New Mover Database Information

What is the origin of New Mover data?
There is no perfect method of identifying new movers, so it is best to use multiple types of sources. These include address changes derived from credit card updates, public records (new homeowner deed filings), magazine subscriptions and new phone hook-ups. Utilizing numerous sources and retaining only the best of what each has to offer, quantity and quality are maximized.

The data sources of origin break down as "approximately" follows:

Publications	35%
Public Record (deeds)	25%
Utility Hookups	25%
Other proprietary sources	15%

How many movers can be identified?
The US Census Bureau estimates that 17% of the US households move annually. That equates to about 18 million families of the approximate 110 million US households moving each year.

How long have the movers been in their homes when you get their names?
New movers are identified within 3 to 12 weeks of their move. Most records are between 30 and 90 days of the move.

How do we know where these new movers have moved from?
US Census and other historical information estimate that approximately:

- 80% of new moves occur within the same metro area
- 13% occur within the same zip code
- 50% occur within the same county
- 90% within the same state
- Only 10% move out of state.

How reliable is the data?
The obvious intention is to provide you information that enables you to connect with new residents moving into your selected geography. Market Approach Consulting cannot guarantee that all names provided are the names and contact information of new movers only. However, we partner only with list owners that have a track record of providing the most accurate and reliable information available to the public. Most importantly, you are utilizing the same type of new mover data as your competitors.