

NFU Mutual Campaign - Student Possessions

ONLINE Fieldwork : 7th - 13th August 2018

Table 6

Q6. Which of the following possessions are you planning to take to university / have you taken to university?

Base: All respondents from sample 1

	Total	Gender		Age	Social Grade						Year Start Uni	
		Male	Female	18-24	AB	C1	C2	DE	NET: ABC1	NET: C2DE	2005 - 2014	2015 - present
Base	216	67	147	216	95	66	19	36	161	55	101	115
NET: Computing	209	64	143	209	93	63	18	35	156	53	101	108
	97%	96%	97%	97%	98%	95%	95%	97%	97%	96%	100%	94%
PC / Mac	48	28	20	48	25	13	3	7	38	10	28	20
	22%	42%	14%	22%	26%	20%	16%	19%	24%	18%	28%	17%
Laptop	190	54	134	190	82	61	16	31	143	47	90	100
	88%	81%	91%	88%	86%	92%	84%	86%	89%	85%	89%	87%
Tablet / iPad	81	19	61	81	43	20	9	9	63	18	43	38
	38%	28%	41%	38%	45%	30%	47%	25%	39%	33%	43%	33%
Kindle / e-reader	53	11	41	53	28	18	2	5	46	7	27	26
	25%	16%	28%	25%	29%	27%	11%	14%	29%	13%	27%	23%
Printer	98	31	66	98	42	34	7	15	76	22	60	38
	45%	46%	45%	45%	44%	52%	37%	42%	47%	40%	59%	33%
Webcam	32	15	17	32	13	9	1	9	22	10	15	17
	15%	22%	12%	15%	14%	14%	5%	25%	14%	18%	15%	15%
Sat Nav	22	10	12	22	13	5	2	2	18	4	19	3
	10%	15%	8%	10%	14%	8%	11%	6%	11%	7%	19%	3%
Amazon Echo / Google Home / Apple H	13	5	8	13	6	3	3	1	9	4	5	8
	6%	7%	5%	6%	6%	5%	16%	3%	6%	7%	5%	7%
NET: Music / sound systems	189	58	129	189	83	56	17	33	139	50	85	104
	88%	87%	88%	88%	87%	85%	89%	92%	86%	91%	84%	90%
Docking station	40	8	32	40	16	10	7	7	26	14	23	17
	19%	12%	22%	19%	17%	15%	37%	19%	16%	25%	23%	15%
Sound bar	25	9	16	25	12	8	3	2	20	5	8	17
	12%	13%	11%	12%	13%	12%	16%	6%	12%	9%	8%	15%
Ipod / Mp3 player	90	25	64	90	35	27	9	19	62	28	50	40
	42%	37%	44%	42%	37%	41%	47%	53%	39%	51%	50%	35%
Headphones	170	54	114	170	75	51	16	28	126	44	75	95
	79%	81%	78%	79%	79%	77%	84%	78%	78%	80%	74%	83%
Decks / mixer	8	7	1	8	3	3	1	1	6	2	5	3
	4%	10%	1%	4%	3%	5%	5%	3%	4%	4%	5%	3%
NET: Telecoms	180	54	125	180	75	56	17	32	131	49	84	96
	83%	81%	85%	83%	79%	85%	89%	89%	81%	89%	83%	83%
Smartphone	178	53	124	178	74	56	17	31	130	48	83	95
	82%	79%	84%	82%	78%	85%	89%	86%	81%	87%	82%	83%
Smartwatch	17	7	10	17	8	3	2	4	11	6	8	9
	8%	10%	7%	8%	8%	5%	11%	11%	7%	11%	8%	8%

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	Total	Gender		Age	Social Grade						Year Start Uni	
		Male	Female	18-24	AB	C1	C2	DE	NET: ABC1	NET: C2DE	2005 - 2014	2015 - present
Base	216	67	147	216	95	66	19	36	161	55	101	115
NET: Photography	52	16	36	52	29	10	9	4	39	13	31	21
	24%	24%	24%	24%	31%	15%	47%	11%	24%	24%	31%	18%
GoPro	7	4	3	7	5	-	1	1	5	2	5	2
	3%	6%	2%	3%	5%	-	5%	3%	3%	4%	5%	2%
DSLR	16	4	12	16	9	3	2	2	12	4	10	6
	7%	6%	8%	7%	9%	5%	11%	6%	7%	7%	10%	5%
Drone	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Compact camera	26	6	20	26	10	7	7	2	17	9	15	11
	12%	9%	14%	12%	11%	11%	37%	6%	11%	16%	15%	10%
Dash cam	7	3	4	7	5	-	1	1	5	2	6	1
	3%	4%	3%	3%	5%	-	5%	3%	3%	4%	6%	1%
Tripod and other equipment	14	7	7	14	10	1	2	1	11	3	6	8
	6%	10%	5%	6%	11%	2%	11%	3%	7%	5%	6%	7%
NET: Gaming	75	39	35	75	33	21	10	11	54	21	38	37
	35%	58%	24%	35%	35%	32%	53%	31%	34%	38%	38%	32%
Wii	22	2	19	22	6	9	4	3	15	7	10	12
	10%	3%	13%	10%	6%	14%	21%	8%	9%	13%	10%	10%
Xbox	27	17	9	27	14	7	3	3	21	6	18	9
	13%	25%	6%	13%	15%	11%	16%	8%	13%	11%	18%	8%
PlayStation	32	18	14	32	14	8	5	5	22	10	15	17
	15%	27%	10%	15%	15%	12%	26%	14%	14%	18%	15%	15%
Gaming equipment	17	12	5	17	6	5	2	4	11	6	9	8
	8%	18%	3%	8%	6%	8%	11%	11%	7%	11%	9%	7%
Virtual reality headset	4	3	1	4	2	1	-	1	3	1	2	2
	2%	4%	1%	2%	2%	2%	-	3%	2%	2%	2%	2%
NET: TV and video	62	19	42	62	25	21	7	9	46	16	33	29
	29%	28%	29%	29%	26%	32%	37%	25%	29%	29%	33%	25%
Smart TV	42	15	27	42	19	14	5	4	33	9	23	19
	19%	22%	18%	19%	20%	21%	26%	11%	20%	16%	23%	17%
DVD / Blu-ray player	38	10	27	38	13	13	6	6	26	12	21	17
	18%	15%	18%	18%	14%	20%	32%	17%	16%	22%	21%	15%
NET: Transport / outdoor	86	23	62	86	41	22	11	12	63	23	47	39
	40%	34%	42%	40%	43%	33%	58%	33%	39%	42%	47%	34%
Car	49	12	37	49	25	10	9	5	35	14	27	22
	23%	18%	25%	23%	26%	15%	47%	14%	22%	25%	27%	19%

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Base: All respondents from sample 1

	Gender		Age	Social Grade						Year Start Uni		
	Total	Male	Female	18-24	AB	C1	C2	DE	NET: ABC1	NET: C2DE	2005 - 2014	2015 - present
Base	216	67	147	216	95	66	19	36	161	55	101	115
Moped	2	1	1	2	1	-	-	1	1	1	-	2
	1%	1%	1%	1%	1%	-	-	3%	1%	2%	-	2%
Motorbike	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Bicycle	40	11	28	40	17	14	4	5	31	9	23	17
	19%	16%	19%	19%	18%	21%	21%	14%	19%	16%	23%	15%
Roller skates	4	1	3	4	2	-	-	2	2	2	2	2
	2%	1%	2%	2%	2%	-	-	6%	1%	4%	2%	2%
Skateboard	4	1	2	4	3	-	-	1	3	1	2	2
	2%	1%	1%	2%	3%	-	-	3%	2%	2%	2%	2%
Scooter	2	2	-	2	2	-	-	-	2	-	1	1
	1%	3%	-	1%	2%	-	-	-	1%	-	1%	1%
Leisure	187	52	133	187	79	58	18	32	137	50	87	100
	87%	78%	90%	87%	83%	88%	95%	89%	85%	91%	86%	87%
Musical instrument	37	11	26	37	13	15	2	7	28	9	17	20
	17%	16%	18%	17%	14%	23%	11%	19%	17%	16%	17%	17%
Fitbit	27	7	19	27	13	8	4	2	21	6	17	10
	13%	10%	13%	13%	14%	12%	21%	6%	13%	11%	17%	9%
Hair straighteners / stylers	99	3	96	99	36	33	11	19	69	30	48	51
	46%	4%	65%	46%	38%	50%	58%	53%	43%	55%	48%	44%
Electric toothbrush	108	32	76	108	51	32	9	16	83	25	53	55
	50%	48%	52%	50%	54%	48%	47%	44%	52%	45%	52%	48%
Hairdryer	138	26	112	138	61	41	14	22	102	36	67	71
	64%	39%	76%	64%	64%	62%	74%	61%	63%	65%	66%	62%
Other e.g. Other electricals, books, duvet	46	9	36	46	20	15	3	8	35	11	19	27
	21%	13%	24%	21%	21%	23%	16%	22%	22%	20%	19%	23%
None of these	1	-	1	1	-	1	-	-	1	-	-	1
	*	-	1%	*	-	2%	-	-	1%	-	-	1%

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Q6. Which of the following possessions did you take to university when you were a student?

Base: All respondents from sample 2

	Total	Gender		Age			Social Grade						Year Start Uni					
		Male	Female	45-54	55-60	NET: 45-60	AB	C1	C2	DE	NET: ABC1	NET: C2DE	1970 - 1984	1985 - 1994	NET: 1970 - 1994	1995 - 2004	2005 - 2014	2015 - present
Base	215	122	93	129	86	215	124	46	24	21	170	45	111	78	189	22	3	1
NET: Computing	61	38	23	38	23	61	37	10	7	7	47	14	26	19	45	12	3	1
	28%	31%	25%	29%	27%	28%	30%	22%	29%	33%	28%	31%	23%	24%	24%	55%	100%	100%
Word processor	9	8	1	8	1	9	6	1	1	1	7	2	2	4	6	1	1	1
	4%	7%	1%	6%	1%	4%	5%	2%	4%	5%	4%	4%	2%	5%	3%	5%	33%	100%
Typewriter	21	11	10	9	12	21	13	5	1	2	18	3	14	6	20	1	-	-
	10%	9%	11%	7%	14%	10%	10%	11%	4%	10%	11%	7%	13%	8%	11%	5%	-	-
Printer	11	8	3	9	2	11	8	-	1	2	8	3	4	5	9	2	-	-
	5%	7%	3%	7%	2%	5%	6%	-	4%	10%	5%	7%	4%	6%	5%	9%	-	-
Personal organiser	13	9	4	6	7	13	10	-	1	2	10	3	6	3	9	3	1	-
	6%	7%	4%	5%	8%	6%	8%	-	4%	10%	6%	7%	5%	4%	5%	14%	33%	-
Apple Macintosh	2	1	1	2	-	2	2	-	-	-	2	-	-	1	1	1	-	-
	1%	1%	1%	2%	-	1%	2%	-	-	-	1%	-	-	1%	1%	5%	-	-
Windows PC	18	12	6	14	4	18	8	4	3	3	12	6	2	5	7	8	3	-
	8%	10%	6%	11%	5%	8%	6%	9%	13%	14%	7%	13%	2%	6%	4%	36%	100%	-
Micro computer	8	6	2	5	3	8	5	-	3	-	5	3	4	3	7	1	-	-
	4%	5%	2%	4%	3%	4%	4%	-	13%	-	3%	7%	4%	4%	4%	5%	-	-
NET: Music / sound systems	178	98	80	109	69	178	107	35	18	18	142	36	92	70	162	13	2	1
	83%	80%	86%	84%	80%	83%	86%	76%	75%	86%	84%	80%	83%	90%	86%	59%	67%	100%
CD player	25	17	8	19	6	25	14	4	2	5	18	7	6	11	17	6	1	1
	12%	14%	9%	15%	7%	12%	11%	9%	8%	24%	11%	16%	5%	14%	9%	27%	33%	100%
Portable CD player	19	11	8	16	3	19	13	2	1	3	15	4	7	7	14	4	1	-
	9%	9%	9%	12%	3%	9%	10%	4%	4%	14%	9%	9%	6%	9%	7%	18%	33%	-
Cassette player	89	47	42	53	36	89	59	17	7	6	76	13	54	35	89	-	-	-
	41%	39%	45%	41%	42%	41%	48%	37%	29%	29%	45%	29%	49%	45%	47%	-	-	-
Walkman / Portable cassette player	53	28	25	33	20	53	32	14	2	5	46	7	27	23	50	2	1	-
	25%	23%	27%	26%	23%	25%	26%	30%	8%	24%	27%	16%	24%	29%	26%	9%	33%	-
Hifi system	48	25	23	32	16	48	27	7	7	7	34	14	22	22	44	4	-	-
	22%	20%	25%	25%	19%	22%	22%	15%	29%	33%	20%	31%	20%	28%	23%	18%	-	-
Boombox	16	13	3	11	5	16	10	4	1	1	14	2	7	7	14	1	1	-
	7%	11%	3%	9%	6%	7%	8%	9%	4%	5%	8%	4%	6%	9%	7%	5%	33%	-
Record player	34	22	12	18	16	34	24	5	2	3	29	5	22	11	33	1	-	-
	16%	18%	13%	14%	19%	16%	19%	11%	8%	14%	17%	11%	20%	14%	17%	5%	-	-
Decks / music mixer	2	2	-	1	1	2	2	-	-	-	2	-	1	1	2	-	-	-
	1%	2%	-	1%	1%	1%	2%	-	-	-	1%	-	1%	1%	1%	-	-	-
Talkboy / voice recorder	2	2	-	2	-	2	1	-	1	-	1	1	-	2	2	-	-	-
	1%	2%	-	2%	-	1%	1%	-	4%	-	1%	2%	-	3%	1%	-	-	-

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	Gender		Age			Social Grade						Year Start Uni						
	Total	Male	Female	45-54	55-60	NET: 45-60	AB	C1	C2	DE	NET: ABC1	NET: C2DE	1970 - 1984	1985 - 1994	NET: 1970 - 1994	1995 - 2004	2005 - 2014	2015 - present
Base	215	122	93	129	86	215	124	46	24	21	170	45	111	78	189	22	3	1
NET: Telecoms	48	34	14	34	14	48	25	11	6	6	36	12	20	14	34	10	3	1
	22%	28%	15%	26%	16%	22%	20%	24%	25%	29%	21%	27%	18%	18%	18%	45%	100%	100%
Mobile phone	15	8	7	13	2	15	7	5	1	2	12	3	1	2	3	8	3	1
	7%	7%	8%	10%	2%	7%	6%	11%	4%	10%	7%	7%	1%	3%	2%	36%	100%	100%
Walkie Talkies	1	1	-	-	1	1	1	-	-	-	1	-	1	-	1	-	-	-
	*	1%	-	-	1%	*	1%	-	-	-	1%	-	1%	-	1%	-	-	-
Pager	5	4	1	4	1	5	3	1	1	-	4	1	2	1	3	1	-	1
	2%	3%	1%	3%	1%	2%	2%	2%	4%	-	2%	2%	2%	1%	2%	5%	-	100%
Digital watch e.g. Casio	34	26	8	22	12	34	17	7	5	5	24	10	17	13	30	2	2	-
	16%	21%	9%	17%	14%	16%	14%	15%	21%	24%	14%	22%	15%	17%	16%	9%	67%	-
NET: Photography	85	57	28	50	35	85	51	18	7	9	69	16	48	28	76	6	2	1
	40%	47%	30%	39%	41%	40%	41%	39%	29%	43%	41%	36%	43%	36%	40%	27%	67%	100%
Video camera	4	3	1	2	2	4	2	1	-	1	3	1	2	1	3	-	-	1
	2%	2%	1%	2%	2%	2%	2%	2%	-	5%	2%	2%	2%	1%	2%	-	-	100%
Stills camera (SLR)	75	50	25	44	31	75	45	17	6	7	62	13	43	26	69	5	1	-
	35%	41%	27%	34%	36%	35%	36%	37%	25%	33%	36%	29%	39%	33%	37%	23%	33%	-
Polaroid camera	10	6	4	5	5	10	7	-	1	2	7	3	6	2	8	1	1	-
	5%	5%	4%	4%	6%	5%	6%	-	4%	10%	4%	7%	5%	3%	4%	5%	33%	-
NET: Gaming	21	16	5	17	4	21	11	5	2	3	16	5	6	10	16	3	1	1
	10%	13%	5%	13%	5%	10%	9%	11%	8%	14%	9%	11%	5%	13%	8%	14%	33%	100%
Atari	3	2	1	2	1	3	2	1	-	-	3	-	2	1	3	-	-	-
	1%	2%	1%	2%	1%	1%	2%	2%	-	-	2%	-	2%	1%	2%	-	-	-
Commodore 64	4	3	1	4	-	4	2	1	-	1	3	1	1	2	3	1	-	-
	2%	2%	1%	3%	-	2%	2%	2%	-	5%	2%	2%	1%	3%	2%	5%	-	-
Gameboy	9	7	2	7	2	9	4	2	1	2	6	3	2	5	7	1	1	-
	4%	6%	2%	5%	2%	4%	3%	4%	4%	10%	4%	7%	2%	6%	4%	5%	33%	-
Nintendo entertainment system	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sega Mega Drive	6	4	2	5	1	6	3	2	1	-	5	1	1	3	4	1	-	1
	3%	3%	2%	4%	1%	3%	2%	4%	4%	-	3%	2%	1%	4%	2%	5%	-	100%
NET: TV and video	88	53	35	58	30	88	55	15	8	10	70	18	41	36	77	9	1	1
	41%	43%	38%	45%	35%	41%	44%	33%	33%	48%	41%	40%	37%	46%	41%	41%	33%	100%
Analogue TV	75	43	32	49	26	75	46	14	7	8	60	15	35	32	67	8	-	-
	35%	35%	34%	38%	30%	35%	37%	30%	29%	38%	35%	33%	32%	41%	35%	36%	-	-
VHS / Betamax player	21	14	7	19	2	21	10	4	3	4	14	7	3	13	16	5	-	-
	10%	11%	8%	15%	2%	10%	8%	9%	13%	19%	8%	16%	3%	17%	8%	23%	-	-

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	Total	Gender		Age			Social Grade						Year Start Uni					
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Base	215	122	93	129	86	215	124	46	24	21	170	45	111	78	189	22	3	1
Portable TV player (Watchman)	11	8	3	7	4	11	7	1	1	2	8	3	5	3	8	1	1	1
	5%	7%	3%	5%	5%	5%	6%	2%	4%	10%	5%	7%	5%	4%	4%	5%	33%	100%
NET: Transport / outdoor	87	60	27	50	37	87	54	16	8	9	70	17	48	25	73	10	3	1
	40%	49%	29%	39%	43%	40%	44%	35%	33%	43%	41%	38%	43%	32%	39%	45%	100%	100%
Car	36	23	13	21	15	36	19	8	4	5	27	9	19	12	31	3	1	1
	17%	19%	14%	16%	17%	17%	15%	17%	17%	24%	16%	20%	17%	15%	16%	14%	33%	100%
Moped	2	2	-	-	2	2	2	-	-	-	2	-	1	-	1	-	1	-
	1%	2%	-	-	2%	1%	2%	-	-	-	1%	-	1%	-	1%	-	33%	-
Motorbike	9	9	-	4	5	9	7	1	1	-	8	1	8	-	8	1	-	-
	4%	7%	-	3%	6%	4%	6%	2%	4%	-	5%	2%	7%	-	4%	5%	-	-
Bicycle	48	34	14	28	20	48	31	8	4	5	39	9	25	15	40	6	1	1
	22%	28%	15%	22%	23%	22%	25%	17%	17%	24%	23%	20%	23%	19%	21%	27%	33%	100%
Roller skates	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Skateboard	1	1	-	1	-	1	1	-	-	-	1	-	1	-	1	-	-	-
	*	1%	-	1%	-	*	1%	-	-	-	1%	-	1%	-	1%	-	-	-
Scooter	1	-	1	1	-	1	1	-	-	-	1	-	1	-	1	-	-	-
	*	-	1%	1%	-	*	1%	-	-	-	1%	-	1%	-	1%	-	-	-
NET: Leisure	134	57	77	85	49	134	70	33	15	16	103	31	65	53	118	13	2	1
	62%	47%	83%	66%	57%	62%	56%	72%	63%	76%	61%	69%	59%	68%	62%	59%	67%	100%
Musical instrument	35	23	12	22	13	35	18	10	3	4	28	7	20	10	30	4	-	1
	16%	19%	13%	17%	15%	16%	15%	22%	13%	19%	16%	16%	18%	13%	16%	18%	-	100%
Hair straighteners / stylers	4	-	4	3	1	4	3	1	-	-	4	-	1	3	4	-	-	-
	2%	-	4%	2%	1%	2%	2%	2%	-	-	2%	-	1%	4%	2%	-	-	-
Hairdryer	78	12	66	54	24	78	40	18	9	11	58	20	33	36	69	7	2	-
	36%	10%	71%	42%	28%	36%	32%	39%	38%	52%	34%	44%	30%	46%	37%	32%	67%	-
Other e.g. Other electricals, books, duvet	73	28	45	44	29	73	38	20	8	7	58	15	41	29	70	2	1	-
	34%	23%	48%	34%	34%	34%	31%	43%	33%	33%	34%	33%	37%	37%	37%	9%	33%	-
None of these	3	2	1	1	2	3	2	1	-	-	3	-	1	-	1	2	-	-
	1%	2%	1%	1%	2%	1%	2%	2%	-	-	2%	-	1%	-	1%	9%	-	-

Prepared by Populus