

Key research findings from student interviews

Throughout March, we conducted a round of **moderated student interviews**. This involved asking students **about their experience of finding accommodation** for their first and second years. 10 students were interviewed, with a 50/50 split of international and UK students.



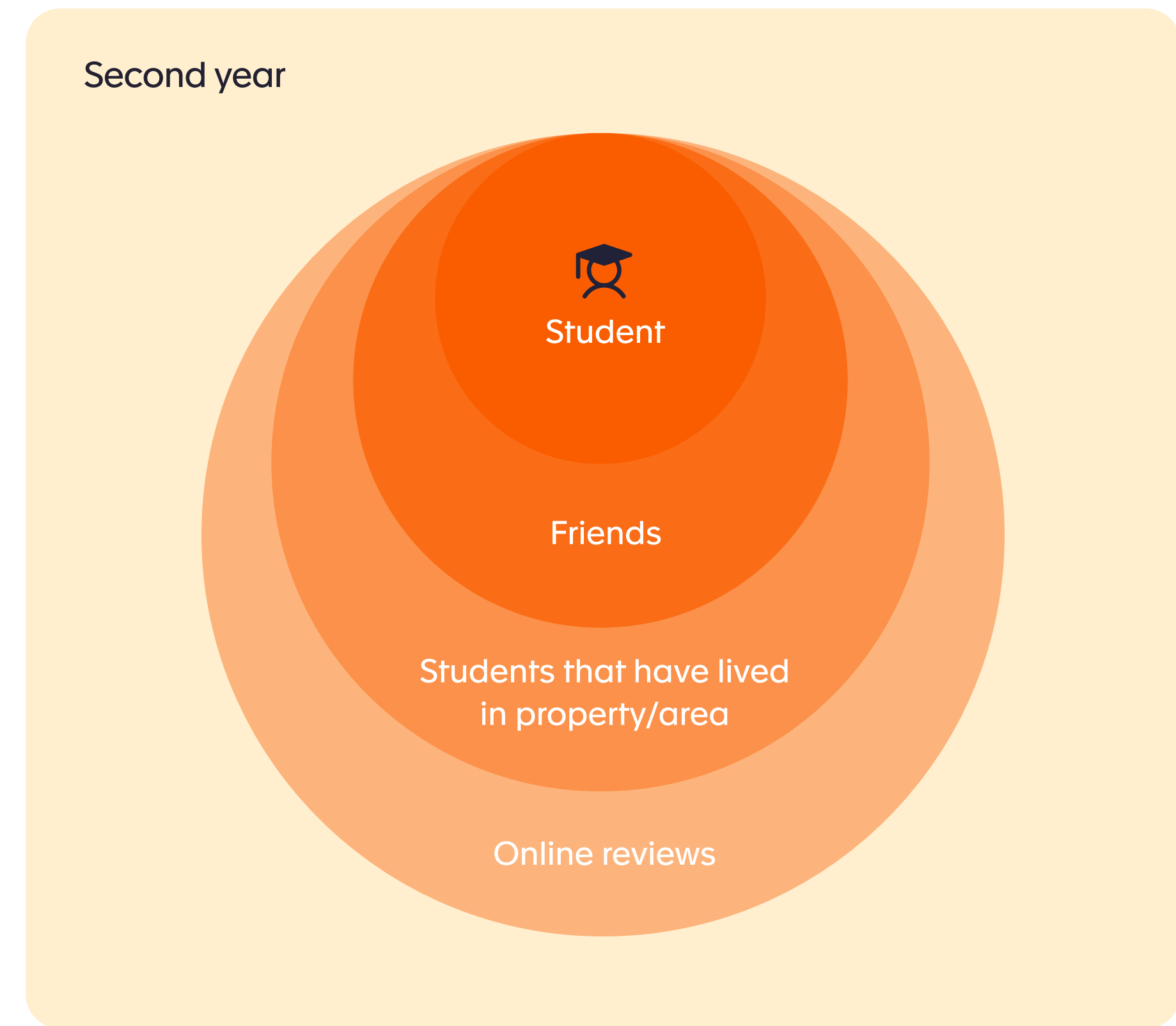
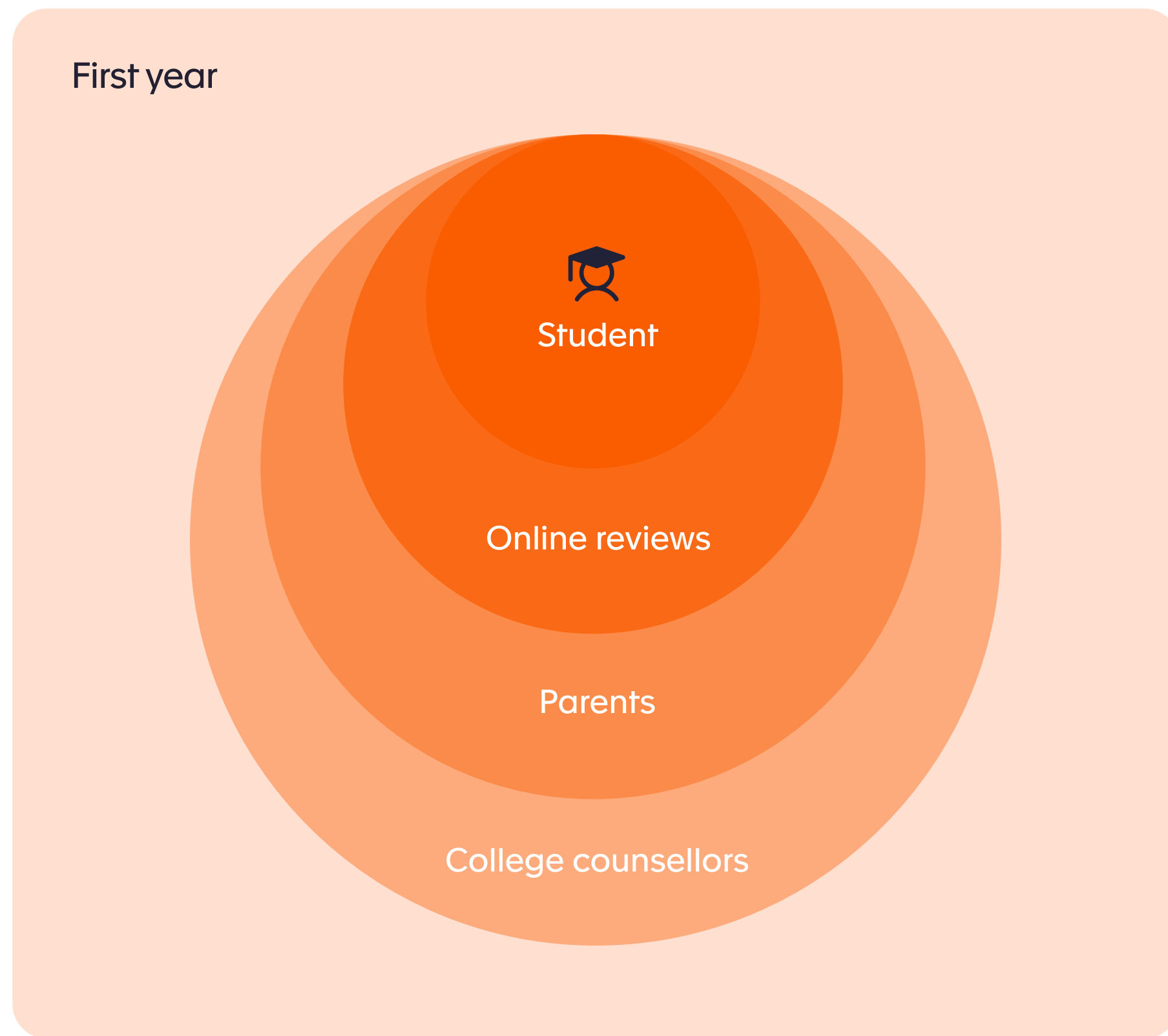
Students often find **securing accommodation stressful**



“It felt like a mad panic because you're competing with other students.”

Tengri • UK student

Students have **different circles of influence** when searching for **1st & 2nd** year accommodation



Insight

The **property location** and its **proximity to the university** and local amenities is key to students



20 minute walk

To university was a priority for most students interviewed



Availability of nearby amenities

Were key factors in decision making eg. supermarkets, gyms, NHS services.

Students are heavily reliant on, and **influenced by, the reviews & recommendations** of other students



Online forums and **video sharing platforms** were mentioned as key places to hear real student experiences



Reviews posted more than a year ago are unreliable

Aishat • UK student

Insight

Visual content needs to be **varied & of high quality** to enable students to **make a confident decision**

For international students especially, **comprehensive visual content** is paramount when unable to view in-person.

Videos are **incredibly helpful** when they're available.

As well as good-quality room photos, students also want to see **photos of communal areas, kitchens, shared bathrooms and the outside of the building.**

I can't fully trust the photos. They might be generic rather than the actual room I'll be in or make the room look bigger than it is.

Marya • International student

Safety & security is important and students **need more reassurances** through the process



Students listed 24/7 reception, staff on site, constant CCTV, maintenance teams and fire safety assurances as reassuring factors.



Amongst students interviewed, safety & security drove PBSA interest for 2nd year accommodation.



Safety and security is particularly important for internationals who are unfamiliar with the local area, unable to view in person and living far from home.

Students **need more information** on what their accommodation options are, and **guides to help them through the process**



More information

Some students **didn't feel fully informed** of the options available to them, with some making the assumption that student halls are the only 1st year option.



Urgency

There can also be a **degree of urgency** meaning students feel they **need to make decisions quickly** and so need guidance and information easily accessible.



I didn't know about the other types of accommodation...I thought it was halls or you live with family.....it was a blind process to be honest

Aishat · UK Student