

### Background & Methodology

Conducted approximately 200 surveys per state of residents who recently moved or are planning to move in the next 12 months

- Fielding took place April 4, 2018 – April 27, 2018
- Utilized a proprietary online research panel
- Total is weighted by state

### Key Measures

- Recent/Future Moving Plans

### 1. Have you changed residences in the past 12 months or do you plan to change residences in the next 12 months?

	FL	GA	IL	MI	MN/IA	NE/ND	TN	WI	Total
<i>Base (n=)</i>	465	475	503	499	811	804	506	516	4,579
I have moved in the past 12 months	26%	21%	20%	16%	14%	13%	19%	20%	20%
I plan to move in the next 12 months	19%	22%	22%	25%	12%	13%	23%	21%	20%
Neither, no recent or planned residence changes	57%	57%	60%	60%	75%	75%	60%	61%	61%

### 2. How did/do you plan to move your belongings? (Select all that apply)

	FL	GA	IL	MI	MN/IA	NE/ND	TN	WI	Total
<i>Base (n=)</i>	202	202	200	200	200	200	201	201	1,606
Use personal vehicle	42%	38%	38%	43%	55%	53%	52%	45%	43%
Rent a moving truck	40%	41%	39%	42%	36%	37%	38%	37%	40%
Hire a moving company	43%	41%	44%	35%	24%	24%	34%	30%	38%
Other	4%	1%	2%	5%	4%	2%	3%	3%	3%
Unsure	1%	3%	4%	4%	4%	4%	3%	4%	3%

### 3. In which type of home did/do you plan to relocate?

	FL	GA	IL	MI	MN/IA	NE/ND	TN	WI	Total
<i>Base (n=)</i>	202	202	200	200	200	200	201	201	1,606
Single-family home	49%	59%	52%	58%	50%	49%	62%	55%	54%
Apartment	29%	24%	27%	20%	26%	35%	21%	26%	26%
Condo	11%	7%	12%	12%	6%	3%	6%	10%	10%
Family member or friend home	4%	4%	4%	4%	8%	4%	3%	3%	4%
Other	4%	4%	4%	5%	7%	3%	3%	2%	4%
Unsure	3%	2%	1%	1%	3%	6%	5%	4%	2%

4. Did/do you plan to own or rent your new residence?									
	FL	GA	IL	MI	MN/IA	NE/ND	TN	WI	Total
Base (n=)	202	202	200	200	200	200	201	201	1,606
Own	60%	51%	63%	62%	50%	45%	57%	49%	57%
Rent	33%	39%	34%	32%	43%	49%	33%	44%	36%
Unsure	7%	10%	3%	6%	7%	6%	10%	7%	7%

5. Which of the following best describes how far your recent/planned move will be from your previous residence?									
	FL	GA	IL	MI	MN/IA	NE/ND	TN	WI	Total
Base (n=)	202	202	200	200	200	200	201	201	1,606
I did/plan to move within the same city	47%	48%	45%	30%	41%	57%	39%	39%	43%
I did/plan to move to a different city, but within the same state	29%	26%	29%	45%	35%	18%	30%	38%	32%
I did/plan to move out of state	17%	19%	21%	20%	18%	19%	23%	16%	19%
Unsure	7%	7%	5%	5%	6%	6%	8%	7%	6%

6. What time of the month did/do you plan to move?									
	FL	GA	IL	MI	MN/IA	NE/ND	TN	WI	Total
Base (n=)	202	202	200	200	200	200	201	201	1,606
Beginning of the month (First week)	31%	34%	23%	22%	28%	22%	23%	25%	27%
Mid-month (2nd – 3rd week)	23%	26%	26%	23%	27%	23%	24%	22%	24%
End of the month (4th week)	21%	15%	22%	15%	20%	27%	19%	24%	20%
Unsure	25%	25%	29%	40%	26%	28%	34%	29%	29%

7. What time of year did/do you plan to move?									
	FL	GA	IL	MI	MN/IA	NE/ND	TN	WI	Total
Base (n=)	202	202	200	200	200	200	201	201	1,606
January - March	17%	17%	16%	12%	9%	7%	12%	11%	15%
April - June	29%	33%	29%	26%	37%	27%	30%	31%	30%
July - September	24%	26%	27%	30%	35%	34%	26%	31%	27%
October - December	16%	11%	14%	15%	8%	18%	17%	14%	14%
Unsure	14%	13%	14%	17%	11%	14%	15%	13%	14%

8. How did/do you plan to finance your move?									
	FL	GA	IL	MI	MN/IA	NE/ND	TN	WI	Total
Base (n=)	202	202	200	200	200	200	201	201	1,606
Cash/savings	59%	63%	58%	59%	63%	66%	66%	63%	61%
Credit card	27%	18%	24%	17%	13%	11%	17%	15%	21%
Personal loan	4%	7%	7%	9%	10%	7%	8%	10%	7%
Other	2%	3%	4%	5%	3%	5%	2%	3%	3%
Unsure	8%	9%	7%	10%	11%	11%	7%	9%	8%

9. Approximately, how much did/do you plan to spend on moving expenses (i.e. moving truck, packing supplies, movers)?									
	FL	GA	IL	MI	MN/IA	NE/ND	TN	WI	Total
<i>Base (n=)</i>	202	202	200	200	200	200	201	201	1,606
Less than \$500.00	28%	35%	40%	33%	50%	51%	39%	50%	36%
\$500.00 - \$999.99	23%	27%	19%	21%	17%	19%	24%	19%	22%
\$1,000.00 - \$1,499.99	17%	13%	14%	18%	15%	6%	10%	9%	15%
\$1,500.00 - \$1,999.99	13%	9%	9%	6%	4%	5%	6%	7%	9%
\$2,000.00 or more	10%	9%	11%	8%	5%	8%	13%	7%	9%
Unsure	9%	7%	7%	14%	9%	11%	8%	8%	9%

10. How many times have you moved in your lifetime?									
	FL	GA	IL	MI	MN/IA	NE/ND	TN	WI	Total
<i>Base (n=)</i>	202	202	200	200	200	200	201	201	1,606
1	8%	6%	7%	9%	0%	4%	4%	4%	6%
2	10%	12%	12%	9%	8%	11%	6%	6%	10%
3	14%	11%	14%	11%	9%	6%	14%	12%	12%
4	10%	9%	11%	11%	12%	14%	11%	14%	11%
5	12%	12%	16%	11%	12%	13%	13%	13%	13%
6	10%	10%	10%	6%	11%	9%	12%	9%	10%
7	6%	6%	8%	7%	11%	11%	5%	5%	7%
8	3%	5%	5%	4%	6%	4%	4%	5%	4%
9	3%	3%	2%	3%	3%	2%	3%	4%	3%
10 or more	24%	26%	15%	29%	28%	26%	28%	28%	24%

**Statistical Statement:**

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from April 4, 2018 – April 27, 2018. A total of 1,606 residents who moved in the past 12 months or plan to move in the next 12 months completed the survey. Total results have a maximum margin of error of ± 2.4 percentage points. Responses are weighted by state to ensure reliable and accurate representation of the adult population (18+).