

# Comprehensive New Mover

Updated Weekly to Quickly Target New Consumers

**The NFocus Comprehensive New Mover database gives you access to consumers primed to make major purchases.**

On average, New Movers spend more than \$4 - \$9k on goods and services during the two months after moving into their new residence.

The Comprehensive New Mover file is comprised of multi-sourced data points including telco, deed, subscription changes, newly-built homes and is supported by postal tracking technology.



The NFocus Comprehensive New Mover database contains up to 30% more new movers than other major resources and is updated weekly. We track and flag unoccupied homes on the file as soon as residents move out of the house.

- New Movers spend more in their first 3-6 months (\$10k - \$12k) on their home than they will in the next 3 years.
- New Mover Market is worth an estimated \$170 Billion Annually
- Americans move on average every 5 – 7 years
- New Movers (home buyers) roughly spend \$9,400 related to their move, within 2 months
- New Mover (renters) spend around \$4,700 related to their move, within 2 months
- Around 60% of New Movers will change their service providers
- Around 42% of New Movers will upgrade their services
- 17% of the population are tagged annually as New Movers

## Select Options

Home Ownership  
MFDU/SFDU  
Move Date  
Gender  
Names Where Available  
Presence of Children

## Carrier Route Level Selects

Median Age  
Median Home Value  
Median Income

## Total Universe

8,000,000

## Frequency of Updates

Weekly

\*\* Epsilon New Mover Report, 2016

\*ResQue and ListCounts are registered trademarks and Audience NSight, Smart Saturation and Encore CDM are trademarks of NFocus Consulting, Inc. All rights reserved.

N008-010919

*SOLUTIONS ROOTED IN DATA*

www.N-Focus.com    www.ListCounts.com

(740) 654-5809

1594 Hubbard Drive

Lancaster, Ohio 43130

**NFOCUS**  
The Data Agency