

Reach renters
and help them
make their current
rental feel like
home

Renters

Zillow Group tracks renters as they view rental related content across its sites, identifying them throughout key stages of the moving process. From researching where to move to signing a lease, renters use Zillow Group for help in finding the perfect balance between affordability and their dream home.

AUDIENCE DATA SIGNALS

- Seeking information on available rentals
- Researching affordability tips and neighborhood summaries
- Requesting rental tours or information from a landlord/property manager
- Completing a renter resume

Contact your Account Executive to discuss Zillow Group Audience Targeting and cookie pool sizes

ZILLOW INSIGHTS

The homeownership rate has steadily declined to generational lows over the past decade, resulting in a broad swath of renters from all social and economic backgrounds. Today, young adults wait longer to buy homes as they put off many of the decisions and events that typically accompany homeownership, including getting married and starting families. However, finding a rental home remains a challenge as inventory fluctuates with national and regional economic trends.



84% of renters use online resources when searching for a new home



Renter movers are 71% more likely to buy an appliance and 22% more likely to purchase technology products than non-movers



Nearly 6 out of 10 renters consider both renting and buying



Renters spend an average of \$2,400 on products and services as a result of moving

All findings are from the Zillow Group 2016 Consumer Report and the 2015 Zillow renter mover study