



2021 NEW MOVER TRENDS REPORT





Porch Group Media commissioned The Harris Poll to conduct the 2021 New Mover Trends Report. The Harris Poll is a leading American market research and analytics company that has been tracking the sentiment, behaviors and motivations of American adults since 1963. In addition to the traditional consulting offered, Harris has developed software data platforms that allow brands to track health and campaign success. The firm works with clients in three primary areas: brand strategy and tracking, corporate reputation, and research for public release. [Visit Website](#)

Research Methodology

The 2021 New Mover Trends Report was conducted online by The Harris Poll on behalf of Porch Group Media, a Porch Group company, between July 7th – 16th, 2021 among 1,006 adults ages 18+ in the US who have moved in the past 12 months and/or are planning to move in the next 3 months. Raw data were statistically weighted where necessary by age by gender, race/ethnicity, region, education, income, size of household, marital status, and employment status to bring them in line with their actual proportions in the population.

Background & Objective

The 2021 New Mover Trends Report focused on various characteristics and decisions new movers make. In particular, the driving force behind the decision to move, their budget, plans for new items to purchase and new services they may need. Additionally, the study sought to gain insight into the likelihood of new movers to try other brands and companies and what exactly entices them to such brands/companies.

About the Porch Group Family of Companies



Porch began as a home services marketplace for homeowners to find high quality professionals to help with home maintenance and improvement. Over time, Porch has expanded to help simplify home ownership throughout the entire lifecycle of owning a home including finding movers, the right insurance policy, and more. [Visit Website](#)



Porch Group Media, is the leader in new mover marketing. Porch Group Media delivers insight on more movers, with more context, and greater precision than any provider in the market. Our mover marketing solutions, powered by Porch technology, deliver early access to 90% of US homebuyers. Porch Group Media links move, consumer, shopping intent, and property insight to deliver highly personalized, omnichannel, one-to-one new mover marketing campaigns and outcomes across multiple industries. [Visit Website](#)



As the internet’s best-reviewed mover marketplace, HireAHelper is relied upon by over 2,000 local and long-distance Moving Service Providers across the country. For over ten years, HireAHelper has been connecting local companies and industry-leading partners alike to hundreds of thousands of real-time jobs (never leads), plus supplying businesses with 7 days a week, award-winning customer service, professional claims resolution, and consistent touch-points for moving customers at every price-point. [Visit Website](#)



Inspection Support Network is the industry’s most trusted software solution for inspectors. With an incomparable portfolio of easy-to-use tools, ISN enables inspectors to simplify, streamline, and grow their businesses. Whether it’s a sole proprietor or a team of 20, ISN helps home inspectors build company brands, automate workflows, and manage customer and agent relationships. [Visit Website](#)



Palm-Tech Home Inspection Software is the industry standard for easy to use mobile report writing software. Palm-Tech’s focus on ‘keep it simple’ gives home inspectors an easy to use and reliable experience that helps them save time and avoid headaches. [Visit Website](#)



iRoofing is a software solution designed to help contractors close and manage more sales. From getting a lead to closing the sale and ordering materials, iRoofing has been able to attract a broad network of roofing contractors, builders, insurance adjusters, construction materials manufacturers and distributors whose adaptation to technology has produced many success stories. [Visit Website](#)



Kandela makes the moving experience convenient and hassle-free. The complimentary concierge service offers a convenient, simple way to connect all home services and change addresses saving customers time before, during, and after their moves. [Visit Website](#)



Elite Insurance Group removes the hassle from shopping for insurance. Within minutes, customers can compare quotes from top insurance companies using our smart technology so they can pick the right policy for their budget and needs. [Visit Website](#)



HOA is a Managing General Agent (MGA) and insurance carrier hybrid with high margins and a capital efficient reinsurance strategy which limits retained risk. HOA operates in six states, including Texas, Arizona, North Carolina, South Carolina, Virginia, and Georgia. The company was founded in 2006 in Texas, a \$10 billion homeowners insurance market, and was the 12th largest home insurer in Texas in 2019. HOA is licensed to operate in 31 states, positioning it for nationwide expansion as part of Porch. [Visit Website](#)



Rynoh is a technology company that protects the real estate transaction by providing settlement agents with continuous end-to-end account auditing, daily reconciliation, transaction monitoring, anti-fraud algorithms and built-in automated reporting. [Visit Website](#)

Executive Summary

According to U.S. Census data, almost 30 million people moved in 2020, and this trend seems to be continuing, with 2021 marking a year for a massive influx of first-time home buyers. The Porch 2021 New Mover Trends Report, conducted by Porch's business Porch Group Media with research performed by the Harris Group, delves into the profile of today's modern mover and their purchase behaviors.

The move is one of the most economically impactful life triggers. With more than \$11,000 on average spent per move, movers are purchasing goods and services across numerous categories, many of these items before the move even occurs. With multiple purchase decisions consumers have to make, movers often have a permission to buy mentality, making this audience an extremely valuable opportunity brands simply can't afford to ignore.

Movers are also extremely open to trying to new brands and services. According to the research, 90% of movers say they would try a new brand or company for any item and 88% say they would try a new provider for any service. As a result, brands have a tremendous opportunity to engage in customer acquisition while also implementing customer retention strategies.

The most important part of engaging with new movers is being able to effectively reach them where they are in their mover journeys. Movers are purchasing items and services for their new homes up to twelve months after the move, however our survey uncovered that many movers are making purchases well in advance of their move. In fact, 64% of movers research and make purchases for items prior to moving and 53% change service providers service prior to moving. As a result, brands should be actively engaging with movers throughout the entire move process, beginning as soon as a consumer is signaling pre-move behaviors.



Introducing MoverTech – A New Generation of Mover Marketing

For years, mover marketing hasn't changed—little differentiation between vendors, few insights into pre-move indicators, and a focus on direct mail channels. Until now.

MoverTech is fueled by Porch technology, who provides software and services to home services companies. Through these companies, Porch gains early access to homebuyers, seeing 90% of all houses bought in the U.S. per year. This proprietary source of information is combined with Porch Group Media's rich foundation of marketing data and insight to form the MoverTech suite of mover marketing data and technology solutions.

To learn more about MoverTech, [visit our website](#).





LET'S GET MOVING!

Movers represent a lucrative segment for many businesses. However, movers are not only a high-spending group. They are also in a transitional stage, which makes them more open to developing new brand loyalties.

The 2021 New Mover Trends Report by Porch dives into the profile of the modern mover, what motivates them, and how they spend so you can start turning new movers into new customers for your business.



PROFILE OF TODAY'S MOVER

PROFILE OF TODAY’S MOVER

Millions of people move every year, with 2021 marking a year for a massive influx of first-time home buyers. So, who is the modern mover of today and what is motivating them to move?



SECTION OVERVIEW

- ➔ Upsizing, or moving into bigger homes to support their growing families, is the primary reason why movers move.
- ➔ More than half (64%) of movers have had a recent life event, such as starting a new job or getting married.
- ➔ Nearly three-quarters of new movers are planning their next move within the next 12 months.
- ➔ Homeownership is on the rise. More than half (61%) of those who are planning to move in the next three months are looking to own their homes.

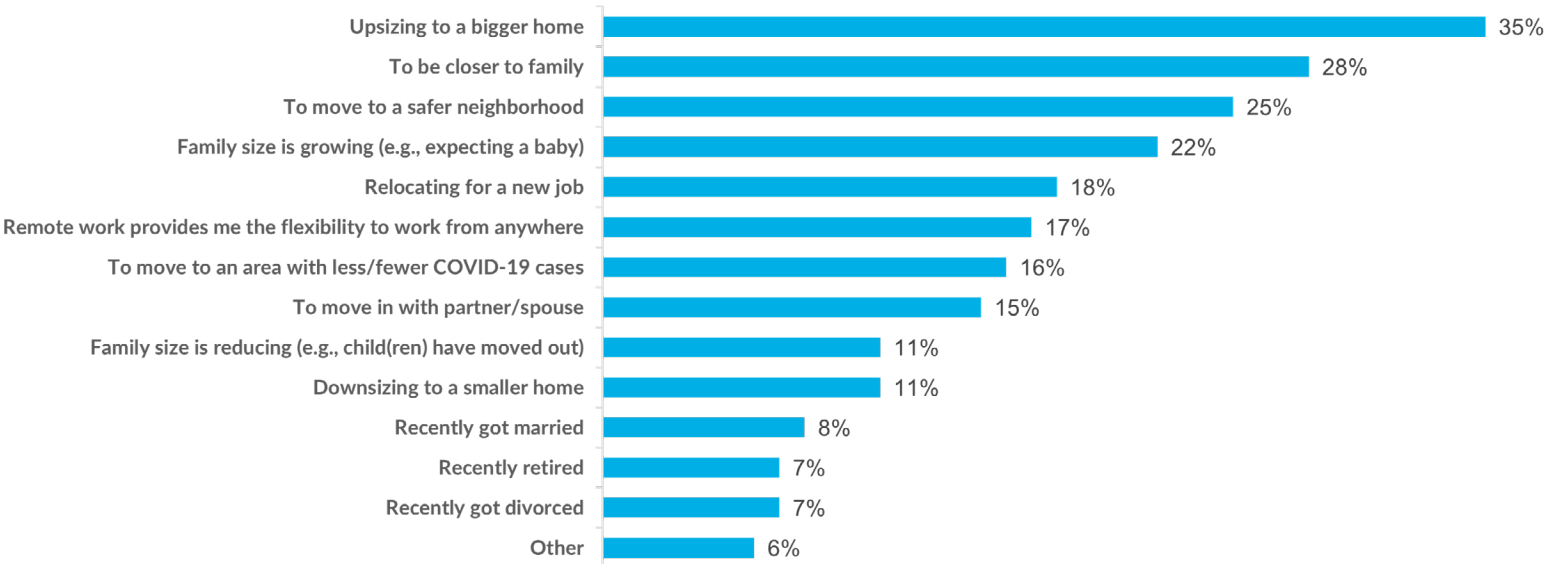


Upsizing to a Bigger Home is the Top Reason for Moving

According to 35% of movers, the primary reason for moving is to move into a larger home. Other top reasons for moving include being closer to family (28%), moving to a safer home (25%), family size is growing (22%), and relocating for a new job (18%).

Reasons for moving also reflect how consumers are responding to COVID-19, such as relocating for a new job (18%), more flexibility to work remotely (17%), and moving to an area with fewer COVID-19 cases (16%).

Reasons for Moving / Planning to Move



Family Life Largely Drives Moving Plans

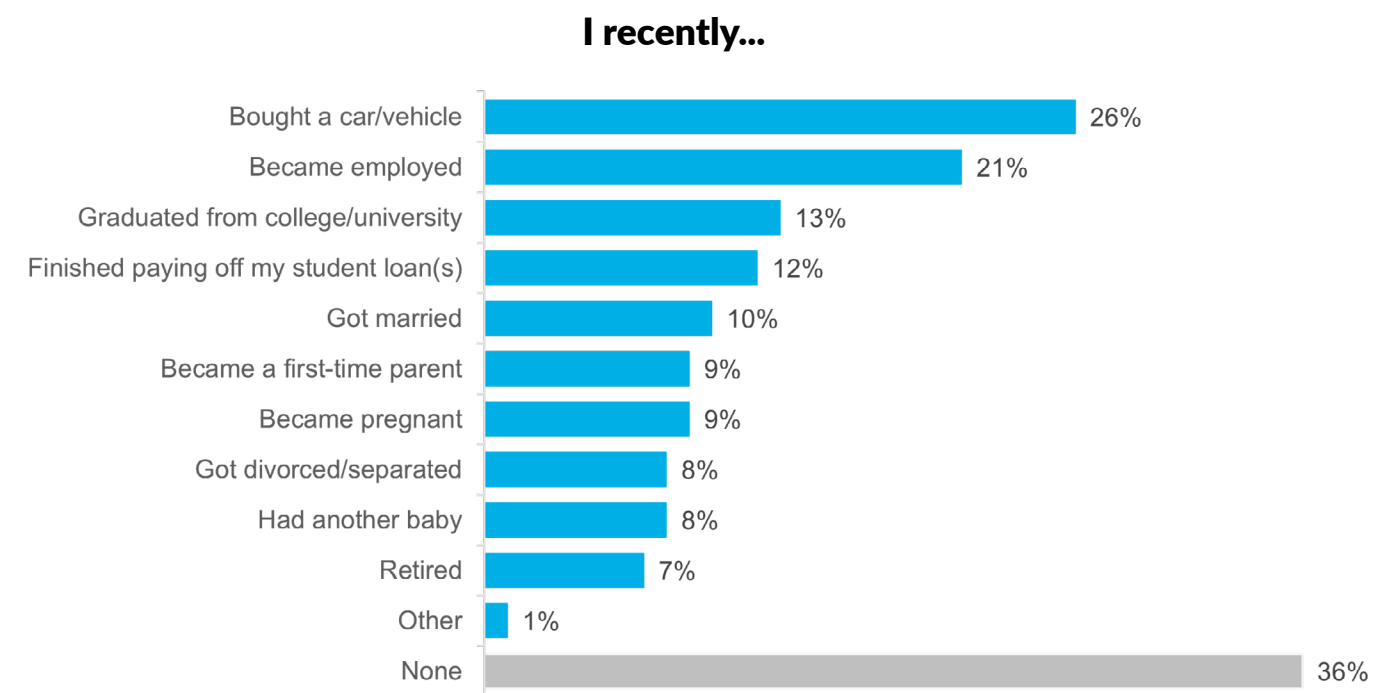
77% say **moving** will have a **positive impact** on their **family and themselves**.





The Connection Between Recent Life Events & Moving

As consumers experience life events such as getting married, having children, graduating college, and other life events, their needs, purchase behaviors, and lifestyles often change. Our research discovered that an incredible 64% of new movers experienced a recent life event. Interestingly, over a quarter (26%) of new movers, recently bought a vehicle, perhaps indicating a change in income or financial circumstances. The second top life event was becoming employed (21%).



64% of Movers have had a Recent Life Event

Common life events included **buying a car/vehicle (26%)** and **becoming employed (21%)**.



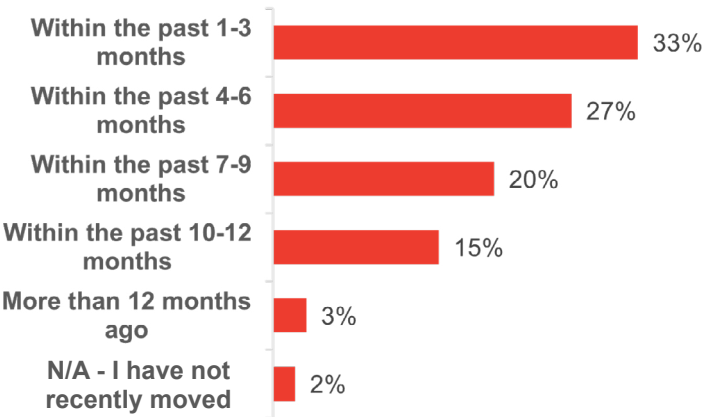


On the Move

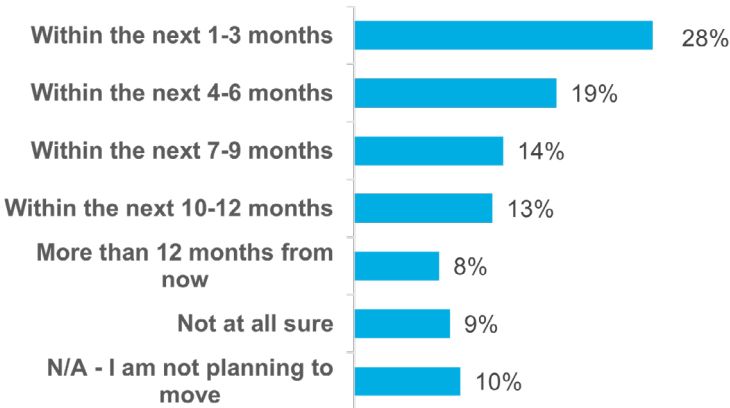
Nearly Three-Quarters of New Movers are Planning Their Next Move Within 12 Months

People are clearly on the move, and they are not staying put in any one place for very long. Almost half (47%) plan to move again within six months. Therefore, marketers need to continuously monitor their customer files to ensure they have current and accurate contact data and data sources to reach new consumers moving into their trade area.

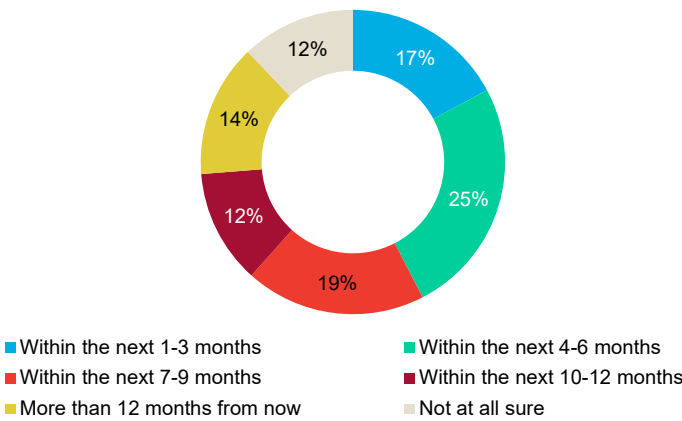
Most Recent Move



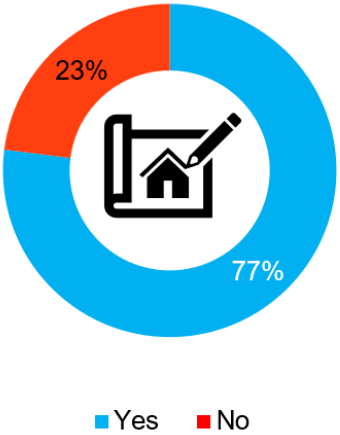
Next Move Planned



Anticipation of Next Move



Reporting Move to the US Postal Service



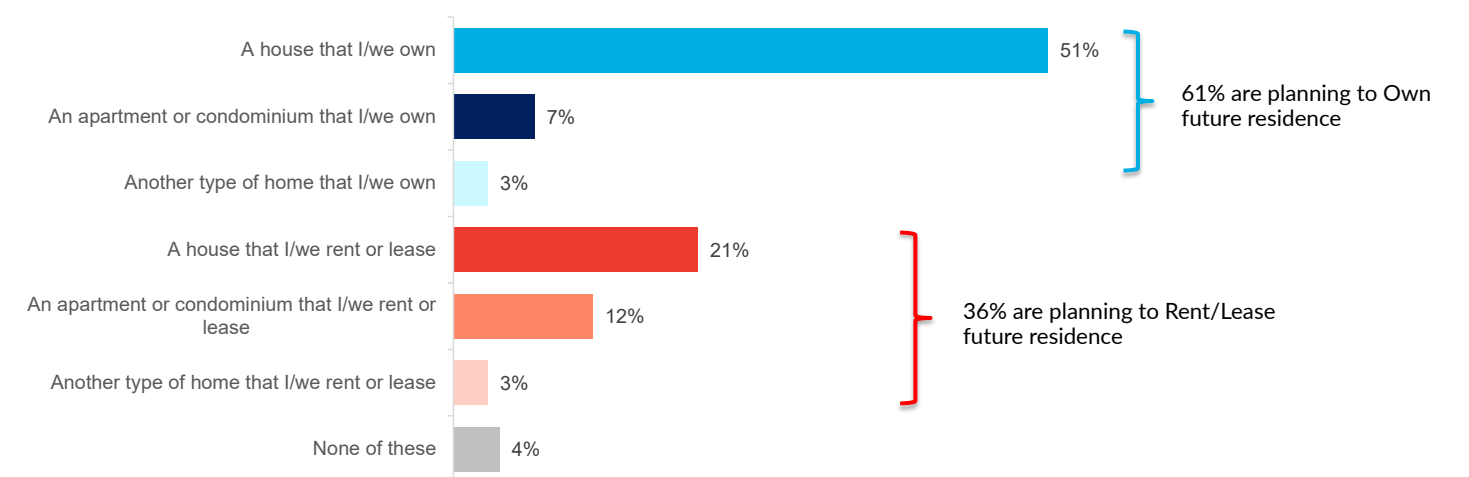


Homeownership is On the Rise

Those Planning to Move in the Next Three Months are Looking to Own

Consumers are looking to put down roots. Of those planning to move in the next three months, 61% are planning to own a residence (A house for 51% of respondents and an apartment or condominium for 7%).

I/We are planning to live in...





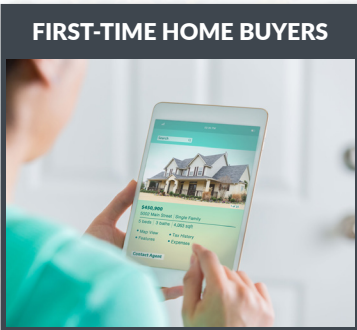
PROFILE OF TODAY'S MOVER

WHAT THIS MEANS FOR MARKETERS

Engaging with Movers Who are Upsizing to a Bigger Home

Upsizing or moving into bigger homes to support their growing families is the primary reason movers move. An understanding of these motivators can inform better marketing strategies. MoverTech offers a “Moving Up” segment so marketers can target consumers who are upsizing to a bigger home. This segment is typically 30-49 years old, has income under \$80,000, and includes life triggers such as a new baby or recent college graduate in the house.

MoverTech’s High Performing Mover Segments



MOVING UP

A man and a woman are in a new living room, surrounded by moving boxes. The woman is pointing at something off-camera, and the man is looking on.

Key Demographic Characteristics

- 30-49 years old
- Income under \$80K with a skew to the lower end

Key Life Event Triggers

- New baby
- Recent college graduate in the house

What They’re Shopping For

- Actively searching for roofing and insulation



- ➔ When communicating to an audience who is upsizing to a bigger home, brands have the opportunity to tailor their message accordingly. For example, more space may indicate a need for more items – furniture, home goods, outdoor equipment, and more.
- ➔ This audience may also be more conscientious of deals and savings. More space means more to buy, and this audience will gravitate towards messaging that takes this into consideration and offers discounts and bargains.
- ➔ Our research shows that movers are incredibly open to establishing new relationships with brands and have little brand loyalty, so brands should use messaging that showcases savings to turn these new movers into new customers today, and loyal brand advocates down the road.

Home Ownership is On the Rise

More than half (61%) of movers who are planning to move in the next three months are looking to own their homes. MoverTech’s “First Time Home Buyers” audience allows marketers to target new home buyers. This MoverTech audience segment consists of movers with an income of \$60-\$80k, between 40-60+ years old, and who have had life events such as a recent marriage.

Utilizing MoverTech’s Mover Segments Powered by Data

FIRST-TIME HOME BUYERS



Key Demographic Characteristics

- Skew to \$60-\$80K income
- Pocket of age 40-60+ consumers that could be an opportunity

Key Life Event Triggers

- Recently married
- Starting a new job

What They’re Shopping For

- Actively searching for mortgage, kitchen, and bath

How to Engage

Like movers upsizing to a larger home, brands should focus on messaging that highlights savings and deals. A first-time homebuyer may be furnishing more rooms and looking for a range of new services, so appealing to this audience with budget conscious offers and personalized messaging is a sure way to win them over in the short-term and cultivate long-term customers.





Movers are On the Move

Nearly three-quarters of new movers are planning their next move within the next 12 months. Brands often focus on new customer acquisition, but retention should be at the top of every marketer’s radar. The following statistics show the effectiveness of customer retention strategies:

- Acquiring a new customer can cost five times more than retaining an existing customer.
- Increasing customer retention by 5% can increase profits from 25-95%.
- The success rate of selling to a customer you already have is 60-70%, while selling to a new customer is 5-20%.

Learn If Your Customers are Moving Before They Move

MoverMatch

Using CRM data and 3rd party data, MoverTech’s MoverMatch solution helps brands learn if their customers are moving before they move so marketers can implement retention strategies. MoverMatch identifies movers across the moving journey using a brand’s CRM data to retain movers at their new location.

- Match move data to your CRM file. Datasets include likely movers, verified premovers and post movers.
- Execute campaigns across email, direct mail, social, and display.




MoverMatch Case Study


A major home improvement retailer used MoverTech to expand and monetize its premover audience. By engaging movers earlier in the process by tapping into potential mover and pre-mover insights, this retailer uncovered a moving signal a month earlier than typical, representing a significant opportunity to engage with movers when they’re actually in the market for many products.




Proven Results of MoverMatch




Delivered premover audience lift of 45%



Client received moving signal a month earlier than normal in 35% of the cases



MoverTech audiences outperformed client audiences in social channels



14% of the MoverTech audience purchased from the client



HOW TODAY'S MOVER SPENDS

HOW TODAY'S MOVER SPENDS

While a third of new movers say they budgeted for expenses related to either the move itself or the purchases they need to make when they move, few budgeted for both. Not only do these movers cite that the move is more expensive than they thought, but they also feel they need to spend less on non-move related items to make up for moving costs.



SECTION OVERVIEW

- ➔ On average, movers spend \$11,826 on all items and services within the first 12 months of moving.
- ➔ A substantial majority of movers say they would be likely to try a new brand/company for any items (90%) and a new provider/company for any services (88%).
- ➔ Around a third of those planning to move in the next three months say they have a budget in mind for the purchases they need to make once they move, but not the actual move itself.
- ➔ The top items movers typically purchase within the first 12 months of moving are furniture/home decor, a TV, and appliances.
- ➔ Internet, utilities, and home security top the list of services movers anticipate needing to find a provider for within the first 12 months of moving.
- ➔ 46% of movers say they use online research to research the types of business items they may purchase. Over three in ten (37%) movers utilize online customer reviews and recommendations from family/friends/neighbors.

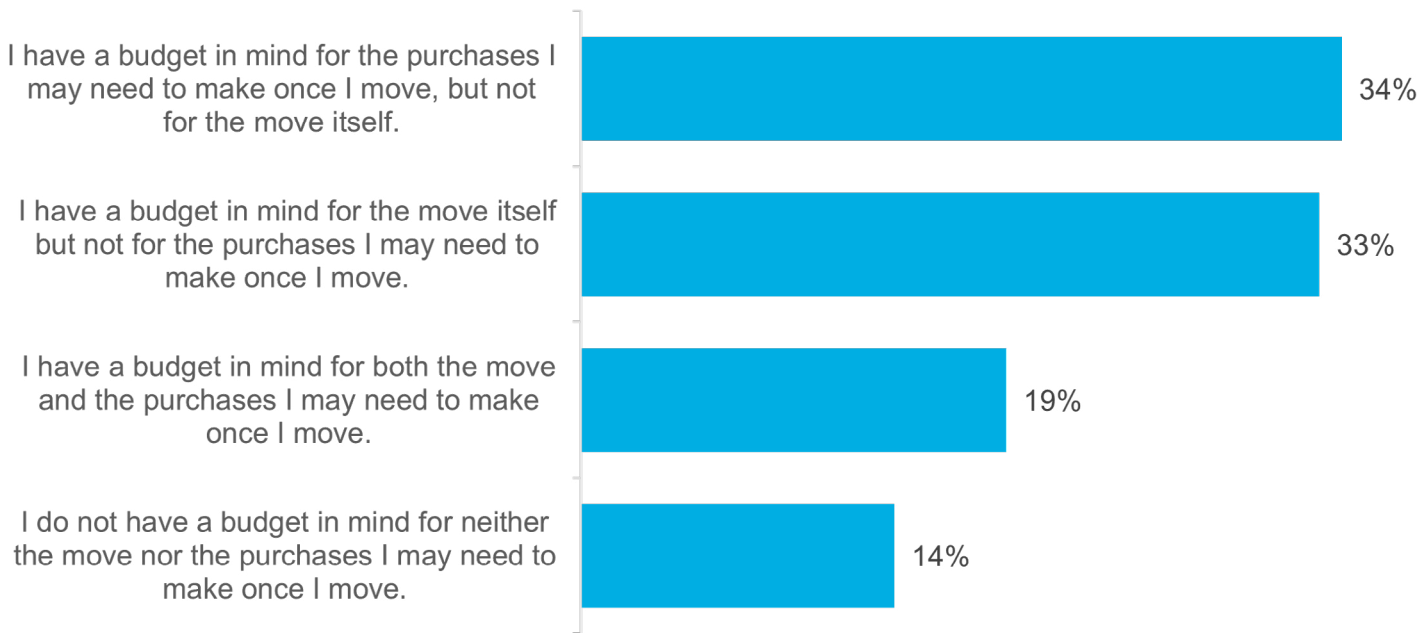


New Mover Budget Planning

Around a third (34%) of those planning to move in the next three months, say they have a budget in mind for the purchases they may need to make once they move, but not for the move itself. Additionally, another one in three (33%) say they have a budget in mind for the move but not for the purchases. Yet less than a fifth (19%) are budgeted for both.



Do you have a budget in mind for the amount of money you are comfortable spending on both the actual move itself and any purchases you may need to make once you have moved?



A third of new movers are budgeting for either the move or purchases, but few are budgeting for both.

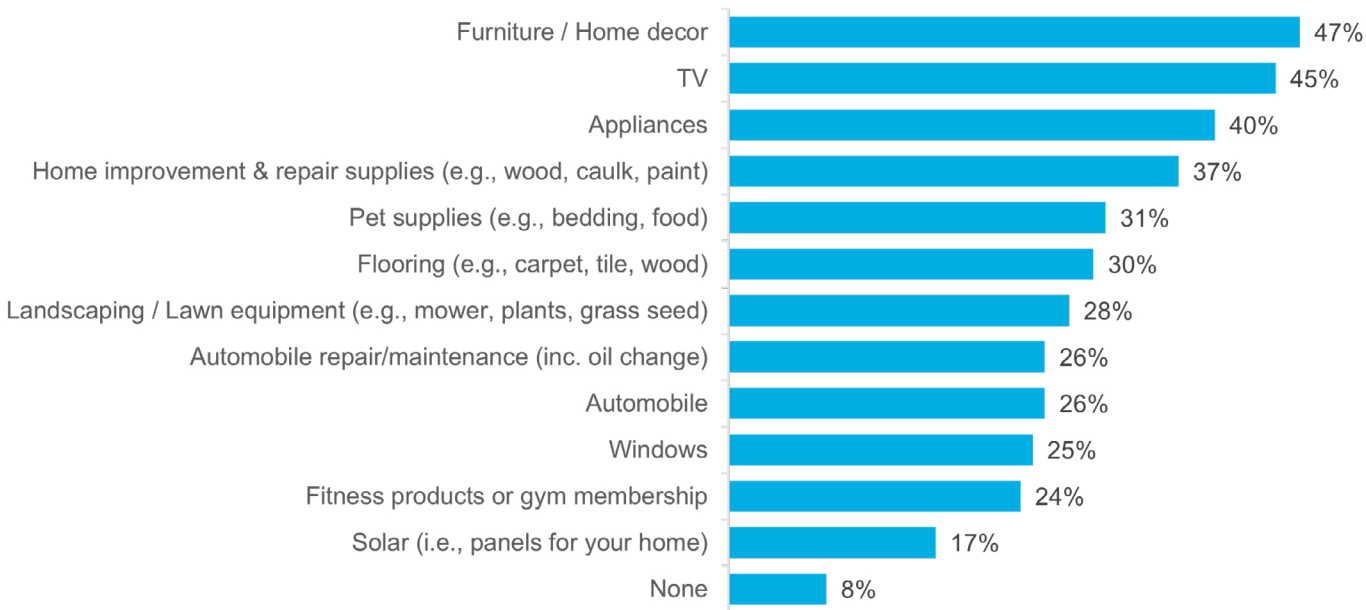




Top Items Purchased

Within the first year of moving, movers are actively shopping for various items to settle into their new homes. The top items new movers purchase/anticipate they will purchase within the first 12 months of moving are furniture/home decor (47%), a TV (45%), and appliances (40%). Marketers need to target moving consumers browsing for these items to reach them before their competitors by utilizing omnichannel marketing campaigns powered by in-market intent data.

Which of the following type(s) of items did you/do you anticipate you will purchase within the first 12 months of moving? Please select all that apply.



Use MoverTech to target movers browsing the web for the goods and services you sell.

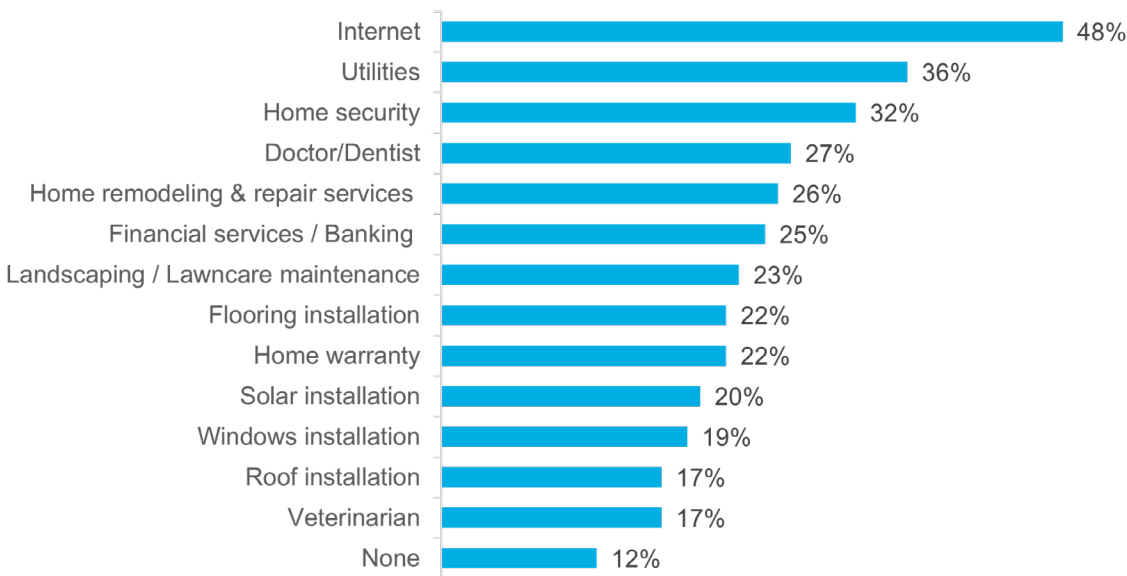




Top Services Purchased

Internet (48%), utilities (36%), and home security (32%) top the list of services they have/anticipate they will need to find a new provider for within the first 12 months of moving. Marketers need to target moving consumers browsing online for these services to reach them before their competitors. By using hundreds of sources of offline and online data, best-in-class technology, and data analytics marketers can reach in-market consumers based on their browsing and shopping activity.

Which of the following type(s) of services did you/do you anticipate you will need to find a provider for within the first 12 months of moving? Please select all that apply.



Internet is the most highly anticipated service movers expect to purchase within the first 12 months of moving.



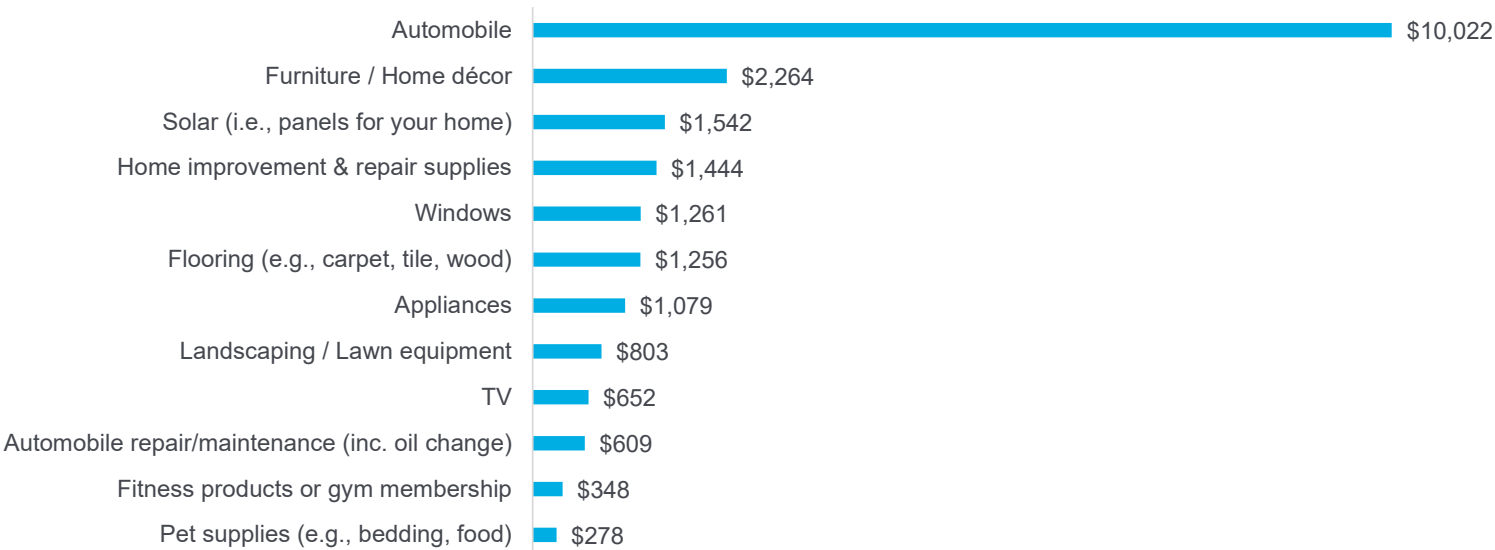


How Much Movers Spend On Items

Within the First Year of Moving, Movers Spend \$11,826 on Items & Services for Their New Homes

Out of the \$11,826, \$6,002 is the average amount movers spend on items. Other than spending on an automobile, movers are spending the most on furniture, solar panels, and home improvement.

How much money do you estimate you spent/will spend on each of the following type(s) of items you purchased/will purchase within 12 months of moving in total?



70% of movers say the overall cost of moving is more expensive than they expected.



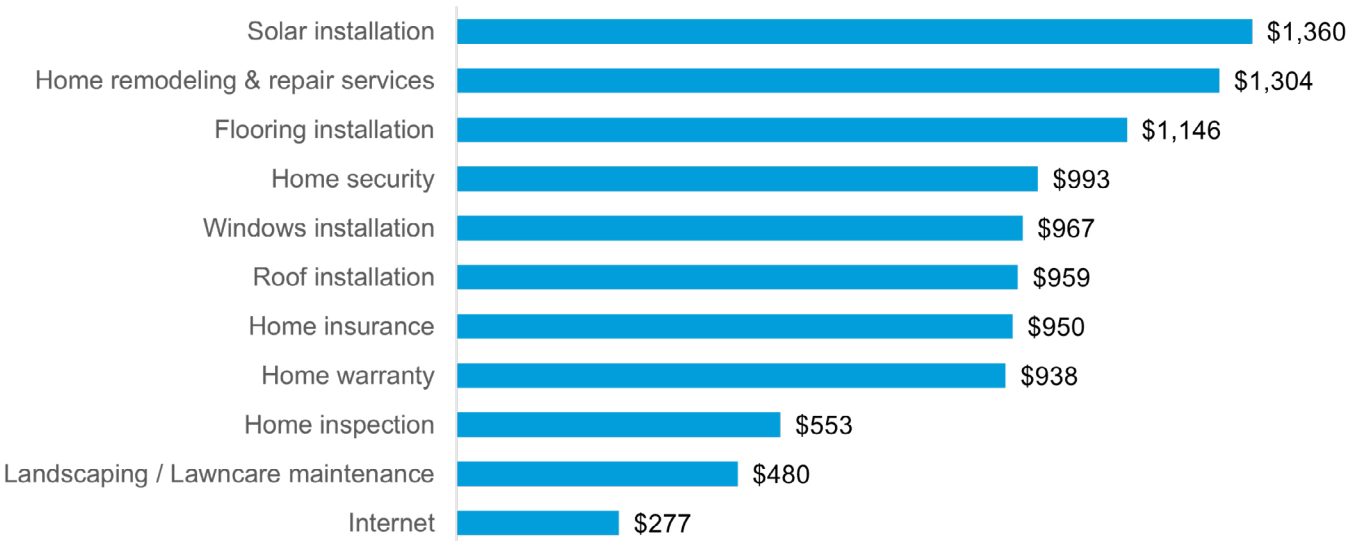


How Much Movers Spend On Services

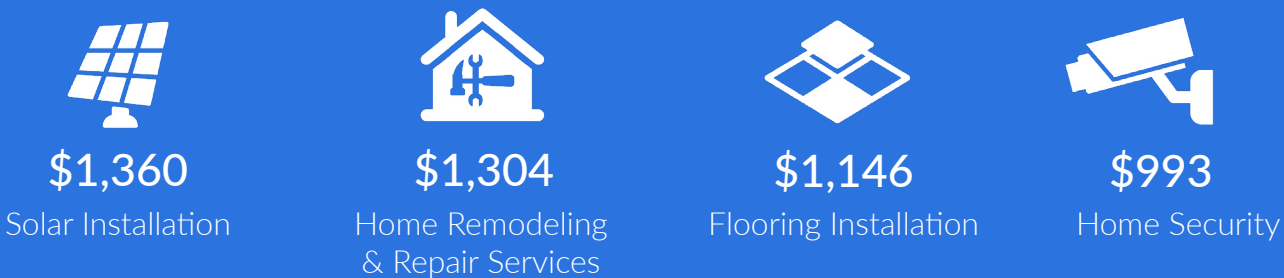
Movers Spend \$11,826 within the first year of moving, with \$2,868 Spent on Services for Their New Homes

Movers are spending the most on solar installation, home remodeling and repairs, and flooring installation.

How much money do you estimate you spent/will spend on each of the following type(s) of services you found/will find a provider for within the first 12 months of moving in total?



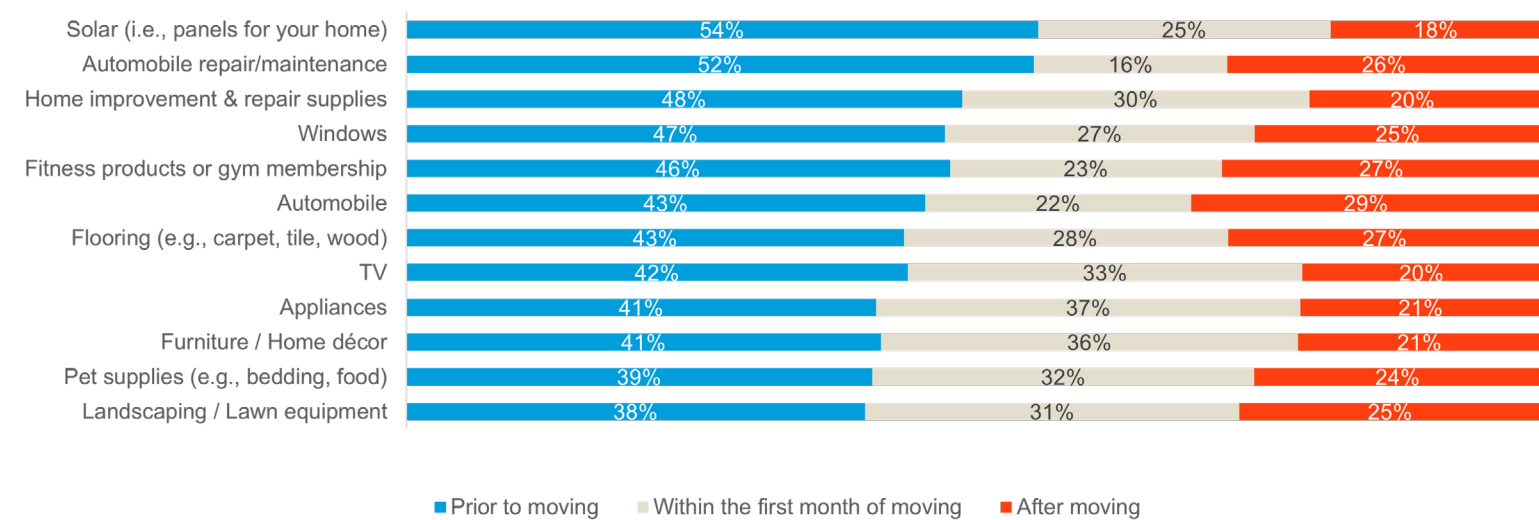
What Services are Movers Spending the Most On?



Items are Predominantly Purchased Prior to the Move

The majority of movers (64%) reported purchasing items before move-in. Solar panels (54%), automobile repair/maintenance (52%), and home improvement and repair supplies (48%) top the list of items movers purchase before move-in day. As a result, marketers need to target these in-market consumers with relevant offers during earlier phases of the moving journey to reach them before the competition.

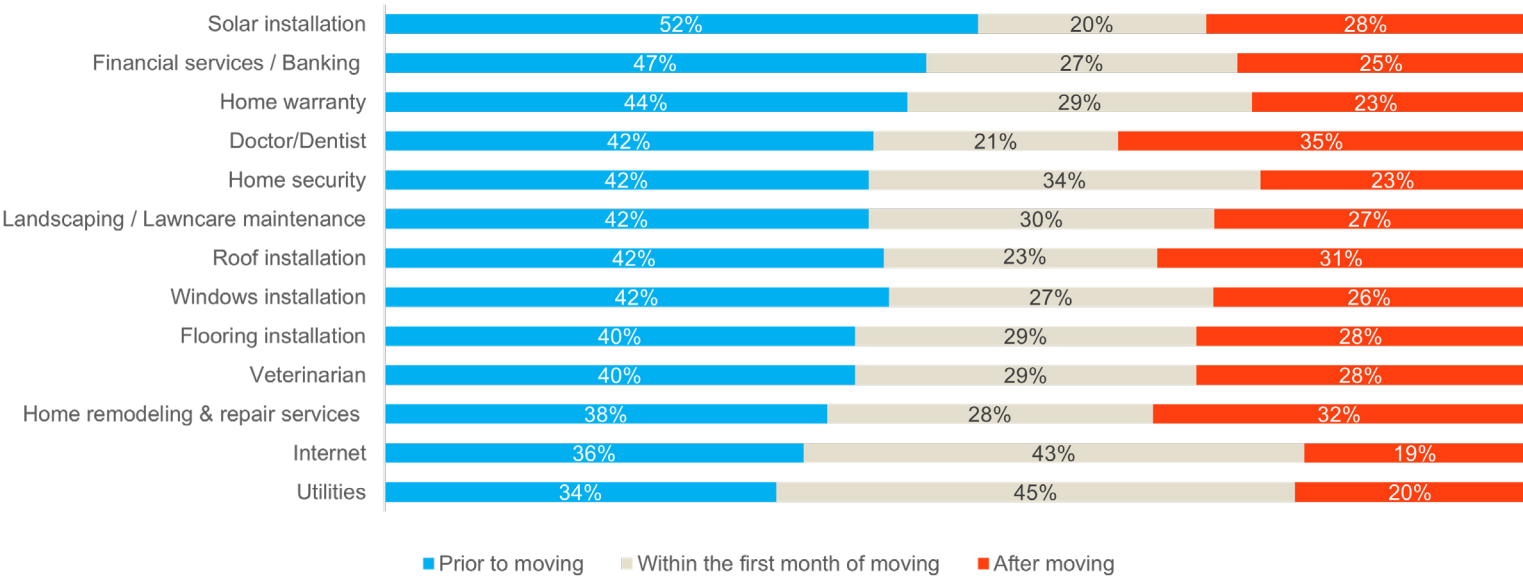
Timing of Item Purchases



Movers Typically Find Service Providers Prior to the Move

In addition to purchasing items before moving, over half (53%) of movers are also finding new service providers prior to moving in. Solar installation (52%), financial services/banking (47%), and home warranty (44%) top the list of service providers new movers are seeking. As a result, it's critical for brands to reach movers early on, while they are making the majority of their major purchase decisions.

Timing of Change of Service Providers



64% of movers research and make purchases for items prior to moving.



53% of movers changed service providers and purchased services prior to move-in.

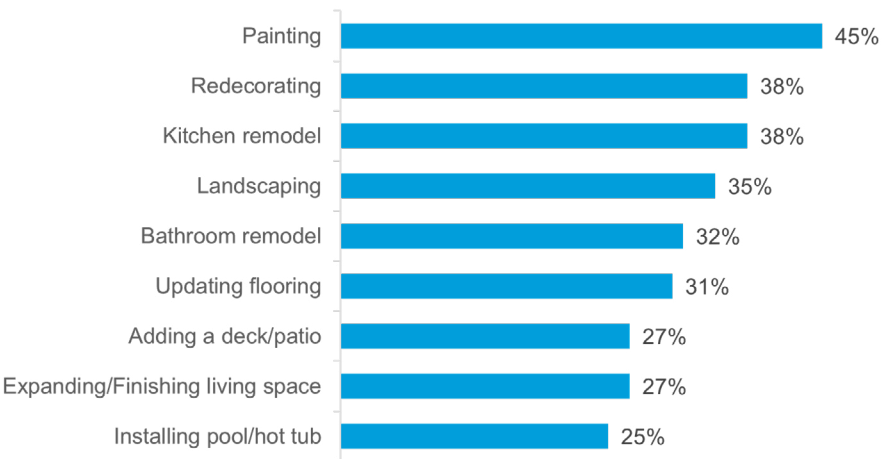


Movers are Motivated to Pursue Home Improvement Projects

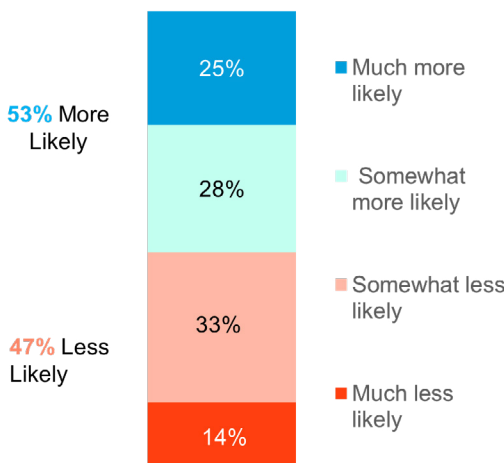
Home Improvement Projects are Underway

Almost half of movers (45%) are planning to paint. Other top home improvement projects new movers are doing/planning on doing include redecorating, kitchen remodeling, and landscaping.

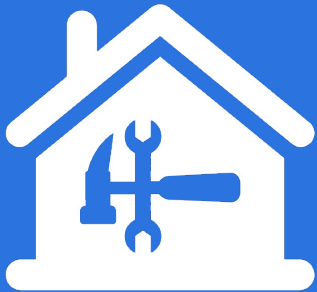
Home Improvement Project in Progress/Planned



Likelihood of Spending on Move Related Expenses for Those Who are Doing / Planned Home Improvement Projects



83% of movers say they are doing/ planning to do or have already done home improvement projects.

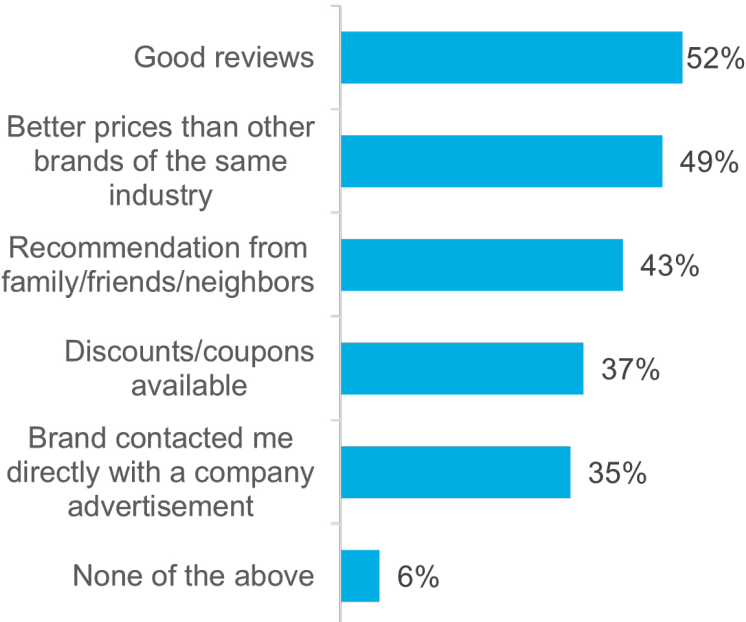


Purchase Decision for New Items/from New Businesses Driven Mainly by Online Research and Reviews/Recommendations

More than two in five (46%) say they use online research to research the type(s) of businesses/items they may purchase from/purchase. In addition, over three in ten new movers utilize online customer reviews (37%) and recommendations from family/friends/neighbors (31%).



Enticements to Try a New Brand



Research Methods



45% of new movers purchased items online and had them delivered to their homes.



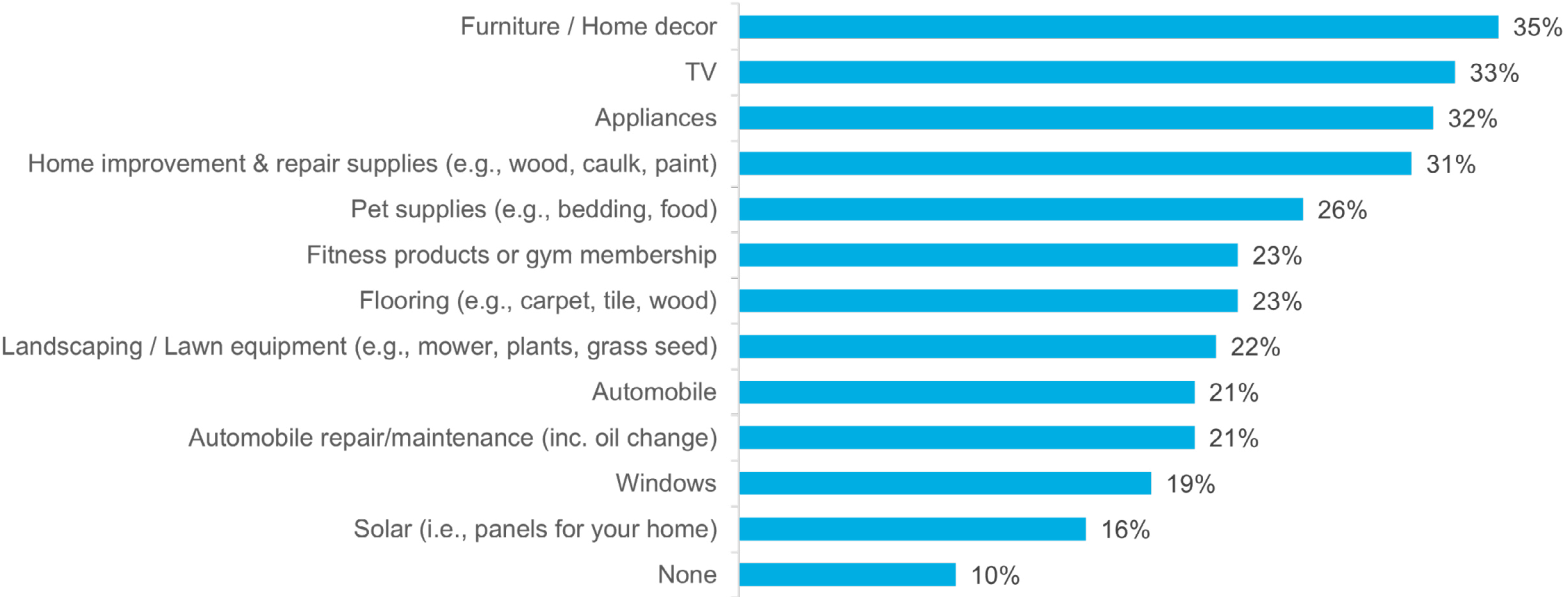
29% of new movers purchased items online and picked up in-store, and 27% purchased items in-store.

Movers are Willing to Try New Brands

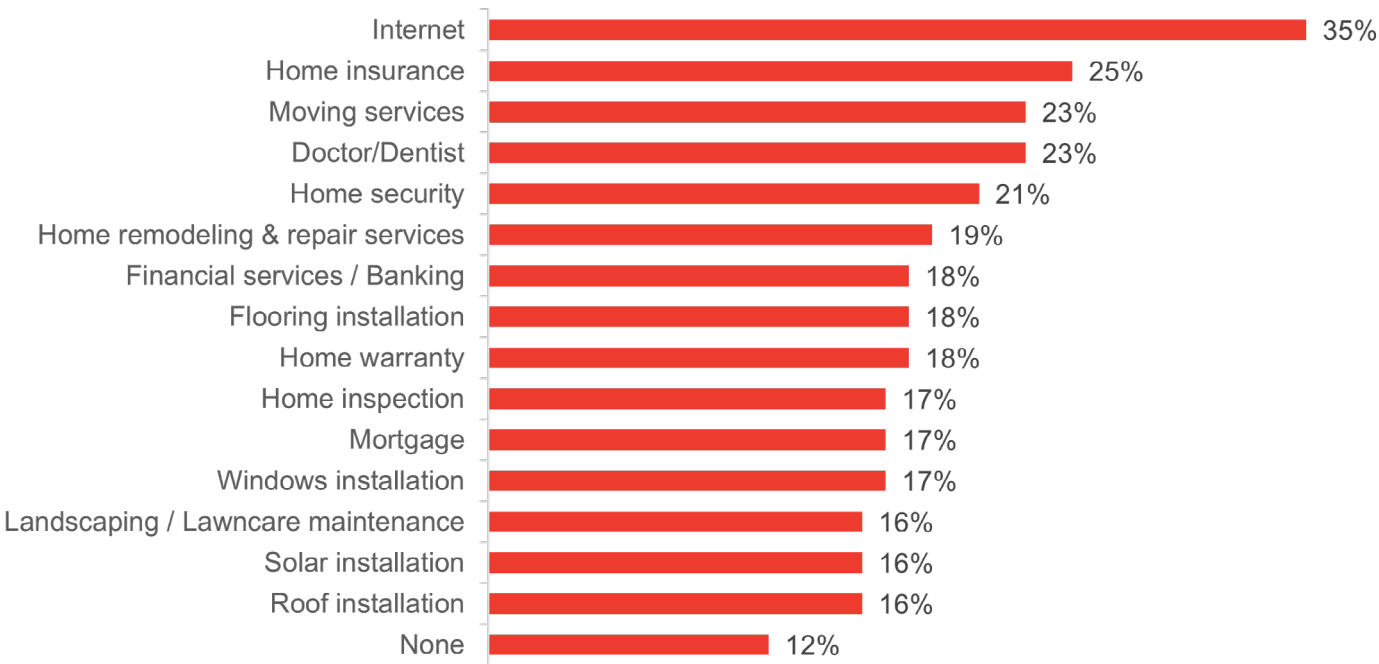
The majority of new movers are open to the possibility of trying a new brand/company for the items and services they use. But before these new movers are ready to do so, they are researching the brands/companies with competitive prices in the industry and those with great reviews and recommendations.



Items New Movers are Most Likely to Try From a New Brand/Company




Services New Movers are Most Likely to Try From a New Brand/Company



90% of movers say they would try a new brand/company for any item.



88% of movers say they would try a new provider for any services.



HOW TODAY'S MOVER SPENDS

WHAT THIS MEANS FOR MARKETERS

Movers are Willing to Try New Brands

According to the research, 90% of movers say they would try a new brand or company for any item and 88% say they would try a new provider for any service. As a result, brands have a tremendous opportunity to engage in customer acquisition with this audience. This is also the perfect time to focus your mover marketing efforts on customer retention so your brand doesn't risk losing movers who are already your customers.



How to Engage

Consumers today expect to receive personalized messaging from brands and will often disengage when communications are not relevant. According to Accenture, 91% of consumers are more likely to shop with brands that provide relevant offers and recommendations.¹ In addition, an Epsilon study found that 80% of customers are more likely to purchase a product or service from a brand that provides personalized experiences.²

Data is at the forefront of successful personalization tactics. As a result, marketers must get more creative in the types of data they are using, utilizing both first and third-party data sets, and be consistent in the channels in which they are implementing data-driven insights.

Marketing Audiences

Our marketing audiences combine multiple consumer data files, creating the most accurate information resource with the broadest coverage available. Insights are available on 217+MM consumers over 18 years old, enhanced with demographics, shopping behavior, lifestyle categories, and contact data. [Click here to learn more.](#)



Consumers and Pre-Move Purchases

The 2021 New Mover Report research revealed that an astounding percentage of movers are making purchases for both products and services before the move. As a result, brands must start engaging with movers early in the moving journey.

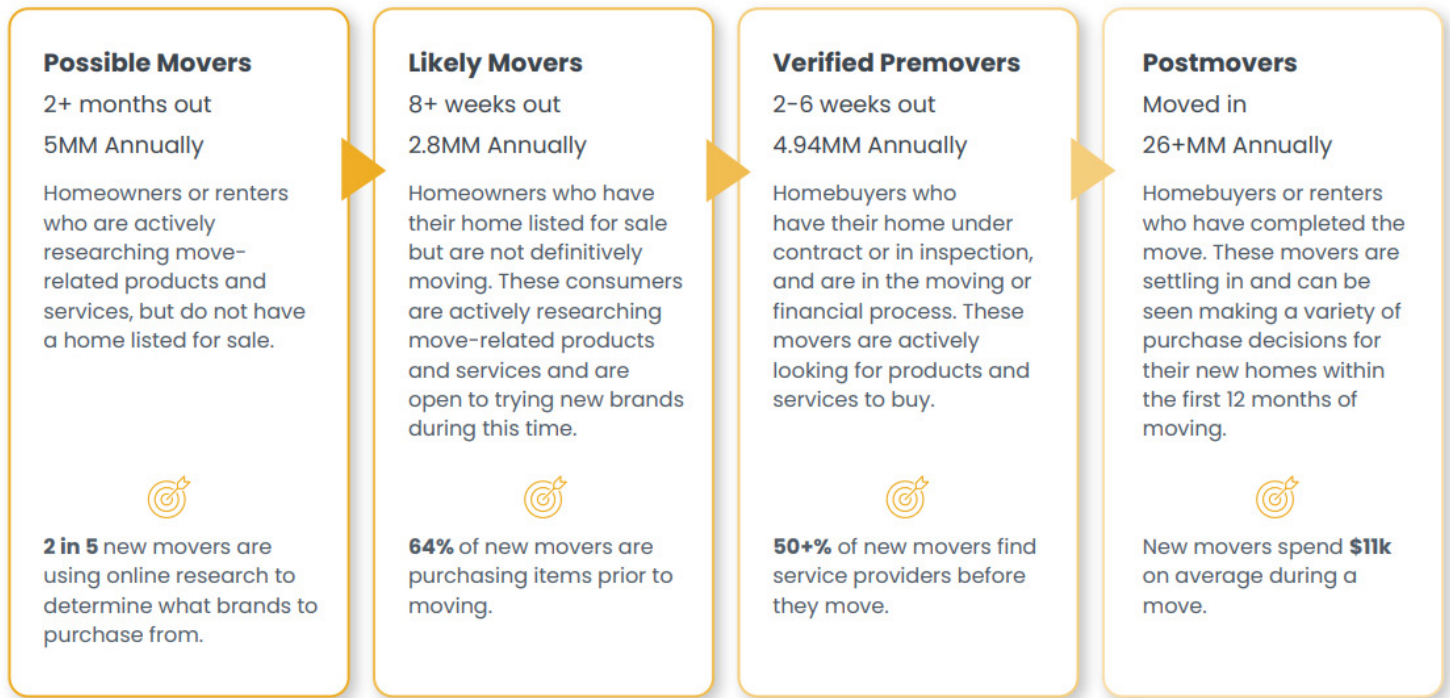


MoverTech’s Insight Into Pre-Movers

The MoverTech solution relies on Porch technology, which provides software and services to home services companies. Through these companies, Porch gains early access to homebuyers, seeing 90% of all houses bought in the U.S. per year.



MoverTech has unique access to premover data unlike any other data available on the market today. The result? The largest database of potential, verified, and post movers across the entire move cycle to power your acquisition and retention strategies.



Meet Jason, a Verified Premover.

Mover Profile

Name: Jason Roberts

Moving Stage: Verified Pre-Mover,
Home Under Contract

Moving Type: Moving Up

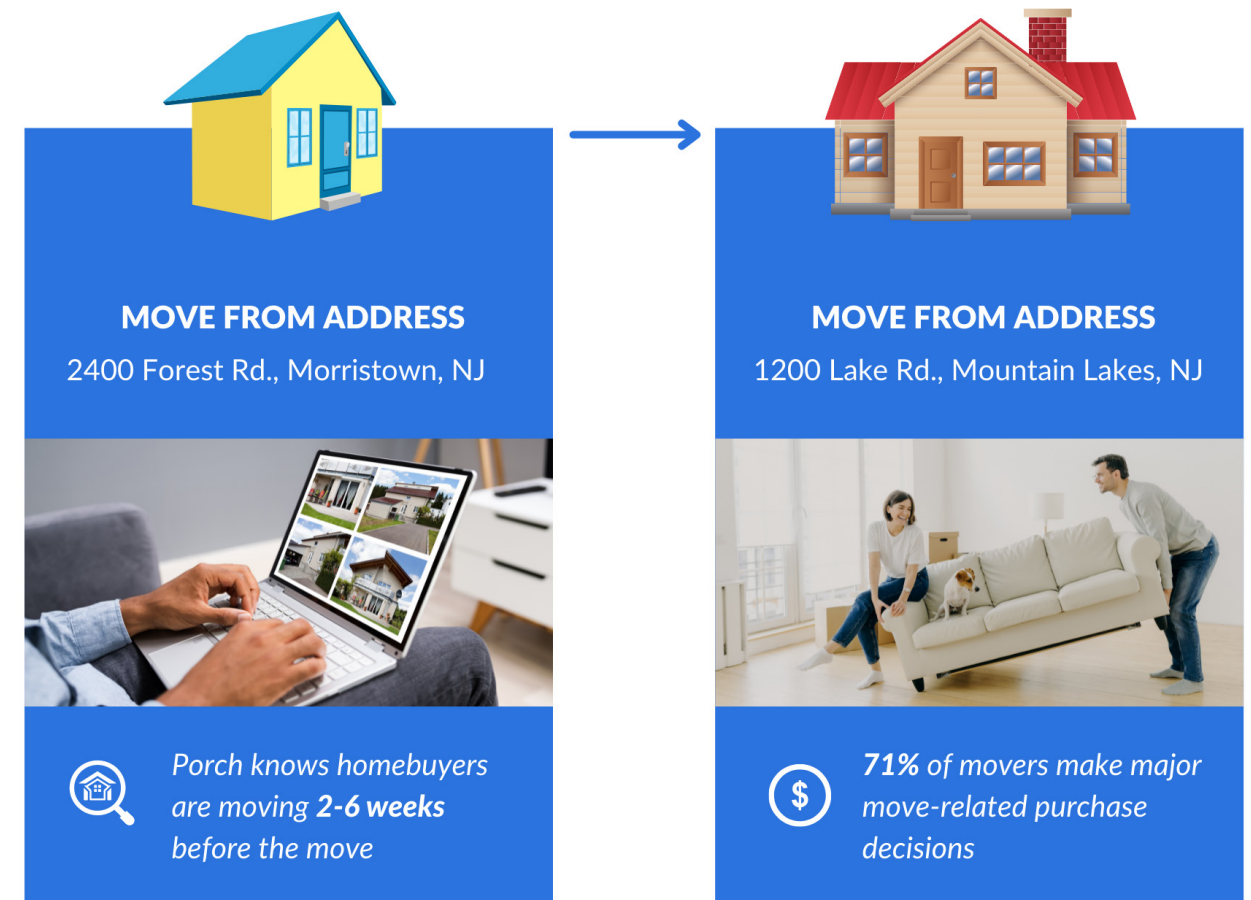
Shopping Persona: Thriving Consumers

Shopping Type: Healthy & Wealthy

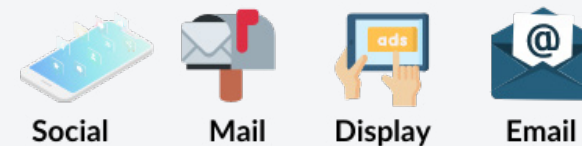
Recent Life Event: New job

Where is Jason Moving To and From?

To and From mover address data from MoverTech offers valuable opportunities to target movers while they're making major purchase decisions.



Where can Jason be Reached?



Jason's Recent Shopping Behavior

- Jason was browsing online for solar energy panels, and home appliances.
- Jason recently visited a Home Depot and a local home improvement store.



HOW TODAY'S MOVER FEELS

HOW TODAY'S MOVER FEELS

Even though many new movers who moved in the past 12 months found the process to be more stressful and challenging given the pandemic, more than half say they would be likely to move again during it. Additional resources may help new movers through this process.



SECTION OVERVIEW

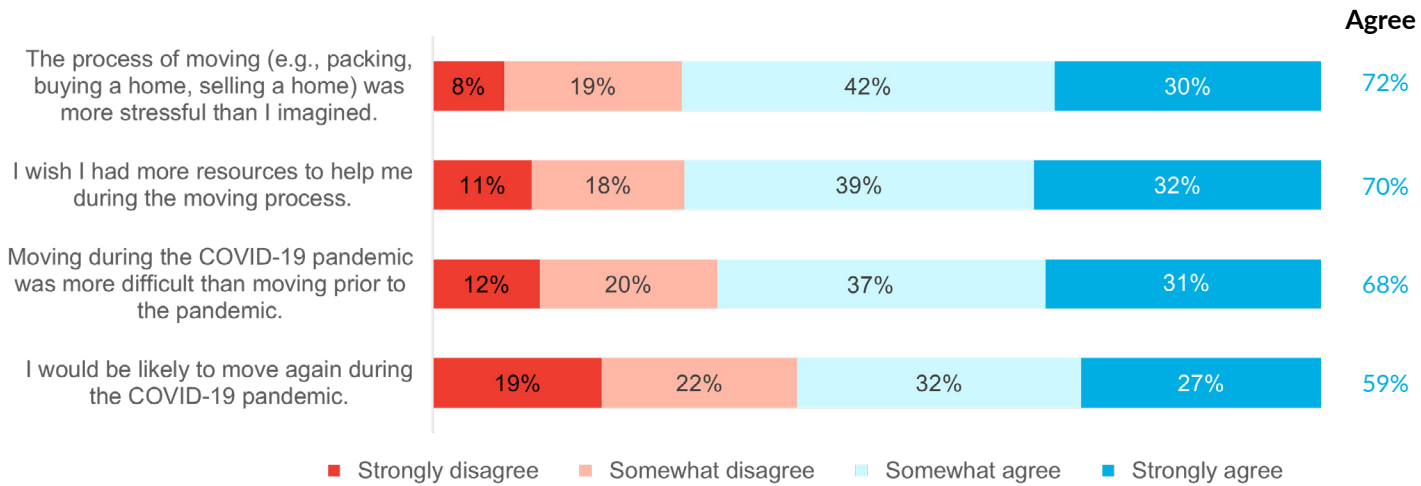
- ➔ Around 7 in 10 new movers who have moved in the past 12 months say the process of moving (e.g., packing, buying a home, selling a home) was more stressful than they imagined (72%) and moving during the COVID-19 pandemic was more difficult than moving before the pandemic (68%).
- ➔ However, nearly 3 in 5 (59%) would be likely to move again during the COVID-19 pandemic.
- ➔ Seven in 10 new movers (70%) say they wish they had more resources to help them during the moving process.
- ➔ New movers feel they overspent on certain items and services, with furniture, home décor and internet topping the list.



Moving is Complicated and Helpful Resources are Lacking

Around 7 in 10 new movers who have moved in the past 12 months, say the process of moving (e.g., packing, buying a home, selling a home) was more stressful than they imagined (72%) and moving during the COVID-19 pandemic was more difficult than moving before the pandemic (68%). Movers find the moving process difficult, especially during COVID-19, and many wish they had resources that could help them. However, nearly 3 in 5 movers (59%) report they would likely move again during the COVID-19 pandemic.

Sentiments Regarding the Process of Moving

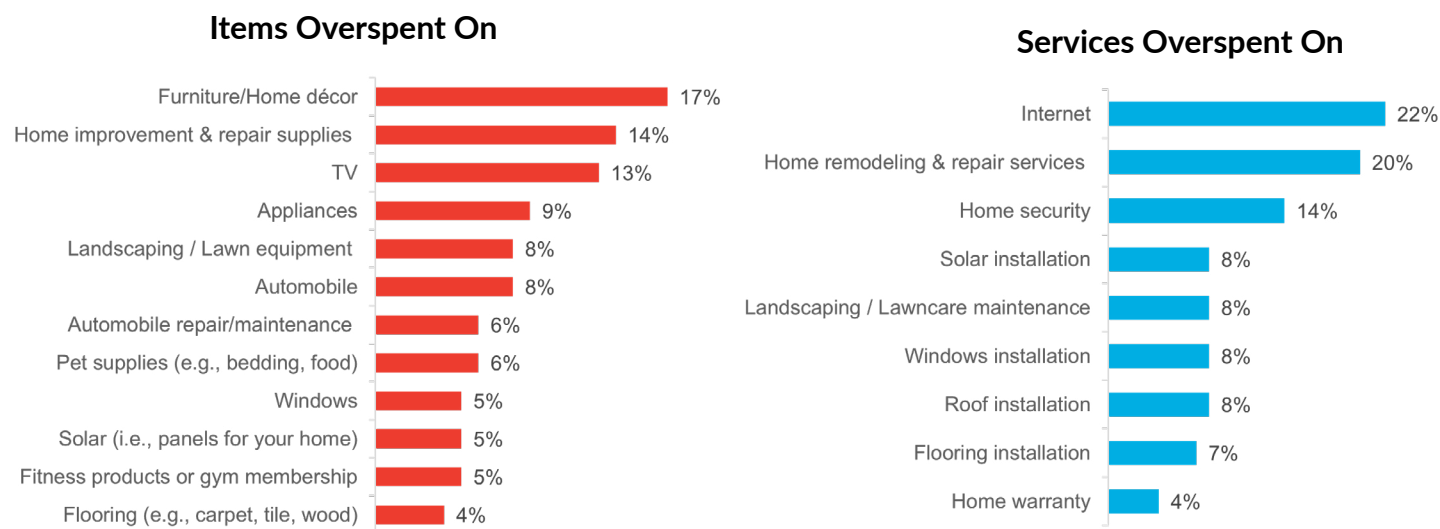


7 in 10 new movers say they wish they had more resources to help them during the moving process.



Movers feel they overspent on certain items and services

With so many expenses related to moving, it's not a surprise that consumers think they are overspending. When reaching out to movers, brands should focus on brand benefits, quality of the products, how long the company has been in business, showcase high customer reviews, and anything else that will make a consumer feel good about making a purchase. Additionally, be sure to actively promote special deals and savings. The consumer will feel good about getting value in the short-term, which will in turn encourage repeat business in the future.



Furniture, home decor, and internet service top the list of items/services where movers feel they overspent.





WRAP UP **WHAT THIS MEANS FOR MARKETERS**

MoverTech’s Wrap Up

Mover marketing is a significant revenue opportunity for brands to engage with this lucrative market. Movers spend money on a variety of products and services, some more obvious than others. As the 2021 New Mover Report’s research shows, movers open their wallets for home improvement, furniture, décor, utilities, telecom, insurance, automotive, and more. Yet, brands outside of home services, should not overlook this valuable opportunity.



IT’S TIME FOR MARKETERS TO **PRIORITIZE MOVER MARKETING** AND **MODERNIZE** HOW THEY ENGAGE MOVERS **THROUGHOUT THE MOVE PROCESS AND BEYOND DIRECT MAIL.**

While many brands have overlooked or underinvested in mover marketing, those who have modernized their approach reap the benefits.

MoverTech Case Studies



A home retailer focused on engaging movers earlier in the process by tapping into potential mover and pre-mover insights. As a result, over 35% of the time, they uncovered a moving signal a month earlier than typical, representing a significant opportunity to reach out to movers when they’re actually in the market for many products.



A furniture retailer stepped up their mover marketing efforts, tapping into richer insights and a multichannel engagement strategy, and saw \$8 million in increased revenue. They acquired over 2,500 new customers and over 6,000 orders by finding their mover audience and engaging them across channels.

Mover Marketing is a Worthwhile Investment

Often, brands employ data insights and technology in many marketing programs, yet they haven’t upgraded their mover marketing efforts. It’s time for marketers to stop reaching movers too late and in the wrong channels. By strategically targeting movers through multiple channels according to each mover phase, you can build engagement, drive revenue, and create long-term loyalty.

- ✓ Identify and reach movers before they move
- ✓ Use data to personalize marketing to movers
- ✓ Leverage technology to engage movers across channels and beyond direct mail



2021 NEW MOVER SURVEY RESPONDENT DEMOGRAPHICS

SURVEY RESPONDENT DEMOGRAPHICS



Age

| | | |
|-----|-------|------------|
| 18% | 18-24 | |
| 31% | 25-34 | |
| 23% | 35-44 | |
| 17% | 44-54 | |
| 6% | 55-64 | |
| 4% | 65+ | Mean: 36.5 |

Race

| | |
|-----|--|
| 48% | White (only) |
| 24% | Hispanic |
| 20% | Black or African American (only) |
| 6% | Asian (NET) |
| | * Native American or Alaskan Native (only) |
| | - Native Hawaiian or Pacific Islander |
| | * Other |
| 1% | More than 1 race |

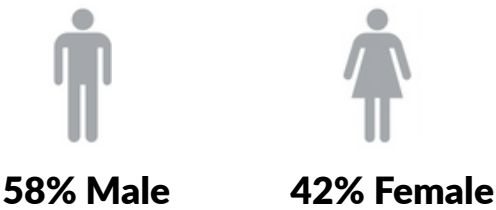
Education

| | |
|-----|--|
| 2% | Less than high school |
| 8% | Completed some high school |
| 18% | High school graduate |
| 3% | Job specific training programs after high school |
| 15% | Some college, no degree |
| 9% | Associate degree |
| 17% | Bachelor's degree |
| 1% | Some graduate school, no degree |
| 26% | Graduate degree |

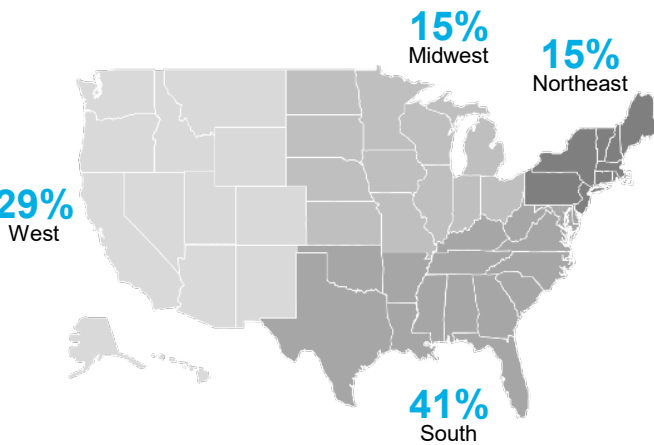
Household Income

| | |
|-----|--------------------|
| 6% | Less than \$15,000 |
| 6% | \$15,000-\$24,999 |
| 7% | \$25,000-\$34,999 |
| 8% | \$35,000-49,999 |
| 14% | \$50,000-\$74,999 |
| 13% | \$75,000-\$99,000 |
| 47% | \$100,000+ (NET) |

Gender



Region





Employment

- 59% Employed full time
- 10% Employed part time
- 6% Self-employed, full time
- 3% Self-employed, part time
- 4% Not employed, but looking for work
- 2% Not employed and not looking for work
- 3% Not employed, unable to work due to disability/illness
- 6% Retired
- 4% Student
- 3% Stay-at-home spouse or partner

Work Situation

- 58% I work in an office/workplace location
- 26% I work remotely
- 17% I work a hybrid of remote and an in office/workplace location

Marital Status

- 51% Married/Living with partner (net)
- 35% Never Married
- 13% Divorced/separated/widowed (net)

Household Size

- 11% 1 household member
- 22% 2 household members
- 20% 3 household members
- 22% 4 household members
- 26% 5+ household members

Household Members: Under Age 18

- | | | |
|-----|----|------------------|
| 38% | 0 | } Any (net): 62% |
| 24% | 1 | |
| 27% | 2 | |
| 6% | 3 | |
| 4% | 4+ | |

Household Members: 18+

- | | | |
|-----|---|--|
| 21% | 1 | } Any other than respondent (net): 79% |
| 44% | 2 | |
| 15% | 3 | |
| 20% | 4 | |

Additional Sources
1. Accenture Pulse Survey. (2018). Accenture. https://www.accenture.com/_acnmedia/PDF-77/Accenture-Pulse-Survey.pdf
2. New Epsilon research indicates 80% of consumers are more likely to make a purchase when brands offer personalized experiences. (2018, January 9). Epsilon. <https://www.epsilon.com/us/about-us/pressroom/new-epsilon-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchasewhen-brands-offer-personalized-experiences>



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