

# THE PROPERTY MARKETING STRATEGISTS, TOGETHER WITH LEADING ON-CAMPUS STUDENT ACCOMMODATION PROVIDER UPP, HAVE UNDERTAKEN ONE OF THE LARGEST INDEPENDENT STUDENT ACCOMMODATION RESEARCH SURVEYS.

For details on the methodology [click here](#)

# WELLBEING



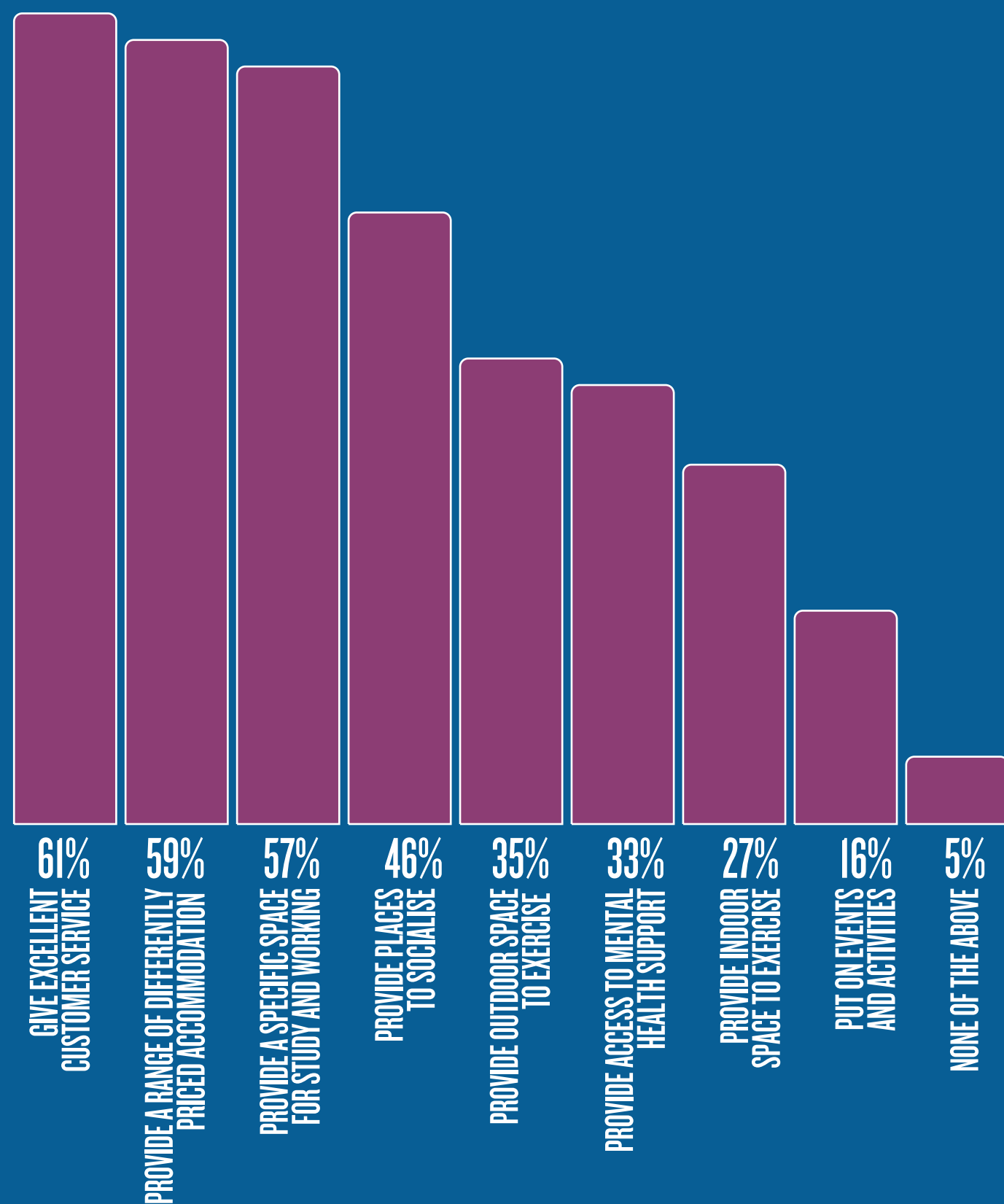
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Previous research and focus groups run by The Property Marketing Strategists have revealed the **increased value of wellbeing and mental health to Generation Z**. But as we delved further into the notion of wellbeing as it pertains to student accommodation, we've built some added context. It's clear that Generation Z are prioritising health and wellbeing above generations before. But interestingly, there are overlaps between our research pillars, and the following maintains our assumptions that **community and a sense of belonging is vital to overall mental and social wellbeing**.

## CUSTOMER SATISFACTION

1009 future students were asked **'Which of the following do you think a landlord has responsibility to provide for tenants to support wellbeing?'**

This response highlights the **expectations around good customer service** and how this relates to wellbeing. Students want to feel their wellness is considered and catered for as part of the whole package, and place great emphasis on this. With customer needs at the heart of accommodation provisions, the result can be threefold – **positive wellbeing, higher customer satisfaction and better retention**.



## LIVING ENVIRONMENT

81% of graduates said **being able to open a window wide was important**, compared to just 63% of 16 - 18 year olds, but this was slightly more important to international students than domestic. This is likely to be taken for granted by those not yet students - whereas graduates and current students will be aware of the presence of window restrictors in managed accommodation.

Of the 16 to 18 year olds surveyed, 79% said a room filled with natural light was less important. Perhaps the most obvious differentiating factor between 16-18 year olds and fellow cohorts is that they haven't yet experienced communal living, so **may not realise its importance yet**.

Outside space came out as equally important to all demographics. But interestingly, 25% of 16 to 18 year olds would pay an extra £5 for an outside garden courtyard, compared to just 9% of current students. This perhaps tells us that **outdoor space is expected as a part of the overall package**, rather than an additional luxury. How about gyms and fitness facilities? These were viewed as more important to current students compared with future students (50% average vs 57%). And, even more important to international students than domestic (64% vs 47%).

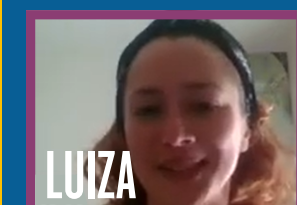
## A GOOD NIGHTS SLEEP



Sleep is a **fundamental part of our wellbeing**. But the student lifestyle isn't always conducive to the best sleeping conditions. Shared accommodation and late nights studying or partying, can all have an impact on sleep hygiene. Accommodation providers should **consider the importance of a comfortable mattress and quiet sleeping environment**. As our research shows, 'sleeping environment' scored high for future students in terms of importance when it came to choosing accommodation. 'A quiet environment' (with 89% scoring as important) and 'a bed and mattress in my preferred size and softness' (with 73% scoring as important).

When asked how important those factors were in promoting a good night's sleep, 65% answered important for a preferred mattress softness, and 86% answered important for a quiet environment. Most importantly, 77% of future students said a good night's sleep plays a big part in **managing their anxiety and mental health**.

**IMPORTANT FACTORS**  
**65%** A GOOD MATTRESS  
**86%** QUIET ENVIRONMENT  
**77%** HELPS MENTAL HEALTH



LUIZA

**"THE MATTRESS IS REALLY OLD AND SO I STRUGGLE TO SLEEP WELL, SO I'M THINKING ABOUT HOW I CAN MANAGE THAT WHICH THEN AFFECTS MY WELLBEING."**

This brings us back to the **responsibility of landlords** and operators when it comes to catering to the wellbeing needs of residents. Access to a soft, comfortable mattress, **blackout curtains and better sound insulation** aren't within a student's control. Elements of the living environment fall under the responsibility of the accommodation provider, and **clearly play a role in wellbeing and customer satisfaction**.

## LIVING & LEARNING: THE FUTURE OF HOME ACCORDING TO GEN Z

Analysed by Dataloft

Developed in partnership between



# STUDY SPACE



When discussing study and wellbeing, our focus group participants strongly believe that their mental **wellbeing is being impacted** by **'not being able to get away from study'** with desks being in their bedrooms. Yet for many there is rarely an alternative.

Having somewhere to access quiet and comfortable study space will always be a high priority for students. But the splits are interesting when delving into preferred study environments. 77% of all respondents said that studying at a **desk in their room is the preferred study space**. This was slightly higher for current students at 79%.

Surprisingly, following our 'Community' research pillar, only 22% would prefer to study at a local coffee shop despite showing a clear preference to integrate into the community and use independent cafes and restaurants. 58% of all respondents said that their **preferred space is the library**. This rose to 67% for current students but dropped to 50% for future students. International students came in at 66%.

We believe the responses are influenced by what the audience knows and as of yet, the coworking/alternative study spaces are few and far between.

All this could be telling us that **students prefer to keep work, study and socialising separate. Which feels like a model which can bring great benefits to students' mental wellbeing.**



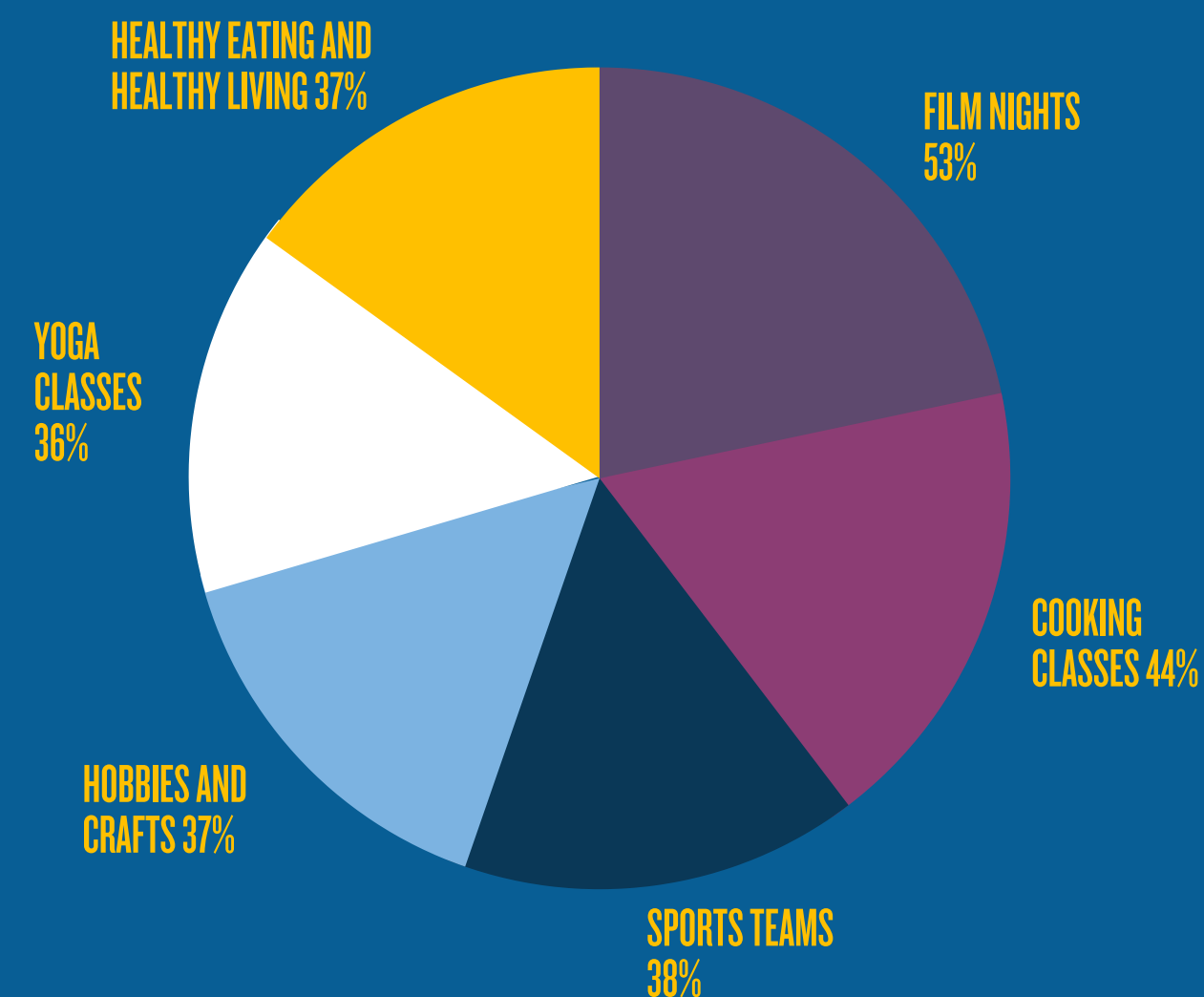
**"WHERE I LIVE, IT'S PERSONALLY A BIT TOO CLOSED OFF, AND I CAN'T CONCENTRATE, BECAUSE I'M CONSTANTLY DISTRACTED. SO I HAVE TO GO TO THE LIBRARY."**

# COMMUNITY AND WELLBEING

We've identified some links within our research pillars. Here, we can look at the crossover between wellbeing and the community.

Previously, we've talked about the importance of extending university life into the community, and how students want to engage more with the local community, but how does that notion extend to wellbeing?

Of current students surveyed, when asked if their accommodation providers or landlords were to offer events, **the most favoured were films nights, cooking classes and sports teams/tournaments.**



All all of these activities promote a **sense of escapism, creativity and wellbeing**. They are also highly social, which could further impact the integration of new students and help build intersectionality within communal circles.

International students favoured more professionally fulfilling activities too, such as CV writing and TED style talks, demonstrating an expectation for a wider range of activities. Of graduates surveyed, 49% said **working or volunteering locally has helped them feel a part of their community**, while 70% said using independent local shops and restaurants. Leaving home can prompt feelings of isolation or loneliness, so community is an important element of wellbeing and good mental health.

# WHAT THIS MEANS FOR THE FUTURE...

Integration and feeling a part of a community clearly plays a huge part in overall mental wellbeing. But there are also elements of physical wellbeing to consider as a part of the overall accommodation package. Outdoor space, fitness facilities and access to multiple areas of study were considered important. The building fabric of a property must consider elements that contribute to wellbeing including natural light, reducing noise, and areas of outdoor space to encourage exercise and outdoor socialising. But perhaps the most essential is a good night's sleep - dependent on a soft, comfortable mattress and a quiet sleeping environment.

Community elements, including sports teams and tournaments also provide an avenue for students to improve their physical and mental wellbeing together. Wellbeing is being prioritised by Generation Z, and they are privy to factors in living arrangements that can either help or hinder this. Feelings of connections, community and strong customer service demonstrably make a difference, but accommodation providers should consider a holistic approach when serving the wellbeing and health of their residents.

## KEEP AHEAD OF THE CURVE

Over the course of the next 6 months The Property Marketing Strategists and UPP will be releasing a series of reports and webinars focused on the key themes of Sustainability, Affordability, Technology, Wellbeing and Community to share the fascinating insight gained from this in-depth research. This will lead up to the final report being issued at the end of the year.

If you want to stay up to date with what Gen Z want from their future home, please [sign up](#) to the insight alerts, follow us on our social channels and [book a space on our webinars](#).

Together we can build a property sector that exceeds the expectations of the next generation.



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