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IPNM Direct & Digital:  
**NEW MOVERS ARE TWICE AS LIKELY TO BUY HOME  
IMPROVEMENT MATERIALS**

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Consumers in the process of moving are three times as likely as non-movers to buy an alarm system and make their purchases within a much shorter window of consideration. These behaviors present marketers with a unique opportunity to reach consumers when they are in-market and actively shopping for alarm services.

These were key findings from a new, and groundbreaking marketing research. The study was uniquely designed to more accurately understand purchase behaviors of consumers throughout the mover lifecycle by surveying household decision makers while they're in the process of moving.



## WHY MOVERS MATTER

Elevated spending patterns and brand switching propensities make the nearly 30 million people who move\* each year a highly coveted audience for marketers. Movers spend an average of \$9,000 and make more than 70 brand decisions within the first three months of their move\*\*. They're a complex and dynamic group whose needs and behaviors change rapidly over a relatively short period of time. The ability to identify and reach movers with relevant offers before they make crucial buying decisions and establish new brand relationships is critical to acquiring and retaining valuable customers.

## A Unique Research Methodology

Other mover research studies retroactively survey consumers and rely on respondents recall of move-related purchases oftentimes months after they've relocated. These studies can therefore contain incomplete and inaccurate purchase data, while altogether omitting purchase intent and consideration information.

Kupersmit Research designed and implemented a research study that more accurately, that captures the unique purchase behaviors surrounding the mover lifecycle. In the study, consumers were surveyed regarding internet and other relevant products and services during each of the following stages:

- **At Listing:** Homeowners who have their homes listed for sale.
- **At Contract:** Homeowners with sales contracts on their existing homes.
- **Mover 0-15:** Homeowners who are within 15 days of their effective move date.†
- **Mover 16-45:** Homeowners who are within 16-45 days of their effective move date.
- **Mover 46-90:** Homeowners who are within 46-90 days of their effective move date.
- **Non-Mover:** Homeowners who are not in the process of moving.

†**Effective Move Date is the earliest date which IPNM Direct & Digital is aware that a move has occurred.**

During the interviews, participants were asked three main questions:

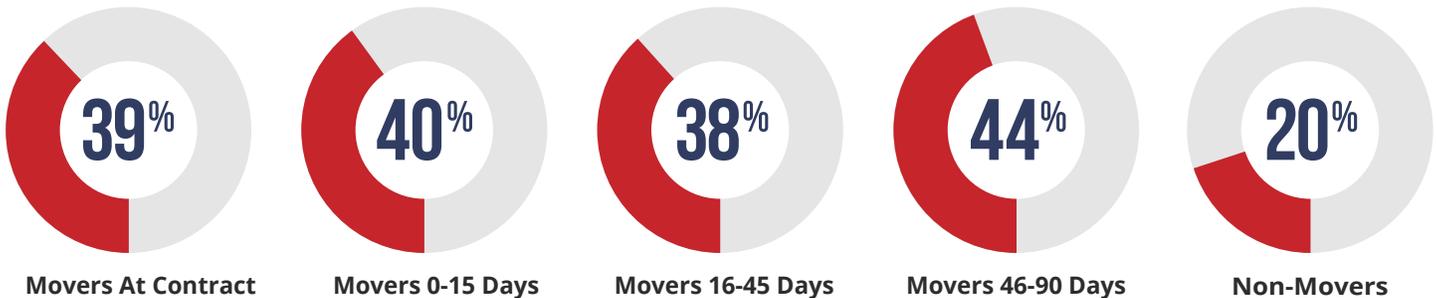
- i. Have you bought home improvement materials within the past year?
- ii. If so, how long did you research before you made your purchase?
- iii. If you haven't bought home improvement materials but are planning on doing so, how long have you been thinking about making your purchase?

*The study had an average margin of error of six percent across the various mover and non-mover categories surveyed.*

## DETAILED FINDINGS

### Movers Are Twice as Likely to Purchase Home Improvement Materials

All mover segments, with the exception of *Movers at Listing*, were significantly more likely to purchase home improvement materials than *Non-Movers*. Thirty-nine percent of *Movers at Contract* and forty percent of *Movers 0 - 15* had recent home improvement purchases compared to just 20 percent of *Non-Movers*. Thirty-eight percent of *Movers 16 - 45* and 44 percent of *Movers 46 - 90* purchased home improvement items, which is also twice the percentage of *Non-Movers* who purchased.



### Movers Provide Marketers a Narrow Window of Engagement

Fifty-eight percent of movers who bought home improvement materials did so within two weeks of beginning their research, creating a narrow window of engagement for marketers. There was a significant jump between *Movers at Listing* who purchased and *Movers at Contract* who purchased, indicating an ideal time for marketers to communicate offers. While 29 percent of the former group purchased, 39 percent of the latter group purchased, with consumers continuing to buy throughout the mover cycle.

### Movers Are More Likely to Be “In-Market” for Home Improvement Materials

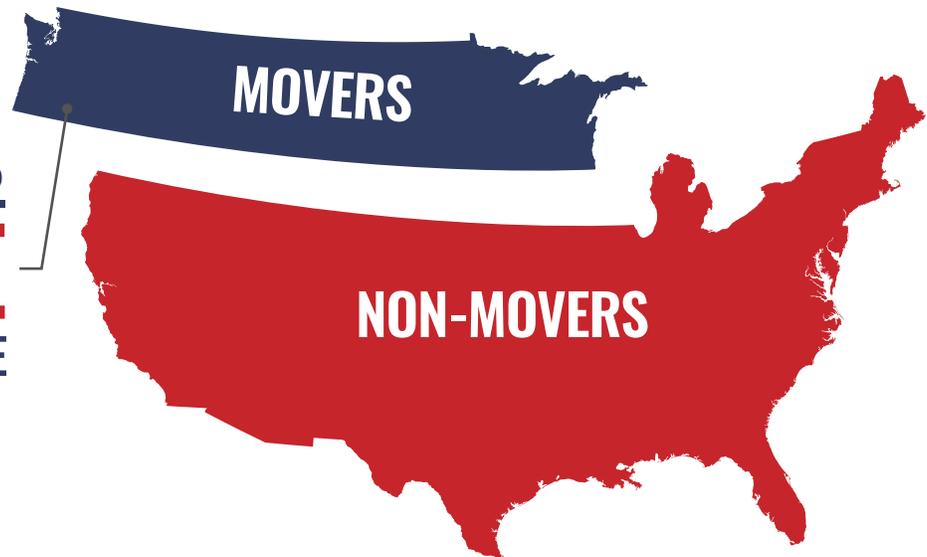
While only 38 percent of *Movers 0 - 15* had purchased home improvement materials, 29 percent indicated that they were still planning to do so with 59 percent indicating that they were actively shopping. Given this significant jump in purchase activity between *Movers at Listing* and *Movers at Contract*, marketers would benefit from targeting newly relocated consumers as they are most likely to be actively shopping for home improvement materials, but haven't purchased just yet.



## KEY TAKEAWAYS

1. Movers were twice as likely to purchase home improvement materials compared to *Non-Movers*.
2. Of those movers who bought home improvement materials, 58 percent did so within two weeks of beginning their research.
3. *Movers 0 - 15 days* were most likely to be actively shopping for home improvement materials

20% OF TOTAL POP.  
**2X MORE**  
LIKELY TO PURCHASE



Based on the findings, movers across all categories present a significantly better target audience than *Non-Movers*. There is a narrow purchase window in which movers make major decisions for their homes, typically within a few weeks of relocating, creating an ideal window of engagement for marketers. Marketers would do well to target this lucrative consumer segment during the brief period of time when they're in market for home improvement items and likely to be more receptive to promotional offers.

