



New Mover Profiles

Understanding Your New Mover Audiences

Downsizers

Demographics: Seniors or older adults (55+), often downsizing after children move out, or relocating for lifestyle changes.

Priorities: Simplifying life (downsizing), seeking leisure and lifestyle services, medical care, home safety, and home maintenance.

Challenges: Adjusting to a smaller space or a new community, managing health care, and planning for long-term living arrangements.

Marketing Focus: Retirement communities, home modification services, medical services, lifestyle products, travel, and leisure activities.

10%

Individuals or households that have recently retired or become empty nesters and are moving to smaller or more affordable housing.

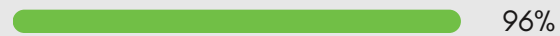
12 Months: 2,544,929

1 Month: 238,244

MEDIA MIX RECOMENDATION

Downsizers are engaging with new brands on every channel! See below for the first point of discovery for most new movers.

Direct Mail



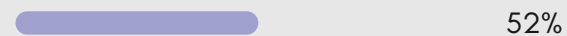
Social Media



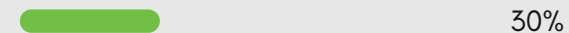
CTV/OTT



Digital and DOOH



Email



Streaming Audio

