EXCLUSIVE 2026 REPORT

The State of Mover Spending

Explore what recent movers reveal about how they shop, spend, switch brands, and experience advertising during life's biggest reset

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EXECUTIVE SUMMARY

Moving is one of the most significant life events a consumer experiences, and one of the most underestimated opportunities for brands and advertisers. Speedeon conducted a national consumer survey of 150 recent movers to understand how the moving process shapes shopping behavior, brand loyalty, marketing receptivity, and spending patterns.

*The results are unambiguous: movers are not just open to hearing from brands—**they expect it**. They're spending thousands above their normal budgets. They're reconsidering every provider and service in their lives. They're actively researching via AI tools, social media, and email. And most critically, they're choosing **the first brands that show up**.*

For brands, the implications are clear: the 60-day window around a consumer's move represents one of the highest-value, highest-intent marketing moments available. The brands that show up early, across multiple channels, with the right message, win. The brands that stay silent, even with their existing customers, lose.

This report distills the survey into eight key findings that simply prove: **movers are ready, willing, and waiting for you to reach them.**

METHODOLOGY

Speedeon fielded a 30-question consumer survey in 2026. The survey targeted 150 U.S. adults who have moved within the past 3 years, with the majority (56%) having moved within the past 12 months. The sample was post-stratified for demographic balance. Results reflect both raw and stratified percentages; headline stats in this report use raw survey percentages unless otherwise noted for maximum clarity and impact.

30

Questions

150

Respondents

100%

Moved in last 36 months

TOP INSIGHTS

8 Key Findings to Reshape Your Mover Marketing

Check out the results →

INSIGHT 01

Moving Day Is Open Season: 85% of Consumers See a Move as a Reason to Rethink Every Brand They Use

A move isn't just a change of address—it's a full reset on brand loyalty. The overwhelming majority of movers actively reconsider the brands and providers in their lives when they relocate. For advertisers, this means movers represent the single most receptive consumer audience available: people who are not just open to switching, but expecting to.

INSIGHT 01

MOVERS ARE IN DISCOVERY MODE

55%

Said a move "definitely" or "absolutely" feels like an opportunity to reconsider brands

85%

Said a move at least "somewhat" prompts brand reconsideration

17%

Actively explore new options during a move

INSIGHT 02

The $1,000–$3,000 Sweet Spot: Movers Are Spending Big, Fast, and Across Every Category

Nearly 9 in 10 movers report spending above their normal budget during the move window. The largest cluster lands in the $1K–$3K range, but almost 1 in 5 spend $3K or more above normal. This isn't just boxes and tape—movers are buying furniture, appliances, home services, dining out more, and signing up for entirely new services.

The 60-day move window is one of the most concentrated consumer spending events in a household's lifetime.

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INSIGHT 02 HOW MOVER SPENDING RAMPS UP

61% Spent at least $1,000 above their normal budget around the move

18% Spent $3,000–$7,000+ extra in the 30 days leading up to and after their move

49% Top unexpected expenses: household items (curtains, rugs, organizers)

46% Increased dining/food spending while settling in

INSIGHT 03

Silence = Churn: 43% Dropped a Brand After Their Move Simply Because No One Asked Them to Stay!

This one should keep brand marketers up at night. Nearly half of movers cancelled or stopped using a service not because they found something better, but because their existing provider never made any effort to retain them. The data is clear: customers who move are literally waiting to be asked to stay—and the brands that don't show up, lose.

INSIGHT 03 KEEPING PACE WITH CURRENT CUSTOMERS

43% Cancelled a service because the company never tried to retain them

51% Expected existing brands to proactively reach out at their new address

51% Were surprised when their current brands didn't contact them

INSIGHT 04

"Yes, Please Market to Me": 82% of Movers Want Relevant Offers During Their Move

Forget the myth that consumers hate advertising. During a move, people are actively seeking guidance, deals, and information. More than 4 in 10 movers say outright they'd welcome companies sending relevant offers, and another 37% say "maybe, if it's actually relevant." Only 2% said "definitely not." The data tells a story of consumers who aren't just tolerating marketing—they're expecting it.

Only 2% of movers said "definitely not" to receiving relevant offers during their move.

INSIGHT 04 MOVERS' DESIRE FOR GOOD MARKETING

82% Would want companies to send relevant offers if they moved tomorrow

55% Felt move-related marketing was helpful or somewhat helpful

9% Said move-related marketing felt intrusive (only)

INSIGHT 05

First In, First Won: Nearly 8 in 10 Movers Go With One of the First Brands They Discover During Their Move

When movers are shopping, they're shopping fast. More than three-quarters of consumers say they go with one of the first few companies they find—"very often" or "sometimes."

This is a timing game: the brands that show up first in a mover's inbox, mailbox, or search results have a massive first-mover advantage. Waiting even a few weeks can mean you've already lost the deal.

INSIGHT 05 WHY TIMING IS EVERYTHING

78% Go with one of the first few companies they discover ("very often" or "sometimes")

38% Convenience ranked as the #1 or #2 factor when choosing a new provider

77% Felt settled with all essential services within 1–2 months

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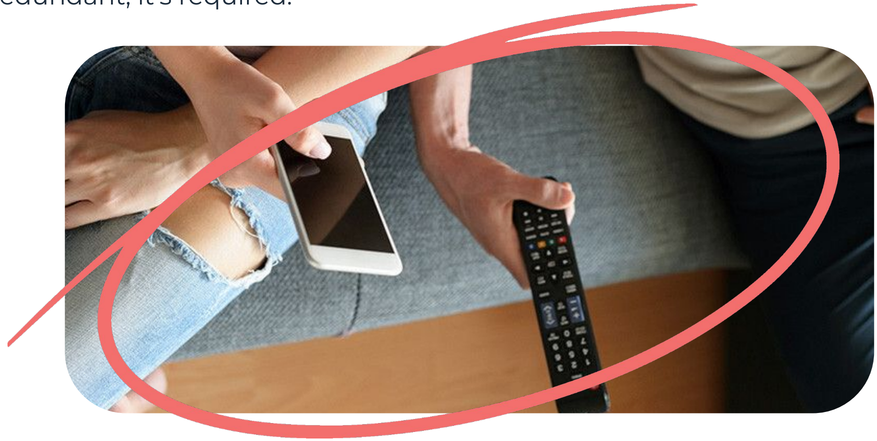
INSIGHT 06

Go Multichannel or Go Home: 67% Say Showing Up in Multiple Places Matters

Movers aren't living in one channel. They're checking email, opening direct mail, scrolling social, and searching online—often simultaneously. Two-thirds of consumers say it's important for brands to show up across multiple touchpoints so they notice them during the chaos. This is a ringing endorsement of omnichannel strategy: mail + email + digital isn't redundant; it's required.



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INSIGHT 06

MOVERS' MULTI-CHANNEL PREFERENCES

67% Said multi channel presence from brand advertisers is "very" or "somewhat" important

53% Email: Top channel movers were targeted through

45% Direct mail: Second most common channel consumers expect and discover brands

40% Would act on social media ads in a future move

INSIGHT 07

Try Before You Buy: New Movers Love Free Trials + Product Guarantees To Back Up The Offer

When it comes to what makes movers say "take my money," Product Guarantees and Free Trials top the list—with the highest combined "Like + Love" scores of any message type tested. Loyalty rewards, easy digital sign-up, and bundle deals round out the top five. The takeaway for marketers: let people take a taste, back up what you sell and smooth out the discovery and purchase process through a great digital experience.

CREATIVE INSIGHT 💡

Allow new movers to try, then buy and (continue to) reward them for doing so.

INSIGHT 07 CREATIVE OFFERS THAT PERFORM

89% Like or Love a "Product Guarantee" message

83% Like or Love "Free Item or Trial"

81% Like or Love "Loyalty Rewards"

79% Like or Love "Easy Digital Sign Up/Purchase"

INSIGHT 08

The AI-Powered Mover: Over Half Use ChatGPT, Gemini, or Claude to Research Their Move and Brands

This is no longer a forward-looking trend—it's happening right now. Our survey revealed over 54% of new movers used an AI tool to research their new area, compare providers, or find services.

For brands and advertisers, this means showing up in AI-generated recommendations through strong SEO, structured data, and brand authority, is becoming as important as showing up in Google search results.

INSIGHT 08 DIGITAL INFLUENCES ON DECISIONS

54% Used an AI tool to help research during their move

67% Used social platforms (TikTok, Instagram, Facebook, Reddit) to learn about their new area

23% Were influenced by an influencer or social media post during a move purchase

EXECUTIVE SUMMARY

What this means for brands & advertisers

KEY SURVEY TAKEAWAYS YOU CAN APPLY

The data from this survey tells a cohesive, compelling story: the moving window is one of the most valuable—and most time-sensitive—moments in a consumer's lifecycle. Here's what brands need to internalize:

Timing is everything.

Most movers feel settled within 1–2 months. If your brand isn't in front of a consumer within the first few weeks of their move, the window has likely closed. 78% go with the first brands they find.

Retention is a strategy, not an afterthought.

43% of movers dropped a brand because nobody reached out. For existing customers who move, a simple "We're still here for you" or “Let's reward you for staying with us” message could be the difference between keeping and losing that account.

Multichannel isn't optional.

Movers are checking email, opening mail, scrolling social, and searching online. 67% say they need brands to show up in multiple places. A single-channel strategy could miss this important, and on-the-go audience

Lead with trust and value.

Product guarantees (89% approval) and free trials (83%) vastly outperform generic promotions. Movers want to know they're making the right choice in an already stressful time, so it's important to show up, incentivize and make the digital experience smooth.

AI is reshaping the discovery funnel.

With 54% of movers using AI tools to research providers, brands that don't optimize for AI-driven recommendations risk being invisible to the next generation of movers.

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Ready to reach movers before your competitors do?

Speedeon's mover data, audience intelligence, and activation solutions help brands **show up first and across every channel** during the most valuable window in a consumer's moving journey.

LET'S TALK →

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