US and canada domestic mobility survey 2025

technology, information, and media: trends summary

Our US and Canada Domestic Mobility Survey Report 2025 is a comprehensive exploration into the dynamic intersection of macroeconomic challenges, employee experience, and the ever-evolving landscape of domestic mobility strategies. With the final report out now, we've taken a deep dive into the technology, information, and media sector to see what the data tells us.

Why it matters: Whether you're managing large-scale relocations, attracting key talent, or future-proofing operations, these insights provide trends and opportunities for improvements to domestic talent mobility in this sector.

THE FOLLOWING ARE KEY FINDINGS FROM 15 RESPONDENTS FROM TECH, INFO, AND MEDIA COMPANIES:

mobility activity

In this year's report, 73% of participants from tech, info, and media companies revealed that their mobility activity had either increased or remained stable—driven primarily by company growth, expansion into different markets, and local talent shortages.

The other side: In cases where mobility activity was reported as decreasing, cost containment strategies were listed as the top reason, followed by negative company growth, decreasing volumes in different markets, and hybrid solutions.

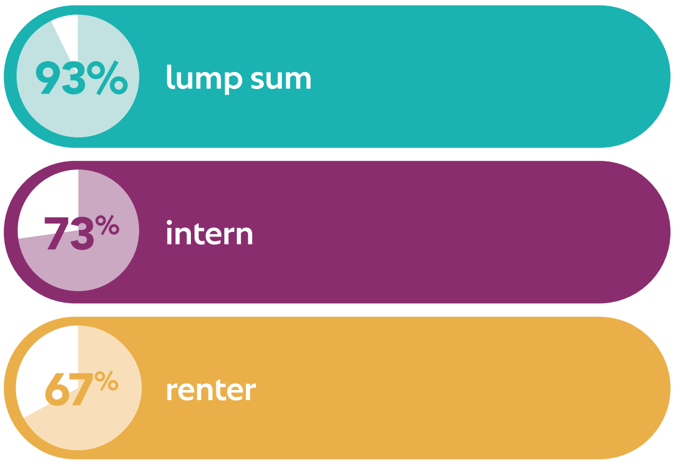
mobility volume

When examining move volume in the tech, info, and media sector over a 12-month period, 36% of respondents reported managing under 100 moves in the United States and Canada combined. More than a quarter (27%) managed 100-500 moves, and 36% over 1,000 moves.

In the United States only, respondents reported an even split between managing less than 100 moves or between 501-1,000 (50% each). In Canada, there was an interesting divergence with 90% managing less than 100 moves and 10% managing over 1,000.

move-types

Three move-types stand out as the most prevalent domestic offerings in the tech, info, and media sector:



The parent survey differed slightly across all industries: standard homeowner with home sale program led as the top move-type, followed by renter and lump sum.

in-house teams vs. program size

When asked about the number of in-house team members responsible for the oversight of domestic mobility in their organizations, respondents from tech, info, and media companies shared the following insights:

number of mobility-focused employees	percentage of participants
1	13%
2-3	47%
4	0%
5+	40%

relocation resistance

A key challenge is employee resistance to relocating. A significant 80% of participants from the tech, info, and media sector cite family or personal circumstances as the top driver of employees declining an assignment—almost as many as in the parent report (86%). Housing market challenges and spouse/partner employment issues were also listed—each by 60%.

What it means: Interestingly, all three reasons listed for turning down an assignment in this industry point to a quality-of-life issue—for employees and their accompanying family members. Whether the employee is part of a dual-income household, their partner is concerned about their own career trajectory, or their home quality would suffer due to a move, an employee may not want to relocate if it risks their current standard of living or social environment.

Where professionals in the tech, info, and media sector stand: How are mobility teams trying to overcome employee resistance to relocation? Additional temporary living was listed by a third of respondents, followed by settling-in services and a sign-on bonus (20% each). More than half (53%) reported doing nothing at all.

Room for improvement: While efforts being made do address the housing market challenge listed by participants, it's clear that the key to reducing employee relocation resistance is offering the kinds of benefits that best address these specific issues. One of the most impactful ways to do that is to provide spouse/partner support. Only 21% of companies typically offer this benefit across industries, as noted in the parent report. The tech, media, and info sector comes in even lower, with 13% offering this kind of support.

Spouse/partner support directly impacts the financial health of employees and the identity, career trajectory, and mental well-being of accompanying partners. Therefore, more companies could improve their employee assignment acceptance rates by offering spouse/partner support as a part of their assignment benefits package.

Companies aiming to boost assignment acceptance should focus on meaningful benefits, especially robust spouse or partner support, that can safeguard financial stability and foster greater career satisfaction. By caring for the whole family, organizations build trust and loyalty among employees.

mobility priorities vs. challenges

domestic mobility PRIORITIES	
parent report, across all industries	**tech, info, and media sector**
1 improving the employee experience (50%)	1 achieving a more flexible approach to mobility (e.g., core/flex, tiered policy) (53%)
2 improving in-house mobility processes and optimization (43%)	2 compliance (47%)
3 achieving a more flexible approach to mobility (e.g., core/flex, tiered policy) (42%)	3 improve in-house mobility processes and optimization (40%)

domestic mobility CHALLENGES	
parent report, across all industries	**tech, info, and media sector**
1 rising mobility costs (51%)	1 rising mobility costs (47%)
2 meeting relocating employee expectations (33%)	2 tax and compliance (33%)
3 achieving a more flexible approach to mobility (e.g., core/flex, tiered policy) (32%)	3 • achieving a more flexible approach to mobility (e.g., core/flex, tiered policy) (27%) • alignment with relocating employee population (27%) • current in-house mobility processes (27%) • extended business travelers/remove workers (27%) • macroeconomic pressures (27%)

The five-way tie for third place among top mobility challenges suggests that organizations in the tech, info, and media sector are facing a diverse set of equally pressing issues.

Zoom in: While compliance didn't make the list of top three challenges across all industries in the parent report, it remains a high priority in the tech, info, and media sector. This divergence may be due to the sector's heightened exposure to regulatory shifts, data governance pressures, and reputational risk. This means close collaboration with legal, immigration, tax, and data teams for mobility leaders—as well as proactive alignment with relocation management companies—is essential to navigate complexity and ensure compliant, seamless relocations.

Zoom out: When we consider the above priorities and challenges within the tech, info, and media sector, one thing is clear: organizations understand the importance of providing a positive employee experience, despite the challenge of cost control, yet tend to disagree on how to find a balance between the two.

mobility priorities vs. challenges (continued)

Cost saving measures: When asked what steps their companies were taking to achieve cost savings in their organizations, participants from the tech, info, and media sector listed adopting a more flexible approach to policy benefits (40%) and finding administrative process efficiencies (27%), which typically also support a positive experience for mobile employees and the teams that are relocating them.

However, they listed capping mobility policies and using lump sums more often (both at 27%), which can limit support and flexibility for relocating employees if not carefully managed. Without clear guidance on how to use lump sums—or thoughtful oversight of capped benefits—these cost-saving measures risk undermining the employee experience and creating avoidable friction for mobility teams.

lump sum and capped moves

In the tech, info, and media sector, 27% have policies that include a total capped amount, with 75% of these same respondents determining the dollar amount by level- or job-type. Lump sum moves are offered by 93%, with 64% calculating payment amounts by employee level and 43% calculating by family size and/or distance.

Rewind: The use of lump sums in domestic mobility has grown since the 2017 Cartus Domestic US Relocation Policy & Practices Survey, which showed only 29% using lump-sum policies across all industries. That's 64 percentage points below the 93% that we're seeing today in the tech, info, and media sector! This change is likely driven in large part by the industry's technology advancements and the growth in employee choice approaches available over the last decade.

Reality check: While many organizations utilize lump sum mobility models to cut costs up front, the result is often surprising: mobile employees who don't know what they don't know often front-load spending, leaving insufficient funds for the end of the move. The administrative hours that in-house teams spend troubleshooting add up, costing businesses time and money in the long run. Organizations planning to use a lump sum model should consider providing managed lump sum support in mobility programs to avoid setbacks.

flexible mobility

The need for greater adaptability within mobility programs is evident, with 40% of respondents noting an increased requirement, and 47% reporting that expectations have remained steady.

The drivers, however, reinforce our earlier point about a desire to provide a positive employee experience, while being mindful of costs. A total of 67% of participants from the tech, info, and media sector listed the top three contributors as changing employee expectations and needs, improving employee experience, and a need to reduce policy exceptions.

core/flex mobility models

Flexible mobility models—including core/flex—are a popular choice among businesses that are trying to build greater flexibility and cost savings into their mobility programs. Interestingly, 40% of companies in the tech, info, and media sector contemplated adopting a more flexible approach to policy benefits, and only 7% considered incorporating a core/flex delivery model into their mobility program.

Of those considering it, there's a varied approach to who would select the flexible benefits. Specifically, half reported that relocating employees themselves would make the selection, while another 17% each indicated their internal global mobility team or hiring manager would be responsible.

The bottom line: Strategically designed core/flex delivery models enhance the employee experience, allow internal teams to meet business goals and needs better, and reduce exceptions. One size doesn't fit all regardless of who selects the flexible benefits: for a core/flex delivery model to be successful, internal teams must truly assess individual employee needs, rather than make assumptions—and address them when designing and implementing their mobility programs.

non-traditional benefits

When asked about non-traditional benefits that should be included as flexible offerings to attract relocating employees, respondents from the tech, info, and media sector highlighted various options:

- Cash-out (53%)
- Cleaning services (27%)
- Gift cards, pet support, and/or put away services for household goods delivery (7%)

An even 20% said they do not provide non-traditional benefits.

Consider this approach: While non-traditional benefits, such as cash-out options, are available, clients may prefer to structure these as part of a graduated offering. This encourages greater use of managed benefits, delivering higher levels of care and value.

Policy structure example:

- Each benefit point represents a fixed value in services (e.g., 1 point = $500 in services).
- If a participant opts to cash out a point instead, the value is reduced (e.g., 1 point = $300 in cash).
- To preserve the integrity of the program and promote service utilization, a maximum of 5 points may be cashed out.

talent acquisition & retention

To better meet the needs of both employees and the business, companies are investing in the following strategies to attract and retain talent:

- Adding benefits to attract key talent for relocation (47%)
- Developmental assignments (20%)
- Improved software for tracking/compliance purposes (20%)
- Partner support for career search as part of relocation (20%)
- Pre-decision support (20%)

A key difference: These differed slightly from the top options that were listed in the parent report, such as adding benefits to attract key talent for relocation (24%); incorporating new, inclusive policy elements to better reflect changing employee needs (21%); and developmental assignments (14%).

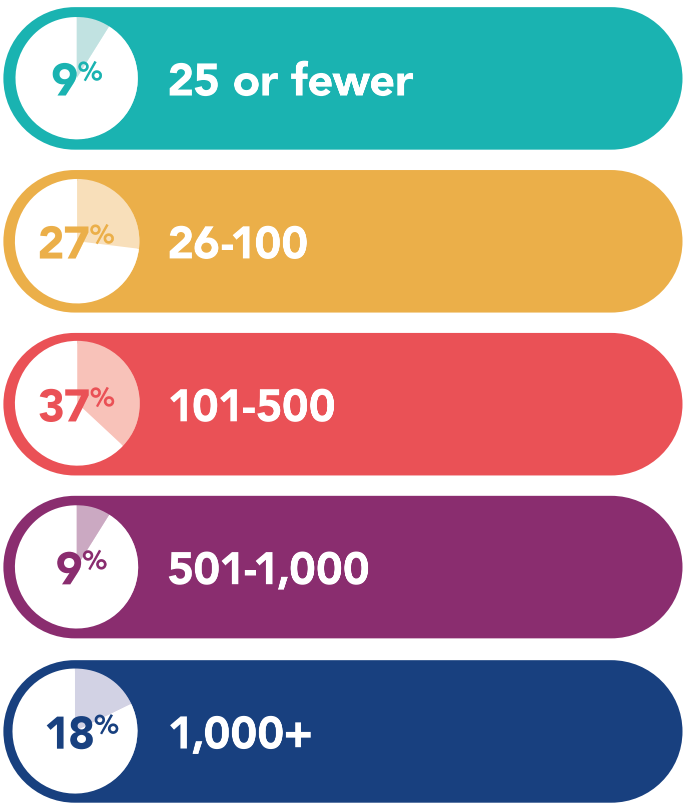
internship programs

The spotlight survey reveals that 73% of respondents from the tech, info, and media industry support domestic internship programs—a material increase compared to the parent report's 62%. Within these internship programs, 100% of respondents support student summer interns, while 46% offer early career, part-time interns.

hit play and get inspired:

Tune in to our Mobility Matters podcast episode, "[Maximizing Internship Success: Strategies for Attracting, Retaining, and Relocating Top Talent]" featuring insights from Doris Ng, Program Manager – Early Career, Medtronic.

Annual intern program volume



Diverse and comprehensive benefits: Across industries, 88% of our parent report respondents offer interns either a salary or lump sum payment. In the tech, info, and media sector, benefits appear more varied:

- 64% provide lump sum-only for move
- 46% offer en route travel
- 36% offer a monthly housing stipend
- 27% provide coordinated housing (directly billed)
- 27% offer a salary or hourly wages

Resources provided to interns are intended to ensure a successful onboarding experience. The most popular resources provided by tech, info, and media companies include an onboarding company orientation (55%), performance objectives and coaching (55%), destination orientation (36%), and roommate matching or cohorts (36%).

Collaboration among interns is mostly encouraged through company intranet sites (46%), Yammer/Viva Engage communities (36%), and website resources (27%).

Reality check: 18% of tech, info, and media companies surveyed offer their interns no resources at all; this could be problematic among a population with limited to no prior work or independent living experiences. In addition, providing no support to interns has been found to negatively impact the ability to recruit talent from lower socio-economic backgrounds, potentially limiting access to qualified candidates.

tracking intern conversions

This sector is ahead of the game regarding tracking intern conversion rates: 82% of respondents offering internships are tracking advancement into permanent roles, compared to 67% in the parent survey.

Why it matters: Given the connection between internship programs, cost-effective recruitment, and talent pipelines, enhancing tracking mechanisms for intern conversions is crucial to organizational ROI and reaching long-term business objectives.

real estate market

Exactly 67% of respondents from the tech, info, and media sector offer a home sale program. The most effective measures being implemented to assist employees with their home sales include marketing assistance (90%), mandating network broker utilization (70%), completing appraisals up front (40%), and setting list price restrictions (40%).

Survey participants from the tech, info, and media sector had this to share when asked what benefits their organizations added/were considering to support destination housing purchase:

- Home purchase assistance (40%)
- Duplicate housing (20%)
- Cash incentive (10%)
- Mortgage buy down (10%)

Nearly a third (30%) indicated they were not considering adding benefits.

US buyer representations agreement

Of those managing moves within the United States, 33% indicated they understood the changes/potential impact of The National Association of Realtors (NAR) US Buyer Representations Agreement to their program very well, and 40% somewhat understood the legislation.

On hold: A total of 100% of participants in the tech, info, and media sector have not made changes to their program in response to the settlement—and 53% are not sure whether they will in the next two years. However, of the 27% that do anticipate making changes in the future, 80% reported that they'll monitor program outcomes to determine long-term impacts.

technology

Not surprisingly, respondents in the tech, info, and media industries appear more open to a tech-first service delivery model. Only 60% said they are not looking for tech-only solutions for specific move-types, compared to 89% in the parent company. When considering their relocation program administration, the following tools and technologies were listed as the most critical to their company:

- Data analytics
- One source of truth for all mobility data
- Integration with all suppliers and Human Resources Information Systems (HRIS)
- Total cost reporting
- Chat capability (e.g., instant messaging functionality)

artificial intelligence

More than a quarter (27%) of respondents within this industry indicated they were looking to use AI for data analytics and streamlining processes. Overall, while there appears to be some interest in leveraging AI for relocation, only 13% of respondents indicated that their organizations are integrating AI into relocation today—a surprising contrast to the increased appetite for tech-only solutions identified previously.

DEI

While the acronym of "DEI" is becoming less prominent in some organizations today, inclusion, belonging, and the employee experience remain critical to most talent management strategies. When asked where they stand in terms of aligning relocation with their organization's DEI priorities, a third of participants from the tech, info, and media sector shared that they are making progress.* Other respondents shared that their relocation team is seen as a DEI ally or is considered a leader in the DEI space (27% each).

Reality check: To improve the employee experience, companies need to understand employee needs, which are often influenced by individual circumstances and cultural expectations. Workforce engagement and productivity are also heavily impacted by whether employees feel seen, heard, and valued by their employers. To meet the top priorities and challenges listed in this report, decision makers would benefit from considering inclusion, belonging, and emerging needs as they align their mobility programs with their company's talent strategy and business objectives.

*"Making progress" in this context may include partner support, leveraging employee resource groups (ERGs), or providing cross-cultural and/or language training.

remote, hybrid, and extended business travel moves

What do we mean by Extended Business Travel (EBT), hybrid, or remote moves?

EBT: Business-initiated request for the employee to work from a different business location for a defined period (e.g., employee travels from Canada to the United States to work from their New York office for an extended time, typically 30 to 90 days)

Hybrid: Employees work partly at home and working in the physical office (e.g., 1-2 days a week)

Remote work: Employee-initiated request to work from a location that is different from their permanent residence for a defined period (e.g., an employee based in California wants to work from Texas for two months during the summer)

Work from home: Everyone works at their place of residence

While these types of moves have become a permanent feature of workforce mobility, they continue to present challenges for HR and mobility professionals.

When it comes to program responsibility, 44% of respondents said their corporate HR department manages the organization's domestic remote work policy, while a third said their total rewards department handled the function.

remote/hybrid workers

number of remote workers	respondents (%)
0-100	33%
101-500	45%
1000+	22%

Exactly 60% of participants from the tech, info, and media sector in the United States and Canada have remote workers. All of them offer medical coverage, 75% offer remote work equipment, and a quarter offer compliance support. Respondents shared the following regarding their US and/or Canadian programs:

extended business travelers (EBTs)

When asked how many extended business travelers (EBTs) they expected having, tech, info, and media respondents shared:

number of EBT's	respondents (%)
0-100	56%
101-500	33%
1000+	11%

Of those that are actively tracking their EBTs movements, 83% rely on employees self-reporting, and 17% rely on an IP address. Of those that aren't tracking, only 11% reported seeking a process for tracking today.

Reality check: The number of organizations that don't track their EBTs (33%) is a concern. Knowing employee locations for legal and tax compliance, security, and employee safety is crucial in today's ever-changing domestic mobility landscape in both the United States and Canada. The cost of non-compliance far outweighs the investment in available tracking solutions.

sustainability

More than half (53% of respondents from the tech, info, and media sector said their organization had a corporate sustainability strategy covering the entirety of the business and its supply chain, while a third weren't sure their organization had a plan. When assessing a partner's engagement and level of sustainability performance, 20% said it was desirable and 20% said it was essential for the allocation of business. According to 53% of respondents, it was not a priority at all.

listen to our *mobility matters* episode, green relo dreams – sustainability in motion

When asked about their approach to sustainable mobility choices, 13% of respondents indicated that the business made those decisions. The largest share (73%) said that sustainable mobility choices are not currently being developed.

Reality check: Sustainability efforts accomplish a lot more than you think. Programs like "discard and donate" and organizations like [Move For Hunger] cut costs, lower emissions, and give back—all at the same time. With almost a third of tech, info, and media companies not pursuing a specific sustainability strategy yet, this sector has room for improvement. Making smarter, more meaningful strategies benefits mobile employees, businesses, local communities, and the wider world.

policy review

Exactly 53% of respondents are considering reviewing their domestic policies this year, driven by reasons including employee experience, flexibility, cost, and a focus on talent. Additional motivators include achieving program simplicity and business oversight.

Reality check: As you revisit your mobility policy, focus on key priorities: flexibility, compliance, process improvement, and employee experience. Tackle rising costs and new challenges by communicating openly with your workforce, streamlining mobility processes, and collaborating across teams. With the right strategies, you'll ensure your mobility programs are agile, compliant, and ready for the future.

ready for the road ahead

Domestic mobility across the United States and Canada is shifting rapidly—mirroring changes in the global talent market. Companies are feeling the push to elevate the employee experience, while managing the pressures of rising costs. By developing innovative and strategic solutions and putting employees at the heart of corporate relocation programs, companies like yours will be better able to tackle both the opportunities and challenges that lie ahead.

For more advice and recommendations on your domestic or global mobility programs, email cartussolutions@cartus.com or visit cartus.com.

read our full report!

Drawing on experiences from 106 talent mobility respondents, the data in the Cartus US and Canada Domestic Mobility Survey 2025 represents construction, consumer services, extraction (oil, gas, and mining), finance, manufacturing, media, retail, tech, and transportation industries.

This report explores the intra-country programs and move volumes in the United States and Canada. Download your copy now to discover how organizations are responding to shifts in mobility volume and activity, navigating the housing market, managing remote work dynamics, and adopting flexible mobility practices. Plus, we explore the growing focus on DEI and sustainability in mobility functions.

Pressed for time? Read our Executive Summary here.