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**

Survey respondents were asked what search platforms they used on an average (seven plus previous generations).

<table>
<thead>
<tr>
<th>Search Terms</th>
<th>Popularity</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Best&quot;</td>
<td>43%</td>
</tr>
<tr>
<td>&quot;Cheap&quot;</td>
<td>39%</td>
</tr>
<tr>
<td>&quot;How to&quot;</td>
<td>13%</td>
</tr>
</tbody>
</table>

When searching for an apartment, Gen Z knows:

- **What they search for**
  - 43% search online
  - 29% have a size, price, location & amenities
  - 20% have a size & price
  - 14% have a size & price & amenities
  - 37% admit they haven’t yet figured it out

- **Where they search**
  - 97% visit an ILS to look at rentals
  - 29% search on a search engine
  - 29% look on a marketplace
  - 20% search on an environment that includes SEO, PPC & social media

- **When they search**
  - 80% visit a photo page
  - 72% visit a photo page
  - 40% visit a photo page

- **How they engage**
  - On apartment websites, Gen Z visits these pages the most:
    - 40% for a floor plan
    - 72% for floor plan
    - 64% for amenities
  - Almost & exclusively Gen Z early in the buying cycle

- **How they engage**
  - 80% prefer videos ≤ 15 seconds
  - 30% prefer videos between 15-60 seconds
  - 40% prefer a mix of professionals & user-generated videos

**What they search for**

- "Best" search terms
- "Cheap" search terms
- "How to" search terms

**How to attract Gen Z**

- Create a comprehensive lead gen strategy that includes SEO, PPC, ILS & social media.
- 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:
  - 40% for a floor plan
  - 72% for floor plan
  - 64% for amenities

**When it comes to videos**

- 80% prefer videos ≤ 15 seconds
- 30% prefer videos between 15-60 seconds
- 69% prefer a mix of professionals & user-generated videos

**DIY VIDEO TIPS**

- Easy to DIY property videos & virtual tours
- Reduce the average length of Gen Z’s less than a goldfish

**MOST POPULAR SEARCH TERMS**

- "Best" search terms
- "Cheap" search terms
- "How to" search terms

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