

Global Student Living Net-Zero Conference

Student Polling Results

October 20th 2022



The Growth Insights™ Agency

We polled students across the UK and found that while students are on-board with tackling sustainability, they expect organisations to take the lead and facilitate them to make better choices

- We invited 100 second year undergraduate students at institutions across the UK to join us online and respond to a series of polls exploring their attitudes and behaviours around issues of sustainability in the context of student accommodation.
- All respondents had lived in university or private halls of residence during their first year of study, and were able to reflect on their previous as well as current experiences.
- This document summarises their responses, and what they tell us about encouraging positive behaviour change in student accommodation.

Main Takeaways

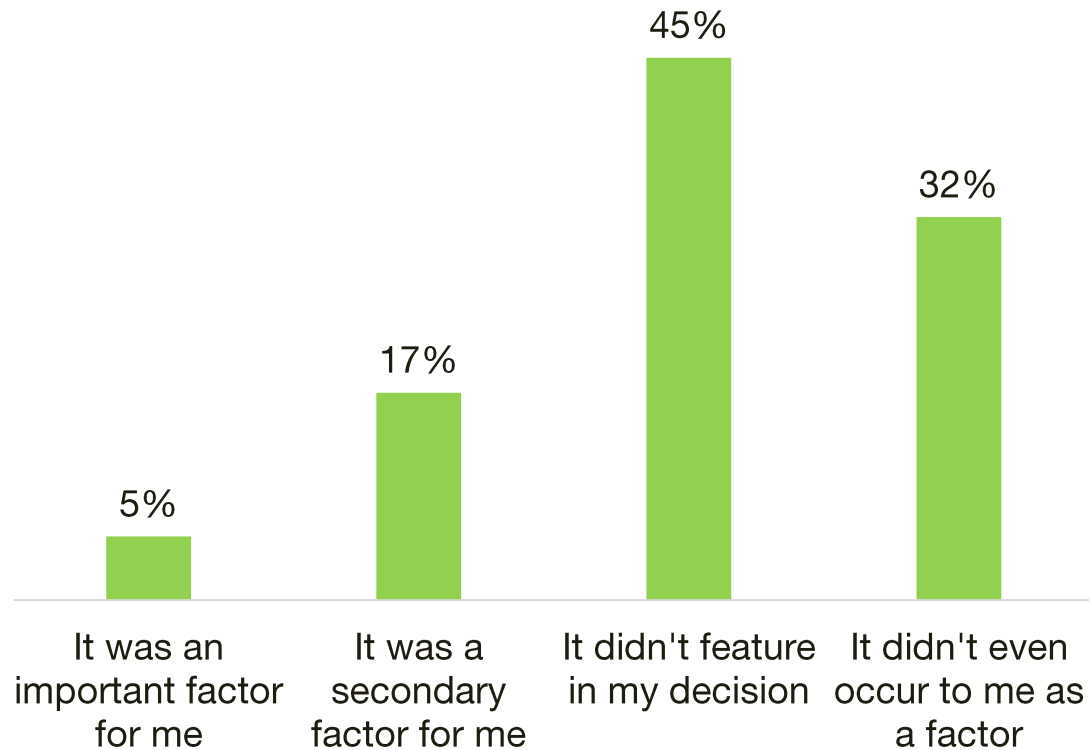
1. Students expect their institutions / accommodation providers to take the lead in addressing issues around sustainability, and think they could do more to enable / encourage green choices among students.
2. Students want greater visibility of their energy usage in accommodation, and to feel more 'in control' – though most believe they are 'greener' than their peers, they might be shocked!
3. Students believe institutions and accommodation providers should provide incentives and rewards to promote positive behaviours, as well as advice / guidance and green facilities / services on-site.



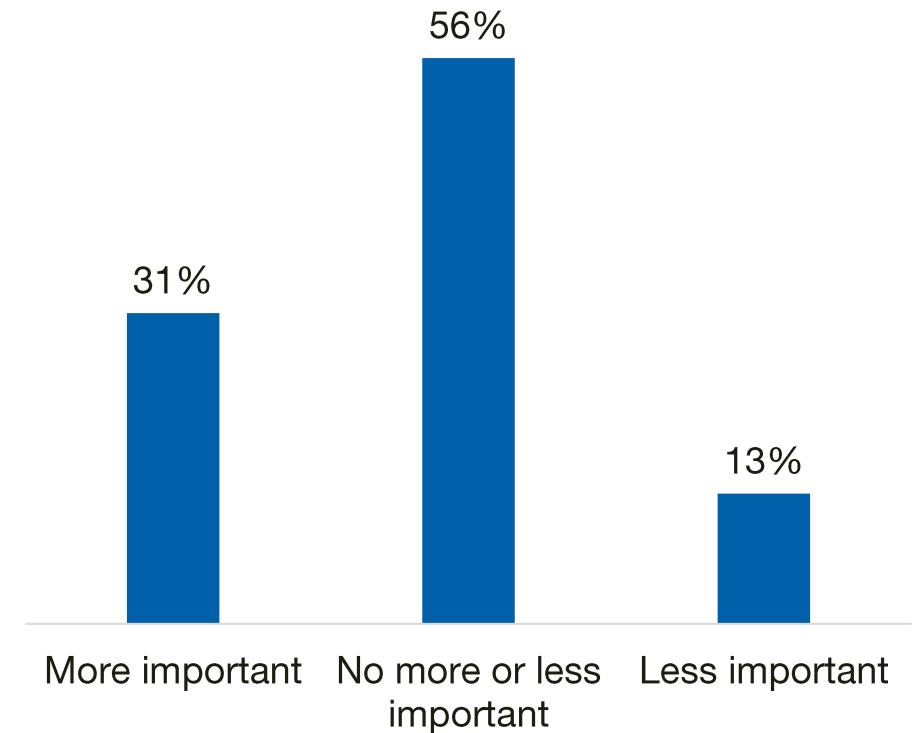
Poll Results

A minority of students considered sustainability in their choice of first year accommodation, but (perhaps due to cost implications) it did become more of a priority for some in second year

To what extent, if at all, did you consider sustainability when choosing your first year student accommodation?

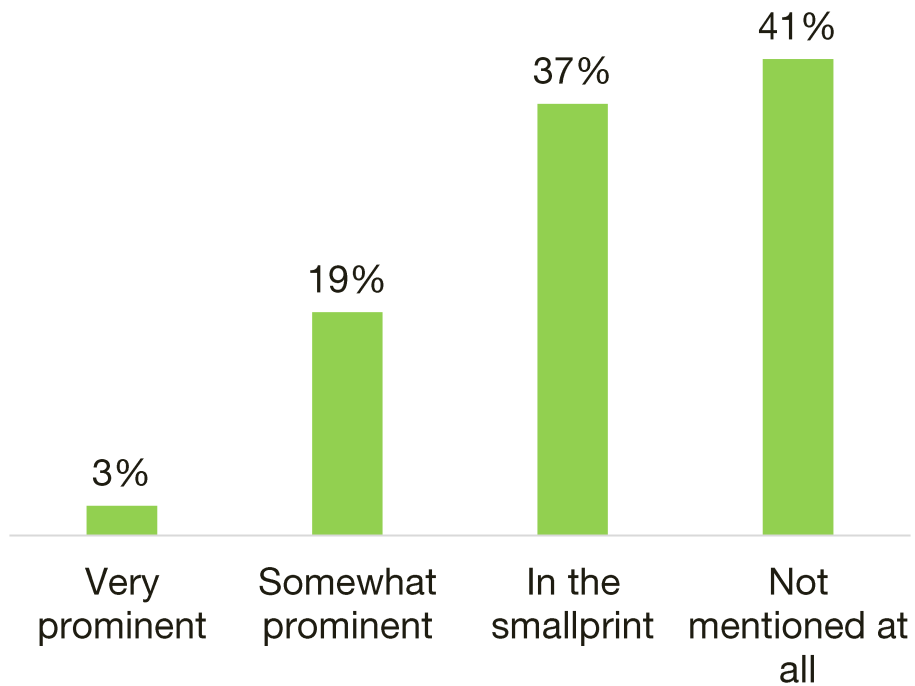


Was sustainability any more or less important in your choice of second year accommodation?

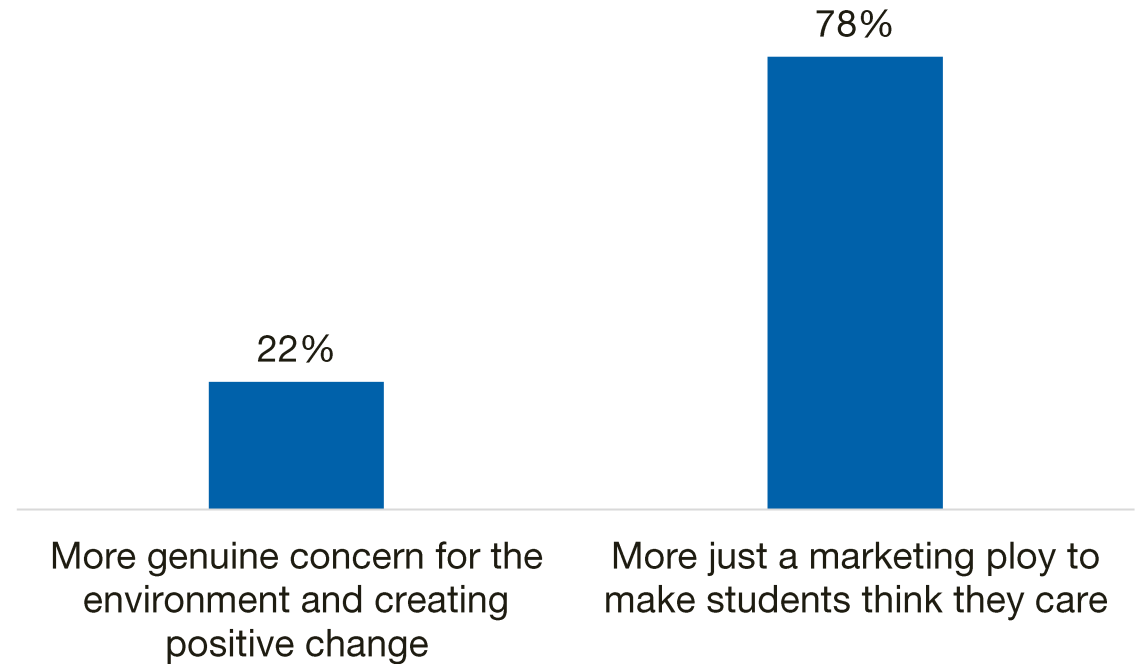


Students do not think accommodation providers are vocal in promoting sustainability – and are sceptical of motives if they do

In your experience, how prominent are sustainability and eco credentials in the promotion of student accommodation?

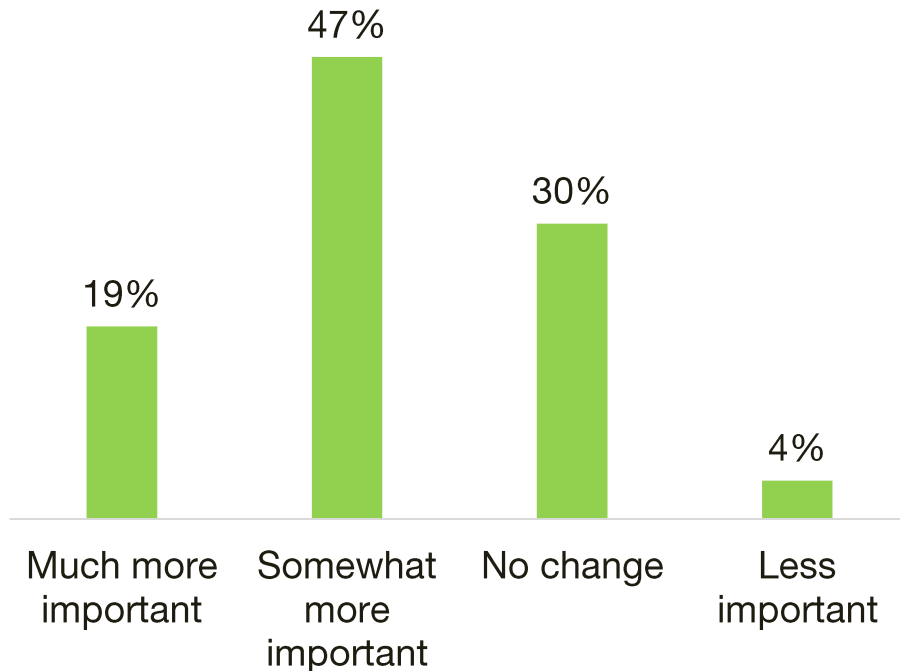


What do you think most motivates student accommodation providers to promote sustainability and eco credentials to the student market?

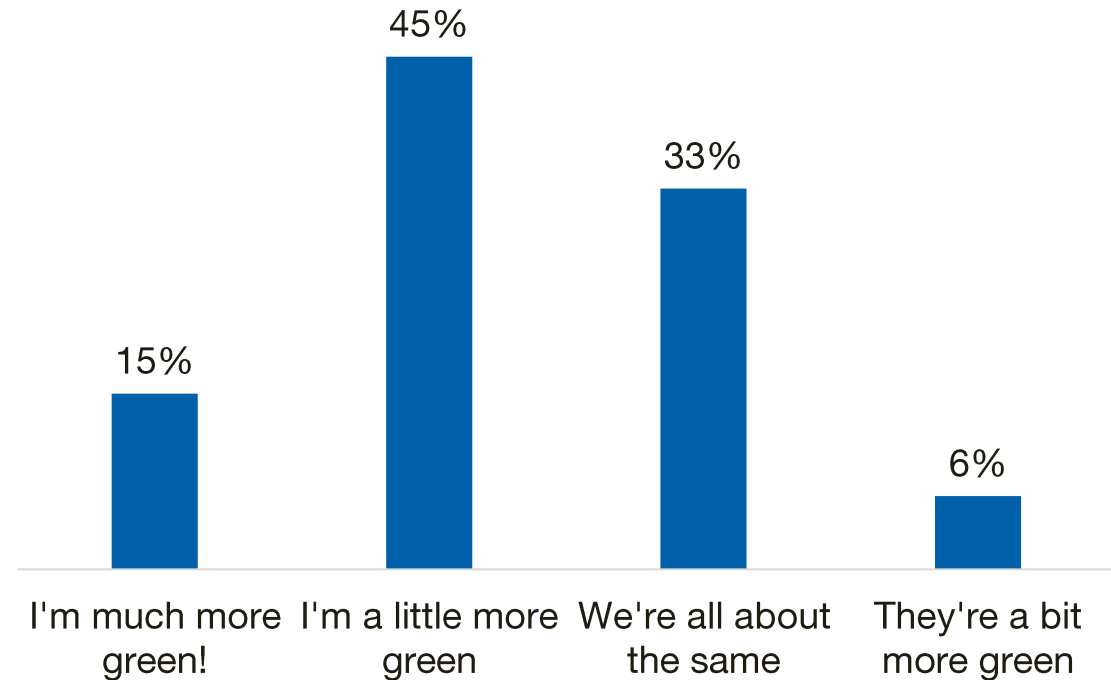


Most students report that issues of sustainability and climate change have become more important to them – and interestingly, most believe they are 'greener' than their fellow students

In the past year, have issues of sustainability and climate change become any more or less important to you?

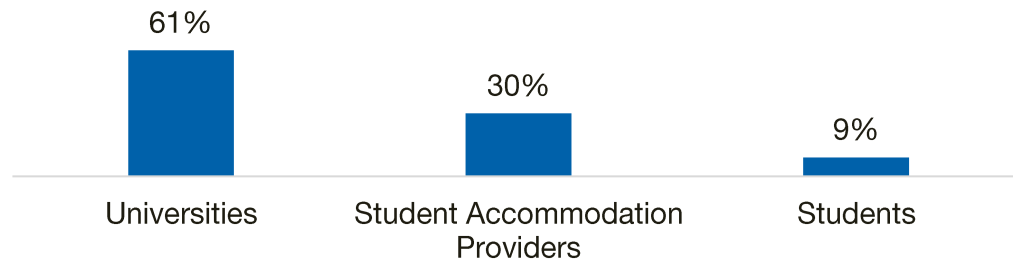


How do you feel your energy usage / attitudes compare to your housemates?

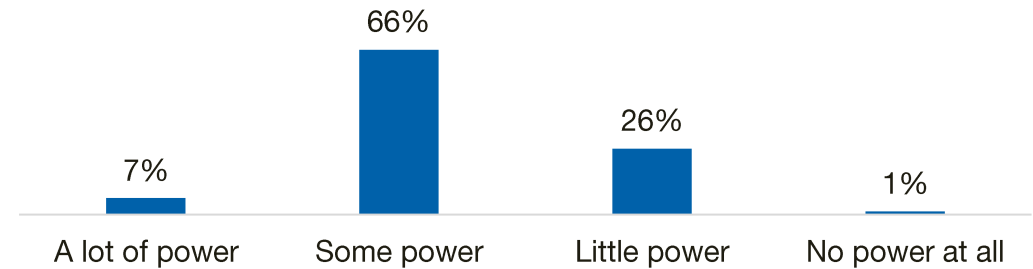


Students do not think the responsibility for reducing the energy impact of the HE sector lies with them, despite thinking that students can make a difference; price may be a key barrier

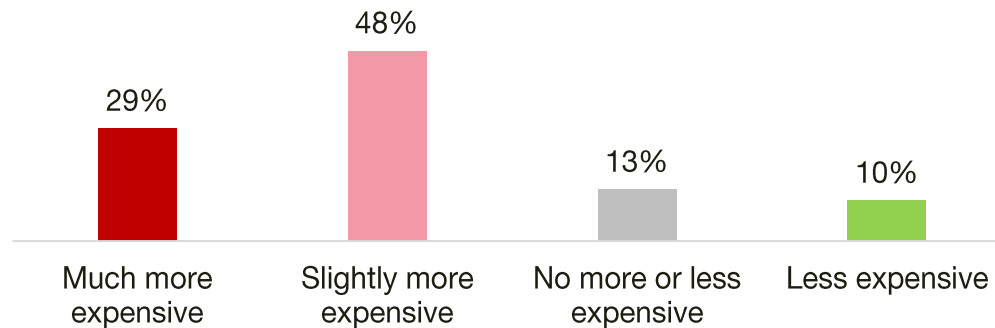
Who do you think is most responsible for reducing the energy impact of the higher education sector in the UK?



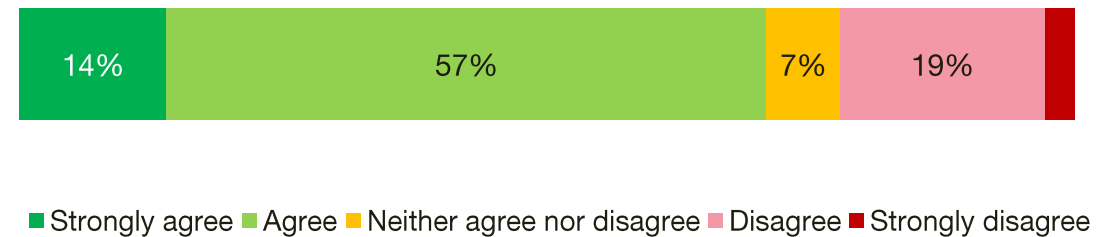
How much power do you think students have in driving positive change in terms of climate change and sustainable living?



Do you believe it is more or less expensive to make sustainable choices in your day to day life?

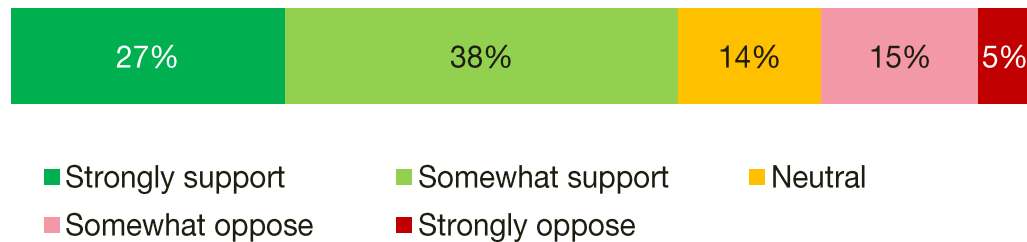


To what extent do you agree or disagree with the following statement? "My individual choices / behaviours can make a real difference in tackling climate change"

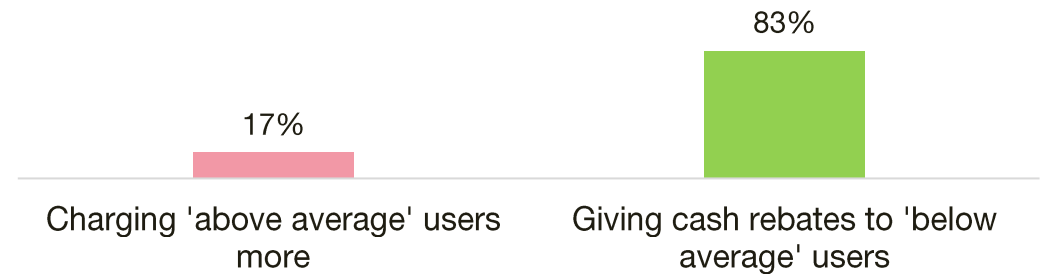


Students would rather see accommodation providers incentivising positive behaviour than punishing bad, and believe this will be more effective in encouraging behavioural change

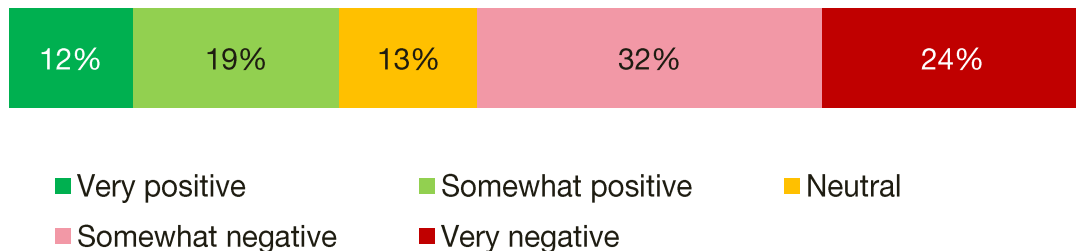
To what extent, if at all, would you support a 'fair use policy' within student accommodation whereby the highest energy users pay more?



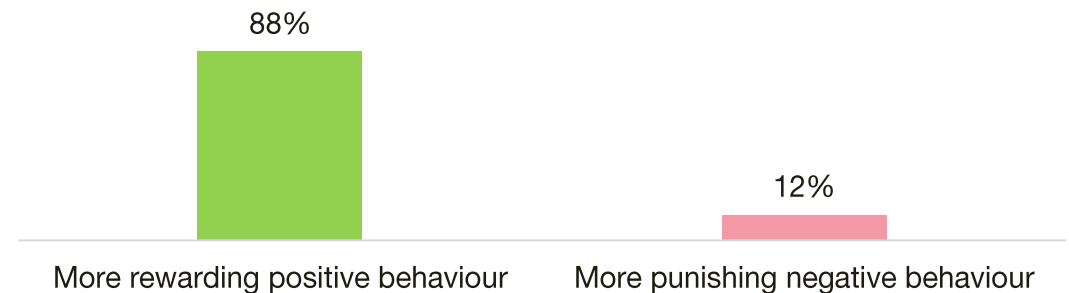
Which of the following approaches do you think would have the most impact in reducing students' energy use in student accommodation?



How would you feel about student accommodation providers publishing a 'leadership board' of energy usage across residents to highlight the highest and lowest users in the building?

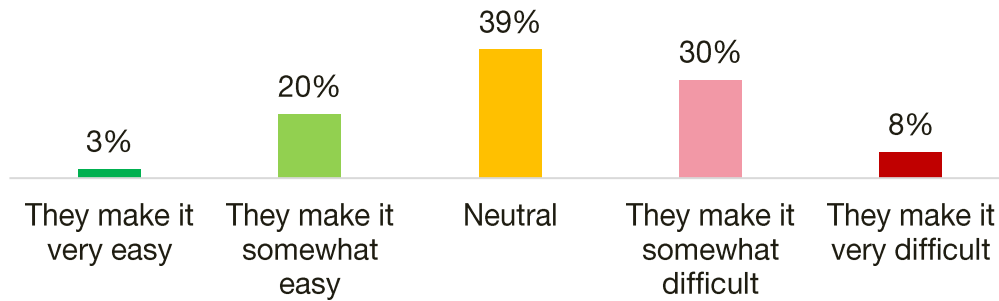


As a rule, do you think punishing negative behaviour or rewarding positive behaviour is more effective in encouraging 'green' choices among students?

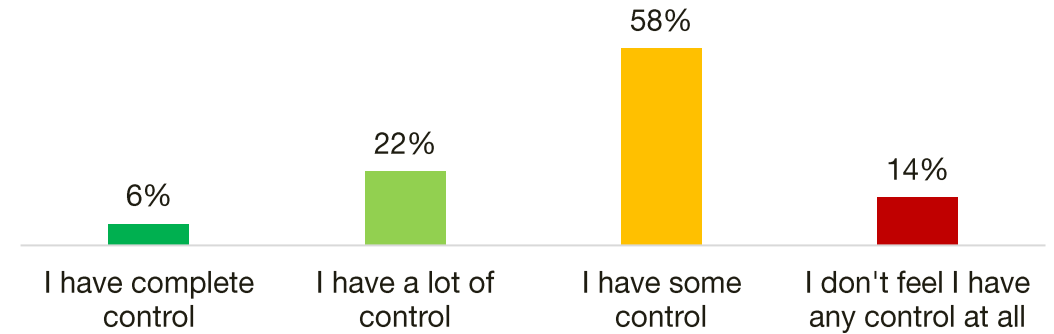


Students feel they have limited control over their energy usage in student accommodation, and would value increased visibility

To what extent do you believe student accommodation providers enable / encourage students to make sustainable choices?



To what extent, if at all, do you feel in control of your energy usage in your student accommodation?



To what extent do you agree or disagree with the following statement? 'I would value increased visibility of the energy I'm using in my student accommodation'



Strongly agree

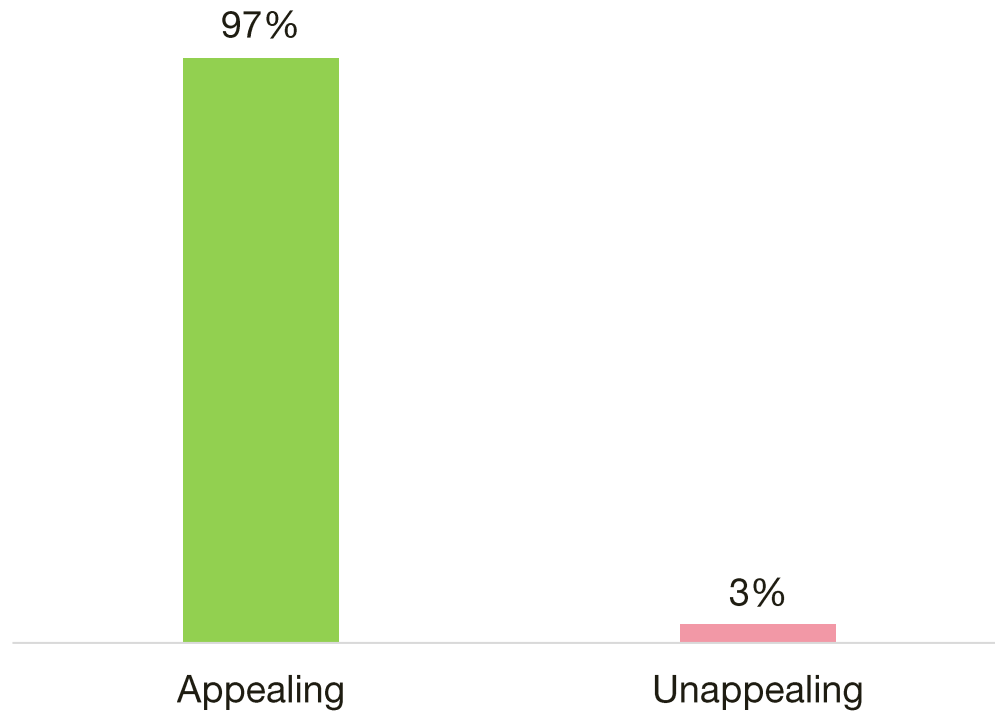
Agree

Neither agree nor disagree

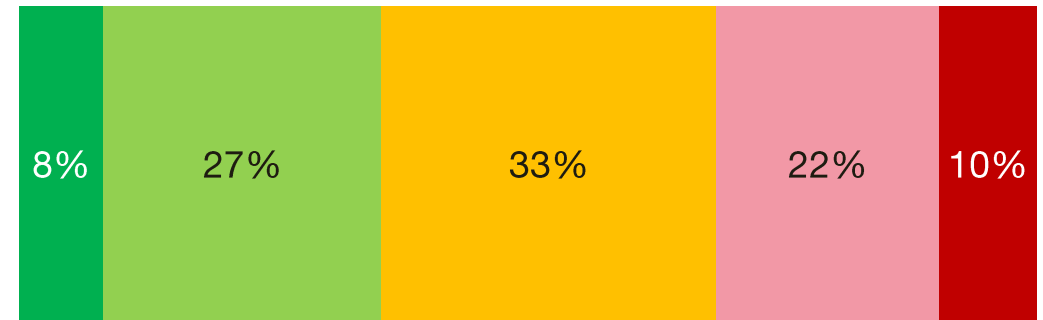
Disagree

All-inclusive bills have near universal appeal, though 1 in 3 admit they negatively impact their likelihood of making green choices

How appealing are 'all inclusive' accommodation fees that include all of your utility bills?



Are you any more or less likely to make 'green' choices in your energy use if your bills are all-inclusive?



■ Much more green

■ No impact either way

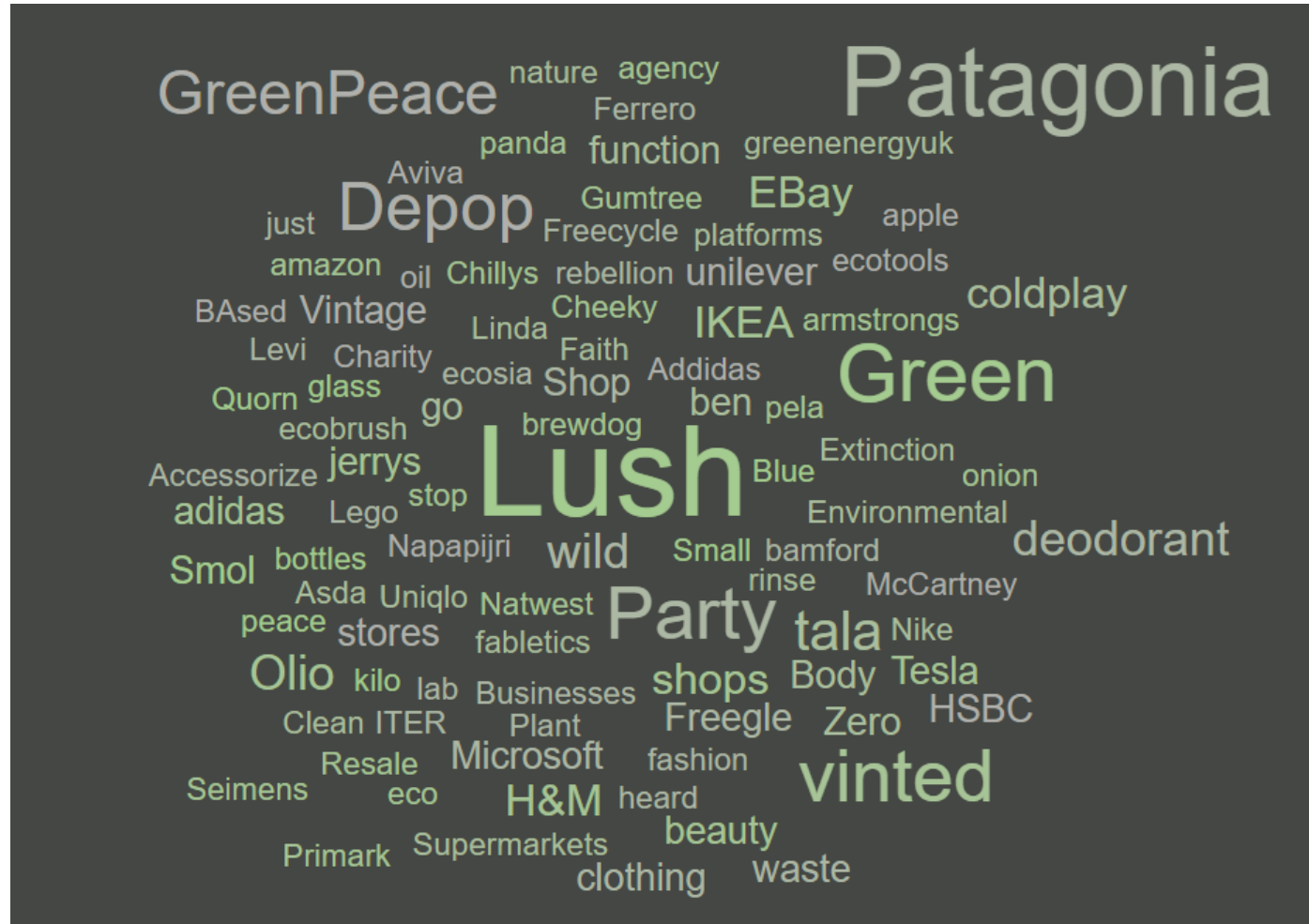
■ Much less green

■ A little more green

■ A little less green

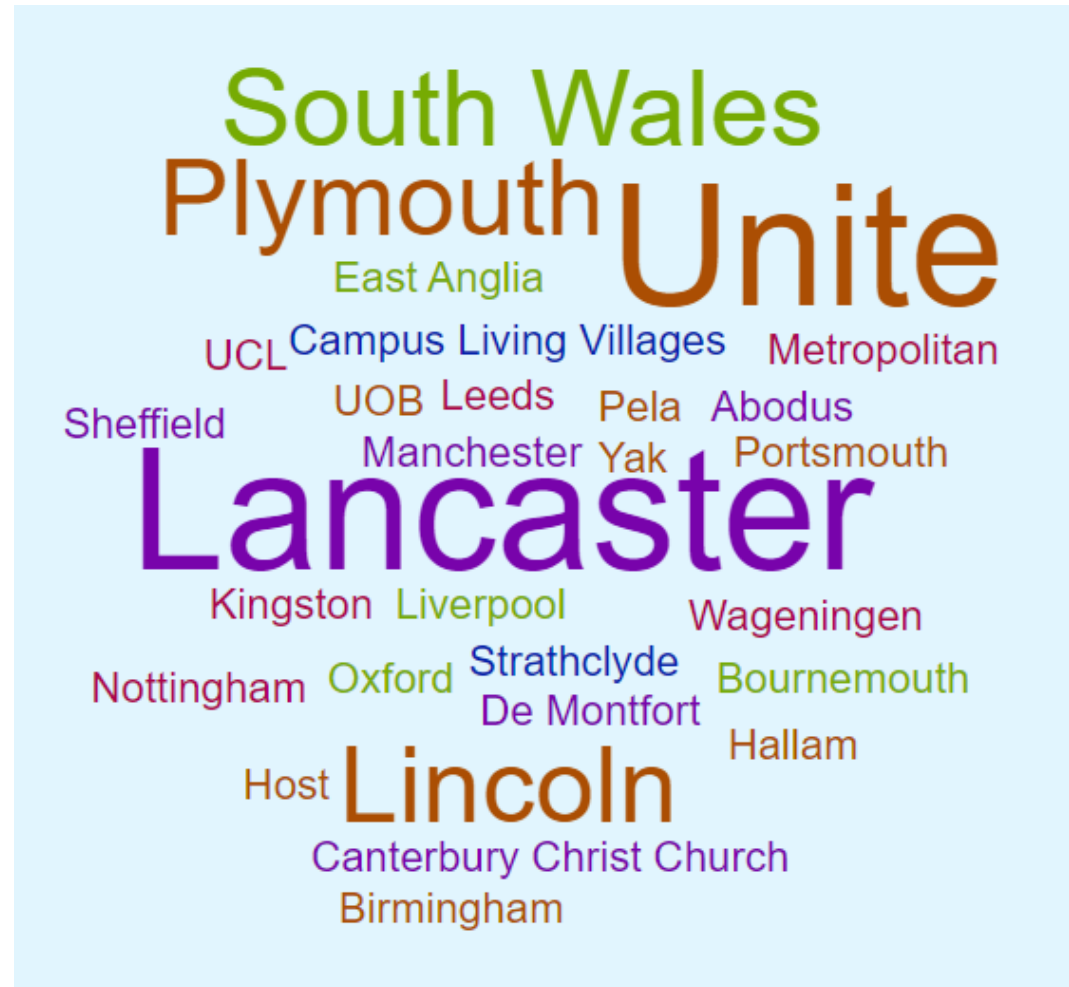
Students believe Lush, Patagonia, Green Peace and Depop are leading the way in terms of sustainability

What brands / organisations do you recognise as 'leading the way' in terms of sustainability?



Students recognise a range of universities and accommodation providers as positive examples within the sector

Are you aware of any universities or student accommodation providers leading the way in terms of sustainability and climate change?



Students want improved recycling facilities, plus use of sustainable energy sources, rewards / incentives, 2nd hand / zero waste shops and better advice / guidance to students in accommodation

What changes would you like to see in universities / student accommodation to encourage sustainable living?



Thank you

Red **BRICK**

Fresh Research Perspectives

Please feel free to get in touch with us:

Ben Cooke



The Warehouse, Hill Street
Tunbridge Wells
TN1 2BY



+44 (0)1892 249 652



bcooke@redbrickresearch.co.uk

Zoe Revell



The Warehouse, Hill Street
Tunbridge Wells
TN1 2BY



+44 (0)1892 249 653



zrevell@redbrickresearch.co.uk