

**Speedeon Data Study Shows:**

**NEW MOVERS ARE  
FOUR TIMES MORE LIKELY  
TO BUY CABLE TV SERVICE**



Consumers in the process of moving are more than four times as likely as non-movers to buy cable TV service and make their purchases within a much shorter window of consideration. These behaviors present cable TV service marketers with a unique opportunity to reach consumers when they are in-market and actively shopping for cable TV service.

These were key findings in new research commissioned by Speedeon Data and conducted by Kupersmit 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.

As a result, Speedeon Data, a leading data solutions provider and database marketing company with direct access to mover data, commissioned Kupersmit Research to design and implement a research study that more accurately captures the unique purchase behaviors surrounding the mover lifecycle. In the study, consumers were surveyed regarding cable TV service and other relevant products and services during each of the following stages:

- **At List:** 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 (EMD) is the earliest date which Speedeon Data is aware that a move has occurred.**

Rolling interviews were conducted, during which time qualified participants were asked three main questions:

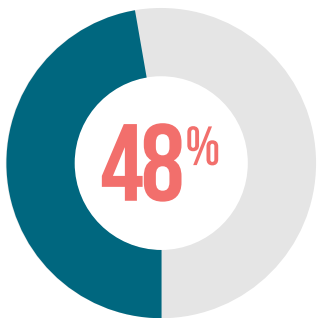
- i. Have you bought cable TV service within the past year?
- ii. If so, how long did you research before you made your purchase?
- iii. If you haven't bought cable TV service but are planning on doing so, how long have you been thinking about making your purchase?

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

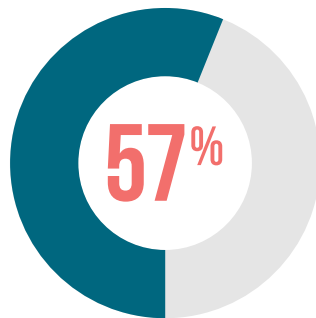
# KEY FINDINGS

## Movers Are Four Times More Likely to Purchase Cable TV Service

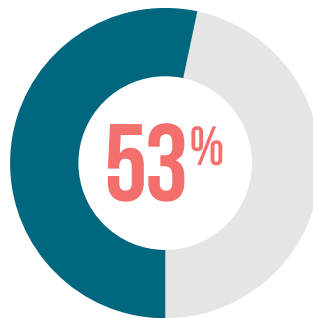
All mover segments, with the exception of *Movers at List*, were significantly more likely to purchase cable TV service than *Non-Movers*. Forty one percent of *Movers at Contract* reported a recent cable TV service purchase and 48 percent of *Movers 0-15* reported a recent cable TV service purchase compared to just 12 percent of *Non-Movers*. Fifty-seven percent of *Movers 16-45* and 53 percent of *Movers 46-90* reported a recent cable TV service purchase, which is more than four times the 12 percent of *Non-Movers* who purchased cable TV service.



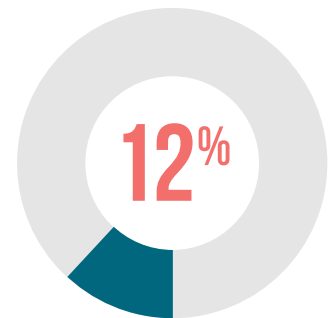
Movers 0-15 Days



Movers 16-45 Days



Movers 46-90 Days

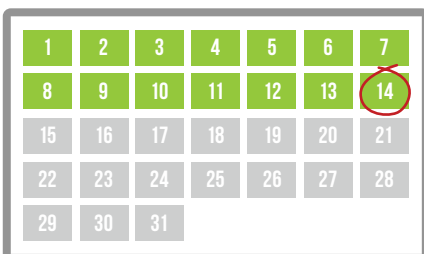


Non-Movers

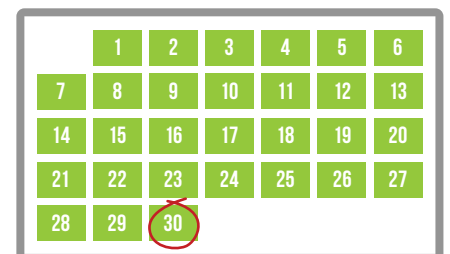
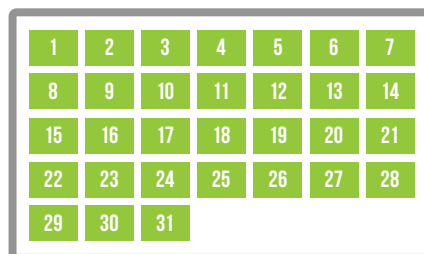
## Movers Provide Marketers a Narrow Window of Engagement

Movers who bought cable TV service spent an average of one to two weeks researching their purchases, creating a narrow window of engagement for marketers. In contrast, *Non-Movers* spent an average of more than two months researching their purchases. After two months, behavior between the two groups starts to normalize.

**Movers**  
1-2 Weeks

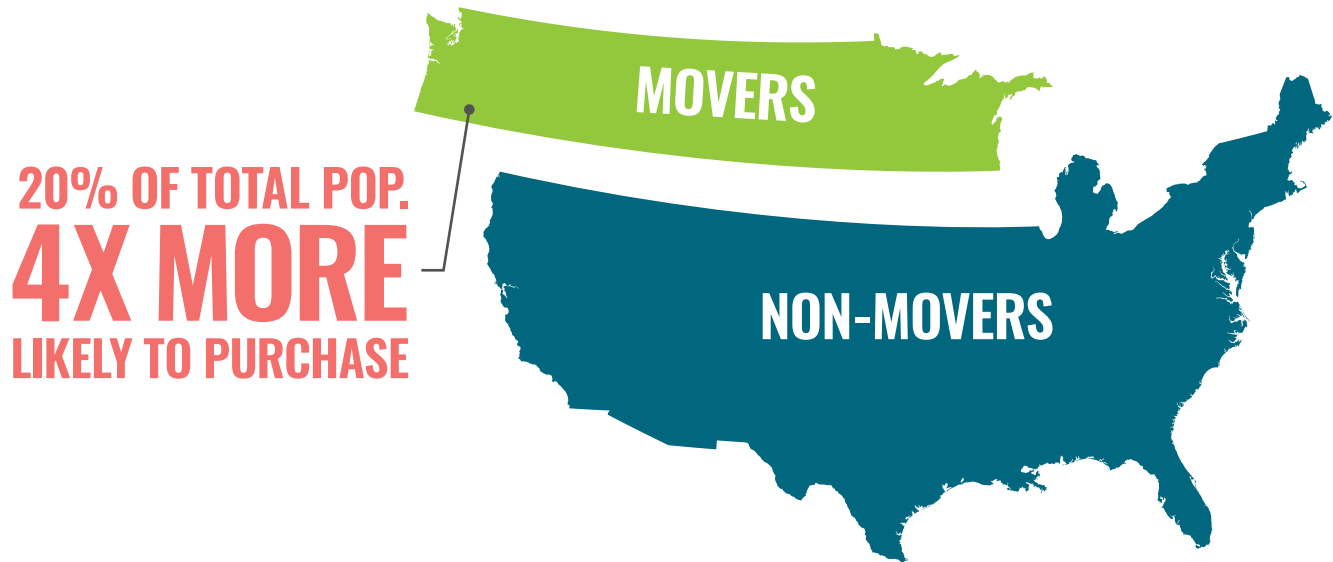


**Non-Movers**  
2 or More Months



# KEY TAKEAWAYS

- 1** Movers were more than four times as likely to purchase cable TV service compared to *Non-Movers*.
- 2** Of those movers who bought cable TV service, 77 percent did so within two weeks of beginning their research.



Based on the findings, movers, with the possible exception of *Movers at List*, present a significantly better target audience than *Non-Movers*. Movers make major decisions for their homes within a few weeks of relocating, which creates an ideal window of engagement for marketers. Cable TV service marketers would do well to target this lucrative consumer segment during the brief period of time when they're in market for cable TV service and likely to be receptive to promotional offers.

**Sources:**

\*US Census Bureau

\*\*<http://adage.com/article/print-edition/pre-moving-targets/120635/>

*Speedeon Data is a leading data solutions provider and database marketing company that enables clients to maximize their return on marketing investment by utilizing the highest quality mover, life stage, and life style data delivered on time and within budget.*

*For more information on Speedeon Data or this study, visit: [SpeedeonData.com](http://SpeedeonData.com) or email [info@speedeondata.com](mailto:info@speedeondata.com)*

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