

# Student Lifestyles - UK - June 2010

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## What is this report about?

Since Mintel's Student Lifestyles – UK, July 2008, tuition fees have risen to their current rate of £3,290 a year, and the impacts of the economic downturn have been felt.

This report takes the general theme of 'Students as Consumers' and asks the question: "What impact has the current economic environment and increases in tuition fees had on student lifestyles?"

## What have we found out?

- More than 40% of students are very concerned about the increase in tuition fees. As a result students are becoming increasingly demanding and critical of the service their university provides.
- With the cost of going to university rising, a fifth of students chose their university so they could continue living in the family home. These stay-at-home students have different needs to the traditional student, an issue which both universities and leisure operators should address.
- Many students have adopted a 'spend now, pay later' attitude: six in ten accept that debt is just part of university life.
- Students now choose to travel during holidays rather than taking a gap year before or after university, providing opportunities for affordable travel experiences which fit into student holidays (including the shorter Easter and Christmas breaks).
- Technology, and in particular the computer, is an essential part of student life both academically and socially. Almost all students (91%) have their own computer with them at university, with laptops favoured over desktops.
- Gone are the days of students' carefree optimism about their future. A degree no longer guarantees a job upon graduation, resulting in a heightened sense of concern. Thirty-nine percent of all students are worried about their future employment opportunities, jumping to more than half of final year students.

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