%	OH	17.20%
WY	19.60%	CO	15.80%

States Ranked by Moving Popularity Score		
	State	Moving popularity score
1	SC	152
2	FL	144
3	DE	138
4	GA	138
5	NC	137

6	TN	126
7	NH	125
8	NV	121
9	WV	121
10	AL	114
11	KY	111
12	OH	110
13	TX	110
14	AZ	109
15	AR	109
16	MS	108
17	IN	108
18	ME	104
19	VA	104
20	MT	104
21	OR	103
22	ID	103
23	CO	103
24	VT	100
25	WY	100
26	LA	99
27	PA	99
28	MO	98
29	OK	97
30	NJ	93
31	NM	93
32	MD	93
33	CT	89
34	KS	89
35	MI	88
36	UT	87
37	NE	86
38	WA	86
39	RI	82
40	IA	81
41	IL	79
42	MA	78
43	WI	78
44	AK	76
45	ND	75
46	NY	74
47	CA	72
48	MN	71
49	HI	67
50	SD	64

**\*Moving Popularity Score Index methodology**

The popularity score for each state was created by dividing the percentage of all out-of-state purchase mortgage requests for the state by the percentage of the total population each state represents. A score of 100 means a state receives loan requests proportional to its population, above 100 means a state is more popular than its share of the national population and below 100 means a state is less popular than its share of the national population. For example, South Carolina represents 2.40% of all out-of-state mortgage requests, and its population is 1.54% of the nation. So, the South Carolina score is  $2.40/1.54 \times 100$ , or 156.

**About LendingTree**

LendingTree (NASDAQ: TREE) is the nation's leading online marketplace that connects consumers with the choices they need to be confident in their financial decisions. LendingTree empowers consumers to shop for financial services the same way they would shop for airline tickets or hotel stays, comparing multiple offers from a nationwide network of over 500 partners in one simple search, and can choose the option that best fits their financial needs. Services include mortgage loans, mortgage refinances, auto loans, personal loans, business loans, student refinances, credit cards and more. Through the [My LendingTree](#) platform, consumers receive free credit scores, credit monitoring and recommendations to improve credit health. My LendingTree proactively compares consumers' credit accounts against offers on our network, and notifies consumers when there is an opportunity to save money. In short, LendingTree's purpose is to help simplify financial decisions for life's meaningful moments through choice, education and support. LendingTree, LLC is a subsidiary of LendingTree, Inc. For more information, go to [www.lendingtree.com](http://www.lendingtree.com), dial 800-555-TREE, like our Facebook page and/or follow us on Twitter @LendingTree.

**MEDIA CONTACT:**

[press@lendingtree.com](mailto:press@lendingtree.com)



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