

Student Living Index 2015

June 2015

Methodology and Sample



Audience: n=2,486 university students living in the UK n=100 students per university region

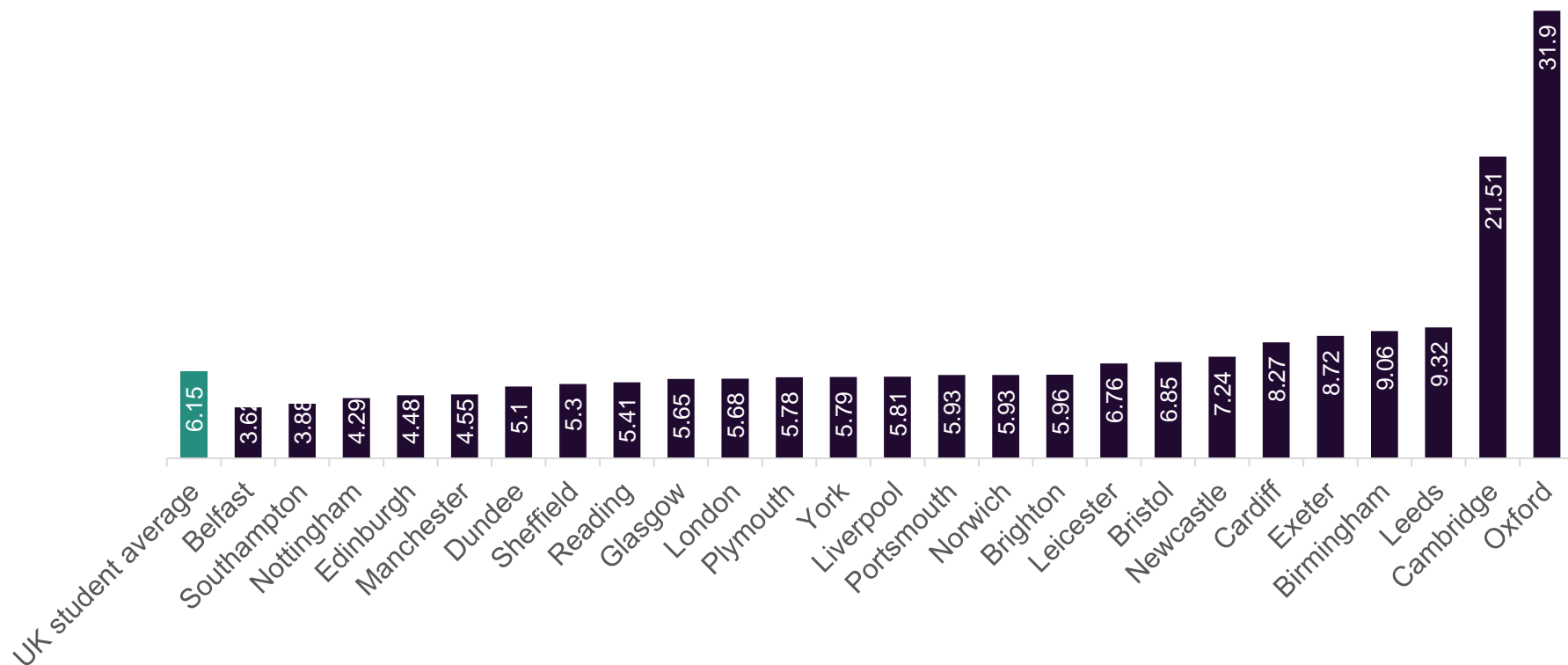
Panel Provider: YouthSight; experts in student and young professionals research.
<http://www.youthsight.com/>

Objective: Compare current cost of living index by region versus average student cost of living. Understand spending habits and behaviour of students in 2015 compared with 2014



Belfast lead the way being the most economical with their expenditure, oxford are the least so

Student Living Index



Base: 2014 (2,236), 2015 (2,486) Student Living = average local weekly student expenditure on living and accommodation costs divided by average local weekly income for working students.

Belfast jumped from being one of the least economical in 2010 to the most in 2015

Student Living Index	2015	2014	2010
Belfast	1	9	24
Southampton	2	15	22
Nottingham	3	20	14
Edinburgh	4	3	17
Manchester	5	7	3
Dundee	6	11	2
Sheffield	7	14	12
Reading	8	8	16
Glasgow	9	1	5
London	10	6	1
Plymouth	11	16	4
York	12	24	25
Liverpool	13	22	13
Portsmouth	14	5	7
Norwich	15	12	20
Brighton	16	2	19
Leicester	17	18	23
Bristol	18	21	11
Newcastle	19	23	10
Cardiff	20	25	18
Exeter	21	17	21
Birmingham	22	4	6
Leeds	23	10	15
Cambridge	24	13	8
Oxford	25	19	9

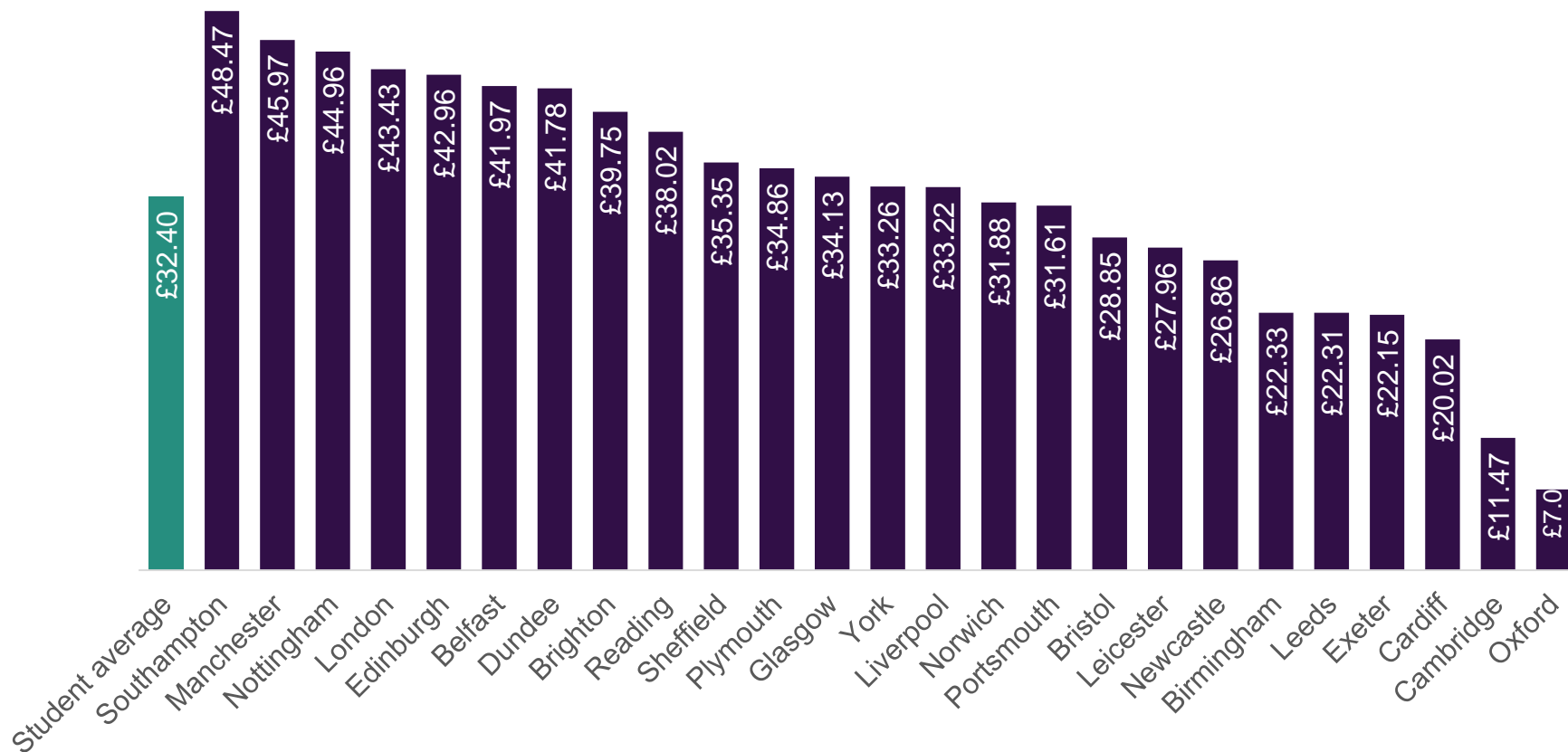
Base: 2,486 Student Living = average local weekly student expenditure on living and accommodation costs divided by average local weekly income for working students.

1. INCOME

- WEEKLY INCOME
- MOTIVATIONS TO WORK

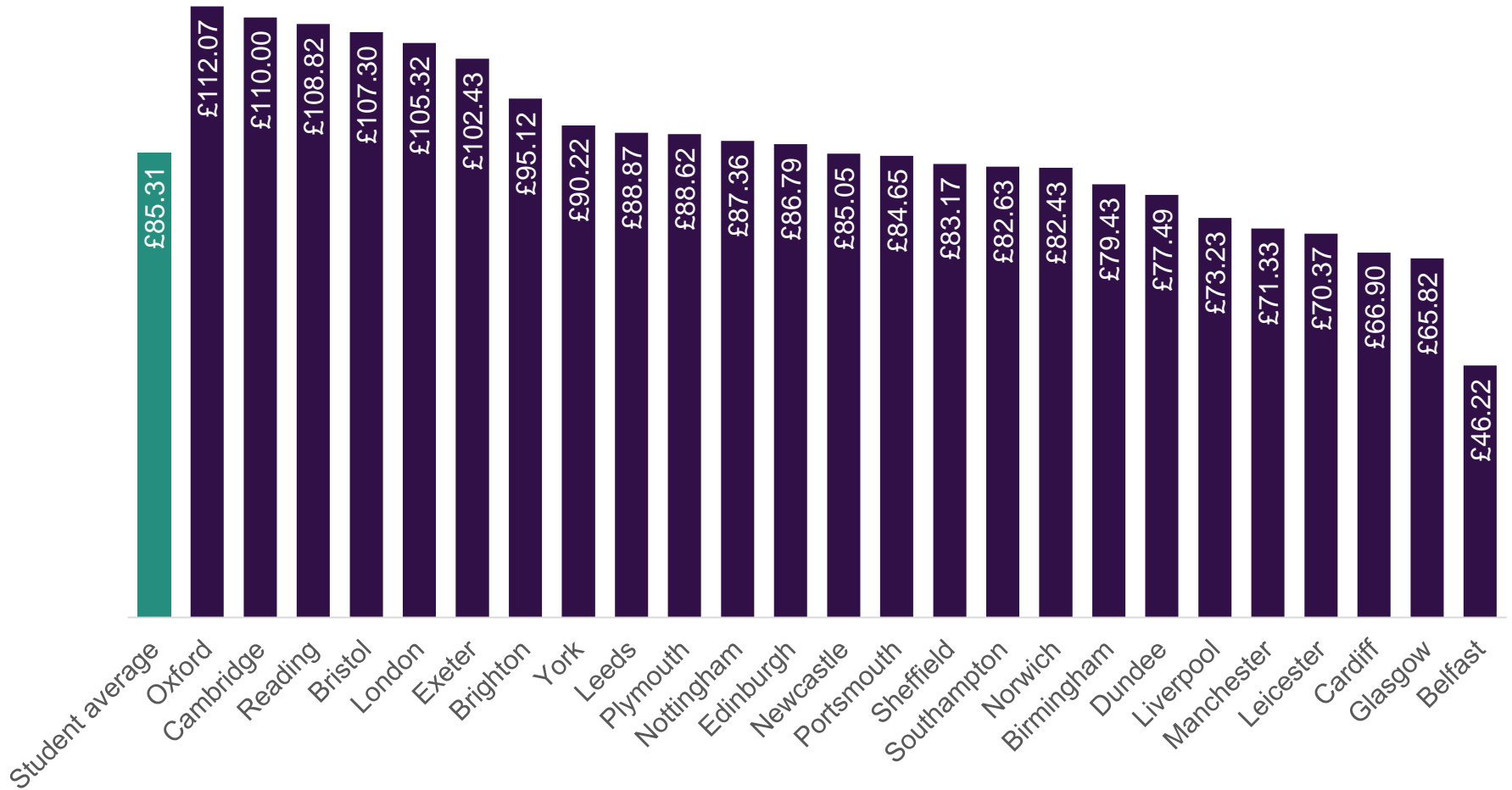


TERM TIME INCOME



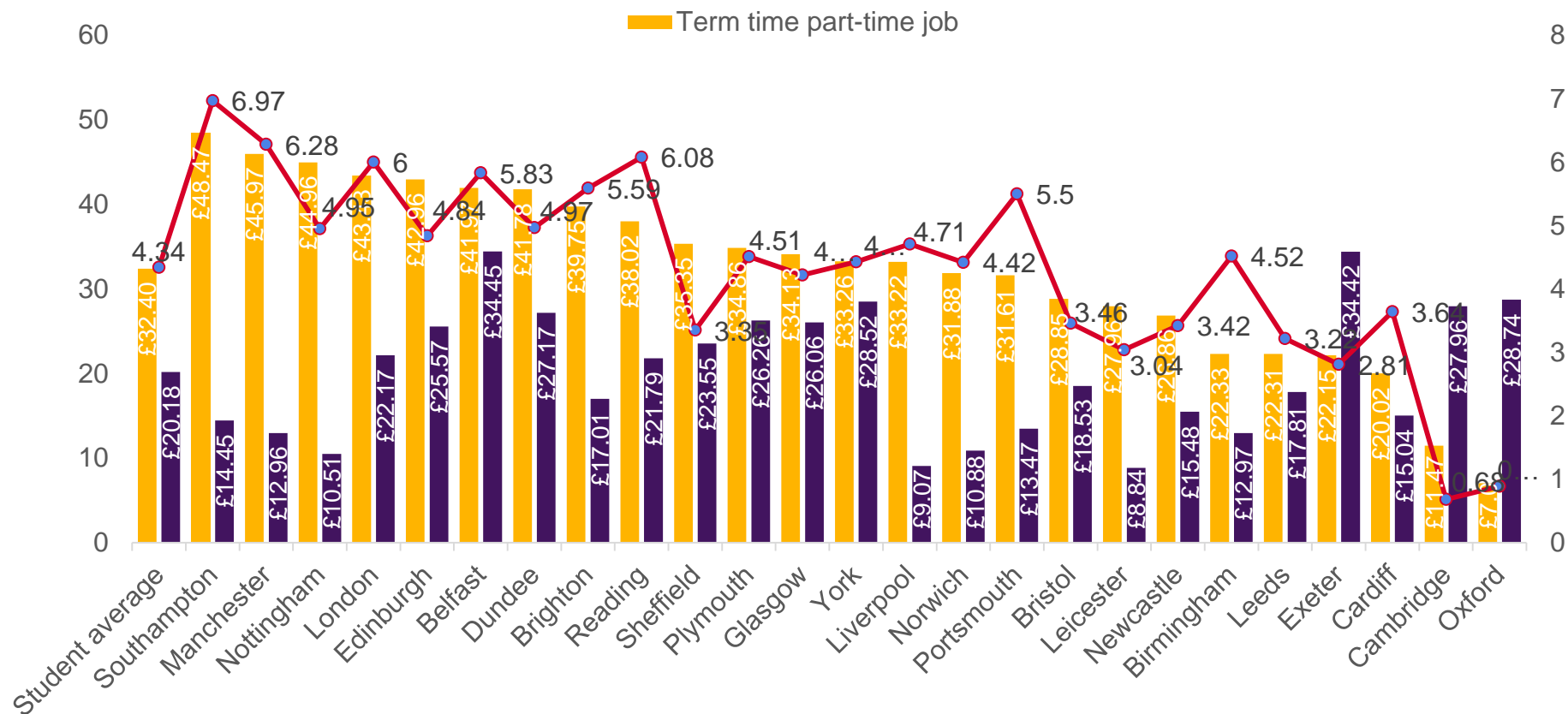
Base: 2014 (2,236), 2015 (2,486)

WEEKLY RENT



Base: 2014 (2,236), 2015 (2,486)

WEEKLY INCOME AND HOURS SPENT



Most do not have a term-time job. But of those that do, the main motivation is to pay their way through university

What is your main motivation for choosing to have a term time job?

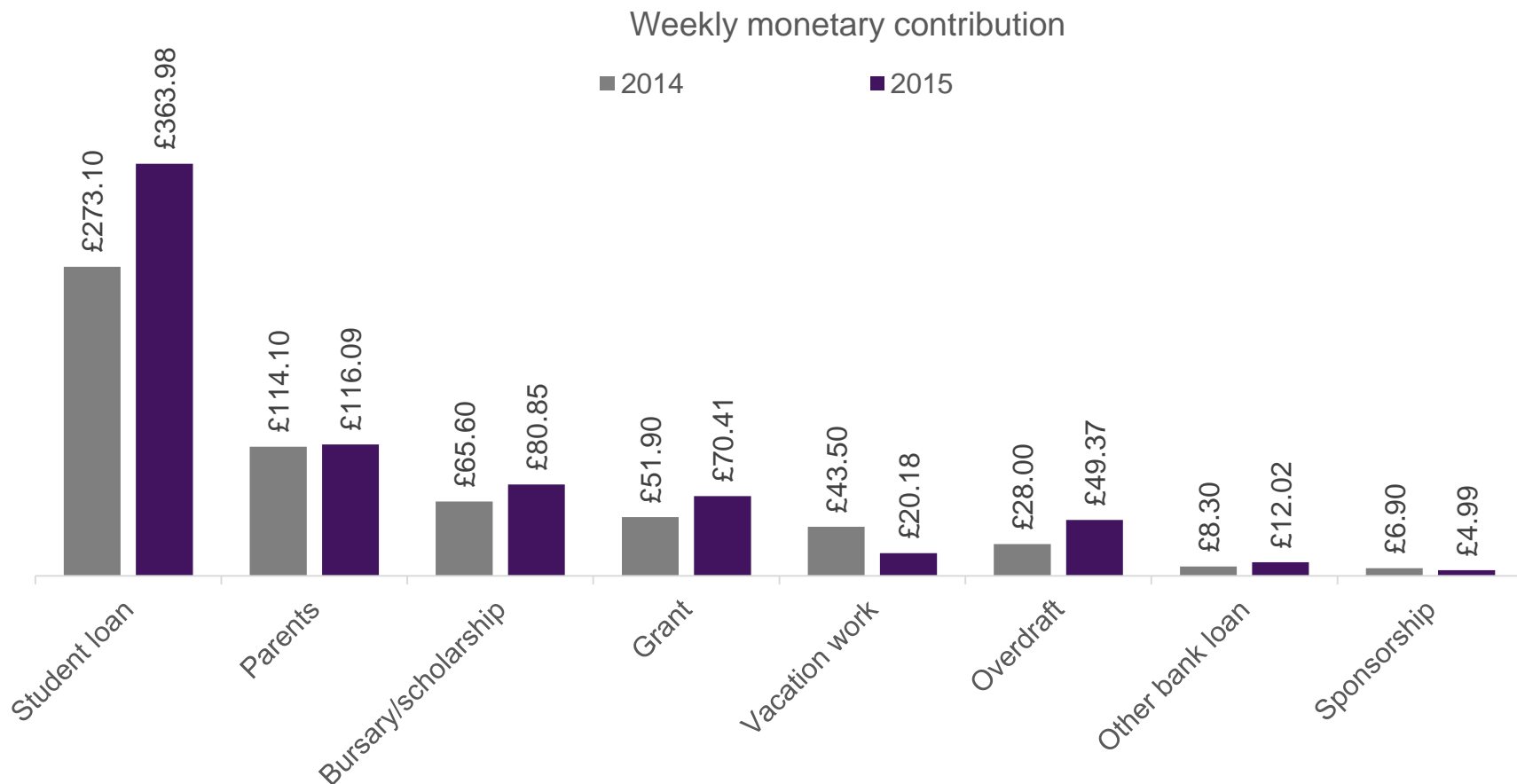
■ 2014

■ 2015



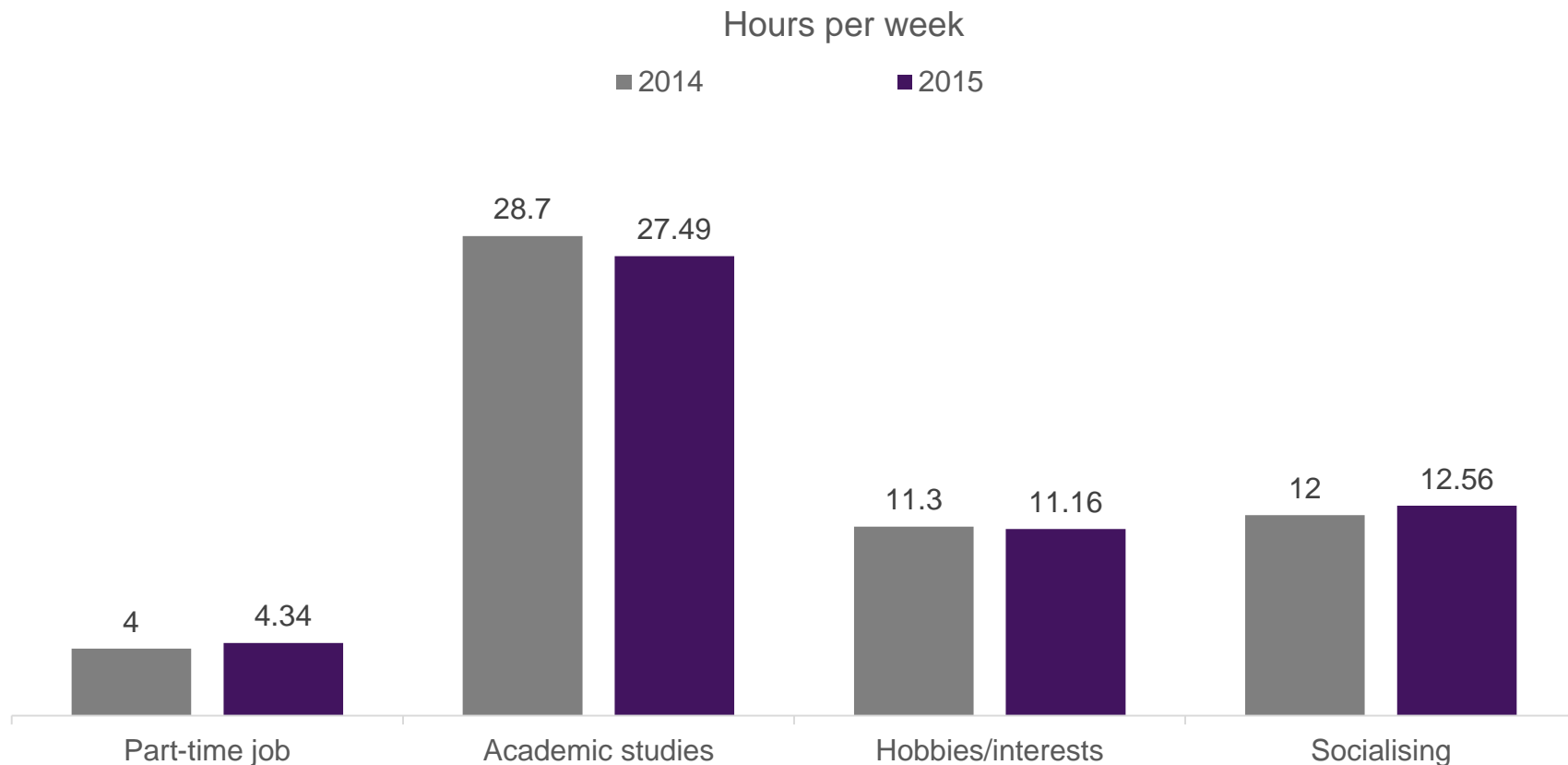
Base: 2014 (2,236), 2015 (2,486)

Student loan remains the source of finance which contributes most, with parents the next largest source of income



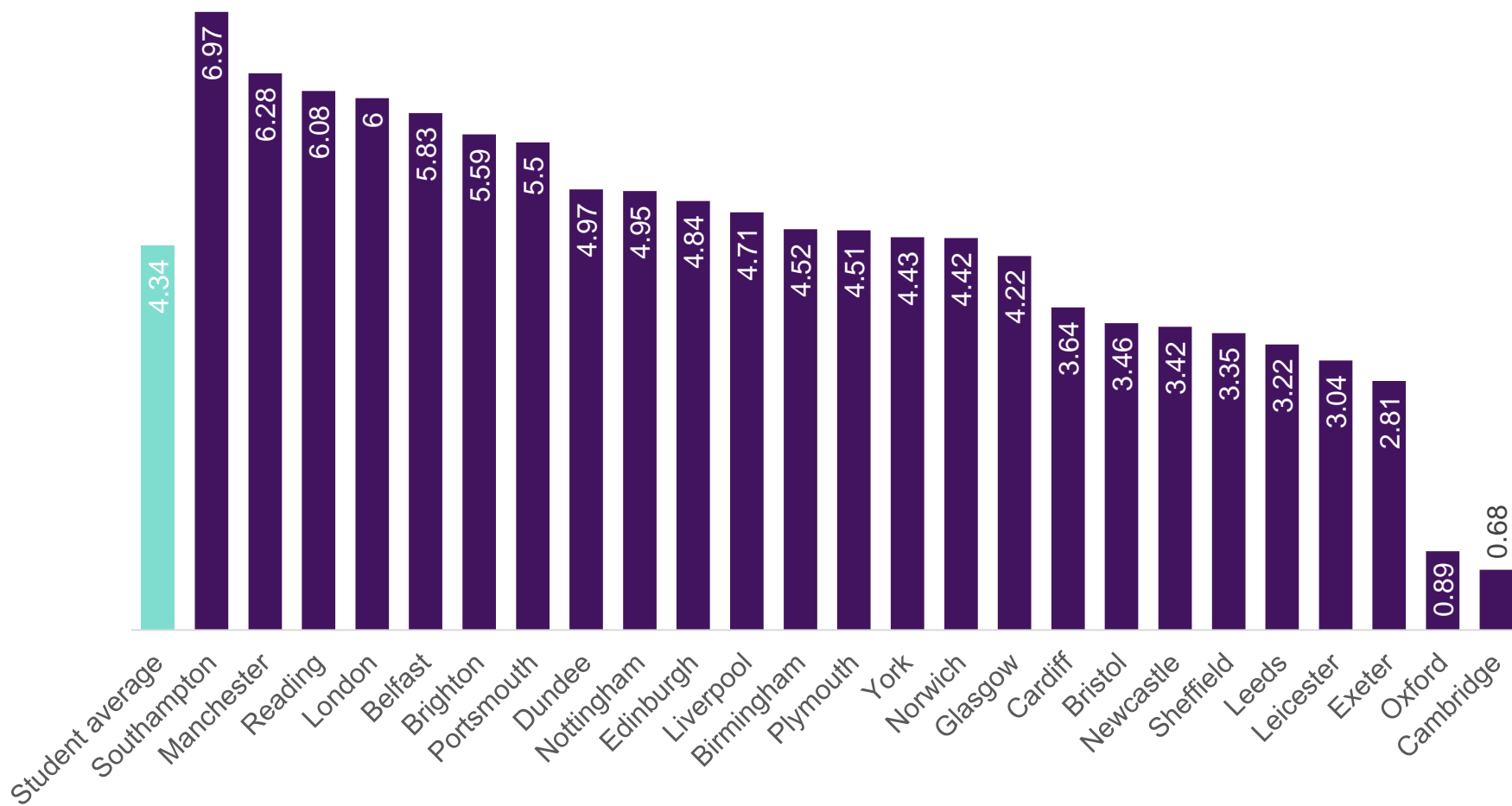
Base: 2014 (2,236), 2015 (2,486)

Little change in how students divide their time, with the majority spent on academic studies, followed by socialising



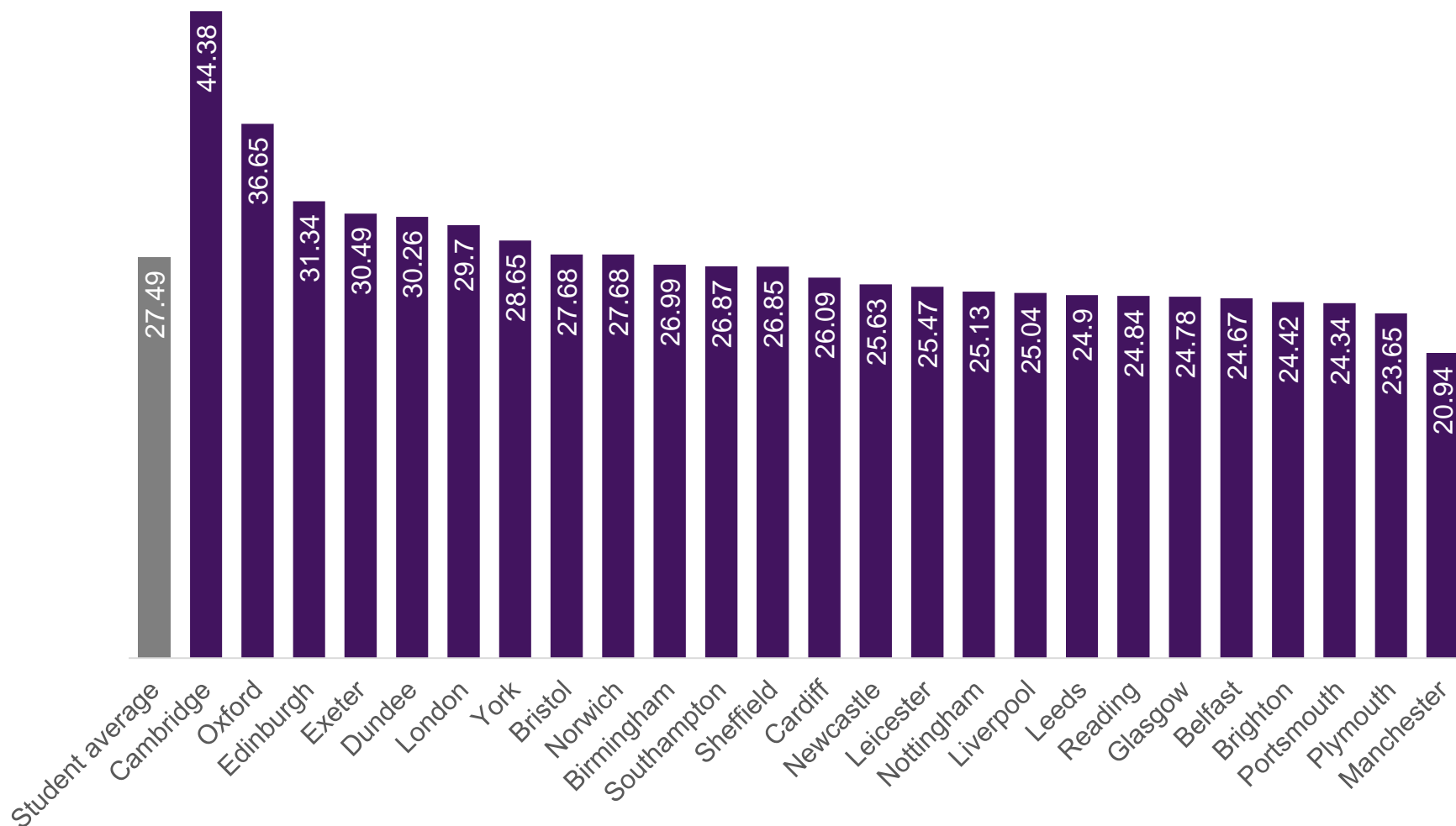
Base: 2014 (2,236), 2015 (2,486)

WEEKLY HOURS – PART-TIME WORK



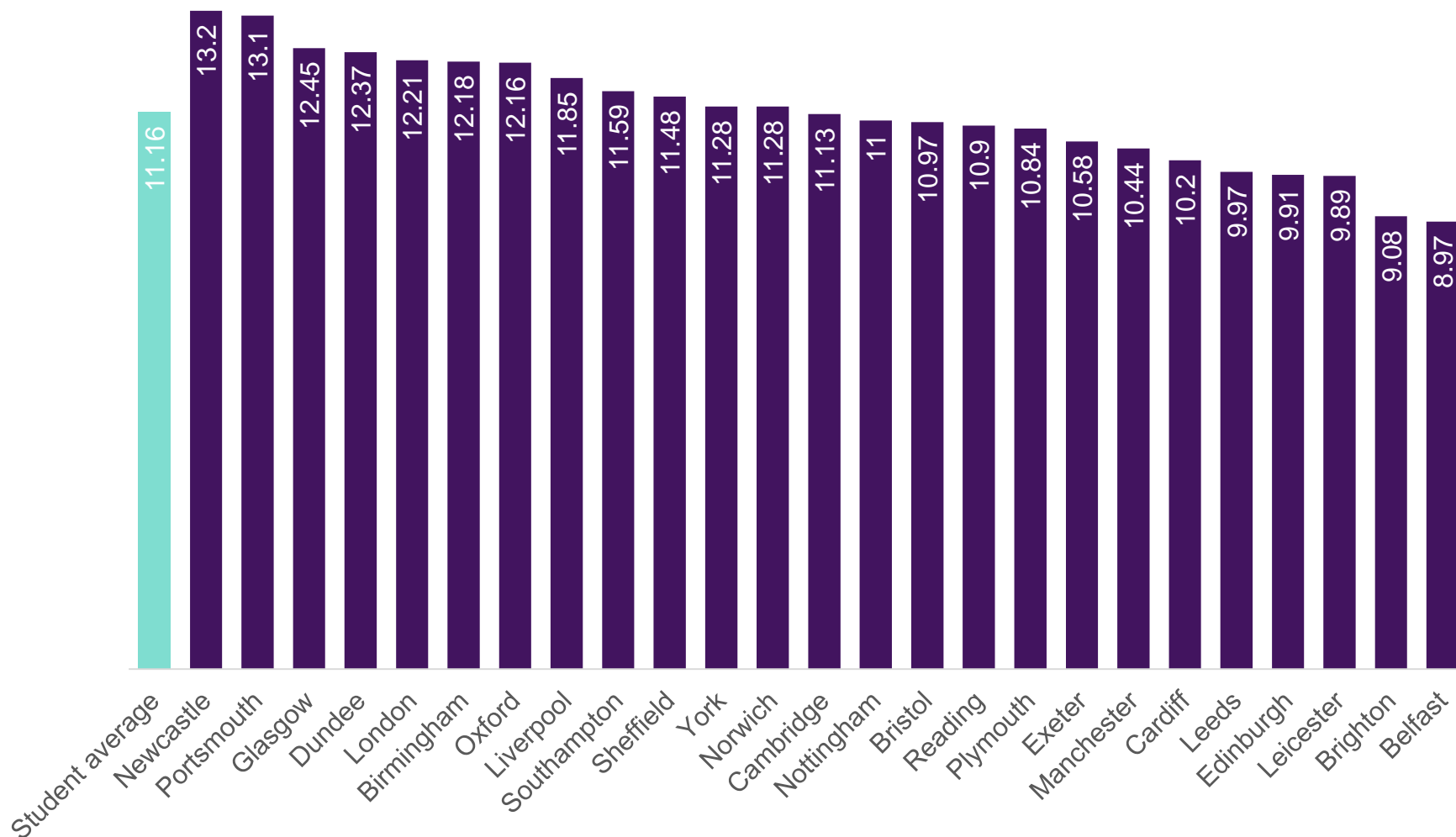
Base: 2015 (2,486)

WEEKLY HOURS – ACADEMIC STUDY



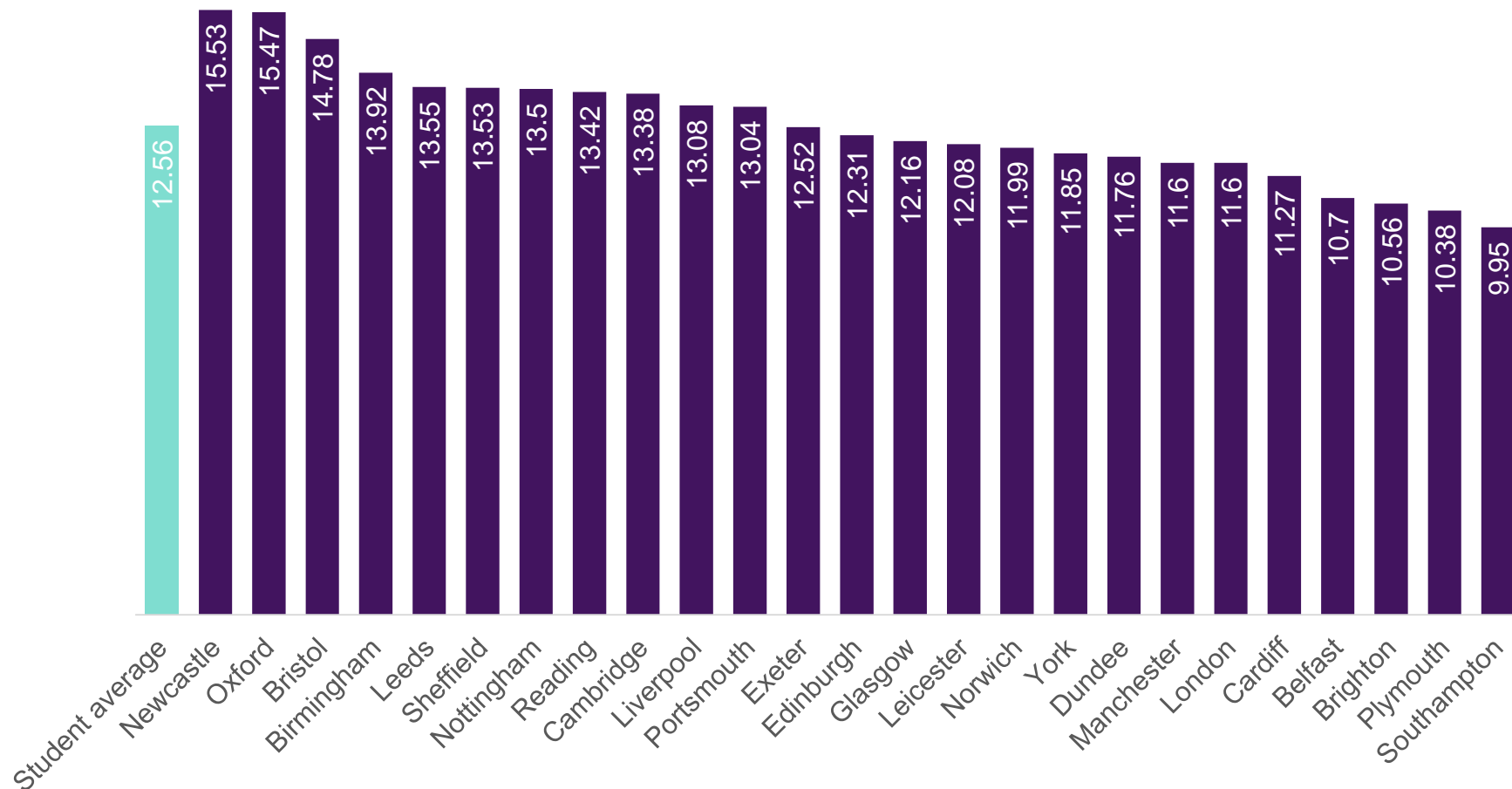
Base: 2015 (2,486)

WEEKLY HOURS – HOBBIES/INTERESTS



Base: 2015 (2,486)

WEEKLY HOURS – SOCIALISING



Base: 2015 (2,486)

2. MOTIVATIONS AND EXPECTATIONS

- CHOOSING A UNIVERSITY
- OPINION OF FUTURE PROSPECTS

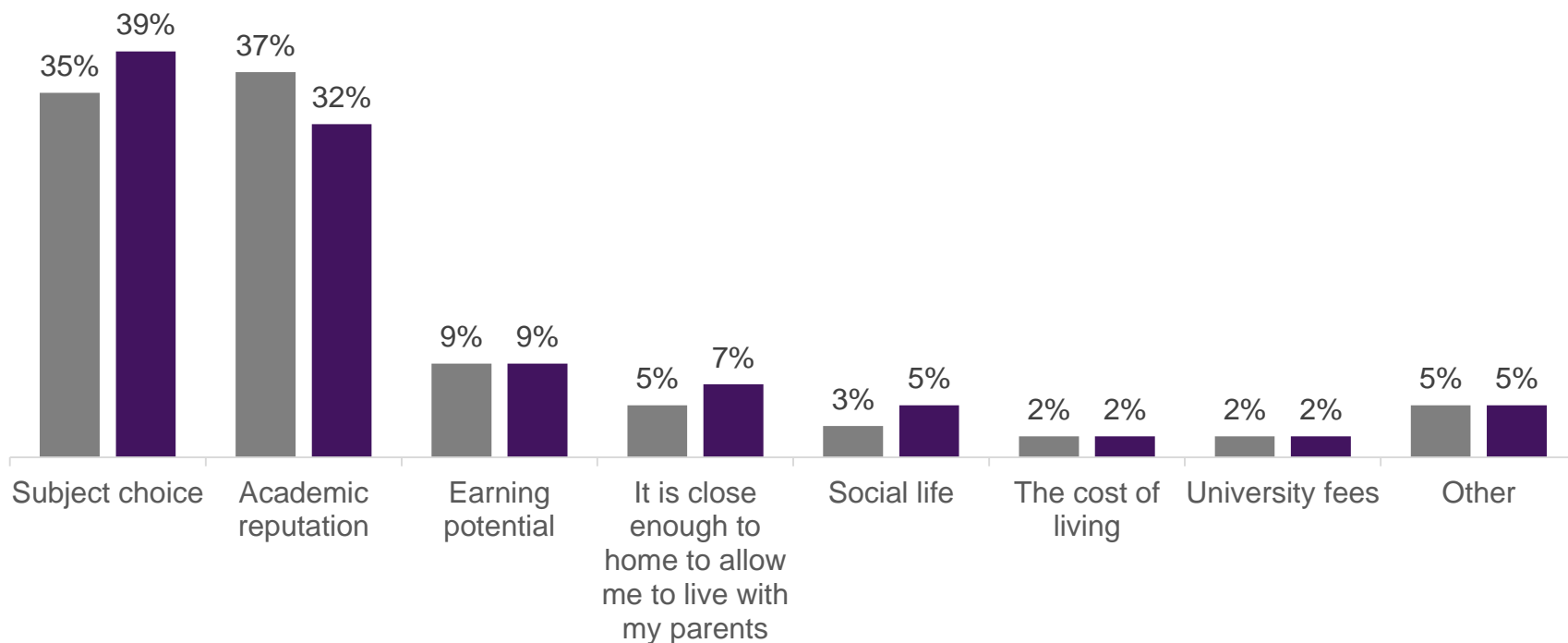


This year, subject choice is now the leading factor when considering a university, followed by academic reputation

What is your main motivation for choosing to study at your university?

■ 2014

■ 2015



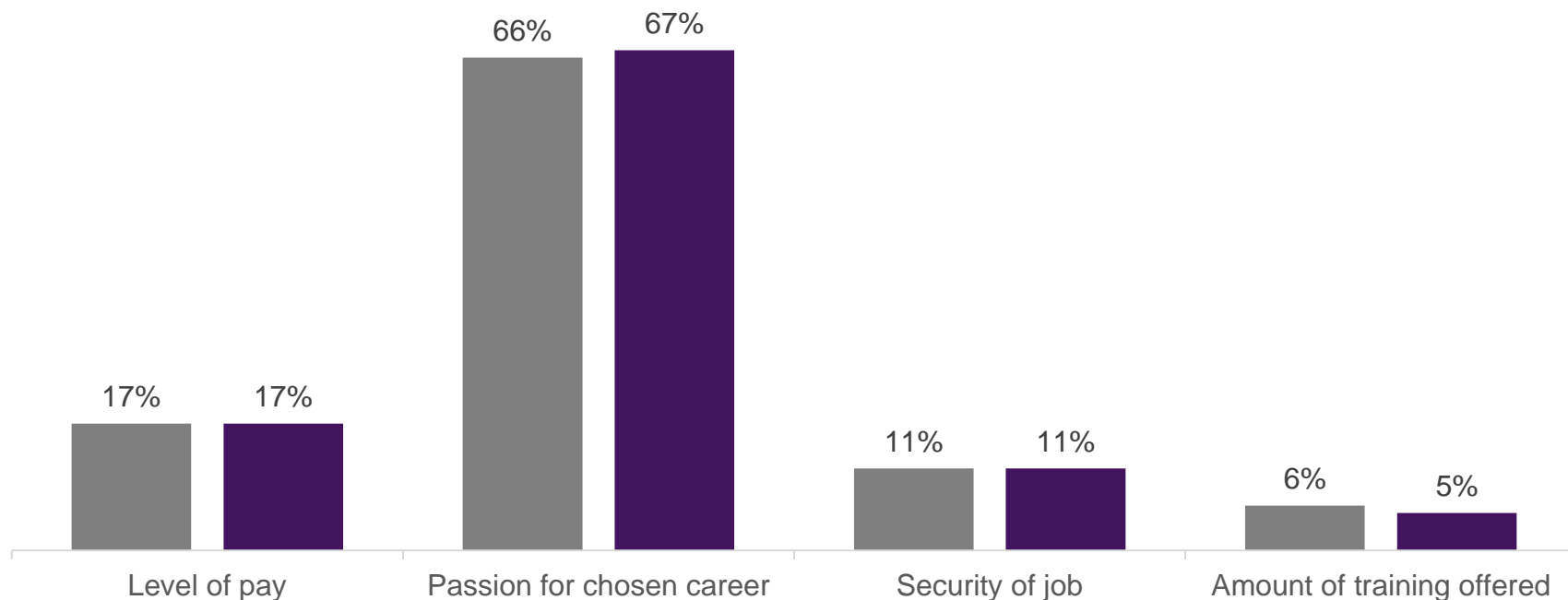
Base: 2014 (2,236), 2015 (2,486)

Two thirds feel their chosen careers is more important. No change in scores since last year

What is more important to you when applying for jobs after university?

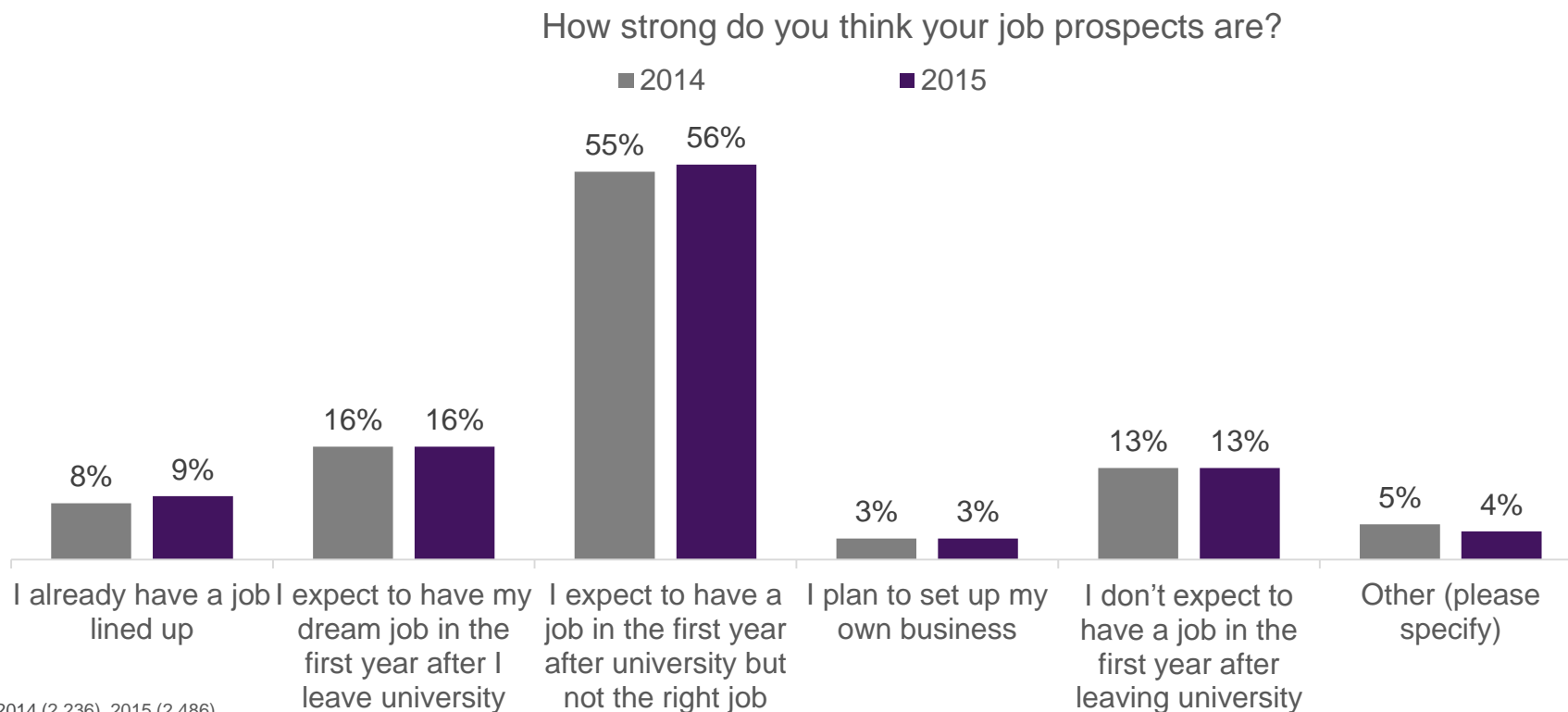
■ 2014

■ 2015



Base: 2014 (2,236), 2015 (2,486)

Just over half expect to have a job within a year of graduating, although not necessarily the right job. 16% of students expect to have their dream job when they leave university, the same as last year



Base: 2014 (2,236), 2015 (2,486)

3. WEEKLY EXPENDITURE

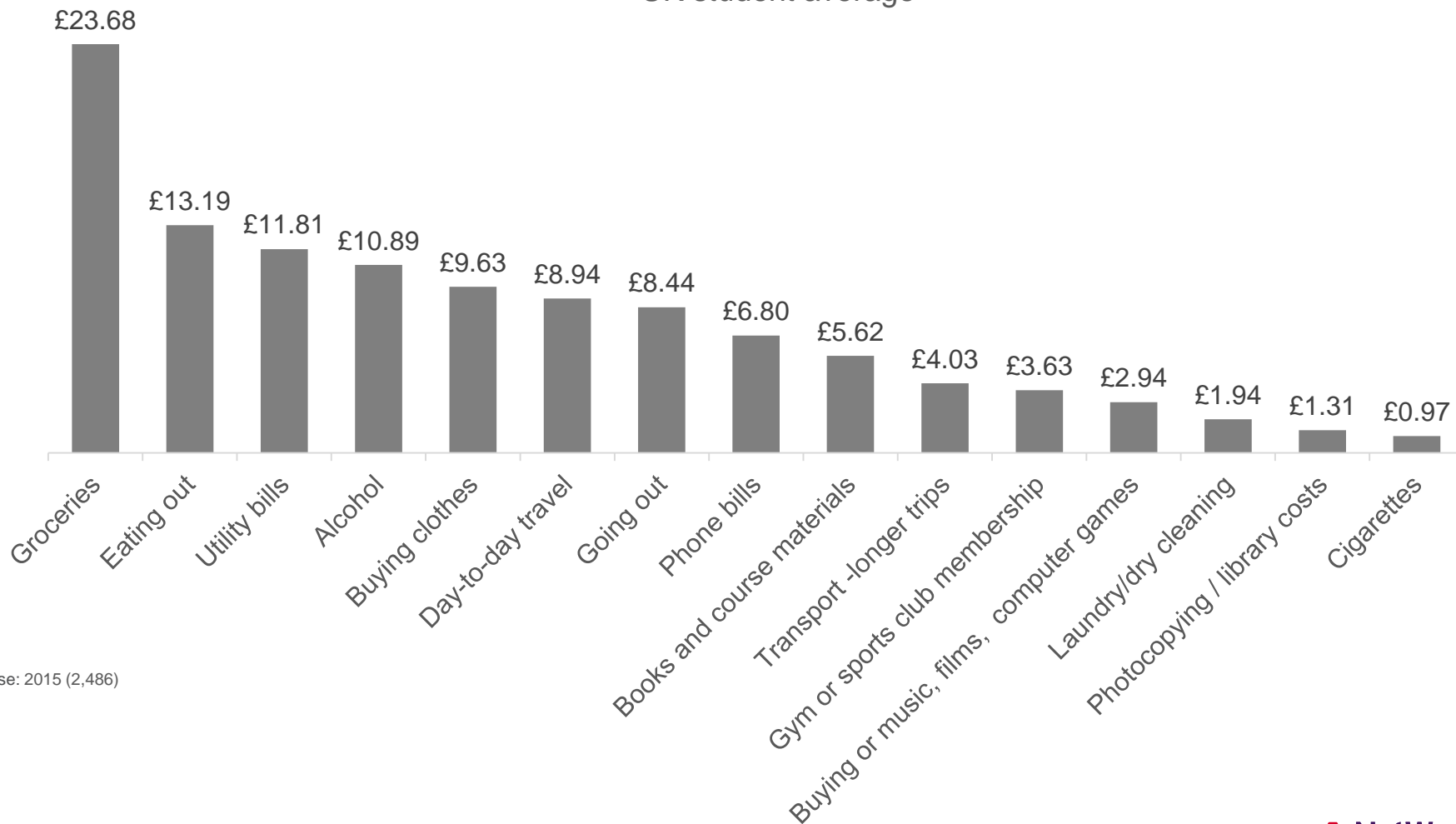
- LIVING EXPENSES
- SPORTS AND HOBBIES



LIVING EXPENSES

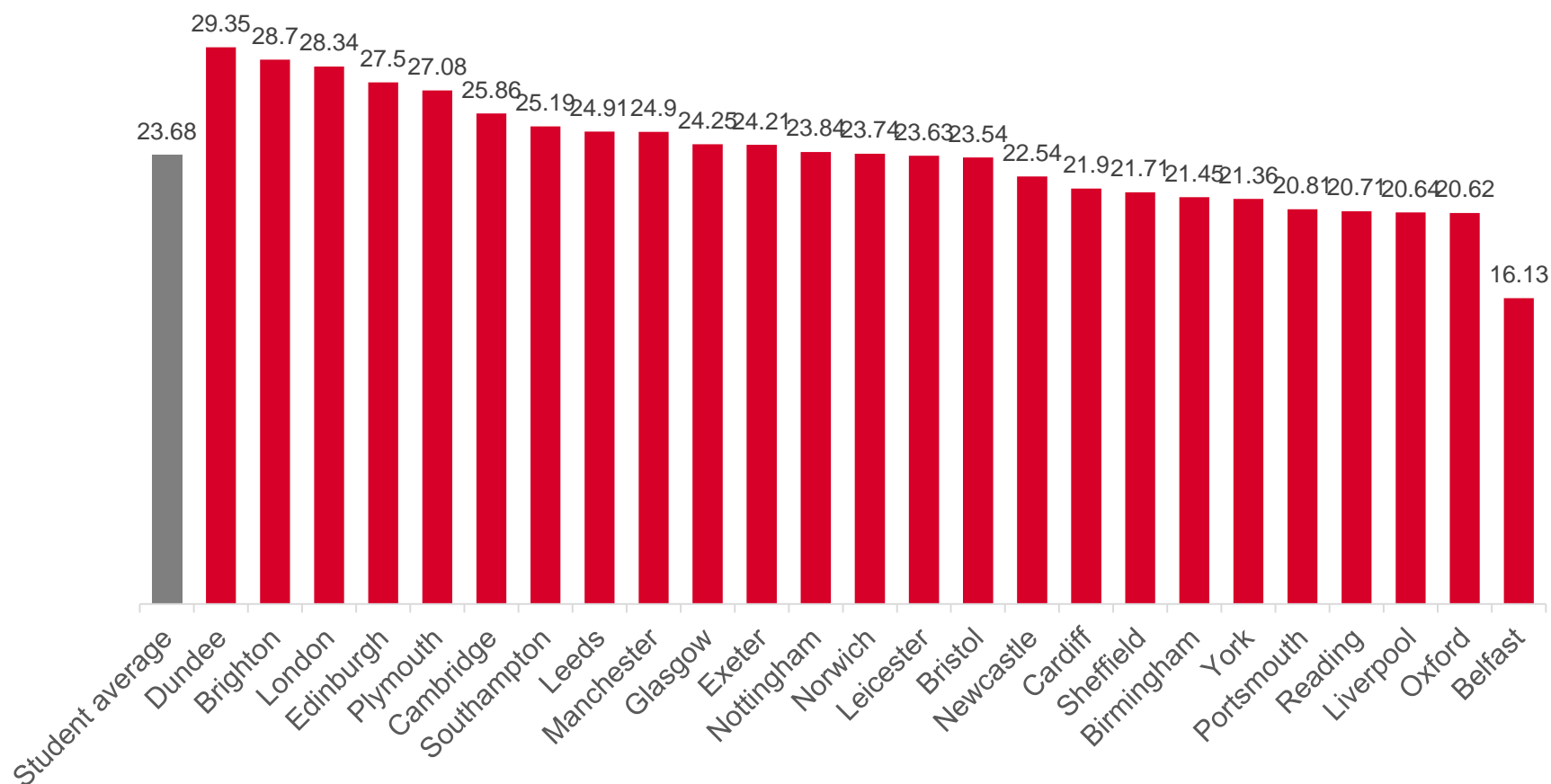
Unsurprisingly, students spend more on groceries than on any other item

Weekly expenditure
UK student average



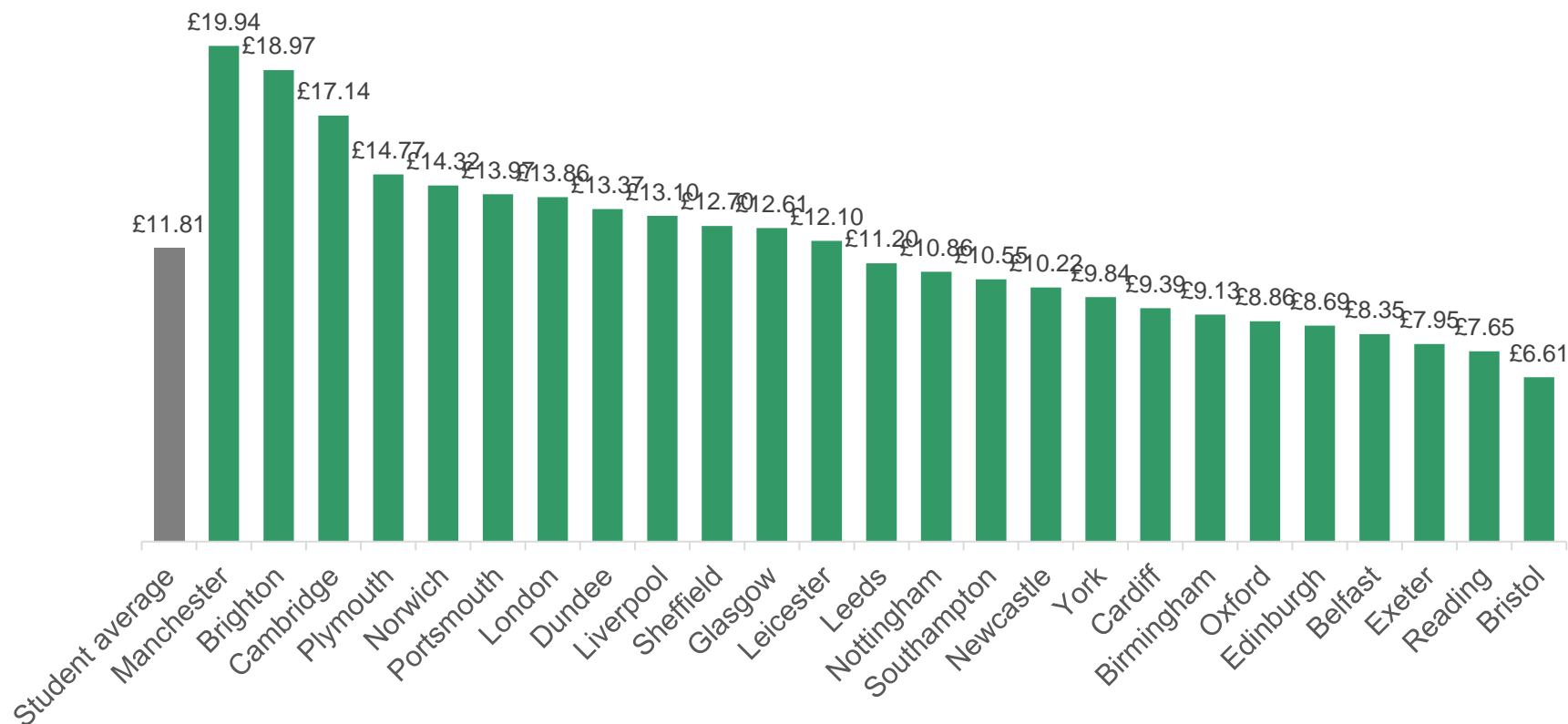
Base: 2015 (2,486)

Weekly Grocery Expenditure



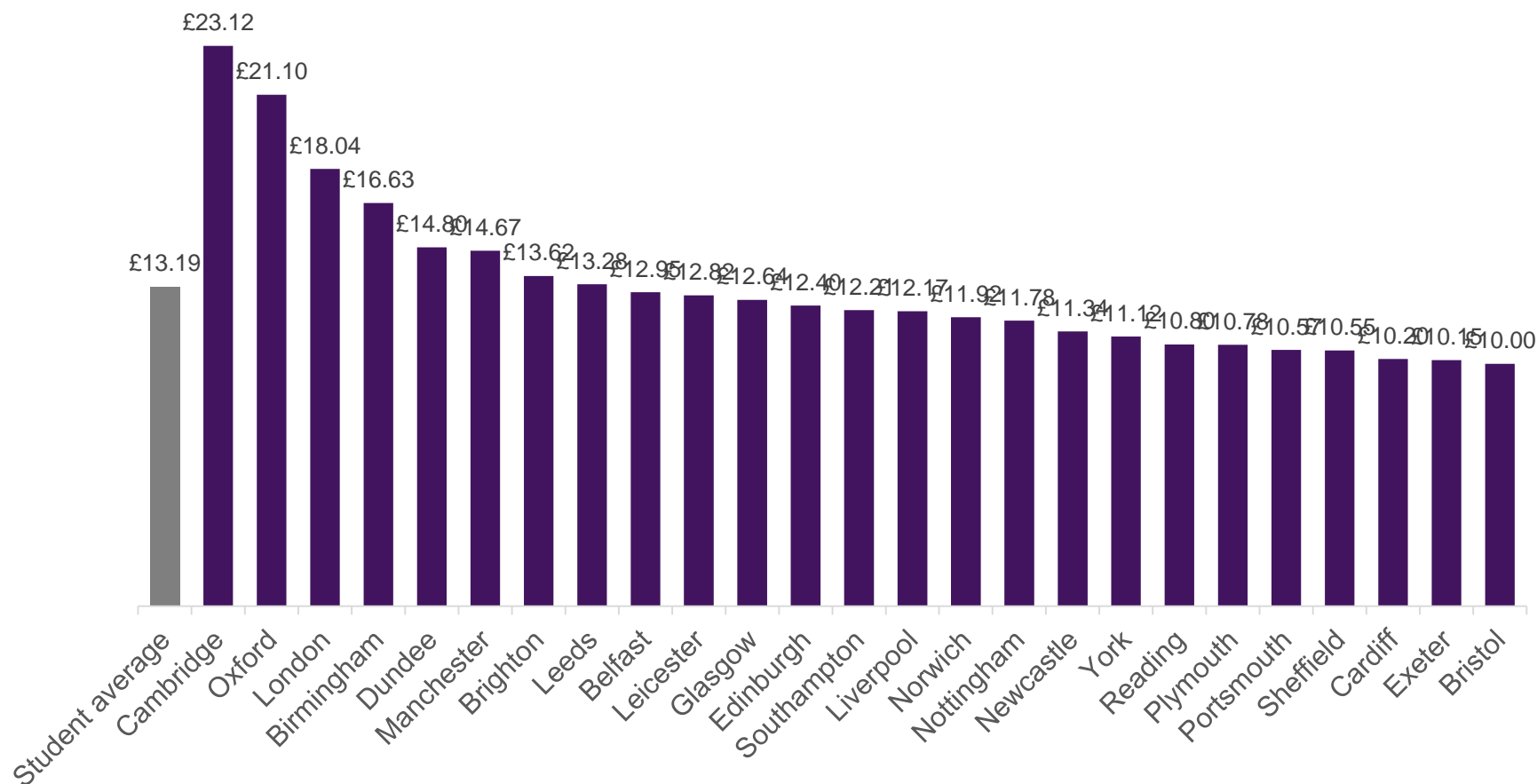
Base: 2015 (2,486)

Weekly Utilities Expenditure

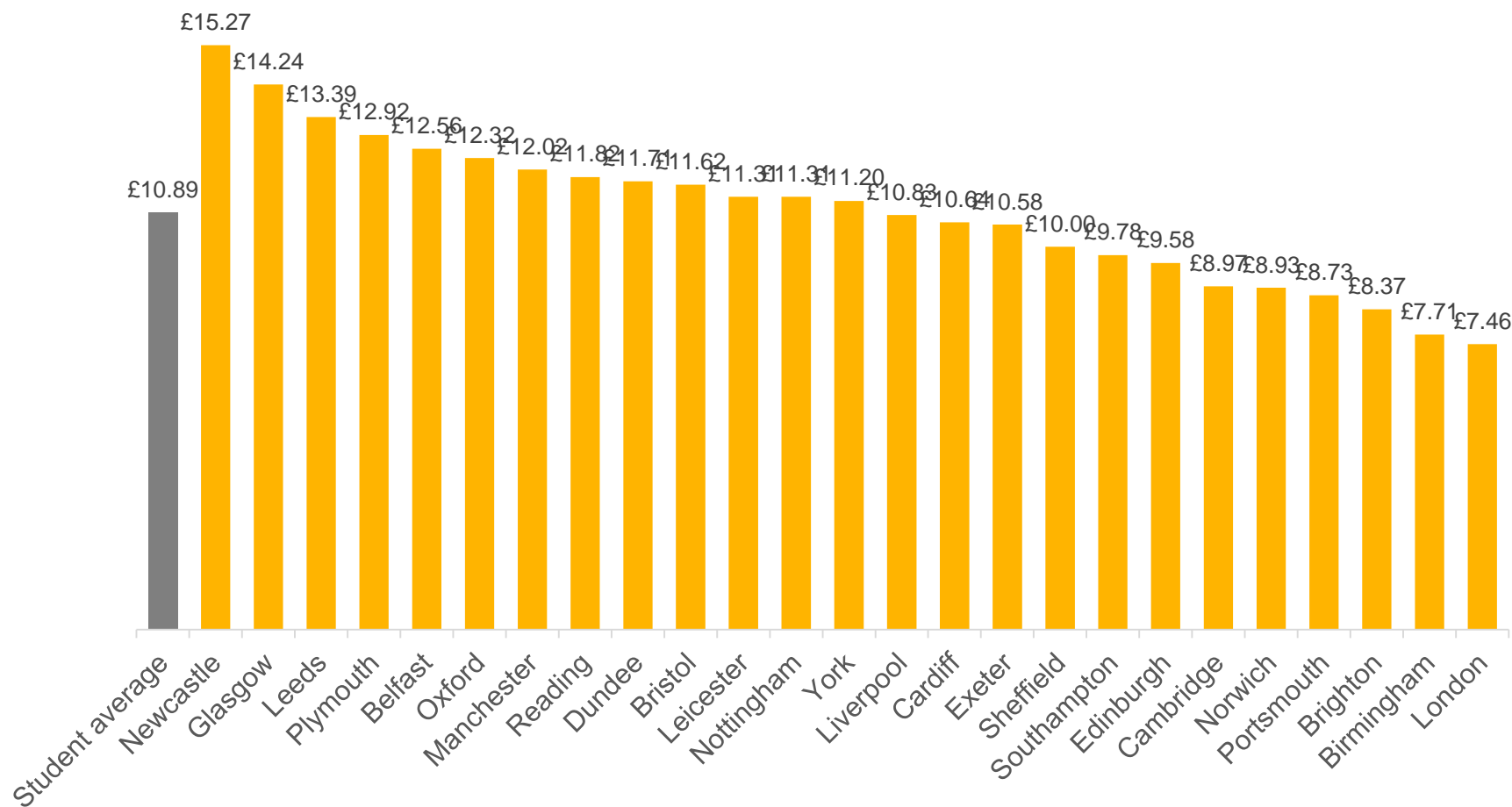


Base: 2015 (2,486)

Weekly Eating Out Expenditure

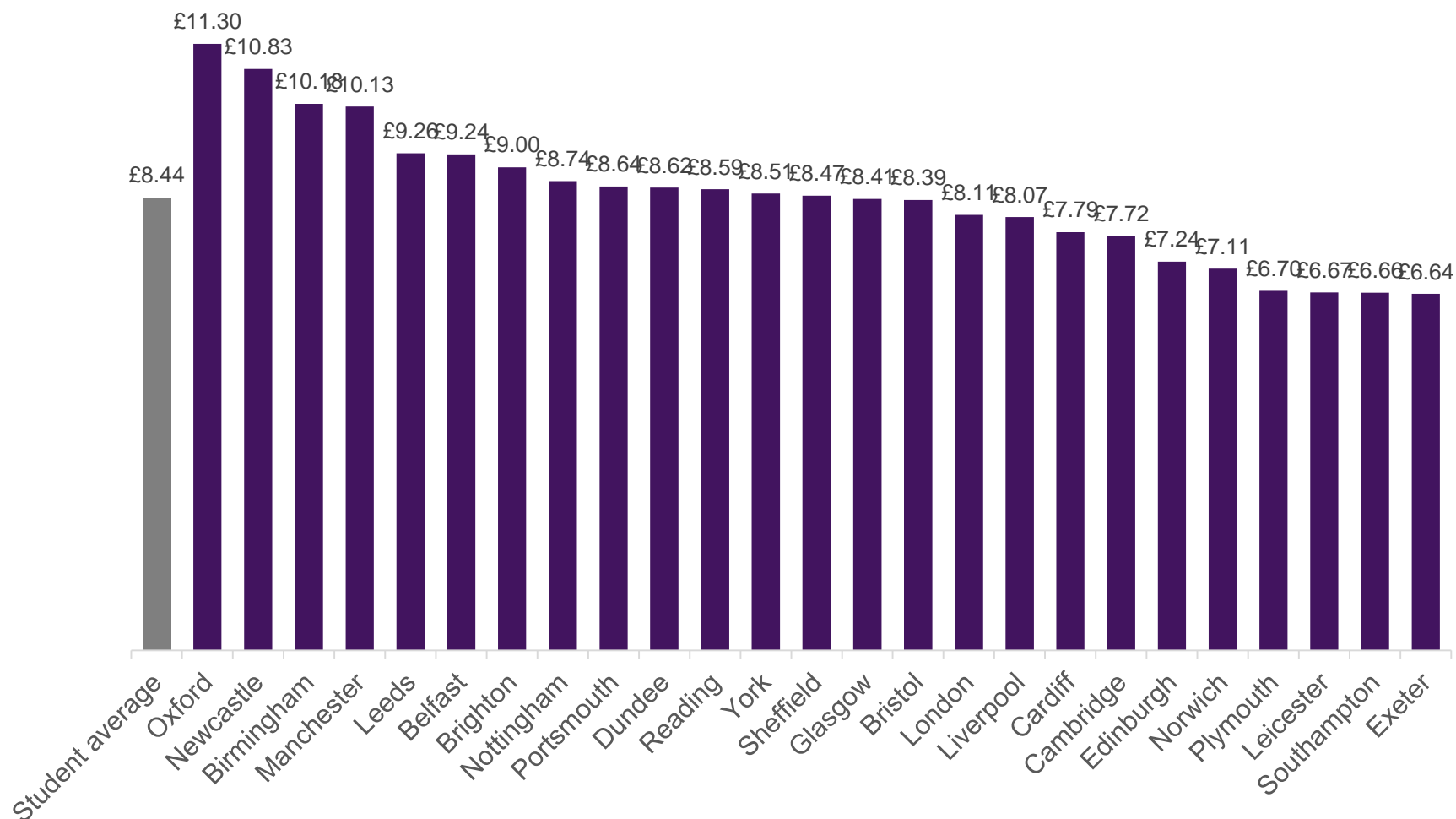


Weekly Alcohol Expenditure



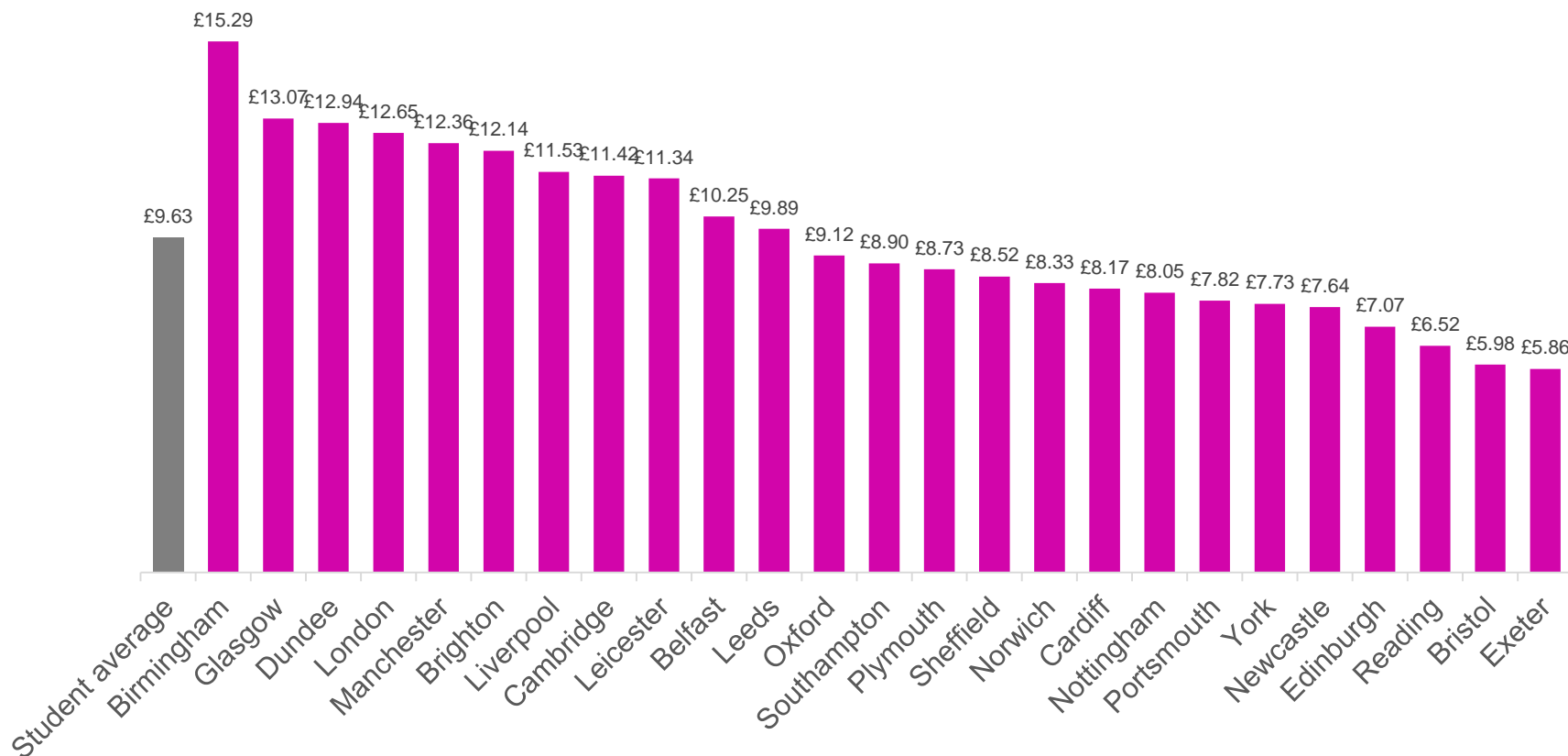
Base: 2015 (2,486)

Weekly Going Out Expenditure



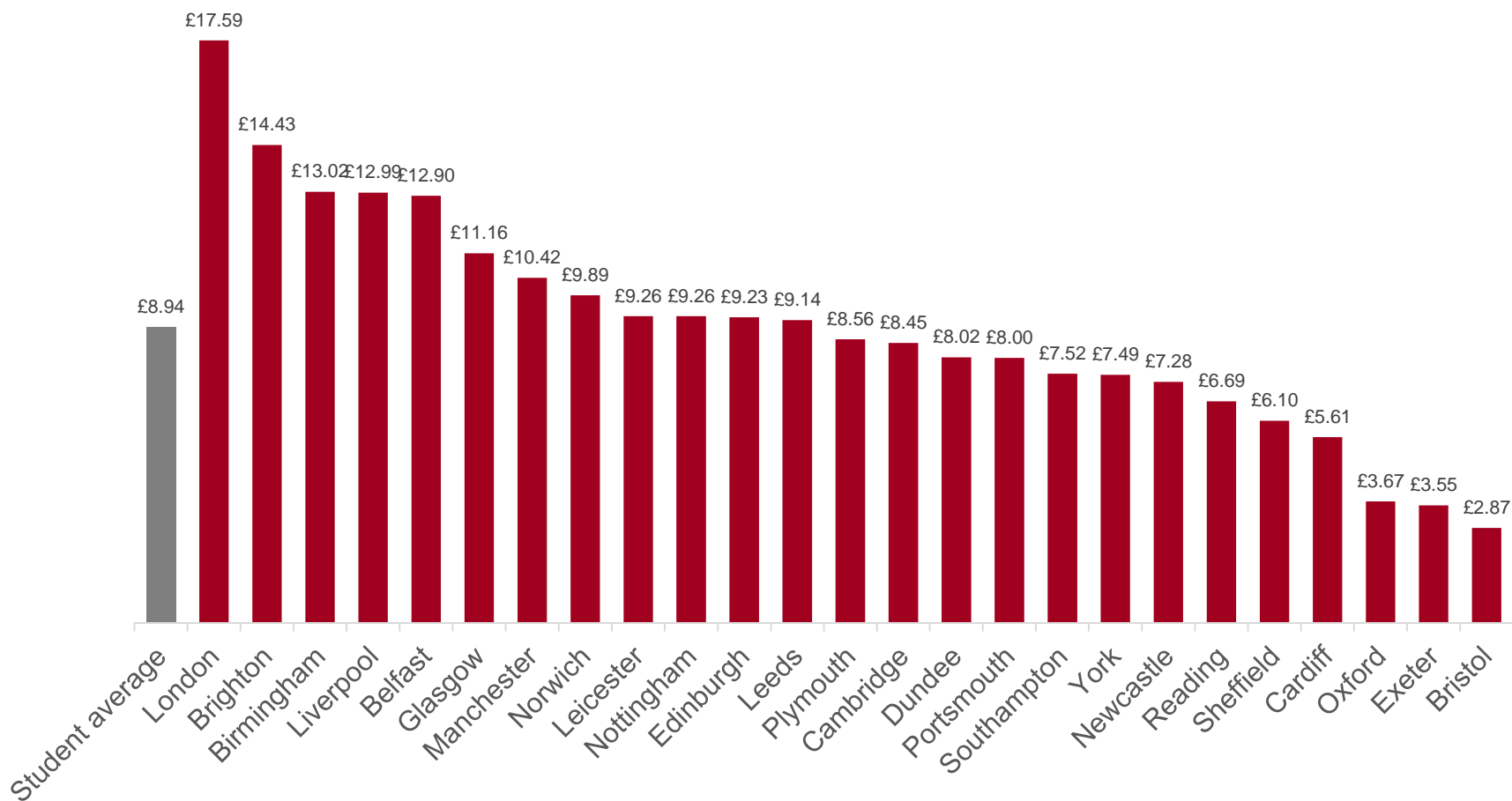
Base: 2015 (2,486)

Weekly Clothing Expenditure



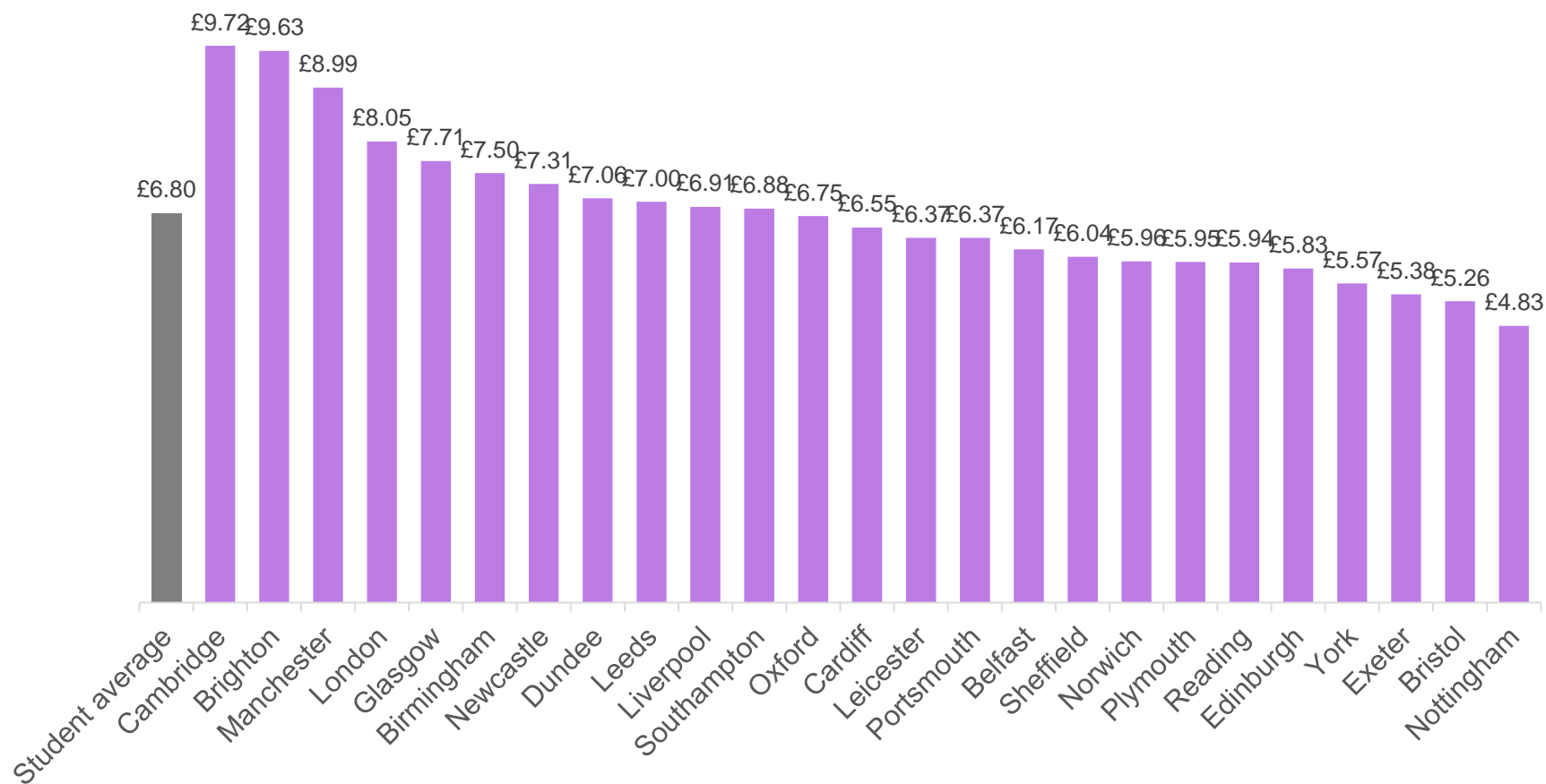
Base: 2015 (2,486)

Weekly Travel Expenditure



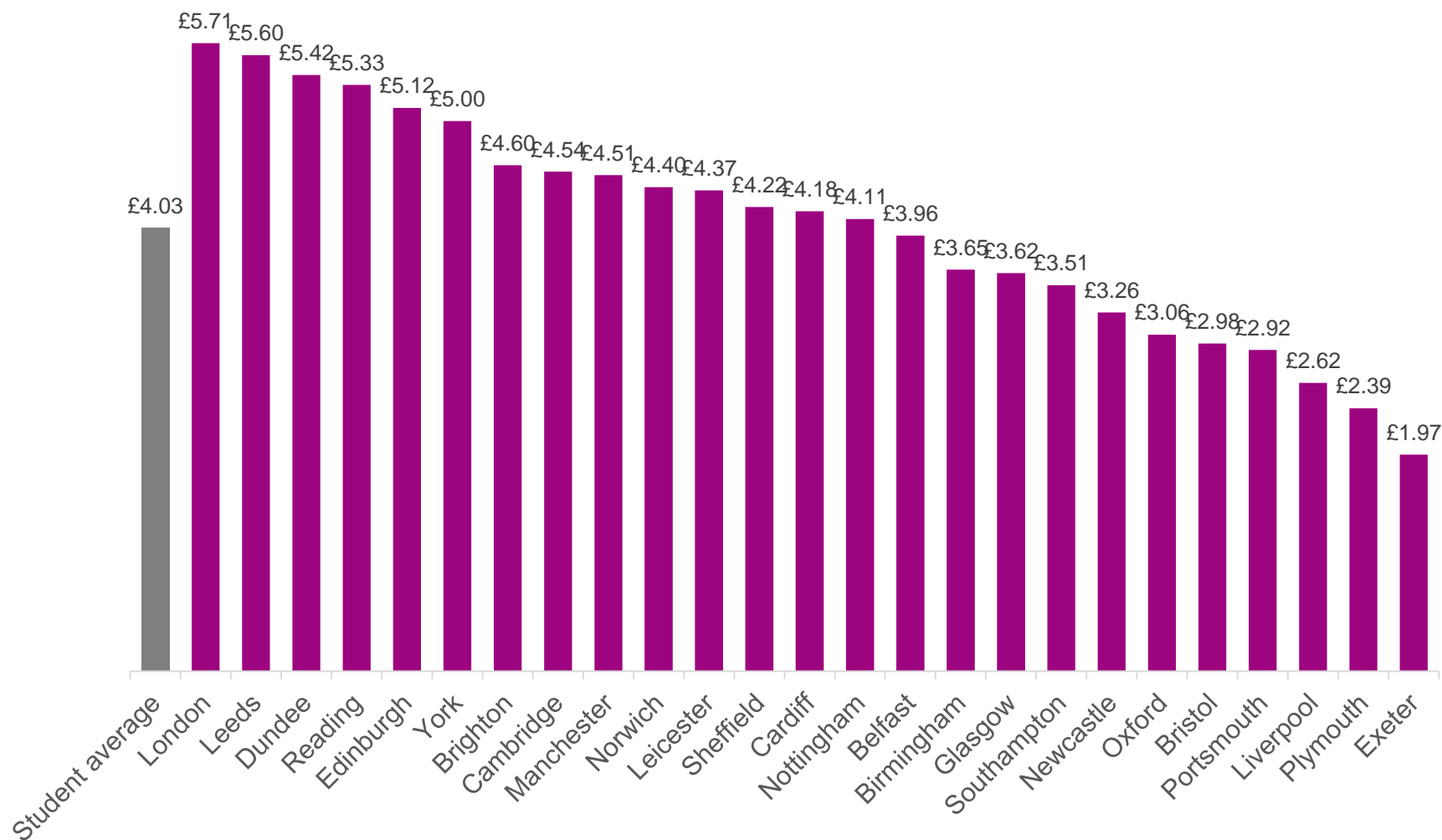
Base: 2015 (2,486)- Day to day travel

Weekly Phone Bill Expenditure



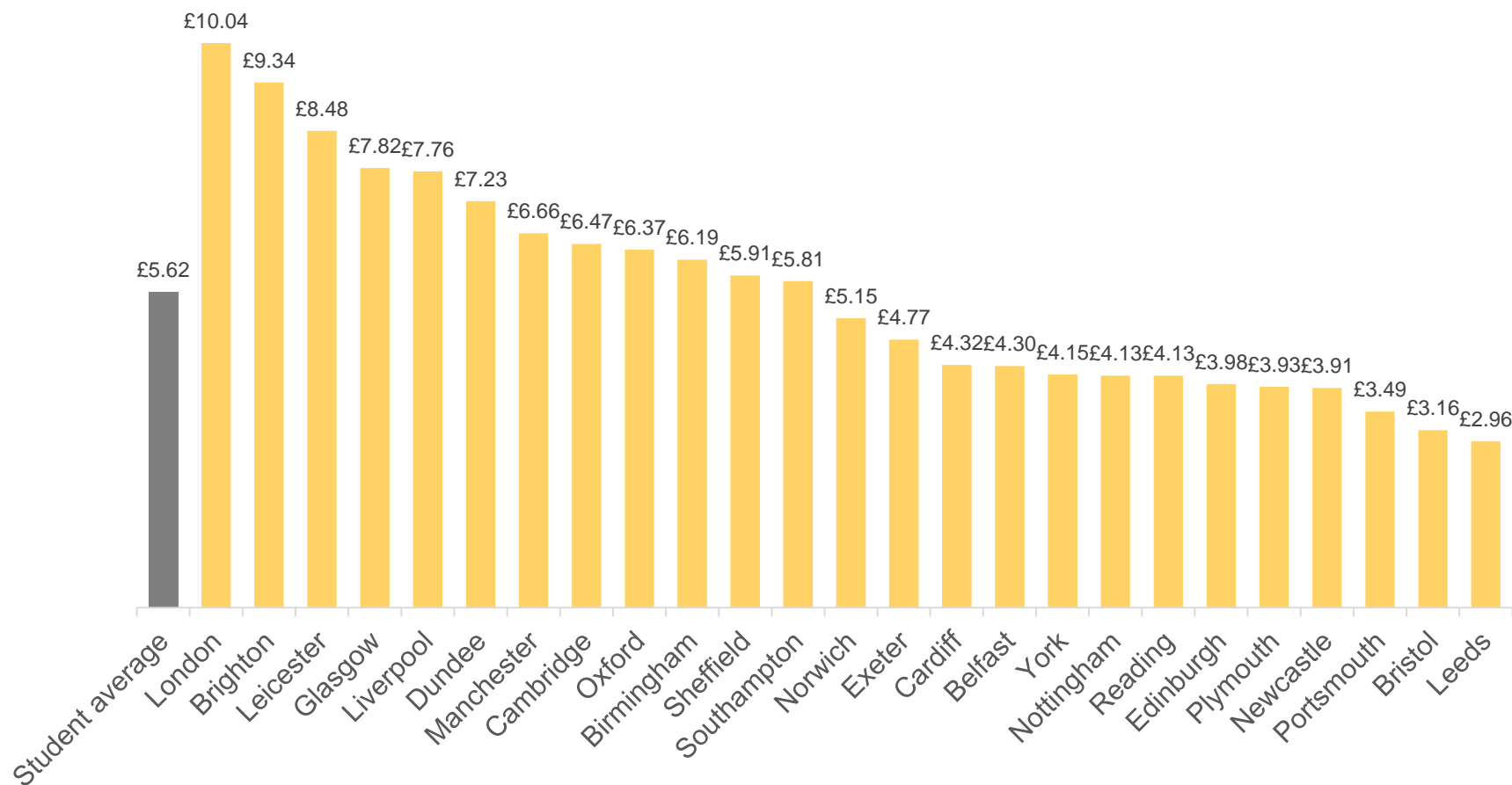
Base: 2015 (2,486)

Weekly Longer Distance Expenditure



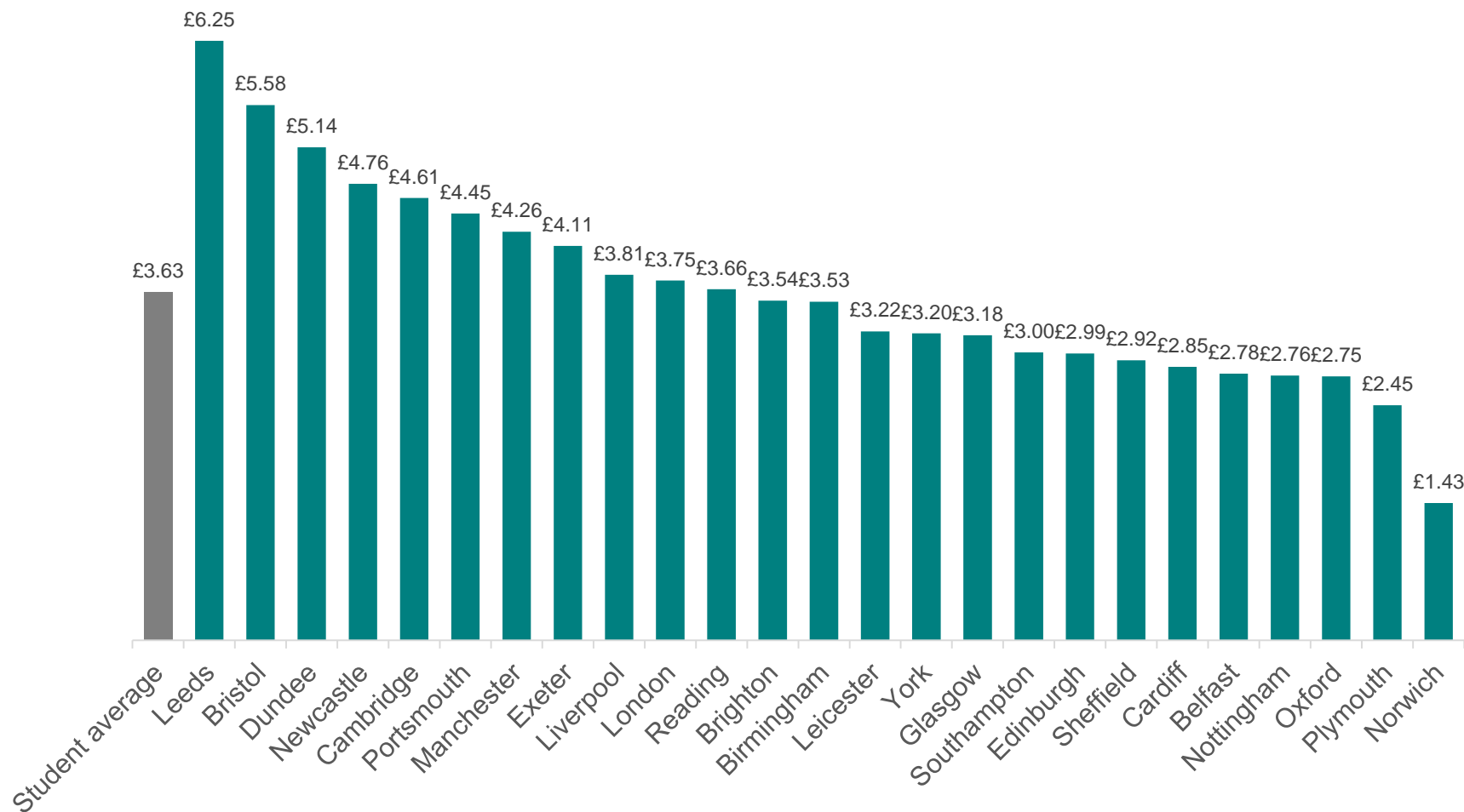
Base: 2015 (2,486)

Weekly Books and Course Materials Expenditure



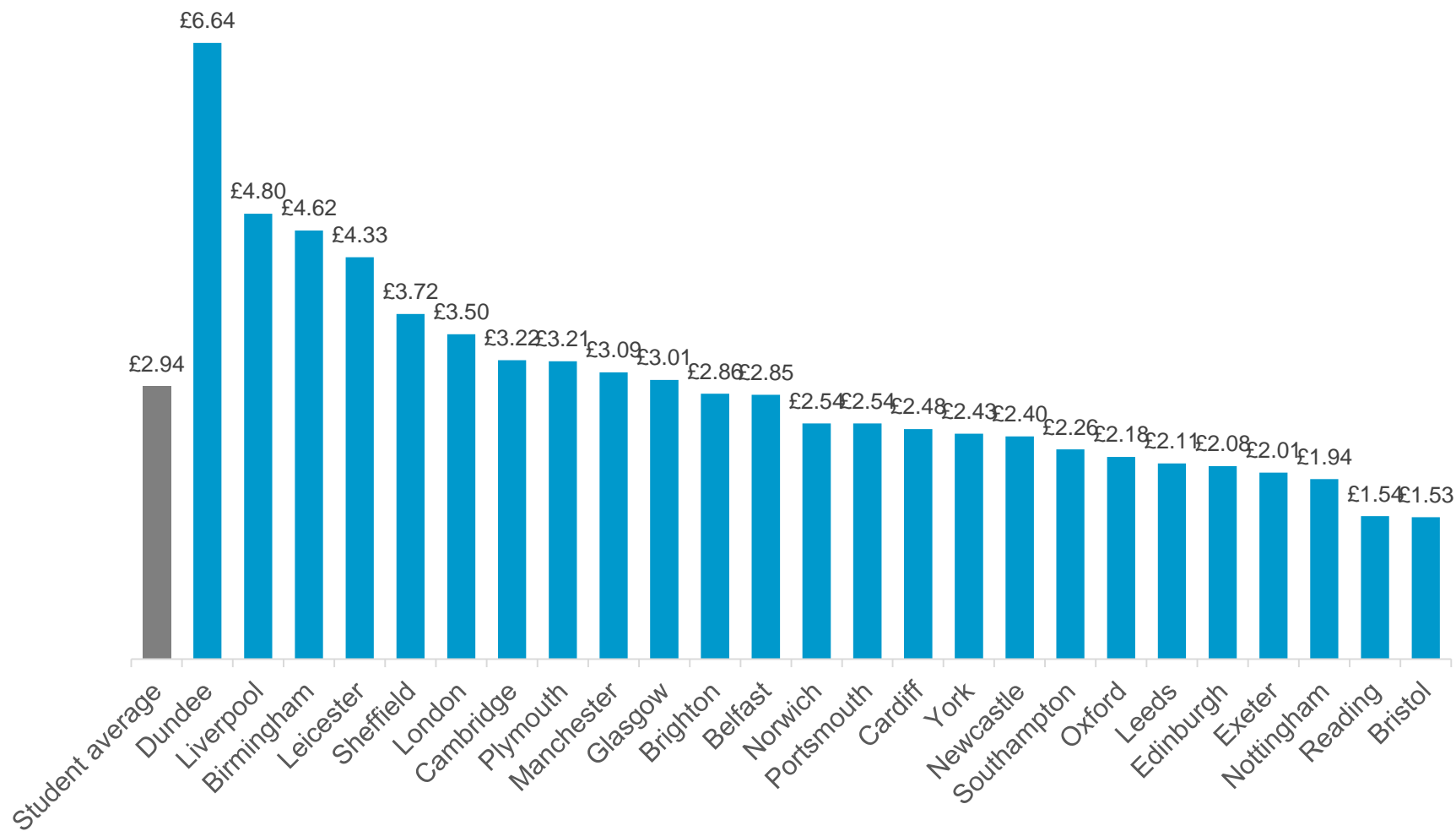
Base: 2015 (2,486)

Weekly Gym or Sports Membership Expenditure



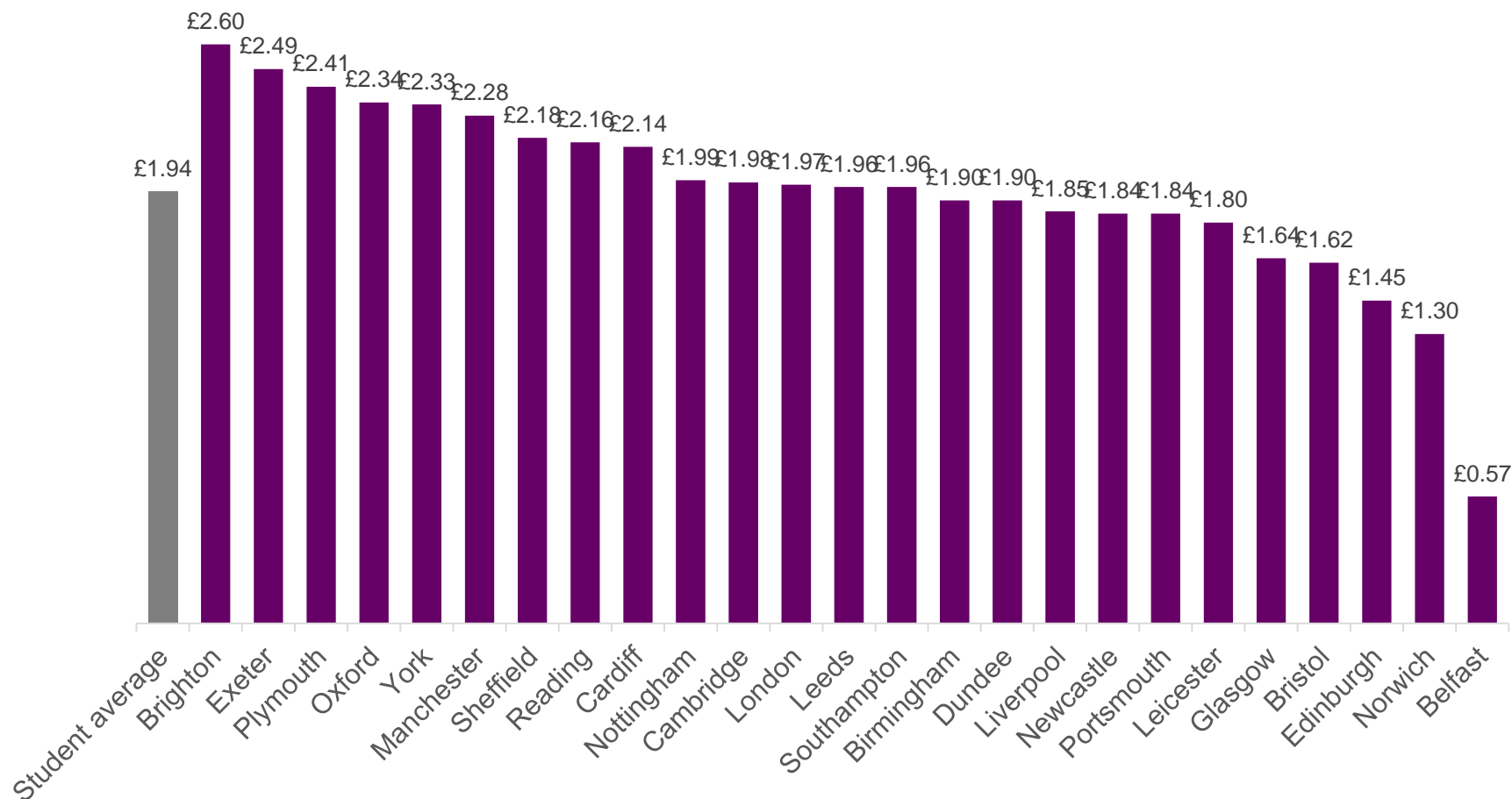
Base: 2015 (2,486)

Weekly Music, Film or Gaming Expenditure



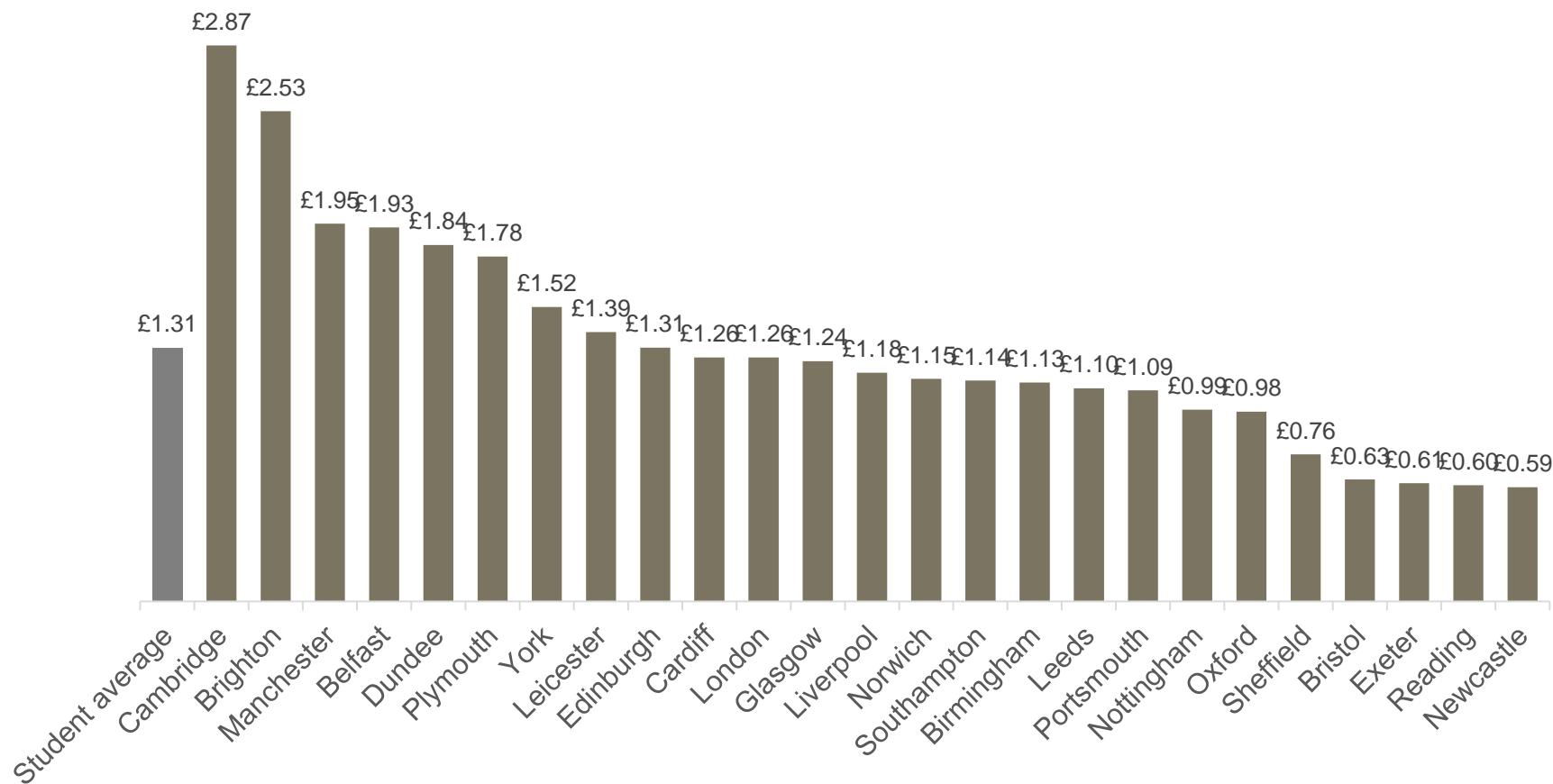
Base: 2015 (2,486)

Weekly Laundry/Dry Cleaning Expenditure



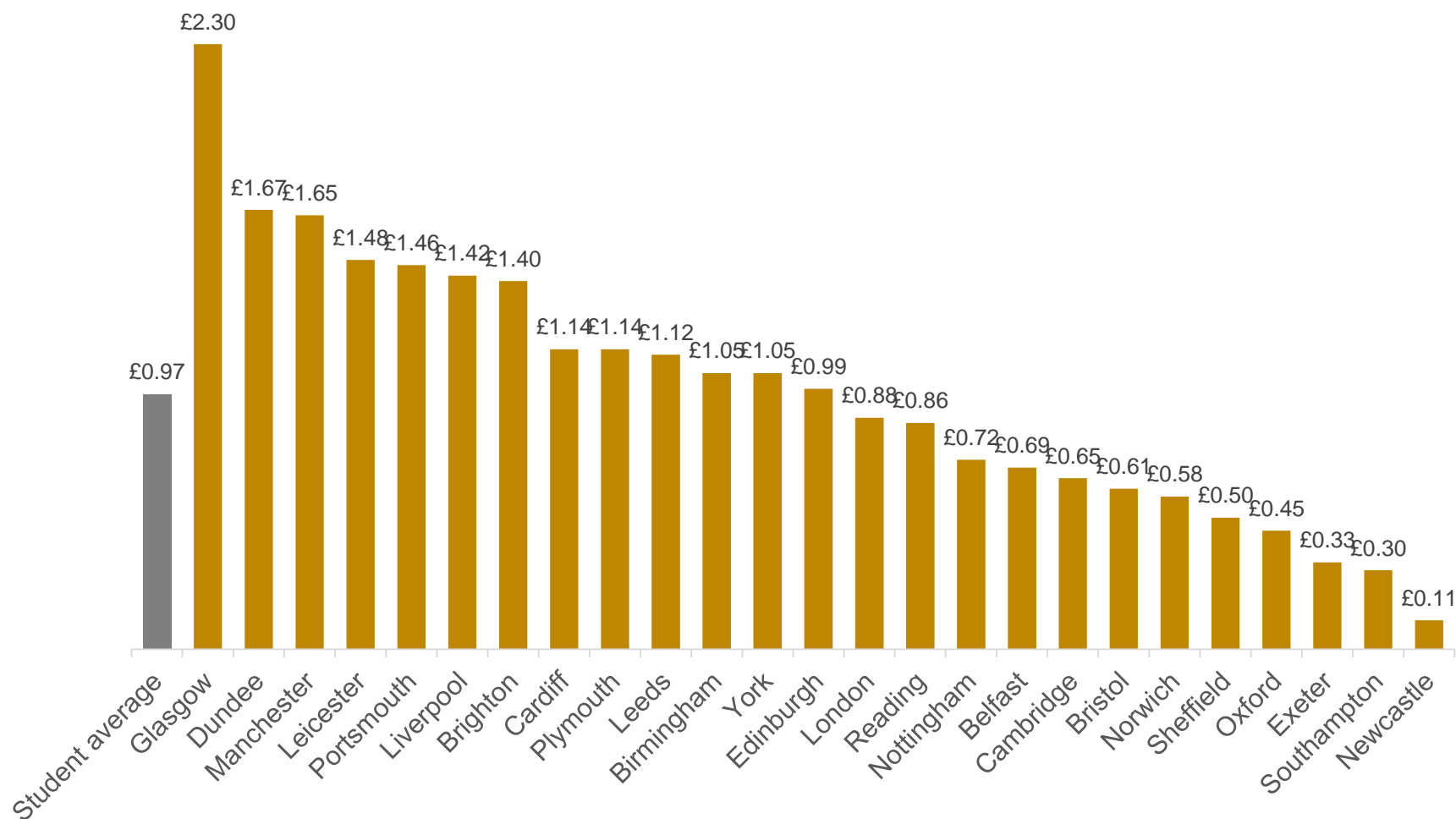
Base: 2015 (2,486)

Weekly Photocopying/Library Expenditure



Base: 2015 (2,486)

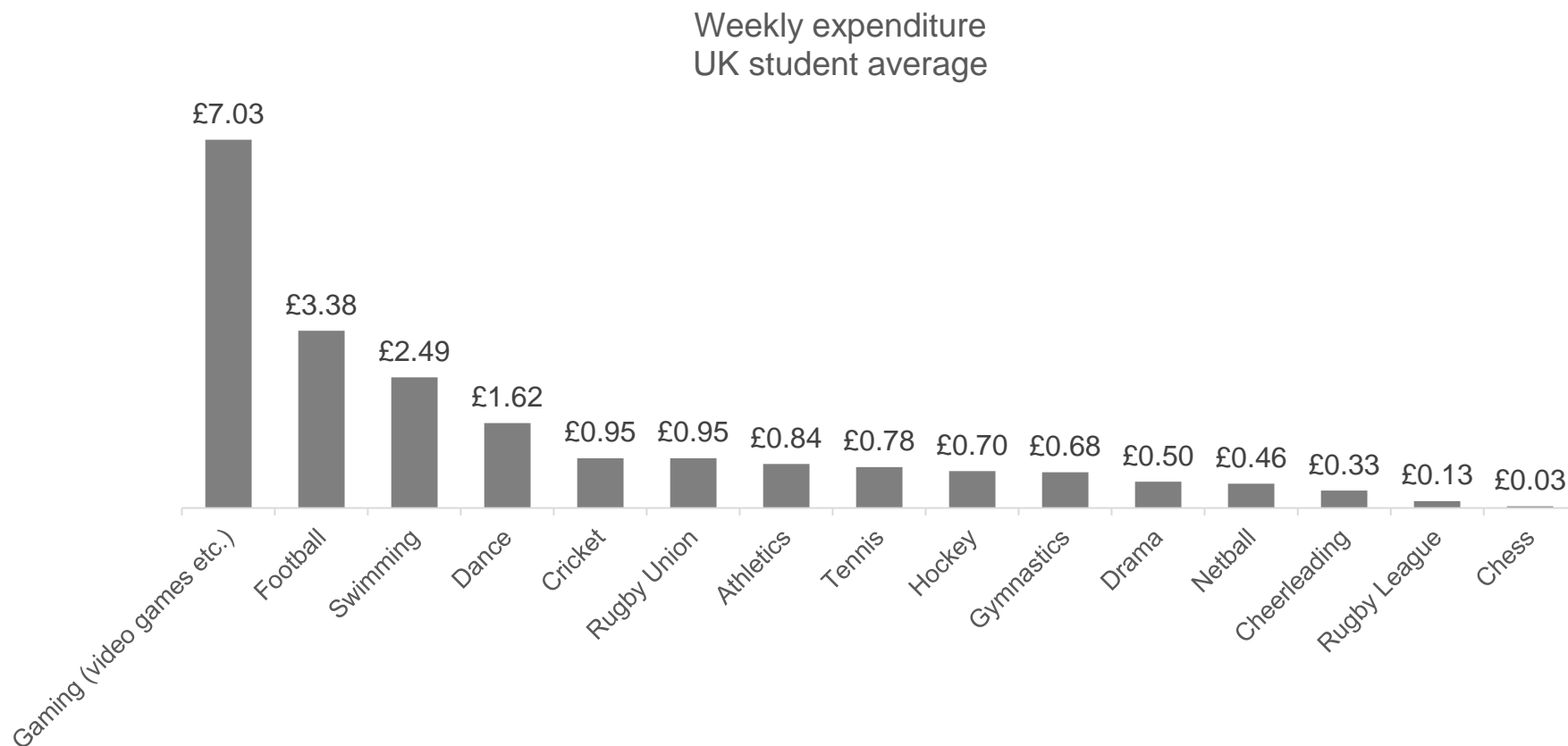
Weekly Cigarettes Expenditure



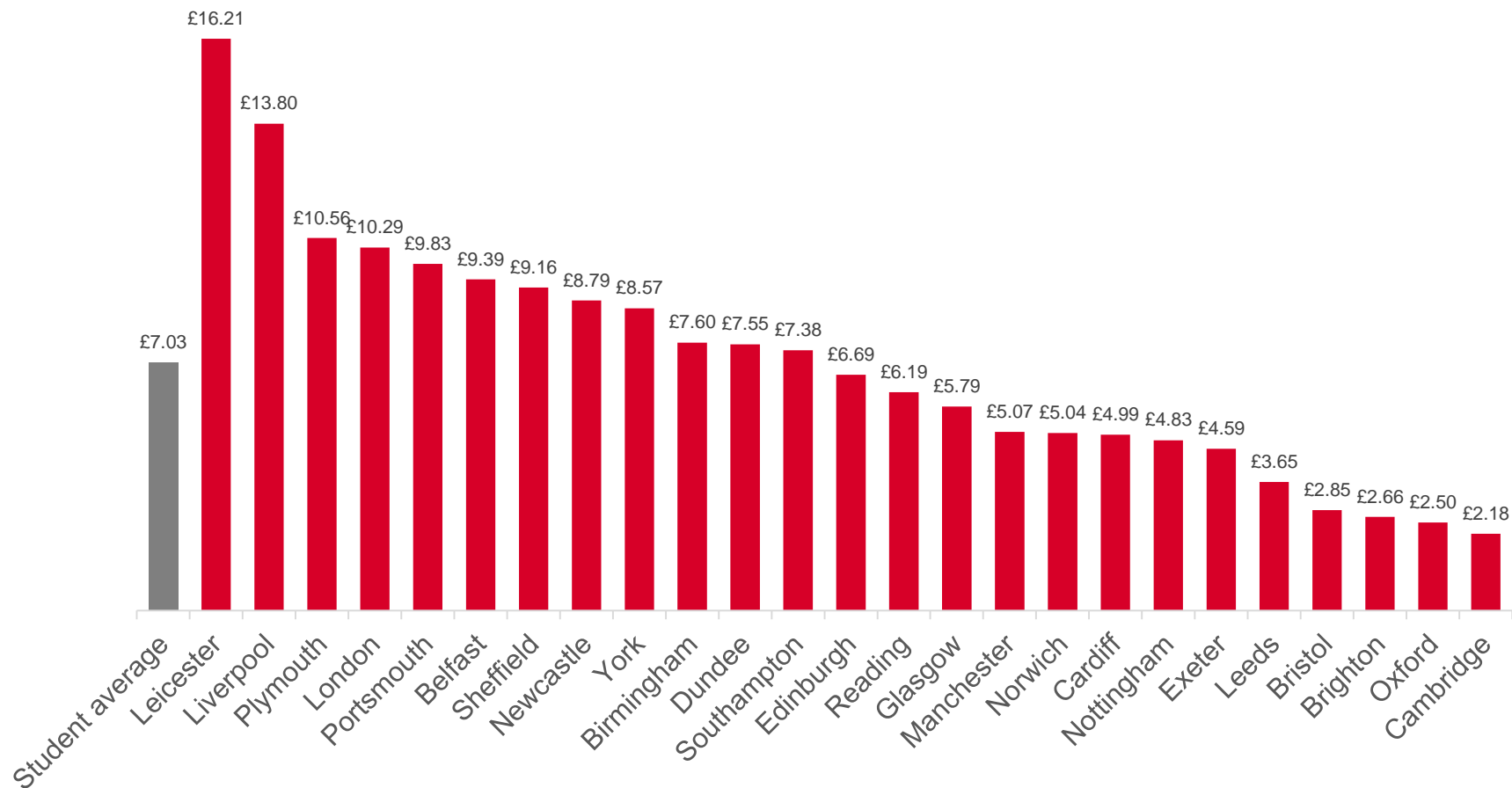
Base: 2015 (2,486)

SPORTS AND HOBBIES

On average, students spend more money on gaming than any other activity

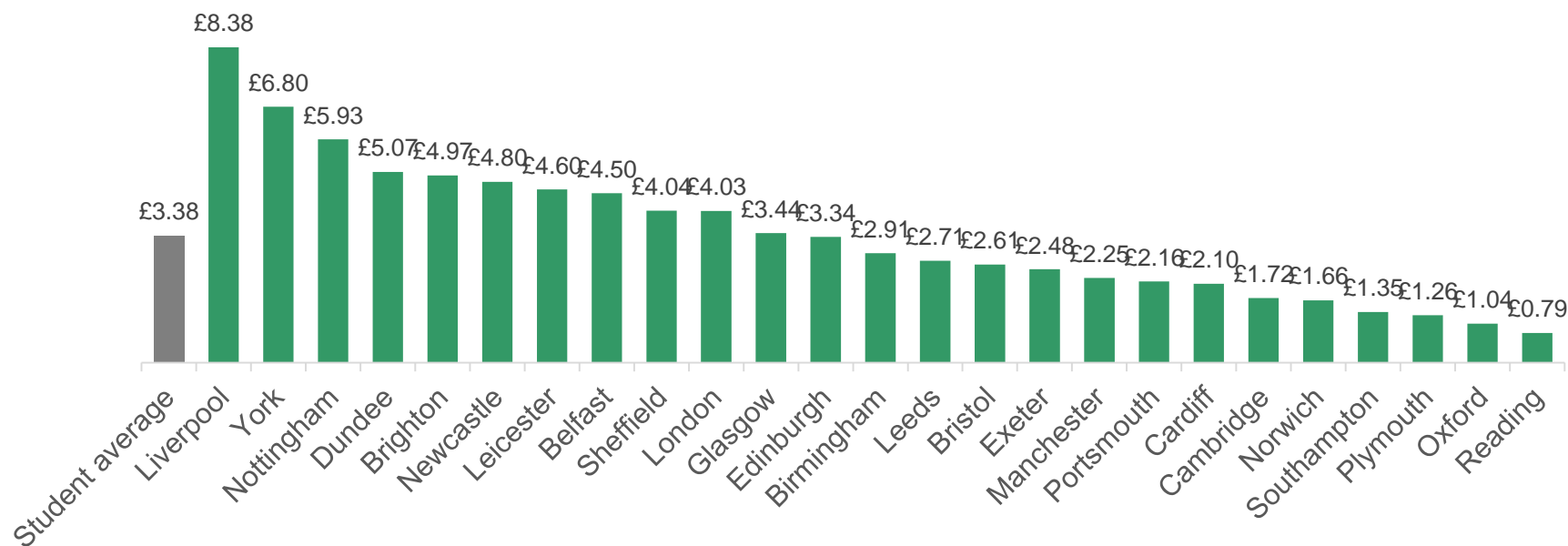


Weekly Gaming Expenditure



Base: 2015 (2,486)

Weekly Football Expenditure



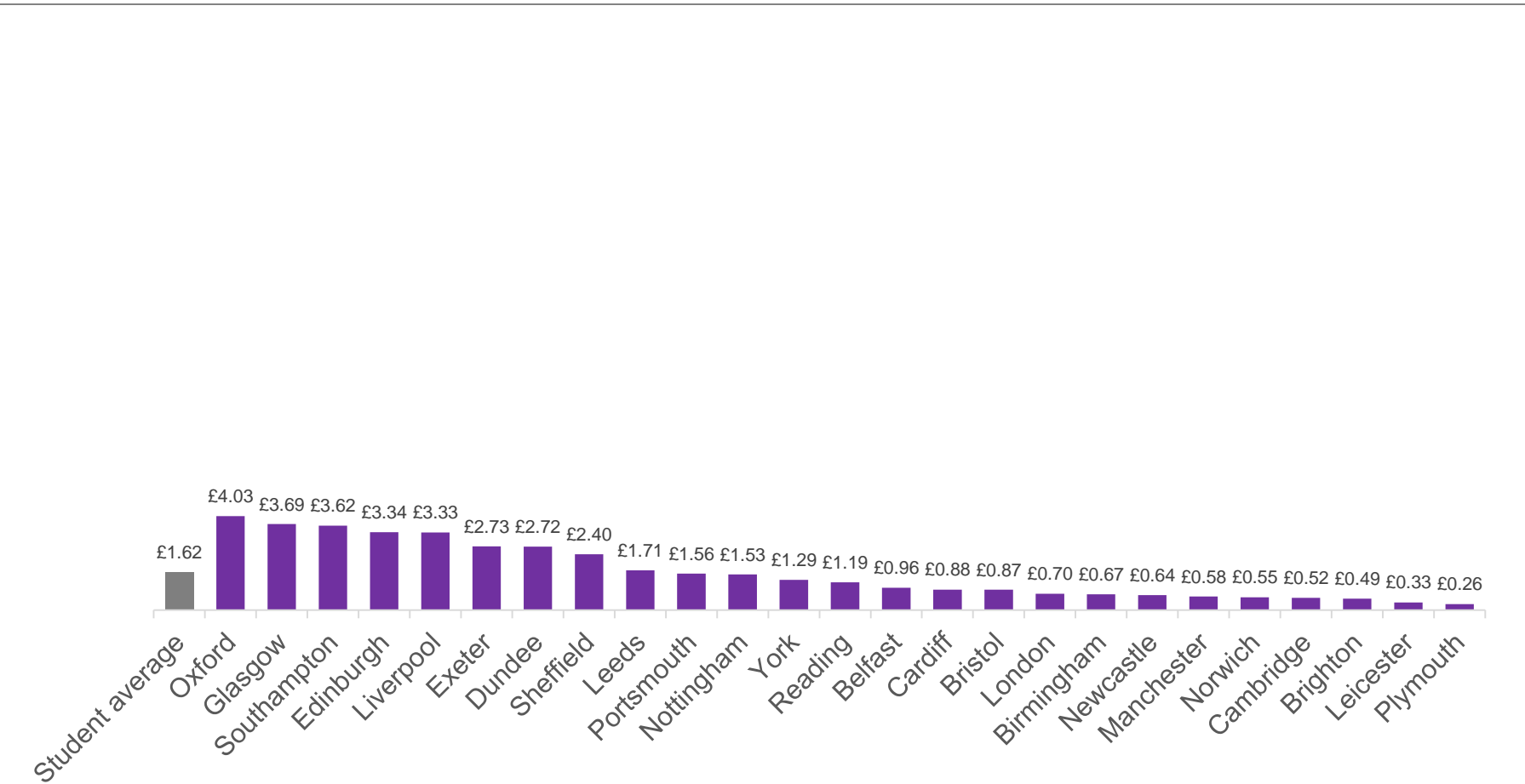
Base: 2015 (2,486)

Weekly Swimming Expenditure



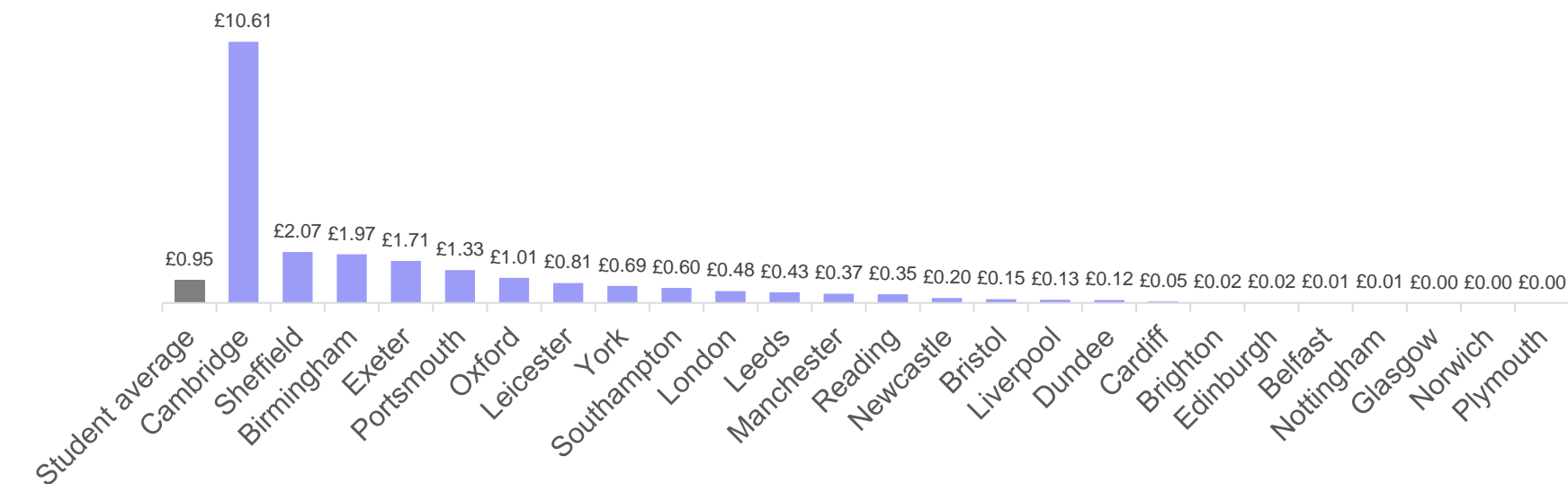
Base: 2015 (2,486)

Weekly Dance Expenditure



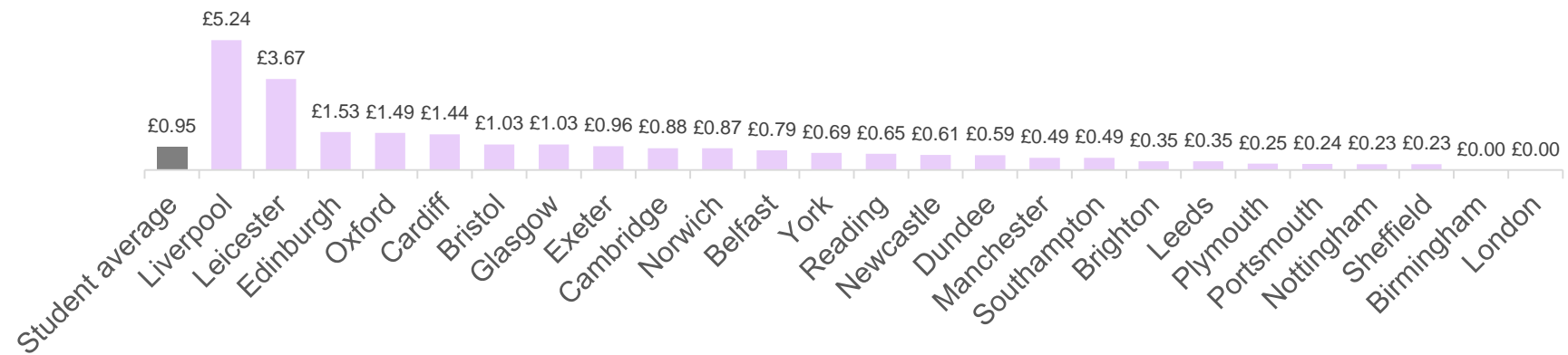
Base: 2015 (2,486)

Weekly Cricket Expenditure



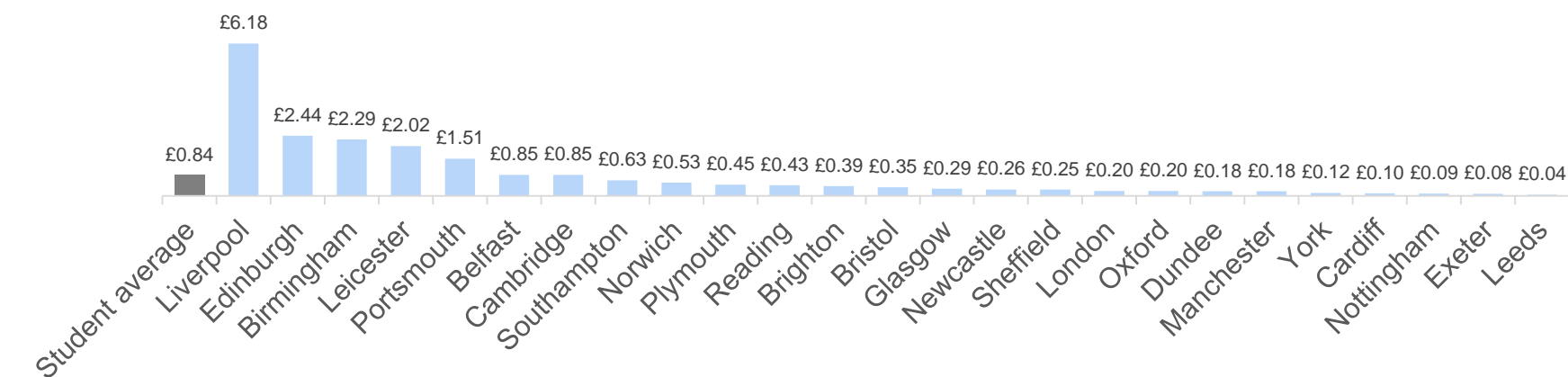
Base: 2015 (2,486)

Weekly Rugby Union Expenditure



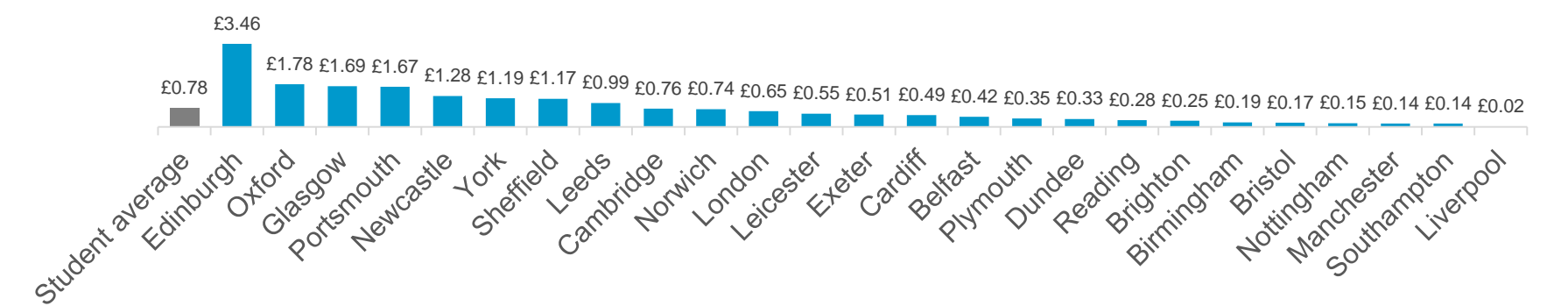
Base: 2015 (2,486)

Weekly Athletics Expenditure



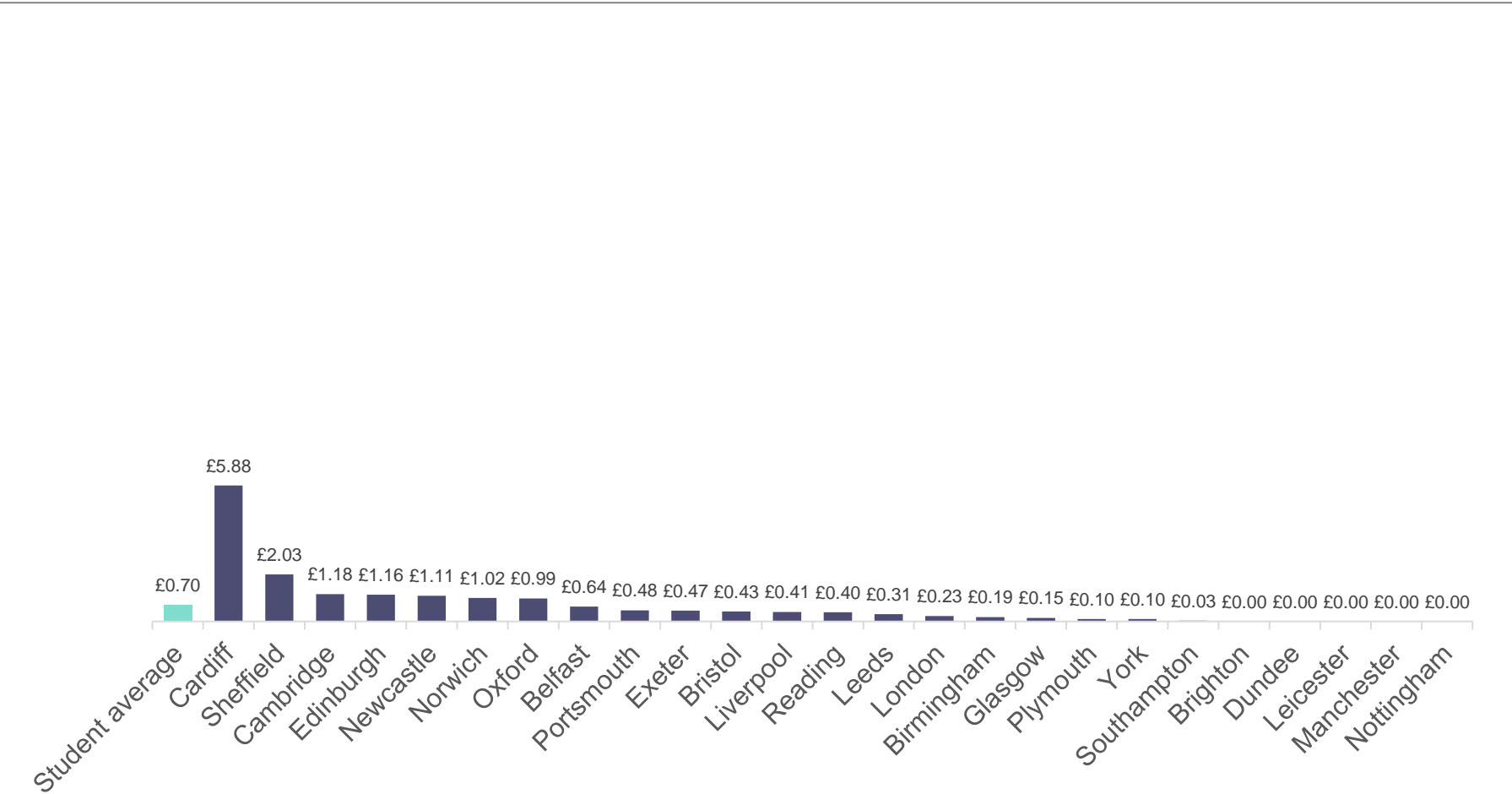
Base: 2015 (2,486)

Weekly Tennis Expenditure



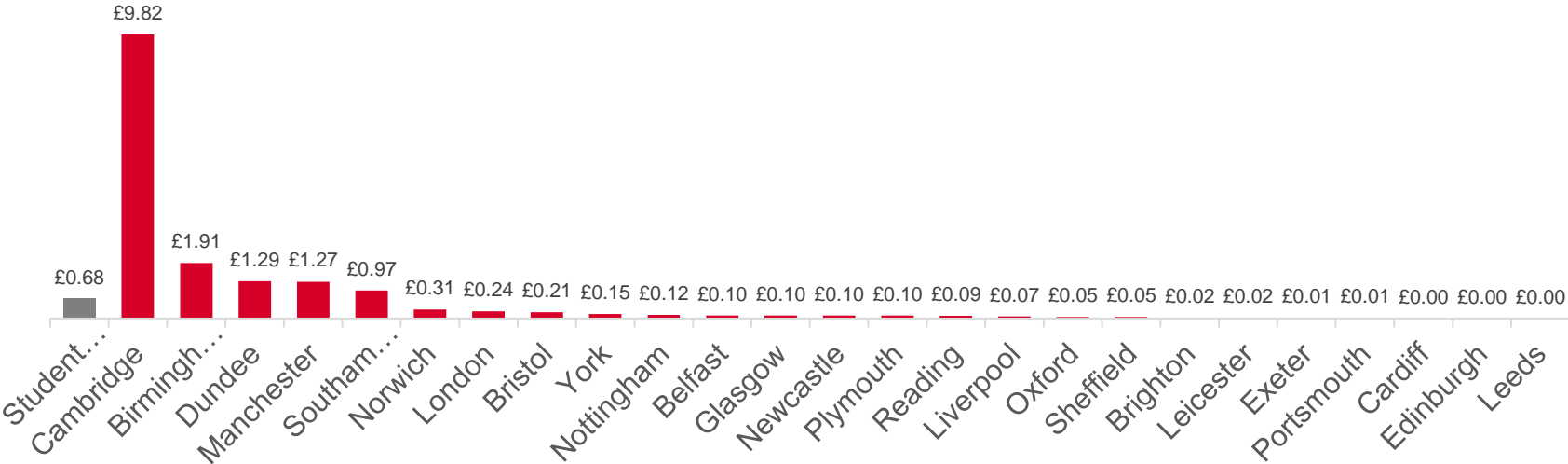
Base: 2015 (2,486)

Weekly Hockey Expenditure



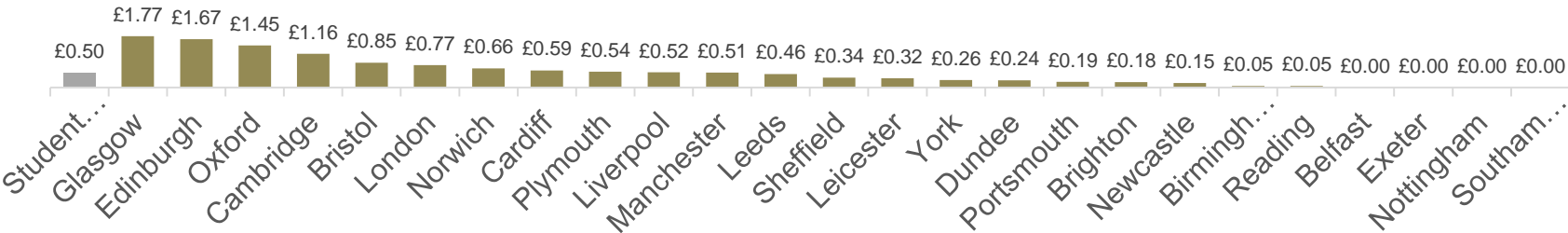
Base: 2015 (2,486)

Weekly Gymnastics Expenditure



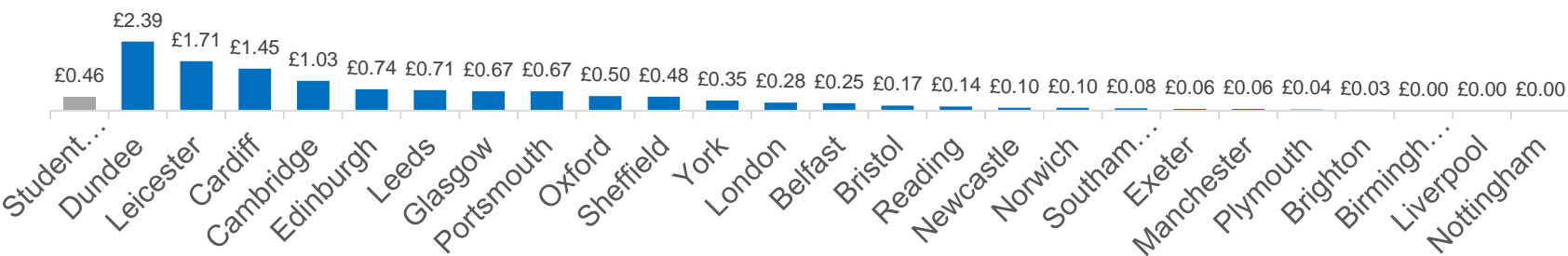
Base: 2015 (2,486)

Weekly Drama Expenditure



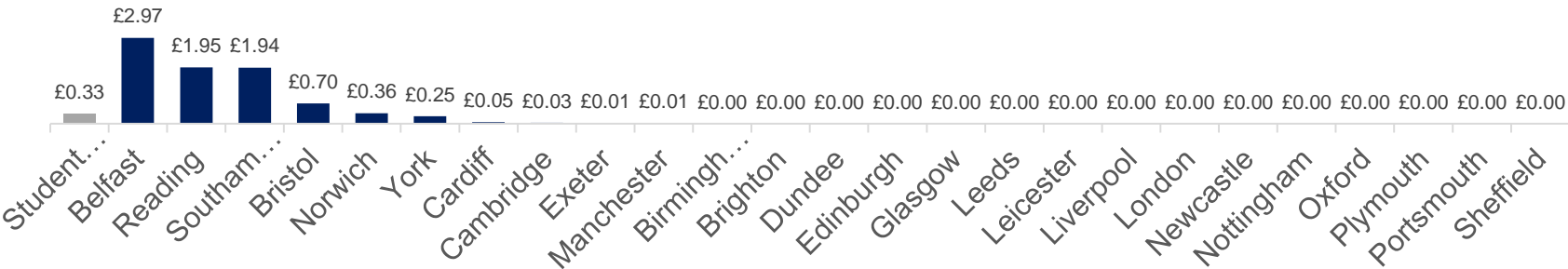
Base: 2015 (2,486)

Weekly Netball Expenditure



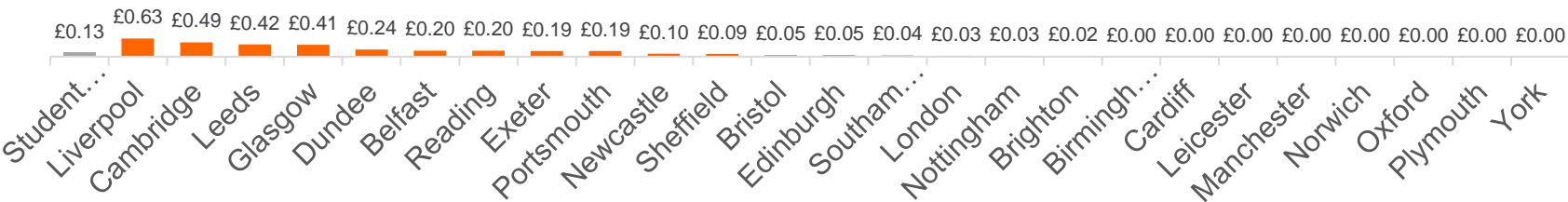
Base: 2015 (2,486)

Weekly Cheerleading Expenditure



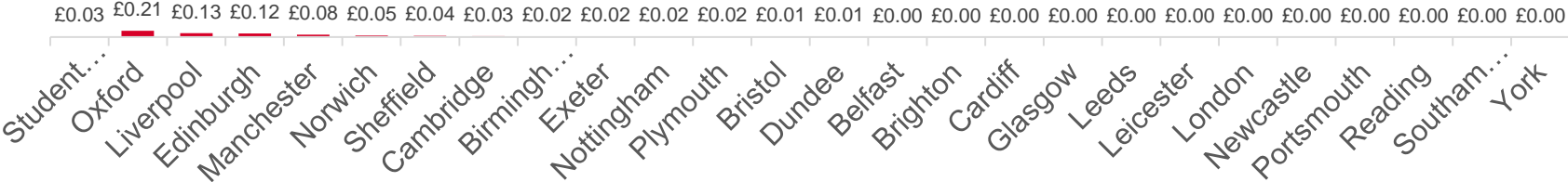
Base: 2015 (2,486)

Weekly Rugby League Expenditure



Base: 2015 (2,486)

Weekly Chess Expenditure



Base: 2015 (2,486)