

Direct Marketing to Movers in the US

Each year 40 million Americans, 14% of the population, will move to a new home. Each week 300,000 new records become available. Movers are in the market for a vast array of products and services and will spend more in the first 6 months after a move than in the next 3 years.

Infocore's analysis of the US market has uncovered 278 separate audiences that can be classified into 20 categories of selectable attributes. Select from this diverse set of consumers with great precision when marketing with email or direct mail campaigns, and engage audiences with precision and ROI. Email us at AudienceLandscape@infocore.com for more information about the Movers Market.

Audience Categories	Number of Audience Groups	Maximum Audience Size
<u>Household Composition</u>		
Marital Status	106	50,000,000
Child/ren	143	17,000,000
Pets	13	5,000,000
<u>Housing Information</u>		
Renter	39	7,000,000
Homeowner	151	35,000,000
Dwelling Info	127	33,000,000
Home Value	77	10,000,000
Mortgage Info	40	12,000,000
<u>Move Information</u>		
Pre-Movers	42	12,000,000
Move Date	6	6,000,000
Distance of Move	43	9,000,000
<u>Demographics</u>		
Age	175	51,000,000
Gender	189	54,000,000
Income	174	22,000,000
Occupation	34	5,000,000
Education Level	17	4,000,000
Interests	44	3,000,000
Religion	18	4,000,000
Ethnicity	113	30,000,000
Spanish Speaking	16	5,000,000