

Student Pulse Trends Report

September

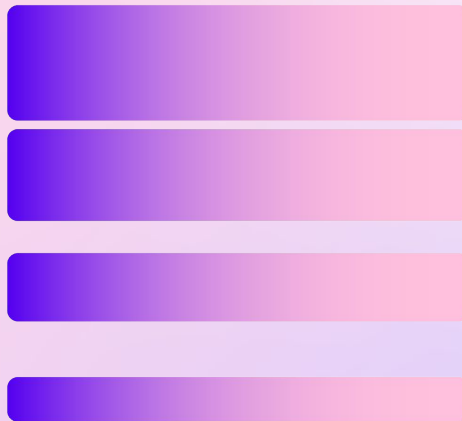
September Key Findings
(21st September - 3rd October 2022)



Trending Topics

In this report we cover:

1. Social media sound preferences
2. Cost of living
3. The Queen's death
4. The government



Key Findings

01

73% of people's university decisions were impacted by the cost of living crisis. The impact included choosing their hometown university, deferring their application or seeking other employment.

Page: 11**02**

70% of students said that they had a loan with the Student Loans Company. However, over half of the students (56%) said that this loan did not sufficiently cover their living costs.

Page: 9**03**

Outside places of employment and education, the majority of respondents said that they have their phone on silent. However, when using apps like TikTok or YouTube, respondents mostly have their phones on loud.

Page: 5-6**04**

37% of respondents agreed that the UK Monarchy was an important institution. However, 60% agreed that the UK Monarchy is outdated.

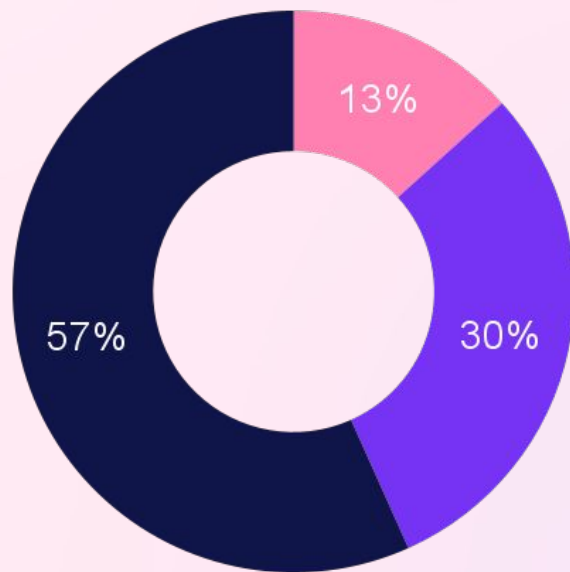
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Social media sound preference



Even when outside of education or work, the majority of respondents told us that their phone remained on silent. A mixture of silent and loud was second most popular - mostly loud was the choice for just over 10%.

Q: Outside of education or work, is your phone mostly on...

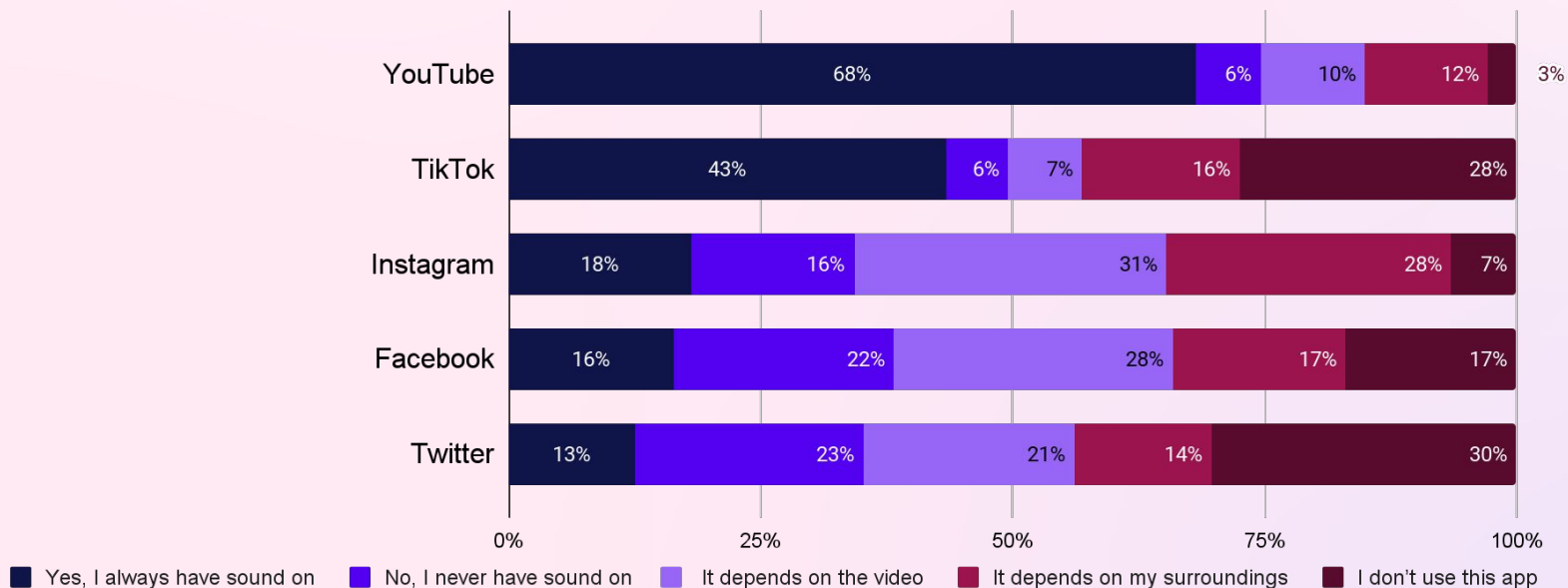


● Loud? ● Mixture? ● Silent?



The majority of respondents use YouTube and TikTok with the sound always on when using the app. However, TikTok was also among the top 2 apps that respondents said they did not use.

Q: Do you listen to the following apps with the sound on?

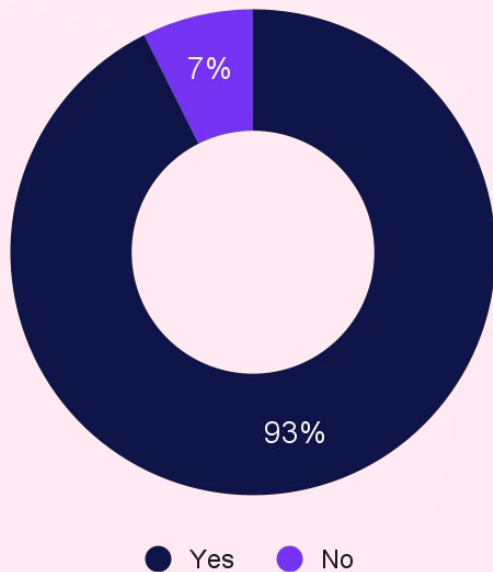


Cost of living crisis

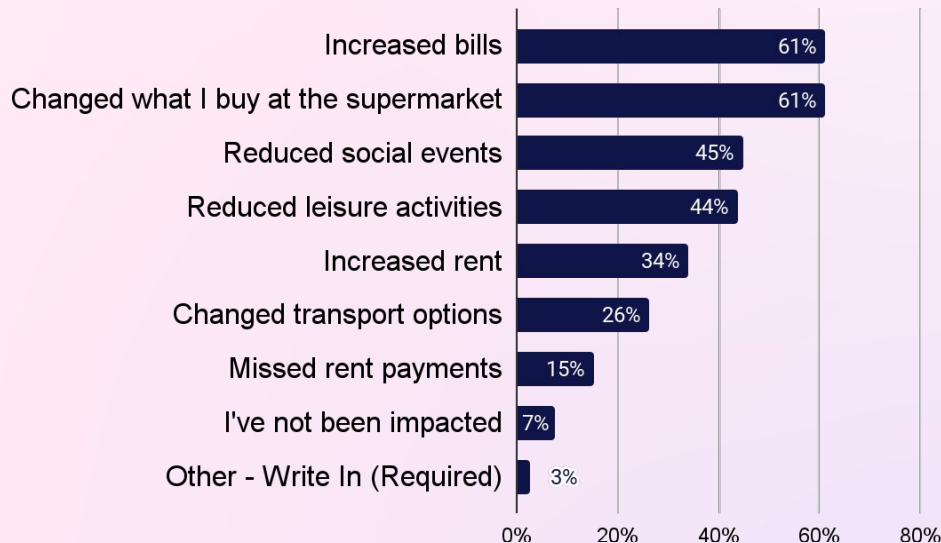


Overwhelmingly, respondents were worried about the rising cost of living with an increase in bill costs and a change in what people purchased in the supermarket being the biggest change. Just over 15% of respondents said that they have missed rent payments.

Q: Are you worried about the cost of living crisis?

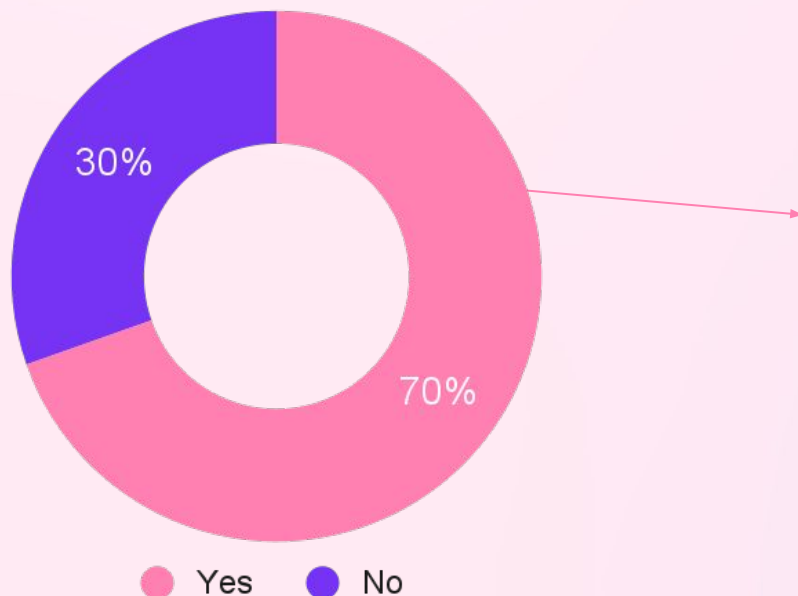


Q: How have you been impacted by the cost of living crisis?

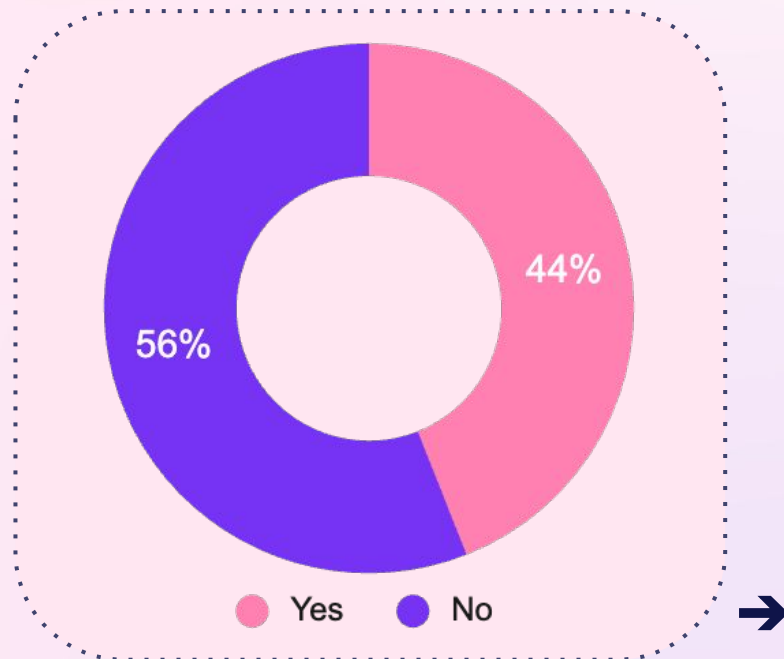


Although over two thirds of students stated that they had a loan with the Student Loans Company, less than 50% of them said that the loan sufficiently covered their current living costs.

Q: Do you have a loan with the Student Loans Company?

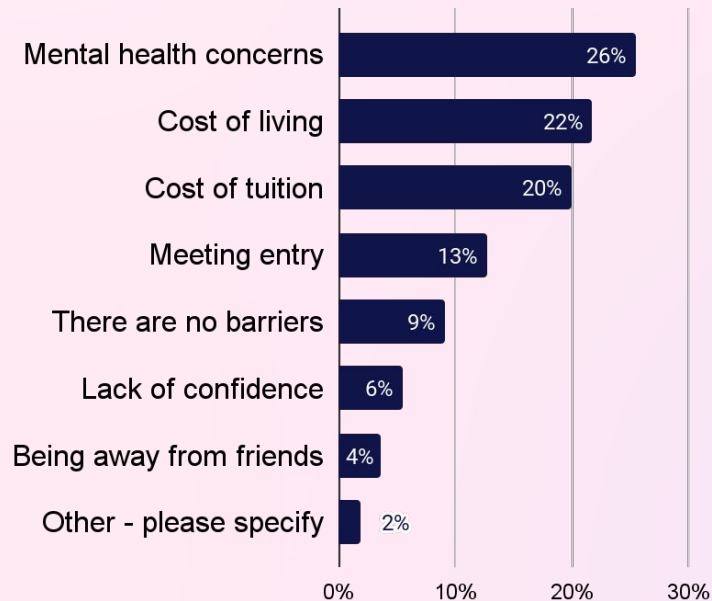


Q: Does your loan sufficiently cover your living costs?



Prospective students said that mental health concerns were the top barrier for them going to university. Alongside this were barriers related to financial concern which highlights the far-reaching impact of the current cost of living crisis.

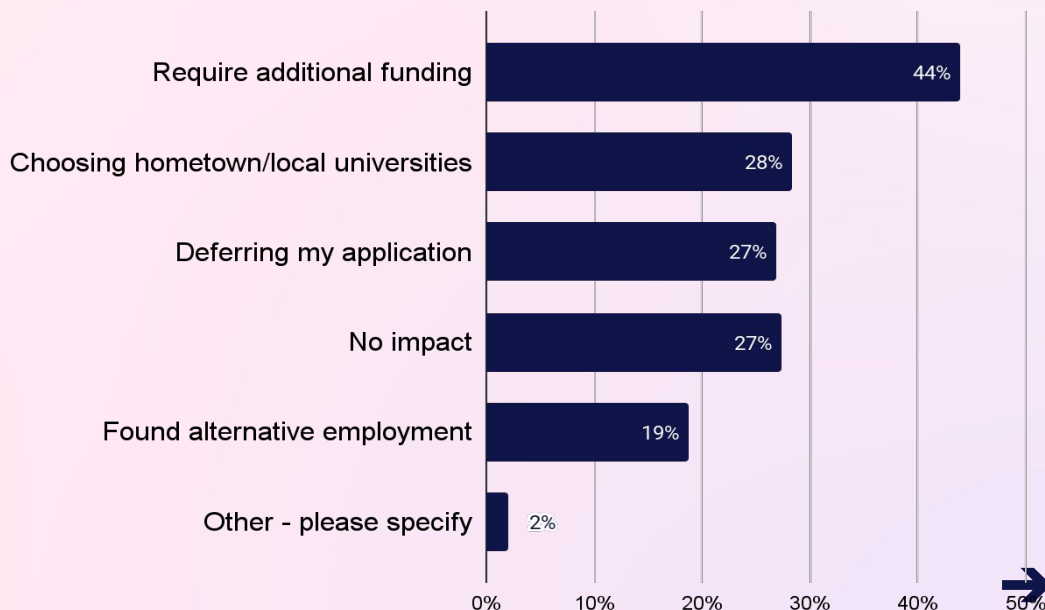
Q: Which of the following is the top barrier to going to university? Pick one.



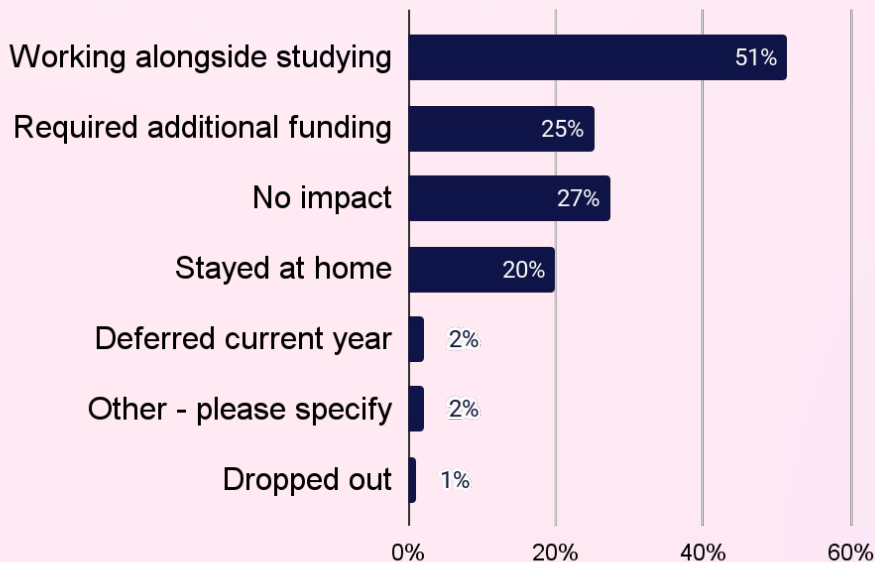
In terms of university choice, just under 30% of first year students said they studied at their hometown university due to the cost of living. A similar amount also said that they deferred their studies and a high proportion needed some form of additional financial help in order to go to university.

Q: What impact has the cost of living had on your university choices?

Responses under 'other' included 'chosen degree apprenticeship' and 'parents have to cover more expenses'.



The cost of living has had a negative impact on returning students' lives. Over 75% of students said that they needed some form of financial support during their studies, which included employment.

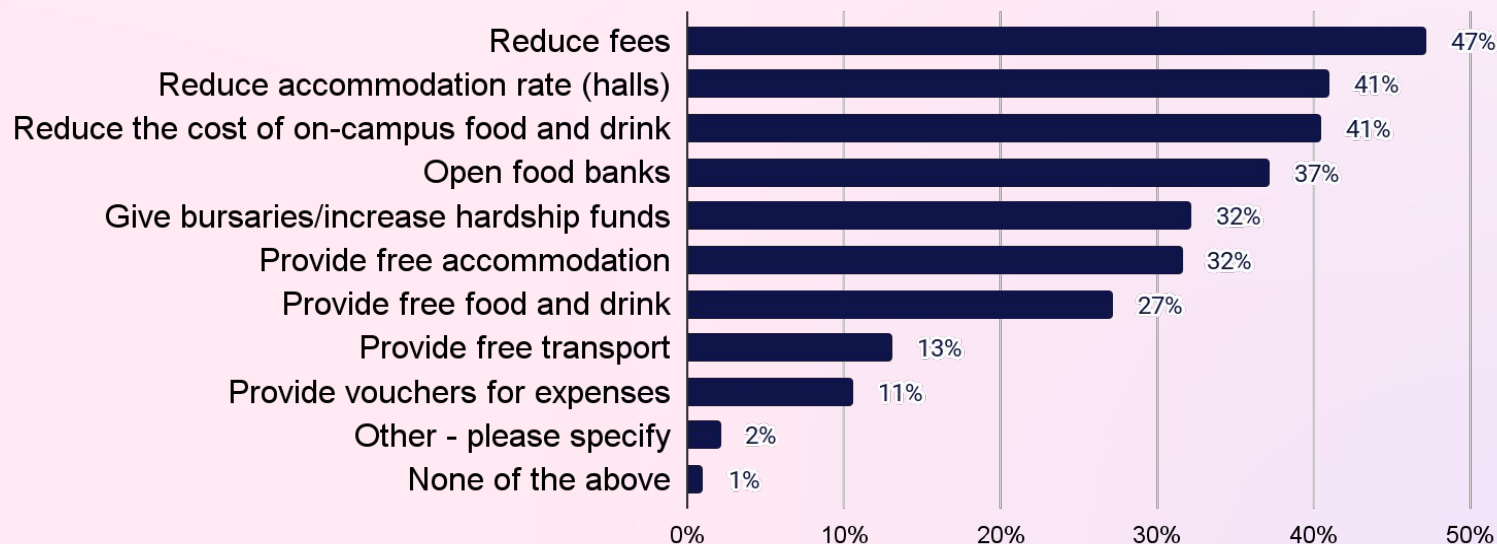


Q: What impact has the cost of living had on your university experience?



Students felt that the top three things universities should do to mitigate for the cost of living were to reduce fees, accommodation rate (if in halls) and the cost of on-campus food and drink. Reducing the cost of on-campus food and providing free transport were also popular choices.

Q: What are the top 3 measures that universities should take to mitigate the risks of the cost of living?

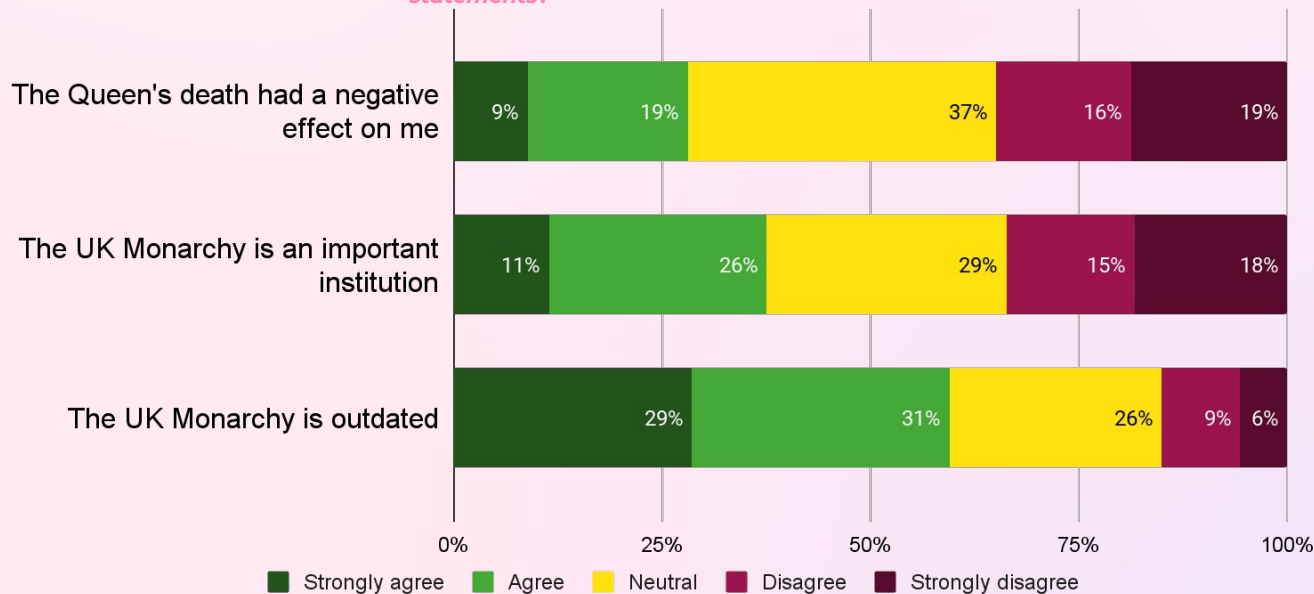


The Queen's death

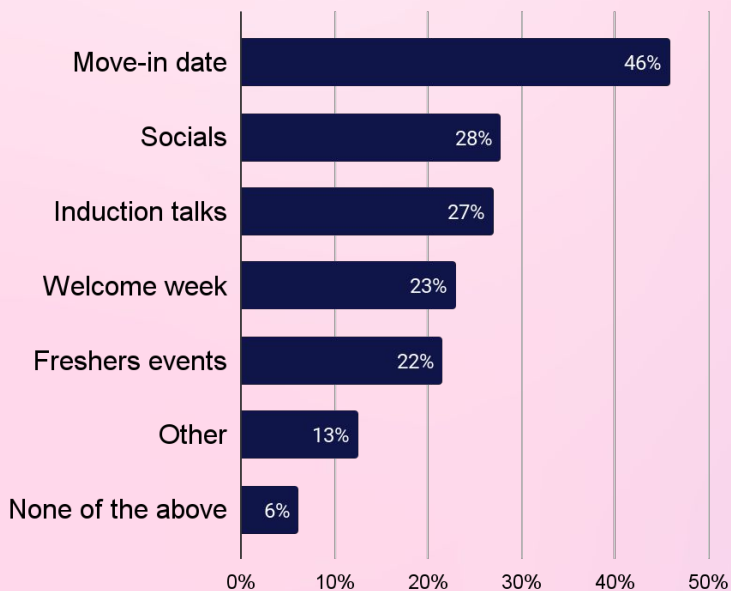


Despite nearly 40% of survey respondents agreeing that the UK Monarchy is an important institution, 60% feel it is outdated. There were three times as many students who strongly agree that the Monarchy is outdated, compared to it being an important institution.

Q: To what extent do you agree with the following statements?



The death of the Queen caused disruption to first year university experience - most notable was the impact on moving into university accommodation followed by social events and introductory talks.

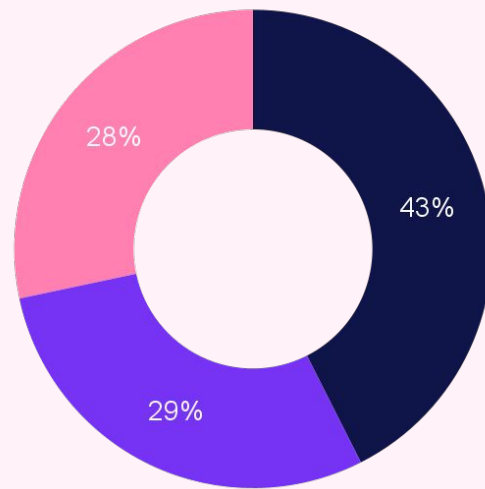


Q: Have any of the following been affected by the death of the Queen?



More respondents than not thought the delays and cancellations to sporting events like Premier League football, caused by the Queen's death, were justified.

Q: Do you think delays and cancellations to sporting events such as the Premier League were justified?

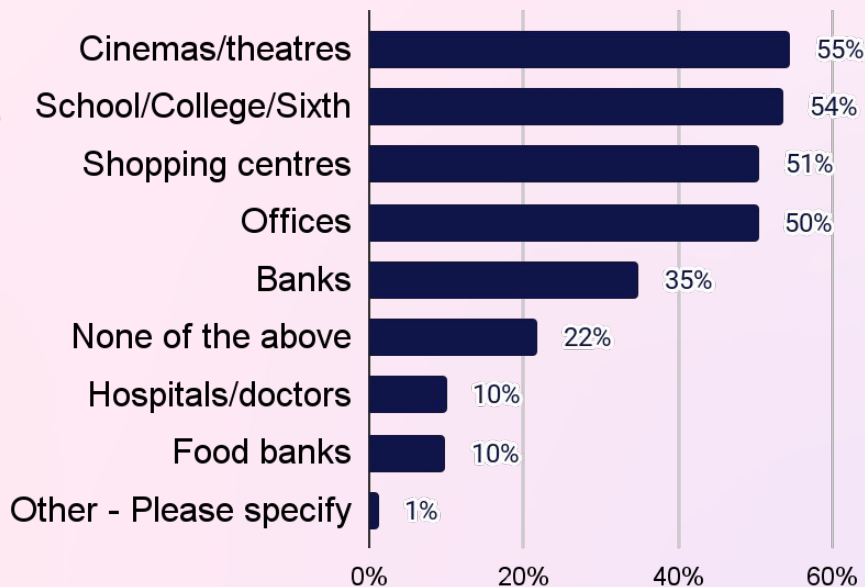


● Yes ● No ● Unsure



The majority of respondents agree that educational institutions, workplaces and leisure were right to close for the Queen's funeral. However, only 1/10th of respondents felt it was right to close food banks.

Q: Which of the following do you think were right to close for the Queen's funeral?

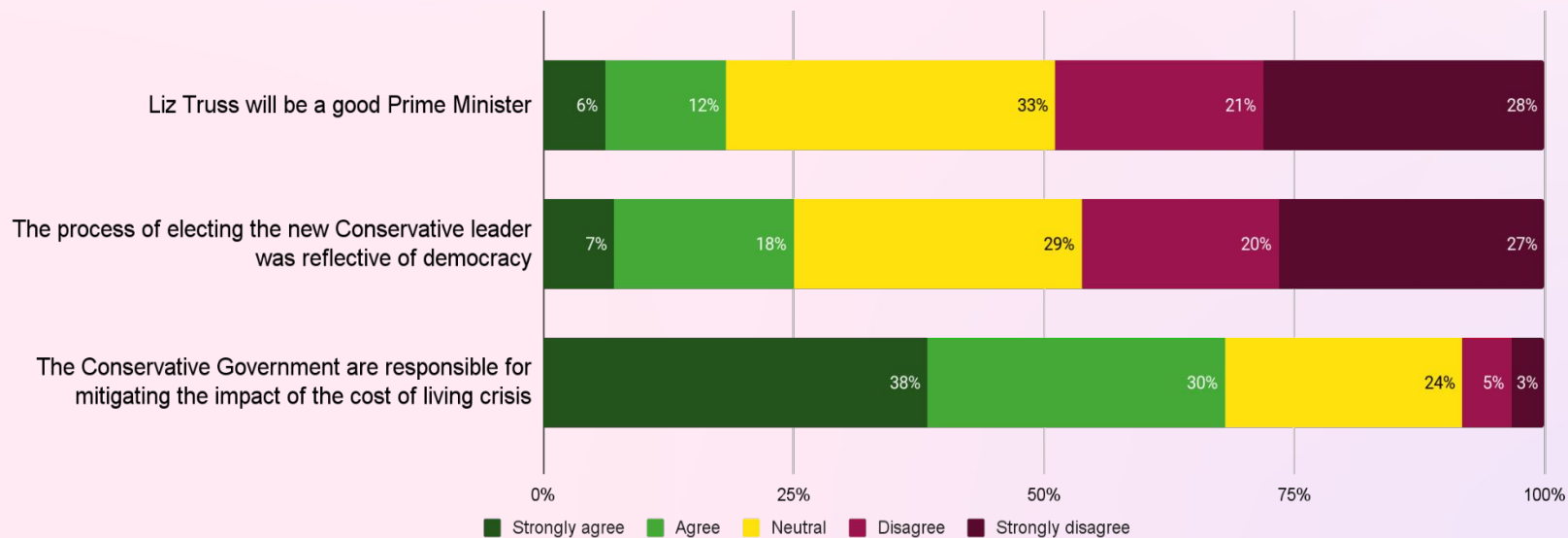


The government



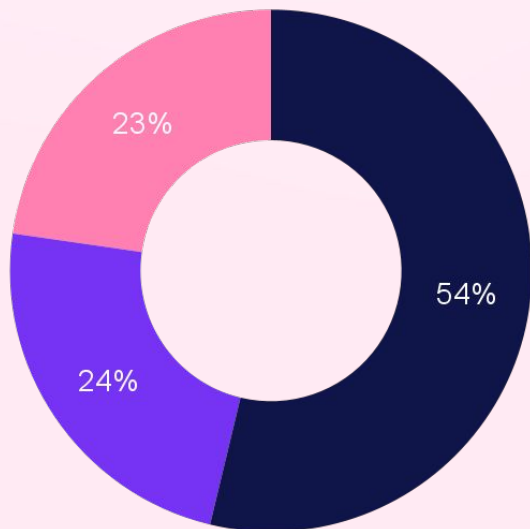
The majority of respondents feel it is the Conservative government's responsibility to reduce the impact of the cost of living crisis. Perceptions of the Conservative government are negative - many strongly disagreeing with Liz Truss being a good Prime Minister.

Q: To what extent do you agree with the following statements?



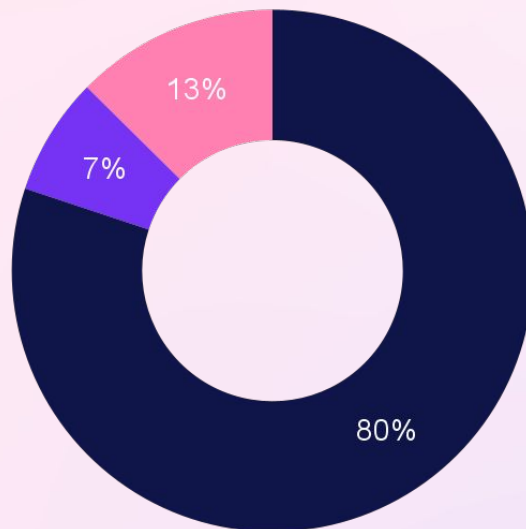
The majority of respondents did vote in the last general election - 80% of respondents said that they will vote in the next general election.

Q: Did you vote in the most recent general election?



● Yes ● No ● Unable to

Q: Will you vote in the next general election?



● Yes ● No ● Unsure



Demographics



Methodology

661
responses

The Student Pulse Trends Report is running from January to December 2022. This is installment **9 of 12**. This research was run 21st September - 3rd October. We shared a survey with our audience on the Student Hut Panel.

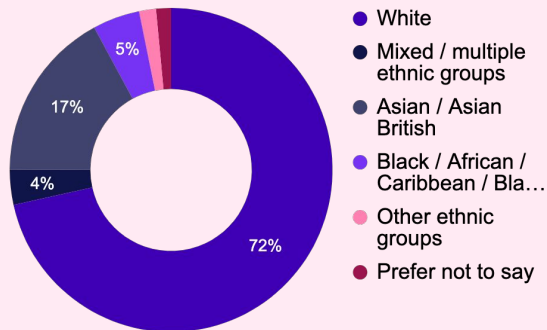
Equal weighting was given to each participant's response.

Average age

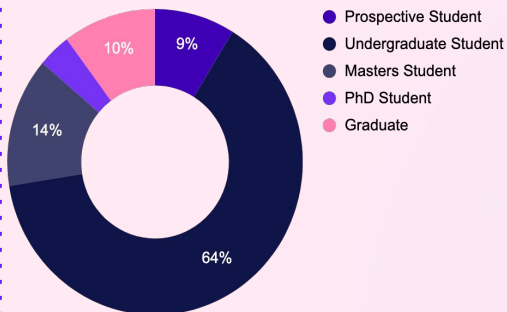
➔ **23**

Location:

Ethnicity:



Level of study:



Gender:

