

Market Research

The Impact of COVID-19 on Student Marketing



Digital & Online Behaviour

95% of consumers

Say they're spending more time on in-home media
consumption / activities (March 16-20)*

Gen Z behaviour insights

March 16-20, across 13 countries*

82%

Are spending more time
on their smartphone.

58%

Are spending longer on
social media (e.g.
Facebook, Instagram,
Twitter etc)

62%

Are spending longer on
messaging services (e.g.
WhatsApp, FB
Messenger etc)

23%

Are creating / uploading
videos (e.g. YouTube,
TikTok etc)

Gen Z views on the role of social media

March 16-20, across 13 countries*

46%

Say social media should be used to help neighbours and local communities connect with each other.

32%

Say social media should be used to provide live-stream of events.

74%

Say social media should be used to provide fact-checked content to help people cope with the outbreak.

69%

Say social media companies should be screening “fake news”.

Just over a third

Of consumers say brands should carry on advertising
as normal (March 16-20)*

Gen Z views on advertising as normal

March 16-20, across 13 countries*

12%

Strongly agree that
brands should advertise
as normal.

26%

Somewhat agree that
brands should advertise as
normal.

22%

Somewhat disagree that
brands should advertise as
normal.

31%

Neither agree nor
disagree that brands
should advertise as
normal.

9%

Strongly disagree that
brands should advertise as
normal.



Social Listening Insights

Current uni students

Using social listening tactics, we have identified that current university students are mainly discussing 3 key topics.

We have compiled some of the quotes and questions being asked online that fall into these themes over the next 3 slides.

- 01 Coping with final uni assignments whilst social distancing & in lockdown.
- 02 How universities have been handling the process and questions around accomodation.
- 03 Student's wellbeing during this time and sadness that university is over.



Is anyone keeping a schedule/timetable/routine during this self-isolation period; if so are you happy to share it?

Does anyone else persistently end up putting off their work to the last minute and hate themselves for it but never learns? Any advice on... time management like a normal person?

Motivation to get a first during social distancing/self isolation.

I'm normally pretty on top of things to do with Uni but I cannot concentrate for more than 5 minutes at the moment. I keep checking for updates, news, anything.



nicole

@yasbumblebee

anyway this situation makes me so fucking anxious about uni bc i don't know when/how/if i'm gonna take the tests and this uncertainty makes me lose all my concentration and will to study, plus the whole corona virus situation stresses the fuck out of me i can't deal with that



Chérie 🥰

@fCuKcHeRiE

Fuck uni right now, there's a pandemic goin on right now, people are dying and the UK is on lockdown yet I have an essay due on Friday and an exam tomorrow. Smh 🙄



Soph 🌱 7

@sophielialou

Actually cannot do work from home, uni better not expect too much from my assignments 😭



Femme de Substance

@LaVigueur2020

Replying to @DaAwful

A very bad routine here as well. Sleep time is messed up. Diet too. Don't want to finish uni assignments.



Em

@shoes_n_socks

This lockdown is really putting things into perspective. Is sitting in my front garden talking to my elderly/ill neighbours less or more important than sitting at a desk all day panic writing uni assignments???



ams

@amibrown_

need to develop a quarantine routine including daily jogging & uni work. I'm gonna go mad

“

I'm annoyed at my uni's response to this whole thing.

How long are unis expected to be closed due to the Coronavirus situation?

Will study abroad go ahead next year?

So uhhhhh... what do we do about the accommodation fees they'll take in April?

Should I return home or stay in my halls?

Anyone else worried about being stranded?



future family solicitor.

@saash_arthur

I understand why people upset that all those students came from the UK. BUTTTT a lot of those students live up here ALONE in student accommodation without their families. This virus situation is very stressful on people's mental health. Show some empathy and understand.



Aliya

@aliyuhz

If universities are shut and students are returning back to their family homes (and obvs won't/can't travel back to uni), I feel like it is unethical to ask those students to continue paying accommodation rent.



Maya @lemmepreach · 4h

@debrahumphris I'm losing the will! Please help students. I feel so **anxious** and overwhelmed that my three years of hard work at **university** are boiling down to this last stage where we aren't being supported.



“

Anyone else's sleeping pattern been obliterated by coronavirus?

My life in a pile right now.... Unbelievably sad to not be able to see my friends until September

I'm so upset with the fact that summer term probably won't happen. It's many of my friends last years and there are so many people I've spent 3 years with at uni who I probably won't see again or get to say goodbye to.

People who's unis have closed, what are you doing to fill the time?



the family disappointment

@thatpakigurl

Replying to @lilthicqie and @parathacentral

no I'm sad and anxious and I miss university and vibing and just being there y'know



daddy

@sidthesexkid

Replying to @legallyines

This is so irritating I wish universities understood how most of us feel anxious about everything happening and can't focus at home due to various reasons



grace

@Graciejackson_x

not being funny but the virus has come at the worst point ever. like I was finally back at uni after a rough couple of months, i was doing my assignments, i was making time to see my friends again, me & ross were in a mint place in our relationship and lockdown happens not cool 🙄



Tam

@Tamara__Fran

Replying to @busterweasel

Just found out the University campus library is closing for the foreseeable. It's my safe space as I've got unsafe living conditions currently (nightmare neighbour, long story.) So I'm feeling extra anxious that's all. Can't be confined to my flat, I'll lose the will to live! Xx



@jennydeathwho

@jennydeathwho

am so miserable about uni being cut short, i love my course and lecturers and now it's over



aisy mat corona

@notkamilrizwan

spending all these days at home I've realized how going to uni and hanging out with friends is a tru blessing



Prospective uni students

Using social listening tactics, we have identified that prospective university students are mainly discussing 3 key topics.

We have compiled some of the quotes and questions being asked online that fall into these themes on the next slides.

- 01 Seeking information to help decide what university to choose.
- 02 Discussing courses issues and topics.
- 03 Asking questions about the impact COVID-19 will have on UCAS offers and when they start uni in September.



Which university is more prestigious or far outweighs the rest? Explain why.

Can I get into a better uni than University of Lincoln with only 93 UCAS points to study Law?

Difference in culture between small & medium size Uni ?

How hard is it to change subject during clearing?

How much free time do Engineering students have at university compared to other course?



Georgia ⁷

@georgia_boonx

Replying to @VibeTickets

off to uni in london in september hopefully if all clears up by then 🙏



kaya ❤️

@rokaiya_a

Do you think September intake in uni will still go ahead? Or will they delay it?



Salah

@Salah17265668

@ucas_online I've done my exams last year and got the grades. Would i still be able to apply to universities through clearing this year?



abs 🍓

@abbyelizabeth_

@ucas_online hi i've applied for speech and language therapy but i've just been given an offer for a completely different course. how do i fix this?



It started with a Kes!

@startedwithakes

extremely pleased to have accepted an offer for PGCE Secondary English at Plymouth Marjon Uni @marjonuni obviously it's going to be a bumpy rest of this year but cannot wait to get started on the course 😊😊😊 Time to reread the Brontës, Dickens, Shelley etc!!!



levi 🐱

@STANLEYISGOD

am i still indecisive about what course to take in uni? yes. yes i am.





Google Search Trends

Rising search queries

Past 7 days, UK.

In the past 7 days across the UK (17th - 24th March), there has been an increase in search queries across [university exams], [ucas track], [student accommodation coronavirus], and [university accommodation].

Whilst current students are clearly looking for information in relation to how the coronavirus has affected their university life, prospective students are still looking to track their uni applications progress.

+1,050%

[university exams 2020]

+170%

[ucas track]

+450%

[student accommodation coronavirus]

+60%

[university accommodation]

Rising search topics

Past 7 days, UK.

In the past 7 days across the UK (17th - 24th March), the following topics have also shown an increase in searches.

We've seen a huge increase in the searches related to 'grading in education' which isn't surprising considering how universities and colleges have cancelled exams, affecting both current students and prospective students.

Landlords and accommodation is clearly a concern across the UK for both student accommodation and others. As well as there still being an interest in UCAS, and university courses to study.

+1,200%

Grading in education

+70%

UCAS

+120%

Landlord

+60%

Finance - Field of study

theEword

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