What do Gen Z renters want?

We surveyed 2,500 renters. Here’s what Gen Z said.

Where do you search for apartments to rent?
39% search Google, followed by apartment search websites at 27%

- Increase your SEO and PPC budget to reach the next generation of renters.

What research do you do before touring a property?
30% check ratings and reviews first (compared to 28% of millennials and 25% of Gen X)

- Actively manage your online reputation because reviews are more important than ever.

What social media channel do you use the most?
36% specified Instagram as their preferred platform, all older generations chose Facebook

- Keep your Instagram profile active to attract Gen Z prospects.

How do you prefer to tour apartments?
52% selected non-agent tour options, including self-guided and virtual tours

- Offer a range of tour options to increase conversions.

What is the most important amenity?
#1 choice was high-speed internet access, followed by garage and parking

- A strong internet connection is more important to Gen Z than parking, gym and laundry.

How important are amenities like smart locks & thermostats?
2x more important to Gen Z than either millennials or Gen X

- Now is the time to get ahead of the rising demand for smart apartments.

Data from rentcafe.com survey, September 2020