



# ROCK BOX

MAKE SOME NOISE

STUDENT HOUSING SURVEY  
MARCH 2021



# ABOUT US



RockBox is a leading Out-of-Home media owner, with a network of digital and paper sites in prime student locations and music venues. We reach over 2 million students, half a million gig-goers, and over 30 million impacts nationally every fortnight.

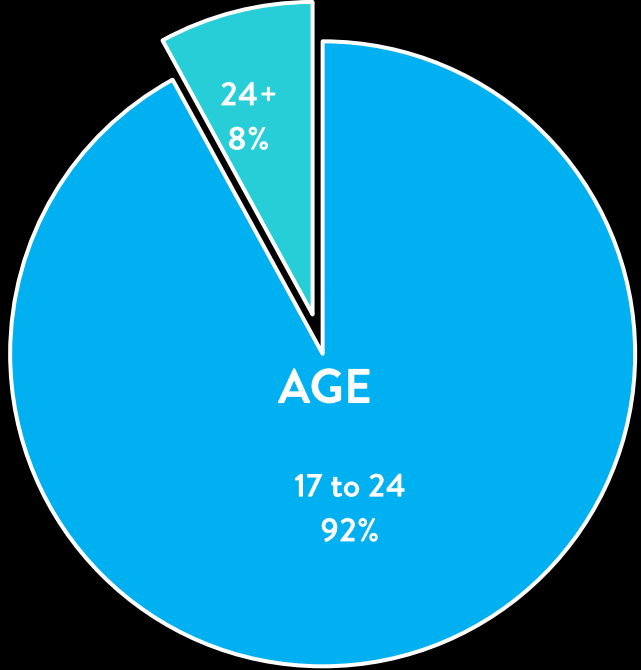
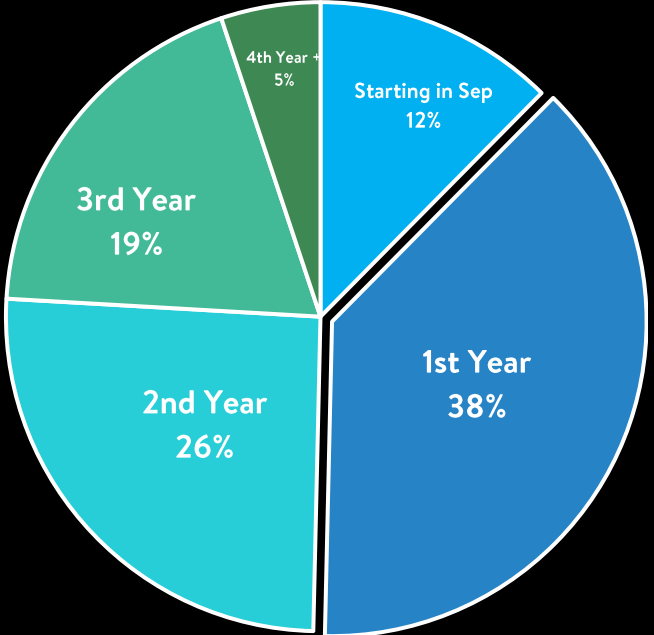
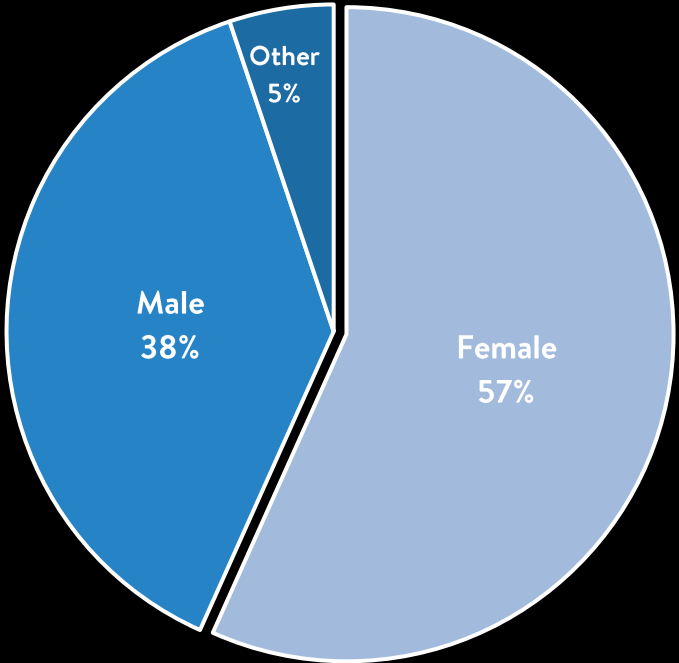
We work with many student accommodation providers to offer access on campus through digital screens, large posters and mobile targeting of display advertising.



**ROCK  
BOX**



# Student Housing Research



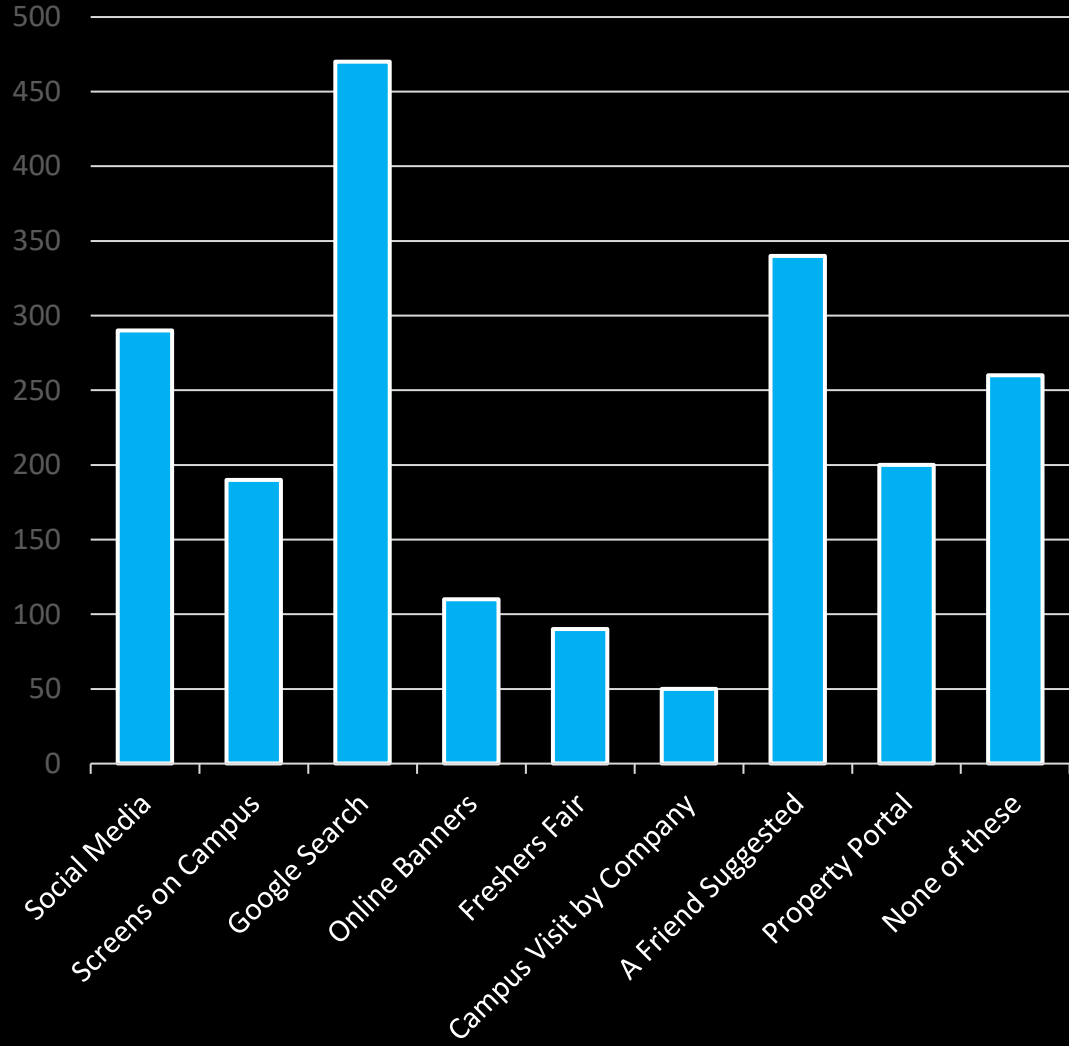
## DEMOGRAPHICS

RockBox Student Housing Survey March 2021. Respondents when data collected: 1380  
Survey delivered through social media and University direct Email with a voucher prize as incentive.





# Student Housing Research



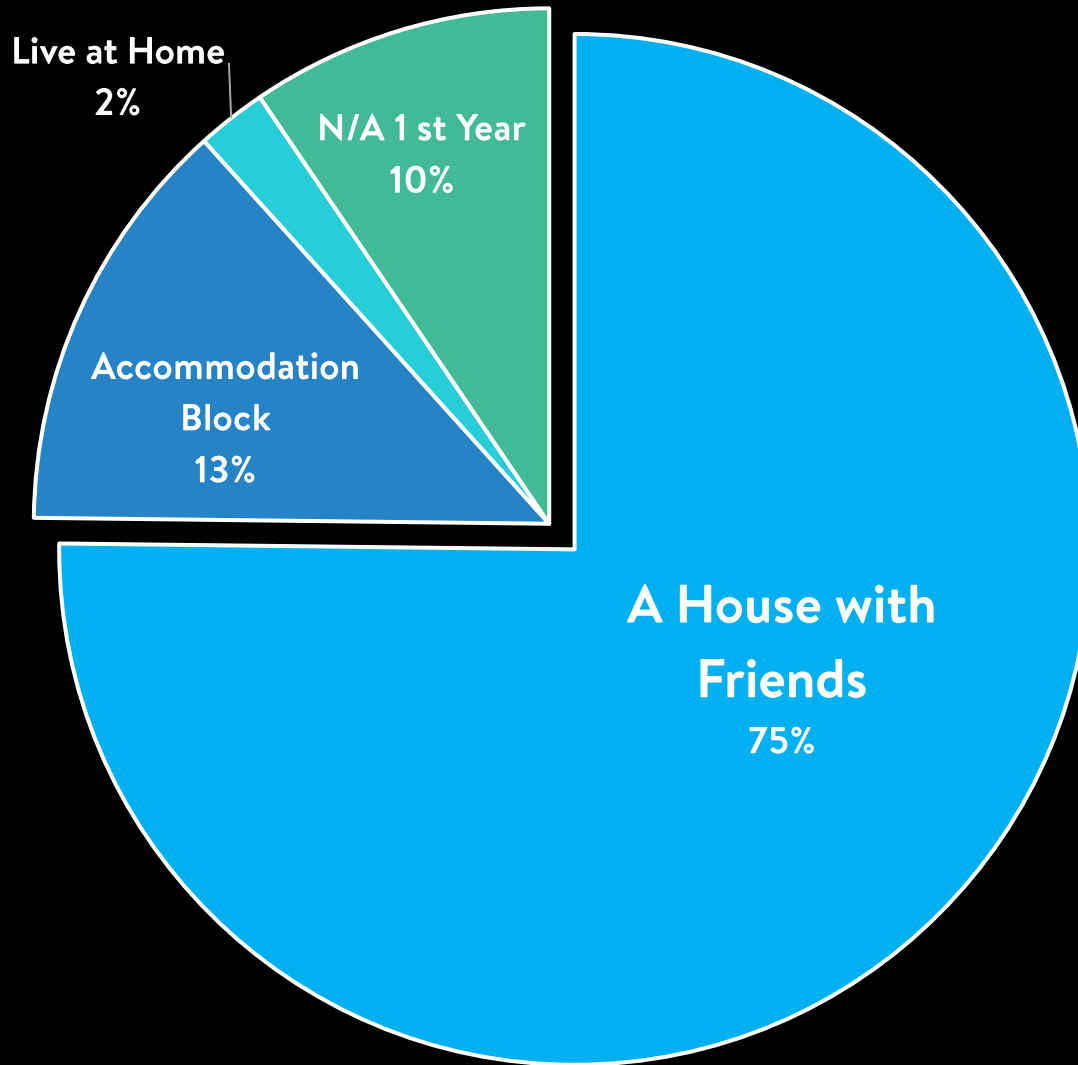
Q, Where did you see your current student accommodation advertised?  
Select all relevant.

Google search dominates the student decision making process. Advertising screens on campus can be used to prompt a specific brand search and to support post code targeted social media campaigns.

Word of mouth is also a key driver of sales with students organically selling to friends. If you are not already incentivizing this it may be worth considering.



# Student Housing Research



Q, If you are not going to be in 1<sup>st</sup> year next September what would you prefer? Select one.

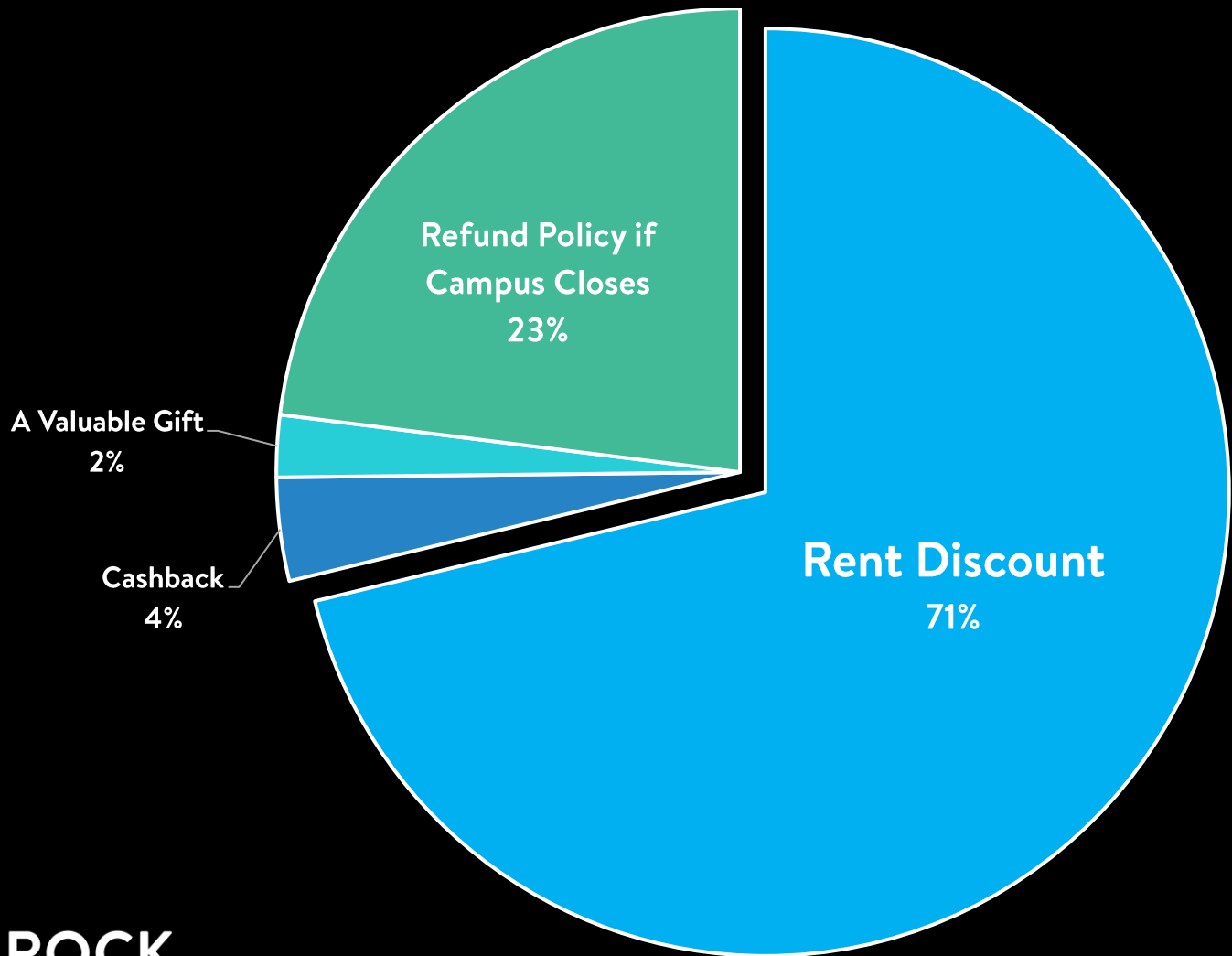
The vast majority of none 1<sup>st</sup> year students would prefer to live in a shared house with friends.

This is an increase on previous years where accommodation blocks had started to replace the traditional shared home student market for older students. Accommodation chains may need to work harder this year to attract 2<sup>nd</sup> year+ students to their buildings.





# Student Housing Research



Q, What incentive do you think would sway you to book the most? Select one.

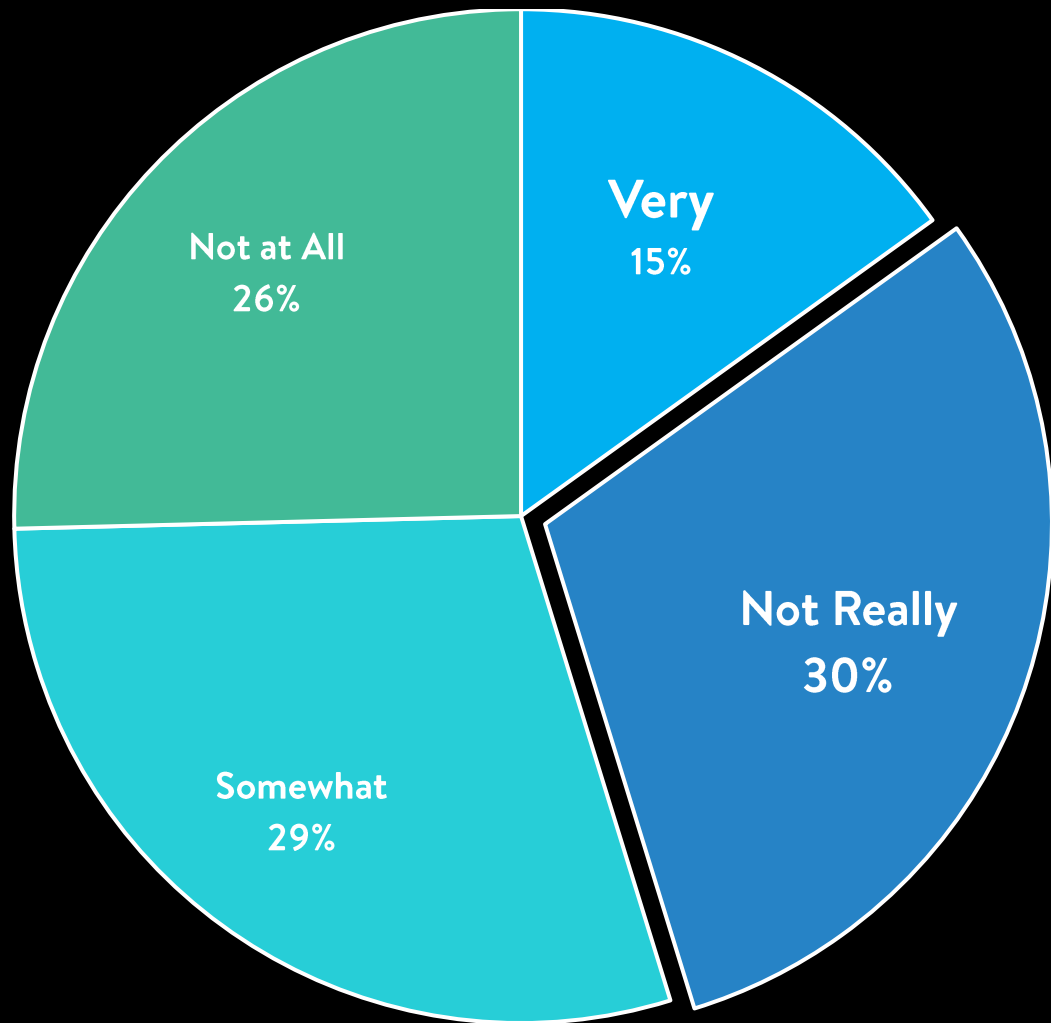
Discount and Covid guarantees are the most desirable features to drive early booking.

Cash back perks and gift items were a popular strategy pre pandemic, it would seem these are no longer relevant. Understandably cost and assurance are the main drivers going into 2021 sales.





# Student Housing Research



Q, Are you nervous to book your accommodation for 2021? Select one.

Despite the turmoil through 2020 and 2021, confidence is high for Q4 2021 and over half of students are confident to book their accommodation.

However, there is still a lingering percentage that are “Somewhat” concerned, this could be addressed with strong guarantees in the event of further lockdowns . This might allow a brand to unlock a large portion of students that are unlikely to have confirmed their booking yet.





# Student Housing Research

## Q, What would reassure you? (sample of comments)

*Easy to find information instead of the pdf*

*Ability to cancel contract at any time with no monetary penalty*

*We get our money back if we can't be on campus, covid safe*

**Not sure really, just a bit stressed**

*A better way to find accommodation and people to live with*

*Knowing campus would stay open because of vaccines and testing*

*House viewings*

*Knowing there would be some sort of discount/money back policy if covid situations changed and I was unable to live there.*

*Flexibility*

*I'm not too nervous to be honest. Maybe just reassurance that people will wear masks in common spaces*

*Maybe money back /discount off contract if restrictions prevent travel or going to uni*

*Rent flexibility*

*Refund and easy cancellation policy*

*A statement from unis saying that we MUST be on campus or that we don't. Like a clear one. So we know if we must come then we won't have a different choice and everything will be clearer.*

**Knowing all bills included, no hidden costs**

*Knowing that I have a room?*

*Guaranteed housing from university*

*Support from the university and estate agents*

*Just nervous about meeting people nothing can really be done about normal nerves*

*Having a good relationship with the accommodation owner so that if lockdown and uncertainty continues I won't be forced to pay for a room I am not occupying, or move out. I want to know it is secured without fear of over-pricing.*

*Rent flexibility and cancellation policy*

*Support and refund if campuses close due to covid*

**Cheaper rent, clearer policies from uni and government**

*Tighter restrictions on landlords (Deposits given back in a timely manner, knowing I can get money back for when I inevitably have to find a contractor because we've been without hot water for months etc)*

**I think if there was an easy way to get out of the contract if anything changes, like if the campus closed.**

**COVID protection**

*Knowing if Uni is going to be all online or not*

**Knowing what room you have got**

*A guarantee that if there is a lockdown, we will have the option to waive our rent if we are not there.*

*Cheaper rent/guaranteed discount if I can't access my house/we go into lockdown and I am stuck at home.*

**Later contract start.**

*Having friends to live with.*

**Guarantee of refund**

*Im going to need a place for third year so I don't have a choice*

*Properties being on the market for longer and reassurance in the transitional period when looking for places*

*Some clarity and contracts that include liability*

*Knowing that the landlord won't scam us or rip us off*

*Knowing I could get a refund if the COVID situation gets bad again*

**A stringent refund policy**

*Safety*

**Able to put name down on house earlier**

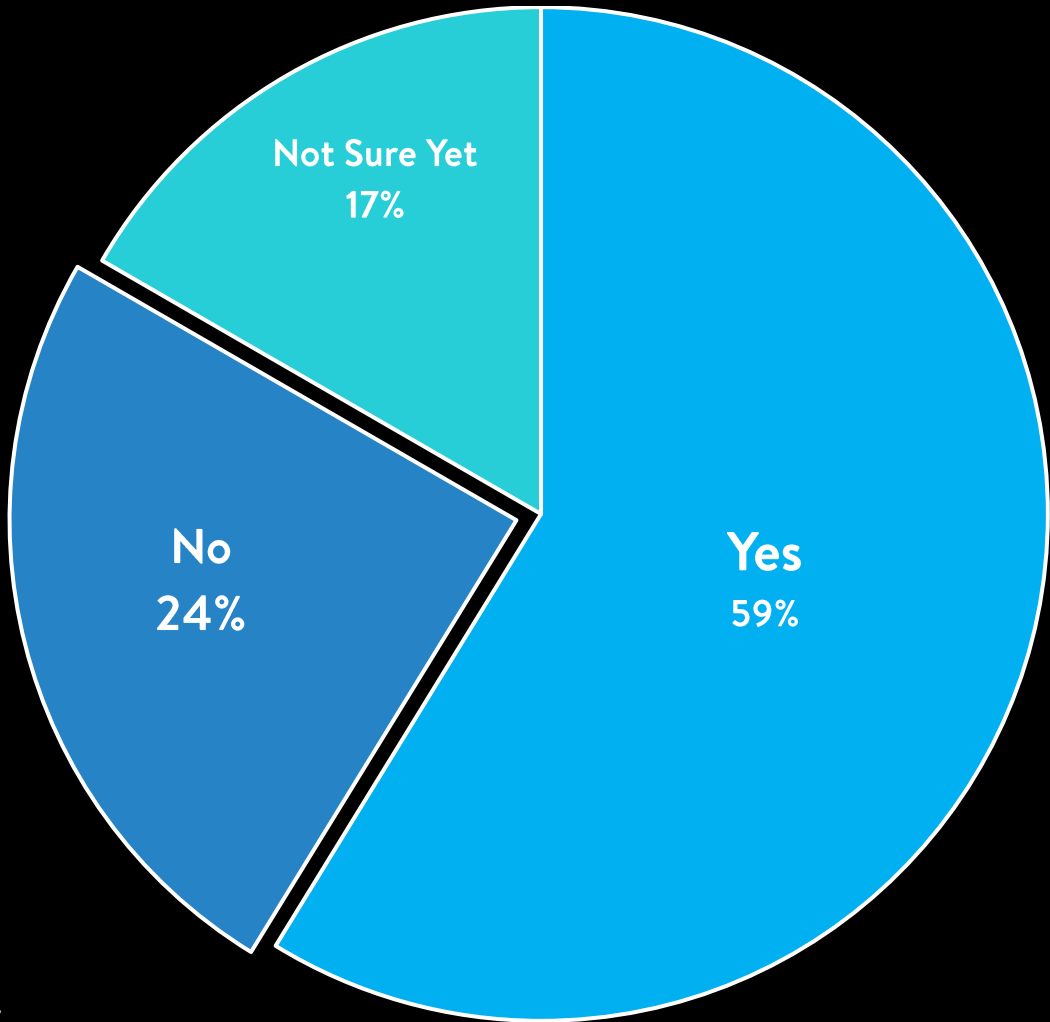
*Money back guarantees/reduced rent*







# Student Housing Research



Q, If you are not graduating and normally live in your university city, will you be booking accommodation for September 2021? Select one.

Most students still plan to book for next year. However, 41% either remain unconvinced or are planning to remain at home for next year. This may change over summer but it's worth noting that there may be less students seeking accommodation than in normal years.



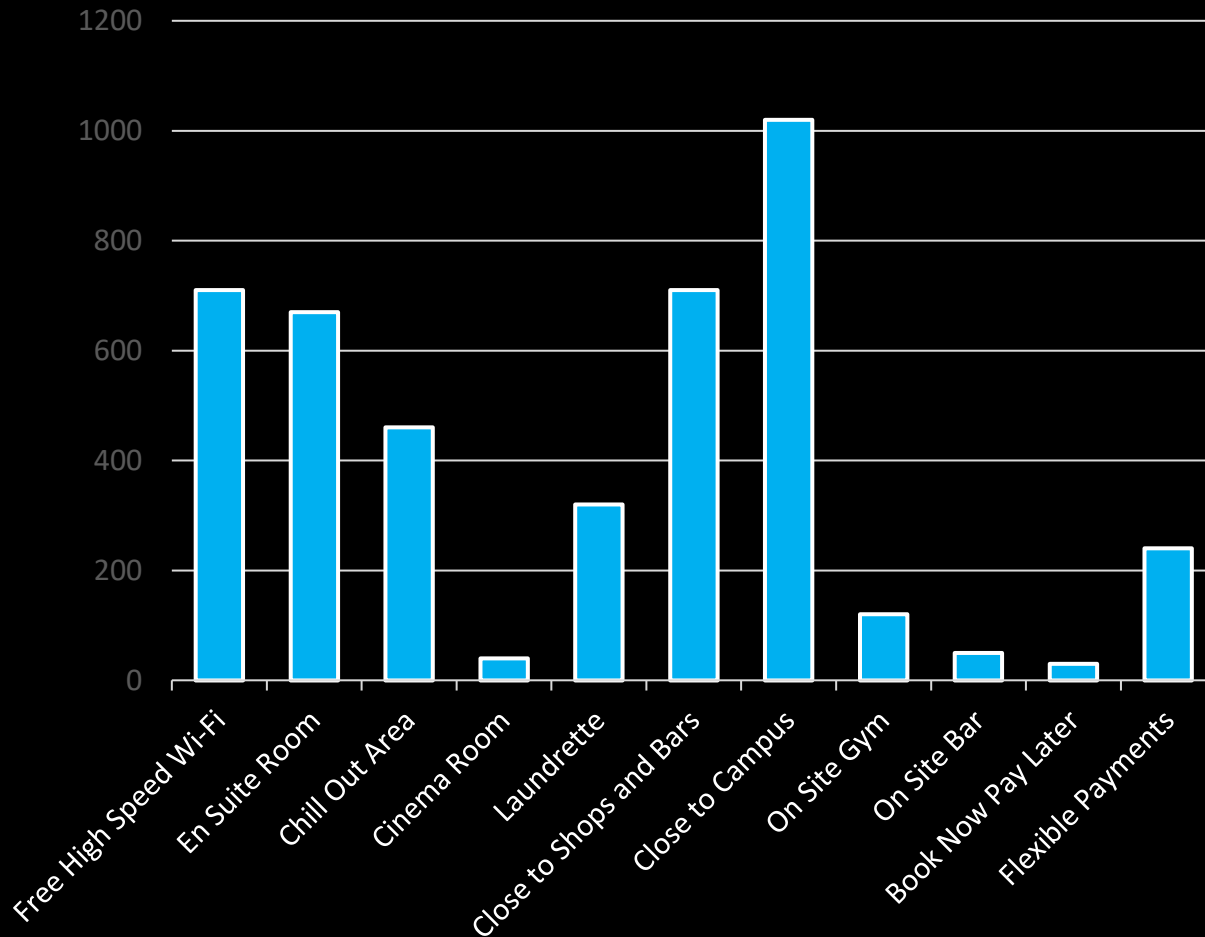


# Student Housing Research

Q, What top 3 features do you look for in accommodation? Select 3.

Proximity to campus and shops and bars seem to be the key driving factors when booking.

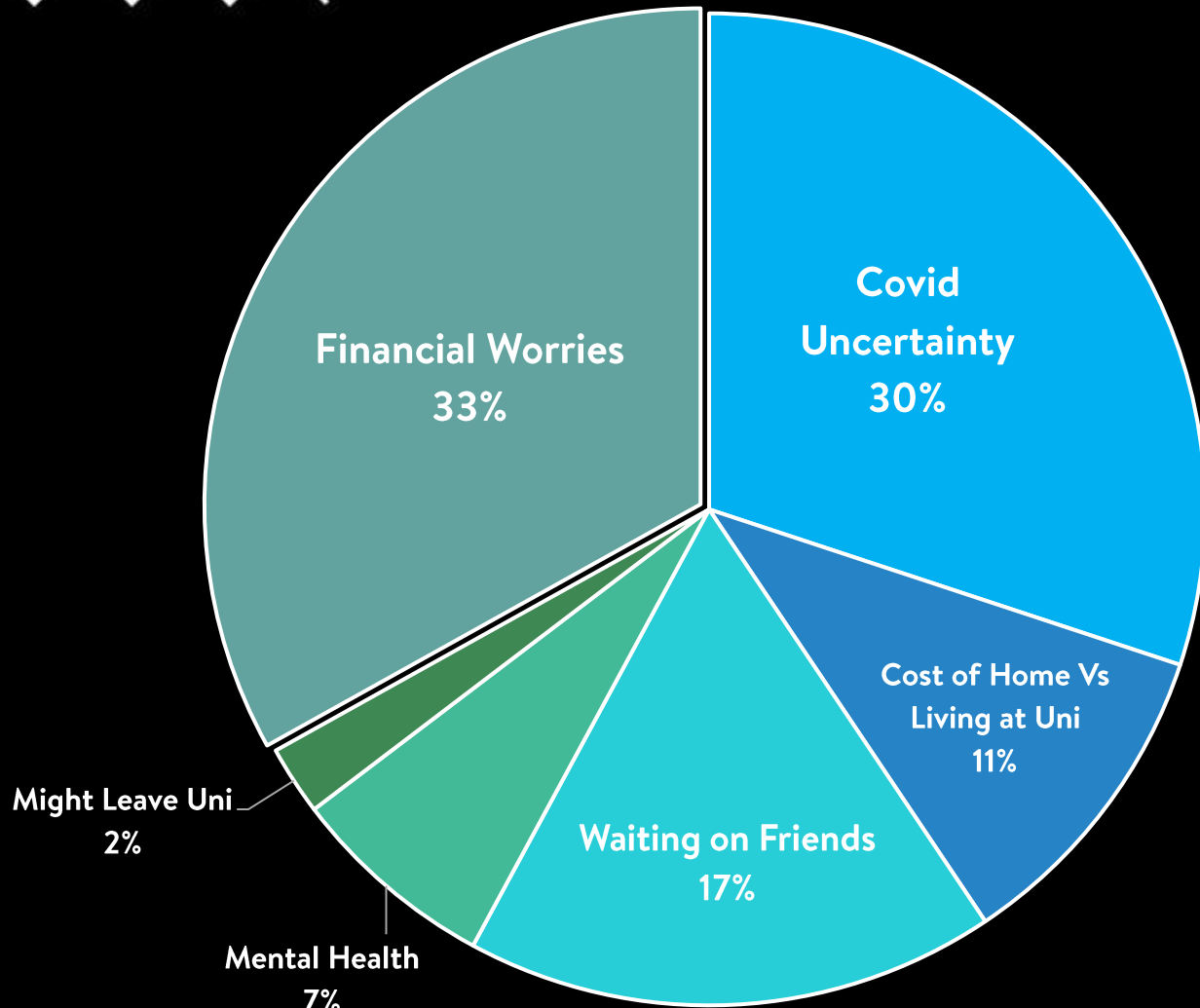
Some perks which are thought to be key, like on site bars and cinemas have scored quite low and are not currently a key factor for students.





# Student Housing Research

Q, What is the biggest barrier to booking accommodation for September 2021? Select one.

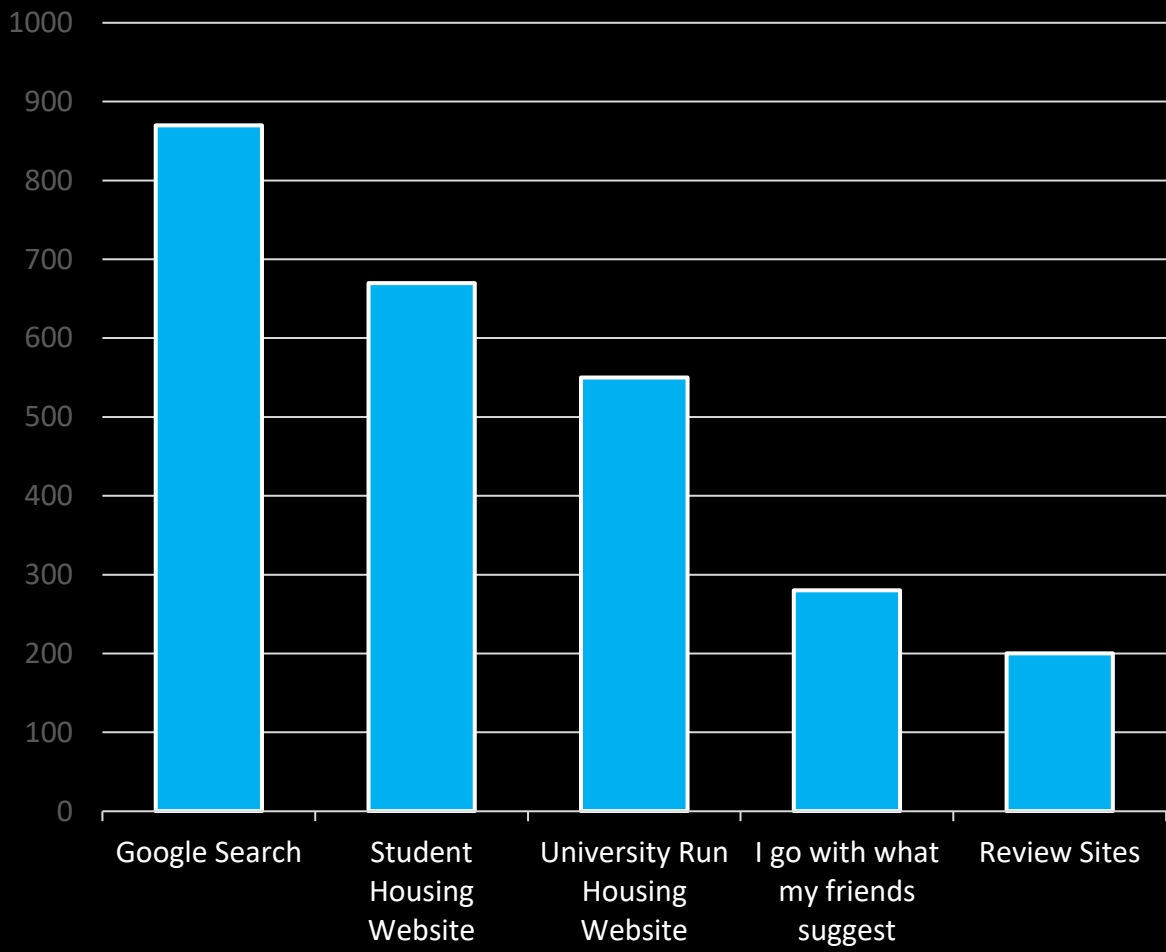


Covid and financial uncertainty are clearly the biggest barriers to booking accommodation for 2021. Brands might benefit from leading with Covid guarantees in their messaging.





# Student Housing Research



Q, Where do you go to find out what your accommodation choices are?  
Select all relevant.

Search dominates the student research phase. This demonstrates that most students are proactive in seeking out the best option for themselves. Along with a strong SEO strategy, providers would benefit from a strong branding campaign to preempt word specific searches or convert on search results by already having branding touch points with the student.

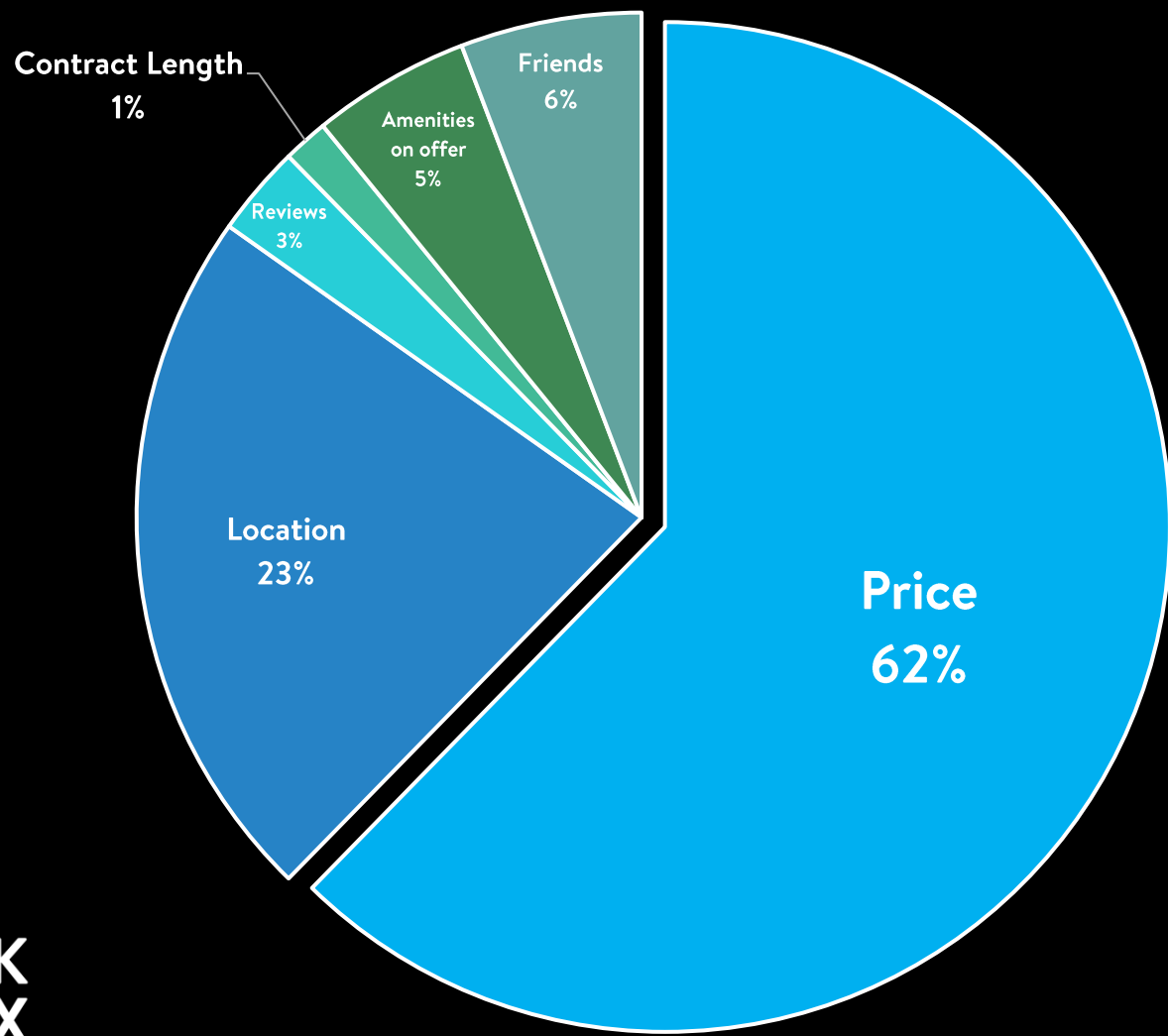




# Student Housing Research

Q, What's the one thing that influences your decision? Select one.

Above all else, price is the key factor in the decision-making process. If you have great value rooms this should be at the forefront of your messaging along with guarantees and proximity to campus messaging.



If primed first by OOH,  
**engagement** on social is boosted  
by **52%** while spontaneous brand  
recall on social is increased by  
**125%**

(Lumen)

**Students** have an  
average **monthly**  
**spending**  
power of **£807**

(Save the Student 2019 Survey)

UK university **Students**  
have a combined  
**spending power** of **£23**  
**Billion** annually

(Youthsight)

Striving to **effect change**,  
85 % of Gen Z seeks companies that  
prioritise solving world problems.  
The same percentage of Gen Z'ers  
are more likely to **make a**  
**purchase** from a company after  
they've learned the brand is  
**socially responsible.**

(payment Source)



# ROCK BOX THANK YOU

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