

MEET THE MILLENNIAL 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 V12 and Porch, conducted by the Harris Group, delves into the profile of today's modern movers and their purchase behaviors. This report focuses specifically on millennial new movers and how this generation compares to the total population.

The move is one of the most economically impactful life triggers. With more than \$11,000 on average spent per move, millennial new movers are buying products and services across verticals, many of which are purchased before the move even occurs. With all the purchase decisions moving consumers must make, movers often have a "permission to spend mentality," making this audience an extremely valuable opportunity brands simply can't afford to ignore.

Millennial new movers are also extremely open to trying new brands and services. According to the research, 92% of millennials said they would try a new brand or company for any item and 89% say they would try a new provider for any service.

The most important part of engaging with millennial new movers is being able to effectively reach them where they are in their mover journeys. New movers are purchasing items and services for their new homes up to twelve months after the move. However, our research uncovered that many millennial new movers are making purchases well in advance of their move. In fact, 67% of millennials research and make purchases for items prior to moving and 54% change service providers service prior to moving. As a result, brands should be actively engaging with millennials throughout the entire move process, beginning as soon as a consumer is signaling pre-move behaviors.

Introducing MoverTech

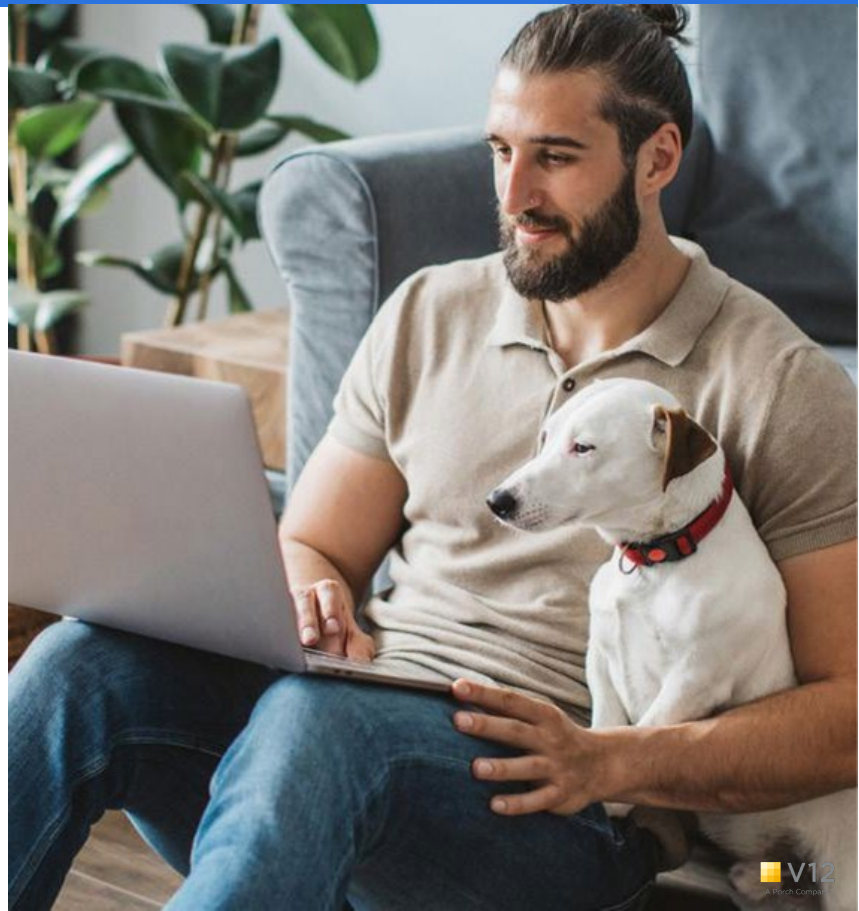
A New Generation of Mover Marketing



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 80+% of all houses bought in the U.S. per year. This proprietary source of information is combined with V12's rich foundation of marketing data and insight to form the MoverTech suite of mover marketing data and technology solutions.

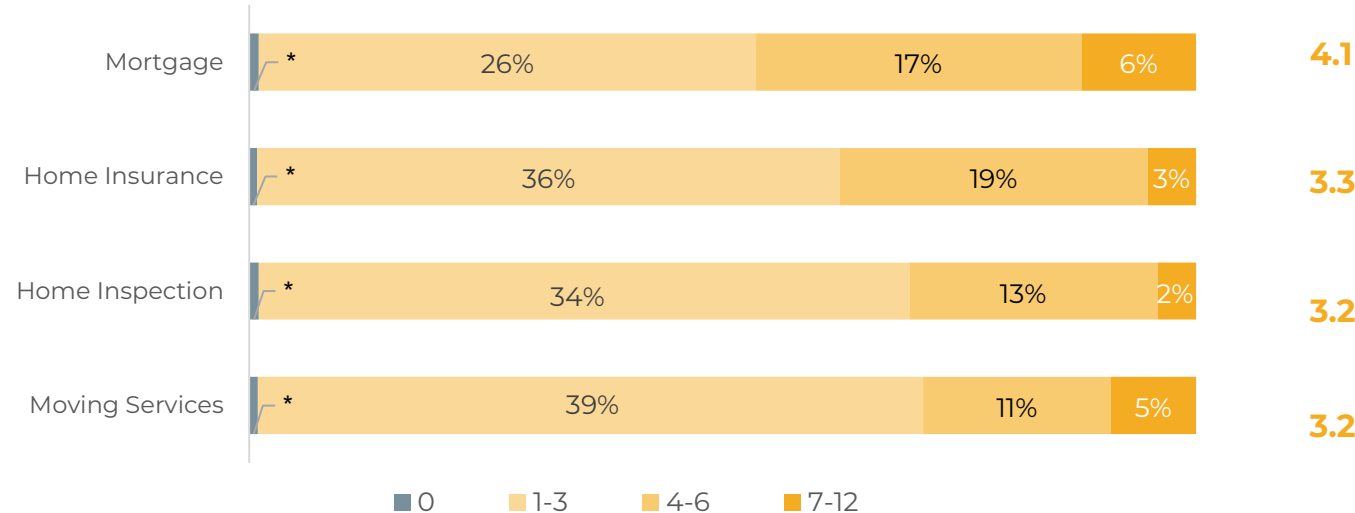
To learn more about MoverTech, [visit our website](#).



Half or More Millennial New Movers Do Research for Services Such As Mortgages, Home Insurance, Home Inspections & Moving Services

Time (in months) Before Move that Services were Researched
Among Millennials

Average Months Millennials Spent Researching Prior to Move



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

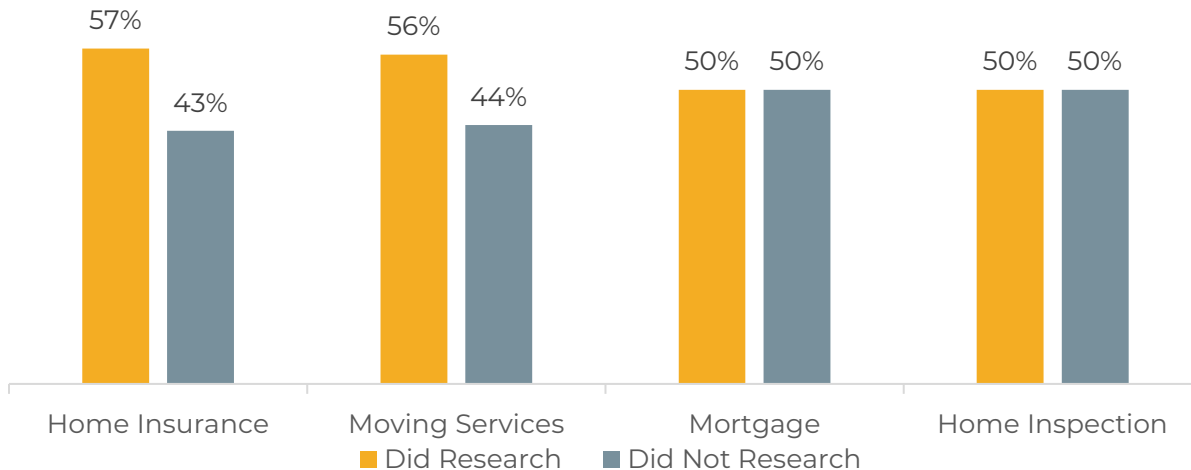
Q224 How many months before your most recent move, did you start researching each of the following? Please provide your best estimate.

* Less than 1%

Half or More Millennials Did Research for Home Insurance, Moving Services, Mortgage & Home Inspection



Whether or Not Research Conducted for Services Among Millennials

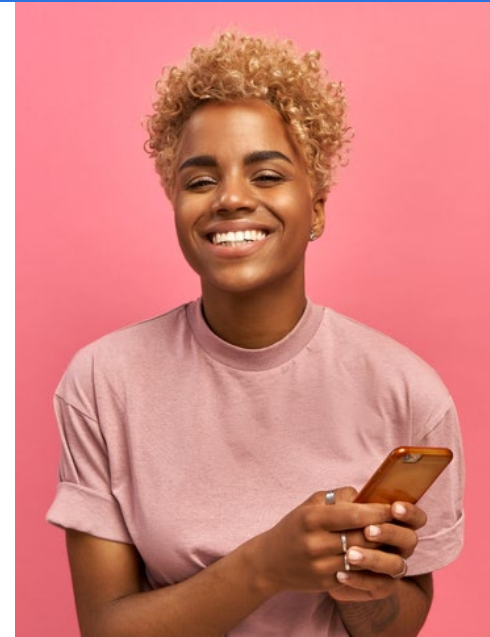
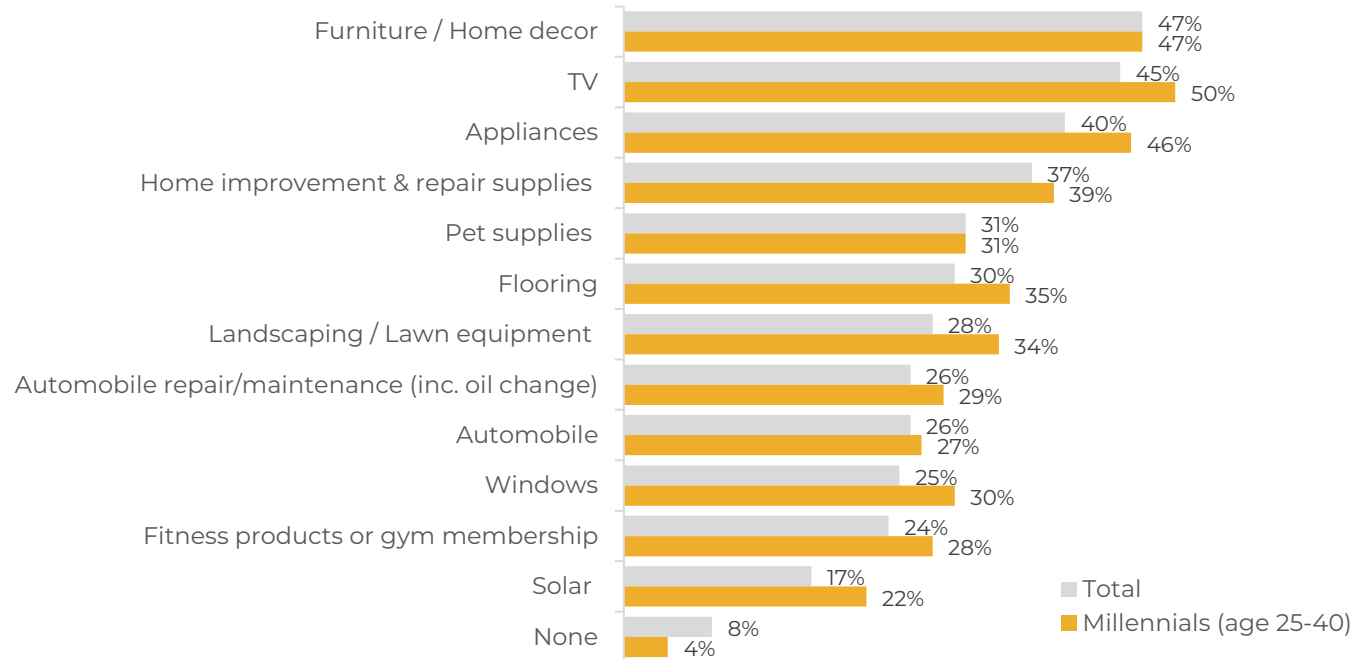


BASE: MILLENNIALS MOVED IN THE PAST 12 MONTHS (n=468)

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

TV, Furniture/Home Décor, & Appliances Top the List for Items Millennial New Movers Purchase in First 12 Months

Anticipated Items to Purchase within First 12 Months

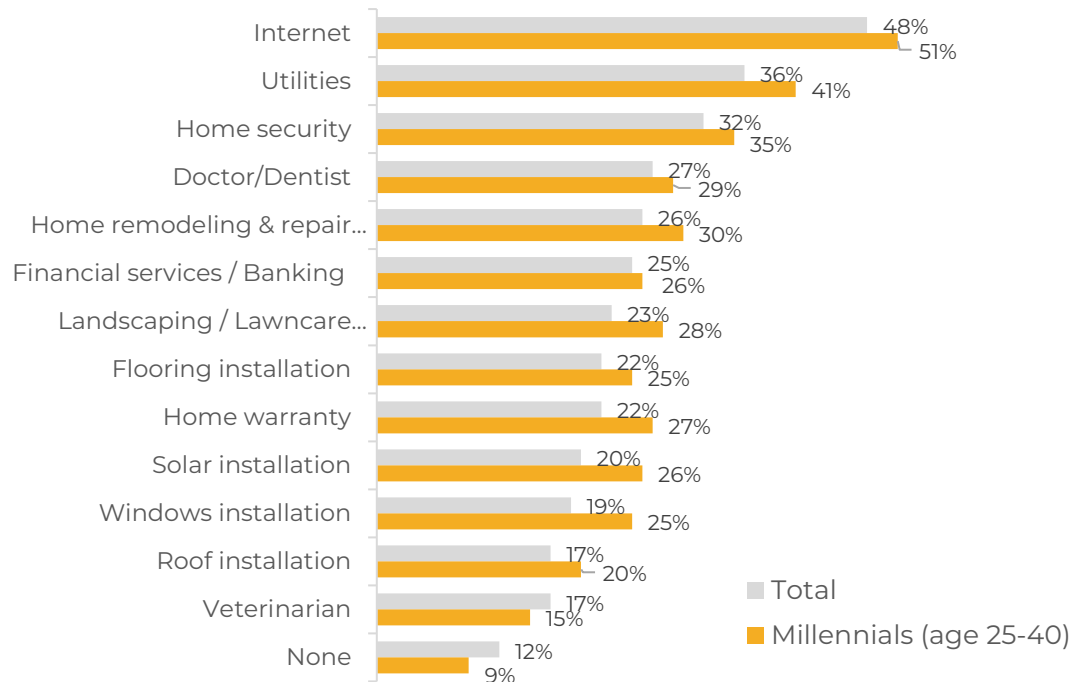


BASE: ALL QUALIFIED RESPONDENTS (n=1006); MILLENNIALS (n=487)

Q225A 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, Utilities, and Home Security are Sought After within First 12 Months of Moving

Anticipated Services to Find Provider for within First 12 Months



BASE: ALL QUALIFIED RESPONDENTS (n=1006);

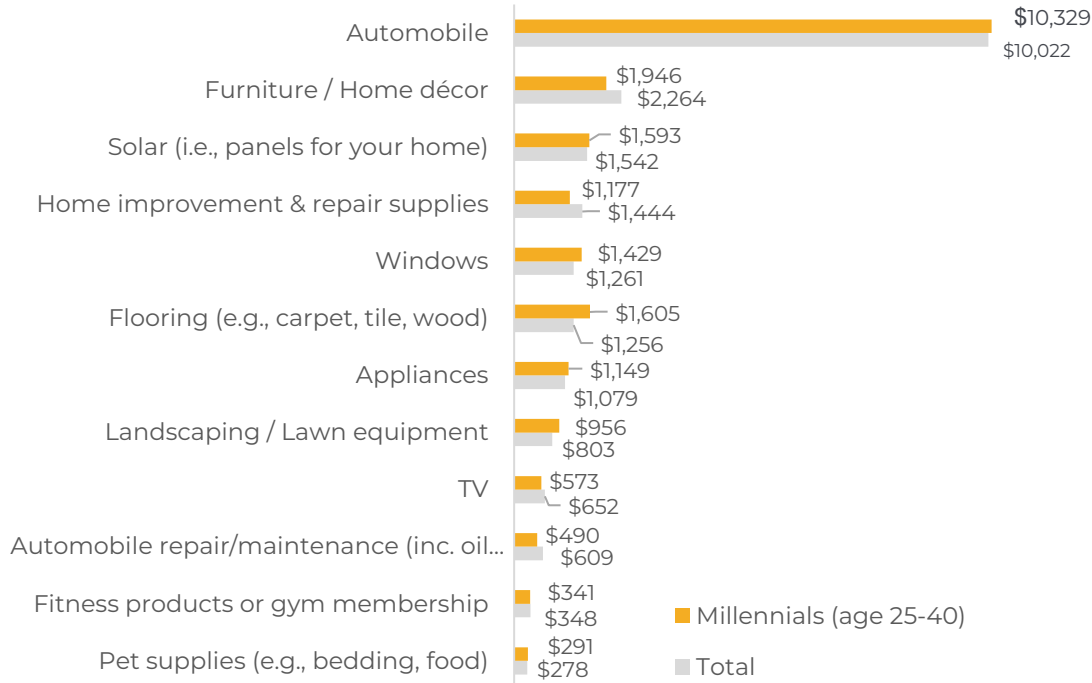
MILLENNIALS (n=487)

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.

On Average Millennials Spend More Than \$6,400 On All Items For Their Home

On average, movers spend around \$6,000 on all items for their home.

Average Estimated Amount Spent on Items



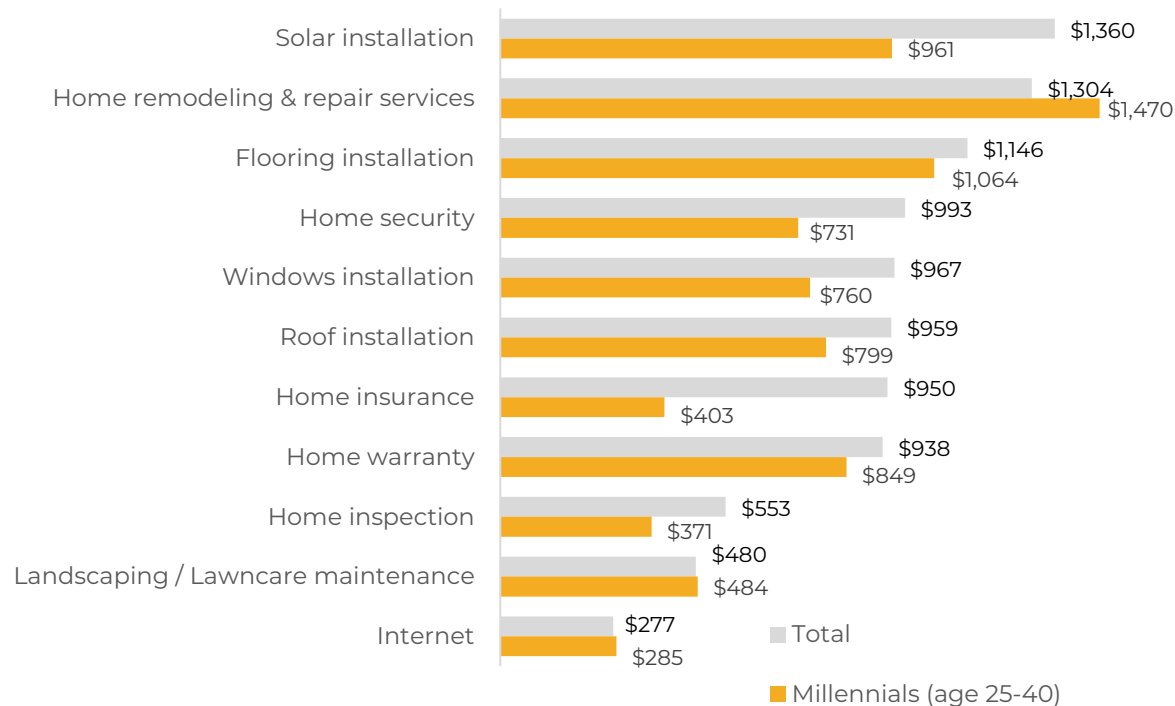
BASE: VARIABLE BASES

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?

Millennials Spend Around \$2,400 on Services Found/Will Find New Provider For

On average, new movers spend just under \$3,000 on services they found/will find a provider for

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?

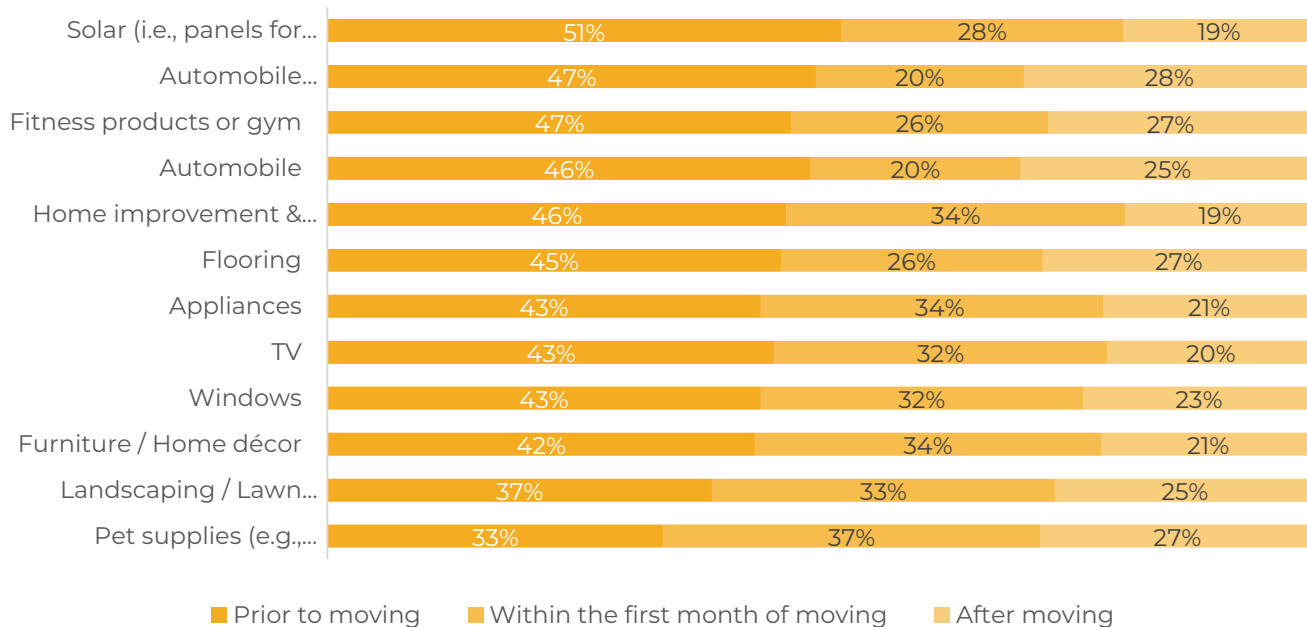
Average Amount Spent on Items/Services

	Millennials
Average amount spent on all items (including Automobile)	\$6,465
Average amount spent on all items (excluding Automobile)	\$4,098
Average amount spent on all services	\$2,409
Average spent on all items/services	\$8,179



Items Millennial Movers Purchase Are Predominantly Done so Prior to the Move

Timing of Item Purchases Among Millennials



Overall, 67% say they actually **purchased** any items **prior** to the **move**.

Overall, 47% say they actually **purchased** any items **after** to the **move**.

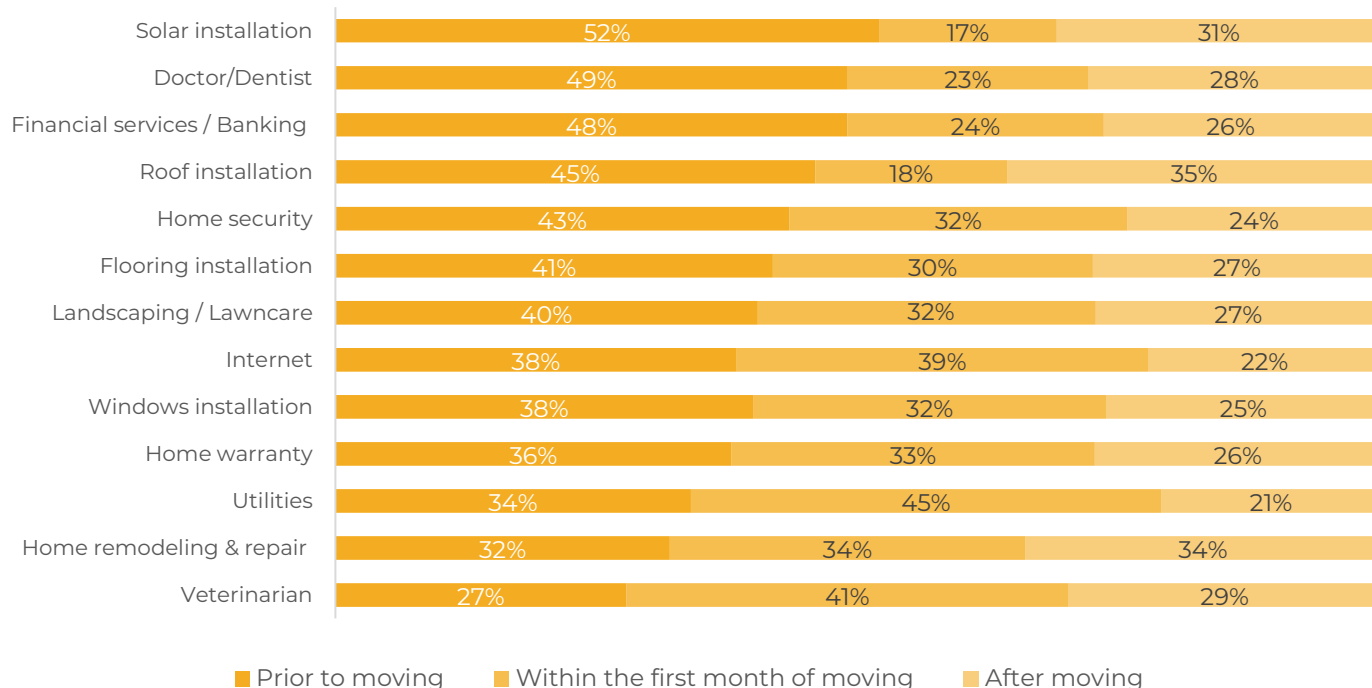
BASE: VARIABLE BASES

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

Millennial Movers Typically Find Service Providers Prior to the Move

Timing of Change of Service Providers Among Millennials



Overall, 54% say they actually **changed providers** for any services **prior** to the **move**.

Overall, 42% 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?

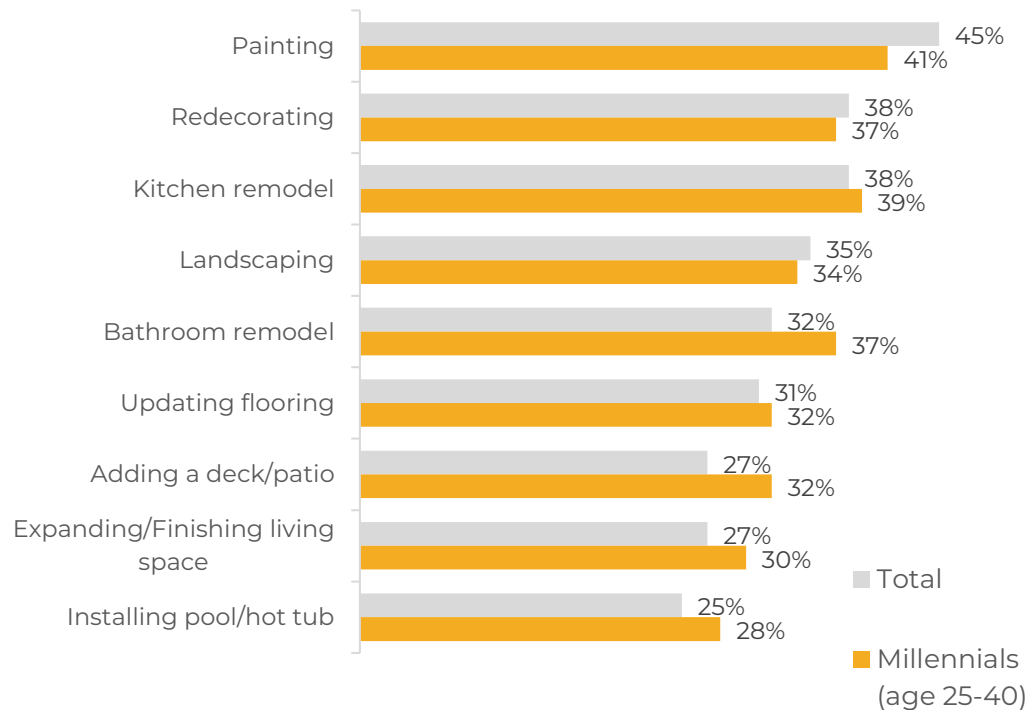
Timing of Item Purchases/Finding Service Providers

	Prior to Moving	After Moving
Purchasing Item(s)	67%	47%
Finding Service Provider(s)	54%	42%



Top Home Improvement Projects Among Millennials Include Painting, Redecorating, & Kitchen and Bathroom 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 **Millennials** say the same.

BASE: TOTAL DOING/PLANNING HOME IMPROVEMENT PROJECTS (n=804); MILLENNIALS (n=400)

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.

Item label shortened to fit page

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

Research Methods



Enticements to Try a New Brand



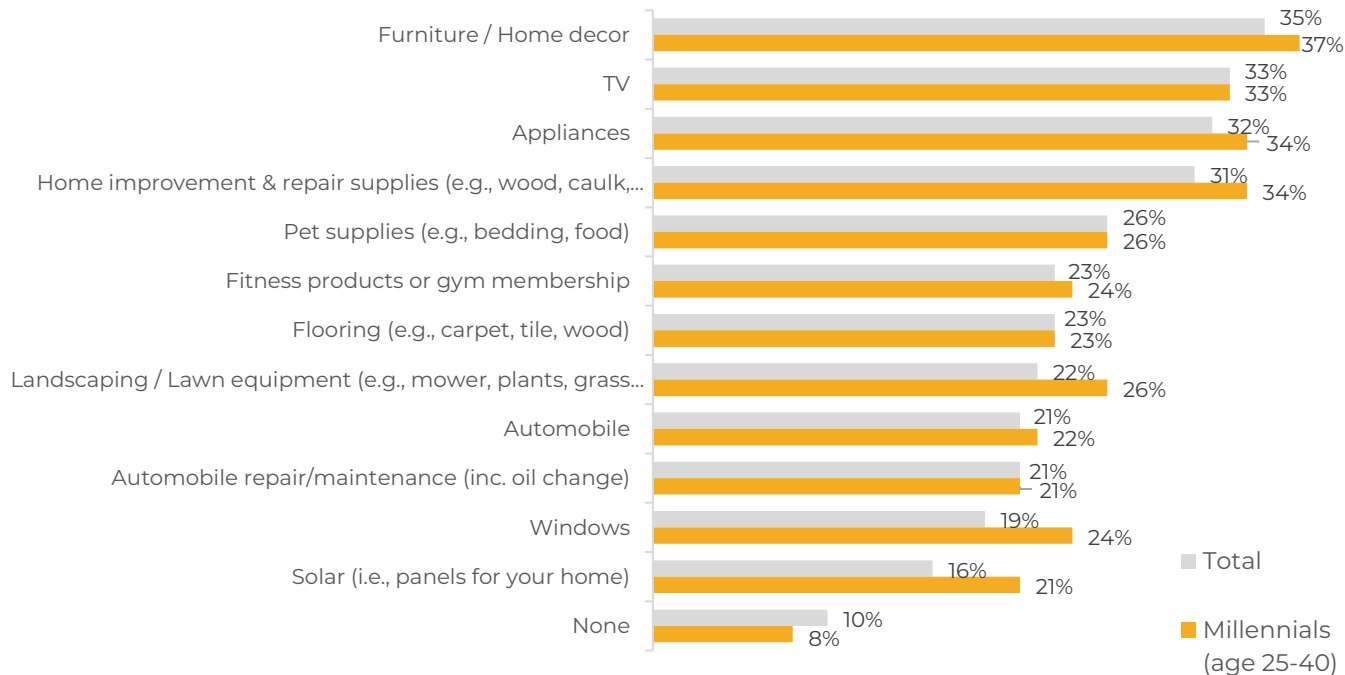
BASE: ALL QUALIFIED RESPONDENTS (n=1006); MILLENNIALS (n=487)

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.

Millennial New 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** – **92%** of
Millennials feel similarly.

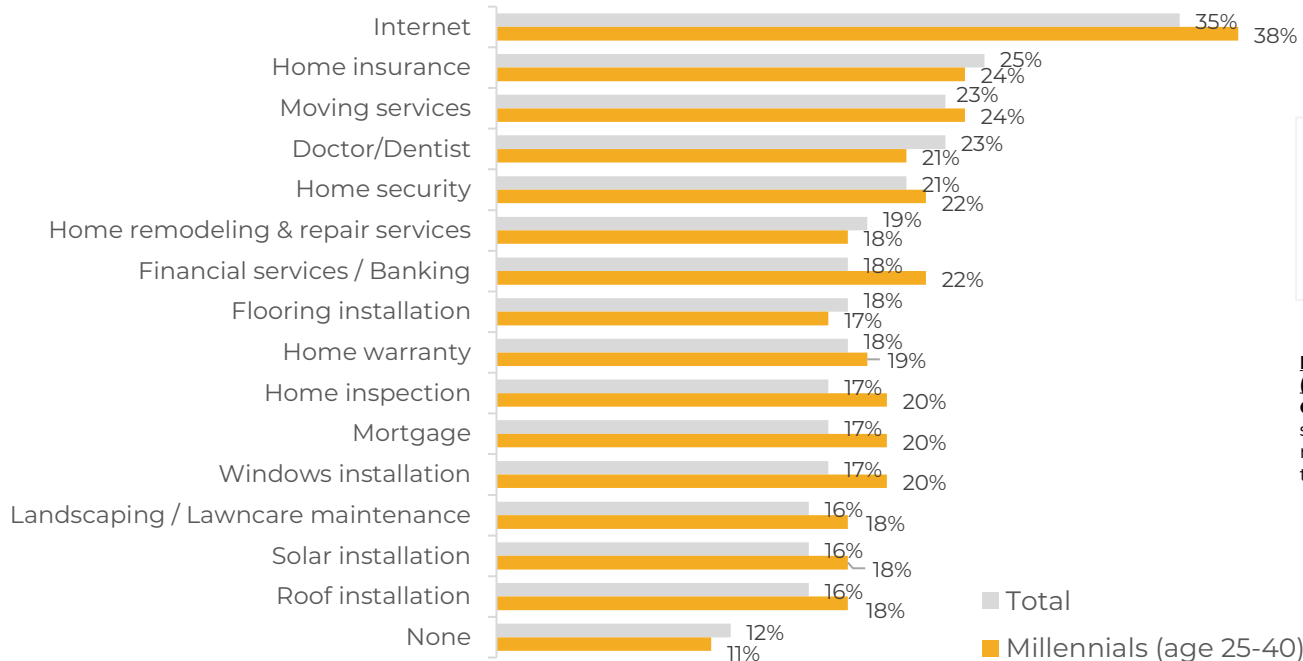


BASE: ALL QUALIFIED RESPONDENTS (n=1006); MILLENNIALS (n=487)
Q305A. Which of the following type(s) of items would you be most likely to try a new brand/company? Please select all that apply.

Item label shortened to fit page

Millennial New Movers are Willing to Try a Provider from New Brands for Internet, Home Insurance, Moving and Doctor/Dentist Services

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



88% of **Total** Would **Try**
New Brand/Company for
Any Services – **89%** of
Millennials feel the same



**BASE: ALL QUALIFIED RESPONDENTS
(n=1006); MILLENNIALS (n=487)**

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 487 are Millennials (i.e., age 25-40)*

Field Dates: July 7th – 16th, 2021

The New Movers Survey was conducted online by The Harris Poll on behalf of V12 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.

