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IPNM Direct & Digital:  
**NEW MOVERS ARE THREE TIMES MORE LIKELY TO BUY AN  
ALARM SYSTEM**

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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:

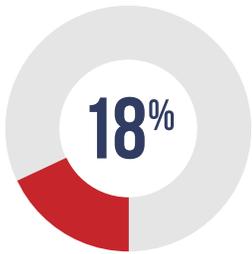
- i. Have you bought an alarm system within the past year?
- ii. If so, how long did you research before you made your purchase?
- iii. If you haven't an alarm system but are planning on doing so, how long have you been thinking about making your purchase?

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

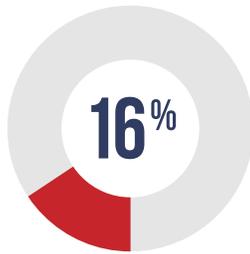
## DETAILED FINDINGS

### Movers Are Three Times More Likely to Purchase an Alarm System

All mover segments, with the exception of *Movers at Listing*, were significantly more likely to purchase an alarm system than *Non-Movers*. Eighteen percent of *Movers at Contract* reported recent alarm purchases and 16 percent of *Movers 0 - 15* reported a purchase compared to just seven percent of *Non-Movers*. Twenty-six percent of *Movers 16 - 45* and *Movers 46 - 90* purchased alarm services, which is just over three times the percent of *Non-Movers* who purchased.



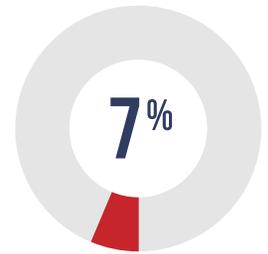
Movers At Contract



Movers 0-15 Days



Movers 16-90 Days



Non-Movers

### Movers Provide Marketers a Narrow Window of Engagement

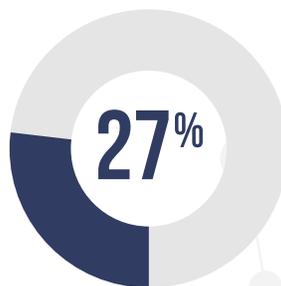
Fifty-seven percent of movers purchased within a week of beginning their research, while only 24 percent of *Non-Movers* purchased within a week. Within two weeks of beginning their research, 73 percent of movers made their purchase decision compared to just 38 percent of *Non-Movers*.

### Movers Are More Likely to Be “In-Market” for an Alarm System

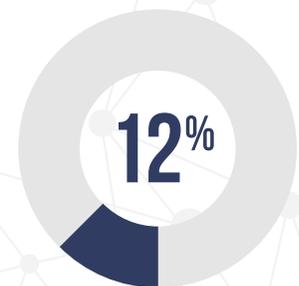
Of those consumers who have not purchased alarm systems, 29 percent of *Movers at Listing* and 27 percent of *Movers at Contract* indicated that they were likely to still purchase compared to just 12 percent of *Non-Movers*. *Movers at Contract* were most likely to be in market for an alarm system with 49 percent indicating that were actively shopping for one. It is likely that they are researching systems for their new homes, which makes sense considering there is a significant jump in purchase activity between *Movers at Contract* and *Movers 16 - 45*.



Likelihood of Movers at List to Purchase



Movers at List Likely to Purchase

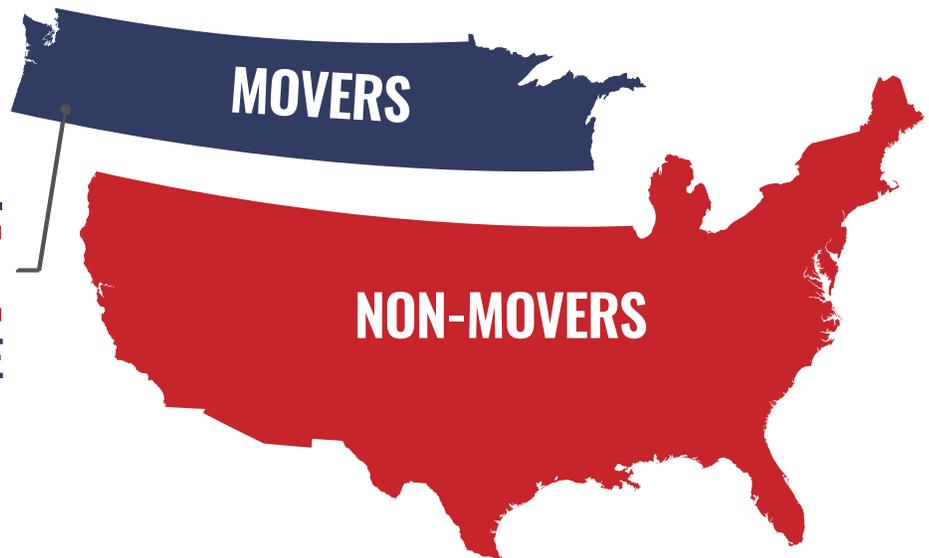


Non-Movers Actively Shopping

## KEY TAKEAWAYS

1. Of those movers who bought home improvement materials, 58 percent did so within two weeks of beginning their research.
2. Of those movers who bought an alarm system, 73 percent did so within two weeks of beginning their research.
3. Movers at Contract were most likely to be “in market” and actively shopping for an alarm system.

20% OF TOTAL POP.  
**3X 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.