Student Living Index

July 2020



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Summary

Summary





On average, the Student Living Index has decreased by 1% in the UK between 2019 and 2020, meaning that the average cost of living has remained consistent from the previous Year

 London continues to have the highest index for any city in the UK, increasing 0.10 points since last year

- The lowest best index this year goes to Manchester, which has improved from 2019 where they ranked 5th best in the UK
- Plymouth and Poole have seen an increase in the cost of living, becoming more costly cities to live in of late
- Students in Northern cities continue to have the best ratio for SLI – while Cambridge has seen the most drastic improvement in SLI since 2019

Summary

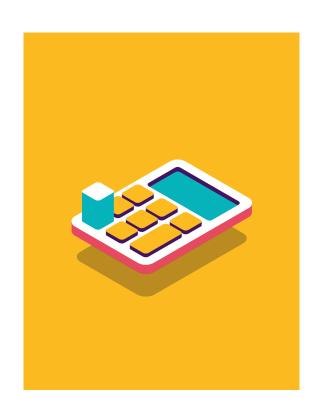


- Scottish student cities have a high index of living compared to the rest of the country
- Although this has improved slightly since 2019, this could be attributed to a lower average monthly income compared to other UK cities
- Term time income has dropped overall (by £50)
- Most prominently for Bristol (by over £300) and Cardiff (by almost £400)
- Manchester has remained stable at almost +£300 above average – which could explain its placing within the index

- On average, the monthly UK average rent has decreased to lowest levels since 2018 (by 6%)
- Only London and the South West have seen an increase in the last year

Summary: Sources of income





Student loans make up almost 50% of their monthly income –
although for over 1 in 4 it doesn't contribute at all

Only a fifth of students rely on own income to pay for their rent

- All Scottish students are either less reliant on student loans to finance their living or they have smaller loans – which might be linked to the fact that Scottish Uni tuition is free for Scottish Students
- Scottish students also tend to be more reliant on self financing and are less likely to run out of money at the end of the semester – only 24% on average running out in Scottish unis vs 33% on UK average

Summary: Sources of income



- Students in more prestigious schools – namely Oxford,
 Edinburgh and Cambridge – rely the most on parents / family income (over 40% more likely than the average)
- For **Durham**, bursary or scholarship contributions have increased by over 50% since 2019
- Students in more prestigious unis also spend more time on academic study but unsurprisingly, are more likely to feel stressed as a result

- They are more likely to spend additional time studying on campus vs. at home compared to the average (+14 hours more per month on campus)
- Cambridge and Oxford in particular have been topping the country's time spend per student on academic studies for over 4 years
- Students in London rely less on student loans than average, and more on parents / personal saving than average. This also can be a result of having more students that live at home in London
- Cambridge is the most reliant on student loans but also more likely than average to feel supported in managing money from uni (more than 2x the average)

Summary: Activities





On average, time spent on academic studies has increased since 2019, with 11+ hours spent studying on campus vs at home

Interestingly, Oxford students spend almost +10h more time socialising and 35% more on alcohol than average per month – almost +10h more per month than in Cambridge

- Overall, almost 2 in 3 of all UK students do not spend any time on a part time job at all
- Since 2017, UK students have cut back time on studying and hobbies, but have maintained both time and spend spent on socialising – with only 10% of them spending no money on socialising

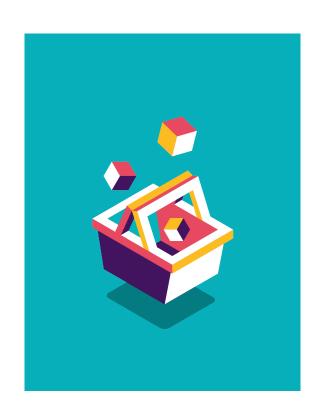
Summary: Activities



- Newcastle has seen the biggest increase in time spent socialising since 2019 (+10h) and are likelier to spend 24% more than average on going out, and £10 more per month, than average on alcohol alone
- Over half of all UK students do not spend any money on fitness, with the overall average spend remaining consistent from 2019 – surprisingly, offerings of health and wellbeing programs have decreased by 18% since 2019, with more prestigious unis being the most likely to avail of these perks (increasing to 74%)
- Students in Exeter, Southampton and Newcastle spend the most on fitness – three times more than in Brighton

Summary: Monthly expenditure





Supermarket spend remains the top monthly spend this year for students in the UK, over twice as much as any other source of spending and making up 23% of total monthly spend

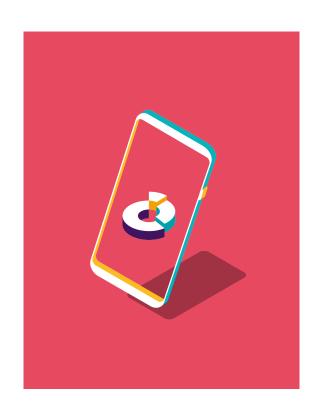
- Overall, spend has remained relatively consistent, and if anything, increased slightly since 2019 (especially on going out and alcohol)
- Household bills and travel are the only categories to see an incremental decrease since 2018

Overall, spend on a night out has increased by over 20% since 2019

- This year Oxford University slightly overtakes Newcastle University for biggest spend on alcohol, spending £45 per month – 35% more than the UK average
- Unsurprisingly, London students are more likely to spend the most on a night out – with expected costs for a pint being +£0.90 and a spirit +£1.60 more than average

Summary: Money management





Over two thirds of students have a budget but the majority have a flexible approach (41%)

Students in Edinburgh and
 Cambridge are likely to save the
 most each month (+36%) – two and
 a half times more than those in
 Liverpool

A third of UK students have found themselves running out of money by the end of the semester

- This reflects the lack of support from unis, with only 6% feeling supported on average
- Less than 1 in 5 UK students find managing their money stressful – especially in **Belfast** and **York**
- Stress of managing money has increased the most by those in Belfast (44% increase since 2019)

Summary: Motivations and expectations





The top reason to pick a
University is still subject choice,
with almost half of UK students
staying consistent at 48%, while
university reputation is the
strongest motivator for over 1 in
5 students

 Durham and Oxford continue to be ranked low for subject choice, but rank top for being chosen because of reputation, with 28% more than average citing this as their primary reason vs UK average

- Liverpool, York and Glasgow have climbed the ranks to be the universities most likely chosen for subject choice which have all increased since 2019 with 2 in 3 students picking it as their primary reason
- Leeds take the top spot for social life as the number one motivator for 15% of their students, increasing a massive 11% since 2019

Summary: Wellbeing and sustainability





41% of students rate studying for University as being very stressful, which remains at consistent levels for unis with bigger reputations such as Plymouth, Oxford and Cambridge

 This directly correlates with the 42% of UK students who feel concerned about their financial situation after the completion of their degree

- In contrast, only 44% of students enjoy studying for their degree – surprisingly, while ranking high for stress Cambridge ranks highest for enjoyment at 59%
- But on a positive note, over 1 in 4 student are very satisfied with their unis' support on mental health, with Southampton taking the top spot with nearly 50%
- Nottingham ranks highly for wellbeing overall, ranking 2nd for mental health support and 1st for sustainability

Summary: Impact of Covid





Just over 1 in 4 students felt supported by their University during Covid-19 and less than 1 in 3 rated the communication as favourable

- Aberdeen ranks highly for support during the crisis with almost 50% feeling supported and 75% more likely than average to feel that communication was excellent
- Scottish students are most likely to find value in the online education provided by their Uni (1.6x more likely than the average). Only 1 in 10 UK students saw value in their online offerings

Summary: Impact of Covid



71% of students were offered some form of support for their mental health during Covid-19 crisis – while over 1 in 4 received no support at all

 1 in 4 students felt as though the pandemic has negatively affected their ability to achieve their qualification – this is most impactful for those in **Plymouth** and **Sheffield**

- While those in Exeter are the least affected, they are almost half as likely as the average to feel negatively impacted by the crisis
- Only 10% of UK students signed up to the NHS volunteer programme – driven by those in **Durham** and **Newcastle** (twice as likely than average to sign up)
- While 1 in 5 students had no awareness of the programme at all



Methodology and Sample

Methodology



Audience

N=2806 University students living in the UK

Survey period

3rd June – 11th June 2020

Panel provider

Youthsight Experts in student and young professionals research

- Measure current term-time vs vacation income
- Understand university city differences
- Understand motivations and expectations



Student Living Index

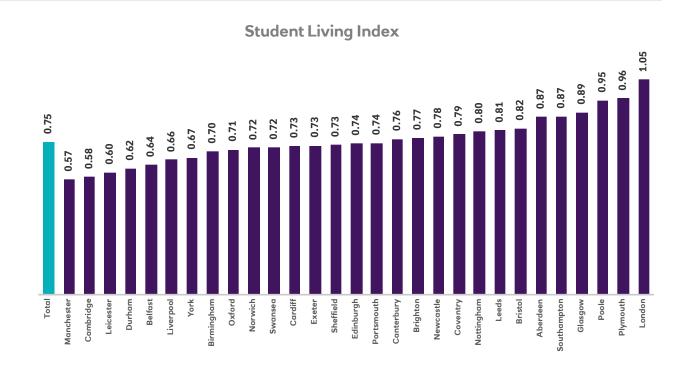
Per student city

London continues to hold the title for the highest cost of living for students, with Manchester and Cambridge offering the best SLI in 2020



Student Living Index
= average monthly
living and
accommodation costs
÷ average monthly
income

The average student living index decreased by only 1% since 2019





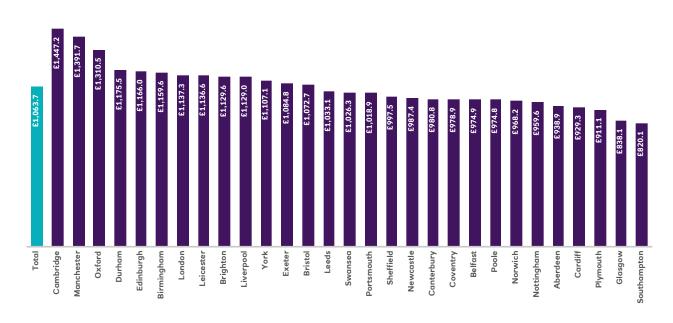
Sources of Income

Students in Oxford, Manchester and Cambridge have the highest term time income, with Scottish and Irish cities having the lowest



Average monthly income 2020

Term Time Income

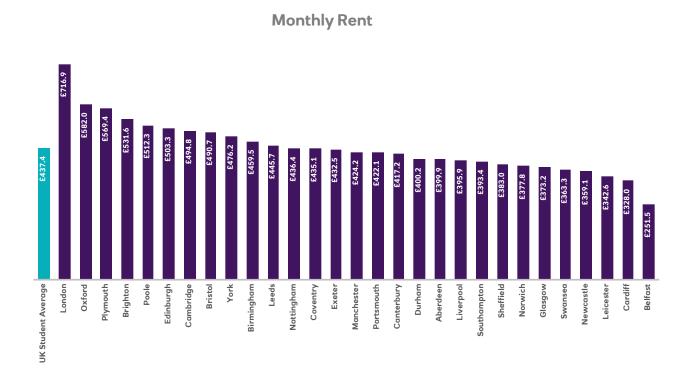


London and Oxford continue to be the most expensive cities to rent in the UK, while Wales and the North are most likely to be more affordable



Q6 How much is your monthly rent? 2020

The average student rent has decreased by 10% since 2019



Unsurprisingly, student loans take up the majority of monthly contribution, with term time work making up just 10%



Q7

On average, how much does each of the following sources contribute to your income during term time each month?

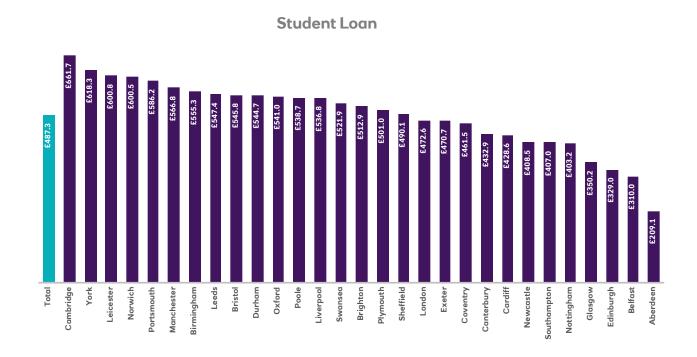
Monthly monetary contribution





Q7

On average, how much does each of the following sources contribute to your income during term time each month?



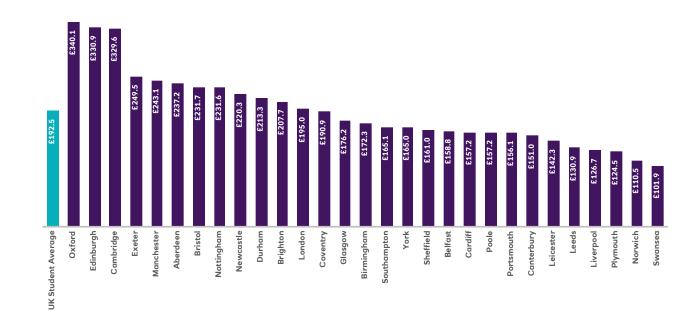
More affluent cities are more reliant on their parents and family to fund their student life



Q7

On average, how much does each of the following sources contribute to your income during term time each month?

Parents or Family

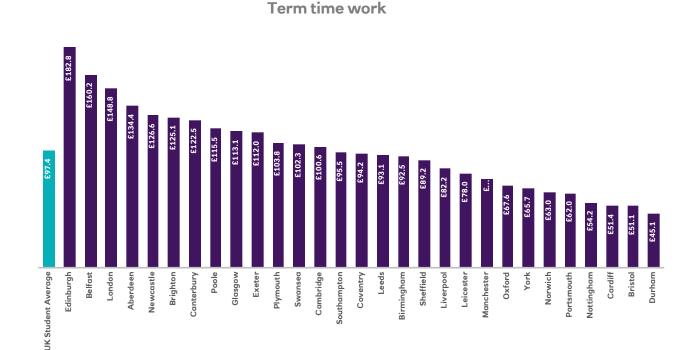


Term time work is most likely to contribute to the income of those studying in more Northern UK cities, Belfast or London



Q7

On average, how much does each of the following sources contribute to your income during term time each month?



Holiday work is a bigger contributor to income for those in Aberdeen, with a decrease in contribution for Leicester by almost 50% from the previous year



Q7

On average, how much does each of the following sources contribute to your income during term time each month?

Interestingly, holiday work is a large contributor to income for those in Manchester, which might explain their reliance on personal savings for their income



Cambridge continues to have the highest contribution of bursary/scholarships than other cities, closely followed by Liverpool and Durham



Q7

On average, how much does each of the following sources contribute to your income during term time each month?

Bursary/scholarship contributions for Durham have increased over 50% since 2019





Activities

Time spent studying has increased dramatically since 2019, increasing by 17 hours over the month from the previous year

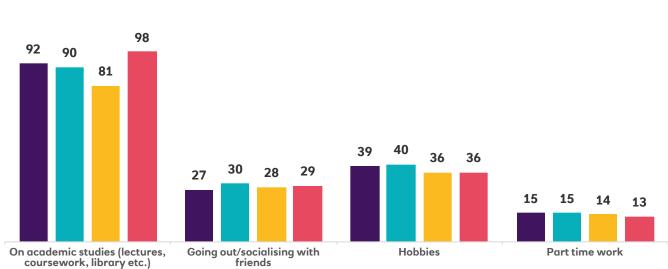


Q10 On average, how many hours per month do you spend on the following activities?

"Hobbies" number created by merging "watching sports", "playing sports", "volunteering", "creative or performing arts" and "other hobbies

Time spent on home entertainment (38 hours)

Hours per month



2017 2018 2019 2020

8ase: 2020 N = 2806

Students continue to spend the vast majority of their time studying, split between campus and at home

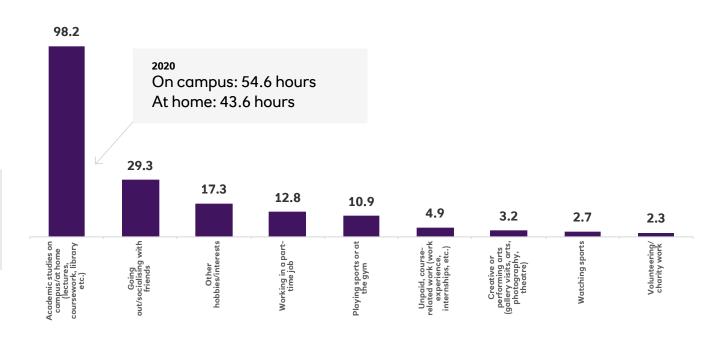


Q10

On average, how many hours per month do you spend on the following activities?

Students spend only 29% of their time on various hobbies/socialising

Hours per month



Those in Belfast and London are the most likely to spend more time per month in a part time job

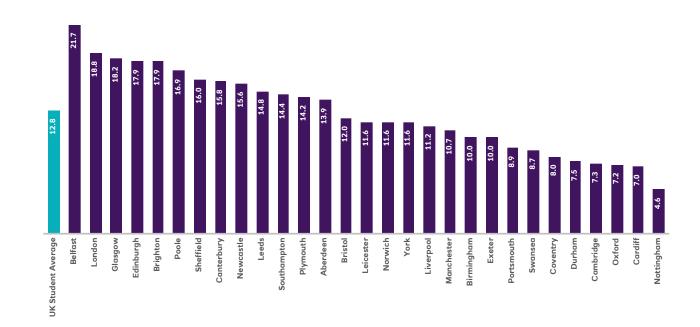


O10

On average, how many hours per month do you spend on the following activities?

Almost 2 in 3 students do not spend any time at a part time job (64%)

Monthly Hours Part Time Work



Unsurprisingly, those in the most prestigious universities are those most likely to spend more time studying

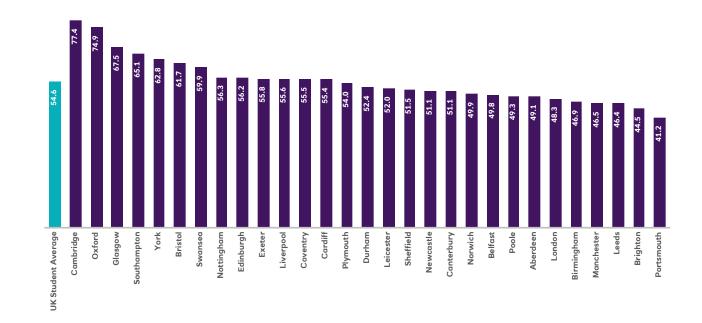


O10

On average, how many hours per month do you spend on the following activities?

Those in the top unis are also more likely to spend more time studying on campus vs. at home

Monthly Hours Academic Study on campus



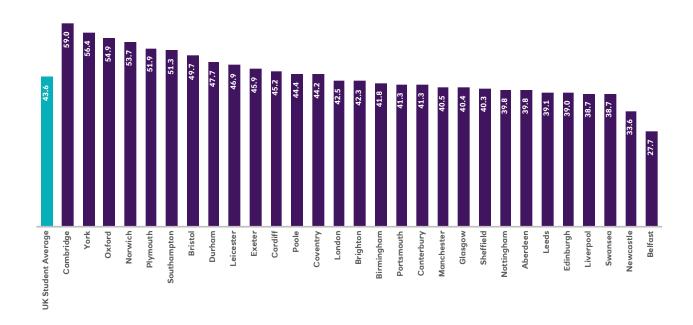
York is the university most likely to spend almost as much time studying at home as they are on uni campus



O10

On average, how many hours per month do you spend on the following activities?

Monthly Hours Academic Study at home



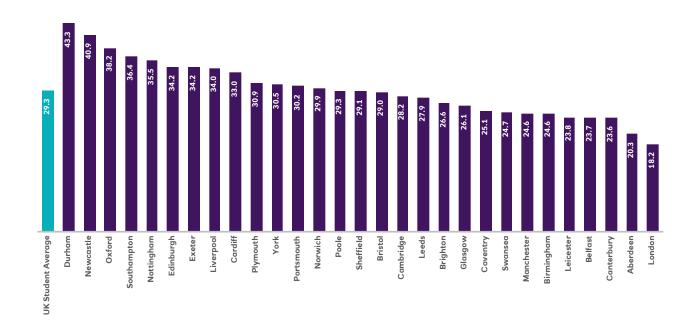
Durham and Newcastle spend the most time socialising, which has increased by almost 7 hours on average since 2019



O10

On average, how many hours per month do you spend on the following activities?

Monthly Hours Socialising



Outside of necessities, the majority of students' income is spent on socialising – almost $4 \times as$ much than is spent on their studies





On average, how much money do you spend per month on the following activities?





Monthly Expenditure

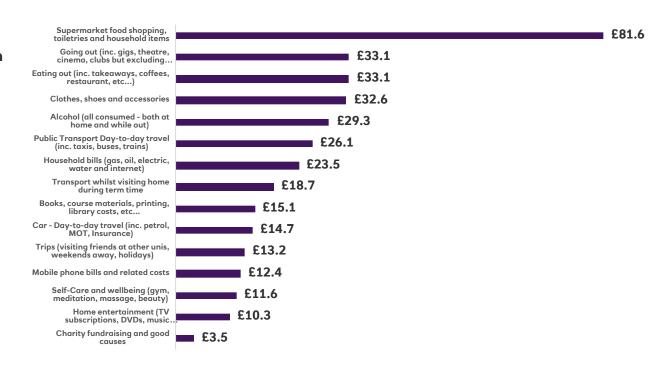
Living expenses

Supermarket spend continues to make up the biggest share of monthly expenses – almost a quarter of total monthly spend (23%)



Q9

On average, what do you spend each month on each of the following items?

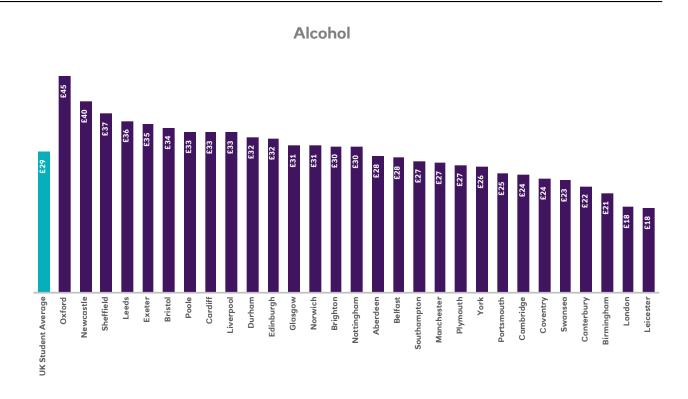


Oxford and Newcastle are the biggest spenders on alcohol, while Leicester spends the least



Q9
On average, what do you spend each month on each of the following items?

Students at Oxford spend 35% more than the average UK student on alcohol per month



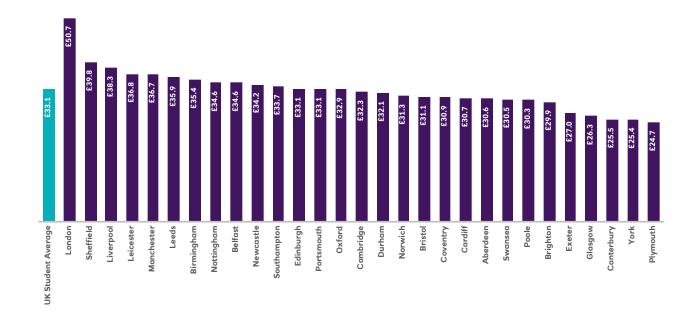
London are the biggest spenders overall on going out and socialising, which reflects the higher cost of living in the city



Q9

On average, what do you spend each month on each of the following items?

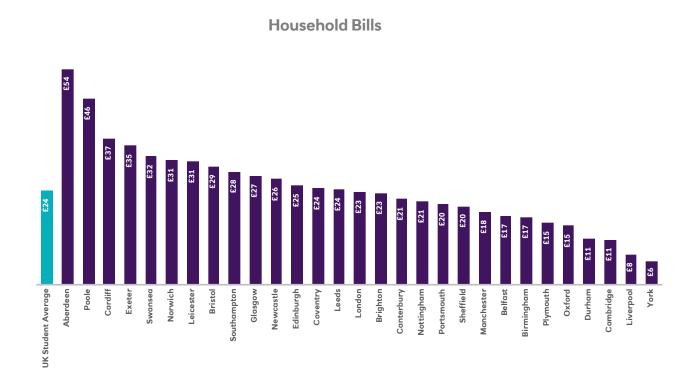
Going out



Aberdeen and Poole have the highest contributions to household bills, Liverpool and York spending the least



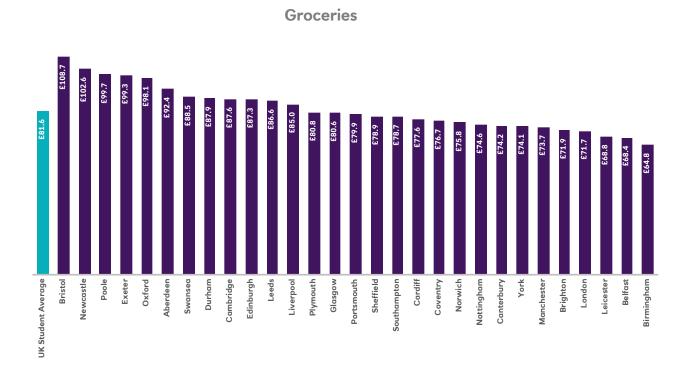
Q9
On average, what do you spend each month on each of the following items?



Bristol and Newcastle are the biggest spenders on groceries per month. However, most cities spend close to the average across the UK



Q9
On average, what do you spend each month on each of the following items?





Expected Costs

How much students expect to spend on certain items in their university city

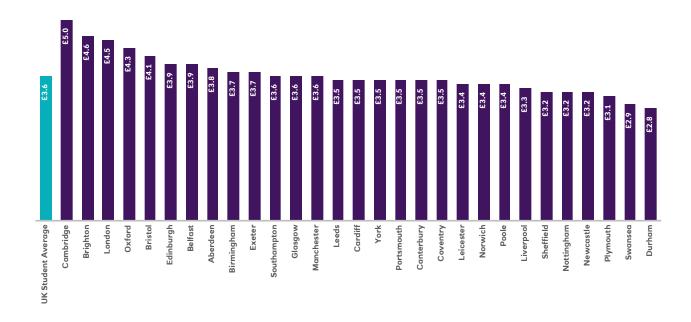
Southern England remains the most expensive place for a pint in the UK, with the average expected price for a pint increasing by over £1 since 2019



022

How much would you expect to spend on a... pint in your university city?

Pint – expected cost



More than half of students spend less than £20 on a night out – with the average spend being £22

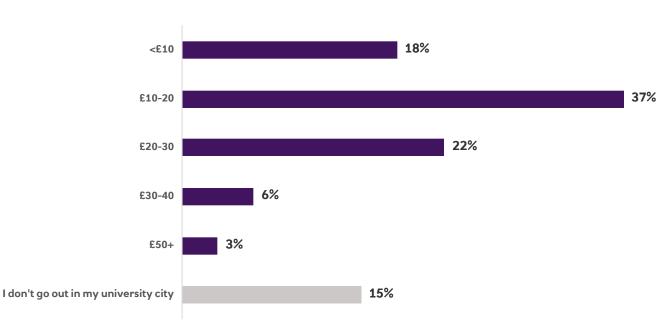


Q21
On your last night out, how much did you spend?

Including alcohol/club entry etc.

Students in London spend the most on average on a night out (£27), with 30% spending more than £20 - but 29% don't go out in the city at all





Base: N = 2806 respondents;



Money Management

Nearly 1 in 5 find managing their money stressful, with those in Belfast seeing the biggest increase in stress since 2019 (+44%)



O18

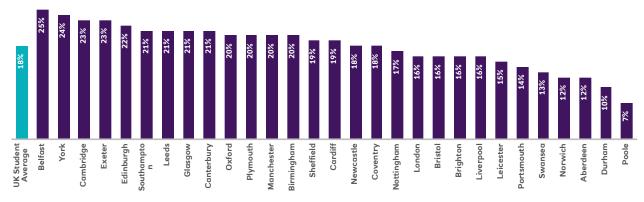
On a scale of 0-10, where 0 is not stressful at all and 10 is extremely stressful, how stressful do you find managing your money?





Total stressed by managing money

Selected 8, 9 or 10 on the scale above



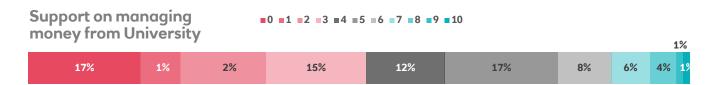
Students across the UK have very little help in managing their finances from their uni, with Cambridge being the only uni that stands out



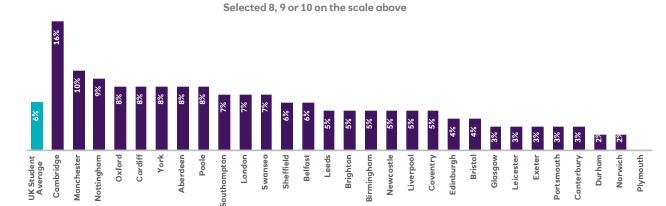
Q24

On a scale of 0-10, where 0 is not supported at all and 10 is extremely supportive, how much did you feel your university helped you manage your finances (from discount cards to advice and support)?

% Not supported





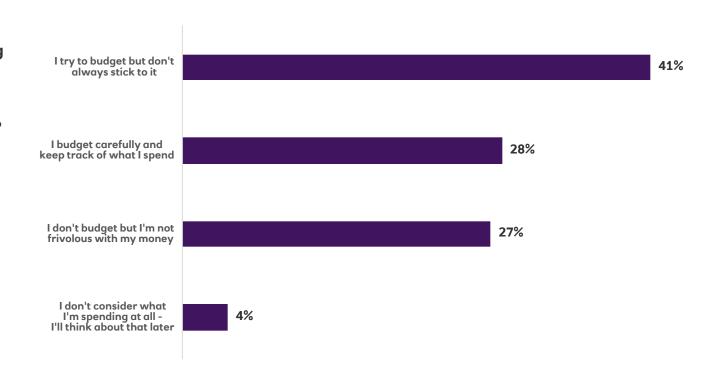


The majority of students have a flexible approach to budgeting and won't deprive themselves – which is reflected in their spend on hobbies/going out



Q13

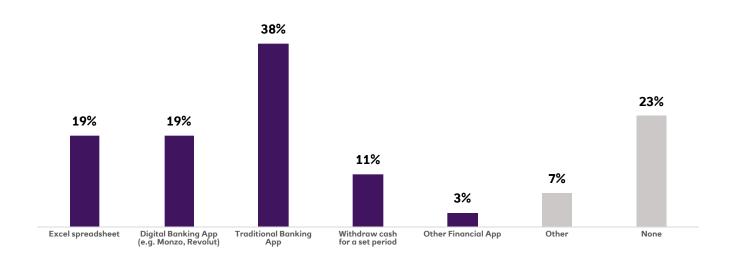
Which of the following statements best describes your attitude towards money management?



60% of students use some form of app to regulate their spending, with almost 1 in 5 relying on a digital bank to keep track of their spending



Q14 Which method do you use for budgeting?

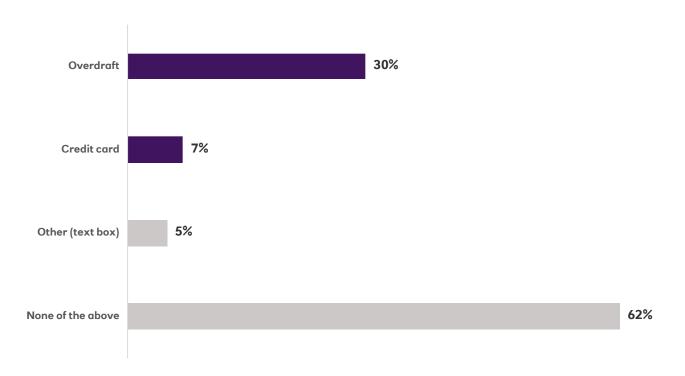


Over 1 in 3 students have means to supplement their income if they run out of money





Do you rely on any of the following to supplement income if you are running low on money? Select all that apply.





Motivations and Expectations

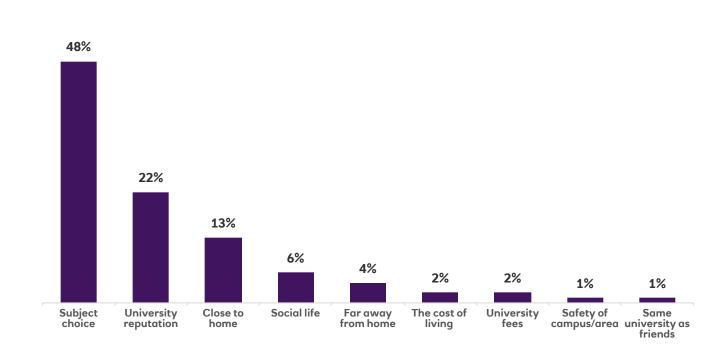
Subject choice continues to be the biggest motivator for uni choice in the UK, with uni reputation being a factor for 1 in 5



017

What motivated you to choose to study at your university?

% Strongest motivation

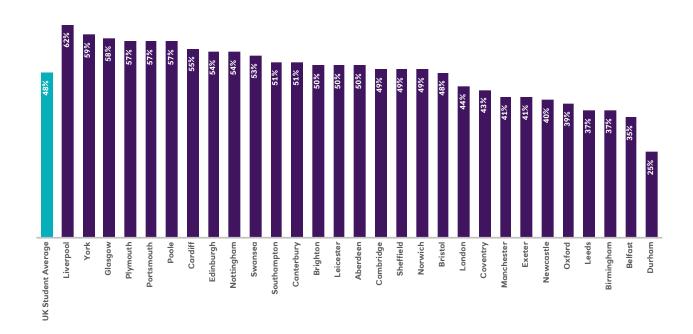




Q17 What motivated you to choose to study at your university?

Ranked as number 1 choice

Subject Choice



Durham tops the ranks for reputation for a 2nd year running, while Oxford and Exeter also ranking highly

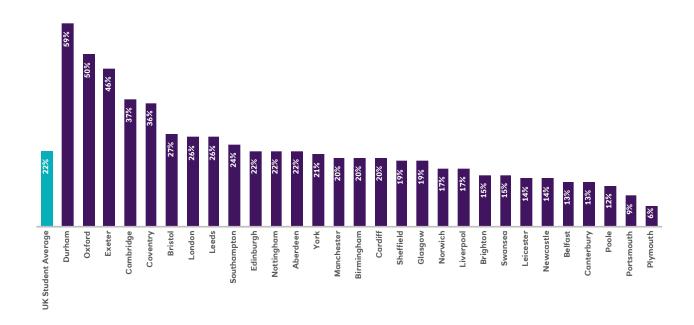


017

What motivated you to choose to study at your university?

Ranked as number 1 choice

University Reputation



Over 40% of students find studying stressful, especially those in more prestigious universities (Plymouth, Oxford and Cambridge)

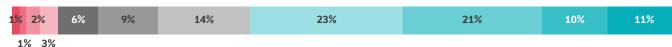


Q29

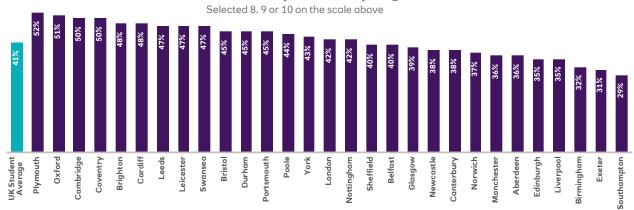
On a scale of 0-10, where 0 is not stressful at all and 10 is extremely stressful, how stressful do you find university degree?

% Stressed





Total stressed by university degree



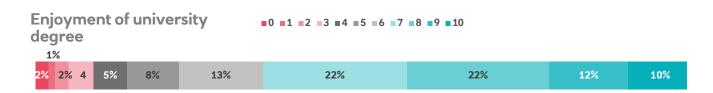
However, around the same % of students enjoy their degree, with those in Cambridge and York being the most likely



O30

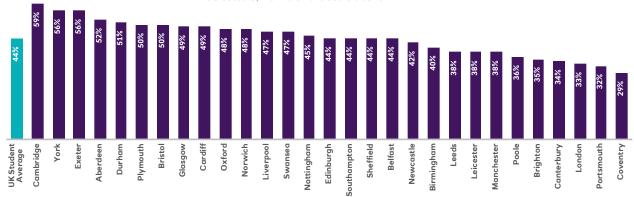
On a scale of 0-10, where 0 is not at all and 10 is completely, how much are you enjoying studying for your university degree?

% Enjoy



Total enjoying university degree

Selected 8, 9 or 10 on the scale above





Wellbeing and Sustainability

Over 1 in 4 students agree that their uni actively promotes sustainability, with Nottingham leading the way with 1 in 2

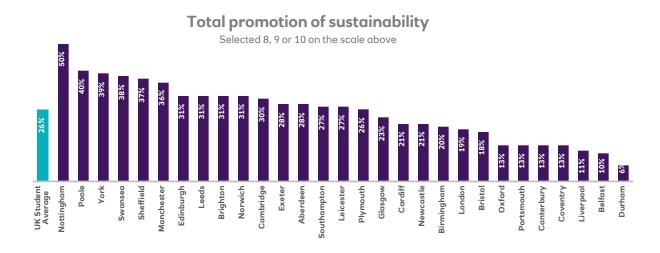


Q26

On a scale of 0-10, where 0 is not at all and 10 is extremely, how committed is your university to promoting sustainability on campus?

% Sustainable

Promotion of sustainability 0 1 2 3 4 5 6 7 8 9 10 1% 2% 6% 8% 18% 18% 20% 14% 6% 6%

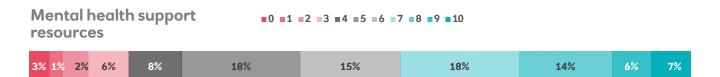


Over 1 in 4 feel that their uni provides adequate support for their mental health, with Southampton and Nottingham being the most supportive



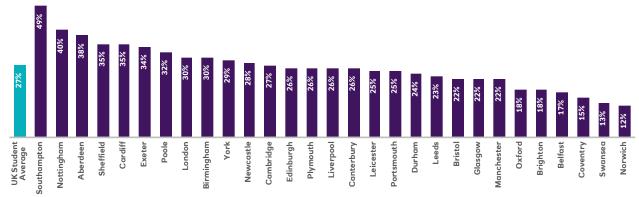
027

On a scale of 0-10, where 0 is extremely dissatisfied and 10 is extremely satisfied, how do you feel about your university's mental health support resources?



Total support in mental health resources

Selected 8, 9 or 10 on the scale above





Impact of COVID

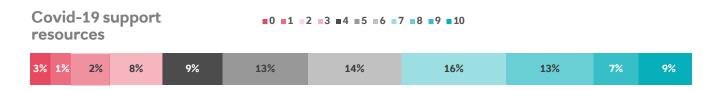
Over 1 in 4 students feel as though they were very supported during the Covid crisis, with students in Aberdeen being almost twice as likely to agree

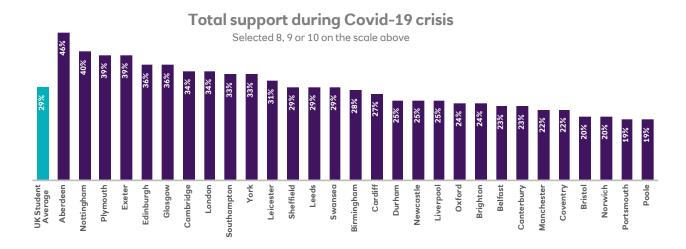


O31

How well did your university support you and the continuation of your studies during the Covid-19 crisis?

0 being not supportive and 10 being very supportive



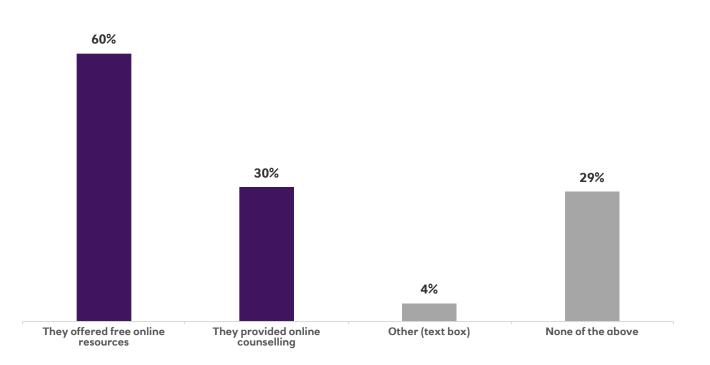


Over 2 in 3 students were offered either online courses or counselling to help support them during the crisis



Q32

How well did your university support you and your mental health during the Covid-19 crisis?



Base: 2020 N = 2086

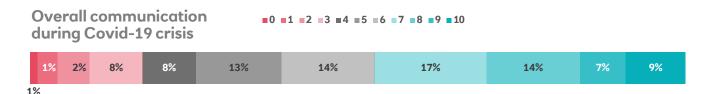
Almost 1 in 3 feel as though communication has been excellent during the crisis from their uni, with Aberdeen again performing well while Belfast performs the least well

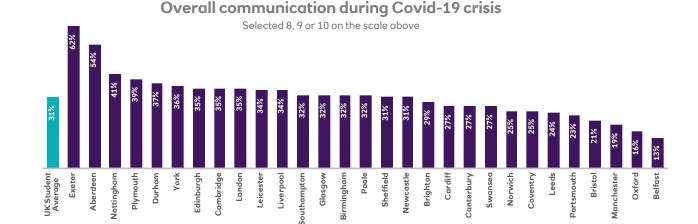


O33

On a scale of 0-10, how would you rate your university's overall communication with their students during the Covid-19 crisis?

0 being no communication and 10 being excellent communication





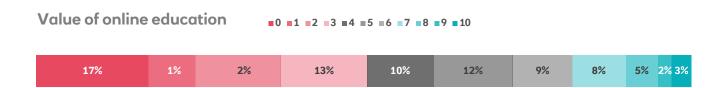
Overall, students don't feel as though unis provide adequate teaching online for the cost of their degree – however, Scottish unis perform better than average

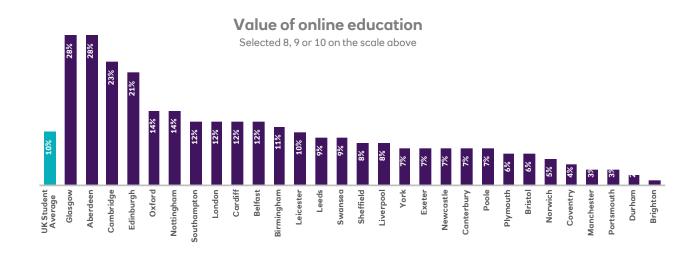


O34

On a scale of 0-10, how would you score the value of online education for the amount of money you are paying for your degree qualification?

0 being poor value and 10 being high value



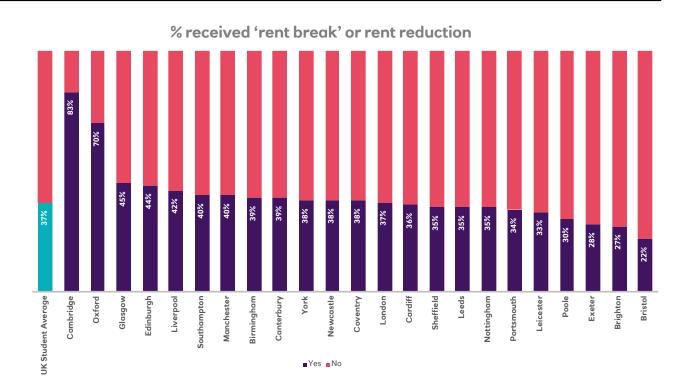


Only a third of students who live away from home were offered a rent break during the crisis, with Cambridge being over twice as likely than the average to do so



O35

Were you offered a 'rent break' or a reduction in rent by your landlord/ accommodation company/university accommodation service as a result of the crisis?

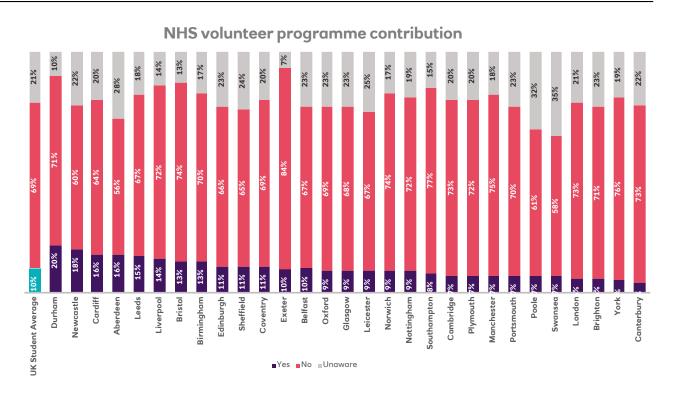


Only 1 in 10 students signed up to the NHS volunteer programme, while over 20% of students weren't aware of the programme at all



Q36

Did you sign up to the NHS volunteer programme, to help with the effort to combat Covid-19?



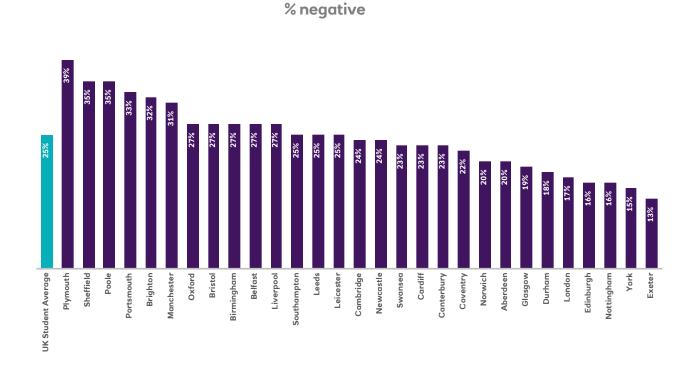
1 in 4 students feel as thought the pandemic has had a negative effect on their ability to achieve their degree, with Plymouth and Sheffield being the most impacted



Q37

How do you think the pandemic has affected your ability to achieve your degree qualification?

0=being extremely positively to 5=extremely negatively



The impact of the crisis on personal finances has varied for each student, depending on how much they were relying on different sources of income previously and how much stress it has put on their future employment



O40

(B) Please describe in as much detail as possible how your general finances have been impacted during the crisis.

e.g. Have you lost a part-time job/been furloughed? Have you been able to save money without opportunity to go out and spend?

Most impacted

Least impacted

Ability to save

"I guess I save some money as not been eating out as much and gym membership got frozen"

"I've been saving money since I can't spend it on what I'd usually spend it on (entertainment, days out, restaurants, pubs, etc.)"

Furlough

"Been furloughed from summer job which I use to pay rent in term time"

"Been furloughed on casual work, a lot less earned that I would have. Work over summer cancelled, will struggle next year as a result"

Little/no impact

"It has been the same as I am still working as a key worker"

"I still pay all rent/bills as before and receive student loan as before. I now work remotely part time and get paid the same"

Lost job/internship

"I have lost a planned paid internship and I doubt I will be able to find a summer job"

"Lost all of my current jobs, my summer job and my summer internship. Had to rely on an emergency bursary to pay the rent and buy food."

Moved home

"I am lucky to be living at home"

"I'm living at home so I don't have to pay rent"

"I'm fortunate that I'm back at home so I am comfortable"

Reduced income

"Have less money so budget much more"

"I don't have a very steady income. I'm able to do some work remotely, but haven't been able to take up job opportunities I might have usually"

Future employment

"It's hard as I am unable to find a job and right now I have my summer break so general finances have been impacted"

"No current job opportunities and unsure when my unpaid placement will be completed in order to allow me to work"

Online shopping

"Spend more money online now due to boredom"

"I have been buying things online to make myself feel better and more normal, with less money than I would usually have. Difficult for mental health"

Base: 2020 N = 2086

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