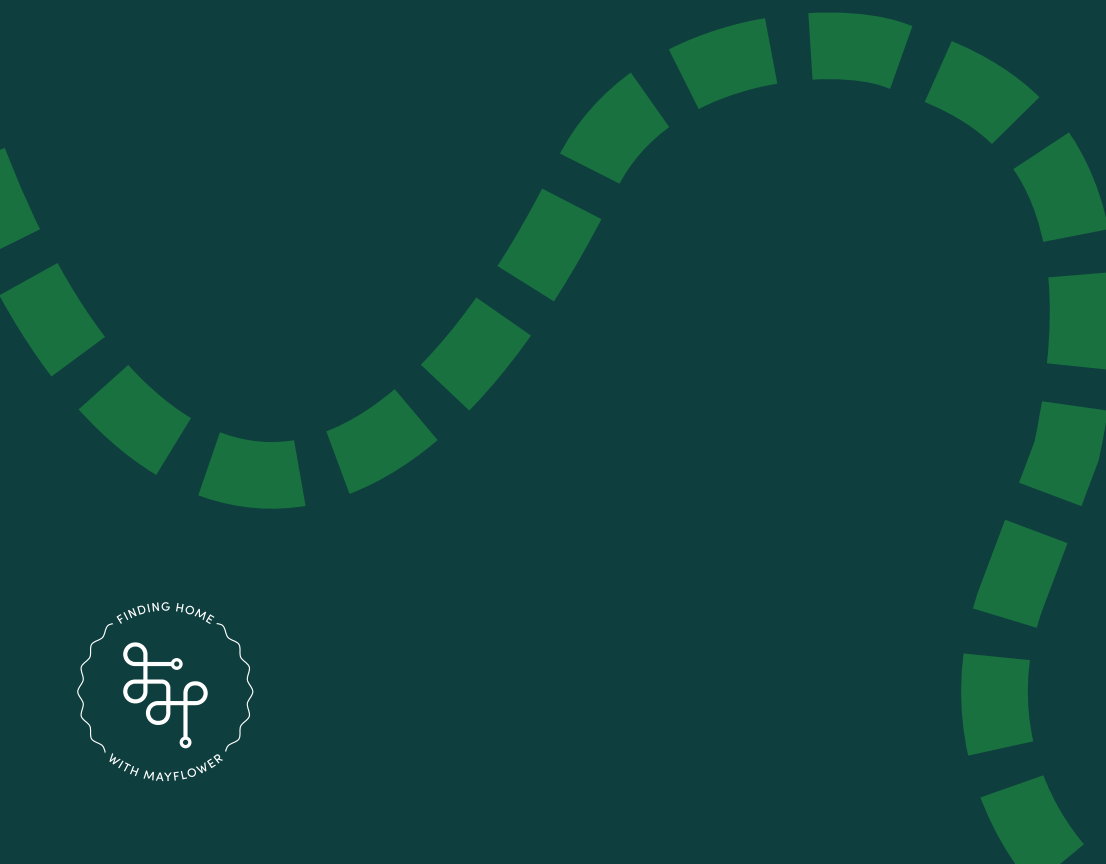




2025 Mayflower Finding Home Study

Methodology



Phase 1

- Qualitative research – social conversation analysis
- More than 7,000 responses to questions
- Average age was 42 years

Phase 2

- Informed by qualitative learnings from Phase 1
- Interviews were completed during the month of June 2025
- Sample obtained from panels
- National random sample of adults aged 18+
- Gender, age and time zone are obtained in proportions to be nationally representative
- 1,000 completed interviews
- All 1,000 respondents have completed at least 1 non full-service (DIY) move as an adult
- 631 respondents also have completed a full-service move

Welcome to Your 30s

Asking friends to help you move after age 30 is widely considered a social faux pas.

61%

of respondents say they would prefer hiring professionals by this age.

For many, being older means you now have more stuff. Specifically, by the time most are in their 30s they've started investing in more quality furniture and items they plan to hold on to for longer. Further, there is an underlying understanding that once you are an "adult," you can no longer collect the free pizza and beer moving card with your college buddies. Adults don't ask friends to move for free.

Interestingly, many people in their 30s speak about themselves as if they're elderly when it comes to moving – mentioning back pain, recovery time, and physical limitations that would have been inconsequential in their 20s.



Phase 1 Key Findings

Timing is Everything

Forty-one percent (41%) of respondents cite time-savings and other convenience factors as their primary reason for hiring movers, valuing completion in hours versus days.

Peace of Mind and Stress Reduction are Worth Paying the Cost

Using professional movers provides significant psychological comfort, with respondents willing to pay for this security. Despite cost being assumed to be the primary barrier, emotional and psychological factors ranked surprisingly high as benefits of professional moving services. People value stress reduction enough to make it a key decision driver, even on frugality-focused forums.



Phase 1 Key Findings (cont.)

Relationship Preservation

Respondents repeatedly mention how moving impacts relationships. Many share stories about how DIY moves strains friendships and partnerships, with several even referring to professional movers as "marriage savers."

Beyond the Muscles, Want Heavy Lifting and Smart Maneuvering

Professional skill in navigating furniture through tight spaces ("PIVOT!") is specifically valued beyond simple labor. Additionally, the reassembly of items and the fact that everything goes right where it's supposed to be, are big motivators.

Physical Wellness Concerns

Physical considerations were prominently mentioned, particularly regarding injury prevention. Many people cited past injuries or general physical limitations as their reason for switching from DIY to professional services.



Phase 1 Key Findings (cont.)

Being a Parent Impacts the Desire to Hire Professional Movers

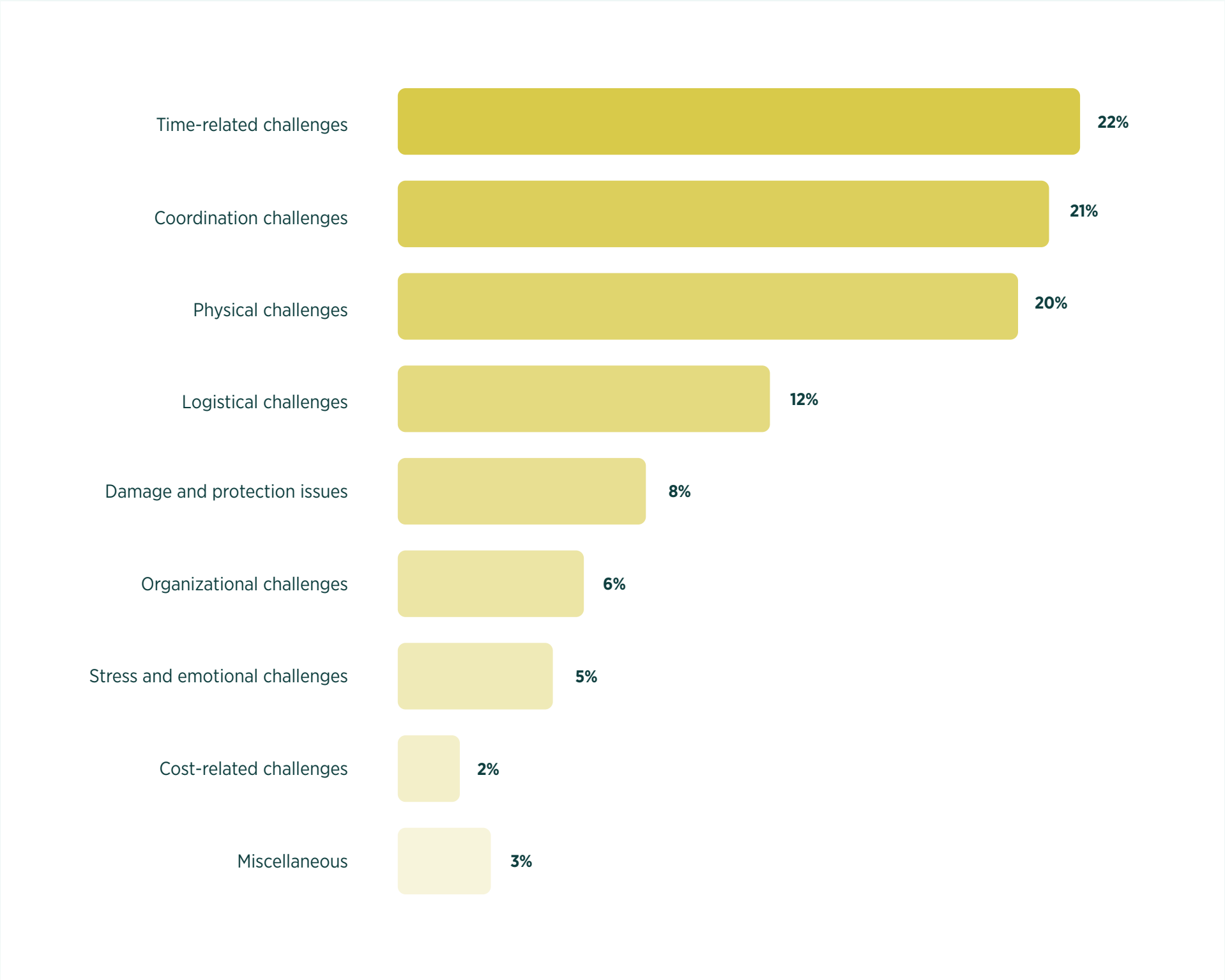
Many respondents with children feel there is no feasible way to move successfully without hiring help. Further, many feel their children need support to manage the life change a move brings and would prefer to target any additional energy in this direction.

Corporate Relocations Convert Customers

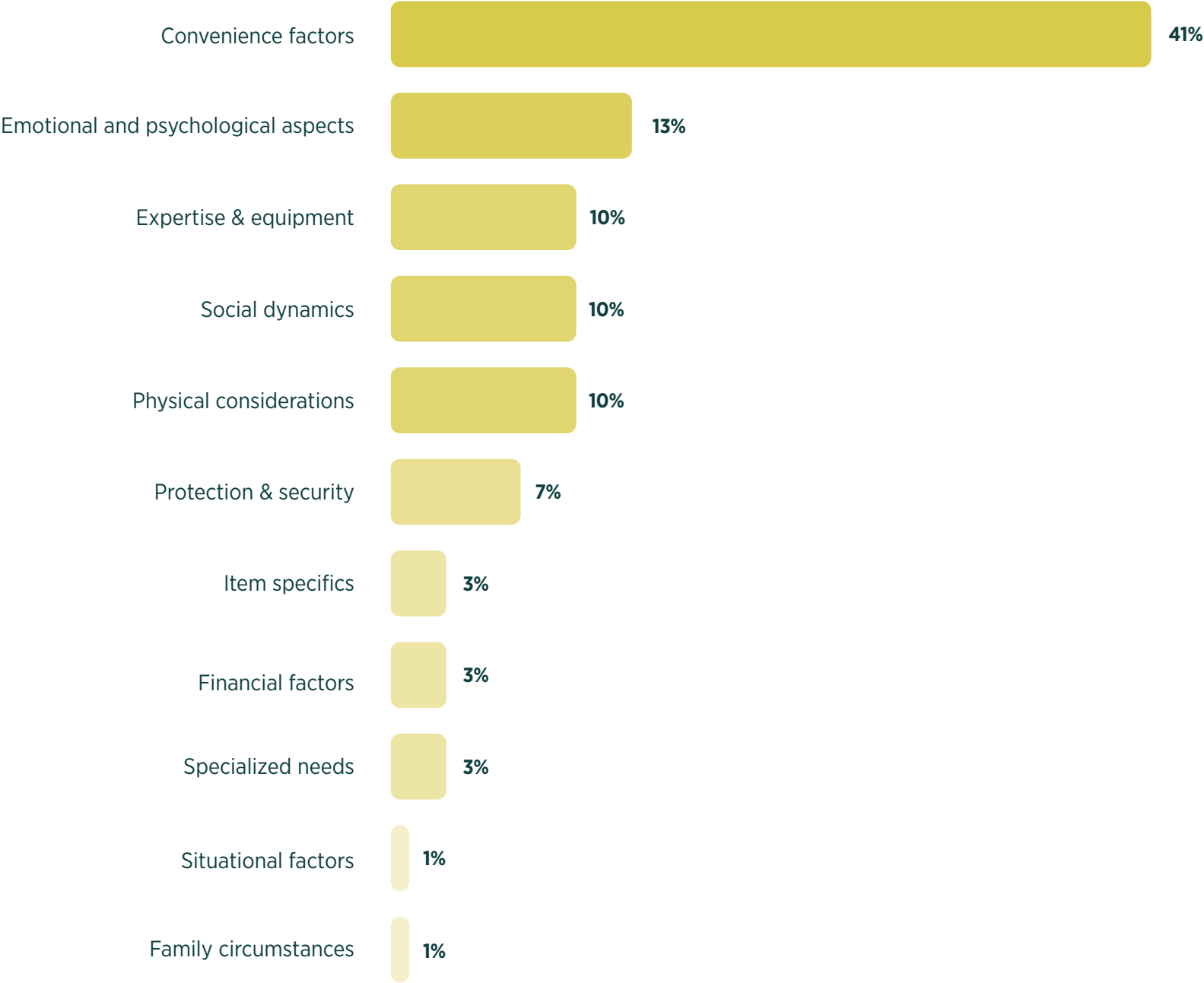
Experiencing a company-paid professional move often leads to lifelong professional service use for moving. The experience is so positive they stick to paying for professional movers personally in the future.



What is the main DIY-Moving Challenge?



What is the main benefit of hiring a professional mover?



Phase 2 Key Findings

Top Drivers for Using Full-Service Mover



Worried about those helping pulling a muscle or otherwise getting hurt

Health or mobility changes of self/family/friends



Desire professional help with “Pivot!” problems

Avoid damage to stuff and relationships resulting from moving big things



Moving long-distance

The farther the move the more probable to use a full-service mover



Convenience: time and ease of a full-service move outweigh cost



Phase 2 Key Findings (cont.)

Reaching a Certain Age

“Welcome to your 30s!” was a prominent idea in Phase 1 social media analysis as well as one of the top reasons movers are not comfortable asking for help with future DIY moves. While not a top driver in Phase 2 findings, it is still relevant.

Peace of Mind and Stress Reduction are Valued

When looking at rankings as well as factors that would help you feel confident when choosing a moving company, we also find the following top factors:



Price competitiveness/guaranteed pricing



Strong online review/reputation



Property protection



Ease of scheduling/booking

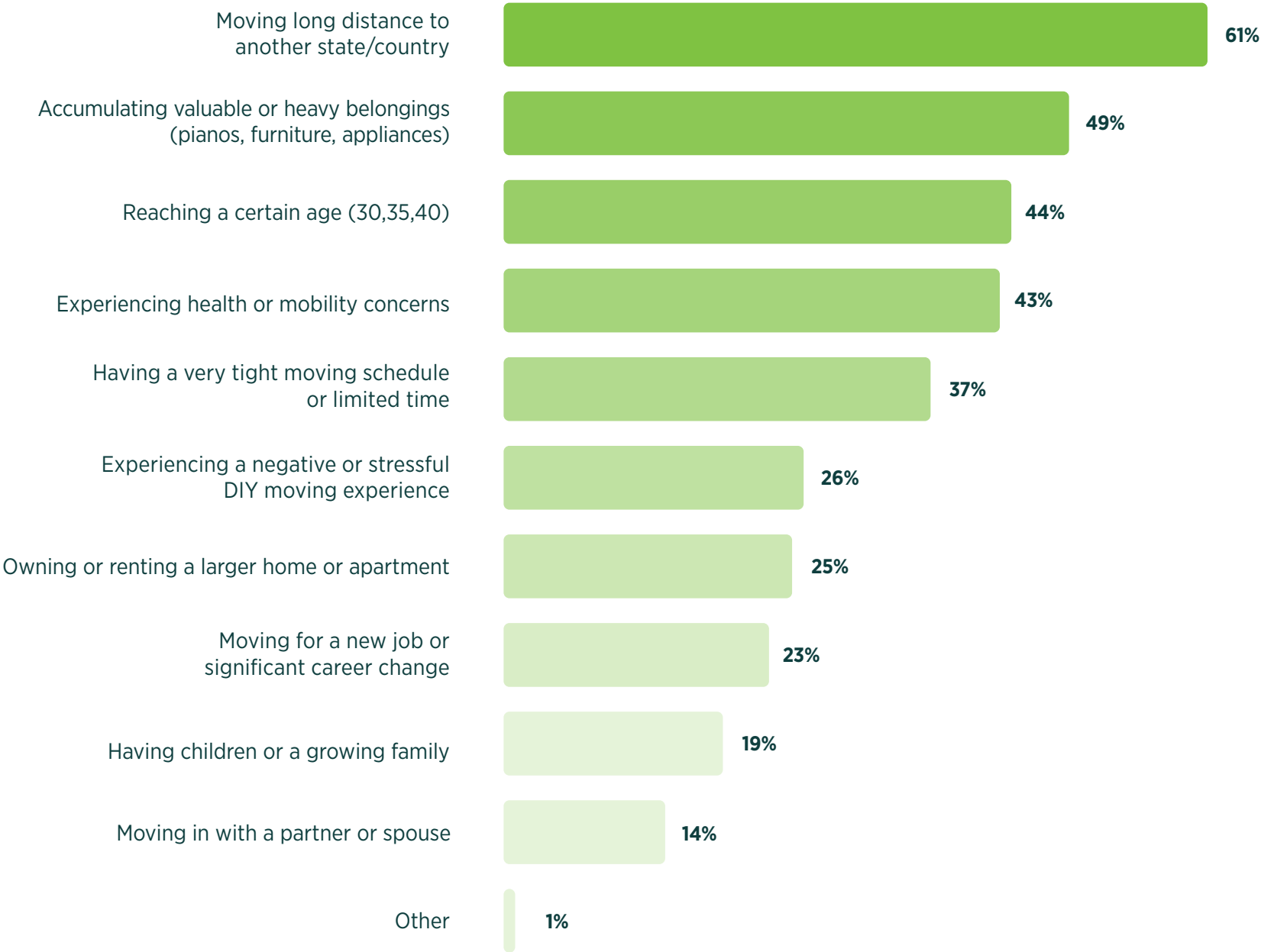


Price transparency



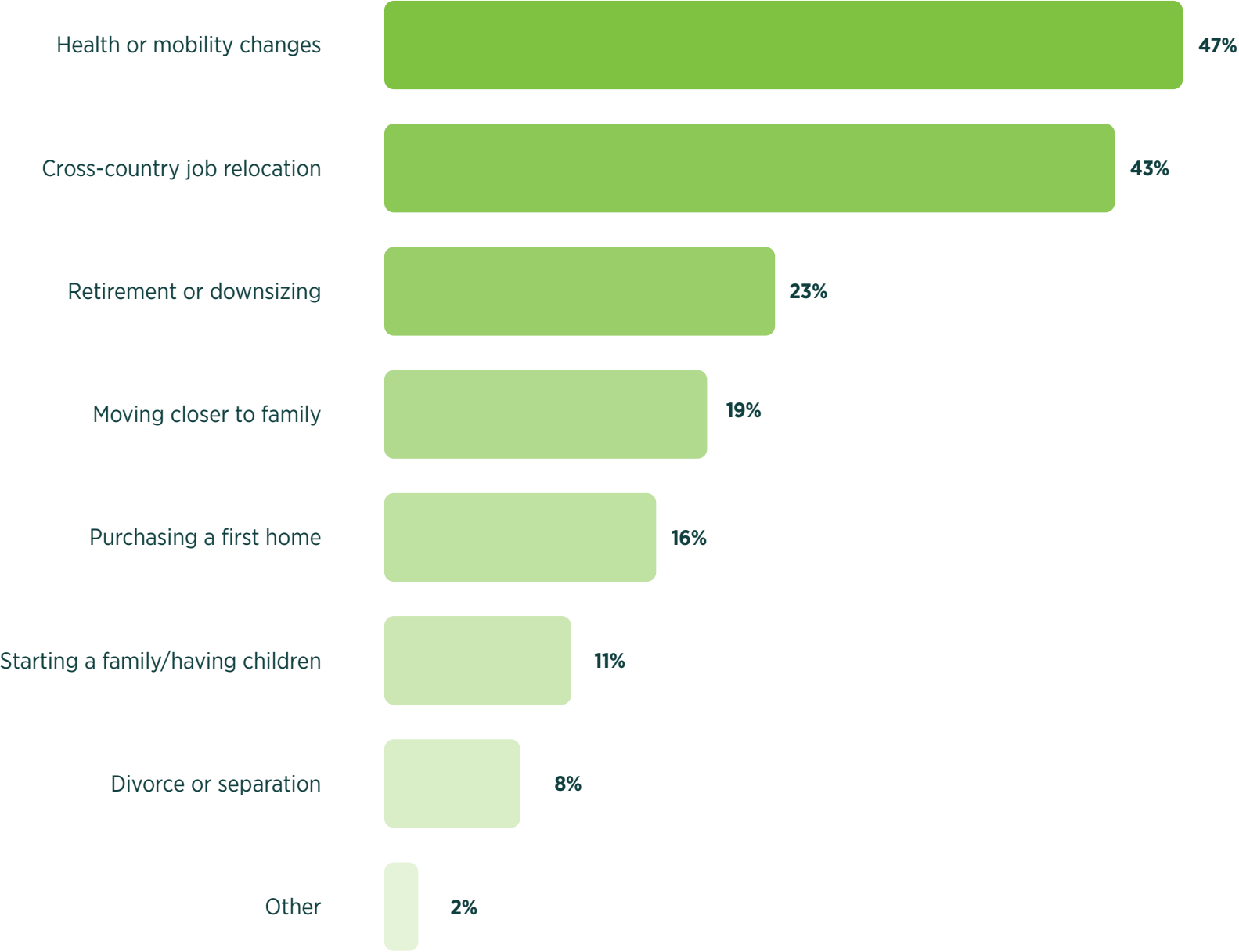
Milestone & Circumstances Appropriate for a Full-Service Mover

When selecting milestones or circumstances that make it appropriate to hire a full-service mover, moving long-distance is selected most often. This is followed by accumulating valuable or heavy belongings, reaching a certain age, and experiencing health or mobility concerns.



Life Events Where Likely to Consider a Full-Service Mover

Focusing only on life events, health or mobility changes and cross- country job relocation are the top reasons respondents selected as making them most likely to consider using a full-service moving company.



Statement Agreement Among DIY-Only Movers

Among respondents who have never completed a full-service move, there is most agreement with the statement: Physical considerations such as injury prevention or general physical limitations would justify the cost of full-service movers.

Physical considerations such as injury prevention or general physical limitations would justify the cost of full-service movers



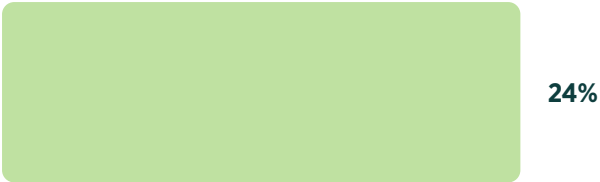
Professional skill with moving bulky items or navigating difficult spaces ("Pivot!" problems) would justify the cost of full-service movers



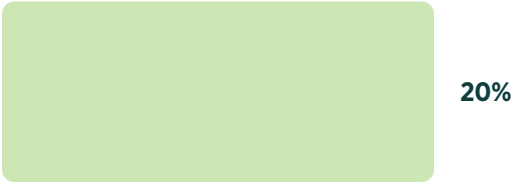
The stress reduction would be worth the additional cost of full-service movers



The time-saving aspect of professional services would justify the cost of full-service movers



Reducing the strain that a DIY-move puts on relationships would justify the cost of full-service movers



Primary Reason Not Comfortable Asking for Help

Among those who would not be comfortable asking friends/family for help with a future DIY move, the reasons for this are mixed, with close to one-fourth saying they would be worried about them pulling a muscle or otherwise getting hurt (24%) or feeling they should be old enough to handle it without help (22%).

I'm worried about those helping me pulling a muscle or otherwise getting hurt



24%

I feel that I should be old enough to handle a move without asking for help



22%

I don't have local friends and/or family capable of helping



19%

It's too hard to coordinate schedules and locations with others; logistically difficult



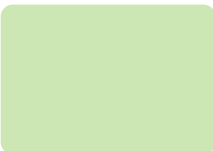
16%

Asking for help with moving can strain relationships



14%

Other



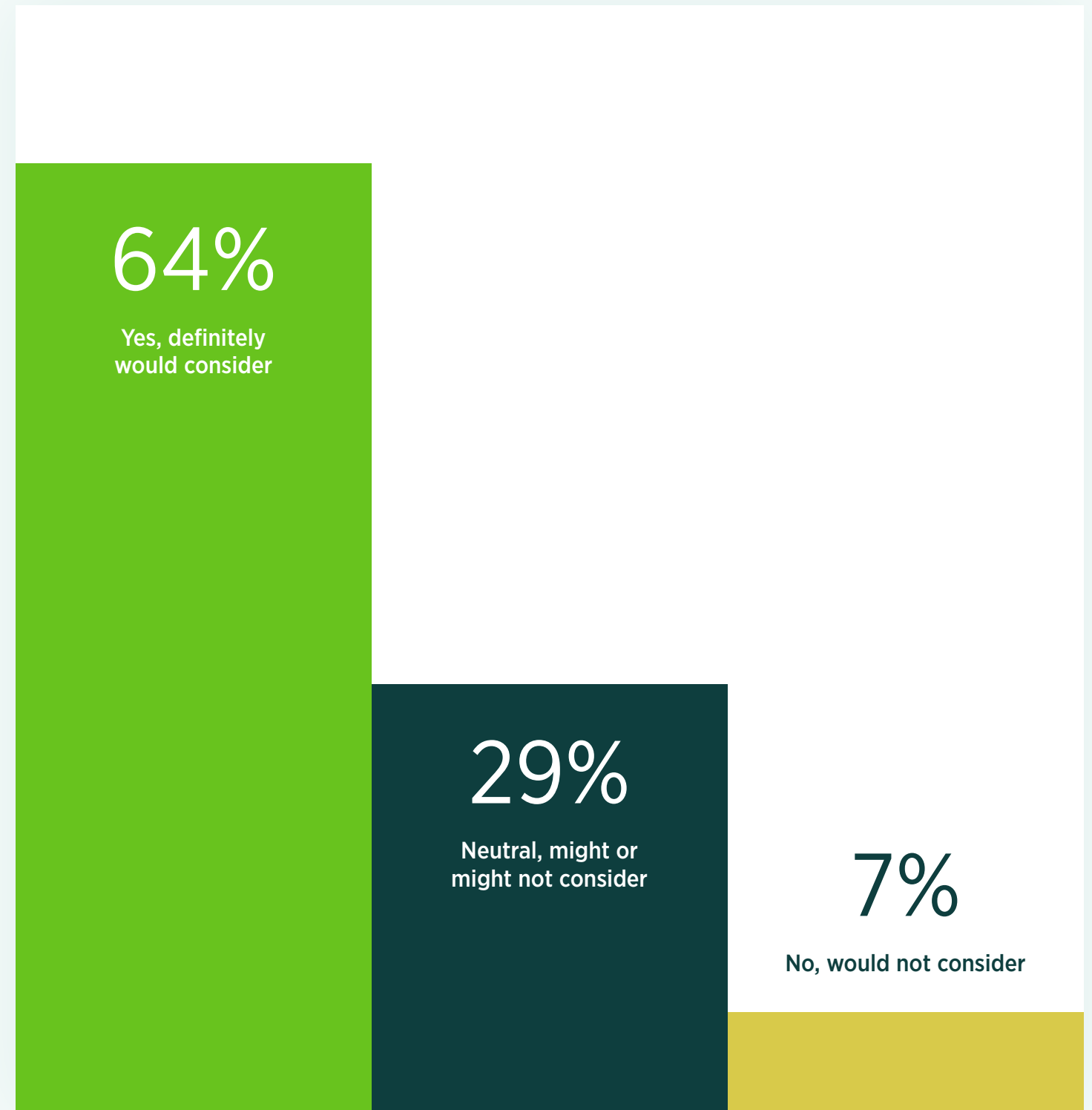
5%



Would Consider Using Full Service? If Not, Why Not?

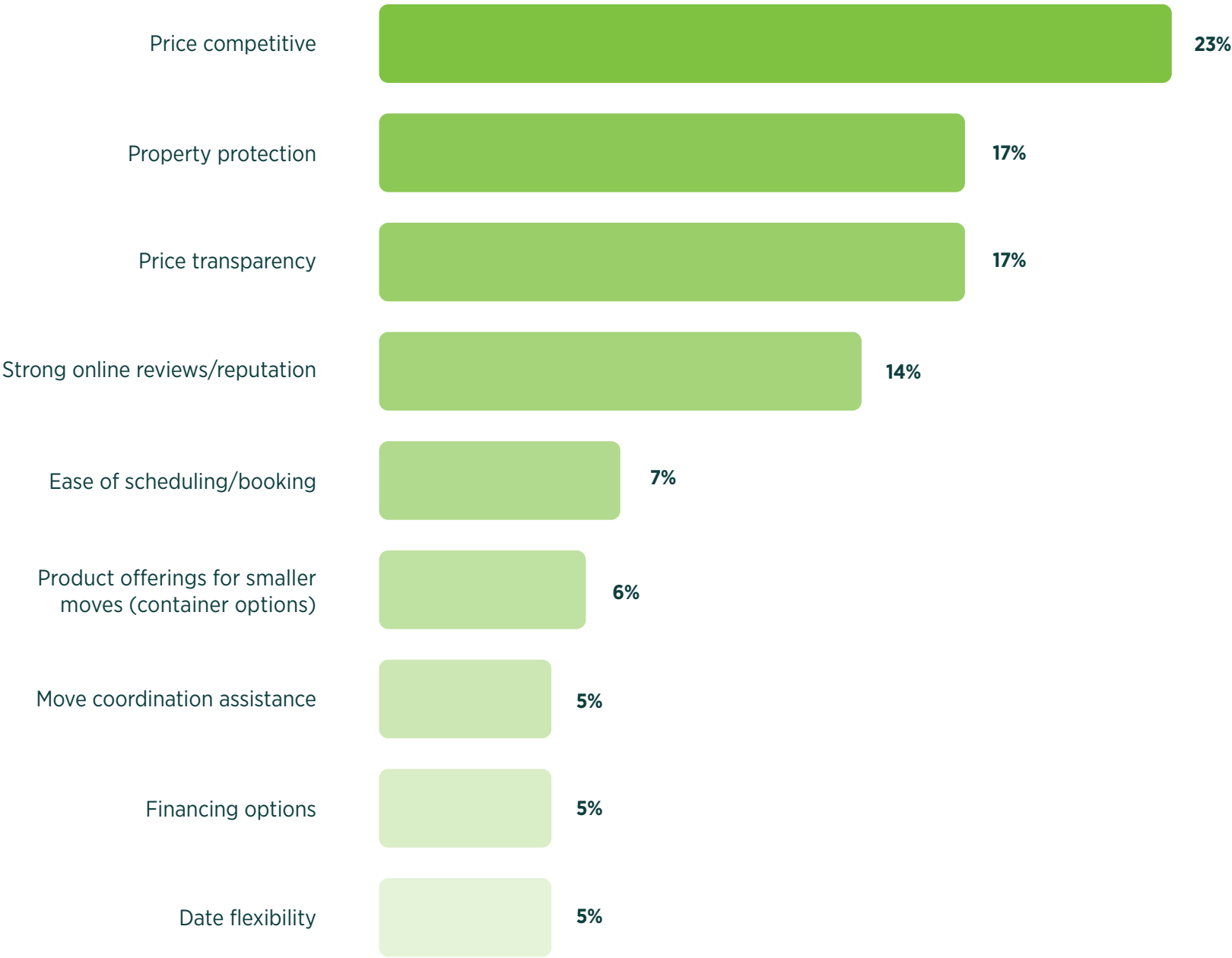
The vast majority of respondents would consider using a full-serviced mover if they were to move again. Among the small percentage who would not consider, the main reason is price.

- Too expensive - **77%**
- I want more control over the process - **32%**
- I do not trust others with my belongings - **31%**
- I don't have a lot to move - **27%**
- Lack of awareness of the benefits of full-service moving - **7%**
- Other - **7%**



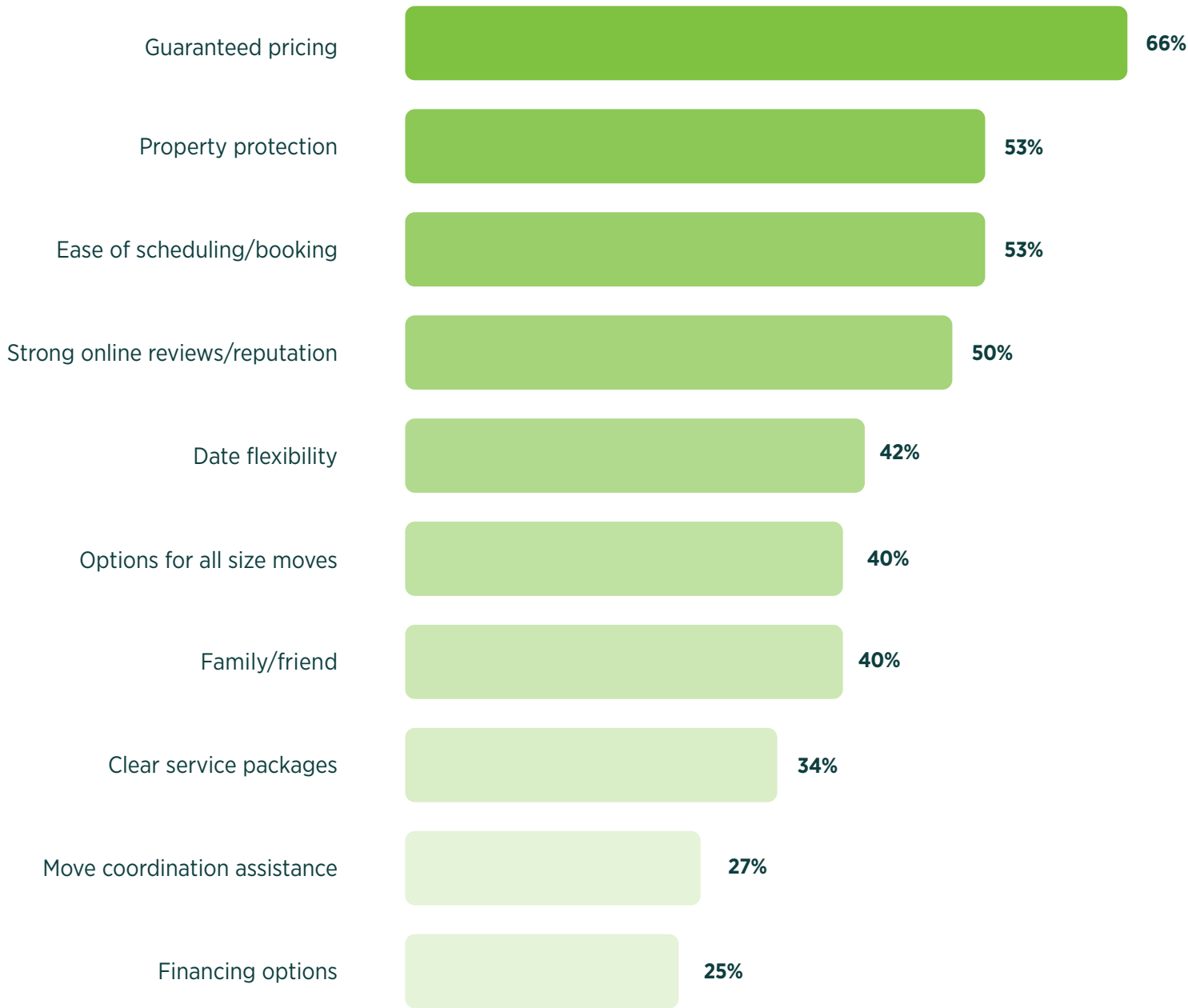
Most Important Factors in Selecting a Full-Service Mover

While ranking factors when selecting a full-service mover, price competitiveness is ranked most often as the #1 factor. This is followed by property protection, price transparency and strong online reviews/reputation.



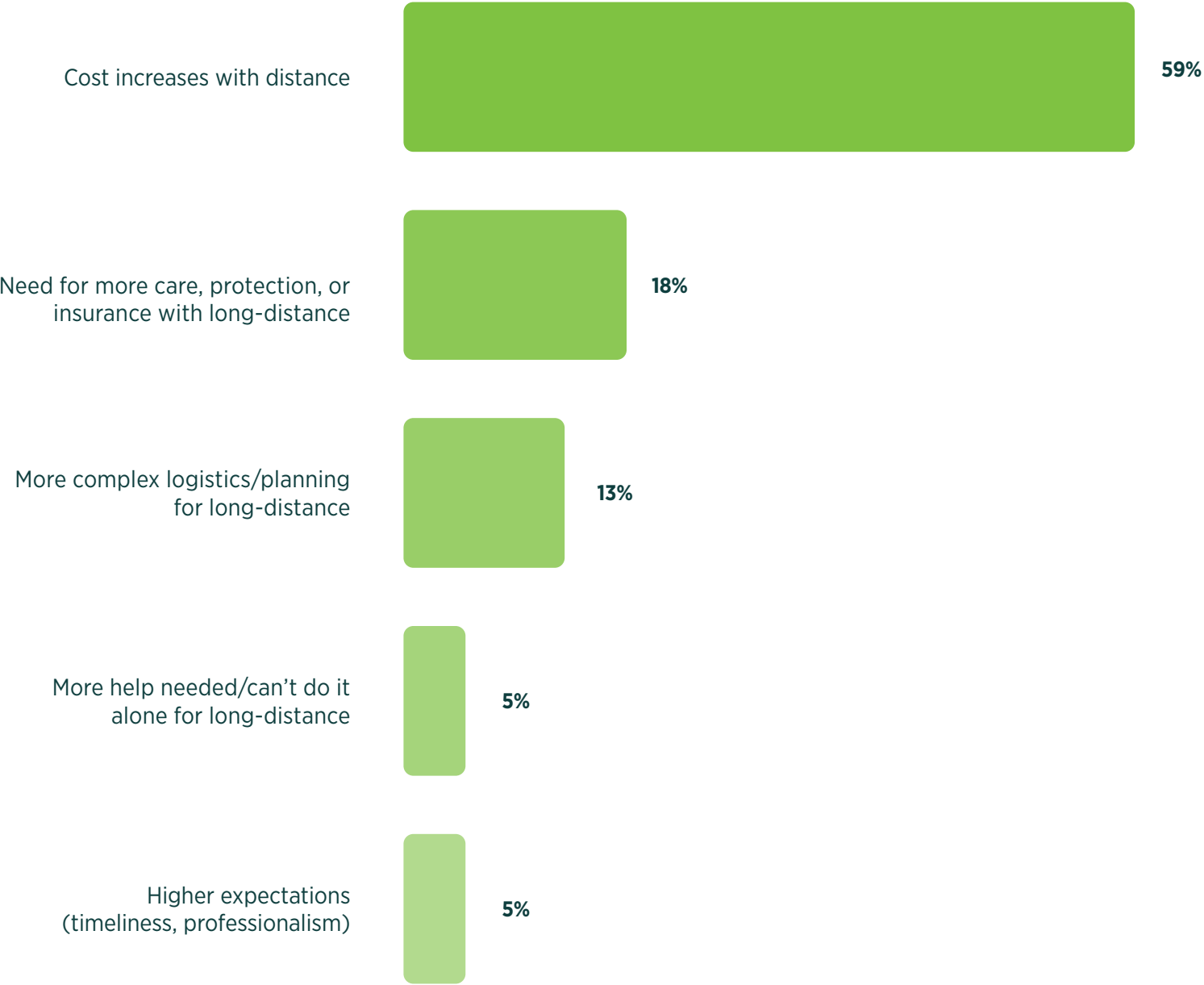
Top Factors When Choosing a Full-Service Moving Company

Among those who would consider using a full-service mover if they were to move again, the top factor that would help them feel confident about the company is Guaranteed pricing.



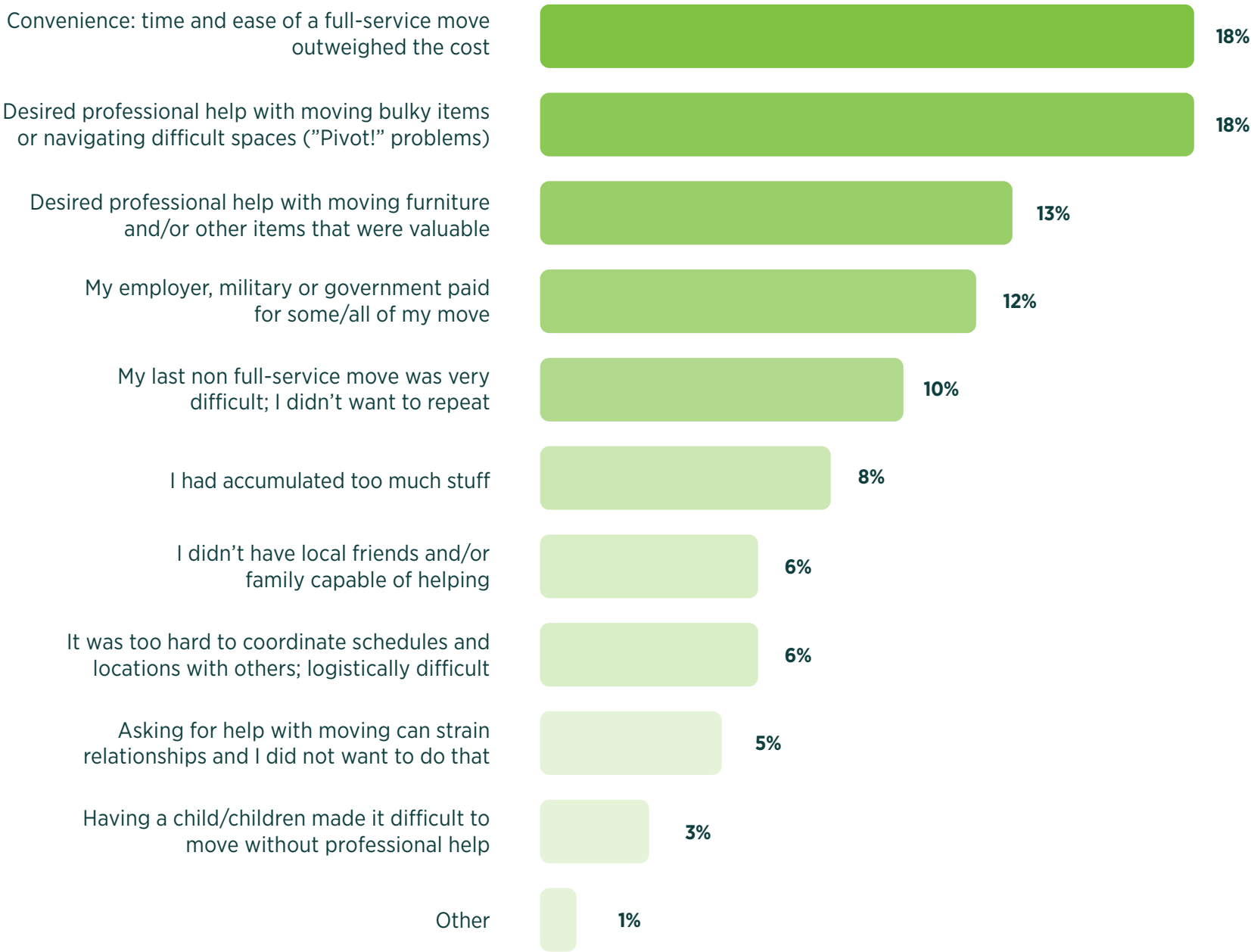
Do Expectations Change Based on Distance of Move?

On an unaided basis, the most-often mentioned change in expectation is that cost increases with distance.



Top Reasons for Using Full Service for Recent Move

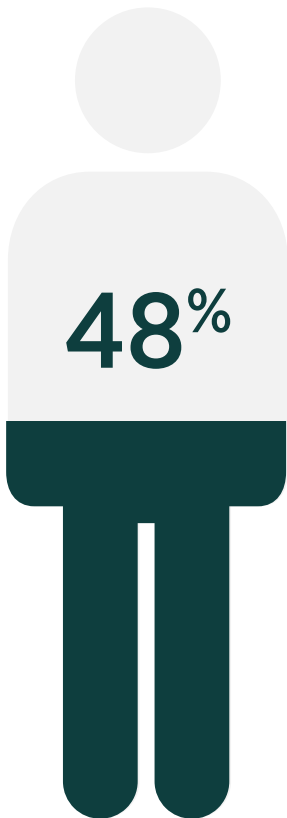
When ranking reasons for using a full-service mover for their recent move, responses were varied, with respondents citing two things most often as the #1 reason: Convenience and “Pivot!” problems. The breakdown of the second and third reasons look very similar as well



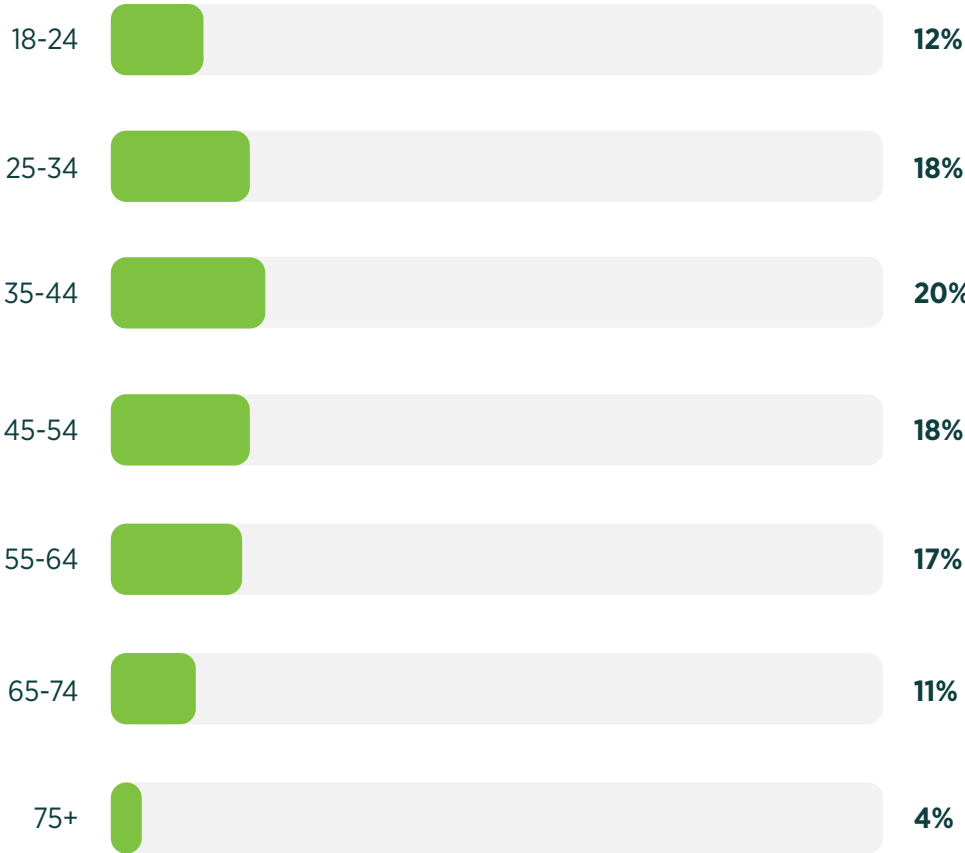
Demographics



GENDER



AGE

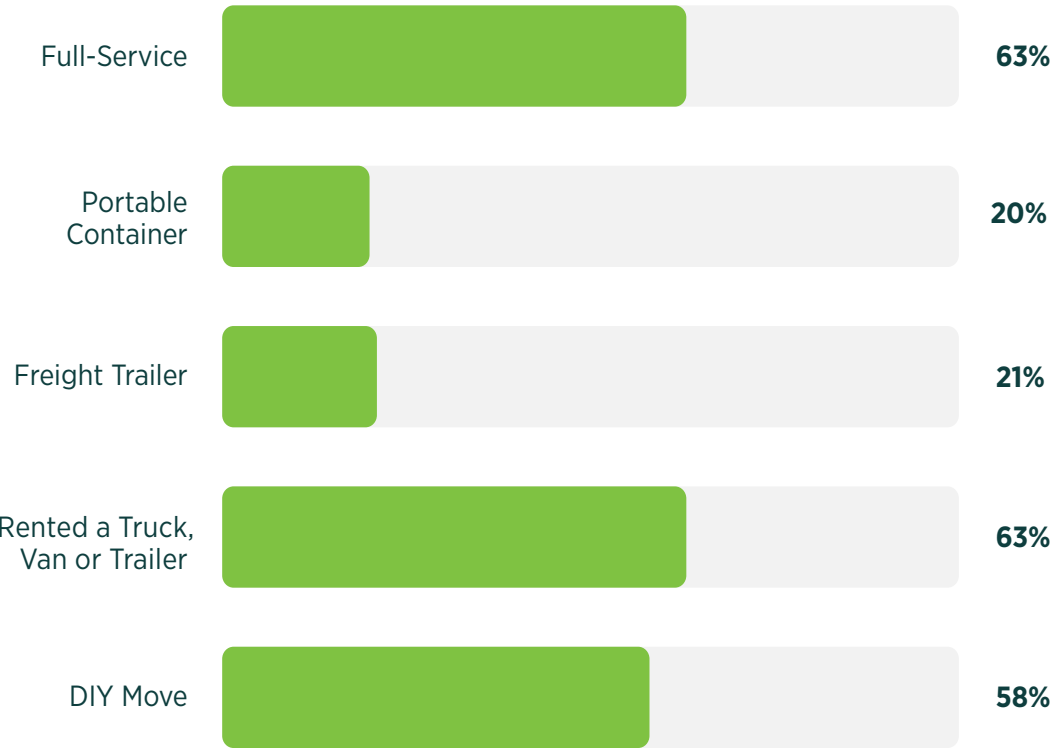




NUMBER OF TIMES MOVED AS AN ADULT

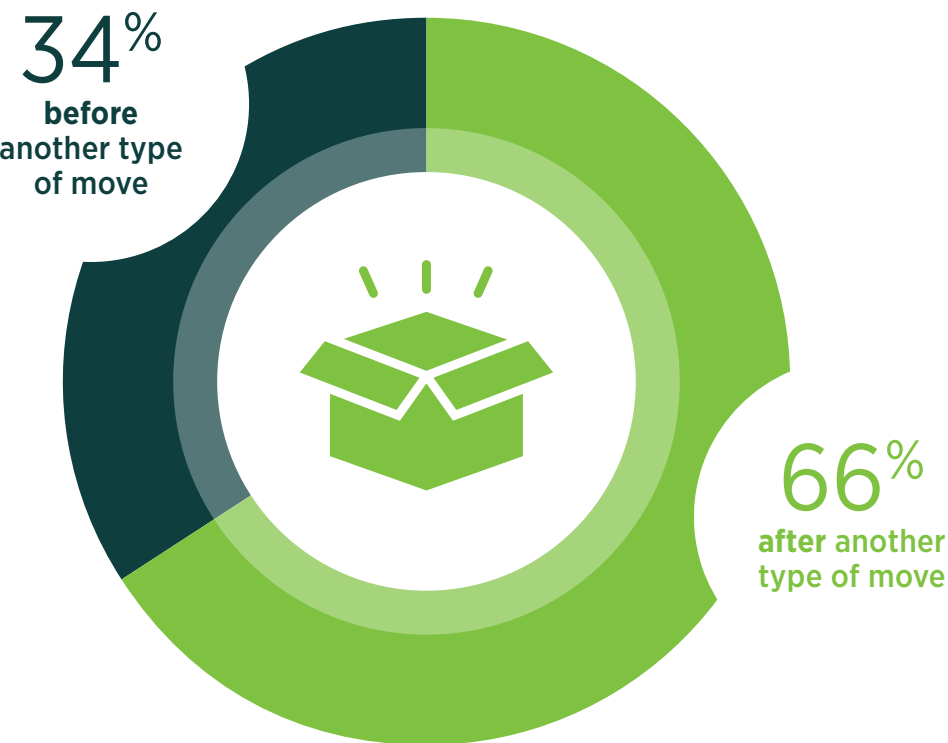


MOVING METHOD(S) USED AS AN ADULT

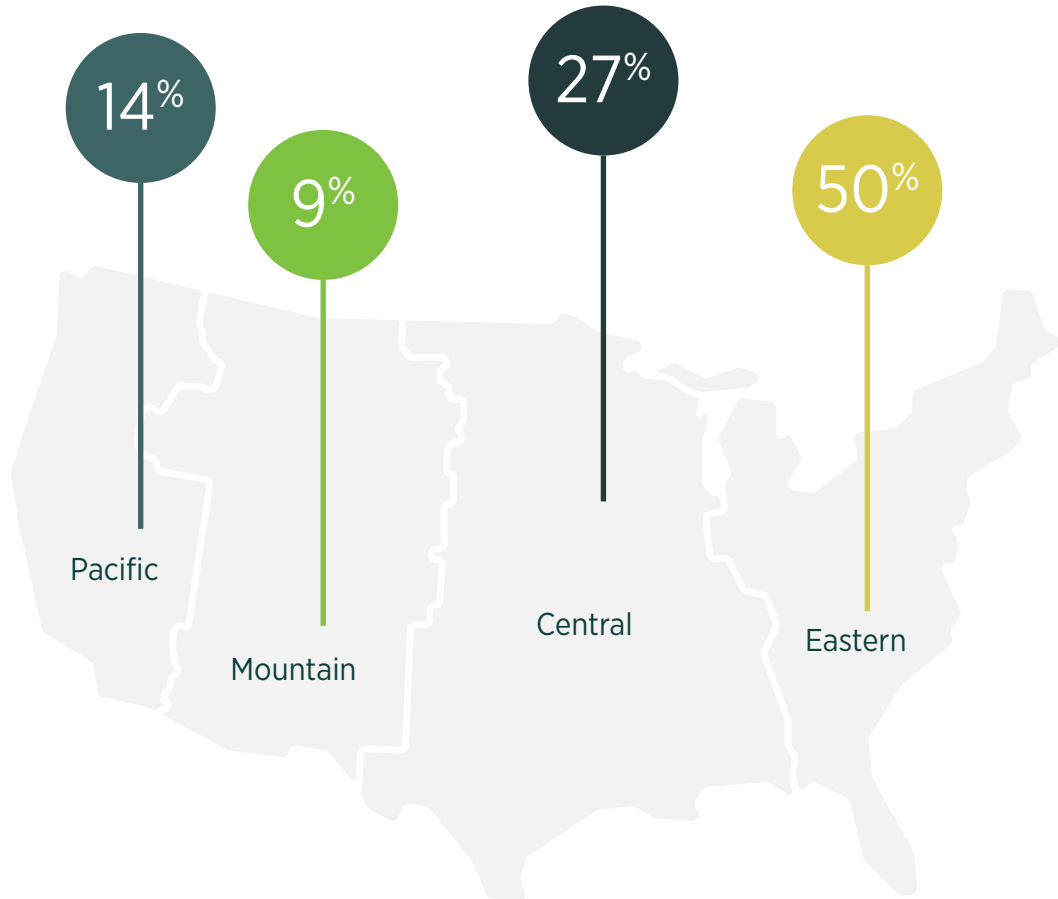




**AMONG FULL-SERVICE MOVERS,
WHEN WAS THE FULL- SERVICE MOVE?**



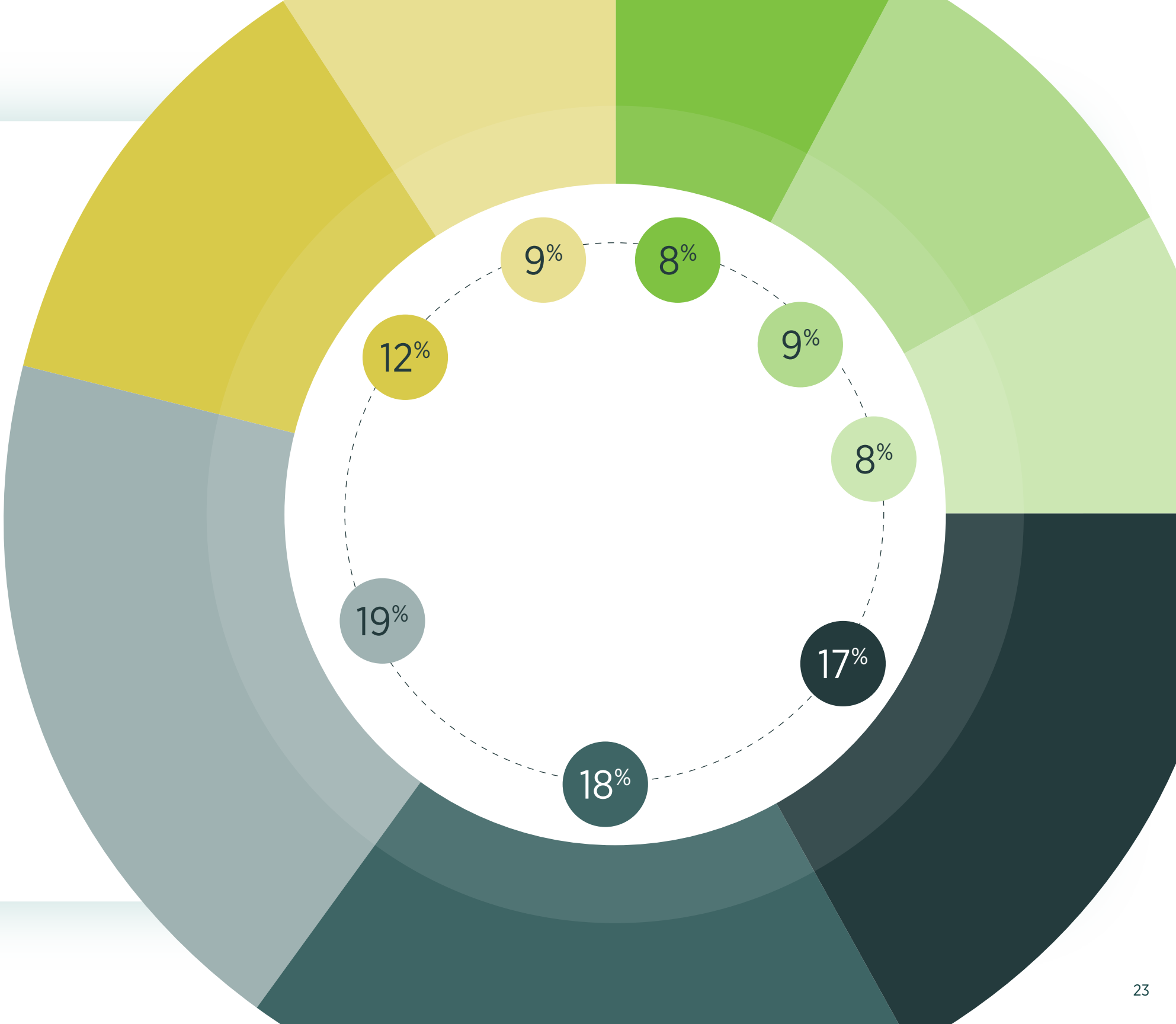
TIME ZONE





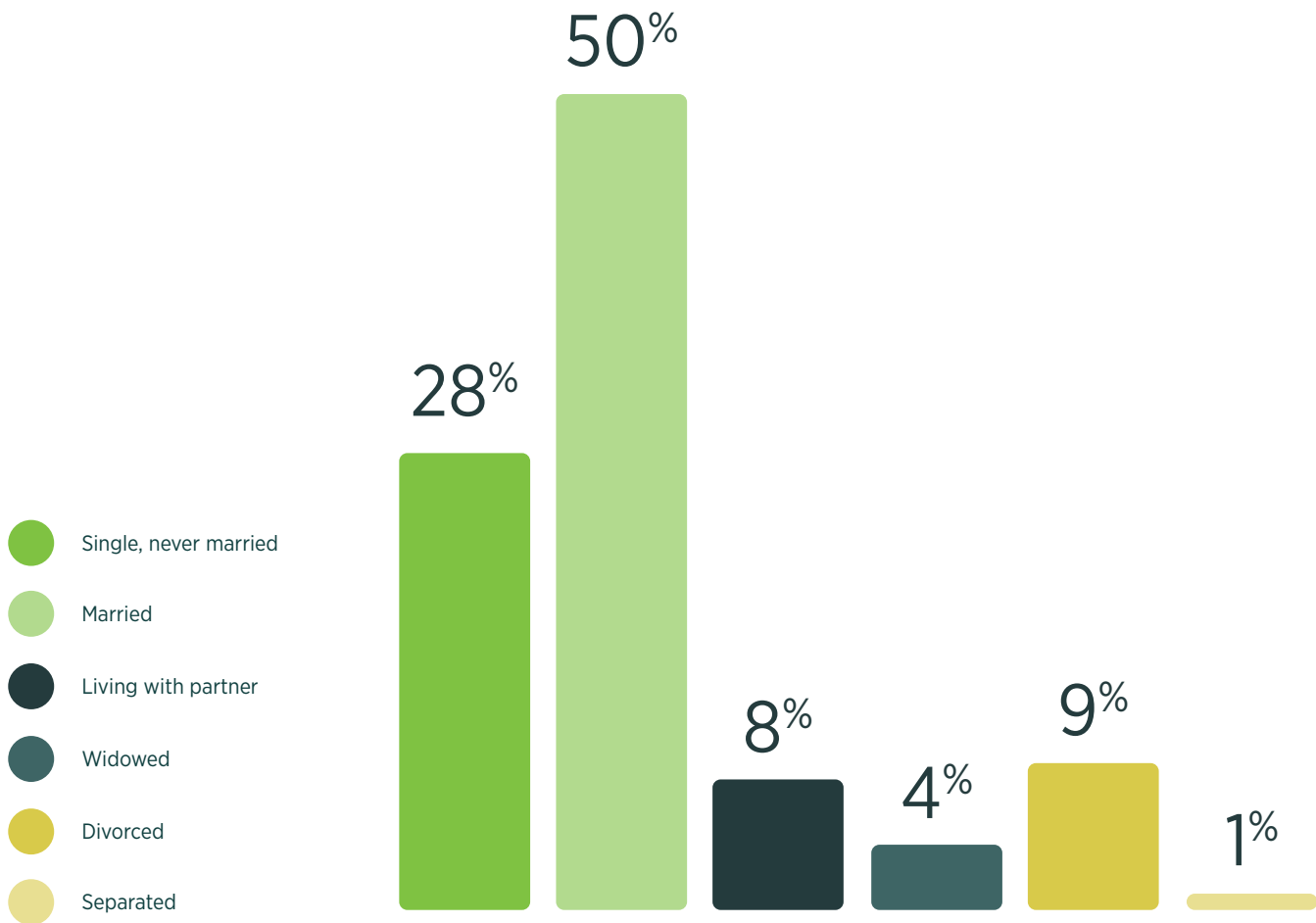
HOUSEHOLD INCOME

- Less than \$25,000
- \$25,000 to \$34,999
- \$34,999 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more





MARITAL STATUS



ETHNICITY

