



State of the Student  
Housing Industry Survey  
Readiness Guide

**2025 EDITION**



As we prepare for the **2025 State of the Student Housing Industry Survey**, we want to ensure you're equipped with everything you need to participate with confidence. This Survey Readiness Guide provides an overview of the key sections in our survey, along with sample questions to help you understand the type of data we're gathering.

Your input is invaluable in shaping industry benchmarks, identifying emerging trends, and driving meaningful conversations that impact student housing worldwide. By reviewing this guide, you'll be ready to contribute accurate, insightful responses—ensuring that together, we create a comprehensive picture of the evolving student housing landscape.

Thank you so much for your participation!

**- THE STARREZ TEAM**

**What We're Capturing:**

To accurately analyze trends in student housing, we need a foundational understanding of each participating institution's size, structure, and capacity. Gathering this data allows us to:

- Identify key trends in housing availability and demand across different regions and institution types.
- Compare operational structures, including staffing models, occupancy rates, and building types.
- Highlight challenges and opportunities related to campus housing expansion, resident capacity, and institutional growth.

The data collected in this section ensures that survey insights are relevant and actionable, providing meaningful comparisons between large universities, smaller colleges, and private housing providers.

**Example Questions:**

- What is your primary responsibility or focus in your role?
- What is your total number of beds in your housing operation?
- What is your current occupancy rate?
- How many professional staff members support your housing operation?
- What housing management software does your institution use?

### **What We're Capturing:**

Student housing plays a critical role in academic success, personal development, and overall student satisfaction. This section aims to uncover:

- Trends in student housing preferences (e.g., traditional vs. suite-style or apartment-style living).
- The impact of residential life programming on student engagement and retention.
- Common housing challenges, including room changes, satisfaction levels, and factors affecting student well-being.
- How institutions measure resident satisfaction, ensuring that student voices are heard and addressed.

By analyzing these trends, institutions can enhance the residential experience, improve retention rates, and tailor their offerings to better meet student needs.

### **Example Questions:**

- What type of housing is most requested by students?
- What are the most popular programs/events offered in your community?
- What percentage of students request room changes during the academic year?
- What factors most significantly influence resident satisfaction?
- Do you offer special interest housing options?

### **What We're Capturing:**

Student housing operations rely on dedicated professional staff to create a safe, efficient, and supportive living environment. This section of the survey will help:

- Gauge staff satisfaction levels to understand retention rates and morale.
- Identify common challenges affecting housing staff, such as understaffing, workload, and communication gaps.
- Evaluate operational efficiency, including automation of housing processes and administrative workflows.
- Benchmark staffing models across different institutions, helping leaders assess where improvements can be made.

By collecting this data, institutions can develop strategies to improve staff retention, reduce burnout, and optimize operational workflows.

### **Example Questions:**

- What methods do you use to measure staff satisfaction?
- What challenges or frustrations do staff most frequently report?
- How automated are your student housing processes (billing, assignments, front desk operations, etc.)?
- What are the top factors that influence professional staff satisfaction?

### **What We're Capturing:**

Sustainable student housing operations require a balanced financial strategy that accounts for market demand, pricing models, and alternative revenue streams. This section explores:

- Housing affordability and pricing models, including how institutions set their housing costs.
- The impact of international students on housing demand.
- Revenue diversification strategies, such as summer rentals, event hosting, and conference housing.
- Competition with off-campus housing, including purpose-built student accommodation (PBSA) and private rental markets.

By understanding these financial factors, institutions can enhance revenue generation while ensuring affordability and accessibility for students.

### **Example Questions:**

- How does your institution determine housing costs in relation to the local market?
- Have you seen an increase in international students requiring housing?
- What percentage of revenue comes from non-academic year housing (summer conferences, event rentals, etc.)?
- What are the key factors influencing students' decision to choose off-campus housing?



Thank you for participating in the StarRez 2025 State of the Student Housing Industry Survey. We sincerely value your contribution and look forward to sharing the results with you in July.