accommodation for students

We recently surveyed **over 500 students** to hear about their experience of finding accommodation

Here are some of the key takeaways ↓

Accommodation **ranked highest** for student expenditure

Top 5 areas of expenditure for students

1 🏠 Accommodation

2 🍴 Groceries

3 🔥 Bills & utilities

4 🎓 Course fees

5 🏥 Health & wellbeing

63%

had to increase their budget during their search, increasing accommodation costs by an average of 19%

1/3

of students start their accommodation search without a decided budget in mind

Reasons for budget increases:

> A shortage of accommodation

> Wanting a better quality rental

> Not allowing enough when setting their budget

> Changing accommodation type

> Friends having a higher budget

Price, bills included & distance to uni are **key factors** for students

Top 10 key factors when choosing accommodation

1 Price

2 Bills included

3 Distance to uni

4 Safety & security

5 Well maintained & managed

6 Housemates

7 Ensuite bathroom

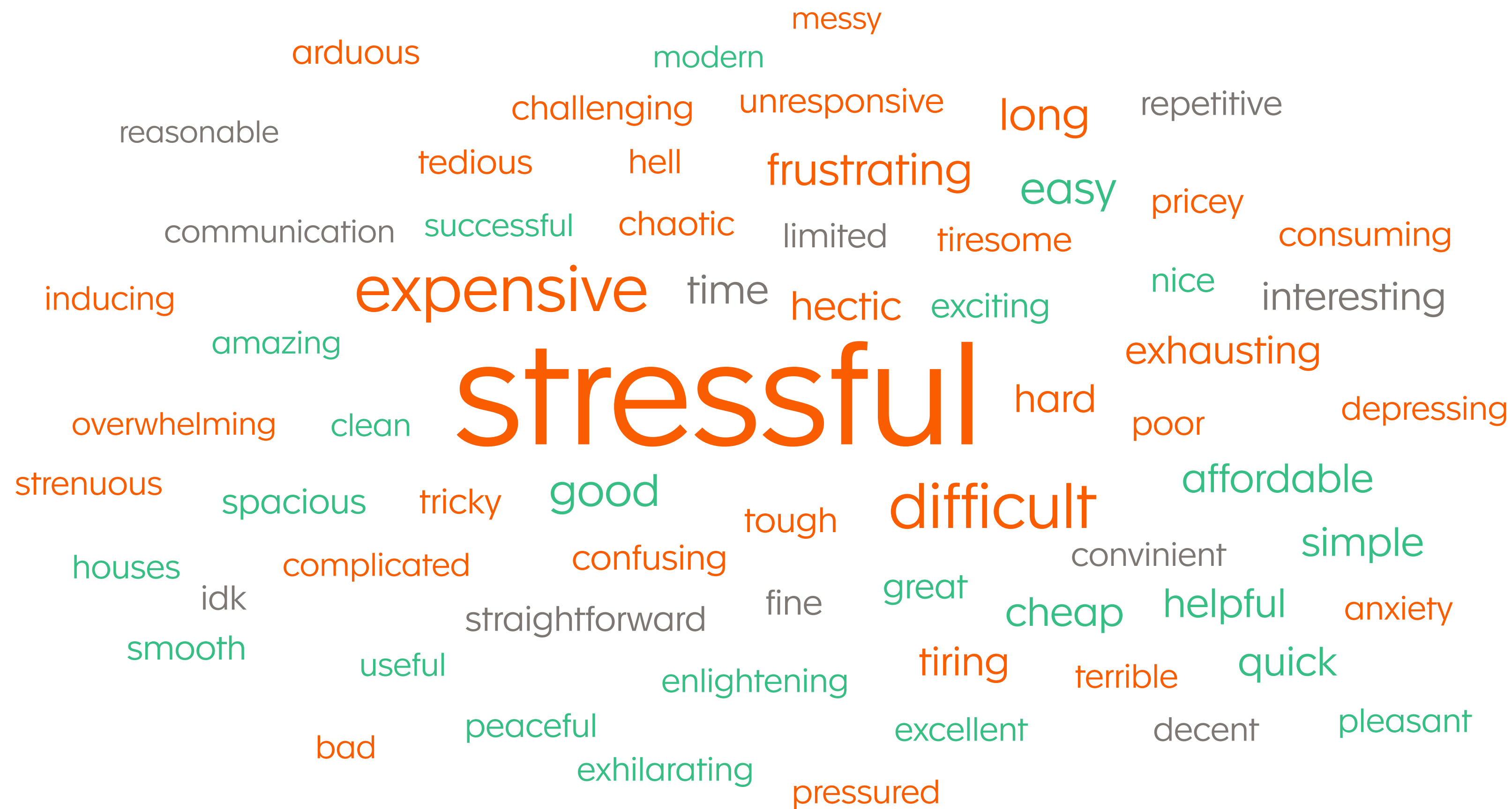**8** Distance to amenities

9 Student friendly location

10 On-site support

What **encourages students** to make an enquiry or booking?

✓ A positive, in person viewing experience

✓ Good personal recommendations

✓ Positive online reviews

✓ Cash back as an incentive

Most recent experience of finding accommodation **in one word**

messy

arduous
modern

challenging unresponsive long repetitive

reasonable tedious hell frustrating easy pricey

communication successful chaotic limited tiresome consuming

inducing expensive time hectic exciting nice interesting

amazing stressful exhausting

overwhelming clean hard poor depressing

strenuous spacious tricky good affordable

tough difficult simple

houses complicated confusing convinient

idk fine great cheap helpful anxiety

smooth straightforward

useful tiring terrible quick

peaceful enlightening excellent decent pleasant

bad exhilarating

pressured

53% Negative

24% Neutral

23% Positive

What would make the experience **better?**

1 Affordability

> Cheaper prices

> Transparent & upfront costs (incl. bills)

> Discounts

2 Good communication

> Quick replies from landlords and agencies

> Greater choice for group sizes

> Clearer communication (incl. availability & pricing)

> Fewer unsolicited calls/pressure tactics

3 More options & availability

> More listings across all price ranges

> Greater choice for group sizes

> Updated, accurate listings

> More short-term options

4 Transparency & clarity

> Clear contract details

> Honest photos and room descriptions

> Clearer guidance on what's included
(eg. bills, furnishings)

5 Viewing experience

> Evening/weekend viewings

> More online viewings/virtual tours

6 Property standards

> Higher-quality accommodation

> Clean communal areas

> Better maintenance

> Safety and security