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Residential Real Estate

U-Haul data shows Bay Area exodus continues, but region still attracts newcomers



Image: U-Haul International

Despite continued inbound traffic, U-Haul data reveals the Bay Area as one of the top sources of outbound migration as Californians relocate.

U-HAUL INTERNATIONAL



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Story Highlights

- Bay Area remains top source of outbound migration, per U-Haul report.
- California, and particularly the Bay Area, remains a top point of departure.
- Major metros and suburbs are attracting movers again post-pandemic.

The Bay Area continues to be one of the top places for residents to move out of, according to [U-Haul's](#) midyear migration trends report – yet it continues to attract a steady stream of newcomers.

The moving company [analyzed](#) one-way customer transactions from January to July 2025 to determine where its trucks, trailers and U-Box containers were headed across the 35 largest metro areas in the U.S. – each with populations over 2 million.

While smaller cities boomed in the wake of the Covid-19 pandemic as remote workers fled dense urban centers, the report notes recent trends showing a reversal: major metros and their expanding suburbs are once again attracting a steady influx of movers.

Bay Area outflows continue

Still, California, and particularly the Bay Area, remains a top point of departure.

U-Haul found that California ranked among the top 10 origin states for inbound moves in 11 of the 30 metro areas located outside the state. In other words, for nearly half of the non-California metros analyzed, the Golden State was a leading source of new arrivals.

Zooming in, U-Haul data shows that the Bay Area, including the San Francisco and San Jose metros, was listed seven times as a top origin for U-Haul moves going to other metros. Data shows Las Vegas, Los Angeles, Portland, Riverside, Sacramento, San Diego and Seattle are luring in Bay Area residents.

These findings reflect continued affordability pressures and shifting lifestyle preferences that continue to relocate Californians, particularly from the Bay Area.

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In San Jose, it was recently [reported](#) that residents would require nearly \$550,000 annual income to afford a median-priced home. However, the [area median income](#) for a family of four in the county is \$195,200, according to Silicon Valley at Home.

But Bay Area still attracts newcomers

At the same time, San Francisco and San Jose remain destinations for movers from other states and cities.

According to U-Haul data, the top origin states for arriving U-Haul customers into the Bay Area – excluding California – include Nevada, Washington, Oregon, Arizona, Texas, Colorado, Utah, Florida, Illinois and Pennsylvania.

Major metro areas outside California sending the most new arrivals to the Bay Area include Seattle, Phoenix, Reno, Portland and Las Vegas. Within California, many newcomers are arriving from Los Angeles, Sacramento, San Diego, Fresno and Riverside.

Statewide trends reflect continued out-migration

Earlier this year, U-Haul reported that [California ranked last in the nation](#) for state-to-state migration for the fifth year in a row.

Southern states dominated the top of the list, with South Carolina taking first place for the first time. Texas, North Carolina, Florida and Tennessee rounded out the top five, all of which were popular destinations for Californians relocating out of state.

California wasn't alone at the bottom of the rankings. New York hit its lowest point in a decade, coming in at No. 47, while Illinois ranked No. 45, Pennsylvania at No. 46, New Jersey at No. 48 and Massachusetts at No. 49.

“Migration to the Southeast and Southwest continues as families gauge their cost of living, job opportunities, quality of life and other factors that go into relocating to a new state,” said J.T. Taylor, president of U-Haul International, in the [report](#). “Out-migration remains prevalent for a number of markets across the Northeast, Midwest and West Coast – and particularly California”