

HOW DOES GEN Z SEARCH FOR APARTMENTS?

A survey of more than **10,000** Gen Z renters reveals what you need to know about next gen online search behavior



How they search

Gen Z search terms are **4.9** words long on average (longer than all previous generations)

MOST POPULAR SEARCH TERMS

"Best"

"Cheap"

"How to"

During a search, **100%** of participants clicked either a PPC ad or one of the top 4 organic links

Where they search

Where Gen Z found their last online purchase:

43%

SEARCH ENGINE

39%

MARKETPLACE ENVIRONMENT



13%

SOCIAL MEDIA

5%

OTHER

(ADS, EMAILS, FRIENDS)

97% visit an ILS to look at rentals



Create a comprehensive lead gen strategy that includes SEO, PPC, ILS & social media



What they search for

When searching for an apartment, Gen Z knows:

29%

SIZE, PRICE, LOCATION & AMENITIES

20%

SIZE, PRICE LOCATION

14%

SIZE & PRICE

37% admit they haven't yet figured it out



Attract & educate Gen Z early in the buying cycle across multiple channels for the best results

How they engage

On apartment websites, Gen Z visits these pages the most:



80%

FLOOR PLANS



72%

PHOTOS



64%

AMENITIES



40%

VIDEOS



When it comes to videos

40%

PREFER VIDEOS ≤15 SECONDS

30%

PREFER VIDEOS BETWEEN 15-60 SECONDS

DID YOU KNOW?

The attention span of Gen Z is less than a goldfish at **8 seconds**



Post short property videos & virtual tours that provide a value statement up front

69%

PREFER A MIX OF PROFESSIONAL & USER-GENERATED VIDEOS

(VS. 22% PROFESSIONAL ONLY & 9% USER-GENERATED ONLY)

REACH

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