

From Covid to
Cost-of-Living



Global
Student
Living **Index**

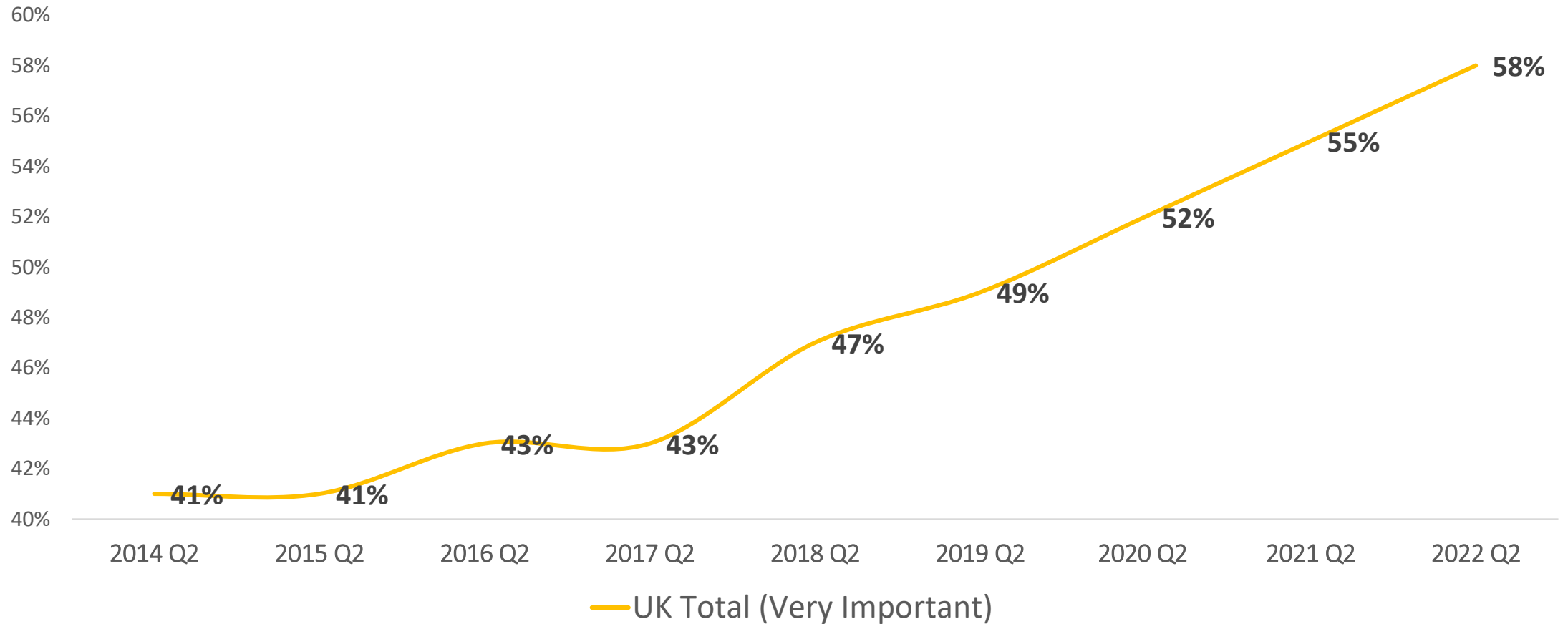
Tim Daplyn

What is the Index?

- The industry standard benchmarking survey for student experience in accommodation
- 17 countries in 14 different languages – approx. 100,000 responses per year
- 2 waves per year for 'entry' and 'exit'
- mobile-optimised and compliant with local privacy laws (GDPR, APP etc)
- detailed reporting including tracking and benchmarking
- designed for operational and strategic value

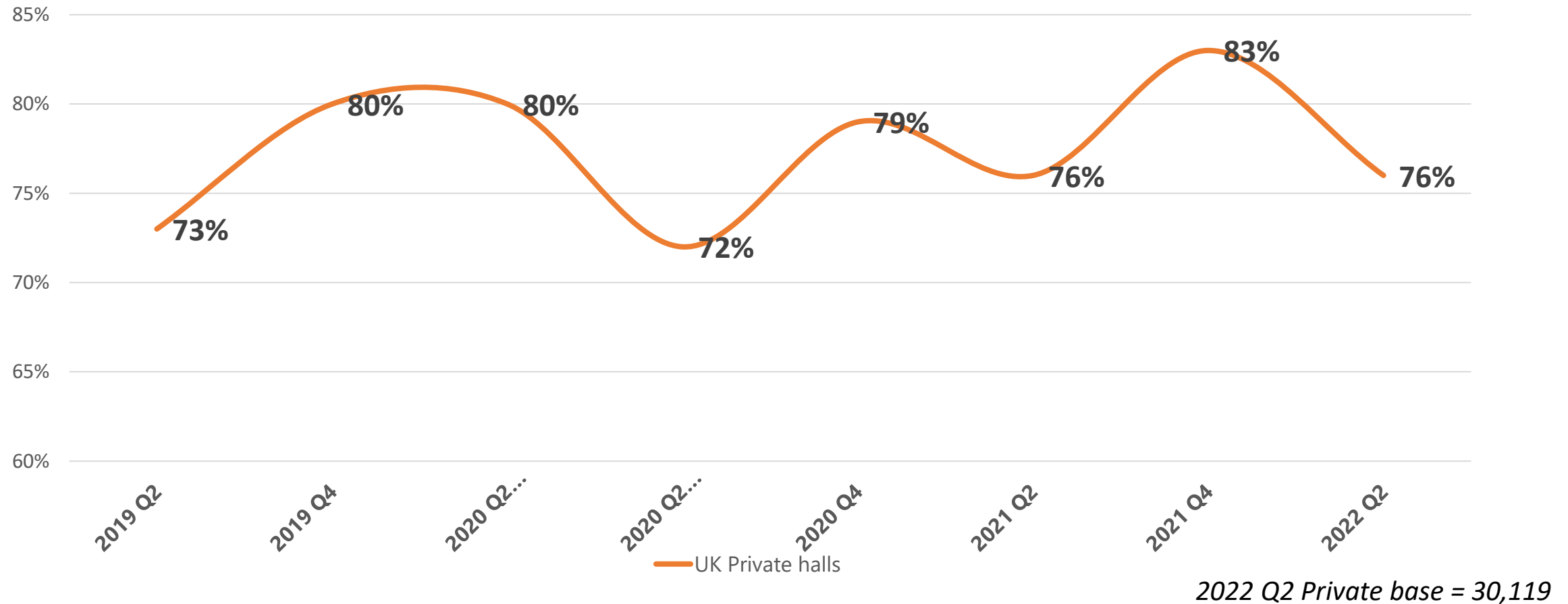


Importance of accommodation to the decision of where to study continues to rise

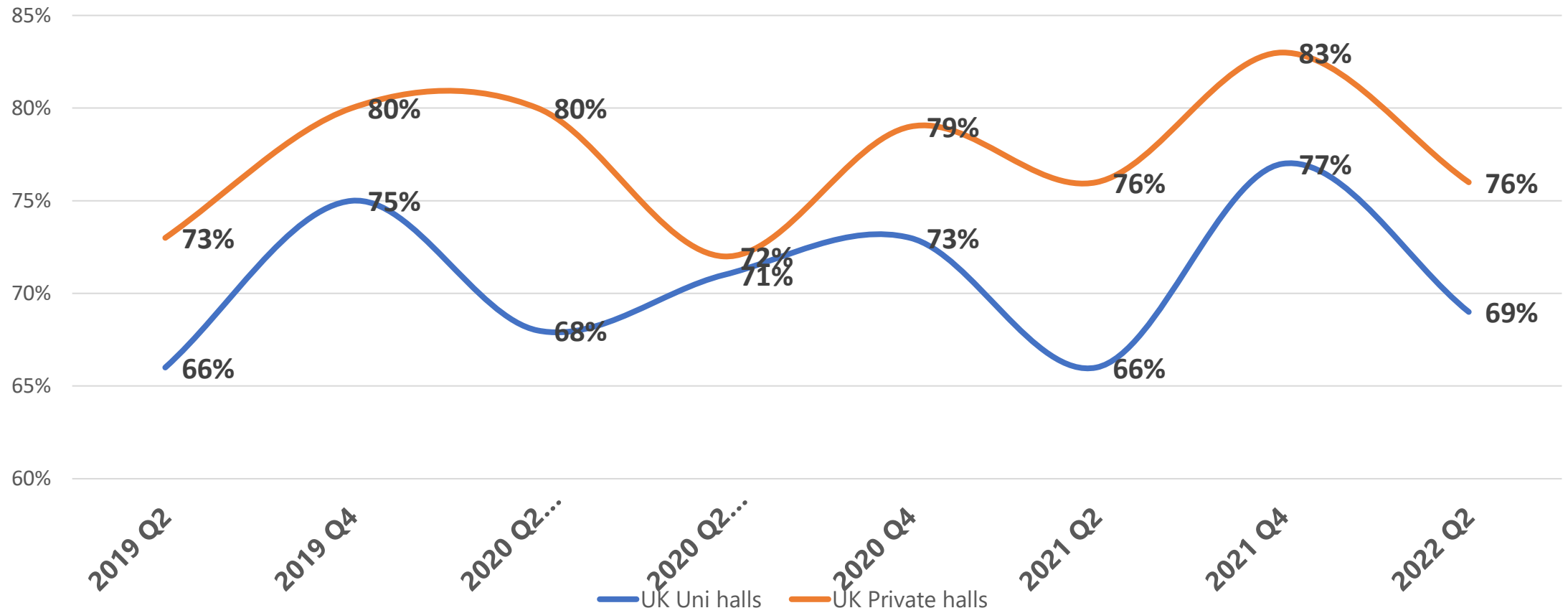


2022 Q2 base = 42,789

Satisfaction levels have recovered strongly post-lockdown



Private PBSA continues to outperform uni



2022 Q2 Private base = 30,119
2022 Q2 Uni base = 10,100

Core factors still drive satisfaction but Learning Environment now more prominent

2017



Condition and Quality



Management



Value for money



Relationships with others



Design of bedroom

2021



Condition and Quality



Value for money



Management



Communication



Care and Support

2022



Condition and Quality



Value for money



Management



Learning environment

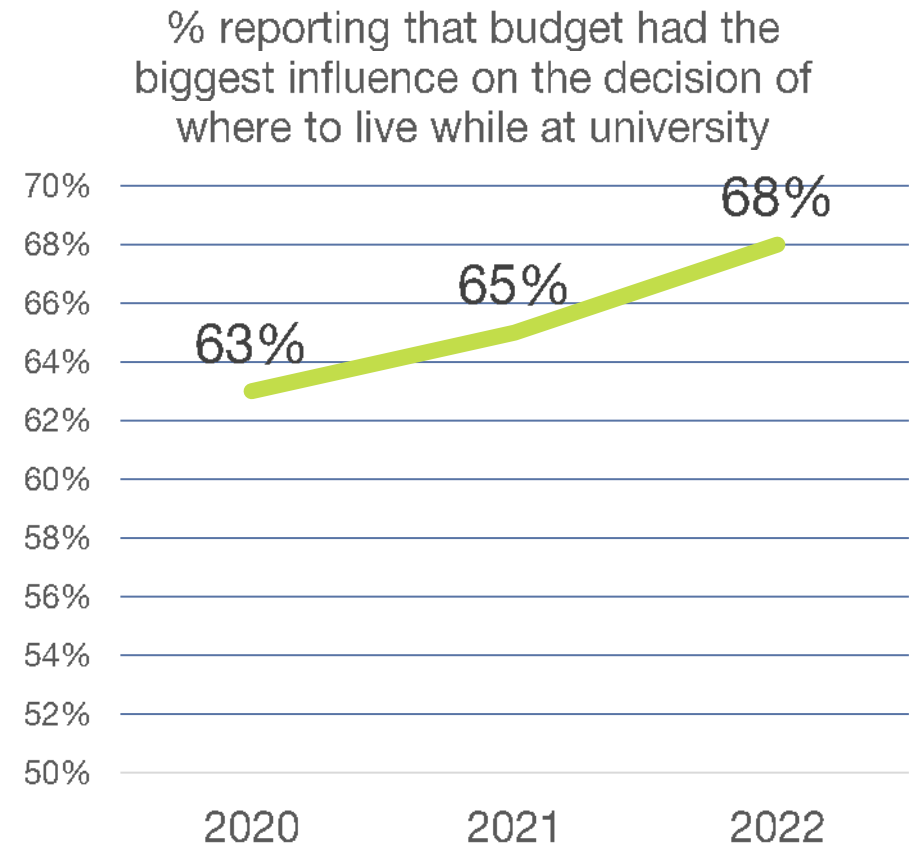
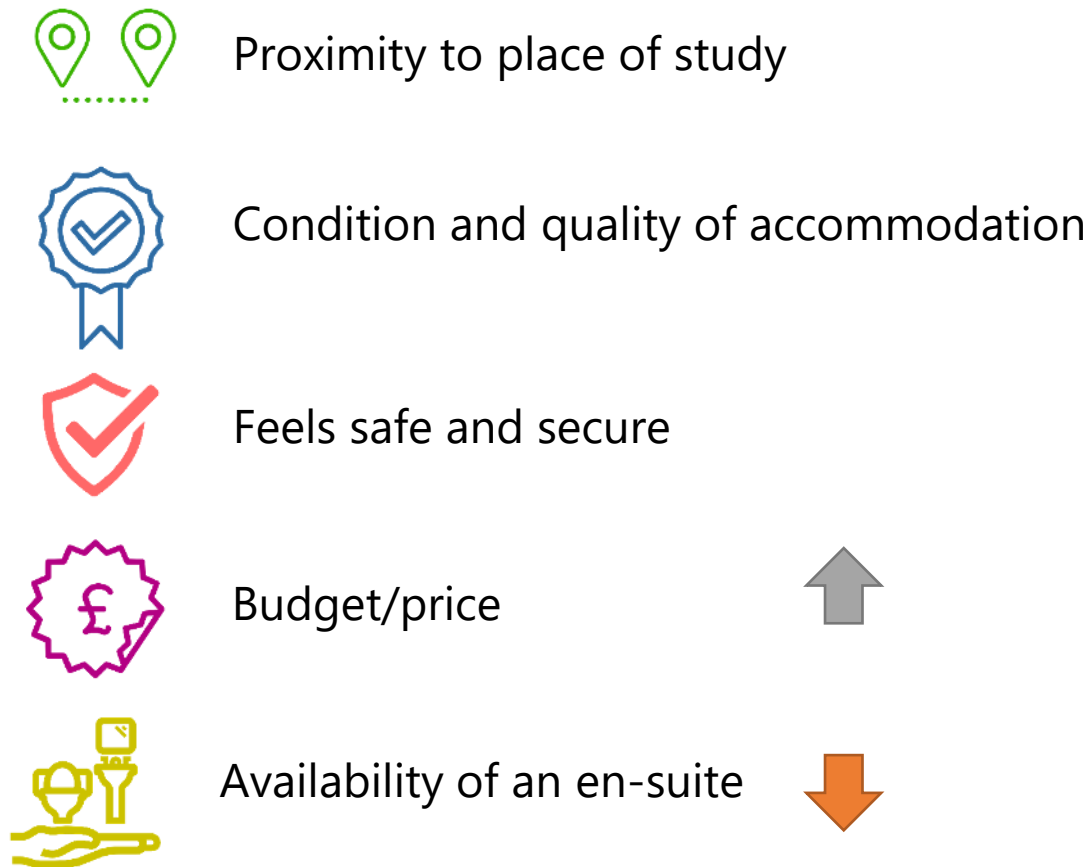


Design of bedroom

Learning environment and Design of the bedroom are now seeing a higher correlation to satisfaction scores, but care and support are still important

With cost of living on the rise, budget/price has become more influential...

Top factors that influenced the decision on where to live (UK Total):



Value for Money perceptions are driven by core factors but laundry is a source of discontent...

Factors influencing value for money scores:



Condition and Quality



Management



Communication



Learning environment



Care and Support



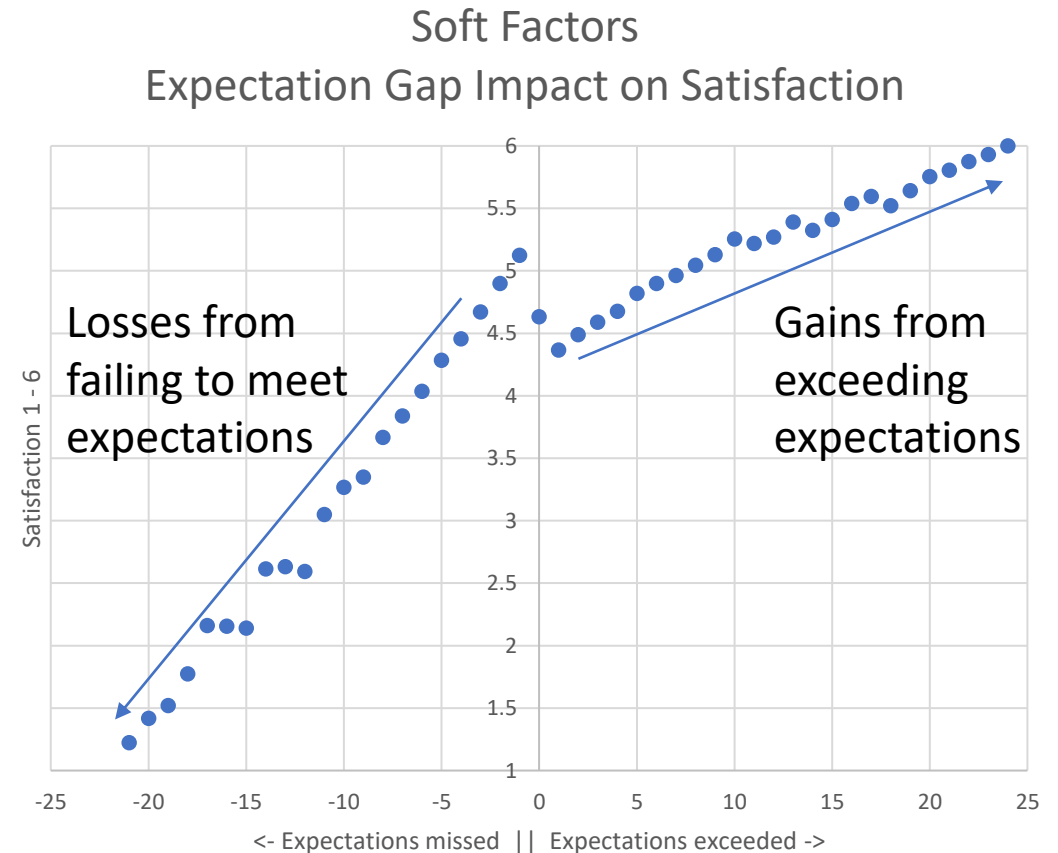
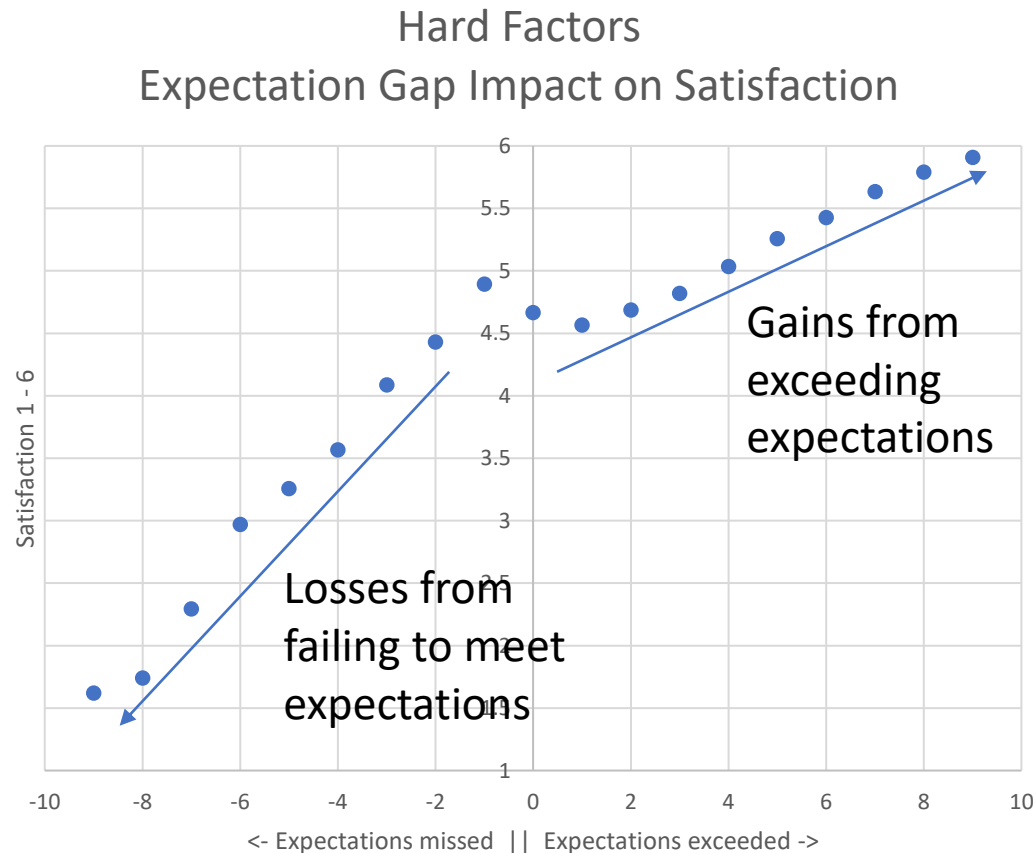
Laundry services

The most likely aspect that students say is **'Worse than they expected' (1 out of 5 students)**

The 2nd lowest rated aspect of student accommodation (only behind parking)

The 3rd most likely aspect of student accommodation they would want to improve for a higher rent (after bathrooms and kitchens)

Managing expectations will be vital – avoid the temptation to oversell

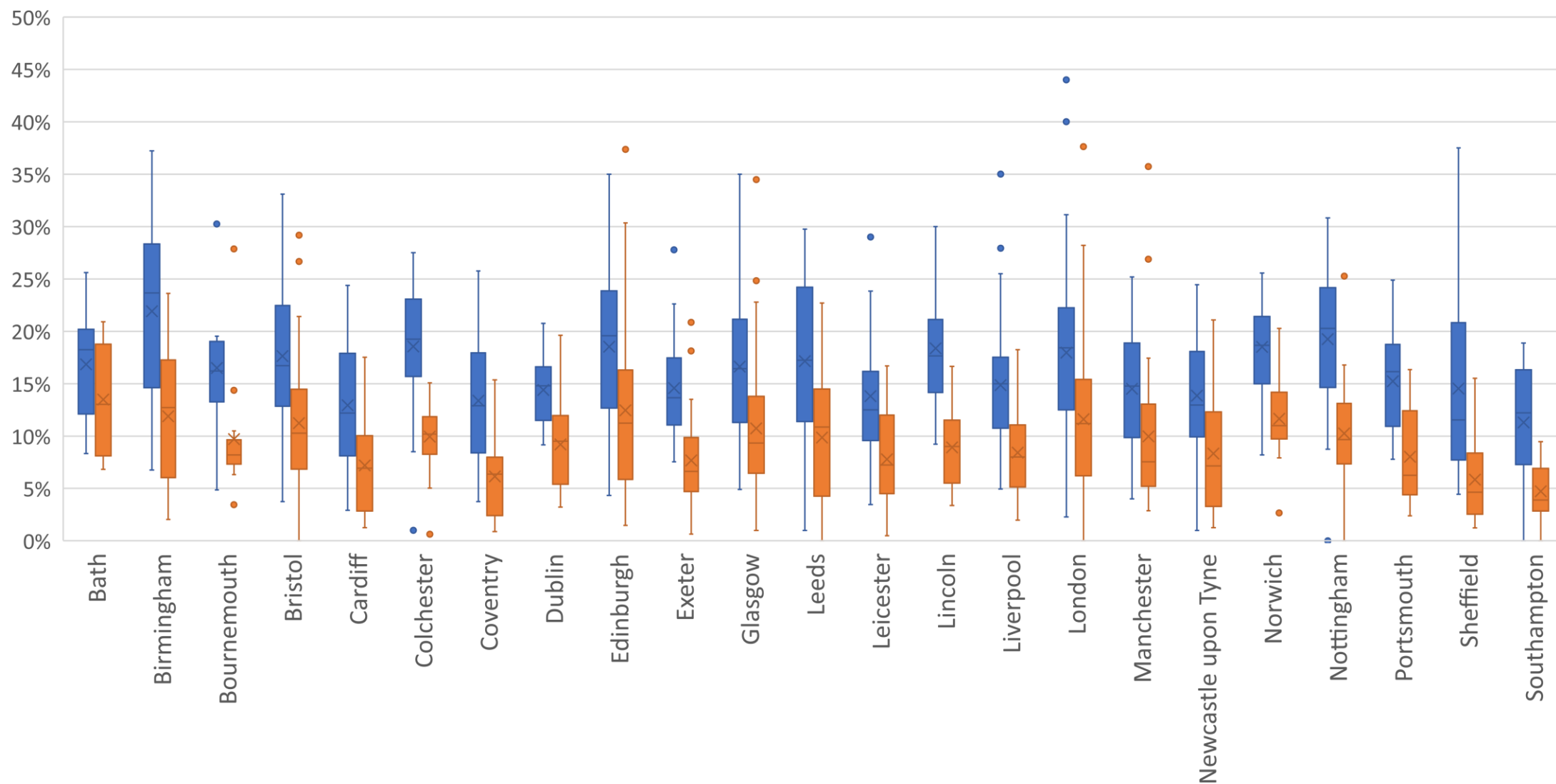


Mental health & wellbeing issues are likely to rise again

- Rent inflation will massively out-strip grants, parental or personal income
- CPI hitting 10% will disproportionately hit lower-income groups including students
- Labour market outlook is uncertain – good for uni recruitment, not casual work
- Students worry about their parents' finances as well as their own

Product / market fit – assets by city

■ Would pay for improvements ■ Experience worse than expected



Student values, needs and preferences do not align simply to budget

At GSL we are looking to develop a **standardised** set of attitudinal and behavioural student segments for the PBSA market.

- More sophisticated student insight
- Benchmark performance across different segments
- Identify and target more effectively



Thank you.



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