

USPS Population Mobility Trends

A tabular dataset built upon aggregated USPS® change of address data (COA) and 2020 Census demographics (income, age, household size). The data is aggregated to highlight the 9 highest volume ZIP Code™ destinations (3 local, in-state, and out-of-state) people are migrating to for each source ZIP Code. Census demographic data is included for the top 3 volume breakdowns by demographic category (income, age, household size). Data is included if the total count of source and destinations exceed a threshold, currently a minimum of 10 COA records per pair.

In addition, an included summary file contains the total COA requests to and from a 5-digit ZIP Code, county, and state by month for the last four years. Totals are broken down by move type.

Many industries, such as real estate, marketing, retail, and construction can benefit from access to population mobility data. For example:

- ✓ Leveraging demographic data to get a snapshot into overarching real estate trends by identifying the top ZIP Code destinations for each source ZIP Code.
- ✓ Optimizing marketing campaigns by tailoring content to identified demographics (e.g. income ranges, new homeowners, age brackets) in a given area.
- ✓ Identifying potential areas of expected growth with target markets for the construction of new residential or commercial structures.

Key Benefits

Historical Data and Trends

Census Demographic Data

Unique Source and Destination Data

Fast Facts



Update Cycle
Monthly



Coverage
Nationwide



File Format
Comma Delimited



Price Model
Annual Subscription:

- Population Mobility Trends 12 Month – Internal: \$91K
- Population Mobility Trends 12 Month – Limited: \$120K
- Population Mobility Trends 48 Month Historical – Internal: \$137K
- Population Mobility Trends 48 Month Historical – Limited: \$181K
- Population Mobility Trends 48 Month Historical – Enterprise: \$277K*



Spatial Resolution
ZIP Code™ (Source – Destination Pair)



Included Fields
Source ZIP Code, Destination ZIP Code, Move Type, Census Demographics

High quality data and refresh rates are powered by USPS operational infrastructure:

- 231K Delivery Routes
- ~4B Daily 1-Second Breadcrumbs**
- More than 260K Mobile Devices
- More than 235K Vehicles
- 6-7 Days per Week of Delivery Data
- 165M Delivery Addresses

USPS Population Mobility Trends Data Sample

COA Date	OLD ZIP Code	OLD City	OLD State	OLD County	NEW Distance	NEW ZIP Code	NEW City	NEW State	NEW County	Total COA Volume	Old Address: Age 1	Old Addr Bus Perm Age 1	Old Addr Bus Temp Age 1	Old Addr Bus Highrise Age 1	Old Addr Fam Perm Age 1
202002	38118	MEMPHIS	TN	SHELBY	C	38118	MEMPHIS	TN	SHELBY	49	A2	2	0	2	17
202002	38118	MEMPHIS	TN	SHELBY	C	38115	MEMPHIS	TN	SHELBY	34	A2	0	0	0	8
202002	38118	MEMPHIS	TN	SHELBY	C	38116	MEMPHIS	TN	SHELBY	22	A2	0	0	0	3
202003	38118	MEMPHIS	TN	SHELBY	C	38118	MEMPHIS	TN	SHELBY	71	A2	1	0	0	25
202003	38118	MEMPHIS	TN	SHELBY	C	38115	MEMPHIS	TN	SHELBY	41	A2	0	0	0	12
202003	38118	MEMPHIS	TN	SHELBY	C	38116	MEMPHIS	TN	SHELBY	26	A2	0	0	0	11
202004	38118	MEMPHIS	TN	SHELBY	O	38671	SOUTHAVEN	MS	DESOTO	13	A2	0	0	0	1
202004	38118	MEMPHIS	TN	SHELBY	C	38118	MEMPHIS	TN	SHELBY	85	A2	2	0	1	29
202004	38118	MEMPHIS	TN	SHELBY	C	38115	MEMPHIS	TN	SHELBY	40	A2	0	0	0	9
202004	38118	MEMPHIS	TN	SHELBY	C	38114	MEMPHIS	TN	SHELBY	32	A2	0	0	0	10
202005	38118	MEMPHIS	TN	SHELBY	C	38118	MEMPHIS	TN	SHELBY	51	A2	1	0	0	16
202005	38118	MEMPHIS	TN	SHELBY	C	38115	MEMPHIS	TN	SHELBY	33	A2	1	0	0	9
202005	38118	MEMPHIS	TN	SHELBY	C	38116	MEMPHIS	TN	SHELBY	30	A2	0	0	0	9
202005	38118	MEMPHIS	TN	SHELBY	S	38401	COLUMBIA	TN	MAURY	16	A2	16	0	0	0

1 ZIP met the threshold for "O" moves
Top 3 "C" moves for March

"C" indicates in-county (local), "S" in-state, and "O" out-of-state

Age ranges are encoded; e.g., A2 is 25-34

"0" indicates that these data were not in the top 3 or were below 10 COA threshold

Dataset Fields

Source ZIP Code Data

Old ZIP Code, city, state, and country

New ZIP Code Data

New ZIP Code, city, state, and country

COA Data

Total COA, Month and year

Temporal COA Type

Temporary, Permanent

Move Type

Business, family, or individual

Demographics

Age range (10 year increments, household size, and income range)

For more information, please contact ncoalink@usps.gov.

*The Population Mobility Trends 48-Month Historical - Enterprise subscription renews at \$184,000.

**Average rate from April 2022-March 2023

