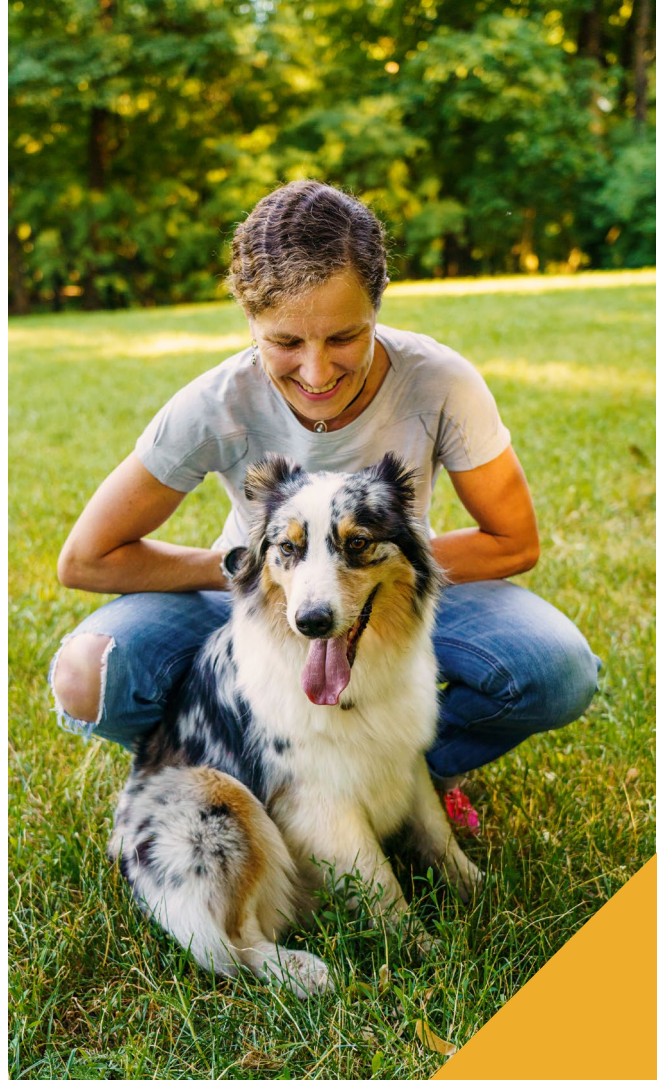


MEET THE GEN X NEW MOVERS

 2021 MOVING TRENDS



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, by Porch Group Media, conducted by the Harris Group, delves into the profile of today's modern movers and their purchase behaviors.

This report focuses specifically on Gen X new movers and how this generation compares to the total population.

Introducing MoverTech

A New Generation of Mover Marketing



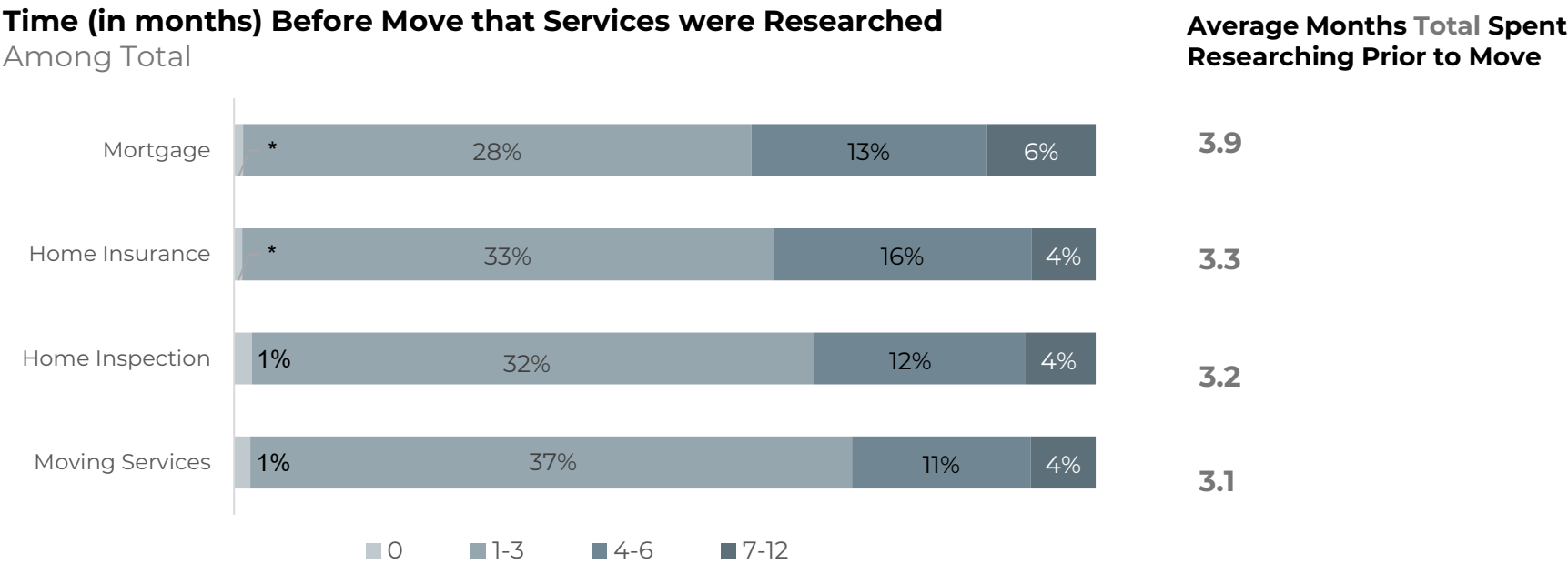
For years, mover marketing hasn't changed—little differentiation between vendors, few insights into pre-move indicators, and a focus on direct mail channels. Until now.

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 80+% 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.

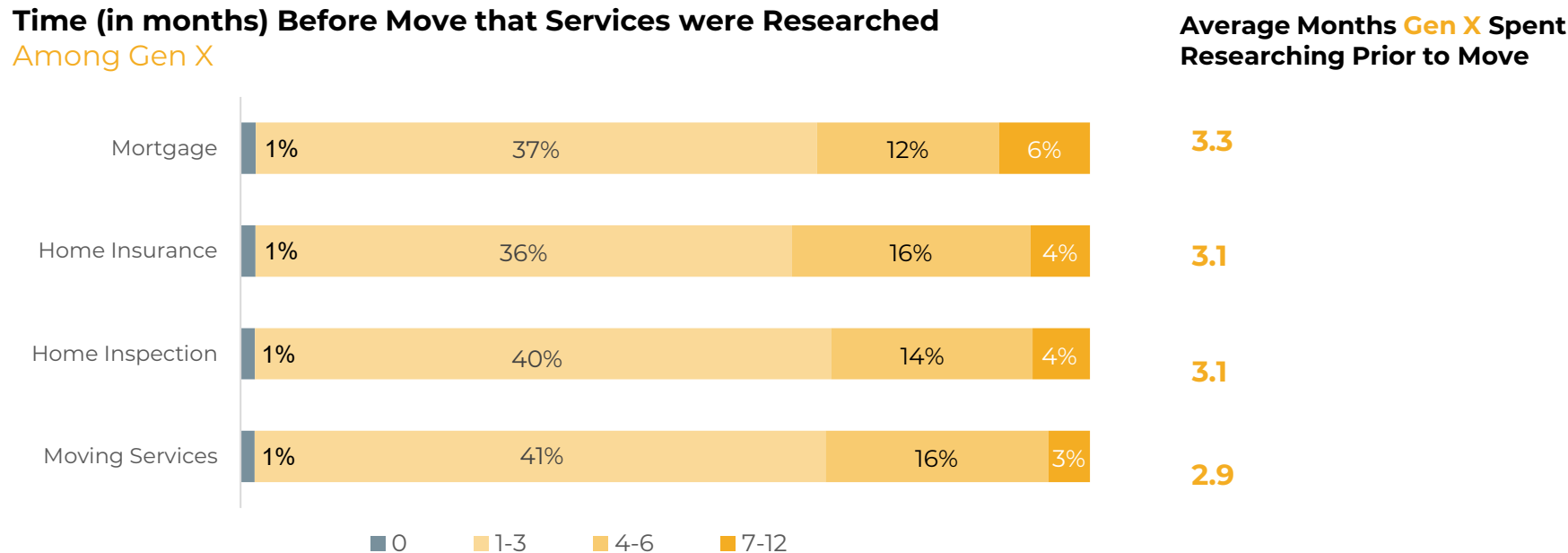
To learn more about MoverTech, [visit our website](#).



Around Half of ALL New Movers Do Research for Services Such As Mortgages and Home Inspections



More Than Half of Gen X New Movers Do Research for Services Such As Mortgages, Home Insurance, Home Inspections & Moving Services



BASE: GEN X MOVED IN THE PAST 12 MONTHS (n=183)

Q224 How many months before your most recent move, did you start researching each of the following? Please provide your best estimate.

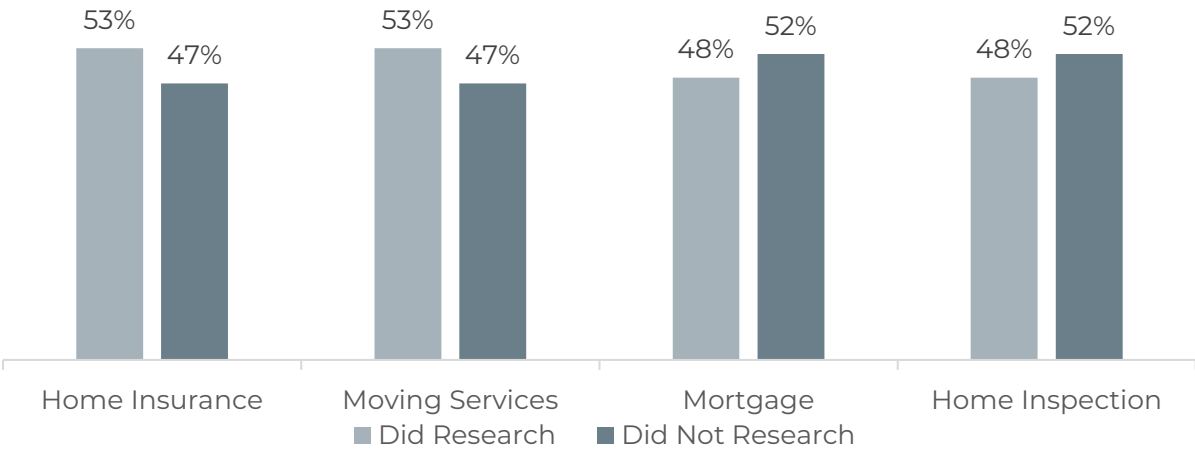
* Less than 1%

More Than Half of ALL Movers Did Research for Home Insurance & Moving Services

While Around Half Did Not Research for Mortgages & Home Inspection



Whether or Not Research Conducted for Services
Among Total

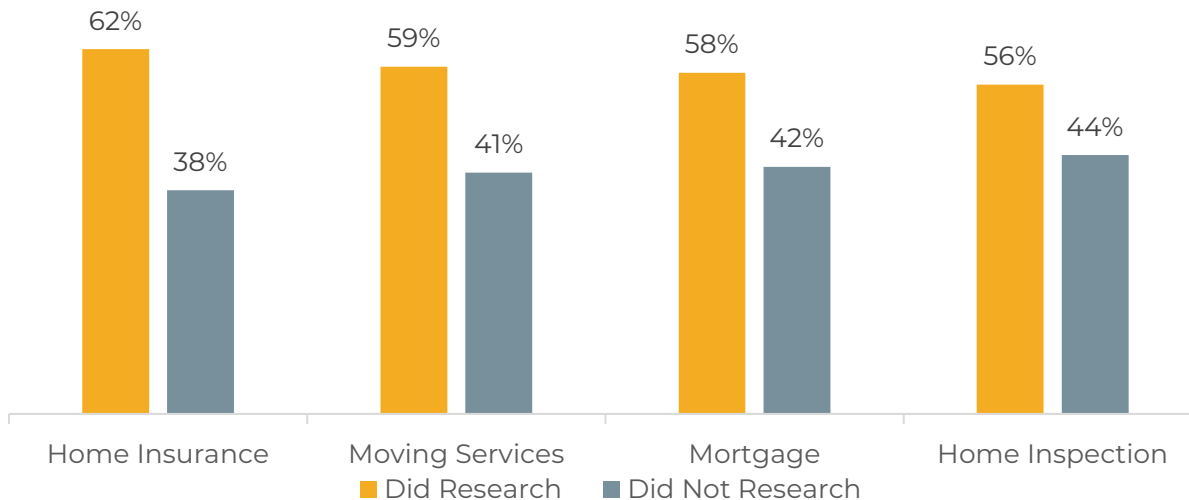


BASE: MOVED IN THE PAST 12 MONTHS (n=945)
Q224 How many months before your most recent move, did you start researching each of the following?
Please provide your best estimate.

Solid Majorities – Almost 6 in 10 Gen X Did Research for Home Insurance, Moving Services, Mortgage & Home Inspection



Whether or Not Research Conducted for Services Among Gen X

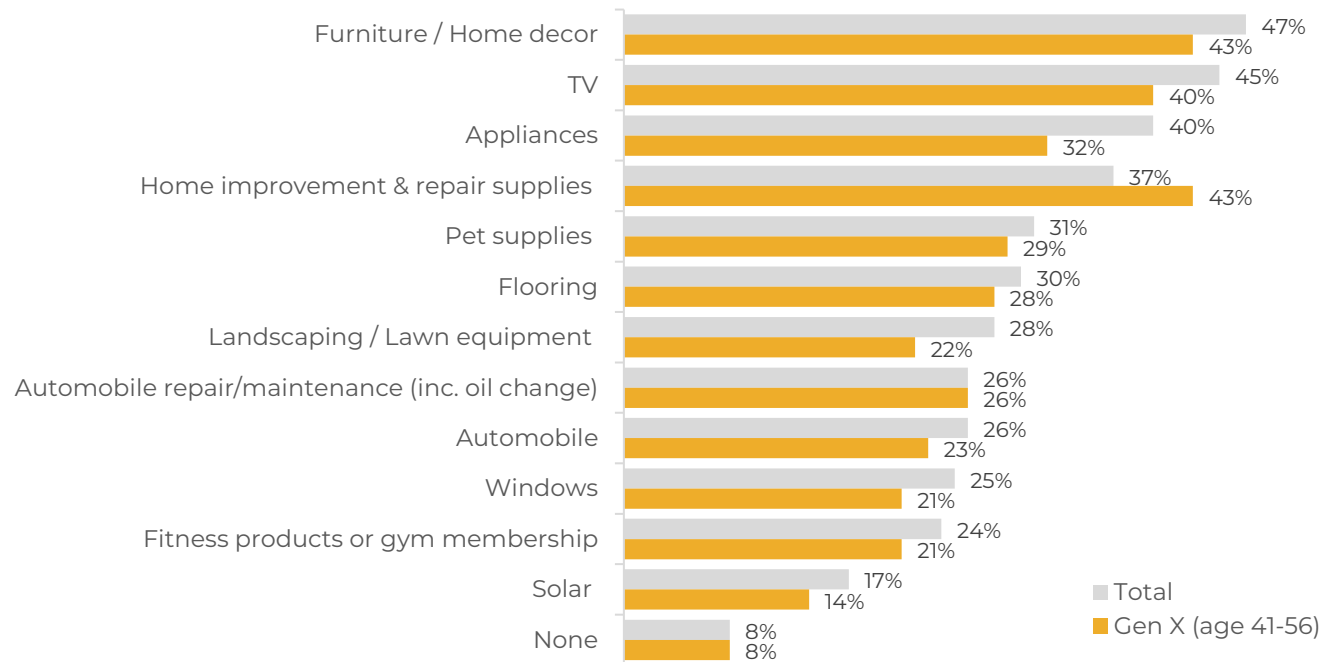


BASE: GEN X MOVED IN THE PAST 12 MONTHS (n=468)

Q224 How many months before your most recent move, did you start researching each of the following?
Please provide your best estimate.

Furniture/Home Décor, TV, & Home Improvement/Repair Supplies Top the List for Items Gen X New Movers Purchase in First 12 Months

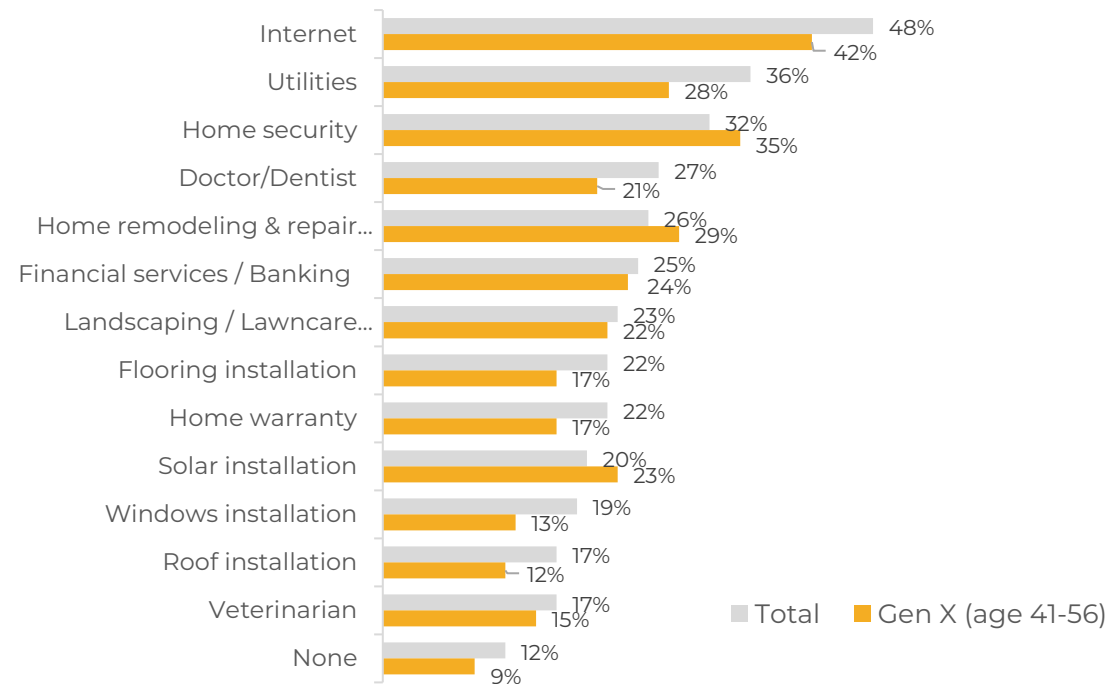
Anticipated Items to Purchase within First 12 Months



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.

Providers for Internet, Home Security and Home Remodeling & Repairs are Sought After within First 12 Months of Moving for Gen X

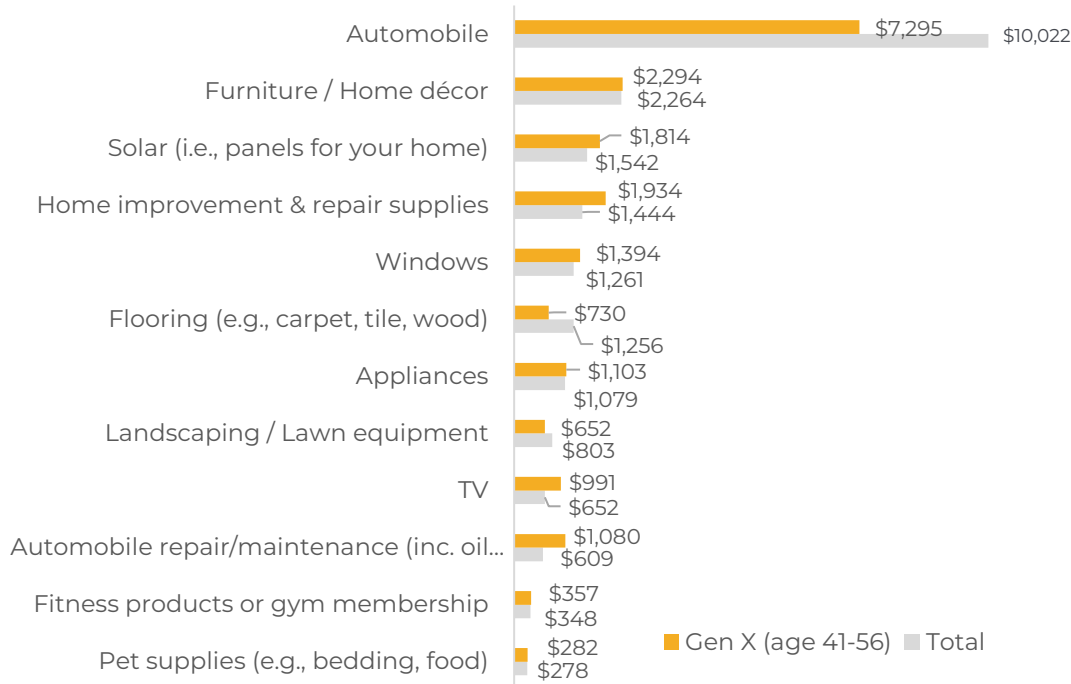
Anticipated Services to Find Provider for within First 12 Months



BASE: ALL QUALIFIED RESPONDENTS
Q225B 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.

Gen X spends the most money on furniture/home décor, and home improvement & repair supplies.

Average Estimated Amount Spent on Items

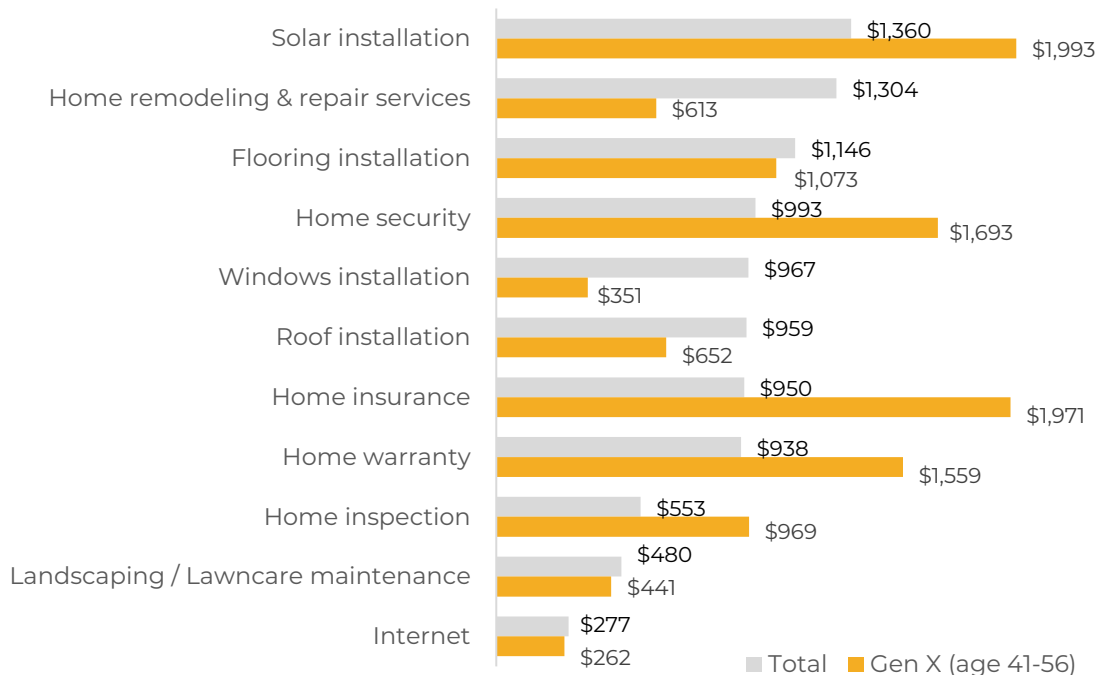


BASE: VARIABLE BASES

Q240A How much money do you estimate you spent/will spend on each of the following type(s) of items you purchased/will purchase within the first 12 months of moving in total?

Gen X spends the most money on solar installation, home insurance and home security services.

Average Estimated Amount Spent on Services



BASE: VARIABLE BASES

Q240B 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?

Average Amount Spent on Items/Services

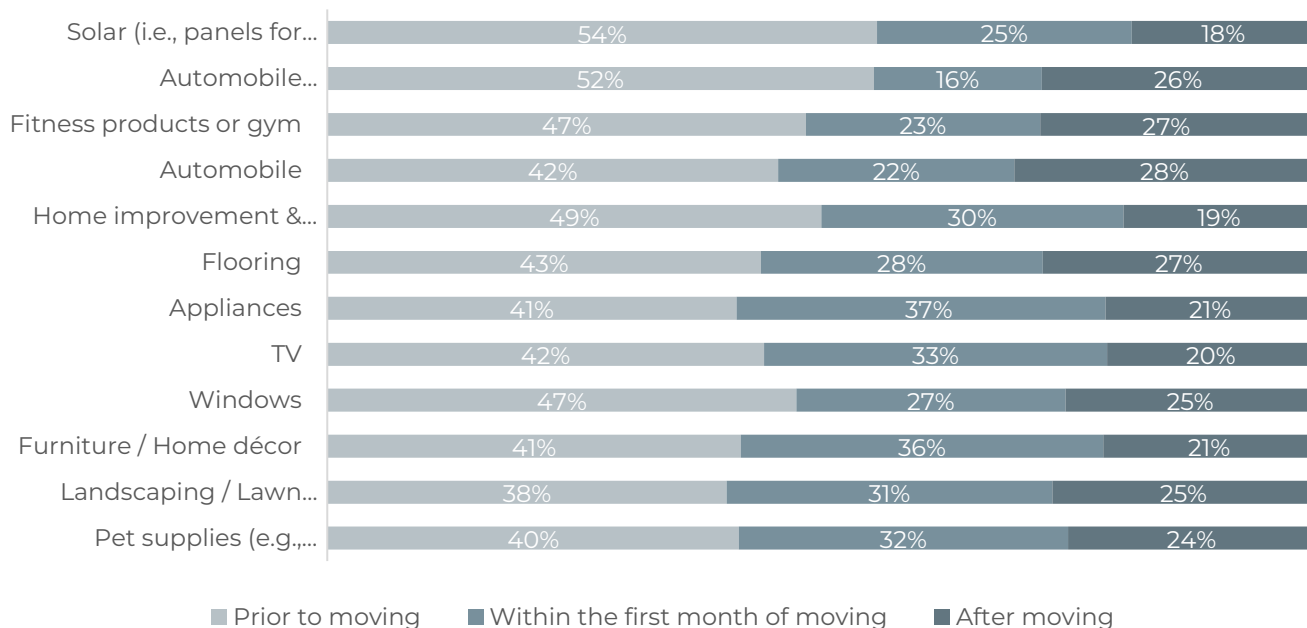
	Total	Gen X
Average amount spent on all items (including Automobile)	\$6,002	\$5,591
Average amount spent on all items (excluding Automobile)	\$3,789	\$3,972
Average amount spent on all services	\$2,868	\$4,337
Average spent on all items/services	\$8,068	\$9,412



Items Movers Purchase Are Predominantly Done so Prior to the Move

Timing of Item Purchases

Among Total



Overall, 64% say they actually **purchased** any items **prior** to the **move**.

Overall, 44% say they actually **purchased** any items **after** to the **move**.

BASE: VARIABLE BASES

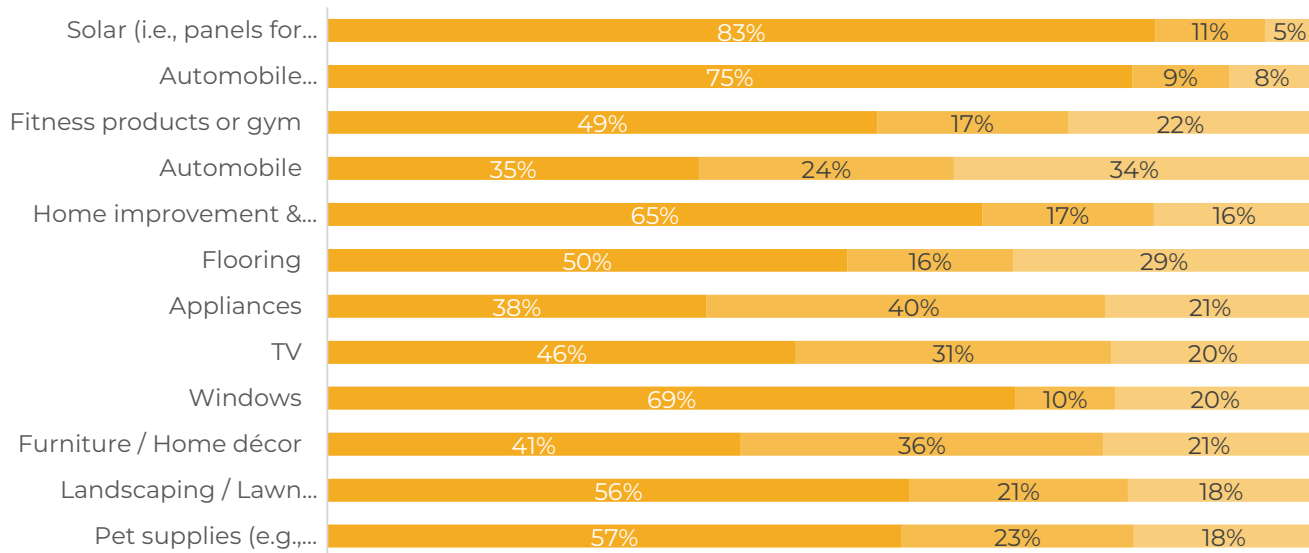
Q265A. For each of the following type(s) of items you purchased within the first 12 months of moving, when did you actually purchase each type of item?

Item label shortened to fit page

Items Gen X Movers Purchase Are Predominantly Done so Prior to the Move

Timing of Item Purchases

Among Gen X



■ Prior to moving ■ Within the first month of moving ■ After moving

Overall, 66% say they actually **purchased** any items **prior** to the move.

Overall, 34% say they actually **purchased** any items **after** to the move.

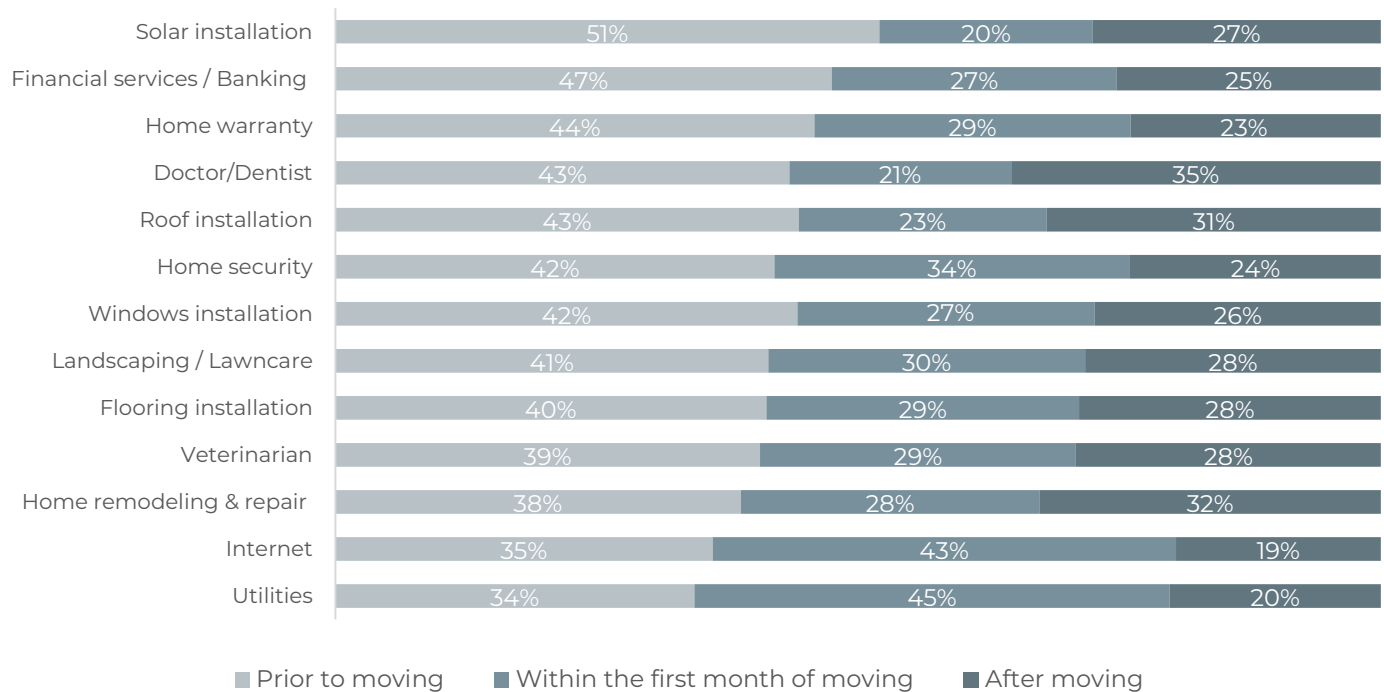
BASE: VARIABLE BASES

Q265A. For each of the following type(s) of items you purchased within the first 12 months of moving, when did you actually purchase each type of item?

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Movers Typically Find Service Providers Prior to the Move

Timing of Change of Service Providers Among Total



Overall, 53% say they actually **changed providers** for any services **prior** to the move.

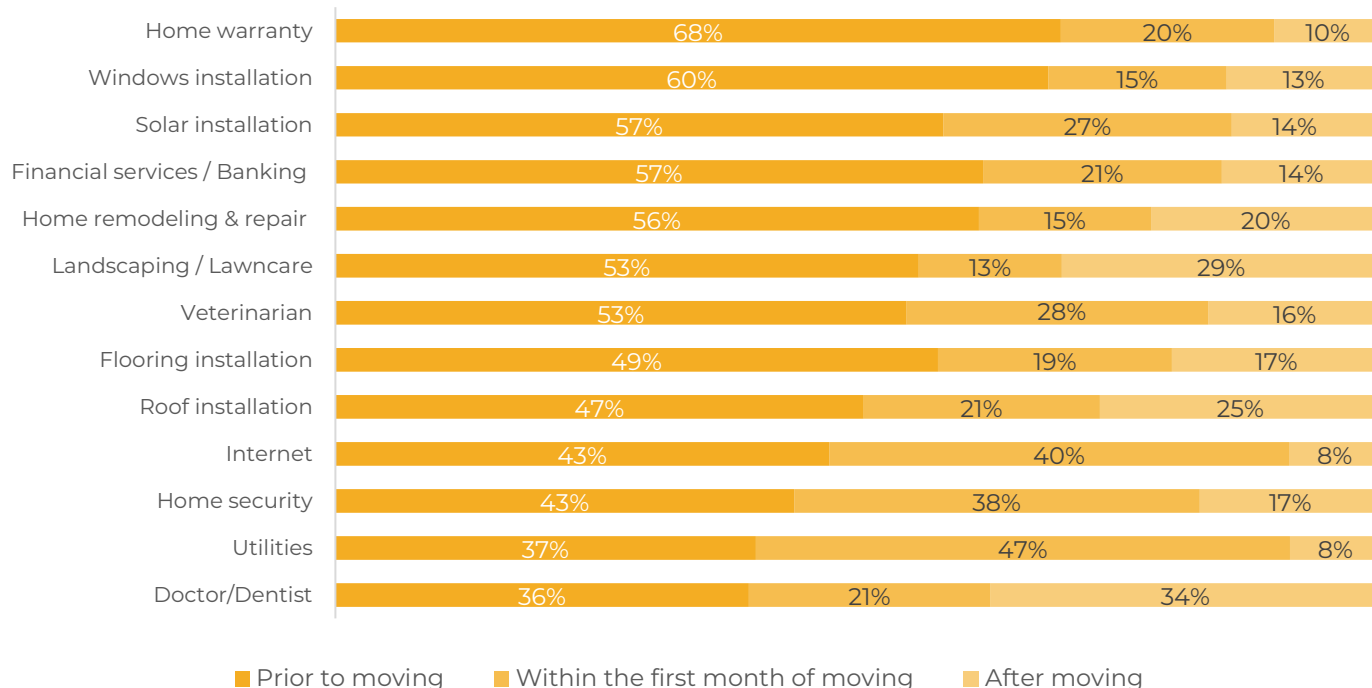
Overall, 39% say they actually **changed providers** for any services **after** to the move.

BASE: HAVE CHANGED PROVIDERS (VARIABLE BASES) Q265B. For each of the following type(s) of services you found a provider for within the first 12 months of moving, when did you actually change providers for each type of service?

More Gen X Movers Find Service Providers Prior to the Move Than After

Timing of Change of Service Providers

Among Gen X



Overall, 59% say they actually **changed providers** for any services **prior** to the **move**.

Overall, 30% say they actually **changed providers** for any services **after** to the **move**.

BASE: HAVE CHANGED PROVIDERS (VARIABLE BASES) Q265B. For each of the following type(s) of services you found a provider for within the first 12 months of moving, when did you actually change providers for each type of service?

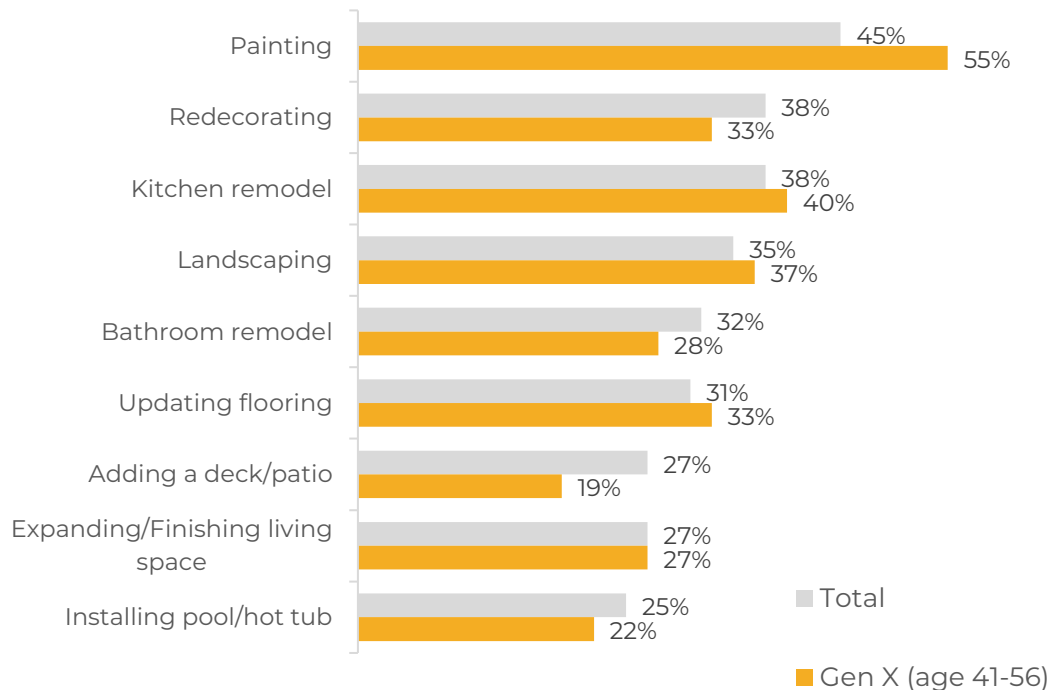
Timing of Item Purchases/Finding Service Providers

	Prior to Moving		After Moving	
	Total	Gen X	Total	Gen X
Purchasing Item(s)	64%	66%	44%	34%
Finding Service Provider(s)	53%	59%	39%	30%



Home Improvement Projects are Underway – Gen X are Primarily Working on Painting and Kitchen Remodels

Home Improvement Project In Progress/Planned



83% of the **Total** say they are **doing/planning** to do or have already done **home improvement projects** – **84%** of **Gen X** say the same.

BASE: TOTAL DOING/PLANNING HOME IMPROVEMENT PROJECTS (n=804);

GEN X (n=153)

Q405 Which of the following home improvement projects are you doing/planning to do or have already done in your new home? Please select all that apply.

Purchase Decision for New Items/from New Businesses Driven Mainly by Research & Reviews for Gen X

Research Methods



Enticements to Try a New Brand



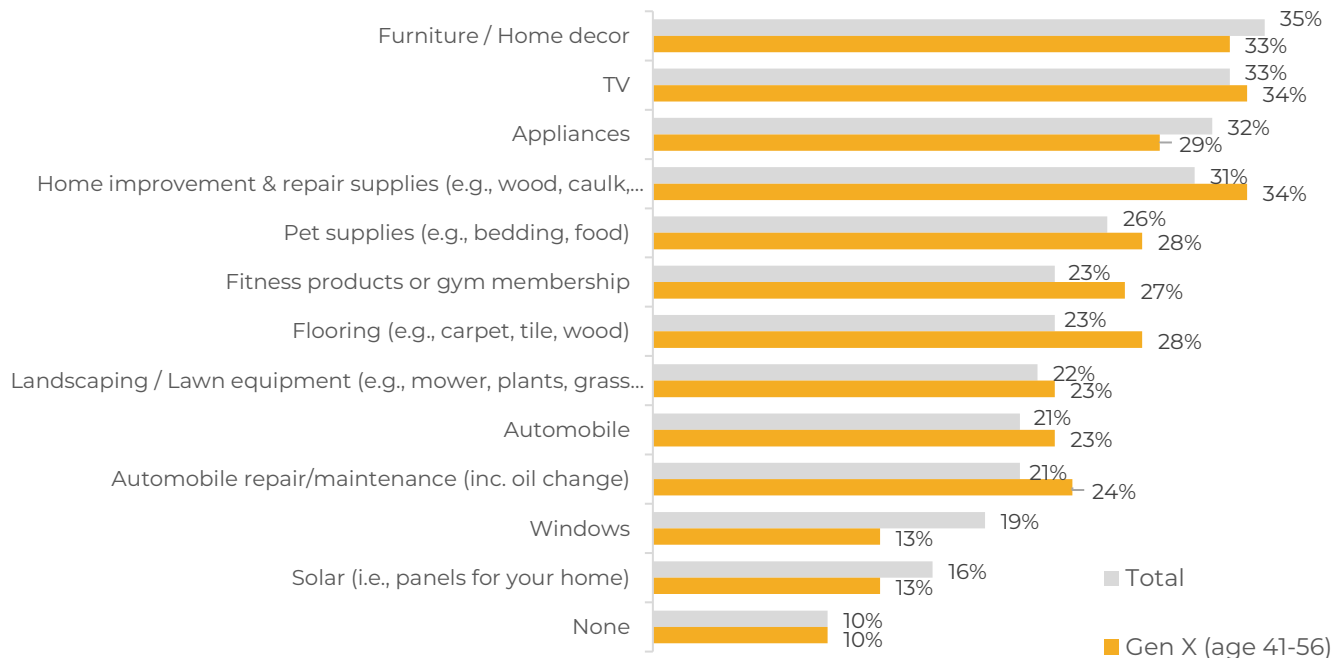
BASE: ALL QUALIFIED RESPONDENTS (n=1006); GEN X (n=192)

Q275. Which of the following methods do you use to research the type(s) of businesses/items you may purchase from/purchase? Please select all that apply

Q300. Which of the following would entice you to try a new brand? Please select all that apply.

Movers are Willing to Try New Brands for Furniture/Home Décor, TVs, Appliances and Home Improvement & Repair Supplies

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



90% of **Total** Would Try
New Brand/Company
for **Any Item** – **90%** of
Gen X feel similarly.



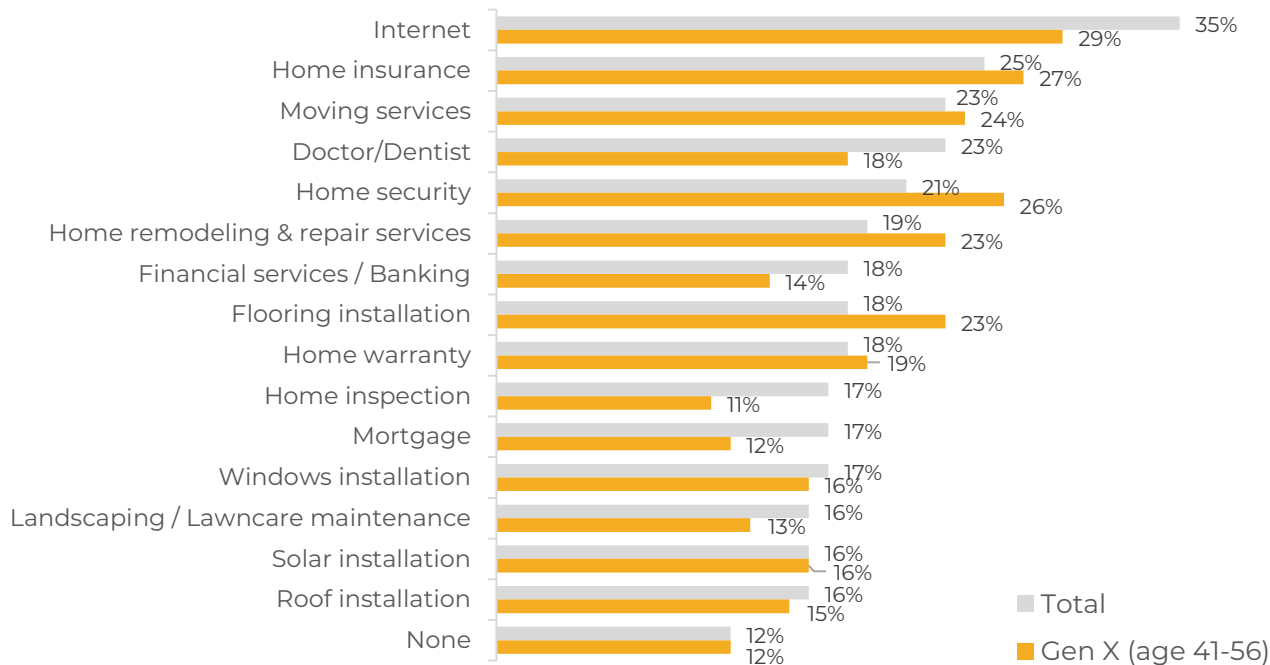
**BASE: ALL QUALIFIED RESPONDENTS
(n=1006); GEN X (n=192)**

Q305A. Which of the following type(s) of items would you be most likely to try a new brand/company? Please select all that apply.

Item label shortened to fit page

Gen X Movers are Willing to Try a Provider from New Brands for Internet, Home Insurance, and Home Security Services

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



88% of **Total** Would **Try**
New Brand/Company for
Any Services – **88%** of
Gen X feel the same



**BASE: ALL QUALIFIED RESPONDENTS
(n=1006); GEN X (n=192)**

Q305B. Which of the following type(s) of services would you be most likely to try a new provider/company? Please select all that apply.

Item label shortened to fit page

Research Methodology

**Qualification Criteria:**

- US Resident
- Aged 18+
- Have moved in the past 12 months
- And/or, are planning to move in the next 3 months

**Mode:**

Online survey

**Length:**

15 Minutes

Sample Size: 1,006 US adults who have moved in the past 12 months and/or are planning to move in the next 3 months – *of which 192 are Gen X (i.e., age 41-56)*

Field Dates: July 7th – 16th, 2021

The New Movers Survey was conducted online by The Harris Poll on behalf of Porch Group Media Data, 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.



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