When searching for an apartment, Gen Z:  

- Loves reading online reviews (40.7% in 2021, 20.5% in 2022)  
- Is still figuring it out (20.5% in 2021, 26% in 2022)  
- Knows the apartment size & price (29% in 2021, 26% in 2022)  

In both 2021 and 2022, more than 60% said they consider ratings and reviews "most of the time" when searching online.

Members of the largest and most tech-savvy generation are now a year older than the last time we surveyed them. See what more than 12,000 Gen Z renters said about how they search for apartments.

**Apartment preferences**

- Searching online was the top method used by Gen Z in 2021 and 2022.

**Ratings & reviews**

- Gen Z is more likely to use reviews to inform their decision in 2022 compared to 2021.

**Search update**

- Gen Z uses search engines, marketplace environments, and interactive website elements to find apartments.

**Website features**

- Cryptocurrency is important to Gen Z, and 28.3% said they would use it if available.

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**PRO TIPS**

- Ask for honest and positive reviews, then post them on your website.
- Keep an eye on competitors to make sure you're staying ahead.
- Be present on an ILS to help Gen Zers who are just starting their journey.

**DON'T FORGET**

- The attention span of Gen Z is less than a goldfish at 8 seconds! Catch their eye right away with strong search marketing.

**PRO TIP**

- Gen Zers who know more about what they want use long-tail searches, so you should optimize SEO and PPC to show up where they search.