

# quotes of note

## Some news you can use

### moving

"AMERICA IS AN EXTREMELY MOBILE NATION," SAID KRISTIN A. HANSEN, CENSUS BUREAU ANALYST. "EVERY YEAR, MILLIONS OF PEOPLE IN THE UNITED STATES PACK UP AND MOVE TO A DIFFERENT HOME."

**PEOPLE WHO MOVE TO A NEW STATE TYPICALLY** spend more in the first year than they do in the next five years.  
-TRW MARKETING SERVICES

**TOP BRANDS ADVERTISE MORE IN A DOWN ECONOMY.**

According to the Center for Research and Development's 1990 study of consumer advertising during a recession, advertisers who yield to the natural inclination to cut spending in an effort to increase profits find that it doesn't work. In fact, aggressive advertisers picked up 4.5 times as much market share gain as their overcautious competitors, leaving them in a far better position to exploit the inevitable recovery and expansion.

In the 1991 recession, while other advertisers cut their collective spending by 15.5%, the top 200 brands actually raised their total by 6.2%. McGraw-Hill found in the recession those who increased or maintained their advertising reaped a major sales advantage over their competitors both during and after the recession.

-AMERICAN ASSOC. OF ADVERTISING AGENCIES

**NEW HOMEOWNERS SPEND SIX TO EIGHT TIMES MORE MONEY THAN AN ESTABLISHED HOMEOWNER.**  
-LIFESTYLE CHANGE COMMUNICATIONS, INC.

**HOME SALES HIT RECORD.**

Lured by low mortgage rates, Americans pushed sales of previously owned homes to a record last year, even as the country suffered through a recession. The National Association of Realtors reported that 5.25 million homes were sold in 2001. That surpassed the previous record of 5.21 million, set in 1999 when the economy was booming. The record 5.25 million represented a 2.7% rise from the 5.11 million homes sold in 2000.

-ASSOCIATED PRESS

**HOMEBUYERS STAY FOUR TIMES AS LONG AS RENTERS.**

Forget the seven-year itch: Americans move to new homes about every five years, while renters relocate every 2.1 years, a Census Bureau report being released today says.

Nationally, the median time people lived at one residence was 5.2 years, meaning half moved sooner than that and half remained in their nest longer.

"America is an extremely mobile nation," said Kristin A. Hansen, Census Bureau Analyst. "Every year, millions of people in the United States pack up and move to a different home."

While the bureau has issued reports previously on how many people move each year—about 1 in 6—the new figures are its first look at how long they stay put.

-BOSTON GLOBE

**HOME PURCHASERS SPEND OVER \$8,000 FOR THE NEW HOME IN THE THREE-MONTH PERIOD AROUND THE MOVE.**

This is more than established residents spend in any five-year period. Thus, the purchasing power of moving homeowners is about twenty times higher than that of other consumers. Relocating renters spend only 1/5th the amount of homeowners, but this is, nonetheless, a significant amount.

What are movers spending so much money on? They fill their new residences with "necessities," such as furniture, appliances, tableware, carpeting, and linens. Surprisingly, home buyers are also frequent purchasers of other high-cost items, like automobiles, personal computers, and stereos.

In addition to these merchandise purchases, movers also make important purchase decisions concerning services such as insurance, banking, cable television, and long distance telephones.

-THE MOVER REPORT



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