

MEET THE GEN Z NEW MOVERS

 Additional Analysis of Gen Z vs. Total



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 Gen Z 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 V12's rich foundation of marketing data and insight to form the MoverTech suite of mover marketing data and technology solutions.

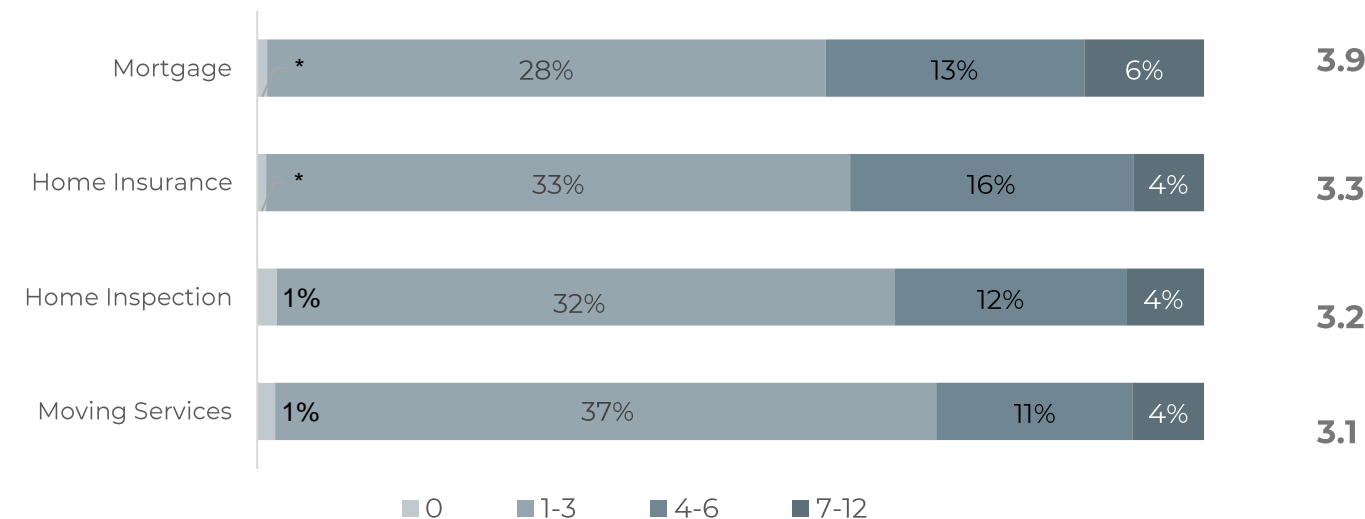
To learn more about MoverTech, [visit our website](#).



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

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

Average Months Total Spent
Researching Prior to Move



BASE: MOVED IN THE PAST 12 MONTHS (n=945)

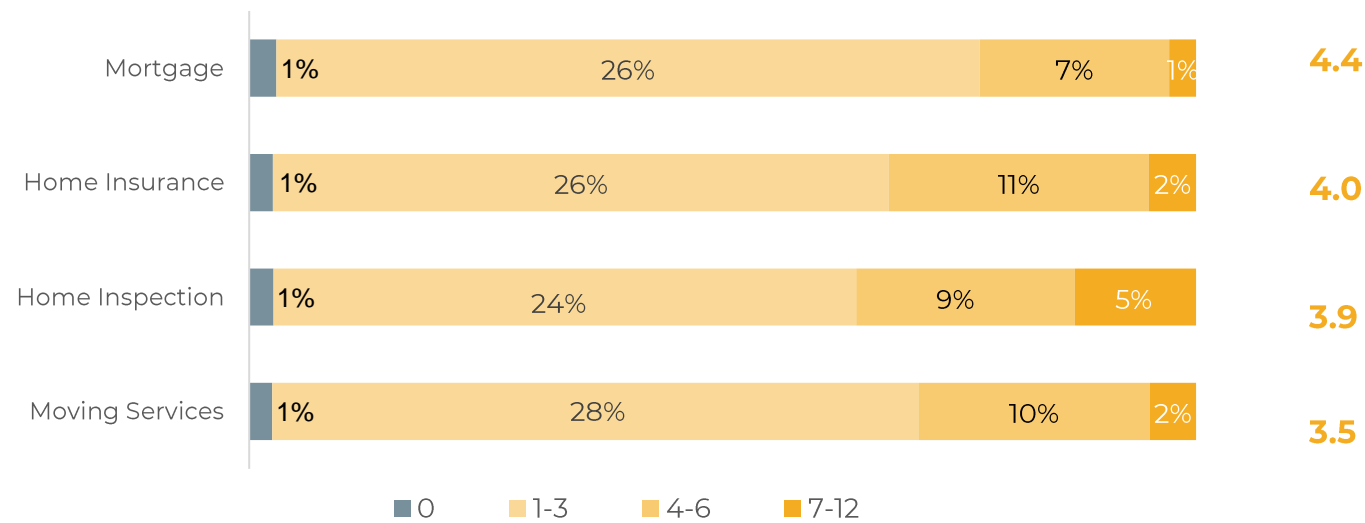
Q224 How many months before your most recent move, did you start researching each of the following? Please provide your best estimate.

* Less than 1%

More than 2 in 5 Gen Z 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 Gen Z

Average Months Gen Z Spent
Researching Prior to Move



BASE: GEN Z 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.

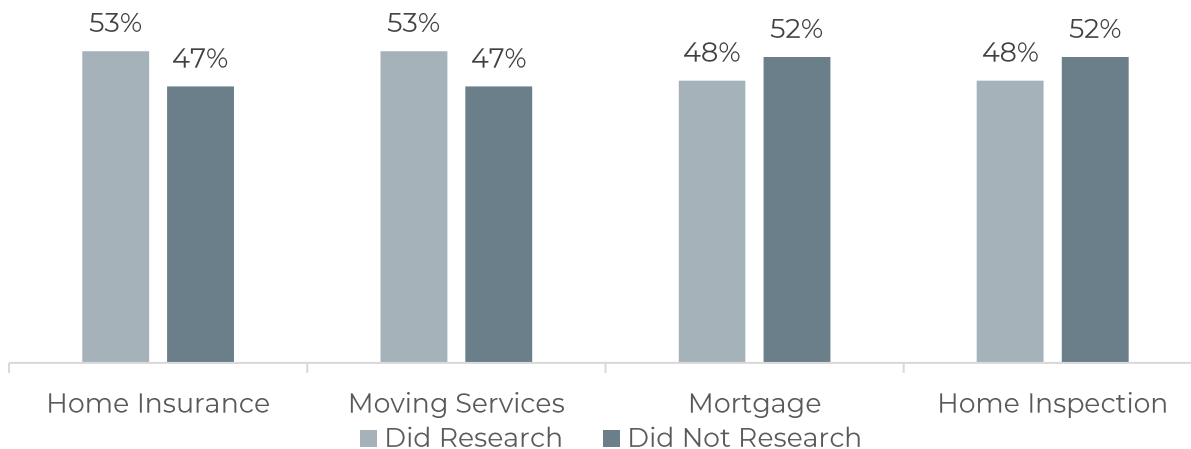
* Less than 1%

More Than Half 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



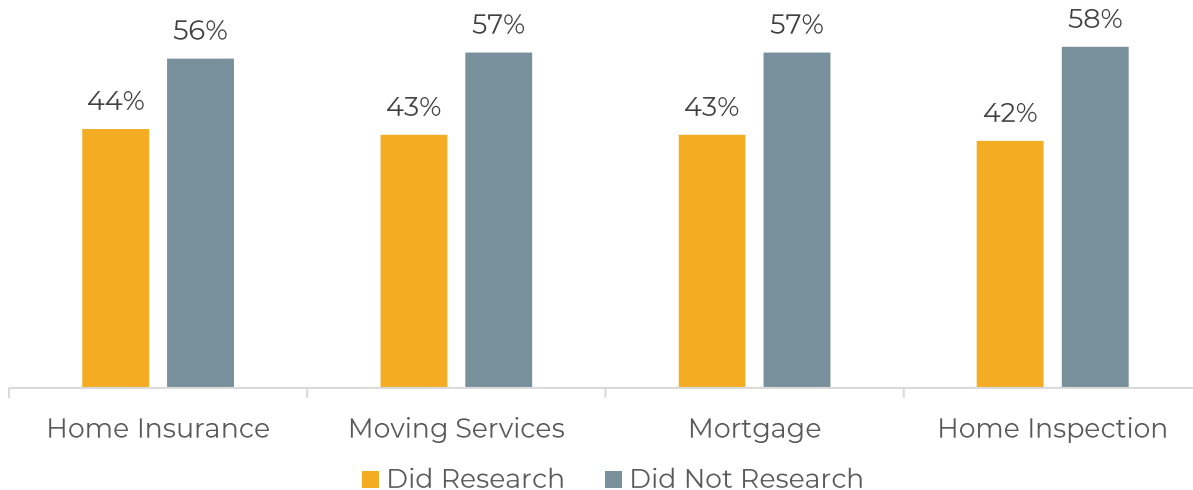
BASE: MOVED IN THE PAST 12 MONTHS (n=945)

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

Less Than Half of Gen Z Did Research for Home Insurance, Moving Services, Mortgage & Home Inspection



Whether or Not Research Conducted for Services Among Gen Z

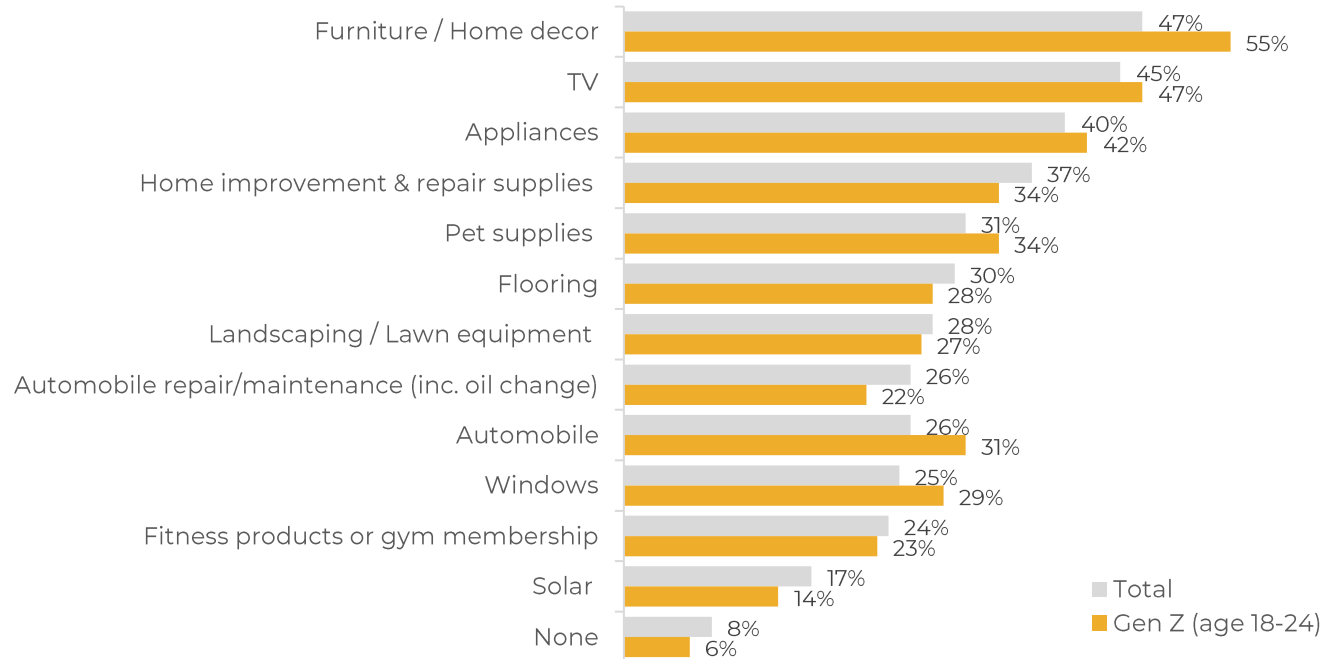


BASE: GEN Z MOVED IN THE PAST 12 MONTHS (n=211)

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 & Appliances Top the List for Items Gen Z New Movers Purchase in First 12 Months

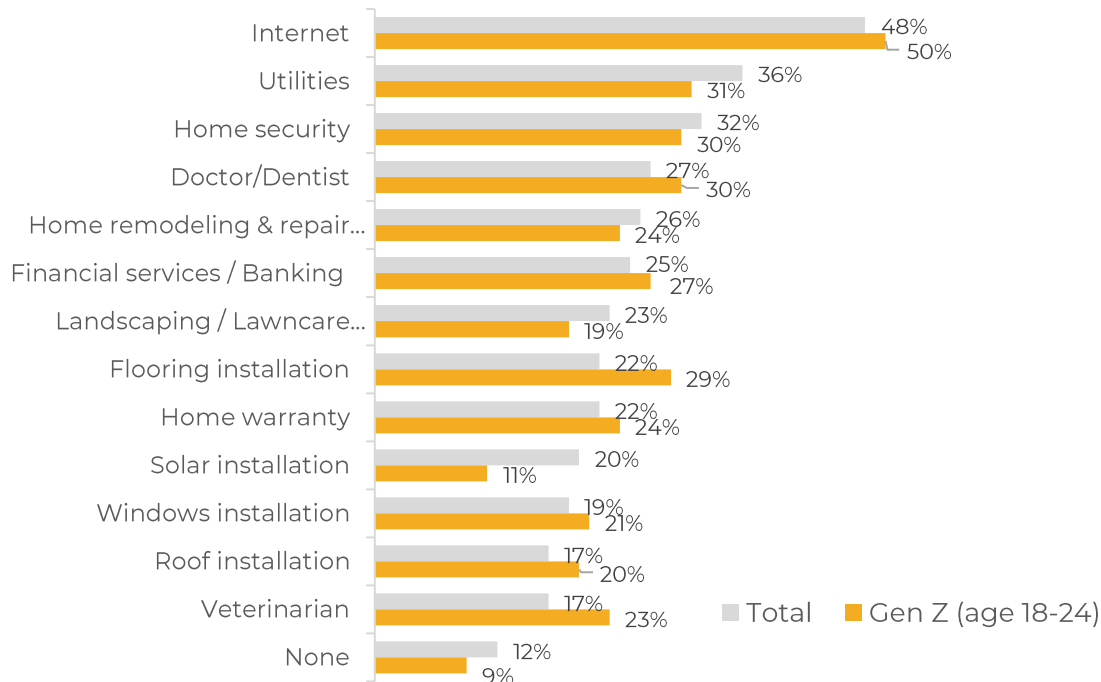
Anticipated Items to Purchase within First 12 Months



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, Utilities, Home Security and Doctor/Dentist are Sought After within First 12 Months of Moving for Gen Z

Anticipated Services to Find Provider for within First 12 Months

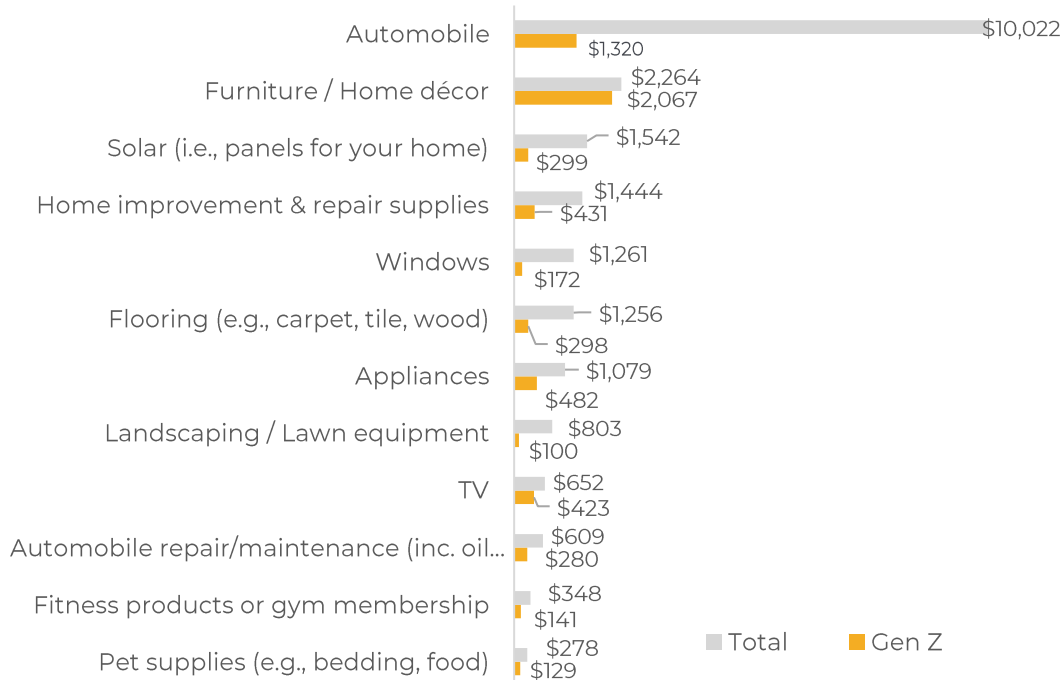


**BASE: ALL QUALIFIED RESPONDENTS (n=1006);
GEN Z (n=230)**

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 Z spends the most money on furniture/home décor and automobiles.

Average Estimated Amount Spent on Items

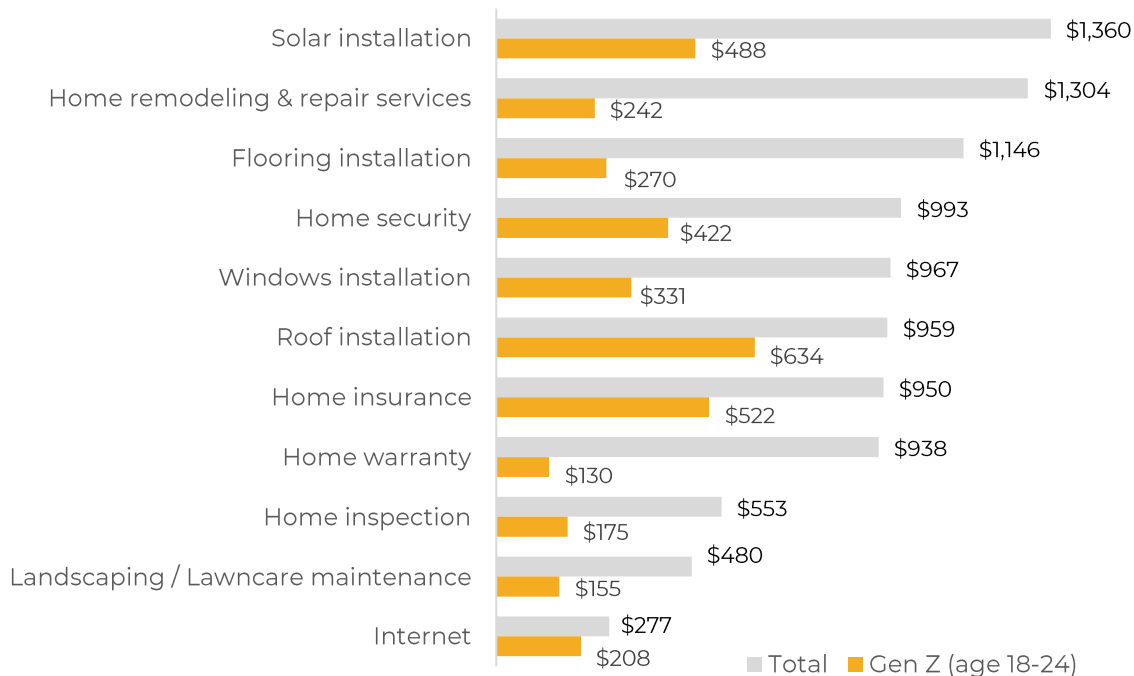


BASE: VARIABLE BASES

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 Z spends the most money on roof installation and home insurance.

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

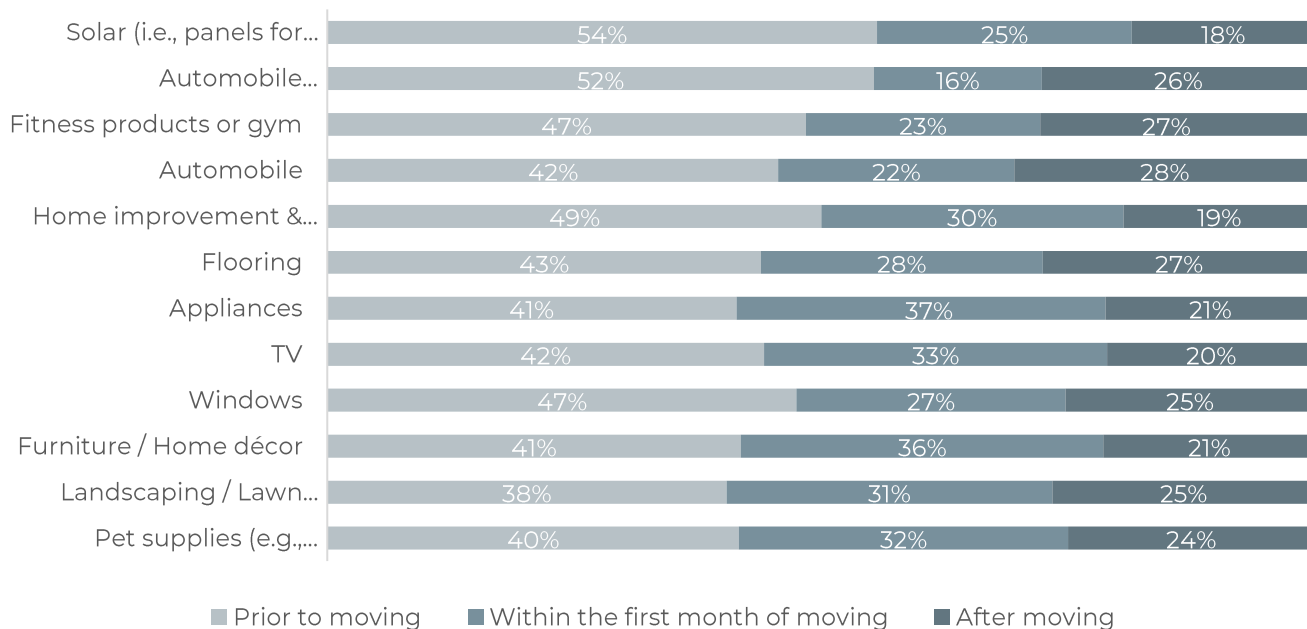
	Total	Gen Z
Average amount spent on all items (including Automobile)	\$6,002	\$2,097
Average amount spent on all items (excluding Automobile)	\$3,789	\$1,855
Average amount spent on all services	\$2,868	\$920
Average spent on all items/services	\$8,068	\$2,579



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

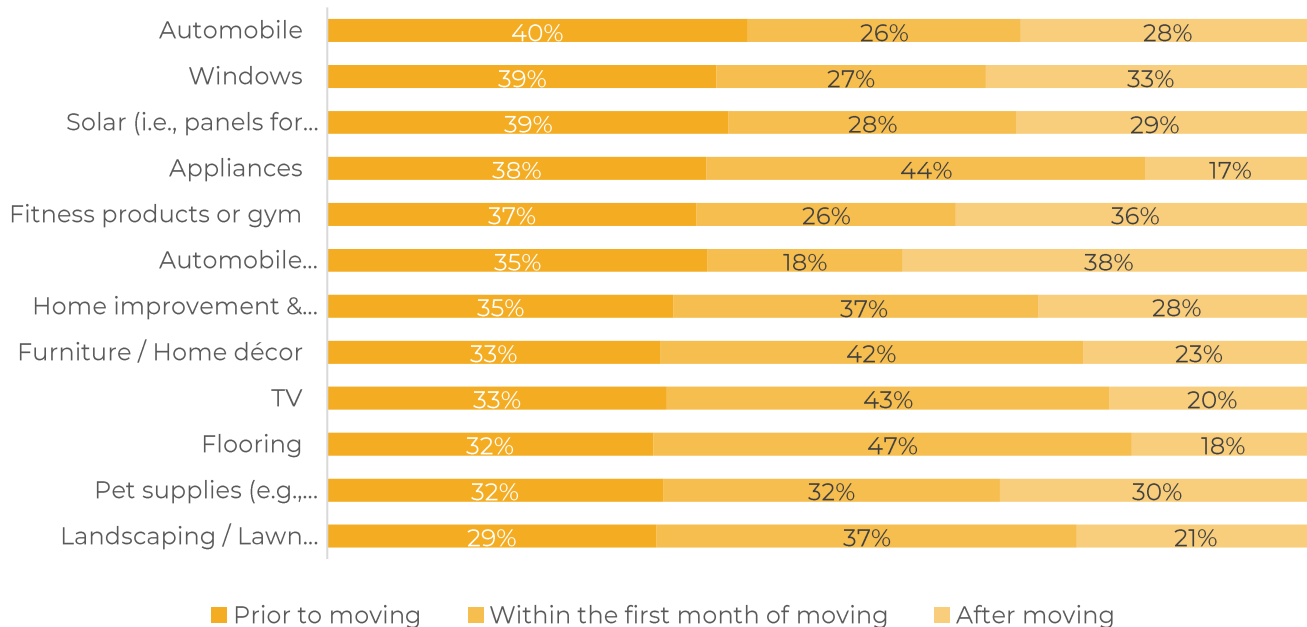
Q265A. For each of the following type(s) of items you purchased within the first 12 months of moving, when did you actually purchase each type of item?

Item label shortened to fit page

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

Timing of Item Purchases

Among Gen Z



Overall, 62% say they actually **purchased** any items **prior** to the move.

Overall, 53% say they actually **purchased** any items **after** to the move.

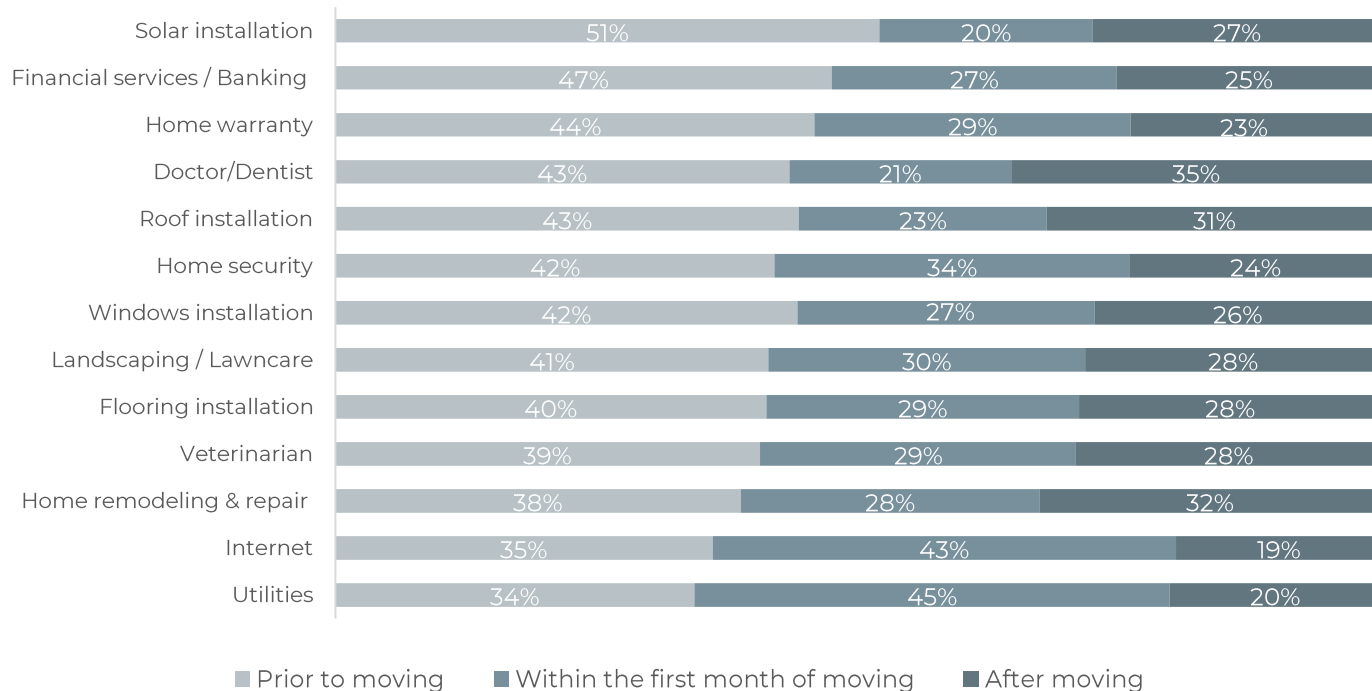
BASE: VARIABLE BASES

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?

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**.

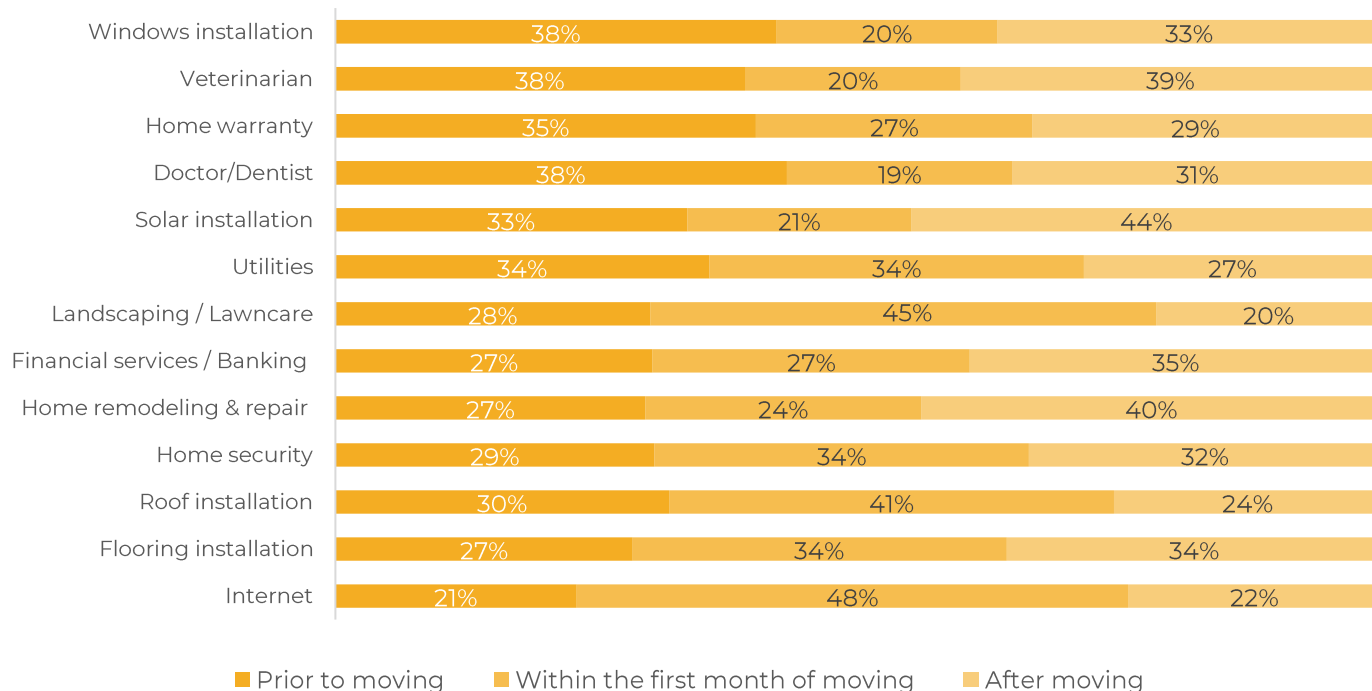
BASE: HAVE CHANGED PROVIDERS (VARIABLE BASES)

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?

Gen Z Movers are Divided When It Comes to Finding Service Providers Prior to the Move or After

Timing of Change of Service Providers

Among Gen Z



Overall, 52% say they actually **changed providers** for any services **prior to the move**.

Overall, 52% 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?

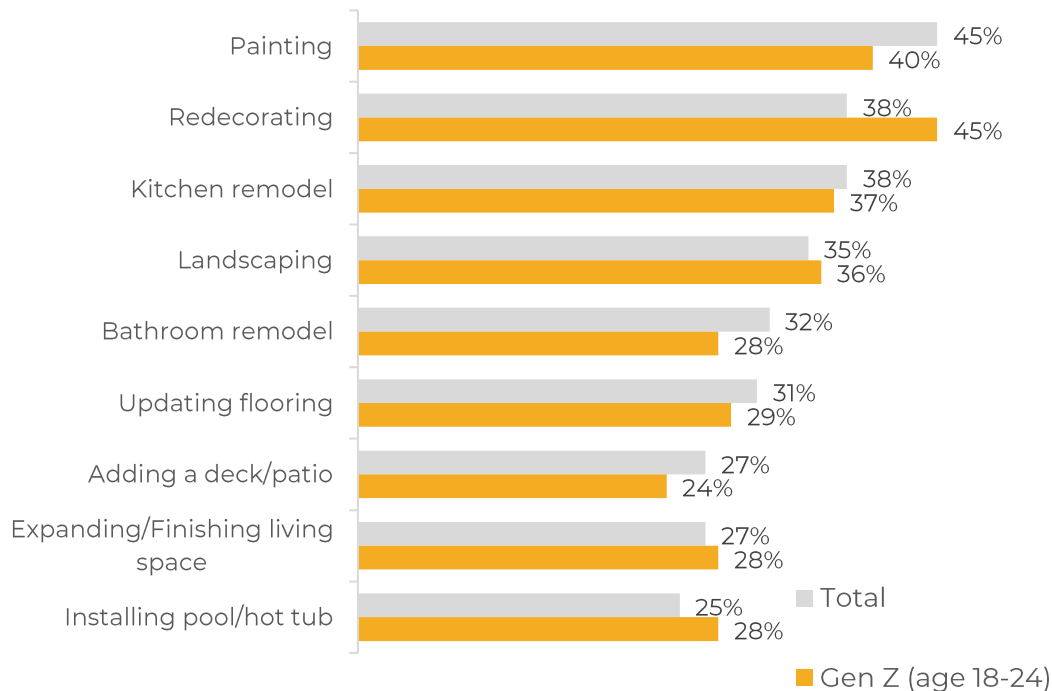
Timing of Item Purchases/Finding Service Providers

	Prior to Moving		After Moving	
	Total	Gen Z	Total	Gen Z
Purchasing Item(s)	64%	62%	44%	53%
Finding Service Provider(s)	53%	52%	39%	52%



Home Improvement Projects are Underway – Gen Z are Working on Redecorating and Painting

Home Improvement Project In Progress/Planned



83% of the **Total** say they are **doing/planning** to do or have already done **home improvement projects** – **88%** of **Gen Z** say the same.

BASE: TOTAL DOING/PLANNING HOME IMPROVEMENT PROJECTS (n=804); GEN Z (n=195)

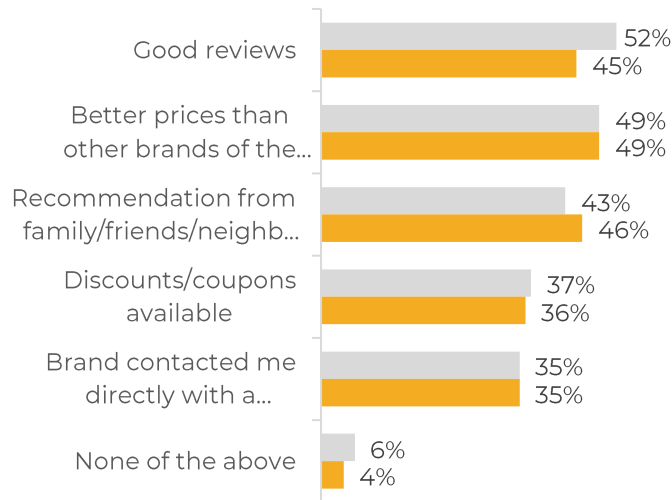
Q405 Which of the following home improvement projects are you doing/planning to do or have already done in your new home? Please select all that apply.

Purchase Decision for New Items/from New Businesses Driven Mainly by Recommendations for Gen Z

Research Methods



Enticements to Try a New Brand



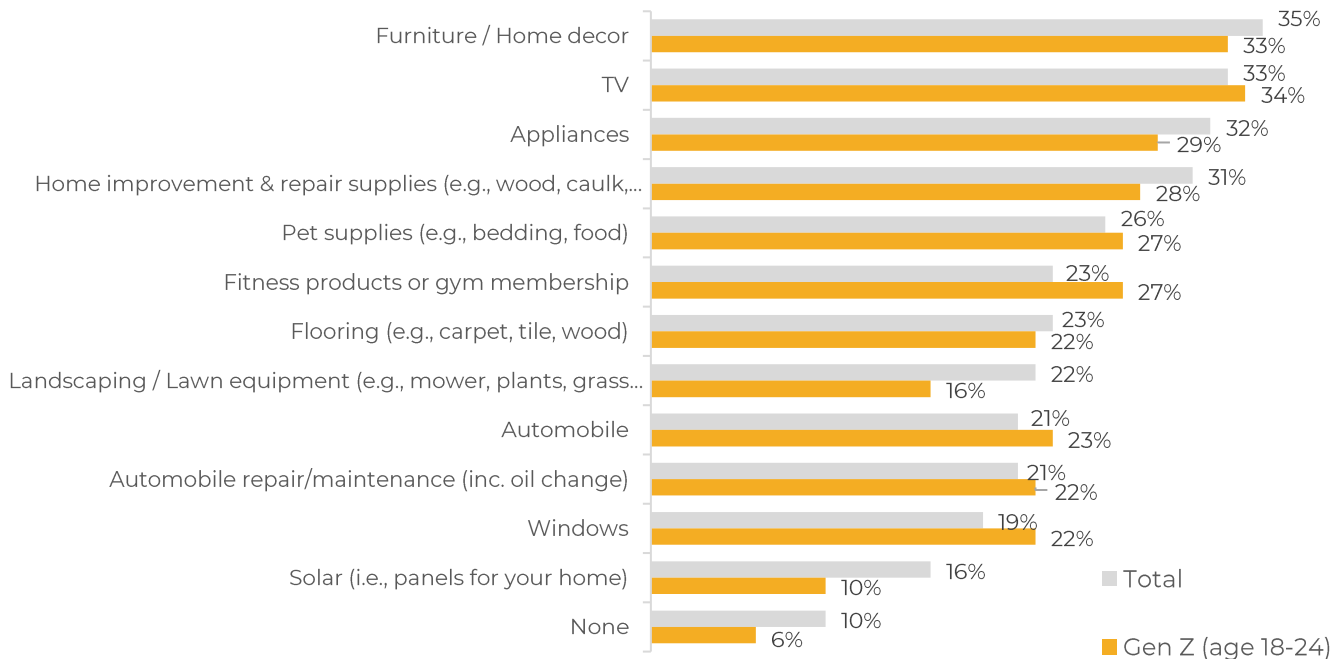
BASE: ALL QUALIFIED RESPONDENTS (n=1006); GEN Z (n=230)

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** – **94%** of
Gen Z feel similarly.

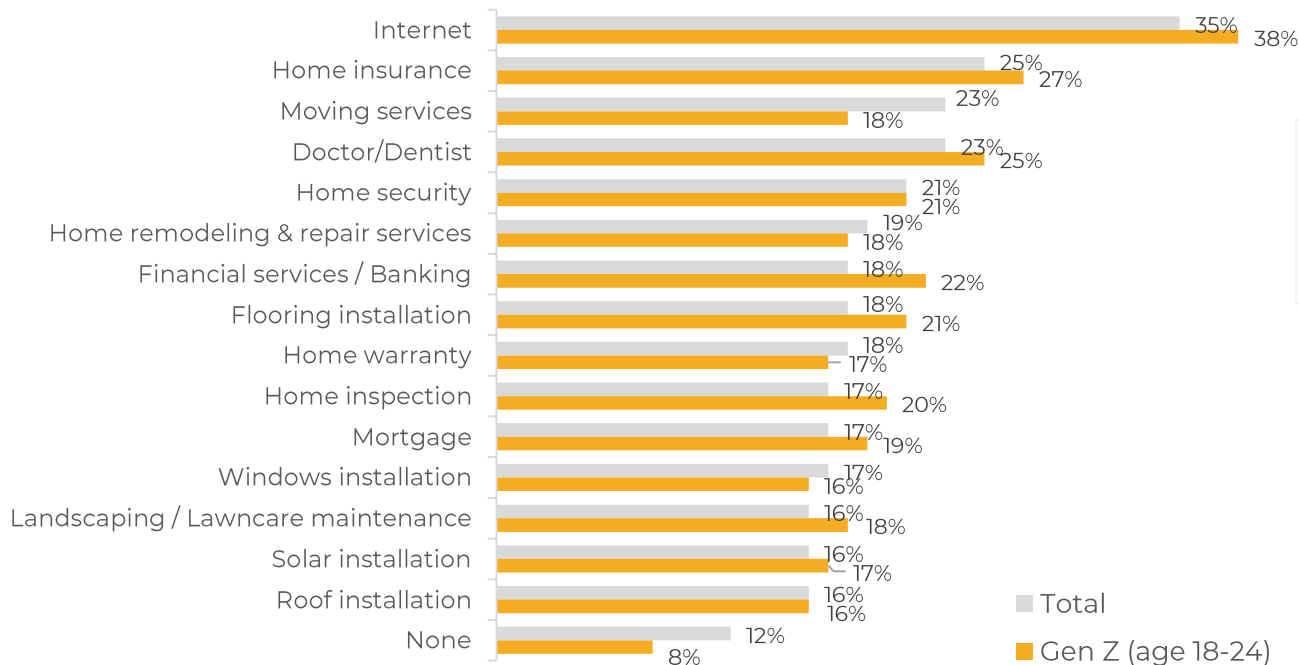


**BASE: ALL QUALIFIED RESPONDENTS
(n=1006): GEN Z (n=230)**

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.

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 – **92%** of
Gen Z feel the same



**BASE: ALL QUALIFIED RESPONDENTS
(n=1006); GEN Z (n=230)**
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.

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 230 are Gen Z (i.e., age 18-24)*

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.

