

CONSUMER SURVEY |



The Moving Experience Report

2024 - 2025

What Americans Expect in their Moving
Experience for the Next Two Years

Customer Expectations Are Evolving

The average American moves 11.4x in their lifetime. They move for school, work, family, relationships or to embark on a new beginning. It's why the moving & storage industry is a staggering 40 billion dollar market in the U.S. alone.

The COVID-19 pandemic brought forth a peak unlike any other for the moving industry as remote work and suburban living gained popularity. But the good times got tougher—inflation and a challenging housing market yielded headwinds. Now as the economy recovers, we need to be ready to take advantage.

Given how hyperlocal and competitive the moving industry is, it's important to know what your customers expect from their moving experience. The way they buy has changed forever, especially during COVID: the likes of online ordering (ex. UberEats), groceries (ex. Amazon Go) and watching movies (ex. Netflix).

We surveyed 300+ Americans who are planning to move in the next two years and have moved in the past, on what they want from moving companies.

The data is finally here.

And now you're armed with the data and advice you need to win more customers than anyone else in 2024 and beyond.



Wonjun Jeong

Founder & CEO

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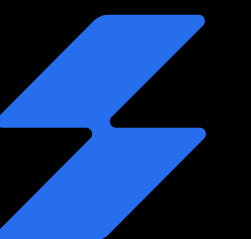
Where & Why Are Americans Moving?



In the last five years, the moving industry in America experienced a massive transformation. Businesses had to swiftly adapt to the extreme peaks and valleys in moving demand due to the pre-, mid-, and post-COVID effects on the economy. To stay ahead as a modern moving company, it's crucial to continue to stay informed on what's driving demand.

Why are Americans on the move? Between weather, family, and professional development, we'll unveil the biggest motivations behind Americans' desire to relocate.

It's not just a change of address; it's a quest for something better. But what exactly are people looking for, and why does it matter? And how can moving companies leverage that to improve business?

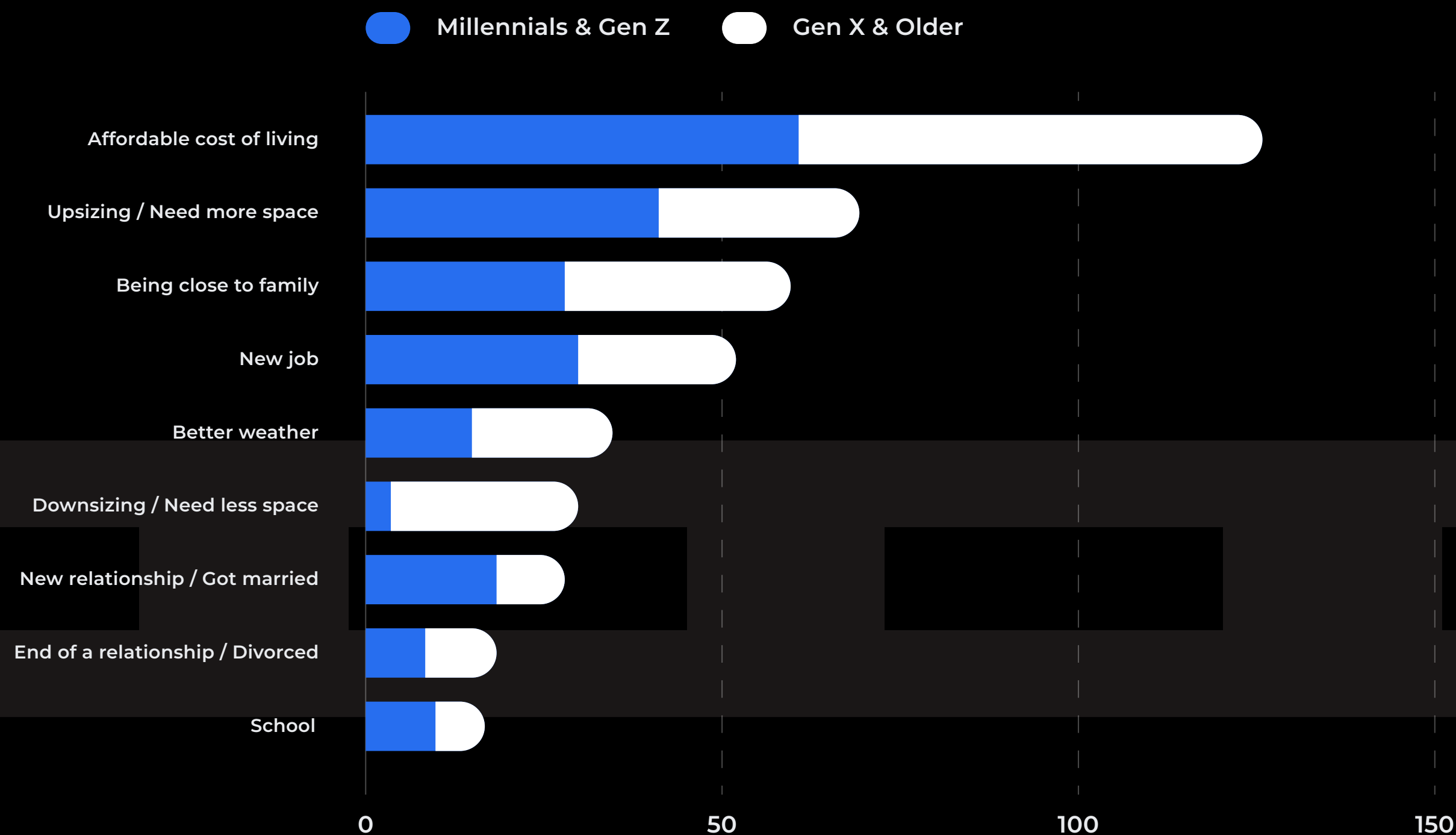


The Motivation to Move

Affordability at the Helm & Generational Symphony:

Breaking down the motivation to move, by generation

Here's how Americans responded to why they're moving.



2/5 Americans surveyed seek a more affordable lifestyle. The cost of living remains the undeniable force steering this migration wave.

Motivation to move for each generation

Millennials and younger are moving for more space and career shifts, while Gen X and older are moving to down-size and be closer to family.

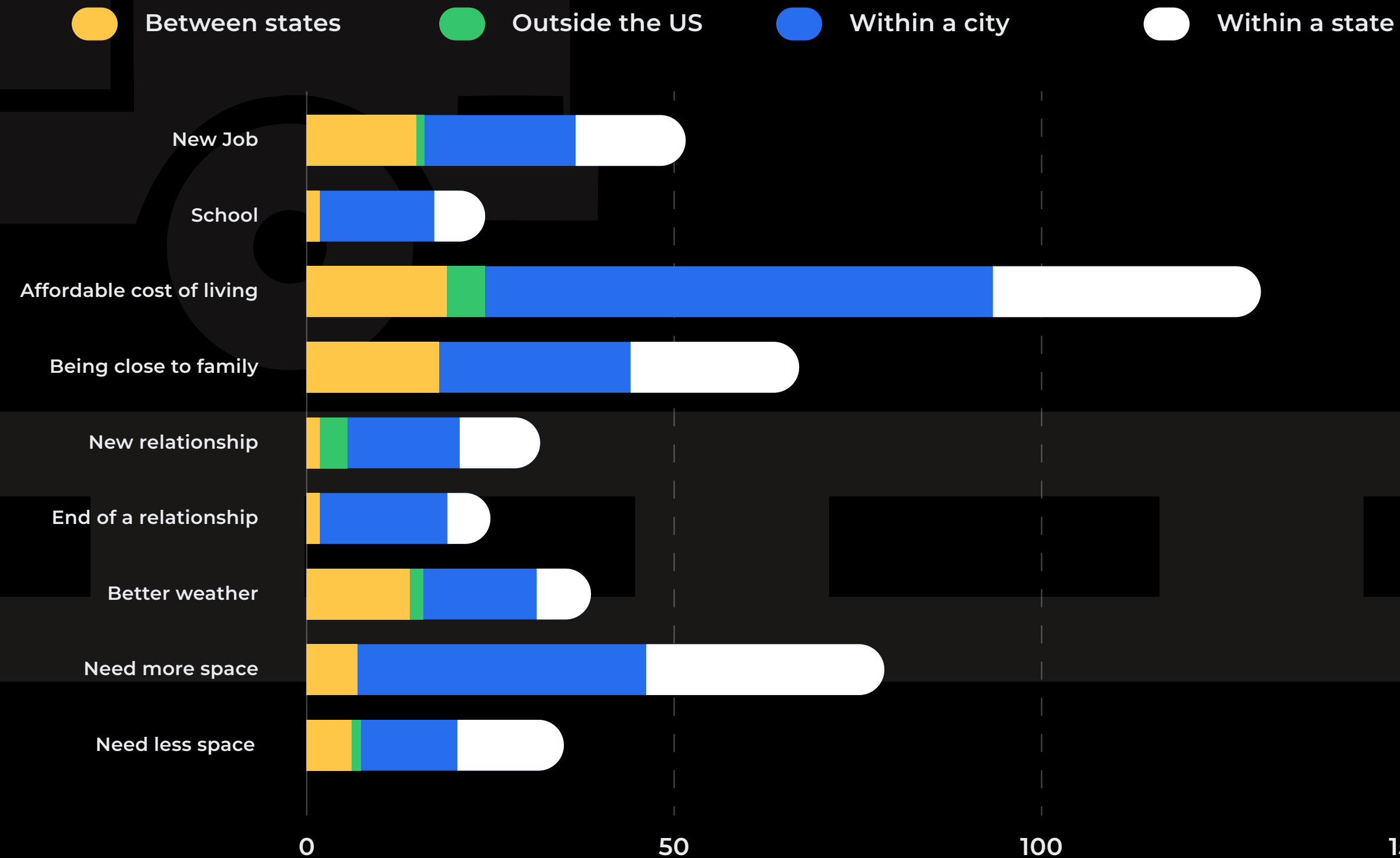


The Motivation to Move

Local Moves Dominate:

What's your reason for moving?

Here are the reasons that influence American moves, and how far they move



Half of the Americans surveyed are planning moves within city limits. Longer moves unfold due to significant life shifts like a new job, proximity to family, or a quest for more favorable weather.

Key Takeaway

Affordable cost of living is the #1 driver of Americans moving in the next two years.



Hot Tip

If you are located in a mid-high cost of living area, promote the benefits of moving to a neighboring low rental cost region, within your city or on its outskirts.



2 How Are Americans Searching For Moving Companies?

Like most consumer purchasing habits, most people consider a handful of options before deciding. It's not that different for Americans hiring a moving company.

If you want to snag the moves in your area, it takes more than being an option. It's about being in the right place at the right time and easily discoverable when the wheels of changing spaces start turning.

WWW



Unlock the Door to More Moves

● Move Planning Starts Early:

When do you start planning a move?

Here's how Americans responded

● Millennials & Gen Z ● Gen X & Older



Up to a staggering 80% of Americans surveyed said they plan their move within 3 months of the actual move, of which almost half are within 1 month. This trend holds its ground across generations, making those crucial pre-move months a goldmine for those in the know.

Hot Tip

Set up an automated email to your rental moves 10 months after you moved them asking if they're looking to move again. Capitalize on your happy customers, especially when they're most likely to plan a move.

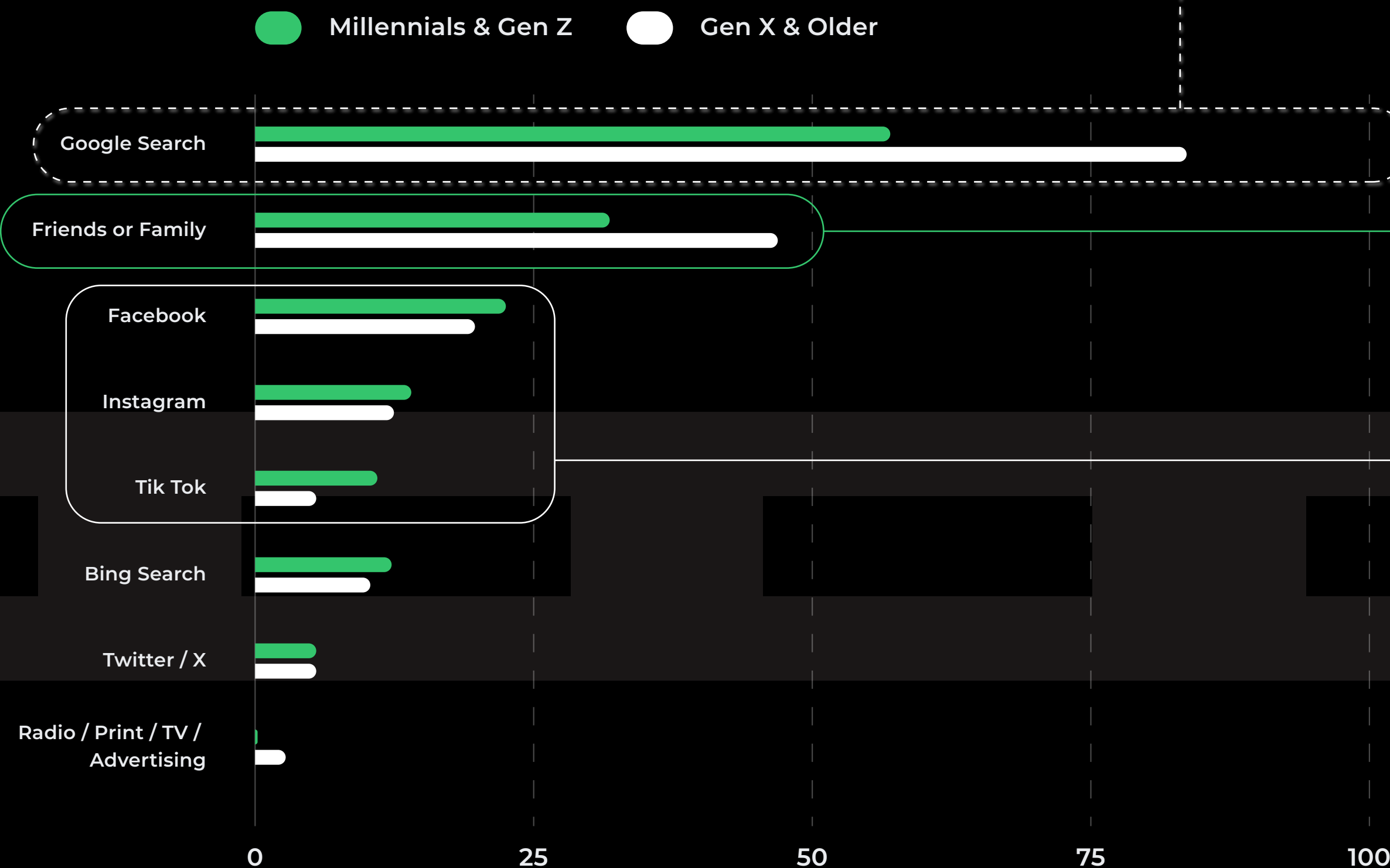


Unlock the Door to More Moves

● Online Search for the Win:

Where do you go to find a moving company?

Here's where different generations searched



The #1 place Americans of all ages go to find a moving company is Google search, which wins by a mile. A Google My Business page is a clear door to your future customers.

Word of Mouth Takes 2nd Place
Human touch still holds sway, as half of Americans surveyed seek recommendations from friends and family.

Generational Trend Points to Social Credibility
All generations use Facebook to find credible movers, but Instagram and TikTok are surging among Gen Z & Millennials in popularity.

Hot Tip

Optimize your website and Google My Business page to appear on the top of search results. Encourage reviews on these pages and launch a referral program to drive more word of mouth.



3 How Do Americans Want To Communicate With Movers?

Every move is unique, filled with specific details. Sharing them should be quick and easy. While each customer is distinct, there are common preferences in how Americans like to connect.

In today's day and age, consumers balance their communication channels between email, texting/SMS, and phone calls. But how do they want to communicate with the moving company who is carrying their belongings?

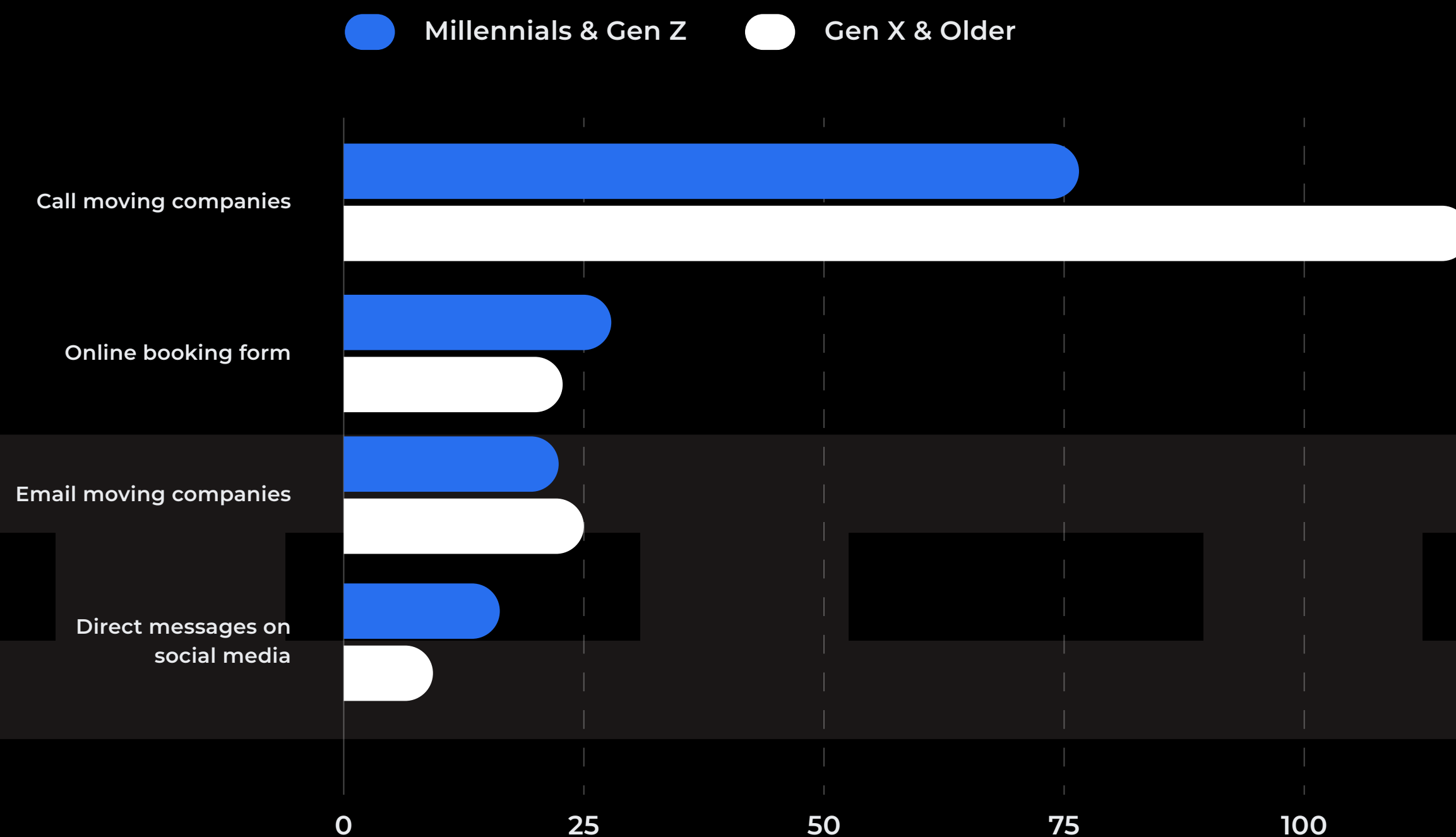


Seize the Call

Americans Want to Call You:

How do you prefer to reach out?

Here's how different generations responded



Calling is the reigning champion and will likely remain the preferred option, as Millennials and Gen Z also prefer the option. They are also more comfortable reaching out on social media than previous generations.

Hot Tip

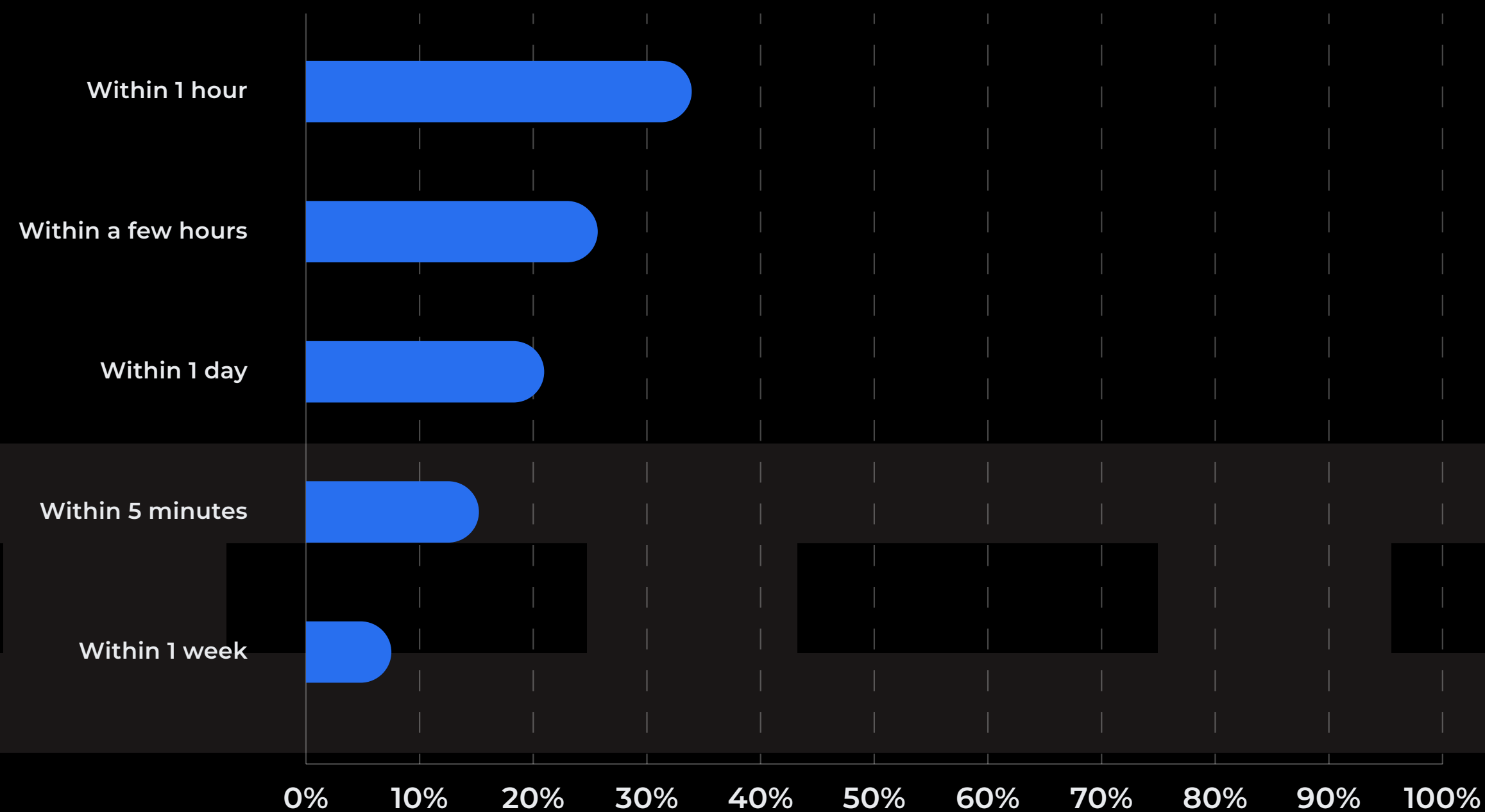
Add a click-to-call option on your website, Google My Business, Yelp and social media pages to enable your customers to call you.



Seize the Call

● Response Time Matters:

How quickly do Americans expect a response?



55% of Americans expect a response to their initial inquiry within a few hours, while the majority expect it within an hour.

The industry standard to convert a lead is the golden 5-minute rule.

Hot Tip

Stay ahead of your competition by getting to customers faster than the average expects using email and SMS automation, and follow that up with a call.



Respond in 5 minutes to improve conversions:

Automation boosts revenue for Matt's Moving Co.

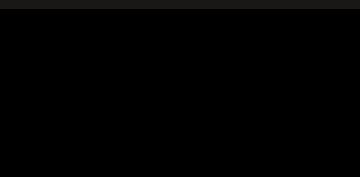
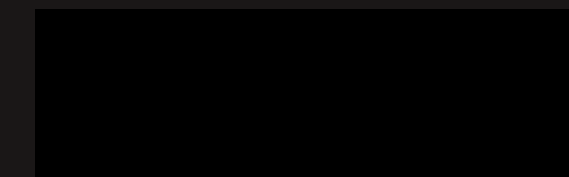
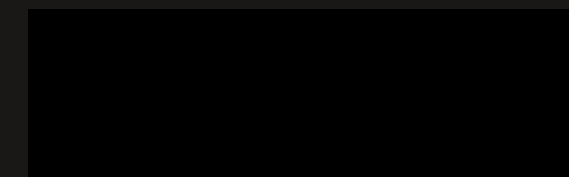
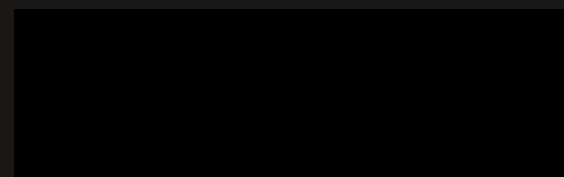


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What Do Americans Deem Essential in a Moving Company?

Winning jobs in your region are competitive. While your customers are evaluating between multiple moving companies, how do you come out on top?

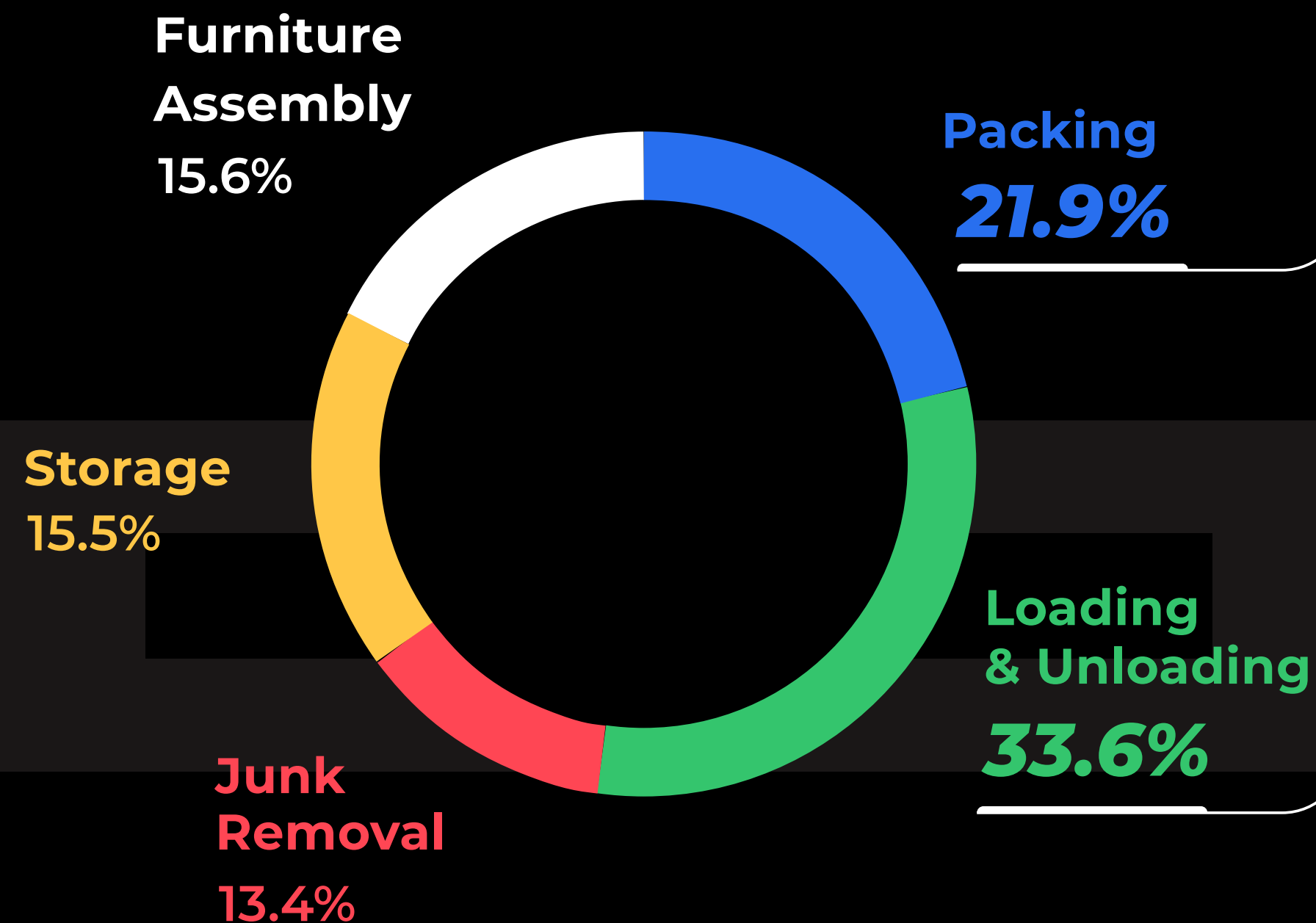
Once the basics are mastered, the key lies in tailoring service offerings to meet customers' unique needs. Dive into the psyche of how Americans choose their moving partners and discover the pivotal elements that can set your business apart.



Stand Out or Stand Aside

- Other Moving Services are Essential:

When you look for a moving company, what other services do you consider essential?



- **50%** of Americans surveyed said they move with a professional moving company for comfort and peace of mind.

It's why major stresses during the move like packing, loading and unloading are considered non-negotiable add-ons for Americans. In fact, more than 50% of surveyed respondents considered those services essential.

Hot Tip

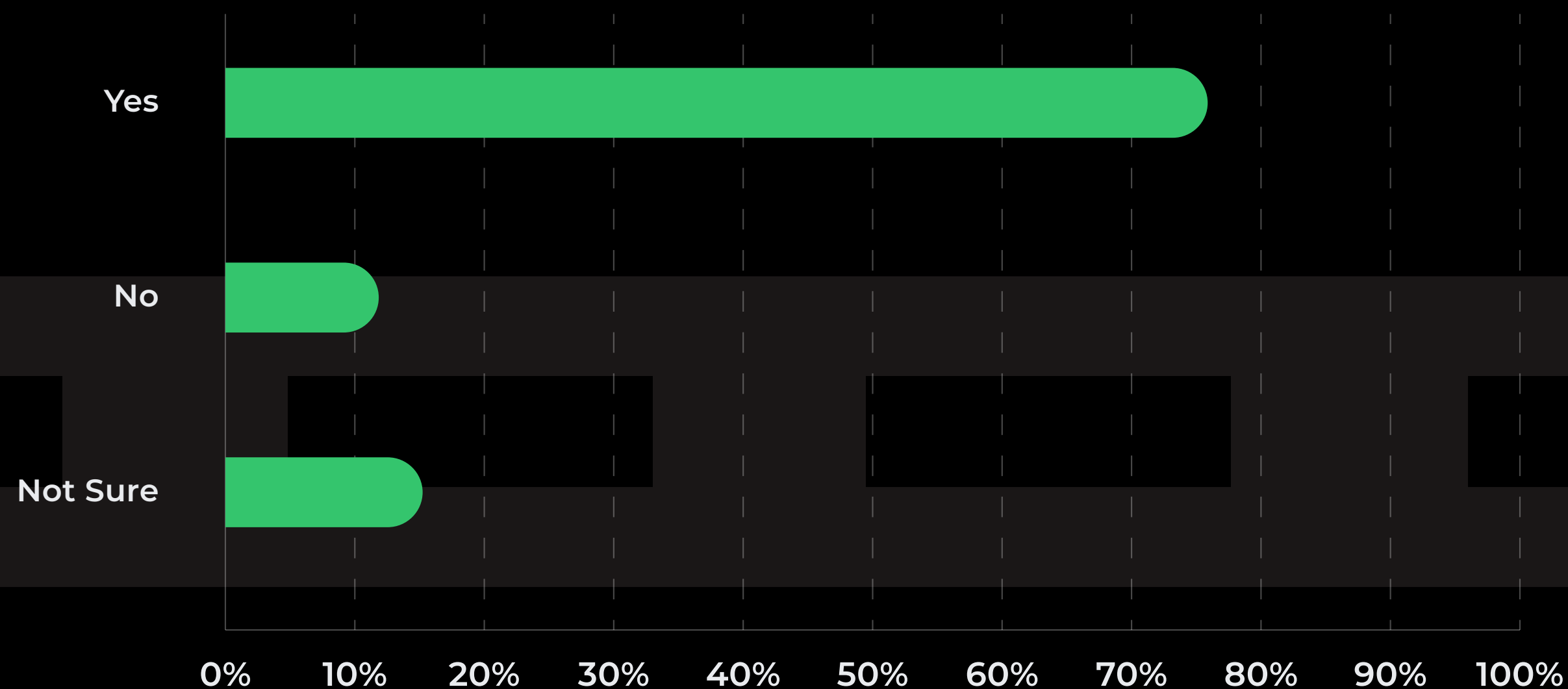
Offer packing and other services as an add-on to your customers to show them you offer end-to-end services.



Stand Out or Stand Aside

● Valuation Coverage Considered Table Stakes:

Do you expect your moving company to offer valuation coverage as an add-on to protect your belongings?



75% of surveyed Americans expect valuation coverage as an available add-on from their moving company to insure their belongings.

It's especially important for Millennials and Gen X, who have likely collected more belongings they want to last longer.

Hot Tip

If you're not already offering valuation coverage on your booking form, this is a quick way to increase your revenue per move.



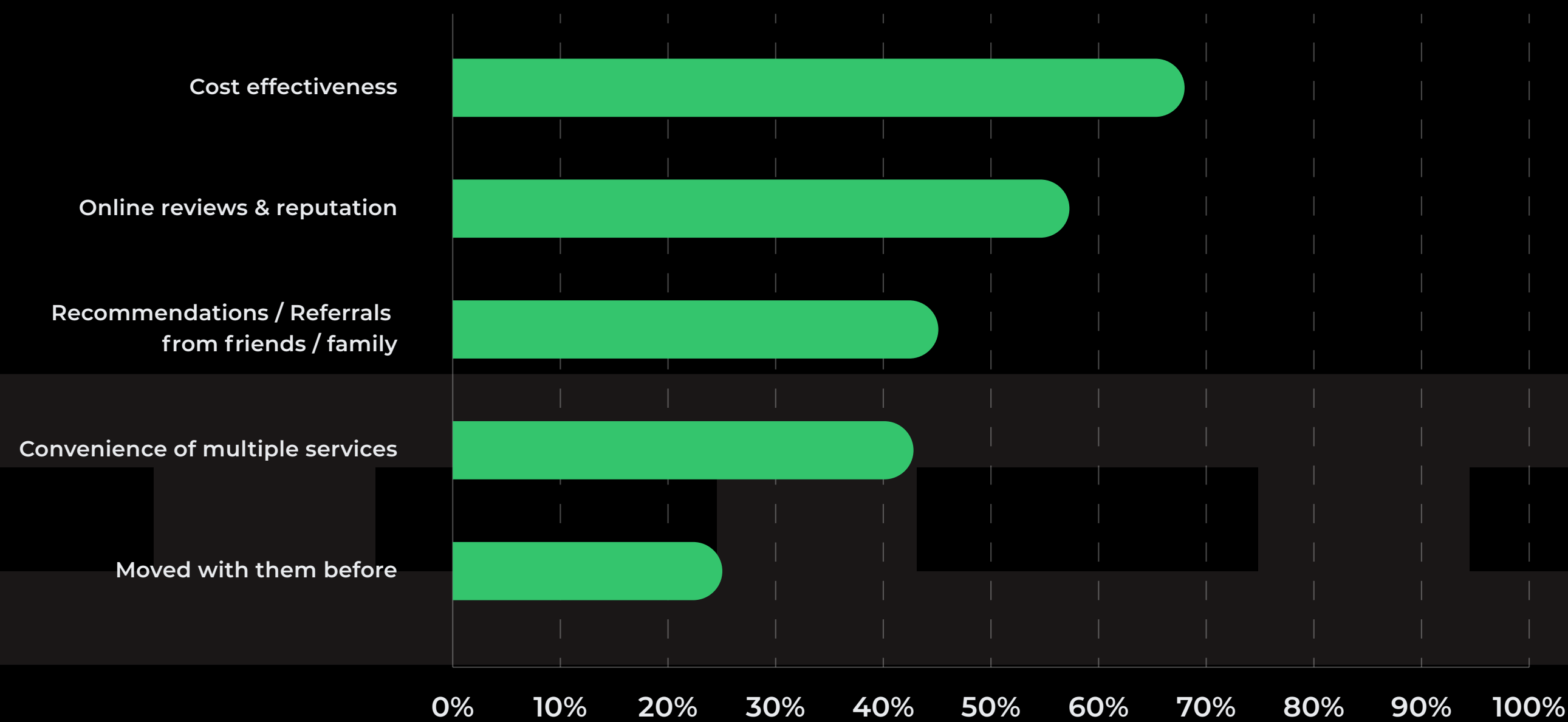
Stand Out or Stand Aside

● Price, Reputation, Convenience: The Winning Trio

What factors influence your decision to hire the right moving company?

70% of Americans surveyed said cost effectiveness is the number one factor influencing their decision to hire a moving company.

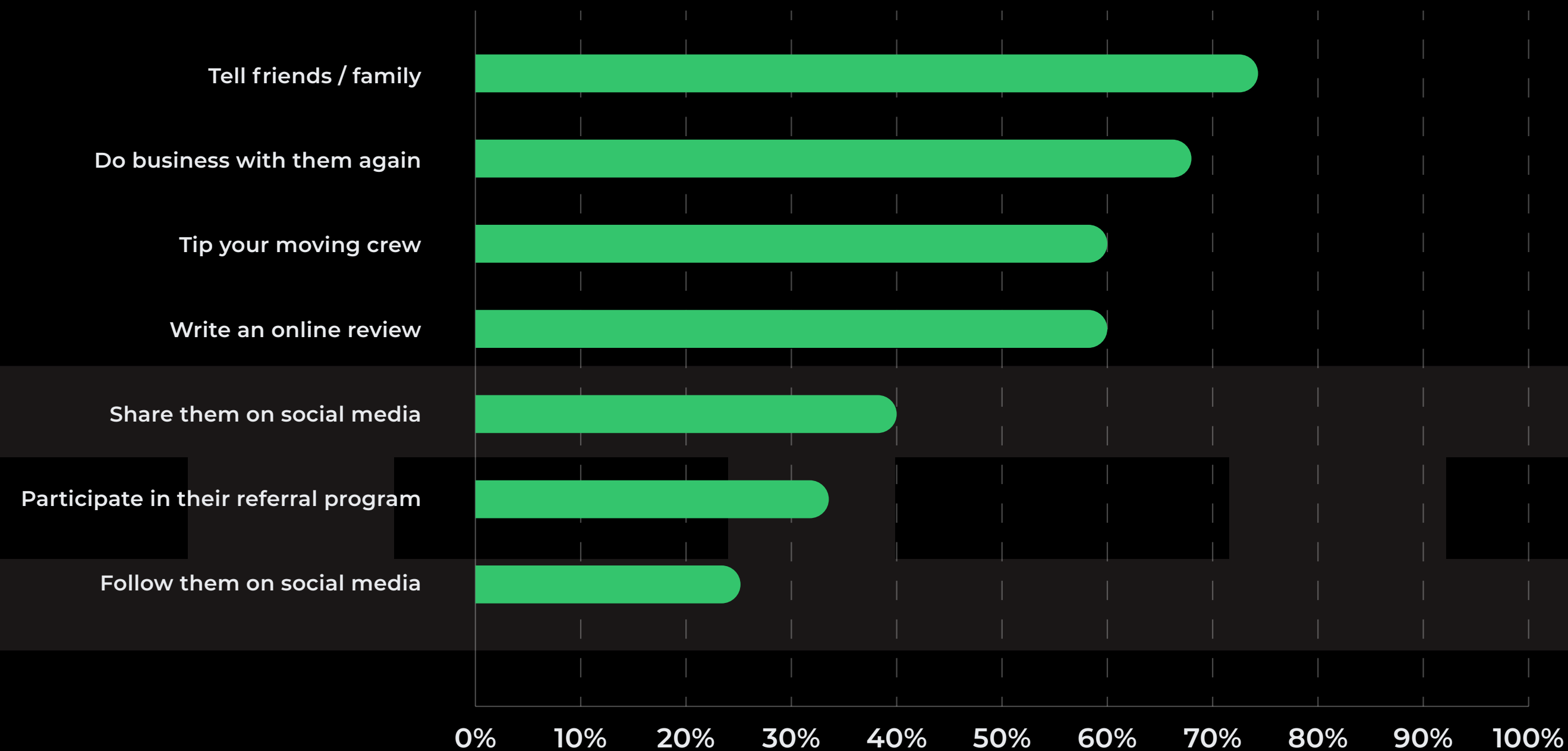
However, reputation (both online and among customers, family/friends) and convenience stack closely behind price.



Stand Out or Stand Aside

● 5-Stars Attract New and Repeat Business:

What do you do after a 5-star experience with a moving company?



70% of survey respondents would tell their friends and family about a 5-star experience, and do business with you again. Also, as much as 60% would write a review online.

About 60% of Americans also said they would tip their moving crew after a 5-star experience. That is an easy way to keep your crews happy and stay motivated to deliver more remarkable customer experiences.

Hot Tips

- Offer an “Add Tip” step in your digital billing / payment processor so customers can easily tip your crews, similar to how they do so at restaurants.
- Set up an automated email for 1 day after a move to ask customers to keep supporting your business if they enjoyed their experience. Include links to referral program, review sites and social media pages.



5

What Americans Want is a Modern Experience

The future isn't looming; it's here. Being digitally savvy is not just advantageous for business operations—it's the expectation of your customers.

They expect the same modern experience they receive with other services like delivery, transportation, online shopping, food ordering, and more. If they're looking for a moving company online, as per Chapter 2, the standard has already been set.

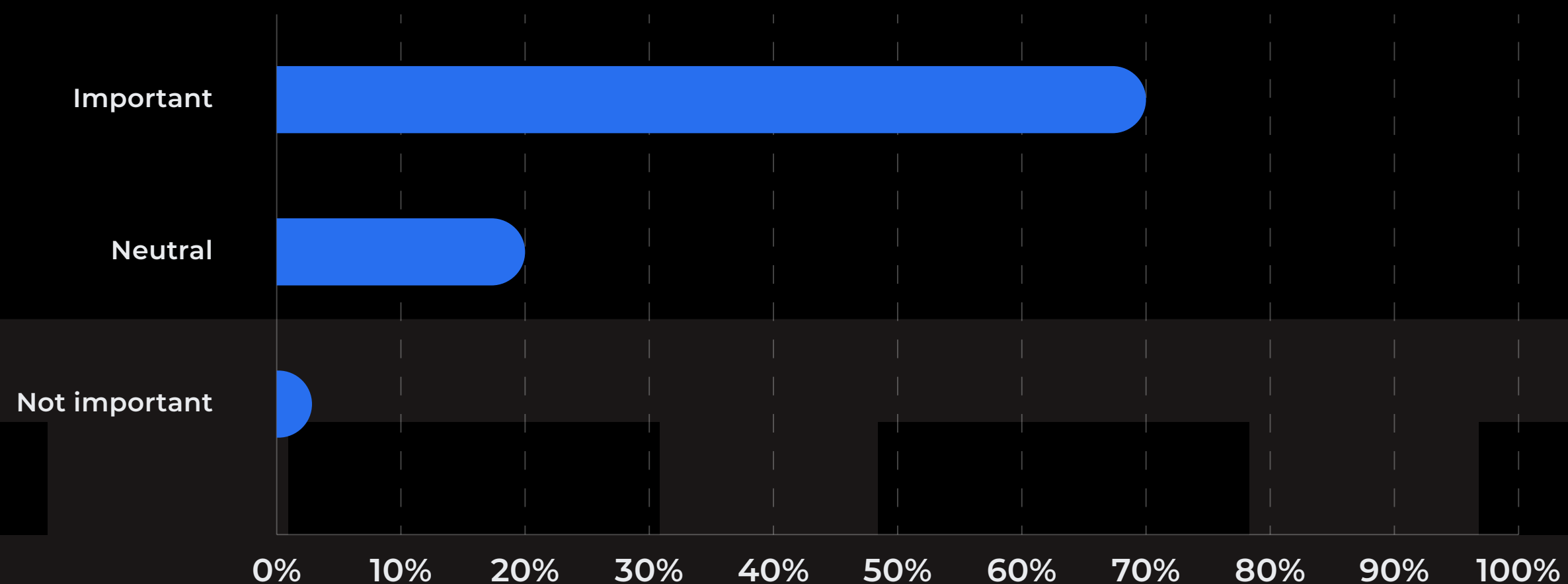
Meet your customers where they are and deliver the experience they expect. It's bound to deliver more happy customers, word of mouth and 5-star reviews.



Pen and Paper: Relics of the Past

- Seamless Digital Experience is Essential:

How important is it to you that a moving company delivers a seamless digital customer experience?



70%+ of Americans surveyed said a seamless digital experience when moving is important, of which 44% said it is very important. This isn't a preference confined to new generations; it spans across ages as the staggering majority.

Less than 10% say it's not important.

Hot Tip

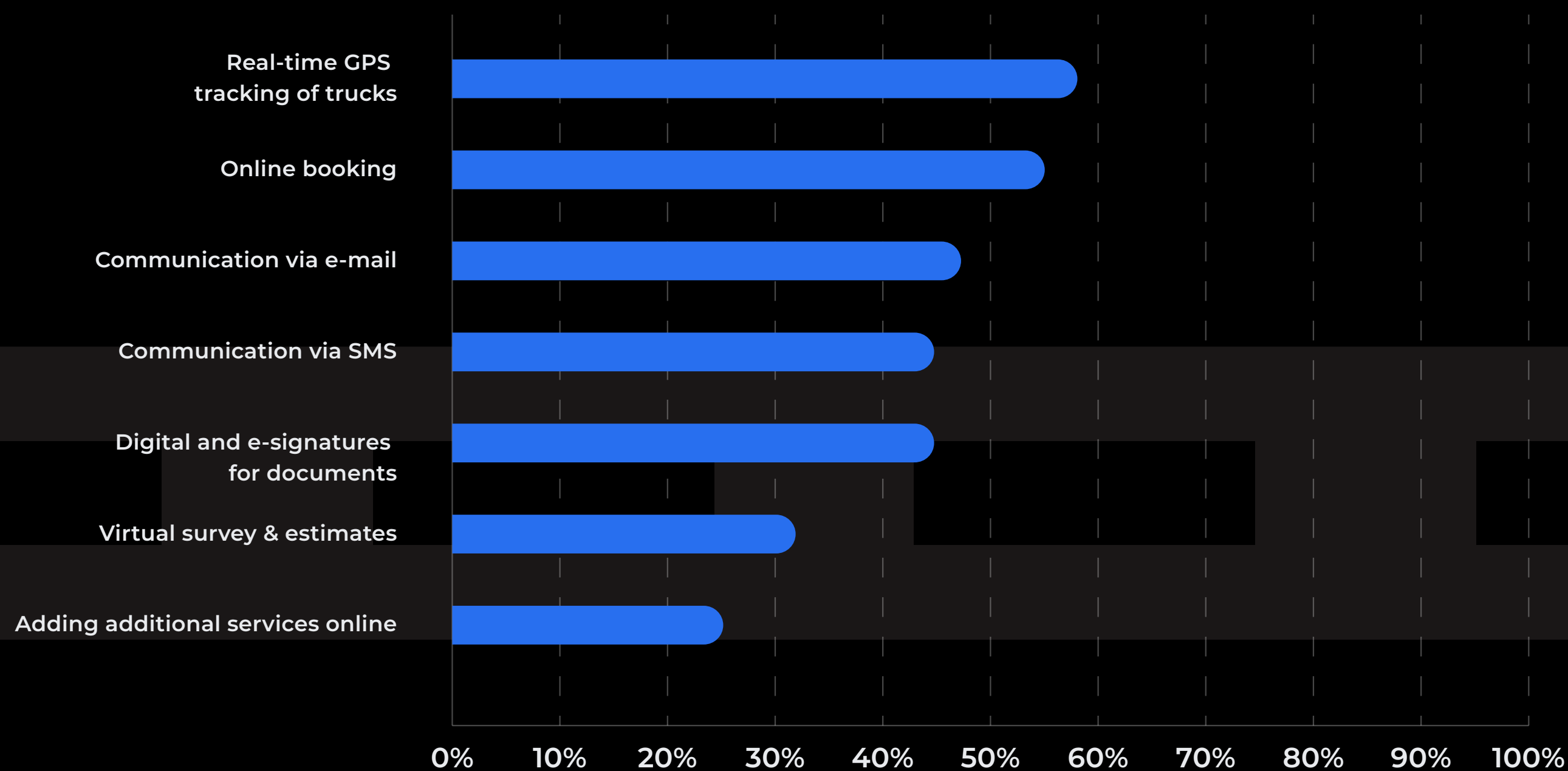
Use a moving operations software that will allow you to modernize your customer experience through automation and digitization. [See video for a few examples.](#)



Pen and Paper: Relics of the Past

- Move Day Tracking, Communication, and Online Booking Top the Charts:

Which of the following digital touch points would you consider important for a mover to offer?



While digital touch points are important for Americans, move-day GPS tracking of the trucks takes the #1 spot. This aligns with customers' day-to-day experience using other transportation services like ride share and delivery apps that you can follow along via GPS.

While Americans want to call you for that first inquiry, communication via email and SMS are still preferred channels for touching base like updates, notifications and sending documents.

Hot Tip

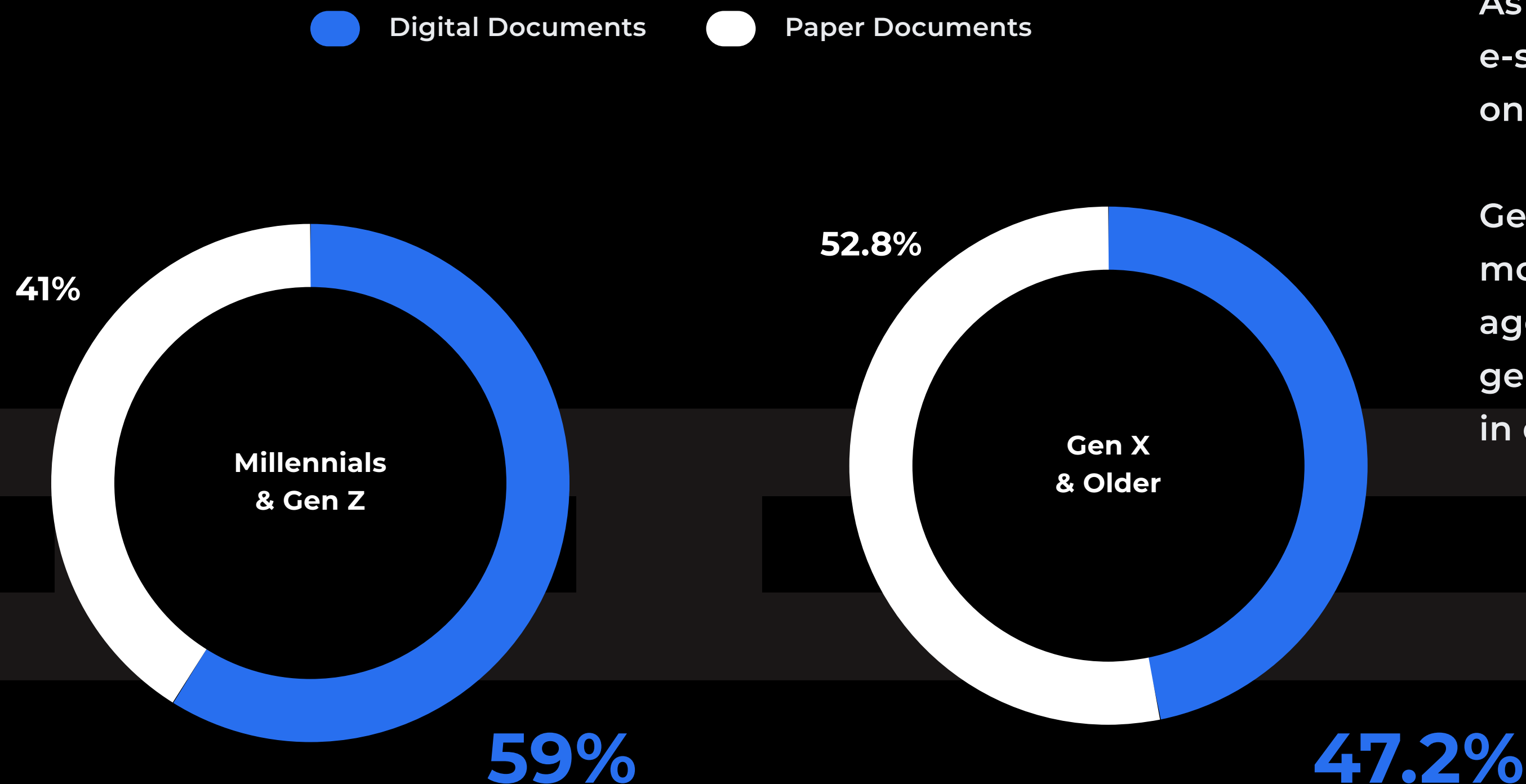
Send your customer an SMS notification on the day of the move with a link to follow the truck via real-time [GPS tracking](#).



Pen and Paper: Relics of the Past

- Digital Signatures Win, but at a Generational Crossroad:

How do you prefer to sign and receive documents?



As recent generations lean towards the efficiency of e-signatures, the importance of this touch point will only grow in popularity.

Gen X and older still prefer paper documents a little more than digital documents, but only by a few percentage points because the digital tide is rising. Even older generations are benefiting from a growing preference in digital documents.



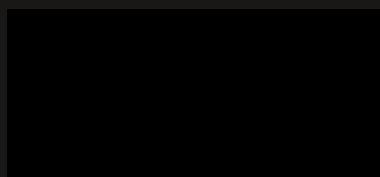
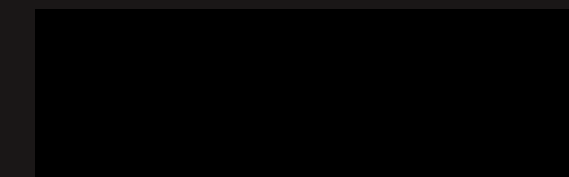
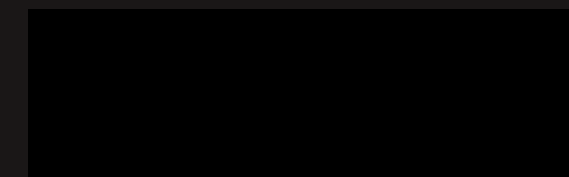
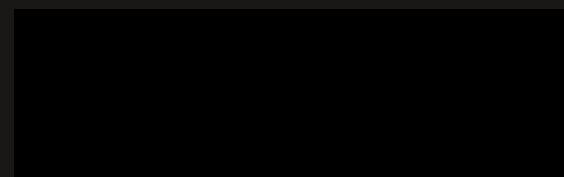
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What Will Americans Pay For?

Unlocking optimal pricing as a mover can be challenging.

What if you could reshape how customers see your services, and in doing so, supercharge your revenue?

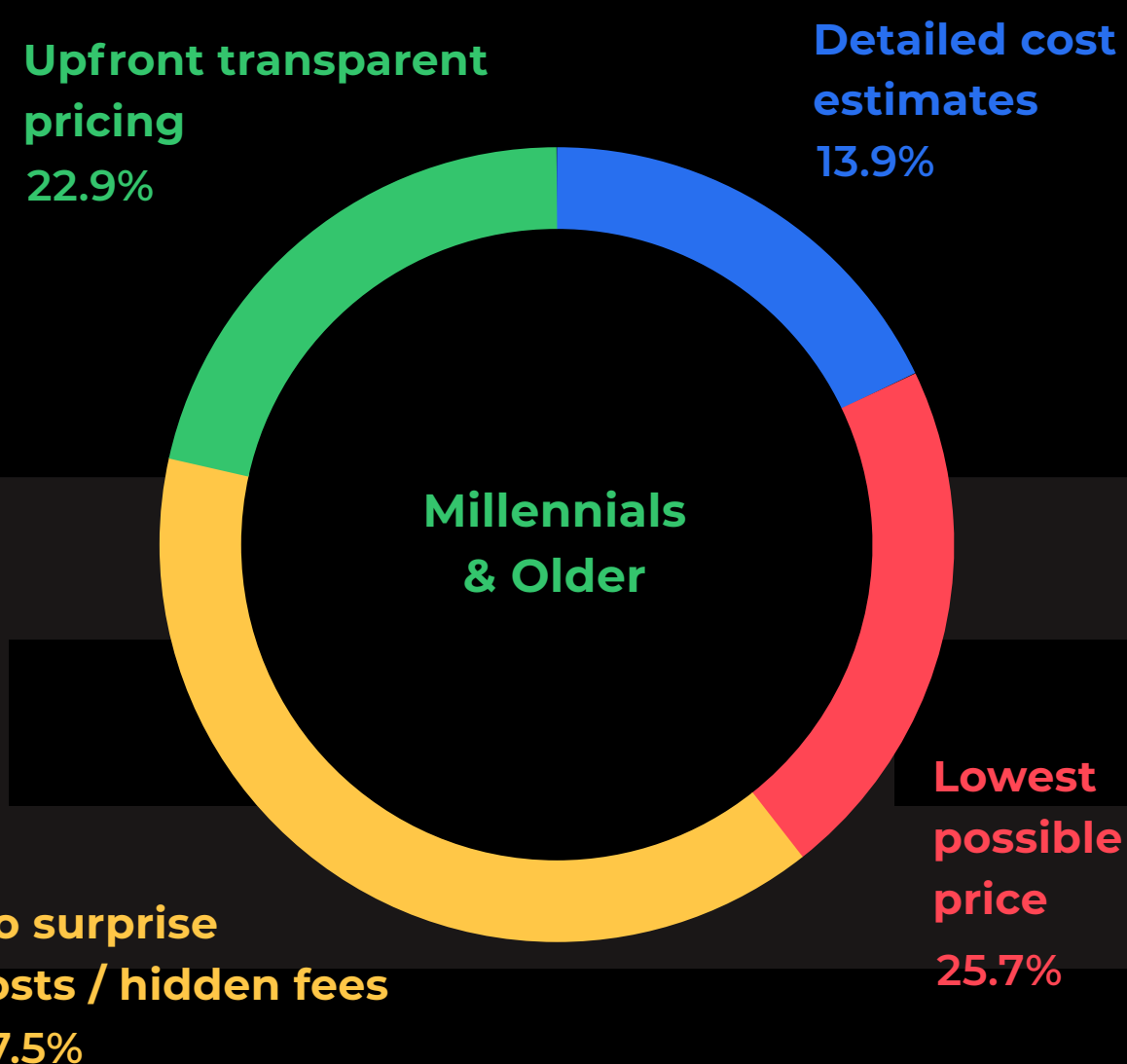
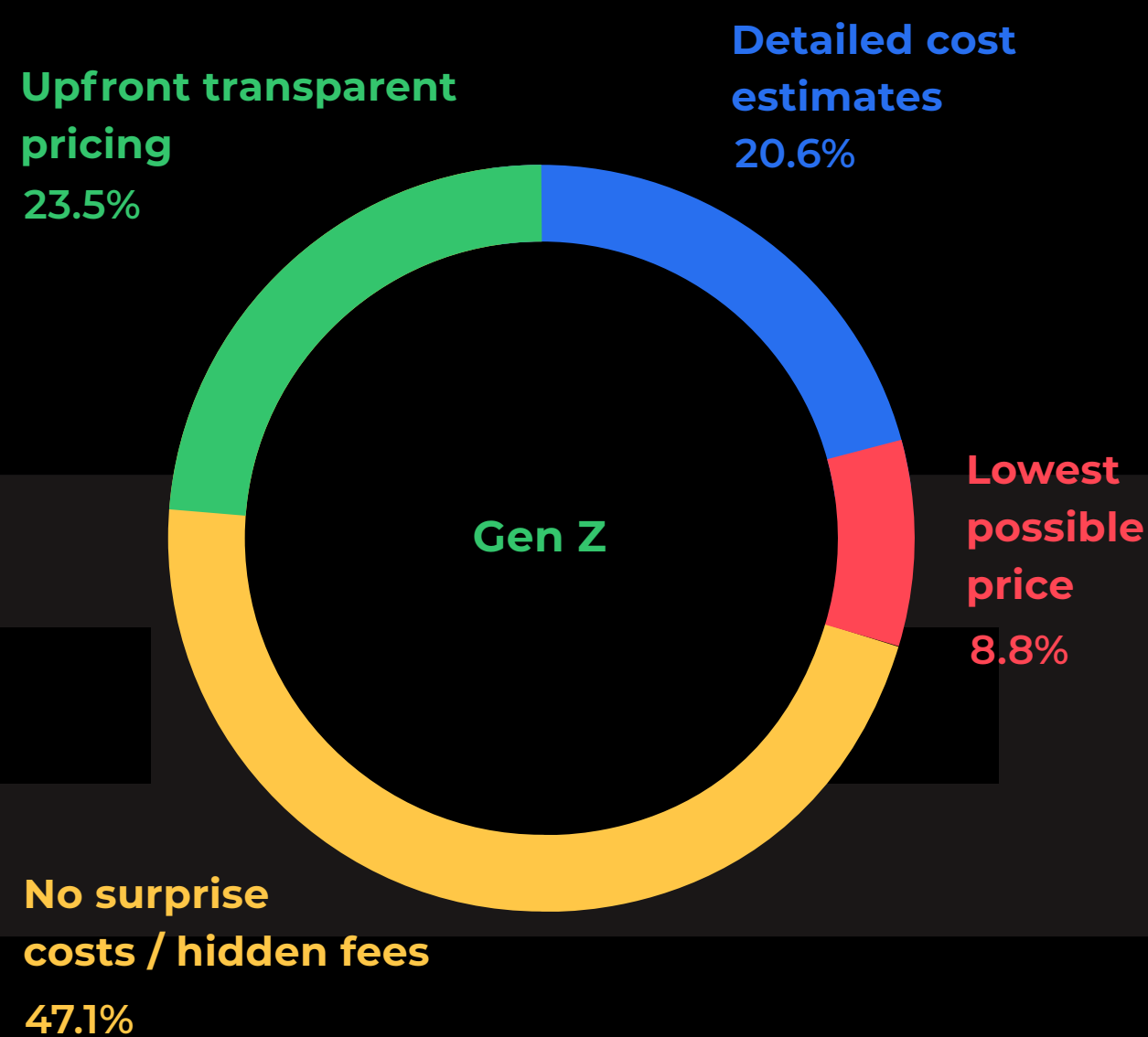
By knowing what customers are willing to pay for, you can provide those as add-on services to increase your revenue per move.



Pricing is the Name of the Game

● Pricing Transparency is Key

What do you value the most in pricing when hiring a moving company?



4/10 Americans surveyed prioritized avoiding hidden fees / surprise costs and 22% of Americans surveyed want upfront transparent pricing. The majority clearly value transparency in pricing.

Surprisingly, the lowest possible price didn't win the majority of votes. In fact, Gen Z's value lowest price the least compared to older generations.

Hot Tip

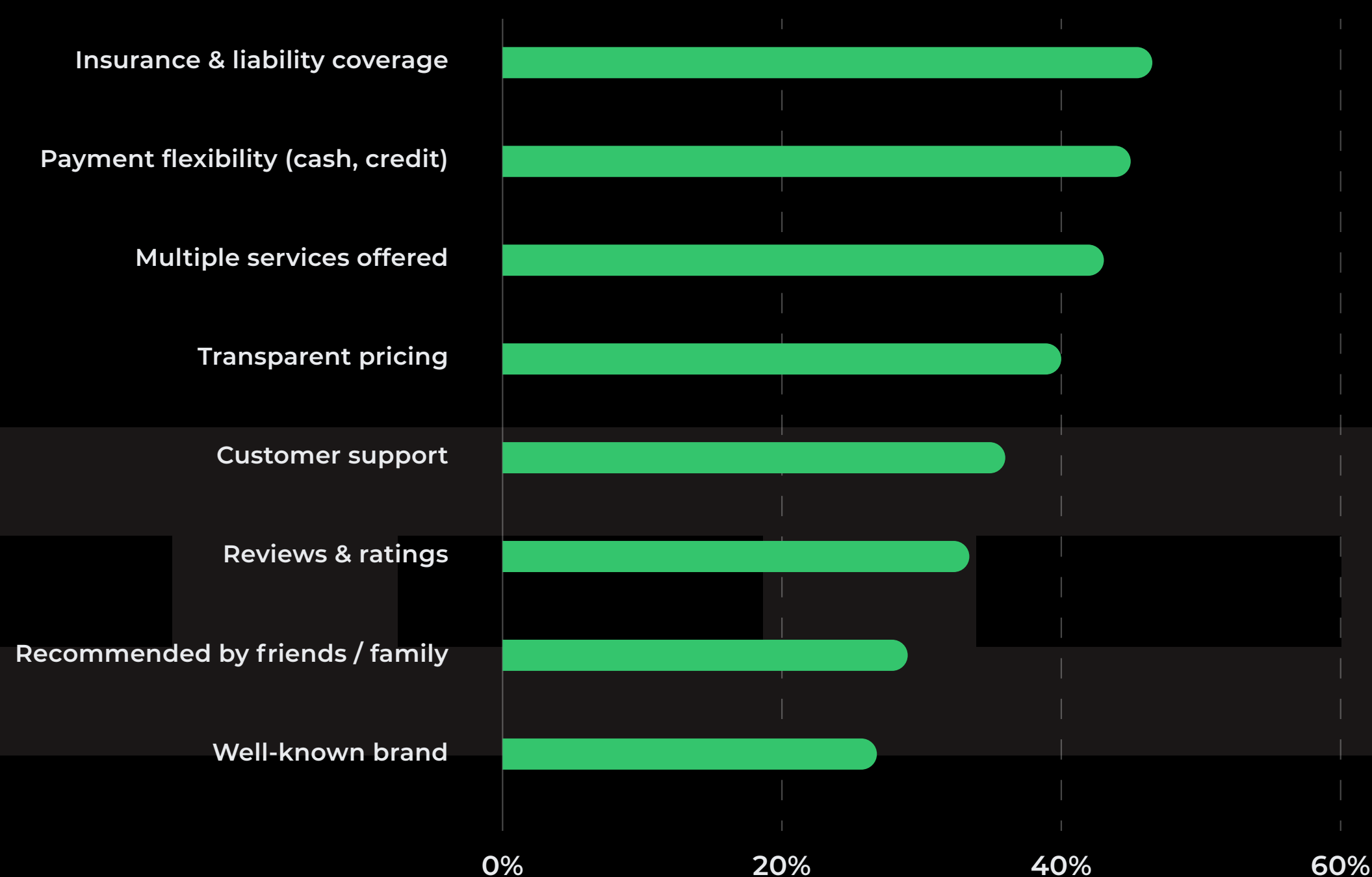
It may be valuable to add a page on your website on how you price moves, and all the factors involved, including add-on services. [Here's an example of a mover who does it well.](#)



Pricing is the Name of the Game

● Willingness to Pay More

What factors will make you willing to pay more for one moving company over other?



46% of Americans surveyed ranked valuation coverage as the #1 offering they'd pay more for. It's followed by payment flexibility and multiple service offerings.

The even split across factors suggests that these elements are indispensable in the competitive landscape. Gone are the days when basic service sufficed; consumers now seek a comprehensive package with excellent service and transparent, effective pricing.

Hot Tip

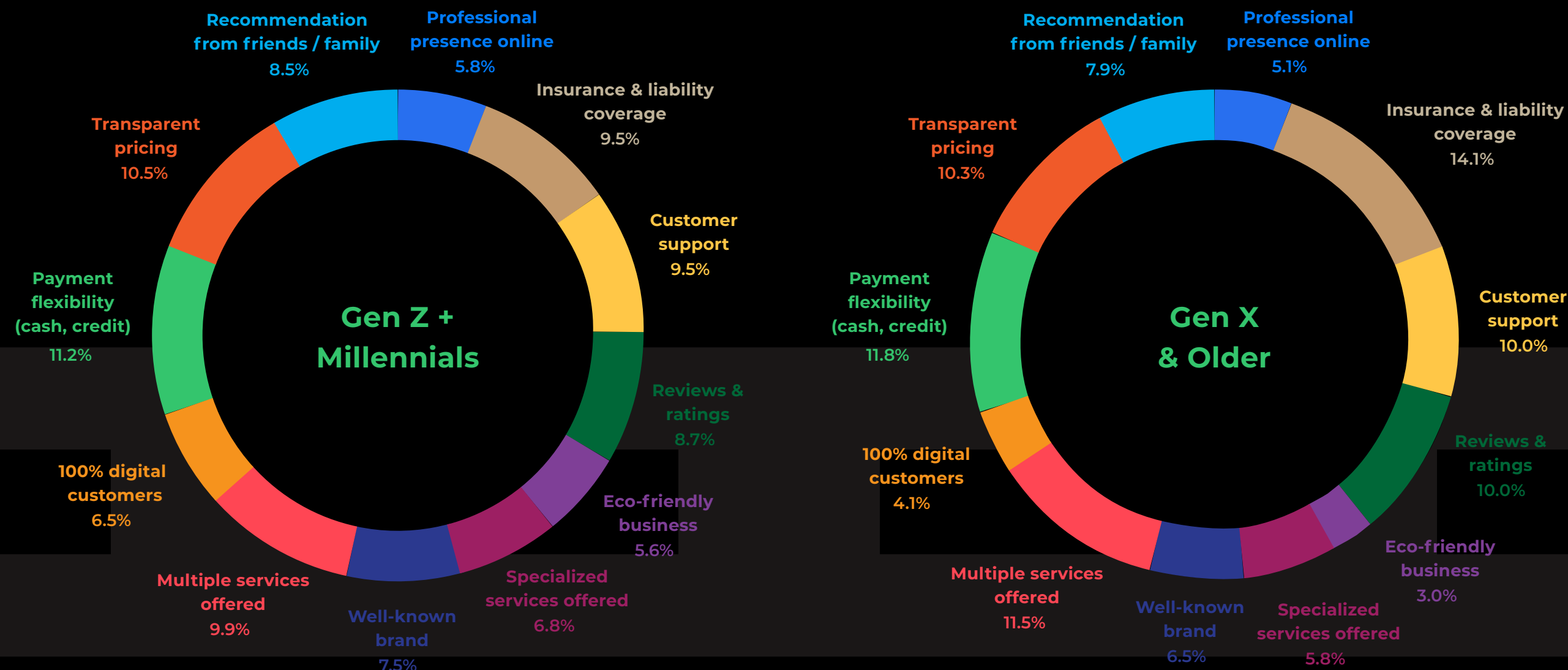
Add valuation coverage as an add-on to your quotes today. It is a quick and easy way to grow your margins on every move.



Pricing is the Name of the Game

- People desire eco-friendly brands but will only pay for what is necessary

What factors will make you willing to pay more for one moving company over another?



The digital era is here, and eco-friendly brands are in vogue, but here's the twist—people won't shell out extra for it. It's an expectation, a baseline.

Millennials and younger value eco-friendliness alongside branding and online presence, while Gen Ys and older prioritize valuation coverage, flexible payments, and crystal-clear pricing. The game is afoot, and understanding the nuances of the demographic you serve is crucial to your success.

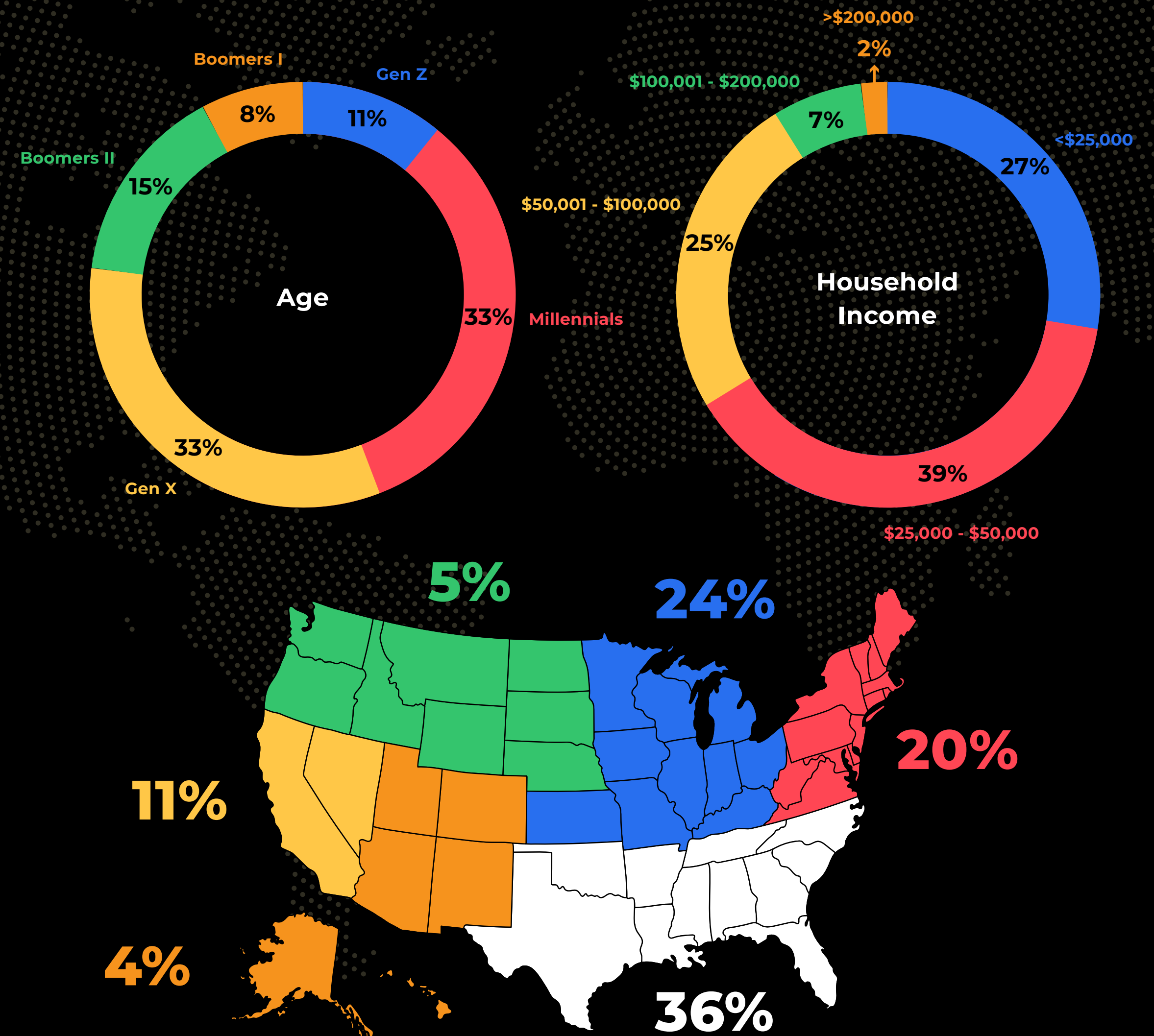


Survey Methodology

We conducted a survey involving 300+ Americans who are intending to relocate within the next two years and have previously relocated, utilizing the survey platform Centiment.

Participants were asked questions tailored to elicit insights into their needs and expectations throughout the moving process. In order to offer a comprehensive overview of household moves in the United States, our survey encompassed individuals from various generations, both renters and homeowners, spanning different income brackets, and representing diverse regions across the country.

Demographics





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