

WHAT DO GEN Z WANT FROM THEIR ACCOMMODATION?

January 2024

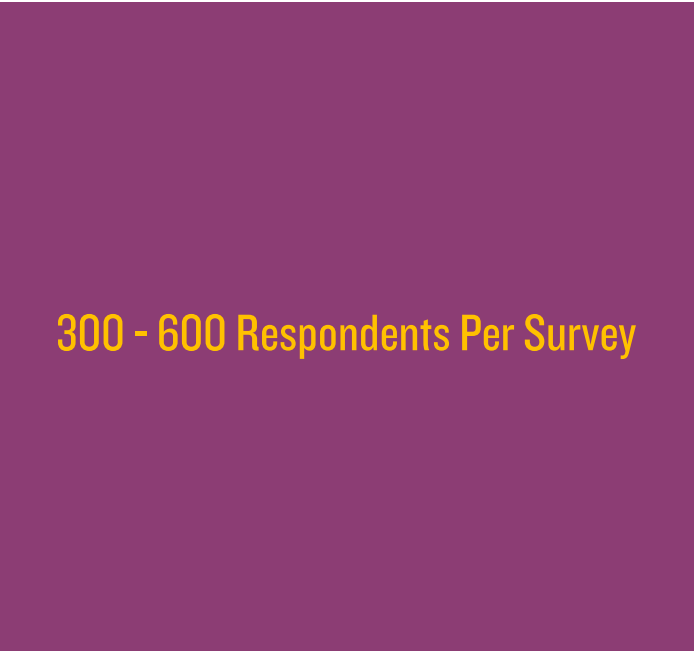
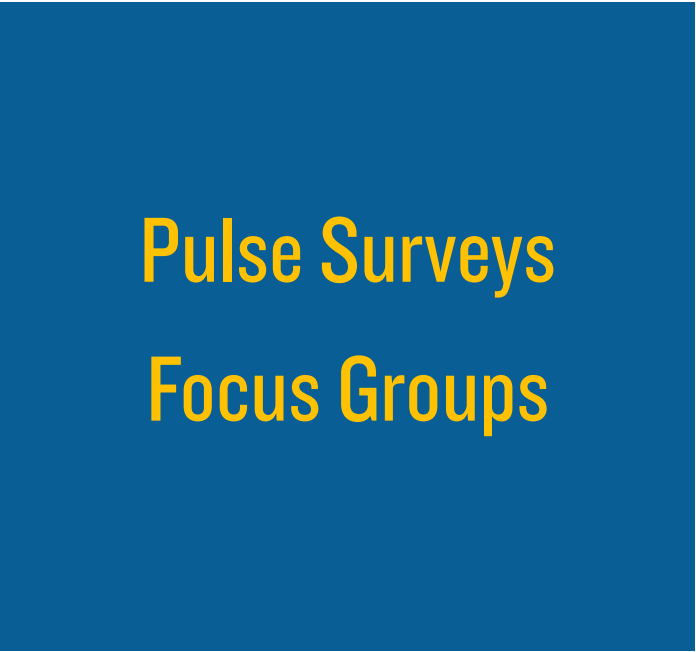
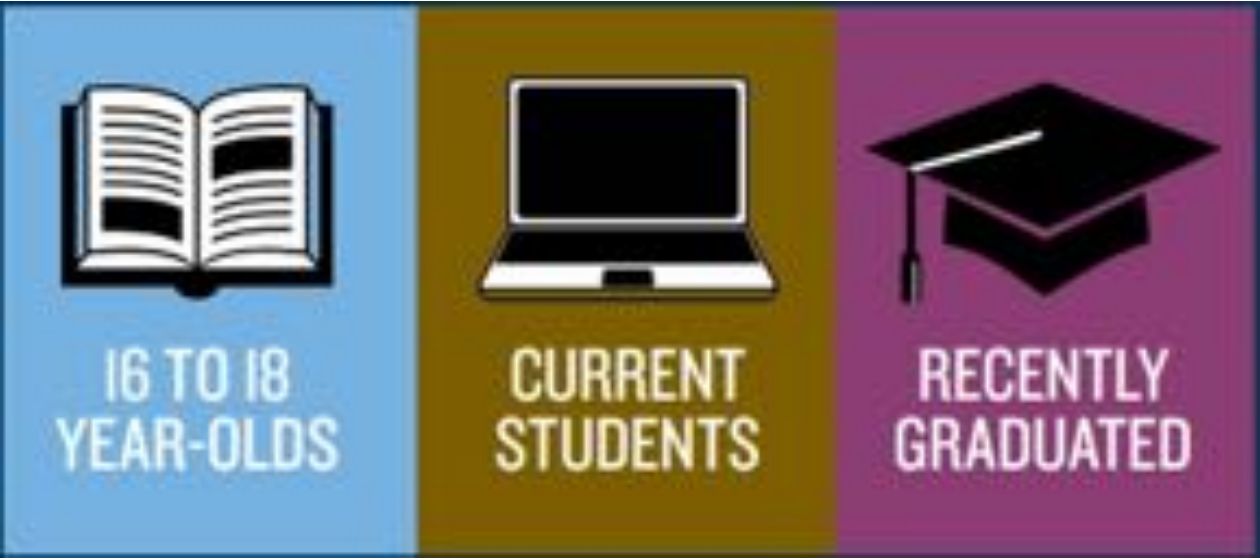
RECHARGE - BELFAST



**WHO WE ARE
& WHY WE DO
WHAT WE DO?**

METHODOLOGY - GEN Z IN THE UK

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



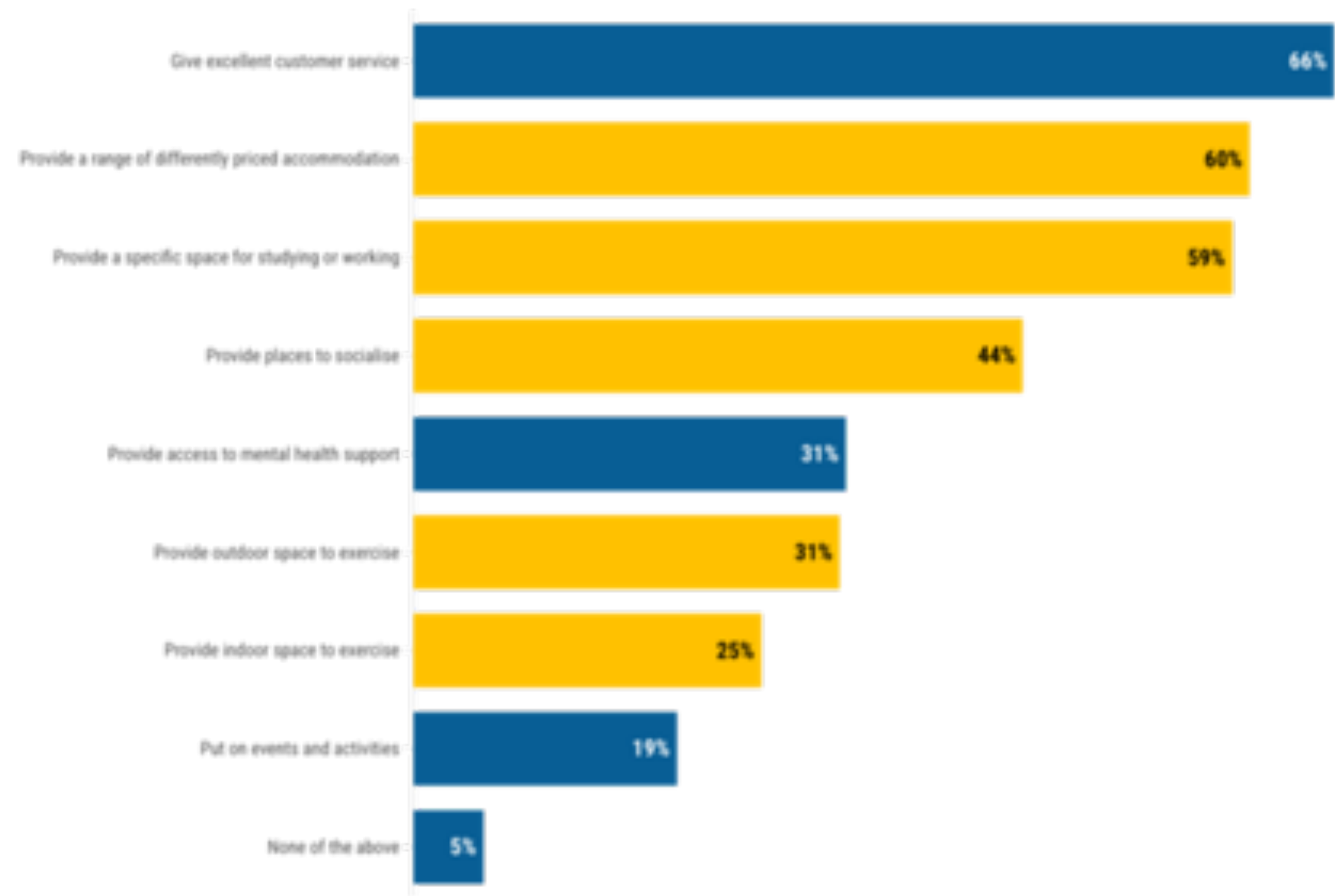
**WHAT THE
DATA TOLD US.**



WELLBEING



STUDENTS' EXPECTATIONS OF ACCOMMODATION

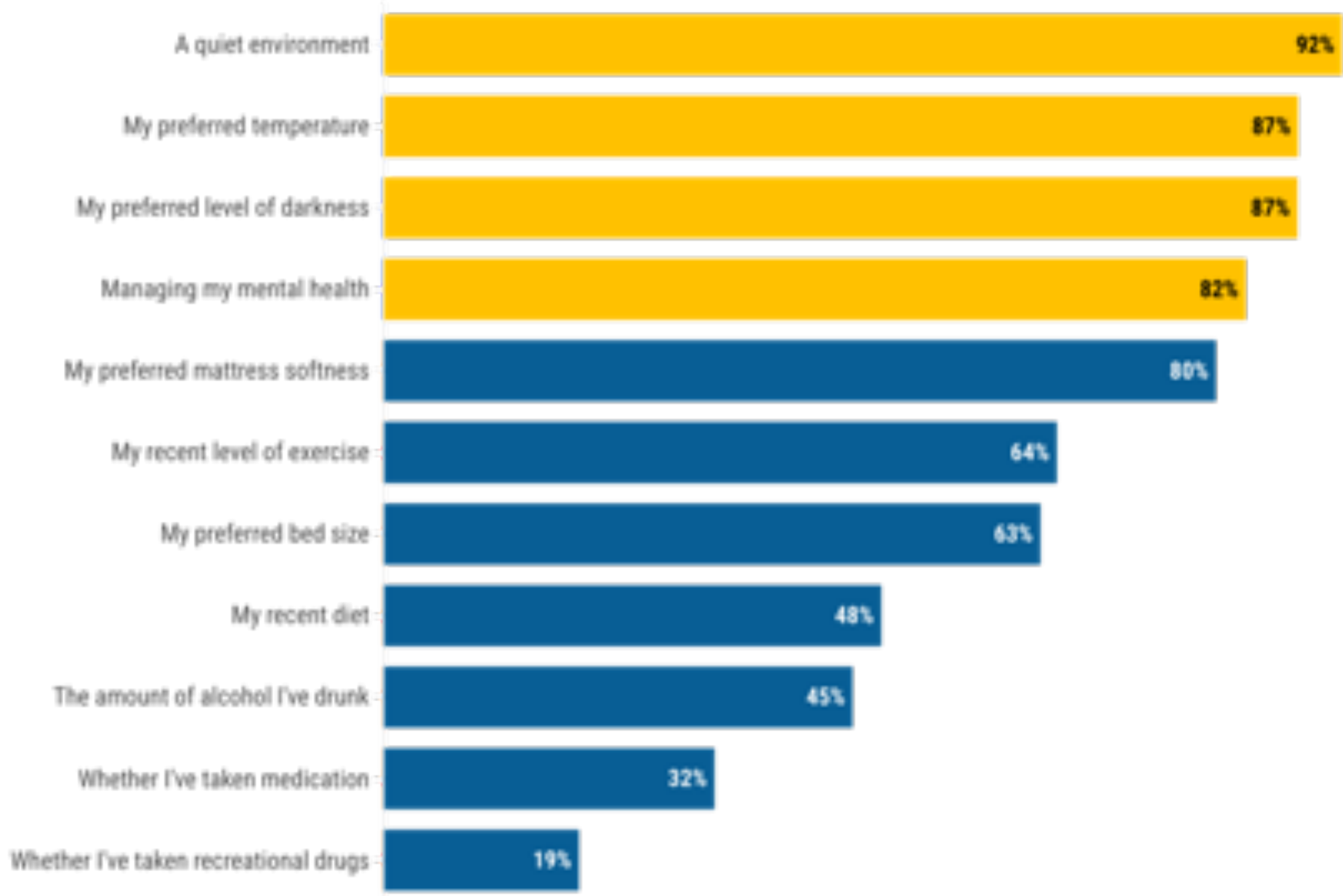


VARIETY

FUNCTIONAL SPACE

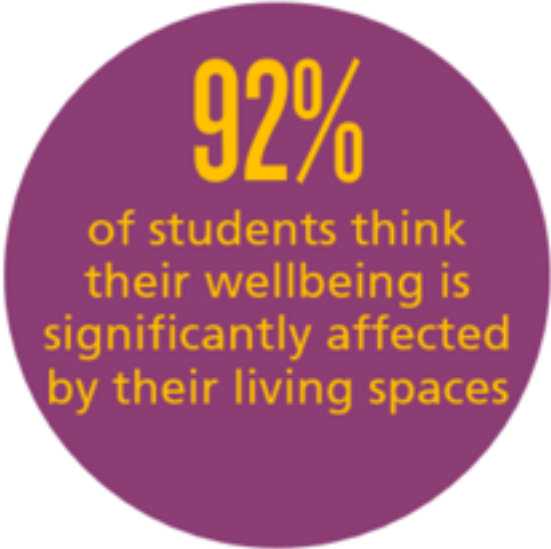
EXERCISE

WHAT STUDENTS NEED TO MANAGE THEIR SLEEP

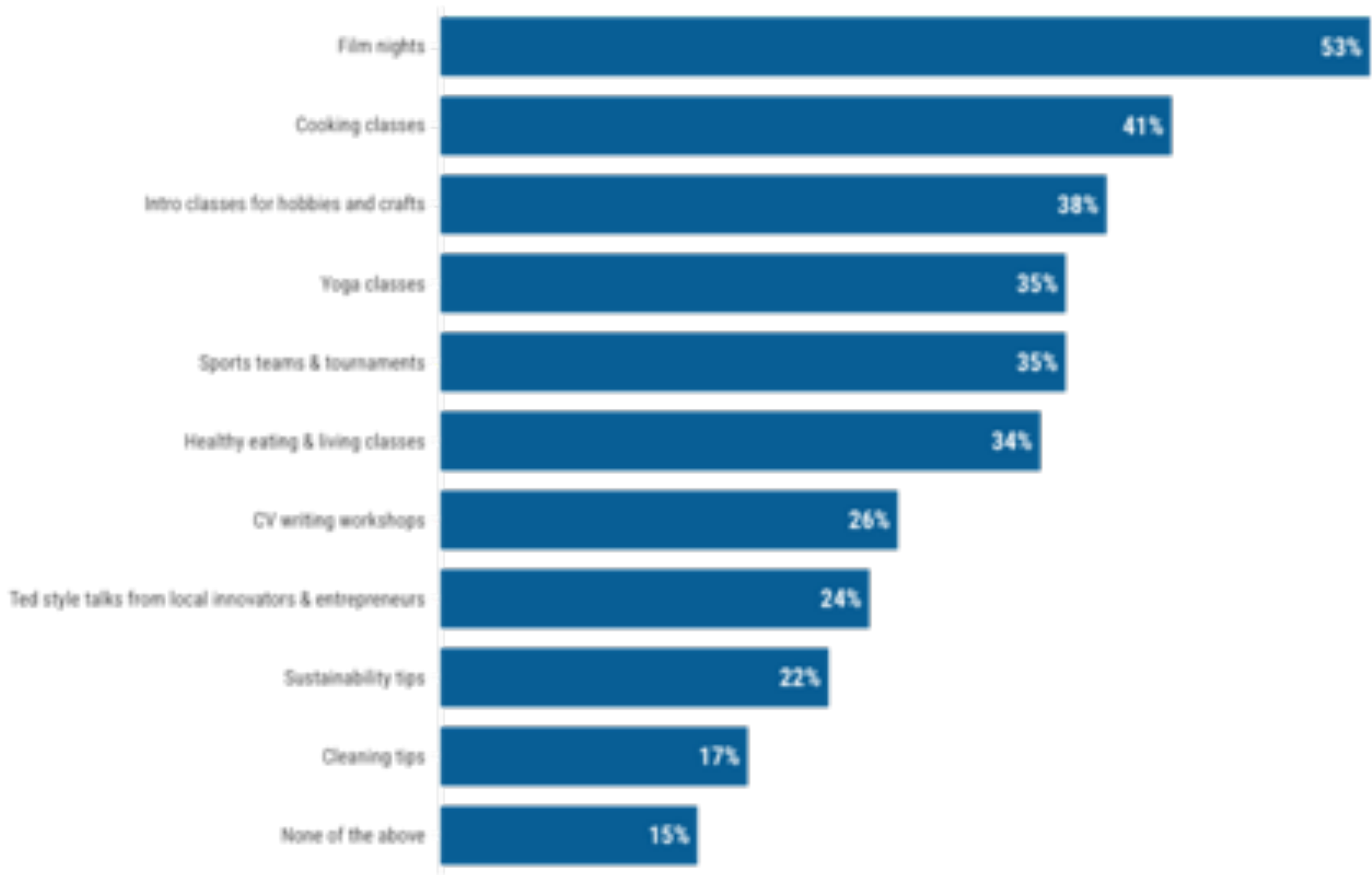


CALM NIGHTS

MENTAL WELLBEING



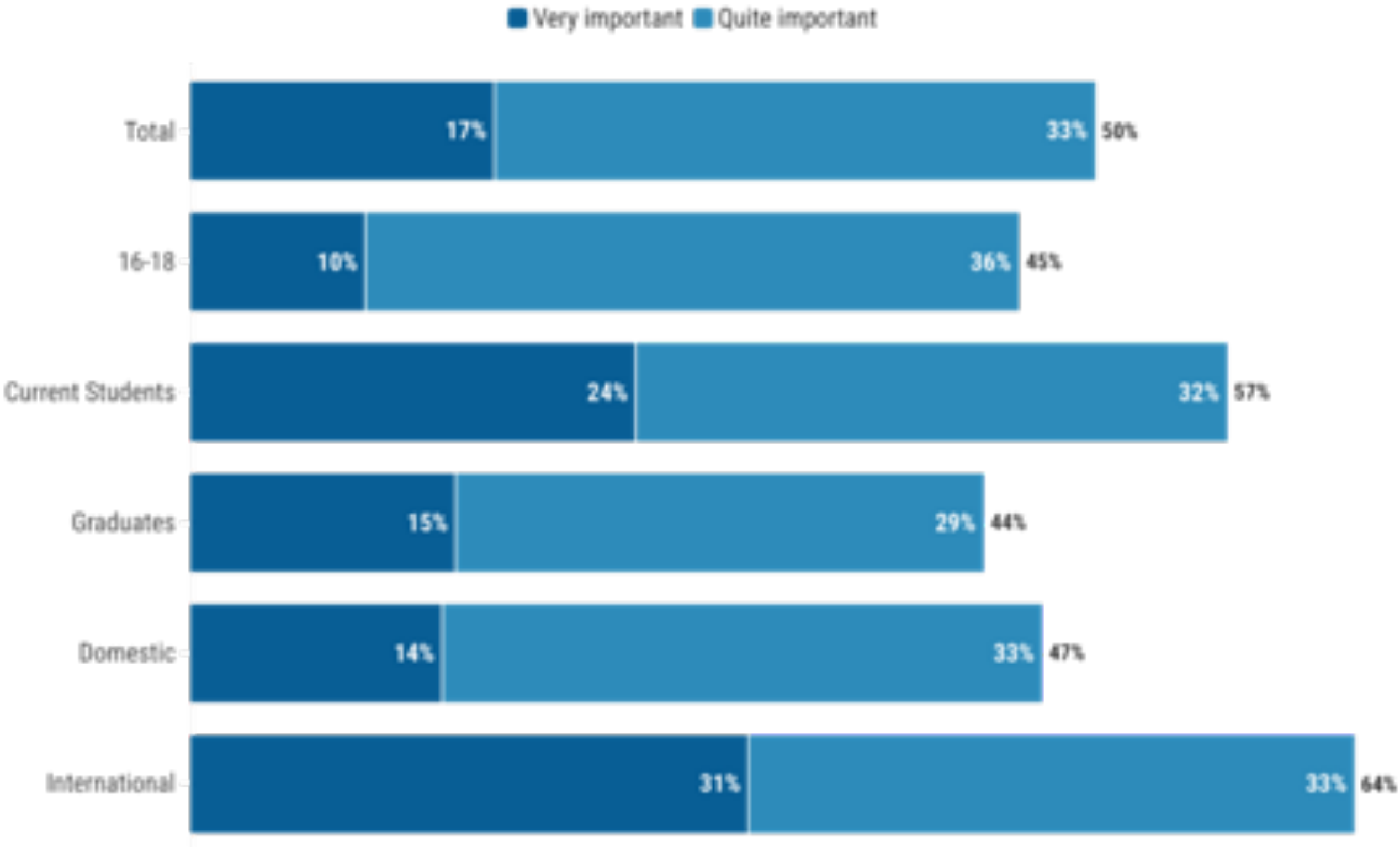
STUDENT INTEREST IN ACCOMMODATION EVENTS



FLEXIBLE USE

85% of students are interested in a variety of events - so spaces must be flexible

HOW IMPORTANT ARE FITNESS FACILITIES IN ACCOMMODATION BUILDINGS



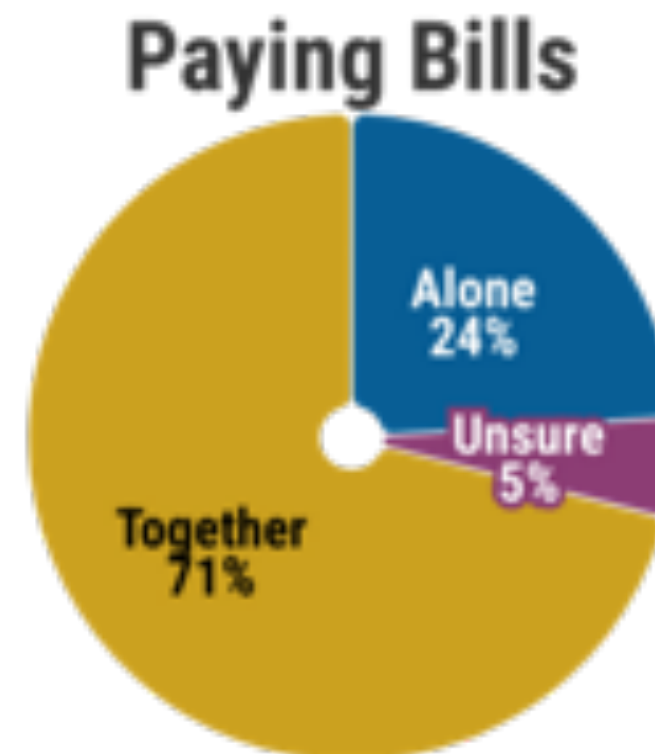
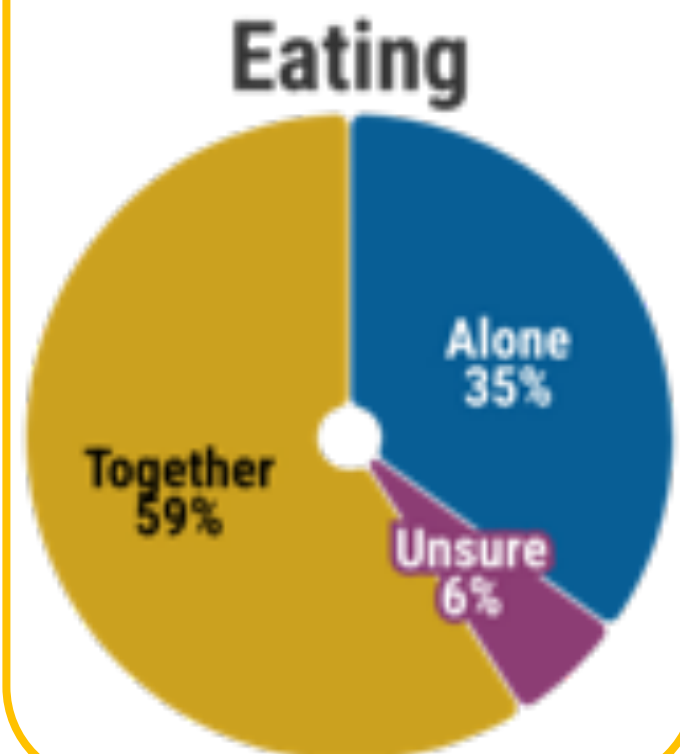
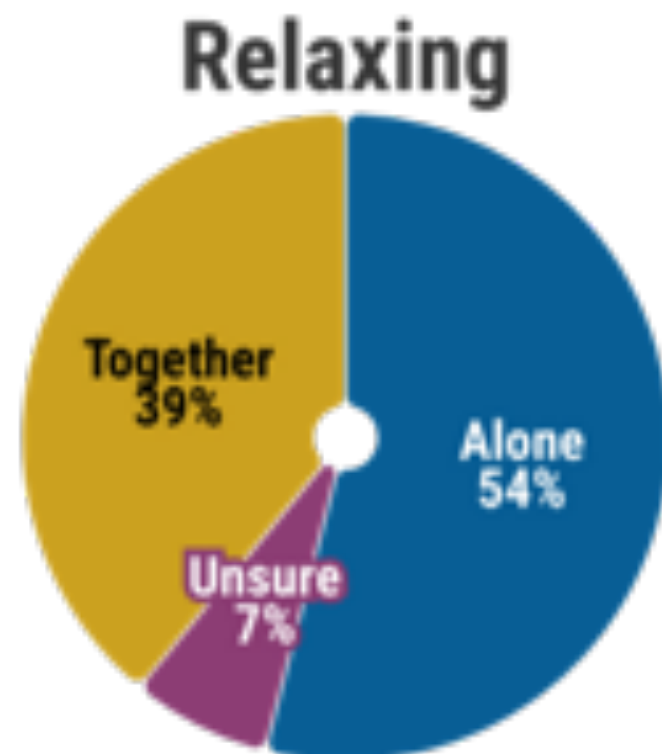
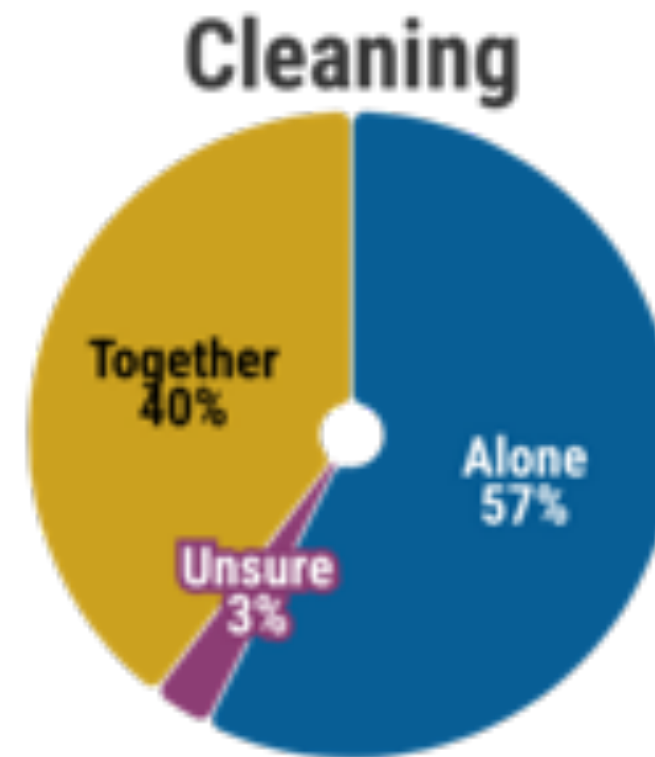
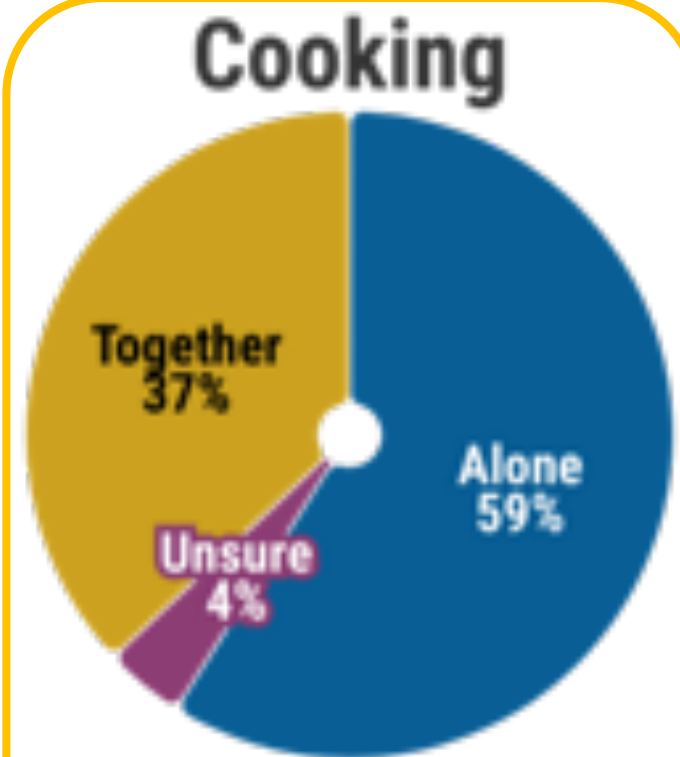
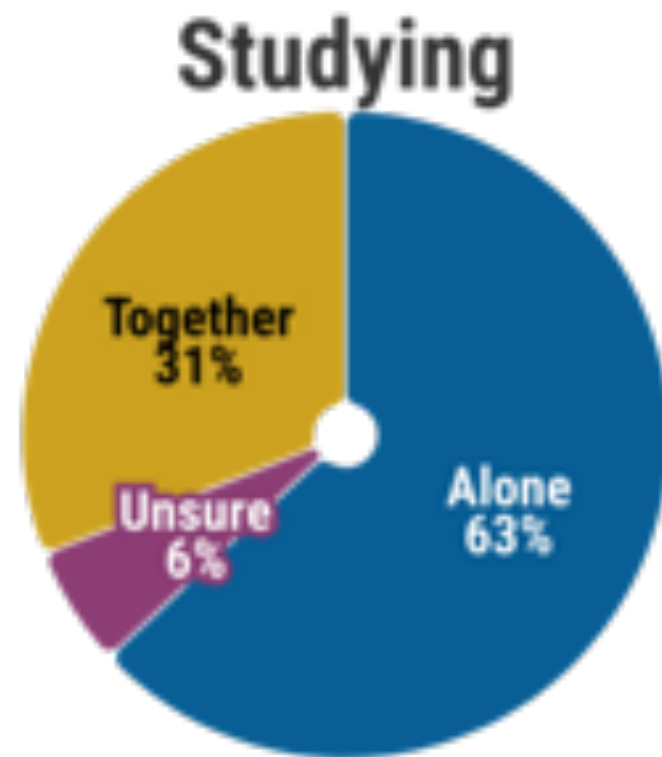
FITNESS OPTIONAL?



COMMUNITY



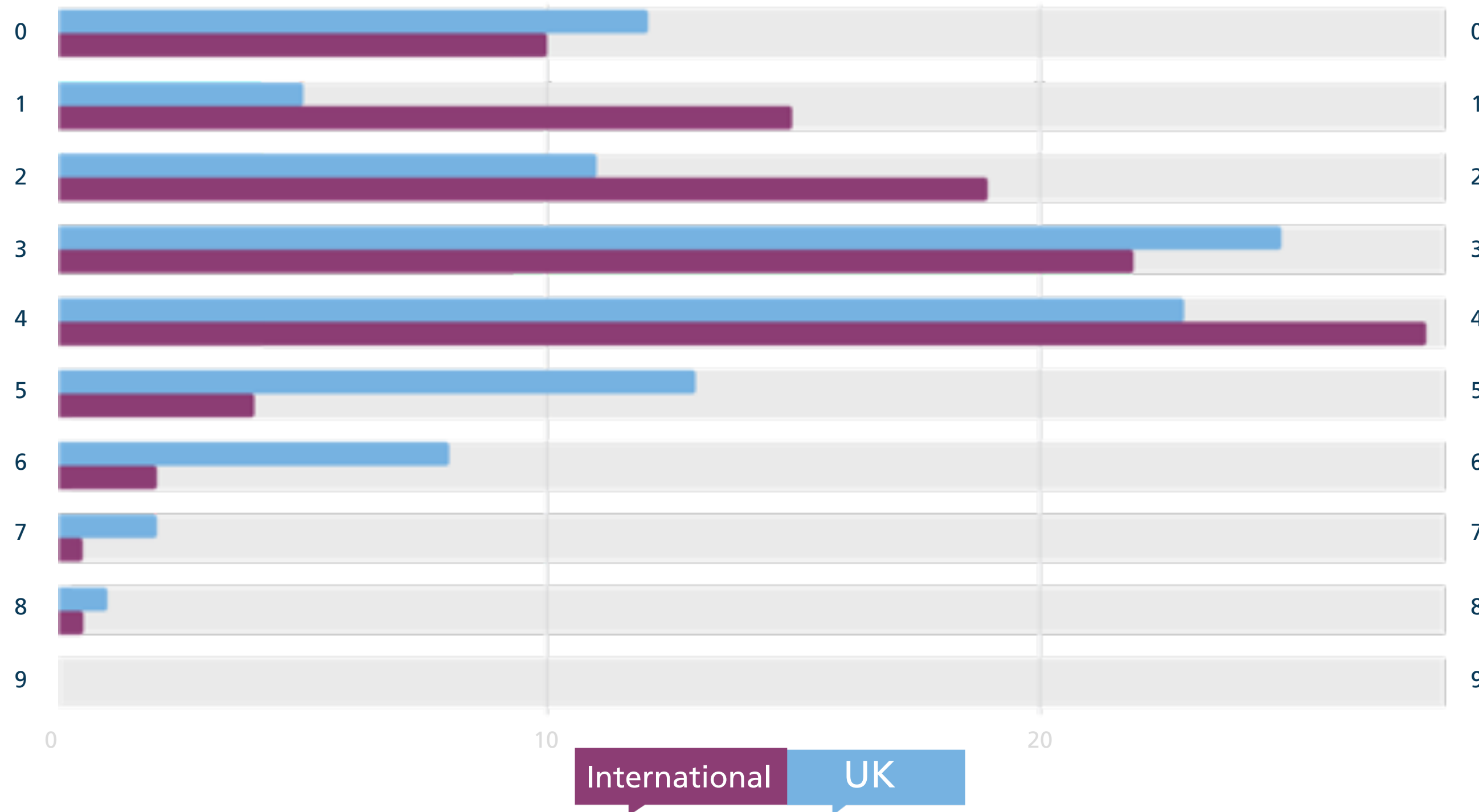
WHAT STUDENTS PREFER TO DO ALONE & TOGETHER



MEALS TOGETHER

Cooking and eating are divisive, but the majority prefer to cook alone, and eat together

HOW MANY FLATMATES WOULD YOU LIKE TO LIVE WITH?



ONLY 10%

Indicate they want to live on their own.

69%

Would like to live with 2 to 4 people vs 4% wanting to live with 6 - 8 people.

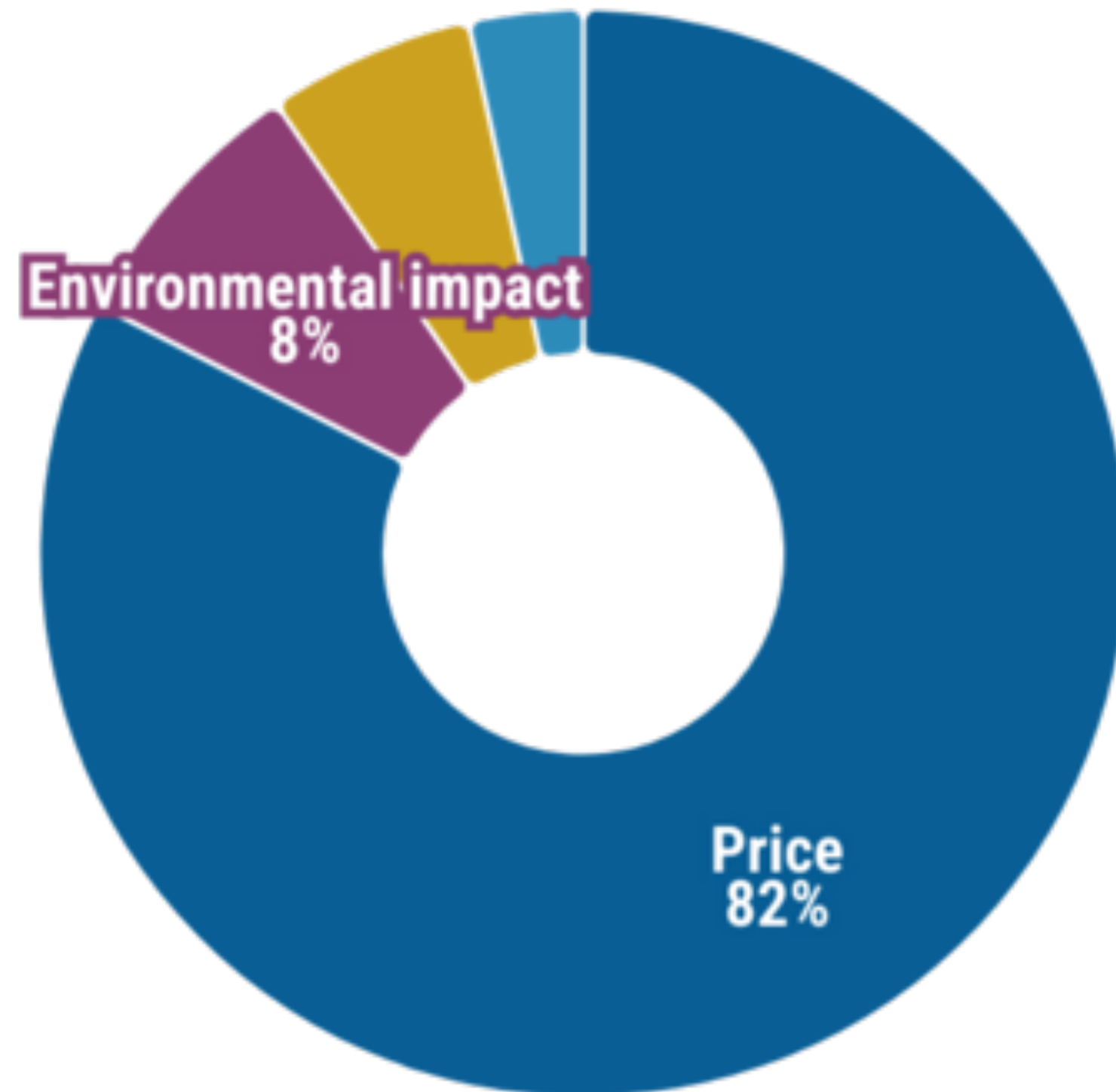


ENVIRONMENT



WHAT IS MOST IMPORTANT WHEN PAYING BILLS

- Price
- Environmental impact
- Ease of payment
- Not sure



COST OVER ENVIRONMENT

Price is the most important factor when paying bills for the vast majority of students

WHO PRIORITISES LIVING WITH ENVIRONMENTALLY FRIENDLY PEOPLE



BAD EXPERIENCES?

Maturer students prioritise living with sustainability-minded people more

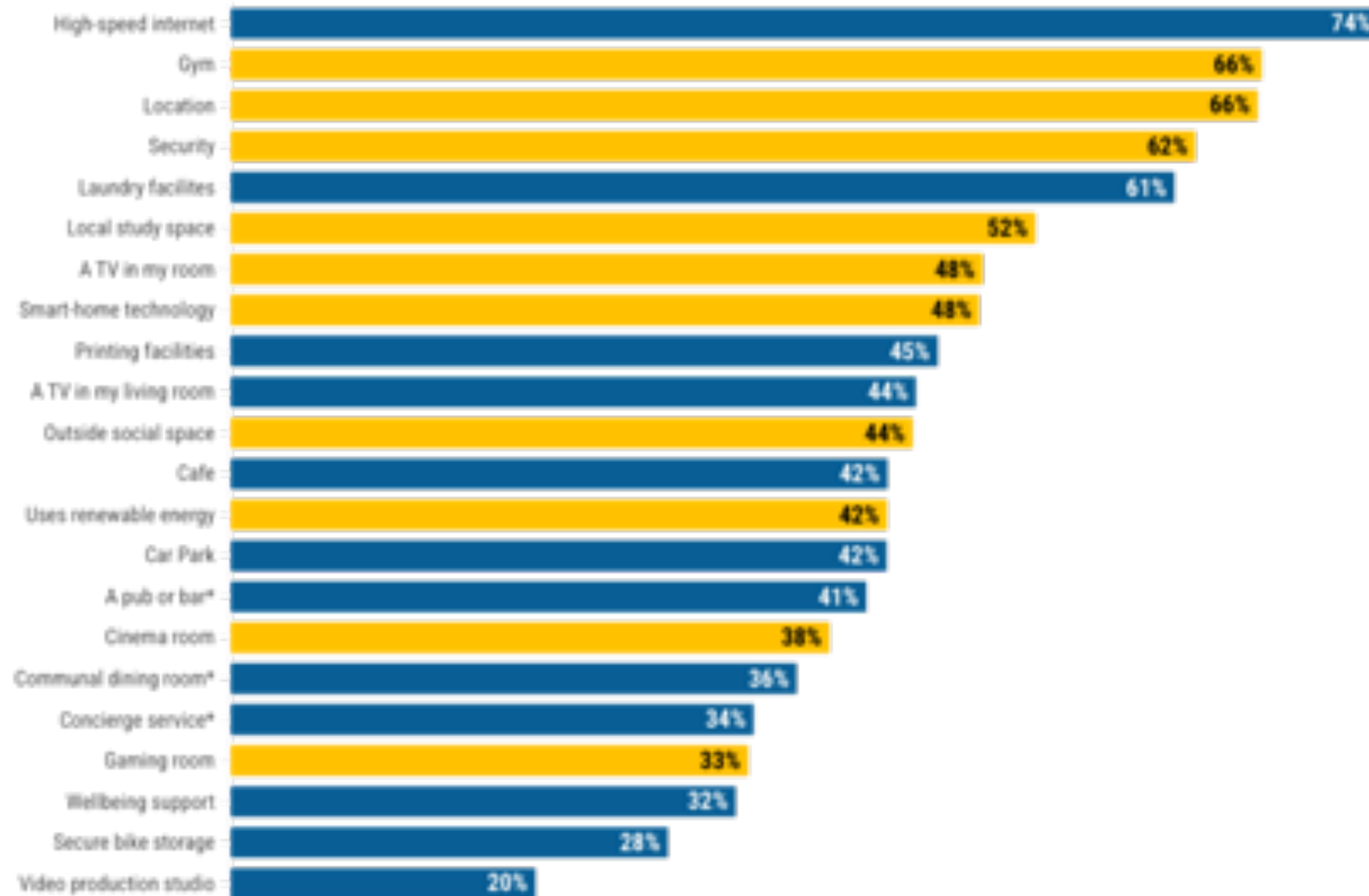
“

I don't like it when I see waste (from flatmates). Whether it's the environment or the cost. I think it's just how I've been brought up. It's just a waste of resources, money, everything.”

Claire

AFFORDABILITY

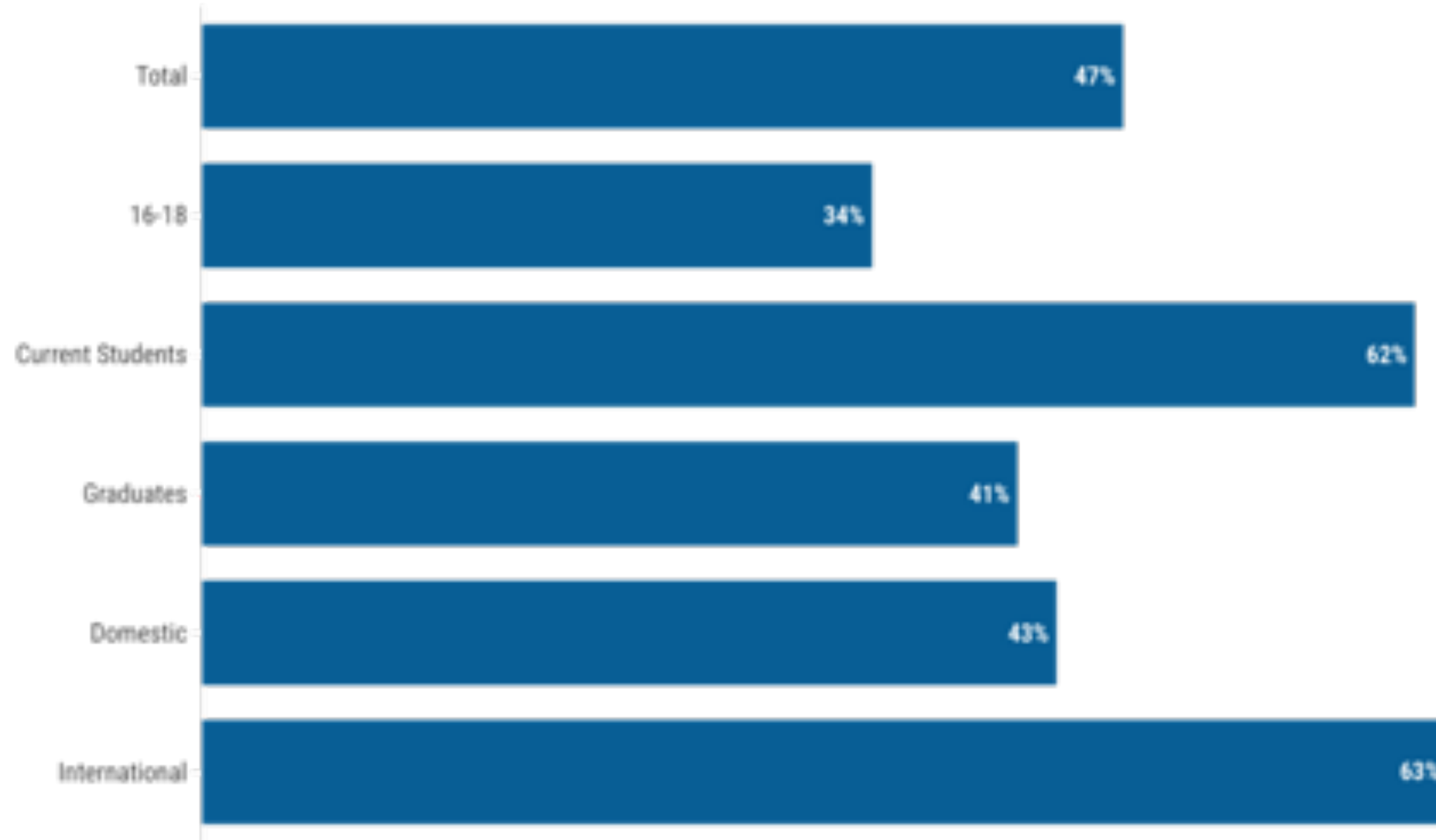
WHAT ACCOMMODATION FEATURES ARE STUDENTS WILLING TO PAY FOR



FRUGAL FEATURES

For all these features, the majority of domestic students say they would not pay more than £5 extra per week

FOR HOW MANY IS AN ENSUITE ESSENTIAL



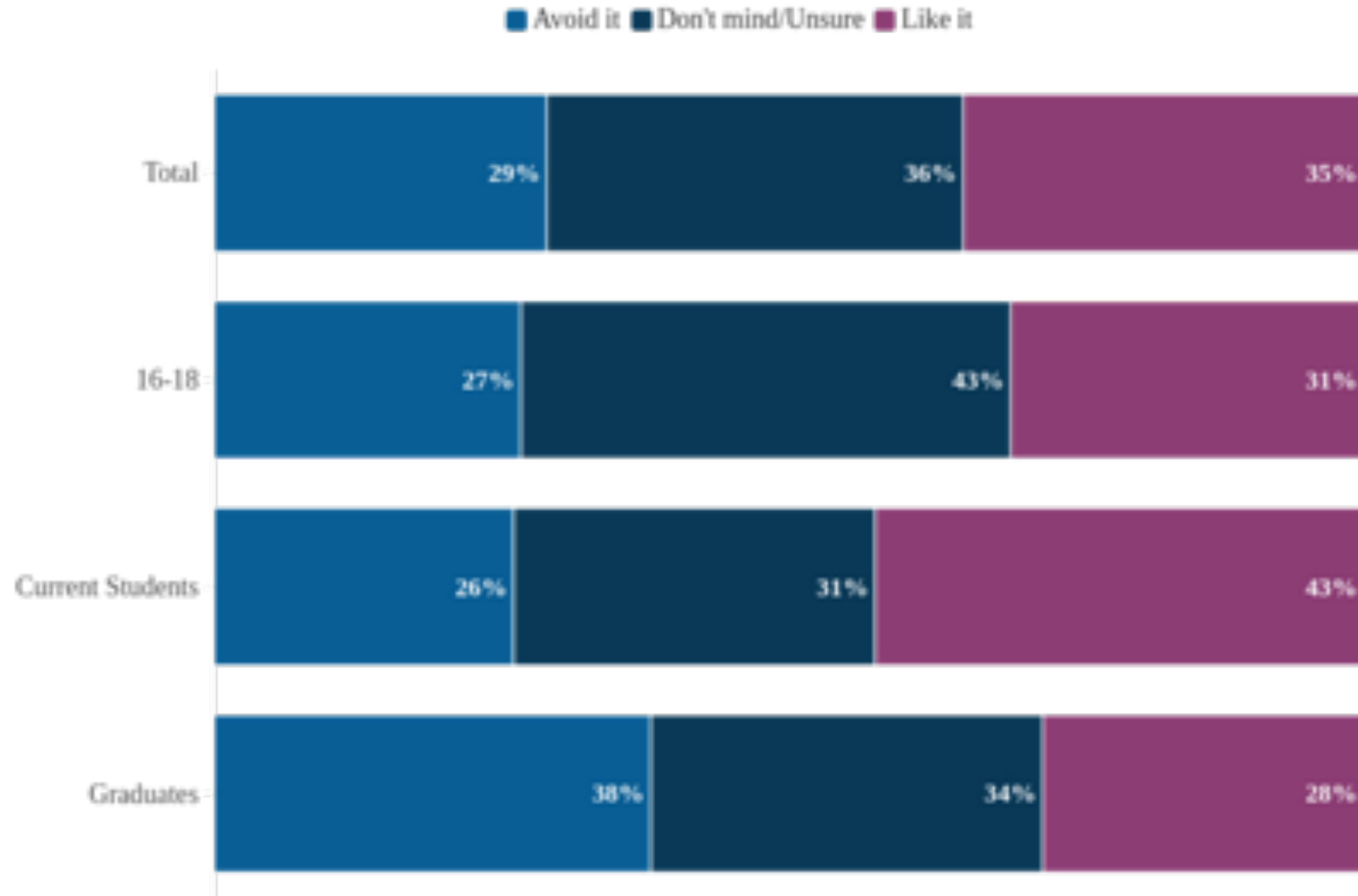
TEMPORARY NECESSITY

Current students view ensuites as far more essential than past or future students

TECHNOLOGY



THOUGHTS ON SMART TECHNOLOGY



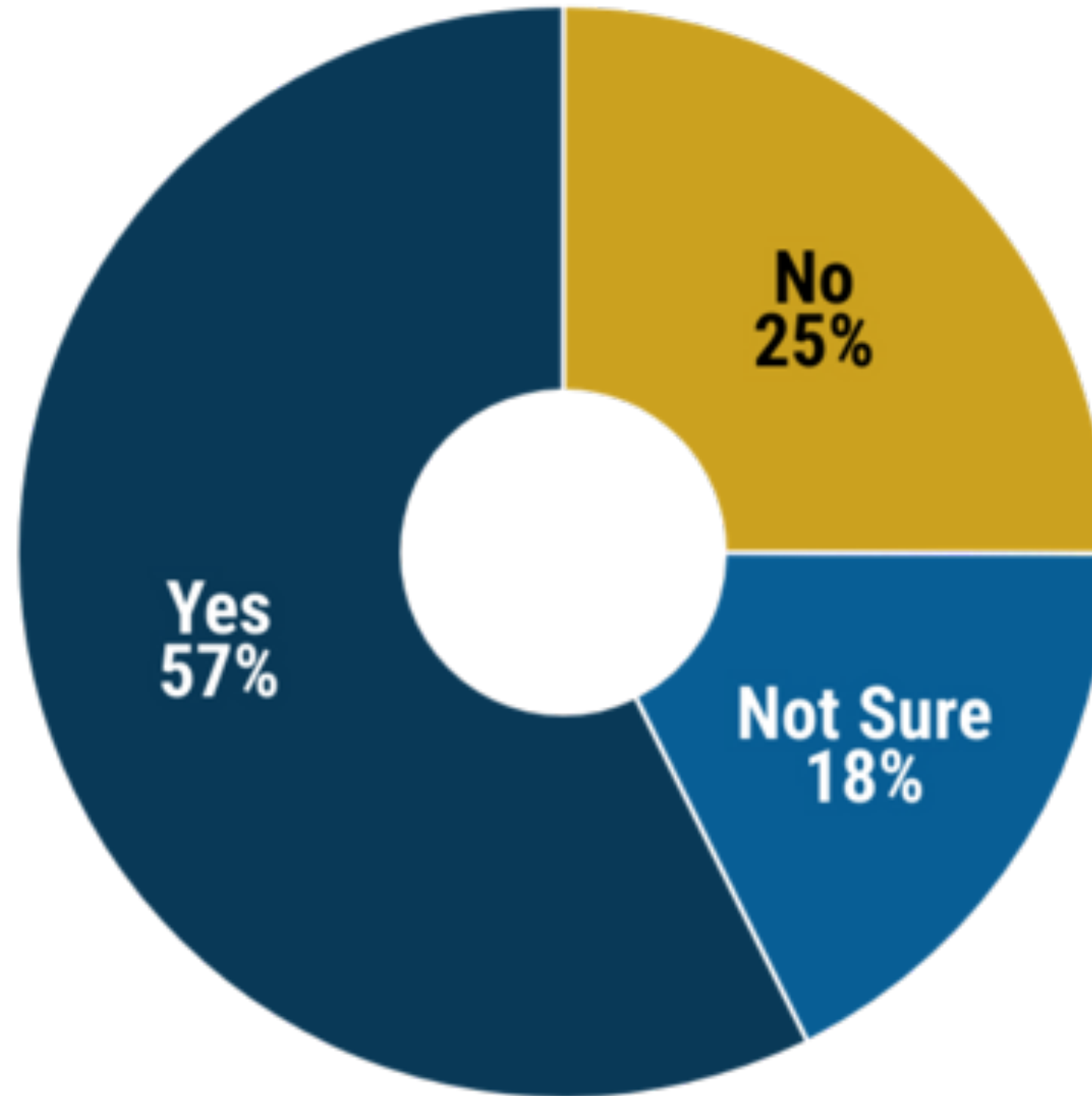
SKEPTICAL STUDENTS

1/4 of current students avoid smart home technology and may be unhappy if it were forced on them

A MATTER OF AGE?

Graduates are far less trusting of smart tech than current students

TRACKING ENERGY USE ROOM-BY-ROOM



ENERGY MONITORS

The majority of students want to be able to pinpoint energy usage by room



THE PRODUCT



WHAT LAYOUT DO YOU PREFER?



42%

Of UK Gen Z participants preferred this layout of room.

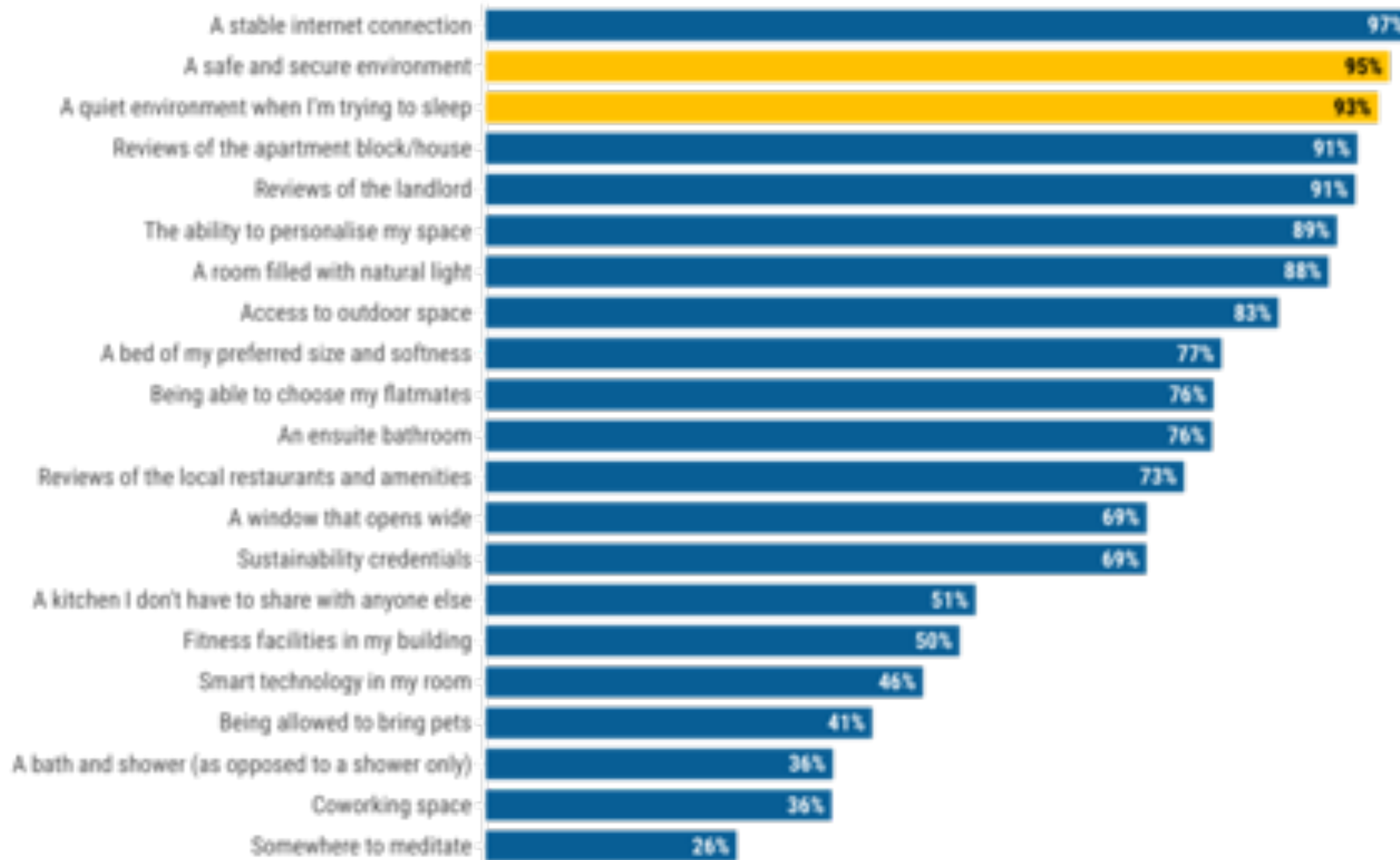
(UK Gen Z research)

48%

Of International Gen Z participants preferred this layout of room.

(International Gen Z research)

THE MOST DESIRED FEATURES OF THE NEXT HOME



CALM & PRIVATE

Almost all students want their home/room to feel safe and calm, making sound-proofing a key feature

DOMESTIC SHARING

Domestic students are 10% less likely to find ensuites important

**DO YOU KNOW
WHAT YOUR
CUSTOMER
IS THINKING?
WE DO.**

**YOUTH
FORUM**

Our pulse survey service keeps you up to date with what Gen Z consumers want from accommodation.



**BESPOKE
RESEARCH**

Have a chat to find out how we can help you with customer insight.

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LET'S CONNECT



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