

76.9% of students are in fact satisfied with their accommodation, with 8.3% of them stating they were completely satisfied.



“ Our research findings are more in line with recent discoveries from the NLA rather than those of the NUS, indicating that the NUS may be out of touch with student needs. This isn’t about costly renovations or complete makeovers, our research has proven how practical students are when it comes to selecting their accommodation and how simple measures by landlords and lettings agents can attract the right tenants. ”

James Villarreal - Glide CEO

Areas for improvement

Get the price right

Most important factors

- 65% of students value price
- 82% ranking it 1st or 2nd
- upkeep at the property is only 18%
- décor and furnishings, less than 10%

It’s important that landlords and letting agents price their properties competitively.

37.1% of students rated their weekly rent as bad value for money:

- London - £140 - £180 per week
- Midlands - £100 - £120 per week
- South of England - £90 - £120 per week
- North of England - £70 - £80 per week
- Wales - £70 - £80 per week
- Northern Ireland - £70 - £80 per week
- Scotland - £90 - £100 per week



Extras

Most important benefits

- 85% fast broadband access (up from 51%)
- 75% listed good storage
- 58% look for rooms with double bed
- 25% look for en-suite facilities



Making life simple

- Over **one in ten** students have been left to pay someone else’s bill
- Almost **a third** rely on overdrafts or credit cards
- **71.9%** of students rated inclusive bills as either an essential or important factor when choosing a property
- **41.2%** claim a lack of response when it comes to maintenance issues
- **33.2%** state a poor level of upkeep on the property
- **31.9%** said a lack of communication caused problems
- **19.2%** had experienced intrusive visits or inspections
- **5.6%** of students have said they’ve received incentives from landlords for choosing a property
- **3.2%** have been taken out for a drink by their landlord
- **0.2%** have received help with coursework from their landlord

Less can be more

58% of students deemed large communal areas an important factor when choosing a property

Tenancies of **four** are proving the most popular way to live for UK students today

Market your property on student friendly platforms

Over **80%** of students use Facebook

and **73%** engage with YouTube



Get the timing right

January is the most popular month for students to start their accommodation search

Students continue to search well into June and July, with another big rush coming in August