



New Mover Profiles

Understanding Your New Mover Audiences

GROWING FAMILIES

Demographics: Families with young children or planning to have children, often moving to bigger homes.

Priorities: Safety, family-friendly home improvements (e.g., backyard, home security), childcare, schools, and community integration.

Challenges: Managing time and money while raising kids and transitioning to a larger home.

Marketing Focus: Child-friendly services, home security, family health services, grocery delivery, school-related services.

25%

Individuals or couples that are welcoming new children or their children are growing and need more space.

12 Months: 6,362,322

1 Month: 595,561

MEDIA MIX RECOMENDATION

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

Direct Mail



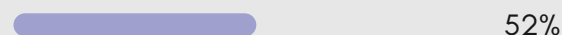
Social Media



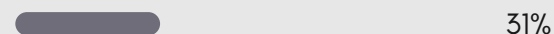
CTV/OTT



Digital and DOOH



Streaming Audio



Email

