



 HomeData

## New Mover Data Trends Report

In operation since 1987, HomeData, a Deep Sync brand, leverages a variety of public and proprietary compilation sources to create the nation's most comprehensive selection of move-related and property data assets available on the market today.

# HomeData By the Numbers

## Average Weekly Counts

Pre-Movers  
**1,309,123**

Pending  
Movers  
**50,274**

New Movers  
**313,018**

New  
Homeowners  
**69,126**

New  
Connects  
**70,931**

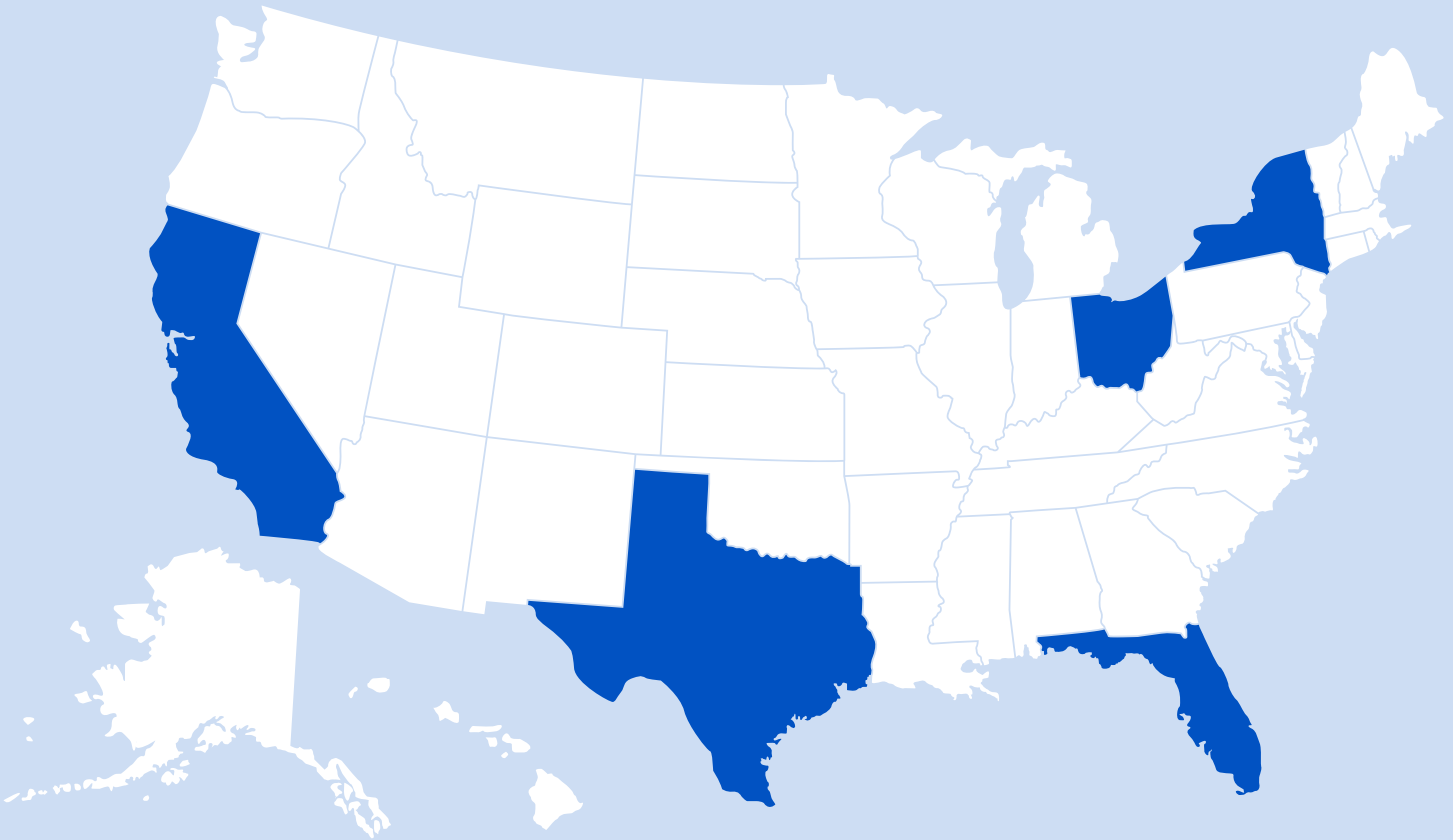
**A report highlighting key  
move-related findings occurring  
between January - June, 2023**

Since 1987, agencies and brands alike have relied on HomeData to help them be among the first to reach consumers throughout the many stages of moving.

HomeData, a Deep Sync brand, features a distinct collection of datasets that offer time-based insights into significant consumer life event changes. Frequent updates ensure relevance, timeliness, and ease in reaching in-market buyers. These factors are essential to connect with dynamic audiences whose needs are rapidly evolving.

HomeData's legacy of trusted, accurate move-related and property data has been utilized by the nation's largest financial, furniture, home goods, and telecom brands for decades. HomeData is pleased to offer its unique data assets, including new movers, new homeowners, property data, and more for both online and offline marketing initiatives.

With an extended history in the direct mail space and billions of records mailed annually, HomeData's commitment to quality and accuracy are evident. Our data attributes are 100% compliant with U.S. privacy rules and regulations and we compile the majority of our information from the point of origin. HomeData's assets are built from highly-deterministic offline data, which always resolves to a known individual or household profile.



## The Most Popular Migrations

### Top 5 States for Inbound Moves

California	825,837 moves	10%
Texas	779,025 moves	9%
Florida	735,670 moves	9%
New York	367,054 moves	4%
Georgia	302,035 moves	4%

### Top 5 States for Outbound Moves

California	856,200 moves	10%
Texas	741,373 moves	9%
Florida	712,946 moves	8%
New York	419,897 moves	5%
Ohio	306,858 moves	4%

Based on moves between January - June, 2023

**64.2%**

of moves occurred within the same state

**35.8%**

of moves resulted in a change of state

**11.7%**

of movers changed from a multi-family dwelling to a single-family dwelling

**January - June 2023: 8,690,653 Total Moves**

### Top Five State-to-State Moving Routes

1. Texas to California
2. Florida to New York
3. Texas to Florida
4. Florida to Texas
5. California to Texas

### Top Five Counties by Move Activity

1. Los Angeles, California
2. Maricopa, Arizona
3. Harris, Texas
4. Cook, Illinois
5. San Diego, California







# HomeData: The Key to New Mover Marketing Success

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## HomeData Sources Include:

- County Assessor Data
- County Recorder Data
- “For Sale by Owner” Listings
- Local and National Telephone Companies
- Newspapers
- Online Real Estate Listings
- Public Records
- Self-Reported Address Changes to Credit Card Companies and Magazine Subscriptions

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## Audience Attributes Include:

- Deed Recording Date
- Distance of Move
- Dwelling Style, Type, and Amenities
- High Spend New Movers
- Home Market Value
- New Homeowner and New Mover Hotlines
- New Voter in District
- Presence of Children
- Recency of Move
- Square Footage, and more!

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## Recommended Use Cases:

- Alarm, Lawn Care, and Pest Control Services
  - Financial and Insurance Offers
  - Home Cleaning and Staging Services
  - Home Equity Line of Credit and Refinance Offers
  - Home Improvement and Handyman Services
  - Local Attractions and Community Events
  - Moving Companies
  - Portable Storage and Storage Units
  - Real Estate Services, and more!
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## Begin Today!

Call 888-970-7248 or email [connect@deepsync.com](mailto:connect@deepsync.com) to learn how the HomeData product suite can positively impact the success of your next campaign initiative.

