Consumers today expect immediacy and convenience

64% Expect companies to respond and interact with them in real time.

74% Say they’ll switch brands if a company doesn’t provide an easy checkout process.

Source: State of the Connected Consumer, Salesforce
Millennials, in particular, are driving the adoption of mobile-centric experiences...

Millennials are the largest population segment in the U.S., totaling 75.4 million.

Over 97% own smartphones, more than any other segment.

2. Source: Nielsen; U.S. Smartphone Market Share by Age, Operating System, and Gender; Q3 2016
...which extends to home shopping

80% of millennials use mobile devices or apps to help with the home-buying process

Source: The Zillow Group Report on Consumer Housing Trends 2017
People of color own mobile devices in similar shares as whites...

Smartphone Ownership

- Black: 72%
- Latino: 75%
- White: 77%

Tablet Ownership

- Black: 45%
- Latino: 47%
- White: 52%

Source: Pew Research Center, 2017
...and use mobile apps more often for real estate

Source: 2017 Zillow Group Consumer Housing Trends Report
People of color report more challenges with their real estate experiences.
Buyers of color are less likely to say they were fully satisfied with their buying experience.

Source: 2017 Zillow Group Consumer Housing Trends Report
Renters of color submit more applications before finding a home

Average rental applications submitted

- Asian: 2.5
- Black: 3.1
- Latino: 2.8
- White: 2.3

Source: 2017 Zillow Group Consumer Housing Trends Report
Half are buying a home for the first time.

Source: 2017 Zillow Group Consumer Housing Trends Report