

A woman with dark hair, wearing a black top and a name tag, is smiling while talking on a black mobile phone. She is positioned in front of a large, blue, stylized sign that reads "THE HEART OF STUDENT LIVING IN LONDON". The sign is set against a red wall. A blue banner at the bottom of the image contains the text "UNITE LONDON RESIDENTS COMMUNITY RESEARCH July 2012".

UNITE LONDON RESIDENTS COMMUNITY RESEARCH
July 2012



INTRODUCTION

There is a perception that students do not benefit the communities in which they live.

Our experience differs considerably from this view, shaped by daily contact with the 41,000 students who live with us.

We surveyed our London residents to provide a more accurate picture of today's students.

- The survey was circulated to **27** UNITE properties in London.
- These properties provide a home to **5,963** students.
- We received **873** responses – a statistically relevant sample of **14.6%**
- UNITE provides a home for nearly **8,000** students in London
- We can be **99%** confident that the findings reflect the wide trends among UNITE's London residents with an actual margin of error of plus or minus **4.1%***

* based on statistical precedent set in Krejcie and Morgan's 'Determining Sample Size for Research Activity'



KEY FINDINGS

70%

of our London residents think that
students can make a positive
contribution to the local area

53%

of our students are looking for
opportunities to volunteer and 31%
have done so in the past

**Respondents were aged between
18 and 30+ and 57% were
international students, reflecting a
diverse range of experiences and
backgrounds**

59%

of respondents travel less than half
a mile for essential shopping,
preferring to spend in the local area

48%

think that students are negatively
stereotyped

**UNITE's London residents contribute
more than**

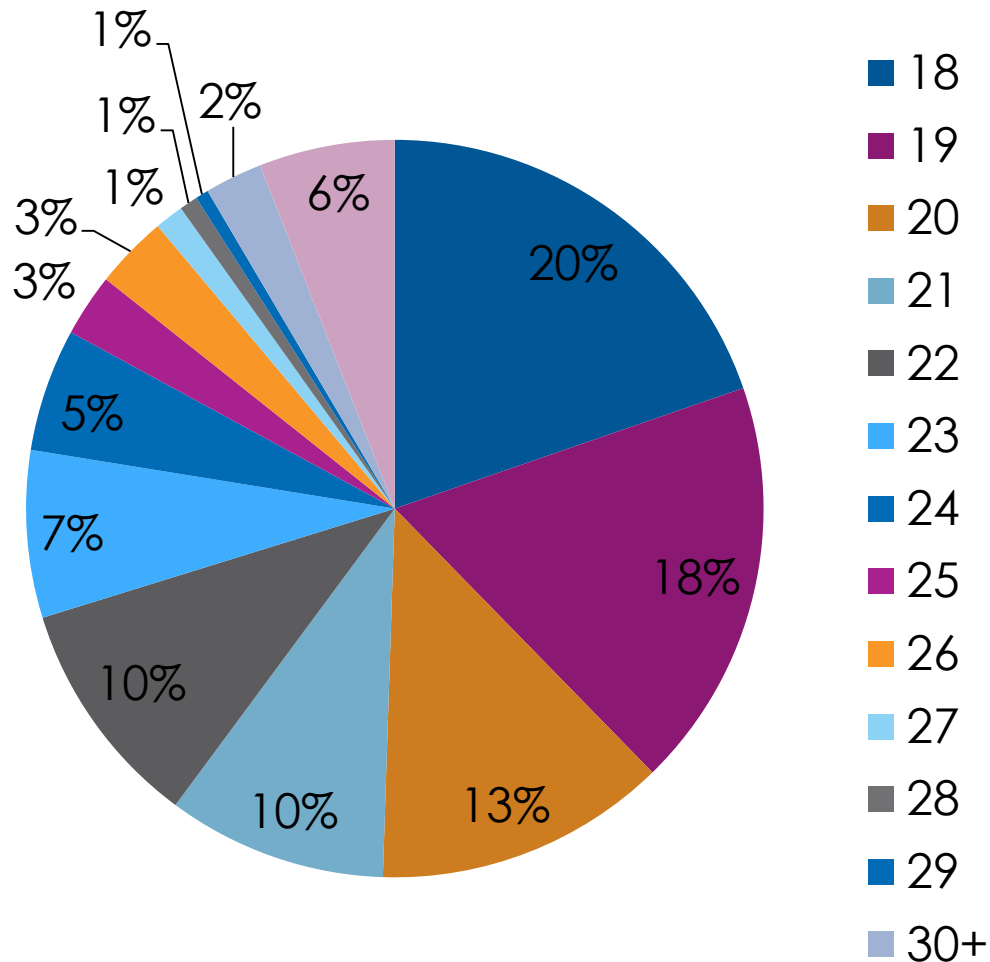
£107 million

to London's economy annually



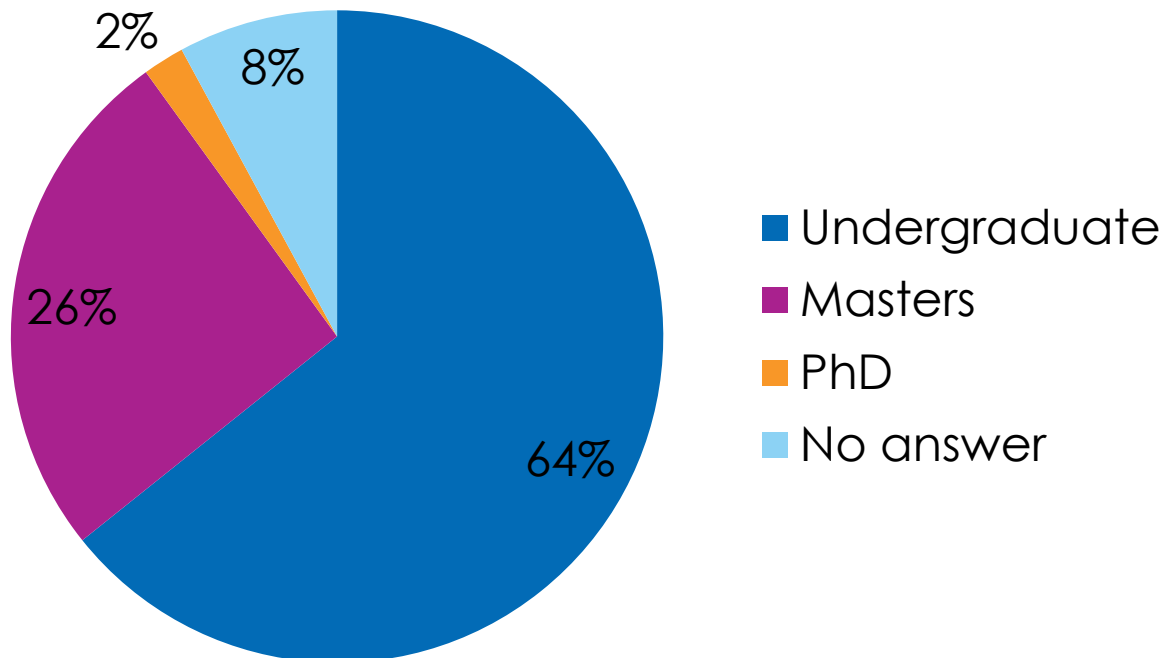
DEMOGRAPHICS

AGE OF RESPONDENTS



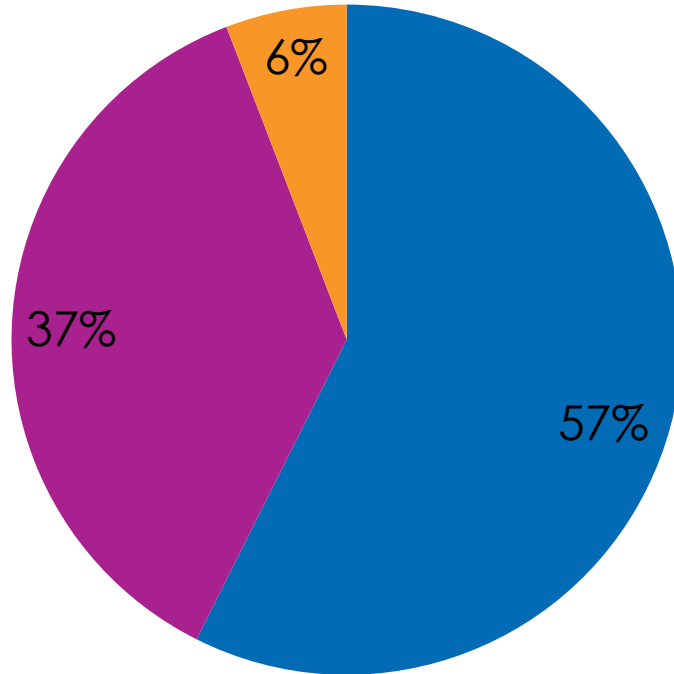
- 51% of respondents were aged 18-20
- Breadth in the ages of residents reflects diversity of the student community

LEVEL OF STUDY OF RESPONDENTS



- 64% of respondents were undergraduates
- 26% of respondents were studying a masters degree
- 2% studying for a PhD

DOMESTIC AND INTERNATIONAL STUDENTS



- International student
- Domestic student
- No answer

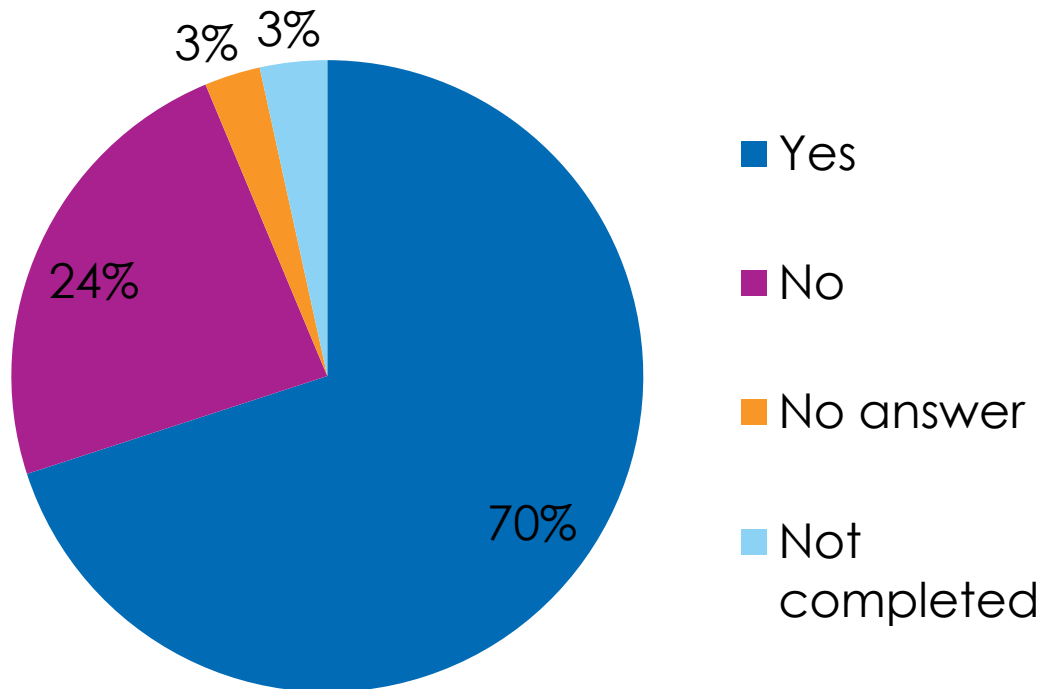
- 57% of respondents were international



COMMUNITY CONTRIBUTION AND VOLUNTEERING



DO YOU FEEL STUDENTS CAN MAKE A POSITIVE CONTRIBUTION TO A LOCAL AREA?

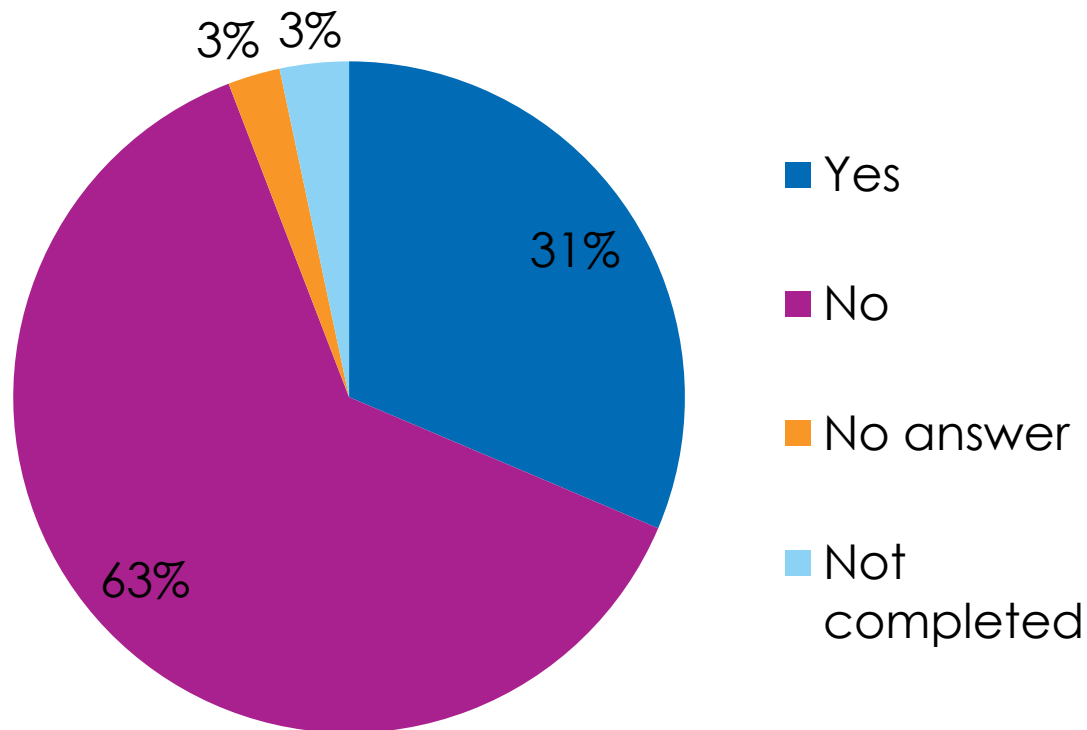


- 70% felt that students can make a positive difference to communities

HOW CAN STUDENTS CONTRIBUTE?

When asked how they could contribute, the overwhelming response was through volunteering their time and making sure to spend their money locally

HAVE YOU EVER VOLUNTEERED?



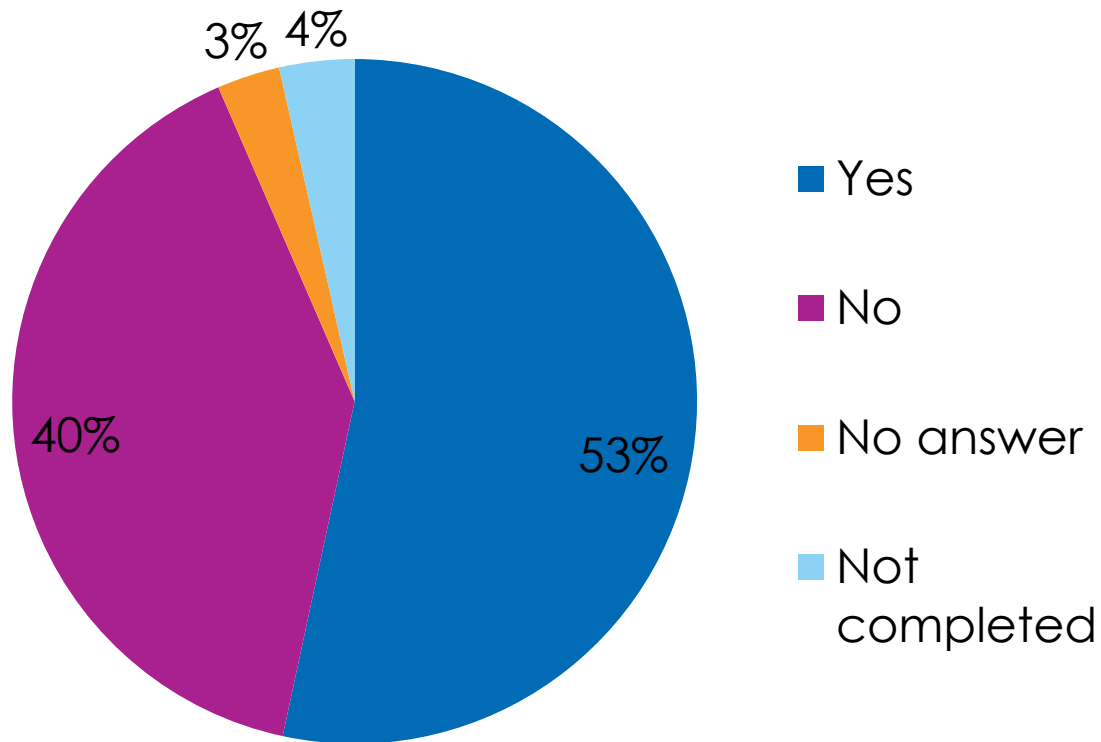
- 31% of students had previously volunteered
- This increased to 41% for domestic students

PAST VOLUNTEERING

The majority said they spent their time volunteering with children and major organisations such as Oxfam, the RSPCA, the Red Cross, Cancer Research and UNICEF.

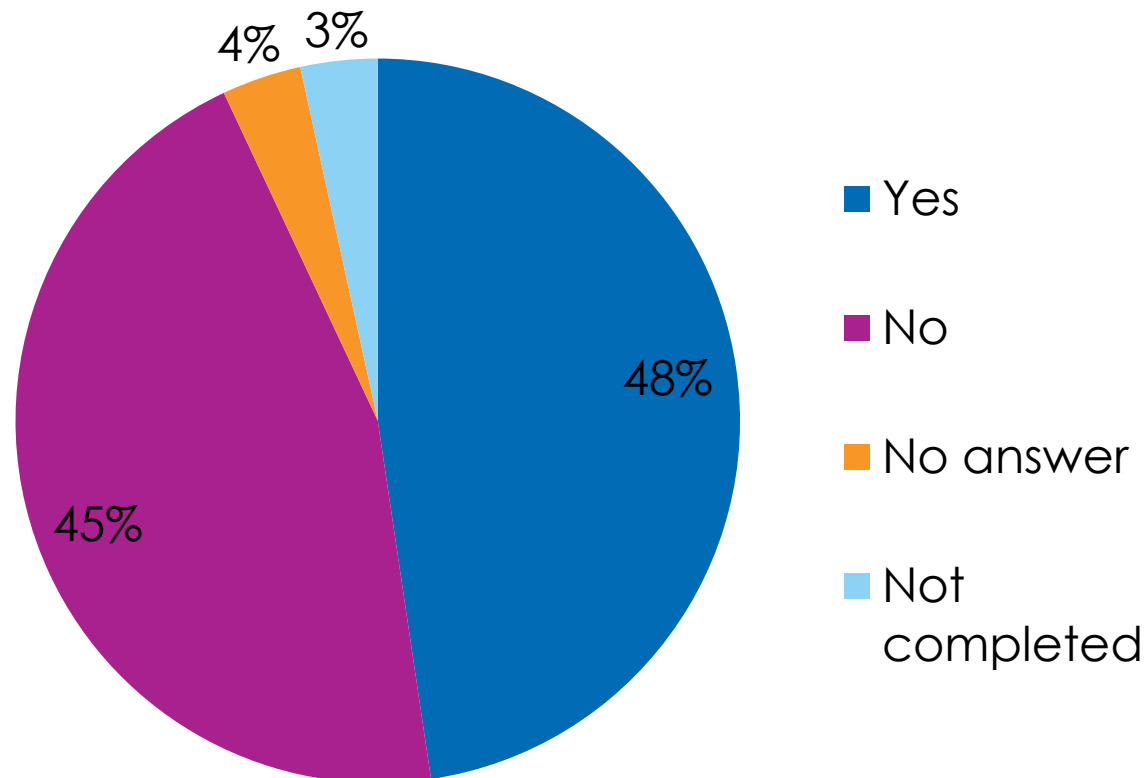
Our students have volunteered domestically and overseas. This contribution has covered a wide breadth of activity, from assisting horse riding charities in the UK, to volunteering in hospices in Cambodia.

ARE YOU LOOKING TO VOLUNTEER?



- 53% said they would consider volunteering in the future

DO YOU FEEL THAT STUDENTS ARE THE VICTIMS OF NEGATIVE STEREOTYPING?

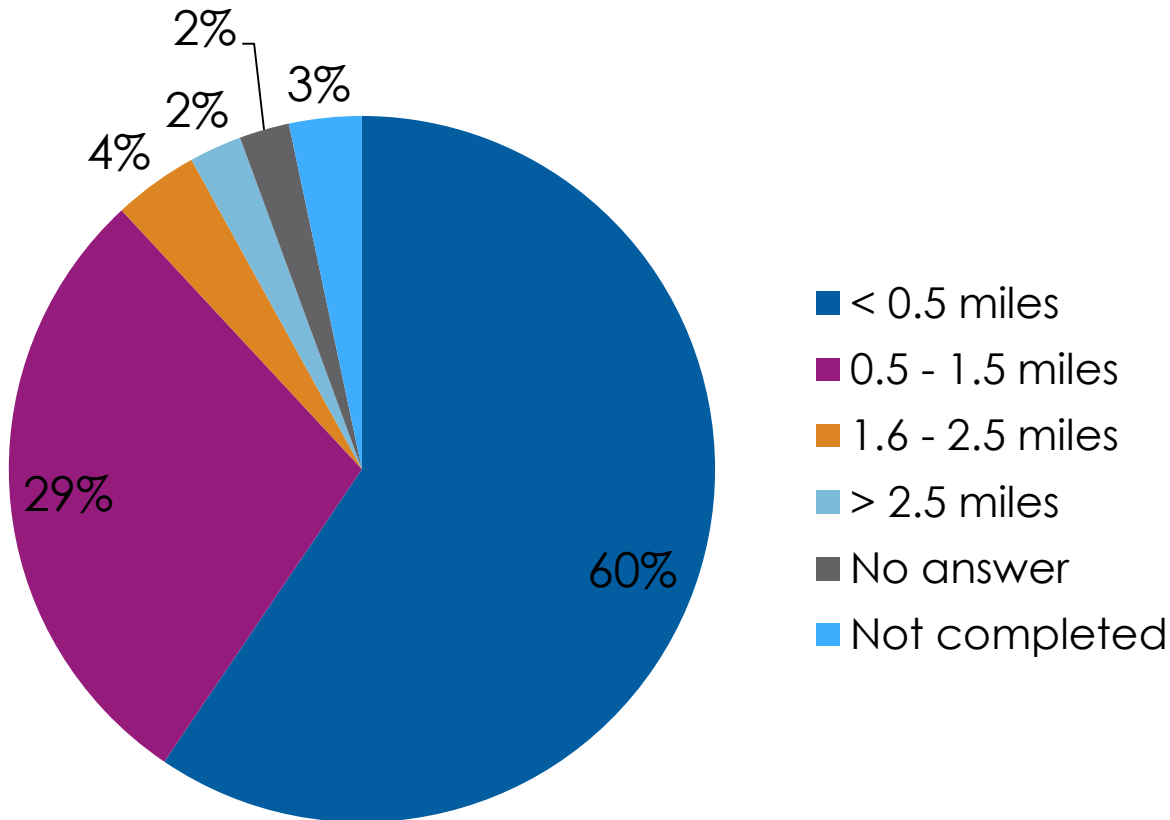


- 48% felt that students were negatively stereotyped
- This increased to 66% among domestic students



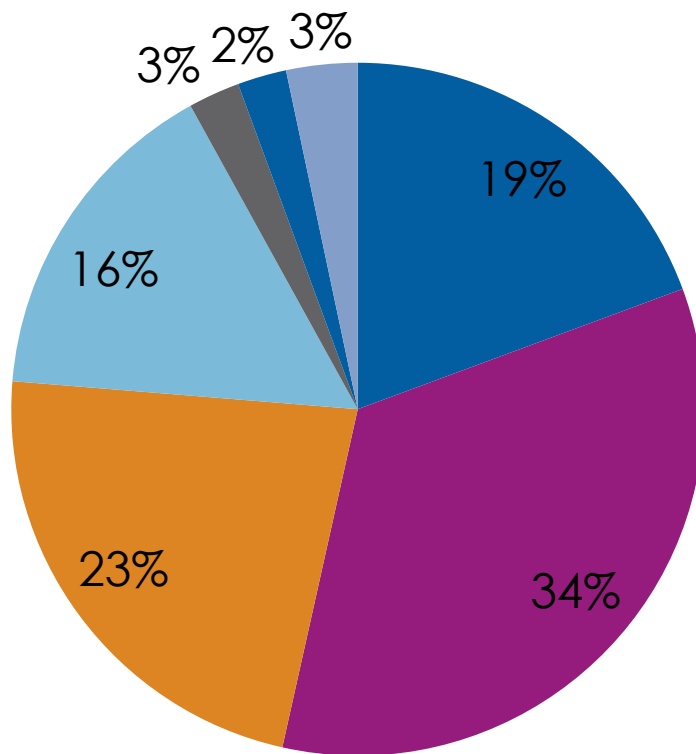
SPENDING HABITS, TRAVEL AND EMPLOYMENT

HOW FAR DO YOU TRAVEL TO BUY GROCERIES?



- The majority of students spend their money locally

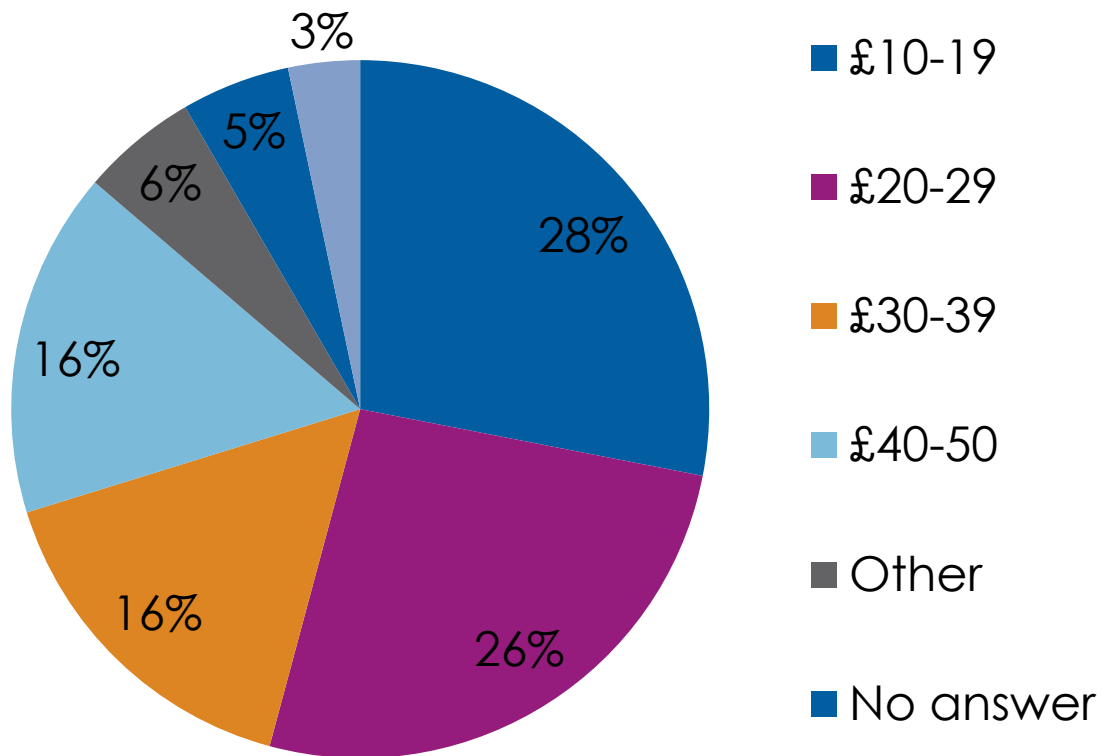
GROCERIES SPEND PER WEEK



- £10-19
- £20-29
- £30-39
- £40-50
- Other
- No answer
- Not completed

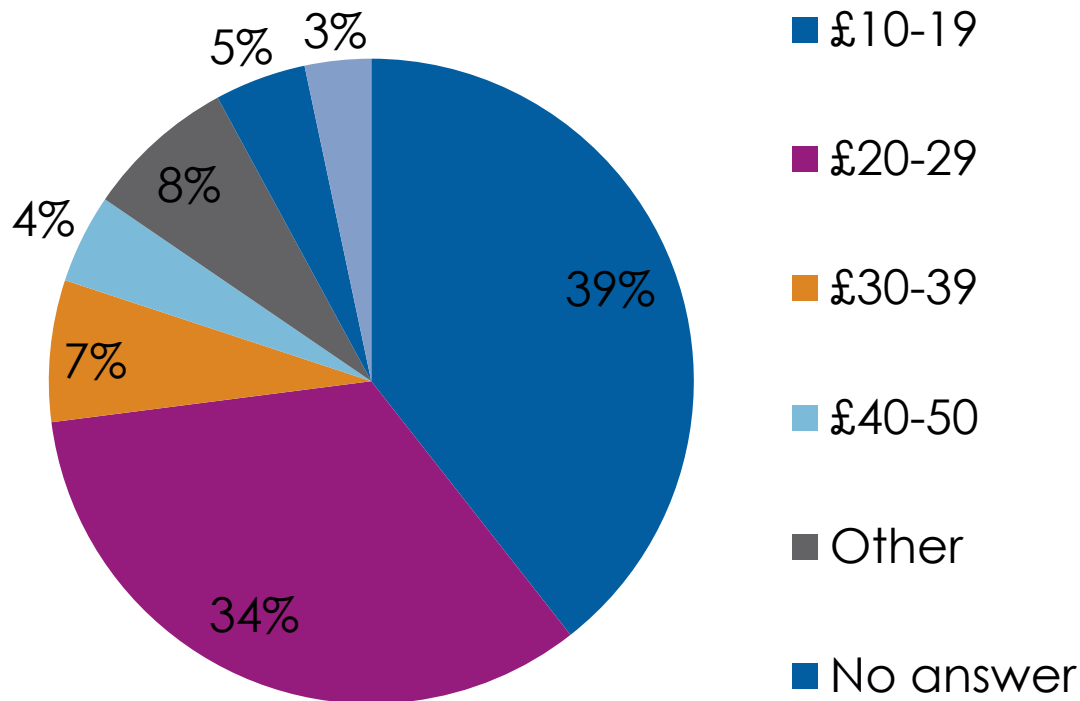
- Between £8.19m and £11.22m is spent by our London residents each year on groceries

ENTERTAINMENT AND LEISURE SPEND PER WEEK



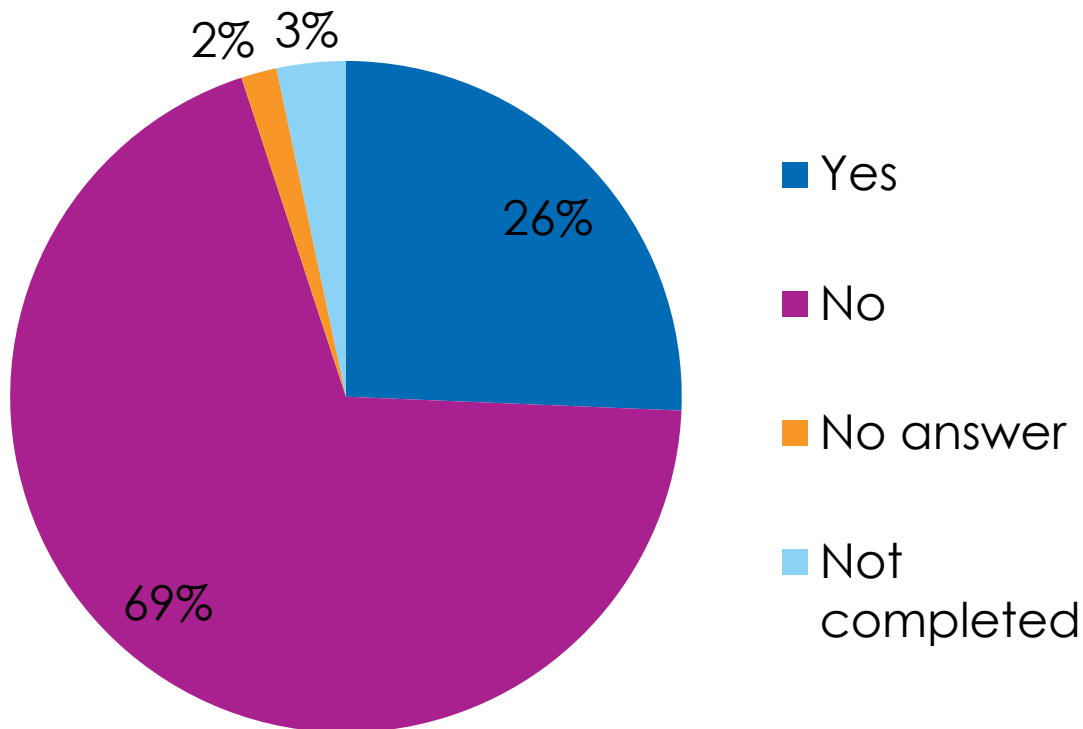
- Between £6.34m and £7.27m is spent by our London residents each year on leisure and entertainment

TRAVEL SPEND PER WEEK



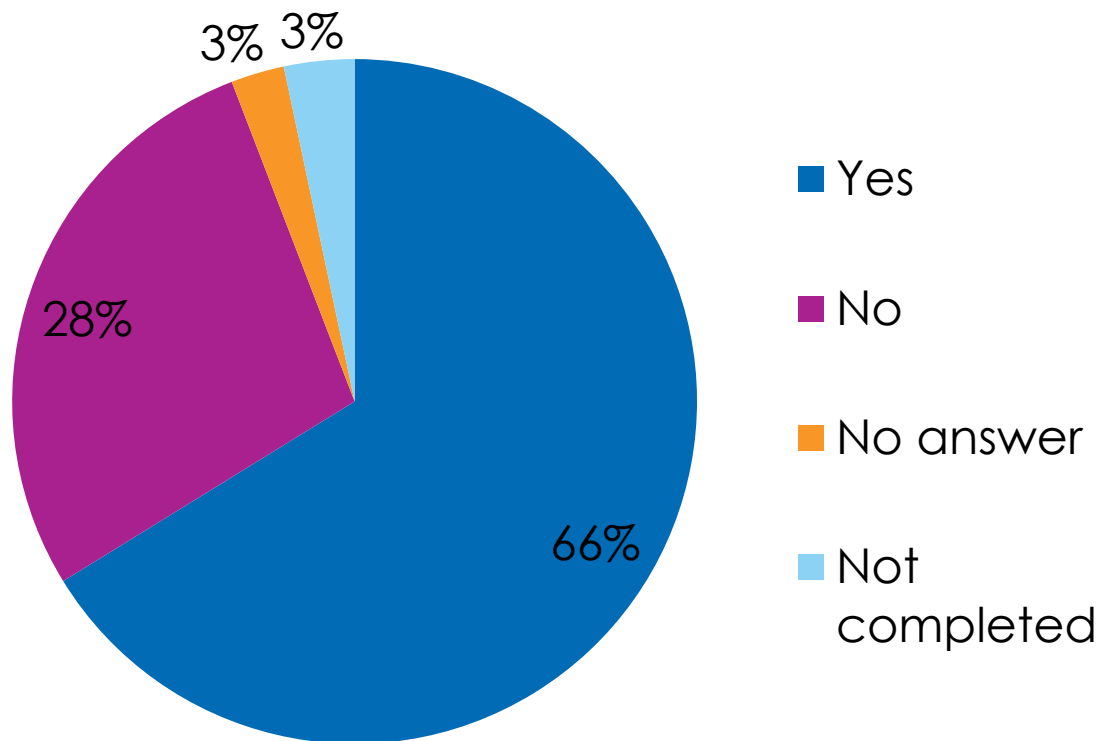
- Between £4.76m and £7.27m is spent by our London residents each year on travel

ARE YOU LOOKING FOR PART TIME EMPLOYMENT?



- 69% not looking for part time work at the moment
- 26% actively looking for work

ARE YOU LOOKING FOR AN INTERNSHIP?



- 66% are looking for, or would be interested in, undertaking an internship



NOTES FOR EDITORS



ABOUT THIS RESEARCH

- An Infographic highlighting the research statistics is available for use – please request a copy from unite@kwitco.com or [click here to download](#)
- This research was launched to celebrate the forthcoming opening of North Lodge, our second property in Tottenham Hale.
- Total contribution to the London economy annually was calculated based on students' responses to questions on their weekly spending habits on: groceries, leisure and travel expenditure. This was combined with their annual spend on student accommodation. This excludes less frequent purchases such as clothing, stationery and electronics, suggesting that the figure is likely to be significantly higher. The total spend figure represents all 6,358 students living in UNITE accommodation at the time of the survey.
- This research was conducted by Local Dialogue, a specialist consultation agency, on behalf of UNITE
- All images in this presentation are of Emily Bowes Court, Tottenham Hale. The models are real students who lived at the property in 2011/12 academic year.

- UNITE is the UK's leading operator of purpose built student accommodation with 40,000 beds in 131 properties across 24 of the UK's strongest university cities. We work in partnership with over 30 higher education providers, as well as renting directly to students.
- The foundation for our success is providing high quality, well-located, safe accommodation that is close to university campuses, transport and local amenities. Our rent includes all bills including insurance, heating, electricity and broadband internet.
- Founded in 1991, UNITE is listed on the London Stock Exchange and a key factor of our success has been the careful development and management of our building assets. We also operate the UNITE Student Accommodation Fund (USAF) for institutional investors. We employ nearly 1,000 people and our mission is to deliver the best accommodation experience for students, with passion and pride.
- For more information visit our corporate website: www.unite-group.co.uk.