

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](#)

TECHNOLOGY Sponsored by:

We cannot deny the force at which technology is infiltrating our day-to-day lives. In our homes, technology is helping us to improve efficiency, visibility, communication and even sustainability. There is no doubt that technology plays a huge part in the present and the home for all generations.

High speed wifi, smart technology, and online lectures are becoming the norm, and elements of technology will come to be expected as part of an accommodation package.

How is technology likely to impact the way Gen Z view their living arrangements and their accommodation expectations? As we delve into this data, we'll also discuss current attitudes towards technology including privacy concerns, and technology's relationship to studies.

SMART TECHNOLOGY

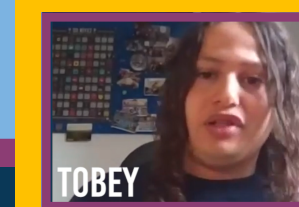
Managing bills via smart technology such as Google Home, Alexa and other devices is becoming a firm fixture in residential properties.

38%

of future UK students said they like it

31%

of future overseas students said they liked it



"I WILL HAVE A SMART METRE AND I AM LOOKING FORWARD TO THAT BECAUSE IT MEANS BEING ABLE TO CONTROL BILLS A BIT MORE"

22%
of UK students

32%
of overseas students

These responses highlight the percentage of respondents who would avoid technology due to privacy concerns. This is something we are likely going to have to respond to as time goes on. The privacy concerns were higher among overseas students which is potentially a barrier to adoption.

Current students leaned more towards 'I like it' at **43%** and **43% of International students also said they liked it.** But **graduates had more concerns for privacy reasons at 31%.**

For those who wish to use smart technology to improve sustainability and track the usage of flatmates energy usage, we should reference back to our affordability research pillar, which highlighted the fact that this is expected as a part of the package and not an additional cost.

When asked about sustainability features powered by technology such as turning lights and heating off when not in use, the respondents on the whole would be supportive of such innovations:

41%
UK students

39%
Overseas students

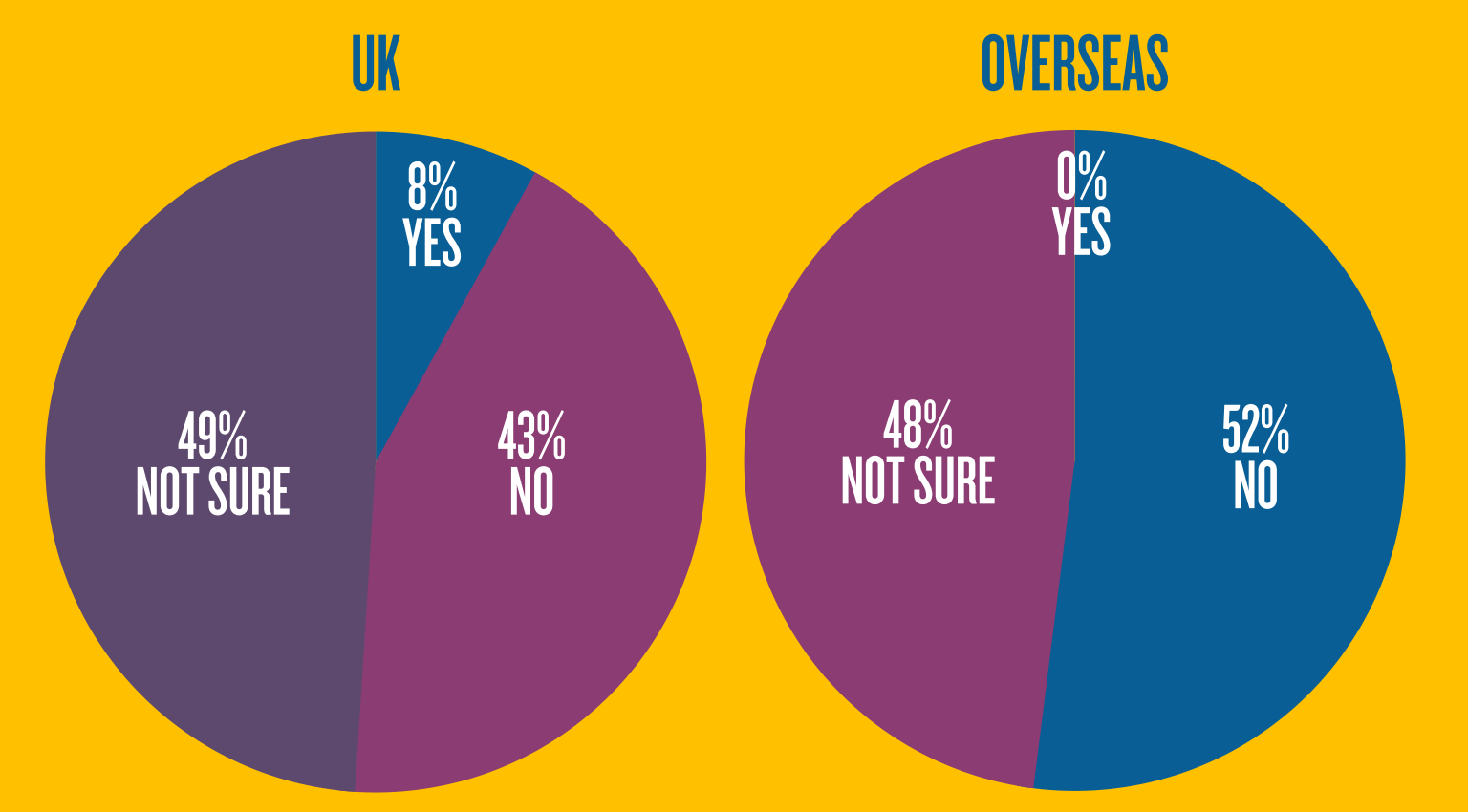
Smart technology is most important to international students. The average score for 'not important' was at **54% for all respondents**, which rose to **63% for 16-18.** **17% of international students** viewed it as 'very important'. The highest across all demographics.

THE METAVERSE & VR

The proliferation of the metaverse and greater adoption of virtual reality means students will likely attend more and more lectures and socialising events online rather than in person. This could present a need for more space, including larger open spaces in PBSA for virtual reality (VR) led events. However, as we have previously learned, Gen Z likes to be on-campus and have access to in-person events close by, so perhaps a hybrid model may be the future of accommodation.

45% of all surveyed think that VR won't change how they use the home. This rose to **60% for males and dropped to 36% for females**. It appears that at the moment, students generally do not see the need for metaverse and VR in accommodation or see it having a great impact.

When asked, do you think the metaverse and VR will change how we think of and use our homes in the next 10 years, the responses from graduates were:

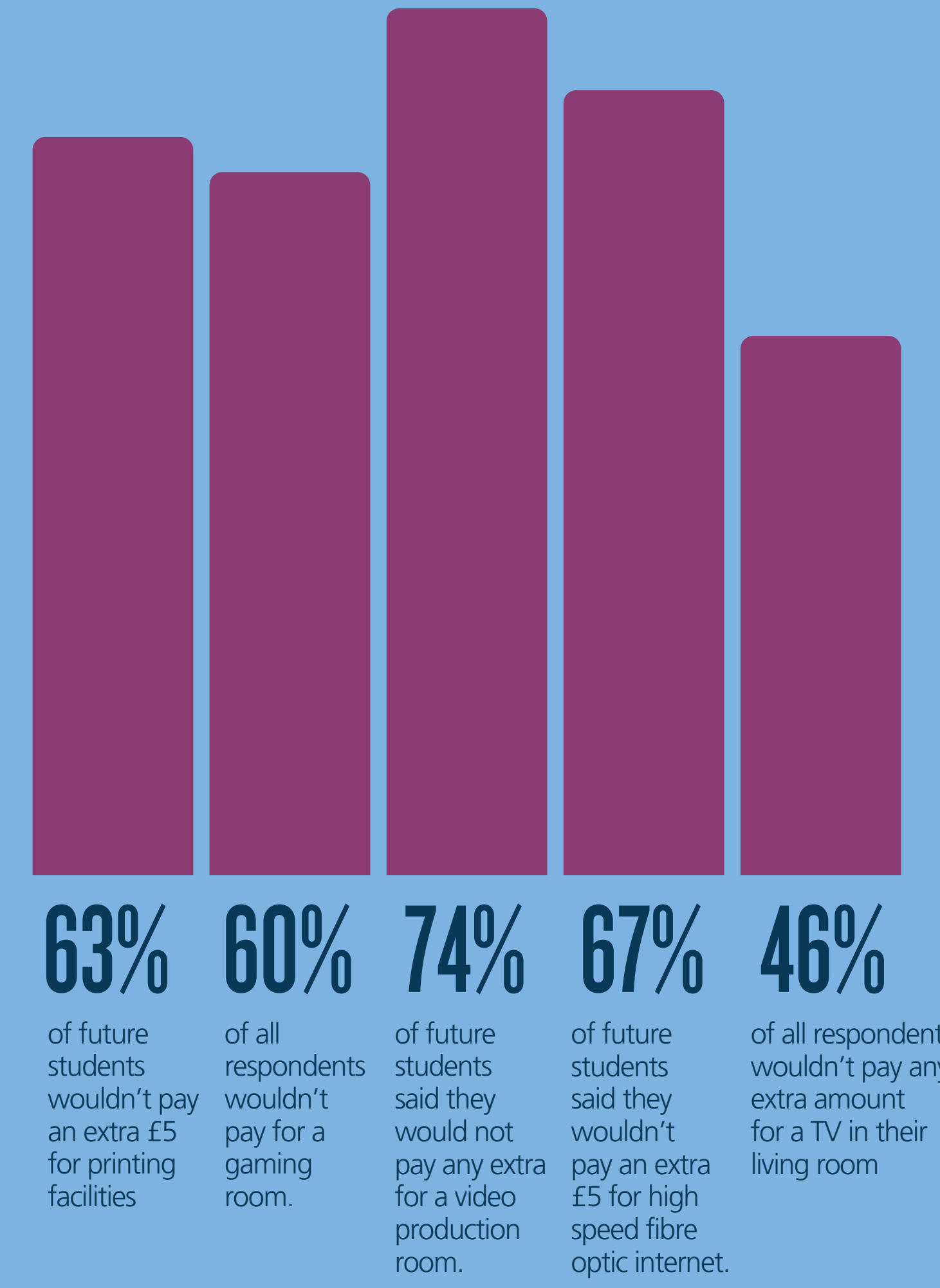


This is an interesting response from overseas graduates. There are definitely ways in which you can visualise your space differently by sampling furniture and decor, or using your space for more virtual reality but perhaps this isn't so important for Gen Z.

The metaverse as a whole doesn't seem to be at the forefront of Gen Z's minds, but this could be something to consider for Gen Alpha.

WHAT WILL PEOPLE PAY FOR?

When it comes to technology, what are students willing to pay for? As a part of a package or as an additional luxury - what's important to generation Z?



WHAT THIS MEANS FOR THE FUTURE...

As discussed previously in our affordability pillar, amenities that make life easier and more convenient are more likely to be in demand. This included high-speed internet and laundry rooms. Additional facilities such as cinema rooms and video production studios were not welcome as extras. The same attitude seems to be taken towards technology. If it makes day-to-day life easier, it's more welcome on top of a basic package. High speed internet certainly holds a lot of value and will likely continue to do so as time moves on. But there is more to learn about whether technology should simply be expected as a seamless part of the building's fabric.

There are, of course, issues surrounding privacy which seem to be more prevalent than expected, particularly among overseas students.

What is up for debate is how Gen Z differs from their younger counterparts, Gen Alpha. In the next 5-10 years they will have a huge influence in shaping our packages and communication so it's wise to keep an eye on new expectations since Gen Alpha has grown up with a greater technology presence. The attitudes among Gen Z towards technology however, remain varied.

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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