

# 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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