



Supply & demand dynamics

21st March 2024

Roxanne Muller

STUDENTCROWD

Dataset

100% coverage: every PBSA property in the UK, both university & private.

We keep the dataset live with:

- latest prices, availability & incentives for all tenancies
- latest StudentCrowd reviews
- incorporating external data sources such as HESA, UCAS & pipeline data

A selection of Dataset Partners:

CBRE

Knight Frank

pwc

SF STUDENT FIRST

DOWNING students

iC Student Accommodation

RX GLOBAL GROUP
Enabling Transformation

UNITE STUDENTS

JLL

yugo

GREYSTAR™

STUDENT ROOST™

Homes for Students

fresh.

HERIOT WATT UNIVERSITY

UNIVERSITY OF LONDON

UNIVERSITY OF LEEDS

UNIVERSITY OF LEEDS

2019 - 2022



Applicants to this cycle

594,940 total applicants (-0.3%)

479,210 (-0.5%)

UK

316,850 (+0.7%)

18 year olds

65,450 (-5.2%)

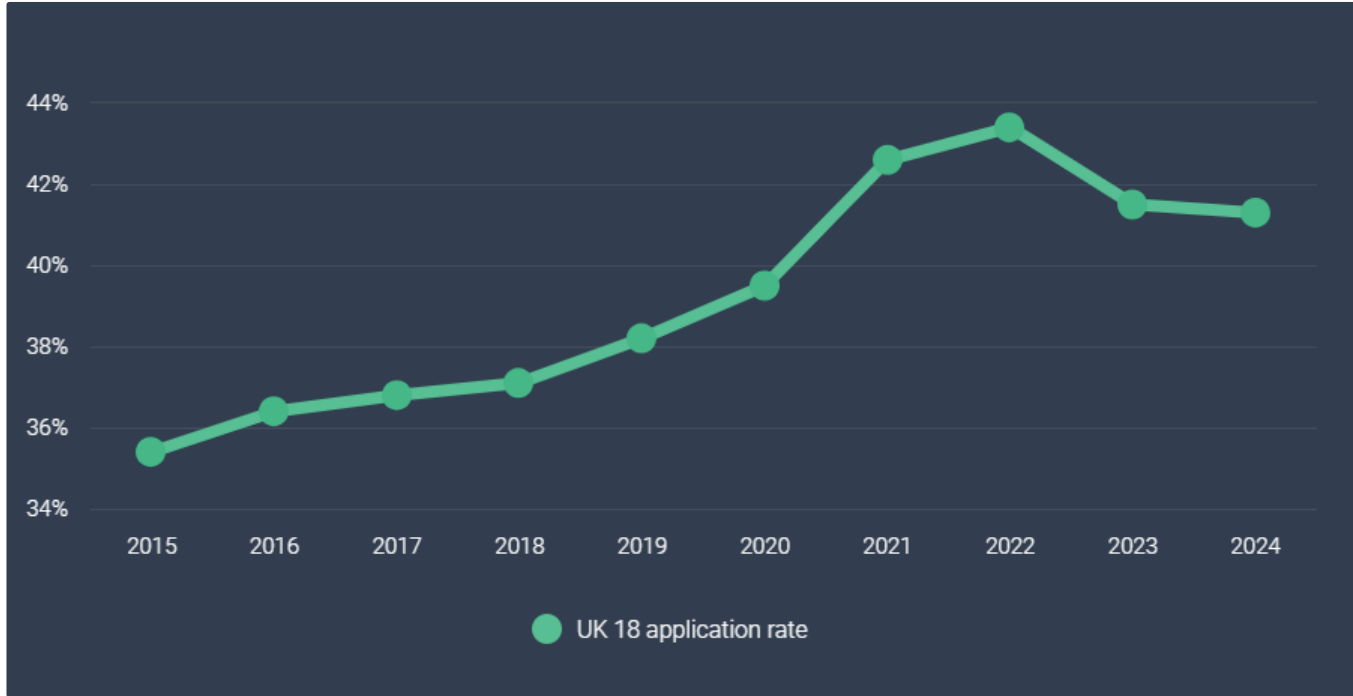
Mature

115,730 (+0.7%)

International

Second highest number of UK 18 year old applicants on record

Core demand flat



41%

OF UK 18-YEAR-OLDS APPLIED

+0.7%

UK 18-YEAR-OLD APPLICANTS

Differences across the UK

England

402,240 English applicants (-0.7%)
42.1% of English 18-year-olds applied (-0.1 ppts)
24.8% of TUNDRA Q1 18-year-olds applied (-0.3 ppts)
540,530 applicants to English providers (-0.7%)

Scotland

41,410 Scottish applicants (+2.4%)
33.5% of Scottish 18-year-olds applied (-0.1 ppts)
20.5% of SIMD Q1 18-year-olds applied (+0.8 ppts)
118,680 applicants to Scottish providers (-1.9%)

Wales

18,880 Welsh applicants (-1.2%)
33.2% of Welsh 18-year-olds applied (-0.6 ppts)
20.2% of WIMD Q1 18-year-olds applied (-1.4 ppts)
75,390 applicants to Welsh providers (+2.2%)

Northern Ireland

16,690 Northern Irish applicants (-1.9%)
49.9% of Northern Irish 18-year-olds applied (-0.9 ppts)
33.2% of NIMDM Q1 18-year-olds applied (-0.4 ppts)
25,080 applicants to Northern Ireland providers (+1.0%)

Largest changes in international demand

Top three and bottom three numerical changes in applicants by international country or region



China
+900
+3%

2.6K



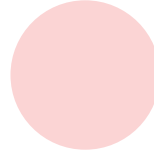
Turkey
+710
+37%

2.8K



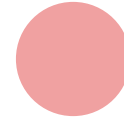
Canada
+330
+14%

8.8K



India
-360
-4%

5.1K



Hong Kong
-550
-10%

1.6K



Nigeria
-1,340
-46%

Changes in international demand

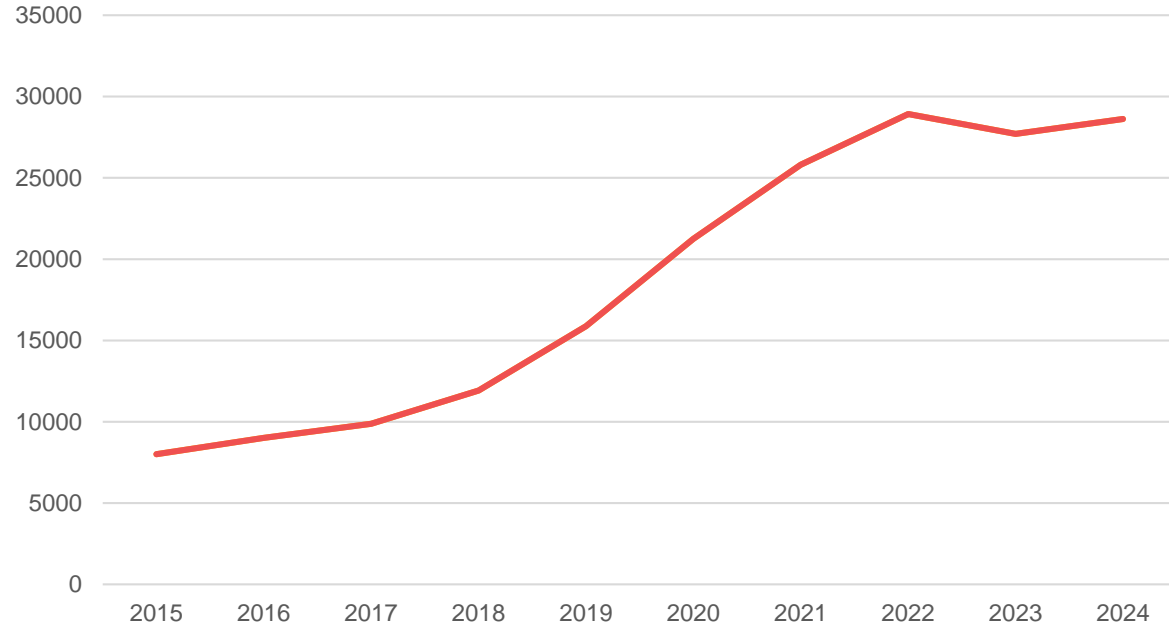
28.6K

China

+900

+3%

Applicants domiciled in China



Why is this important?

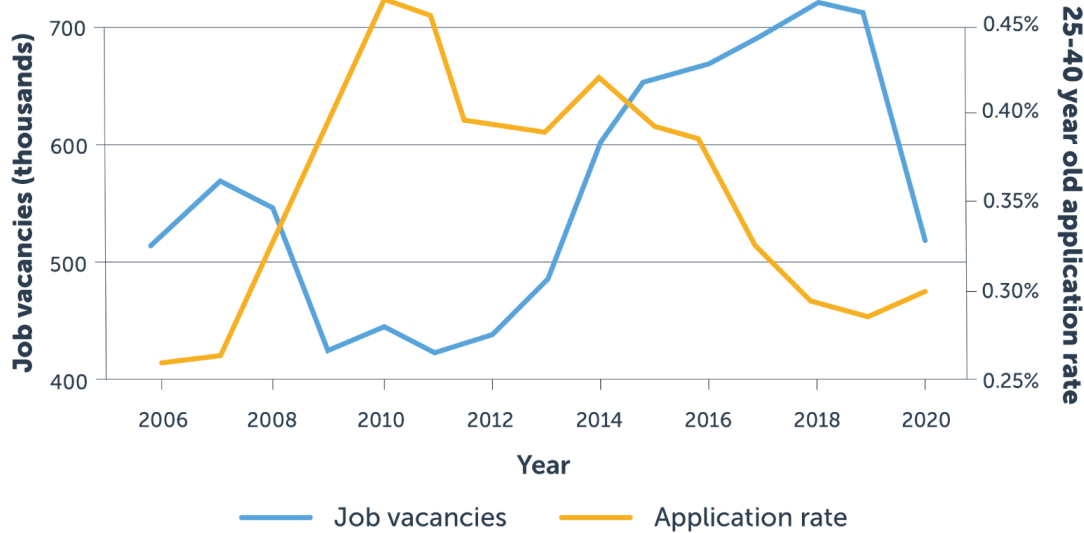
- **China** – mature market with slowing growth
- **Nigeria** – immediate impact of visa changes & domestic economic turmoil.
- **India** - immediate impact of visa changes.

International
115,730 (+0.7%)

Emerging markets:

Indonesia
Turkey

Why is this important?



Mature
65,450 (-5.2%)

- Late cycle bookings
- Demographic mix in your halls

Why is this important?

59%

Of respondents described the shortage of accommodation as having some influence on their choice of university.

For **10%** it was the deciding factor.

18 Year Olds
316,850 (+0.7%)

67%

Of respondents described the cost of accommodation as having some influence on their choice of university.

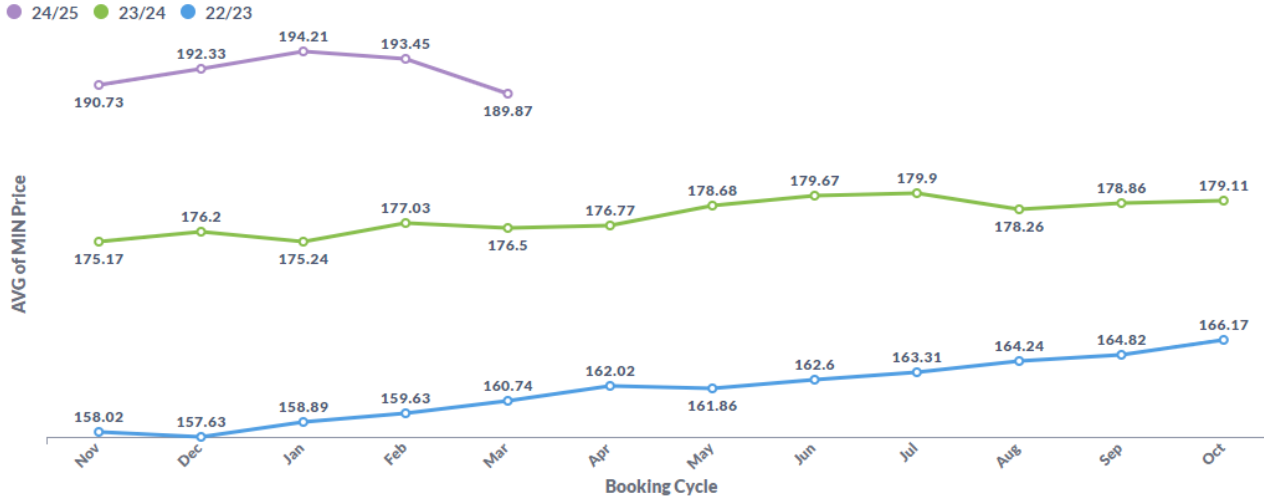
For **35%** that impact was either highly significant or *the* deciding factor.

Affordable vs feasible

Average of min. price per person per week (£)

Dataset from
March 19th

FILTERS



Accommodation Types

- Part nominated
- Private
- University

Availability

- Available
- Not available

Catering

- Catered
- Self catered
- Mixed

Operators

Price



Number of beds

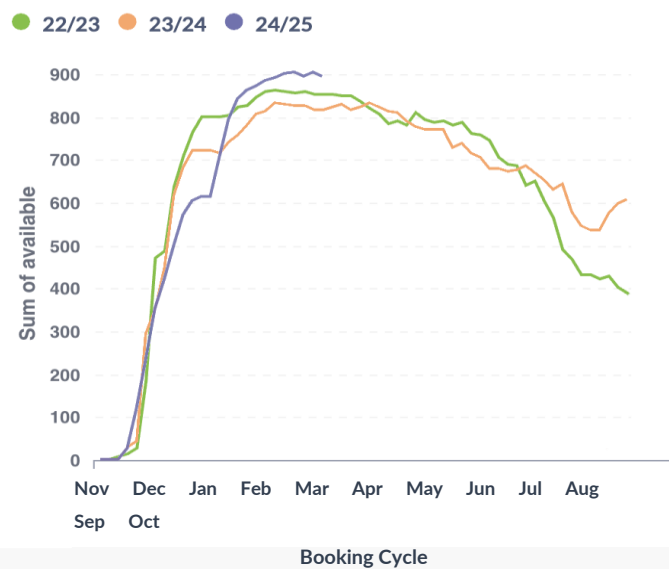


Impact on letting velocity

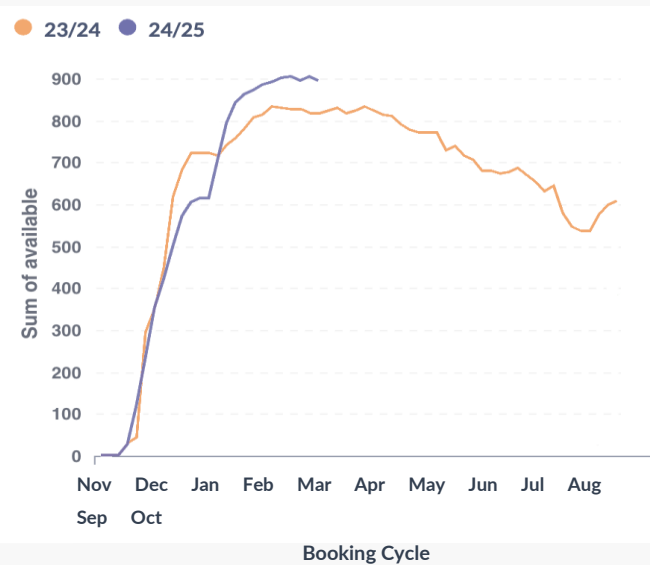
Dataset from
March 19th

FILTERS

Availability Movement by academic year



Availability Movement (Last Year + Academic Year)



Accommodation Types

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Operators

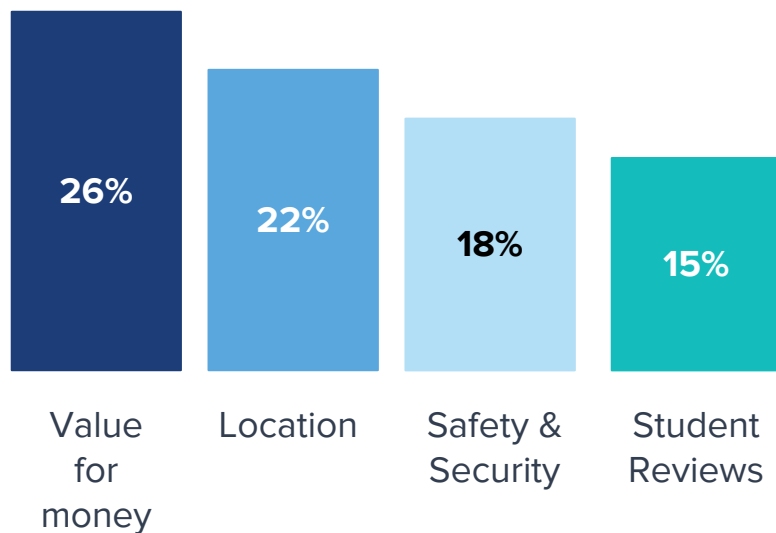
Price



Number of beds



Value for money drives decision-making



“



















[My] Hall was quite expensive, but I think it was worth it for the size of the room and social space you get with it! Lots of storage space, clean comfy rooms, and great for socialising (there were 12 students per house!). For the price I would have wanted an en suite, but as it was I only had to share with one other person, which wasn't too bad at all.

”

★ *Verified student at*
University of Reading
20th April '23

Scores by features

Which features improve satisfaction the most?

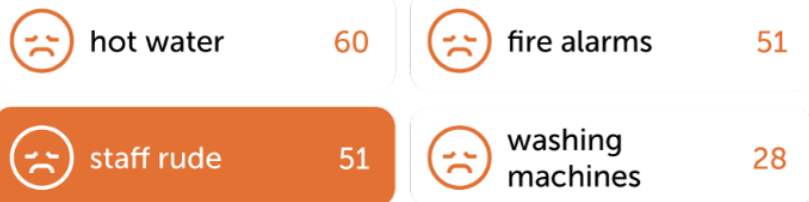
Feature		Prevalence & review scores ★★★★★					
		Private		University			
Social	Gym		42%	4.05		11%	3.69
	Communal Events		26%	3.97		10%	3.65
	Cinema		27%	4.14		3%	3.78
	Common Room		60%	4.08		29%	3.61
	Entertainment Room		39%	4.06		12%	3.73
	Outdoor Area		35%	4.09		15%	3.73
Study spaces	Library or Study Area		41%	4.15		12%	3.74
Security	CCTV / Surveillance Cameras		62%	4.05		14%	3.60
	Secure Building Entry		40%	4.05		16%	3.65

41% of all 5* accommodation reviews mention “staff”

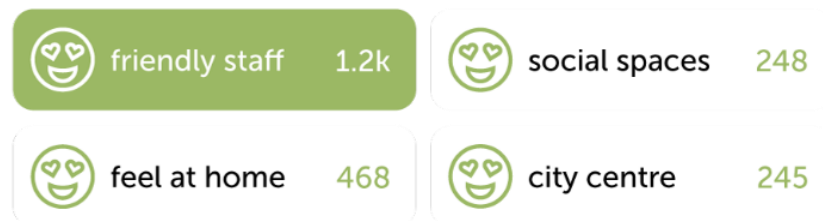
(last 2 years)



1-2* value for money reviews talk about:



5* value for money reviews talk about:





The location was the reason why I chose to live here and staff support is the reason why I continue to live here.

The location is ideal - within ten minutes to most of the lecture halls that I need to go and with two minute walk from the university gym, which I access a lot. From my personal experience, the problems that I have in the accommodation have all been resolved after communicating with the staff of the management...



Verified student at the University of Birmingham, 25th January 2022

Takeaways:



Don't tell students about your USPs, show them through their peers' experiences.



Have a clear picture of who your cohort is and cater to them.

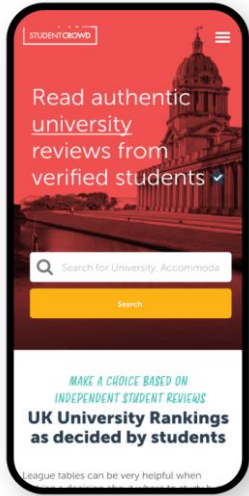
Top Tip: You don't always need all the features!



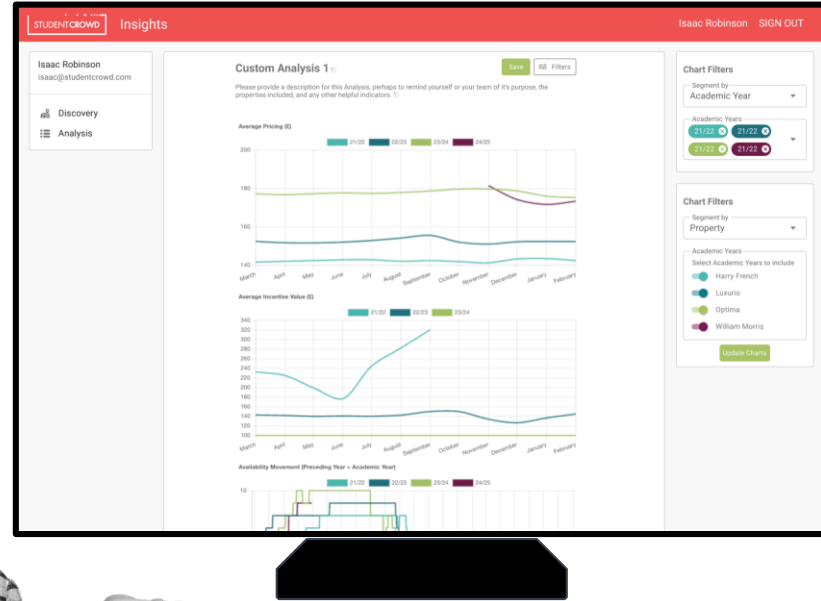
Enable decisions based on trends not in-the-moment reactions.

Ask us about:

Generating and managing reviews



NEW! Analysis tool



The logo for StudentCrowd features the text "STUDENTCROWD" in a bold, white, sans-serif font. The text is enclosed within a white rectangular border that is open at the top. Above the top edge of the border, there are four small white squares and a horizontal line, resembling a stylized crown or a decorative header element.

STUDENTCROWD

Roxanne Muller
roxanne.muller@studentcrowd.com