Renter media preferences



See what **11,000+ renters** said about how they use media to find their next home

SURVEY PROFILE

Renters are on the move

80%
started searching in the **last 3 months**

76%
are **actively looking** or **ready to lease**

THE ROLE OF MEDIA

Media makes a difference

57%
say media makes them more likely to apply

89%
say virtual tours are helpful

49%
say virtual tours help them decide to visit in person

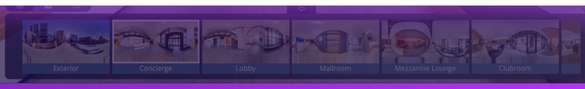
ALMOST **1 in 3**
are likely to skip a listing without a virtual tour

ALMOST **1 in 2**
would be confident signing a lease after a virtual tour

15%
have leased without visiting in person

88% of respondents say **unit-level tours are important** to them (vs. a model tour)

Nearly half (49%) say **visual media & cost transparency** build their confidence in online leasing



Do your listings offer renters the right media at the right time?

REACH by RentCafe®

DIGITAL MARKETING AGENCY

RentCafe.com survey of 11,320 renters, Jan-Feb 2026