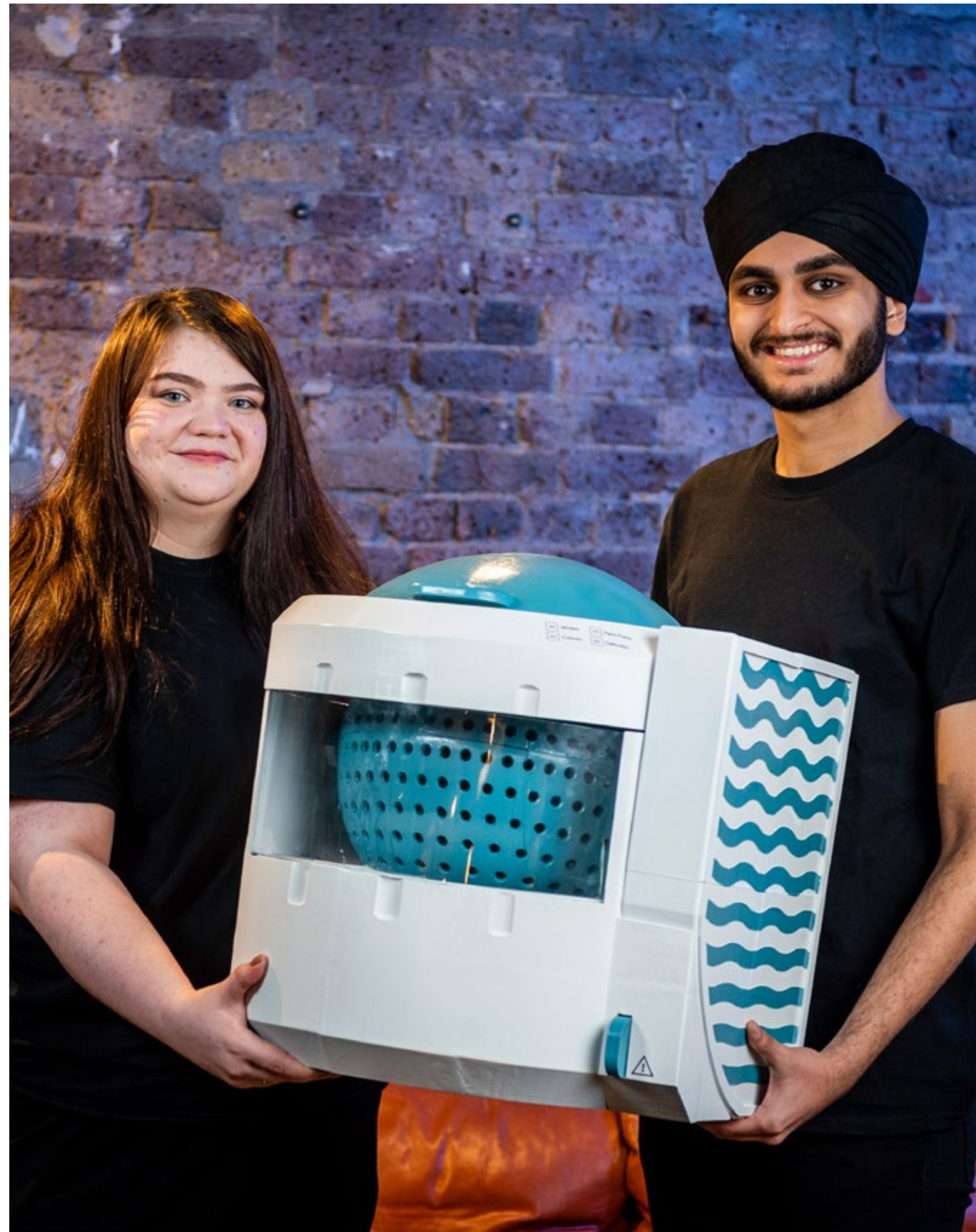


Student Living Report

2024



Water We Up To?



In an era where sustainability is paramount, Lylo Products prides itself on fostering a greener future. As a group of passionate graduates, our mission is clear: to champion water efficiency by creating innovative products that redefine conventional usage and promote sustainable practices.

In pursuit of our mission, we have undertaken a comprehensive study focusing on students' living arrangements, shower habits, and laundry practices. This research is a foundational step in informing the development of our innovative portable washing machine - a revolutionary solution designed to optimise water consumption and laundry practices.

This report aims to provide valuable insights into students' behaviours and preferences regarding water usage in their daily routines.

The rationale behind delving into the student demographic lies in its potential for significant impact. Students, often at the forefront of societal change, possess a unique blend of receptivity to new ideas and a willingness to embrace sustainable alternatives. By understanding their living dynamics and consumption patterns, we can tailor our products to meet their specific needs while fostering a culture of environmental consciousness.

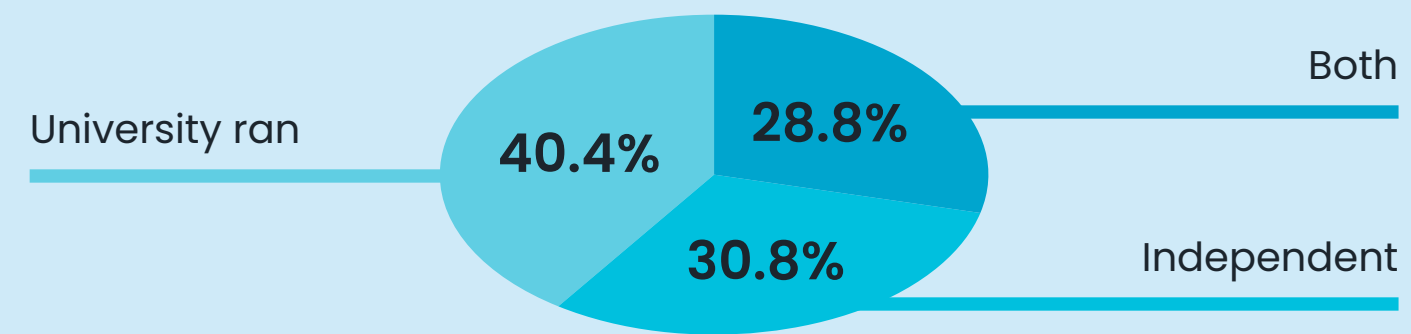
Moreover, this research is driven by a broader commitment to promote sustainable practices across diverse lifestyles. By focusing on a niche but significant demographic, we seek to demonstrate the versatility and applicability of water-efficient solutions in various contexts.

Join us in our quest to usher in a future where sustainability reigns supreme, a transformative journey towards a world where every drop counts.

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Living Arrangements

All students:

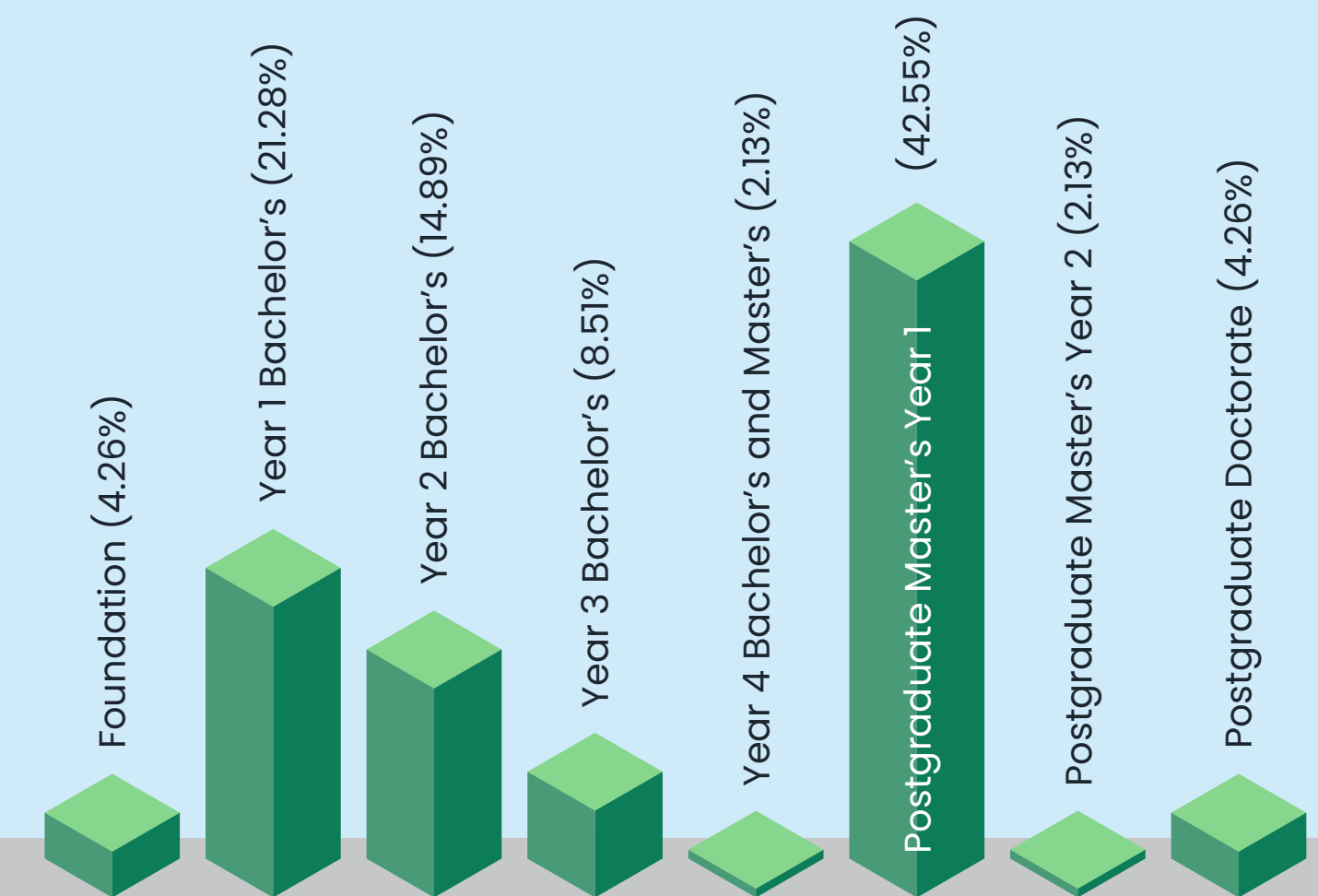
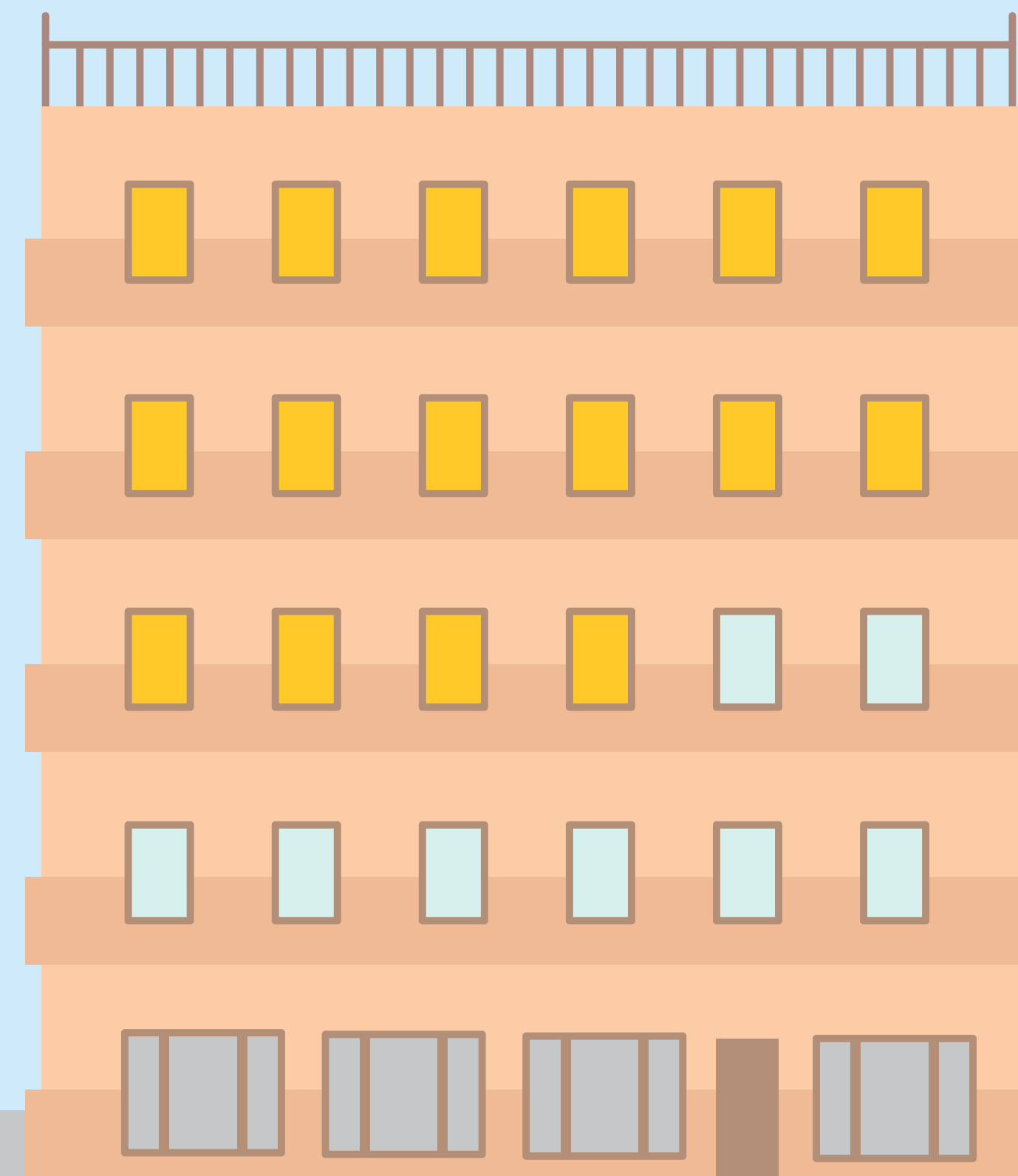


Current students: The data reveals various student living arrangements, with on-campus accommodation being the most common (29.79%) and independent student living accommodation (24.47%). Student houses (HMO) and living at the family home were similar, each comprising 14.89% of the responses.

A significant portion of students (66.67%), indicated that they had rented accommodation during their time at university. Moreover, the same percentage reported that utilities were included in their rental agreement.

Most respondents to the questionnaire were current university students, accounting for 67.1% of the total. The remaining had completed their studies but attended a UK university between 2017 and 2023. The study encompassed students from over 40 universities with varying representation levels. Notable institutions included Brunel University London (10%), City University of London (5%), and the University of Bath (5%).

The most common academic year among the surveyed students was Postgraduate Masters Year 1, comprising 42.55% of the respondents.



Washing facilities



Average student - Lives 8 minutes away

"On average, I paid £3.35 for a single wash at a laundrette."

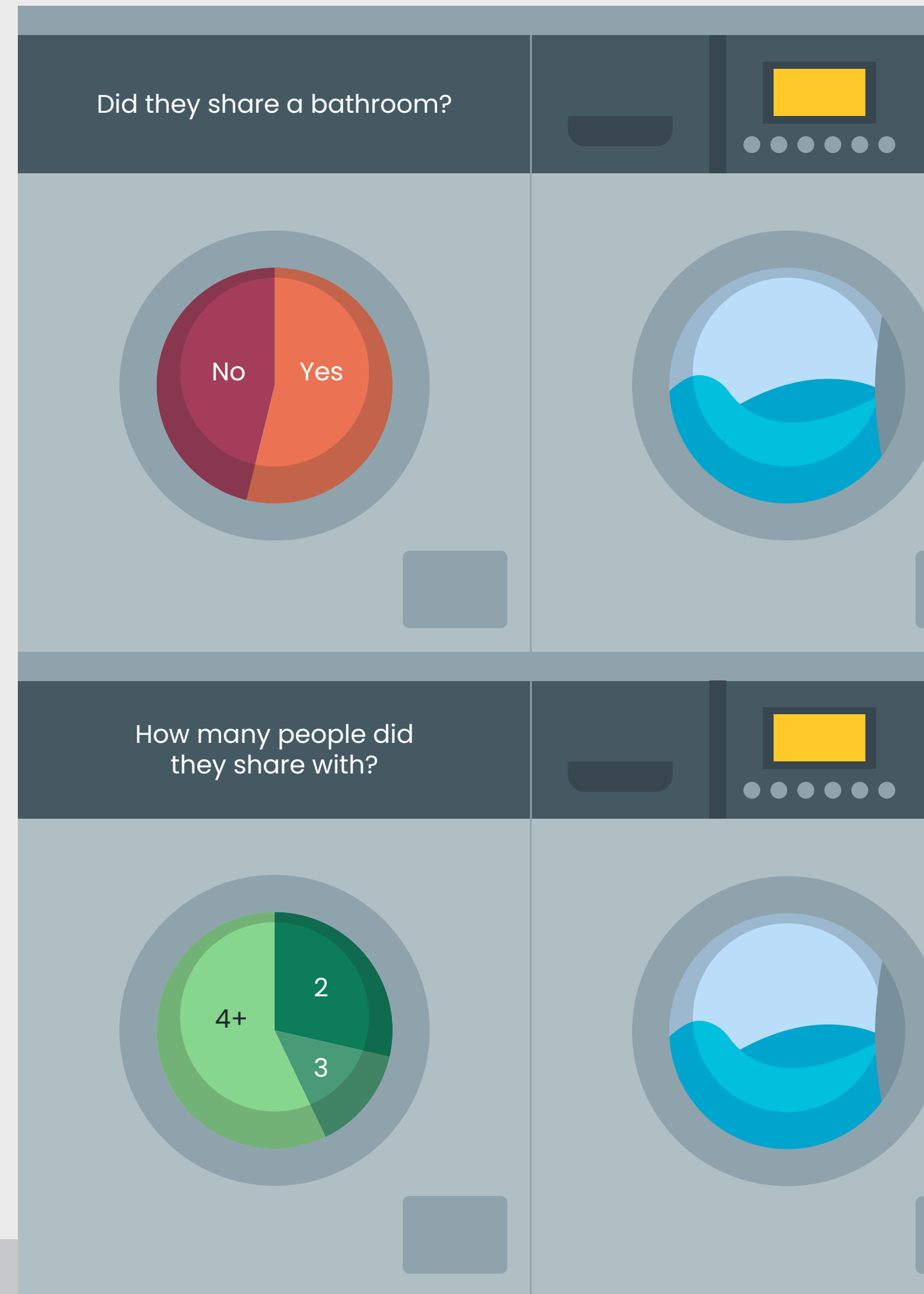


Slight satisfaction

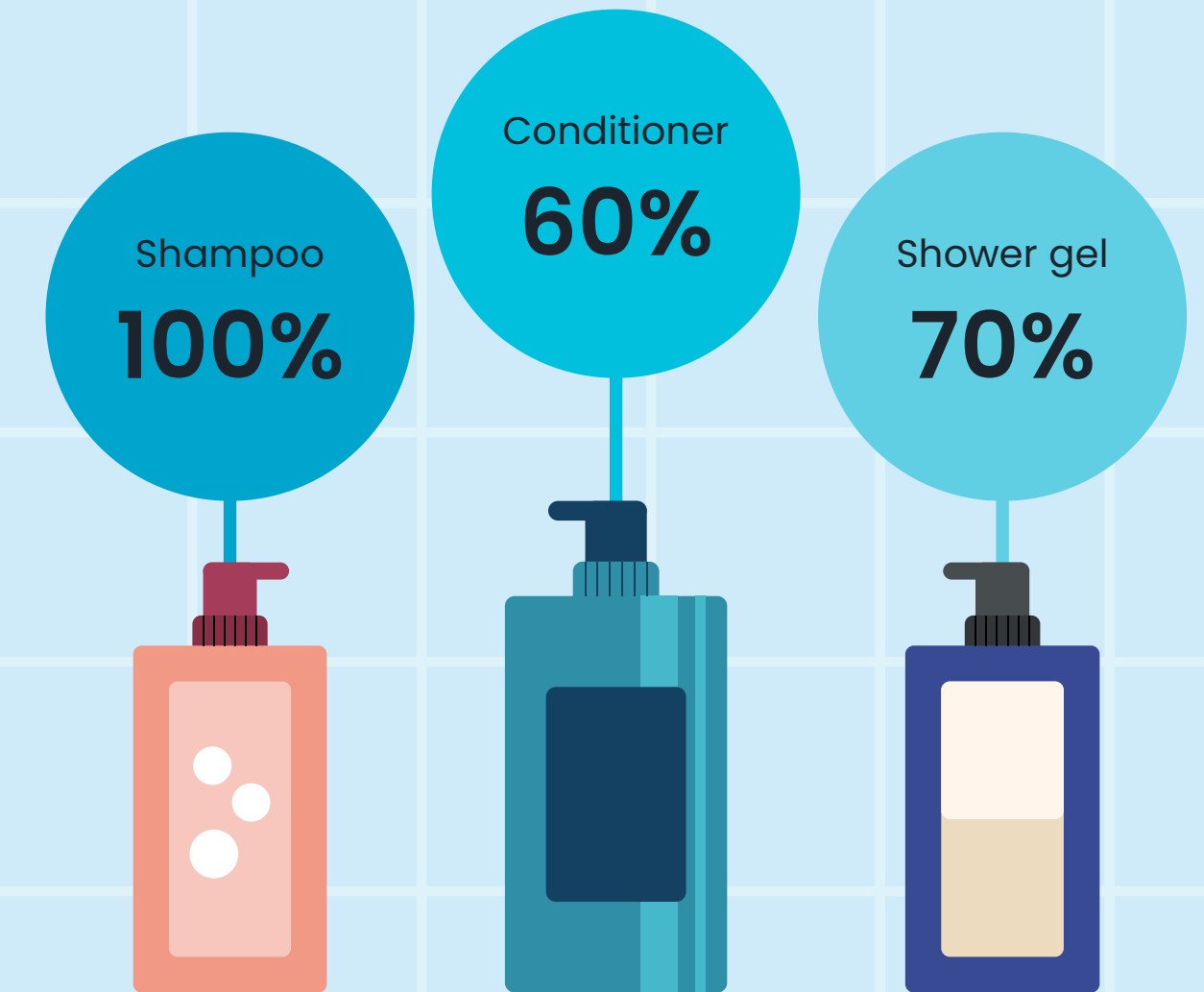
Based on reviews from students that utilised university laundry facilities (58.6%).

The most common laundry option was on-site washing machines (44.78%), followed by separate washer and dryer units in the property (22.39%). Some respondents used facilities owned by friends or family (7.46%), while others used external laundrettes (14.93%).

Most respondents (48.39%) had access to only a shower, followed by 40.32% who had access to both a shower and a bath (including shower heads mounted in bathtubs).



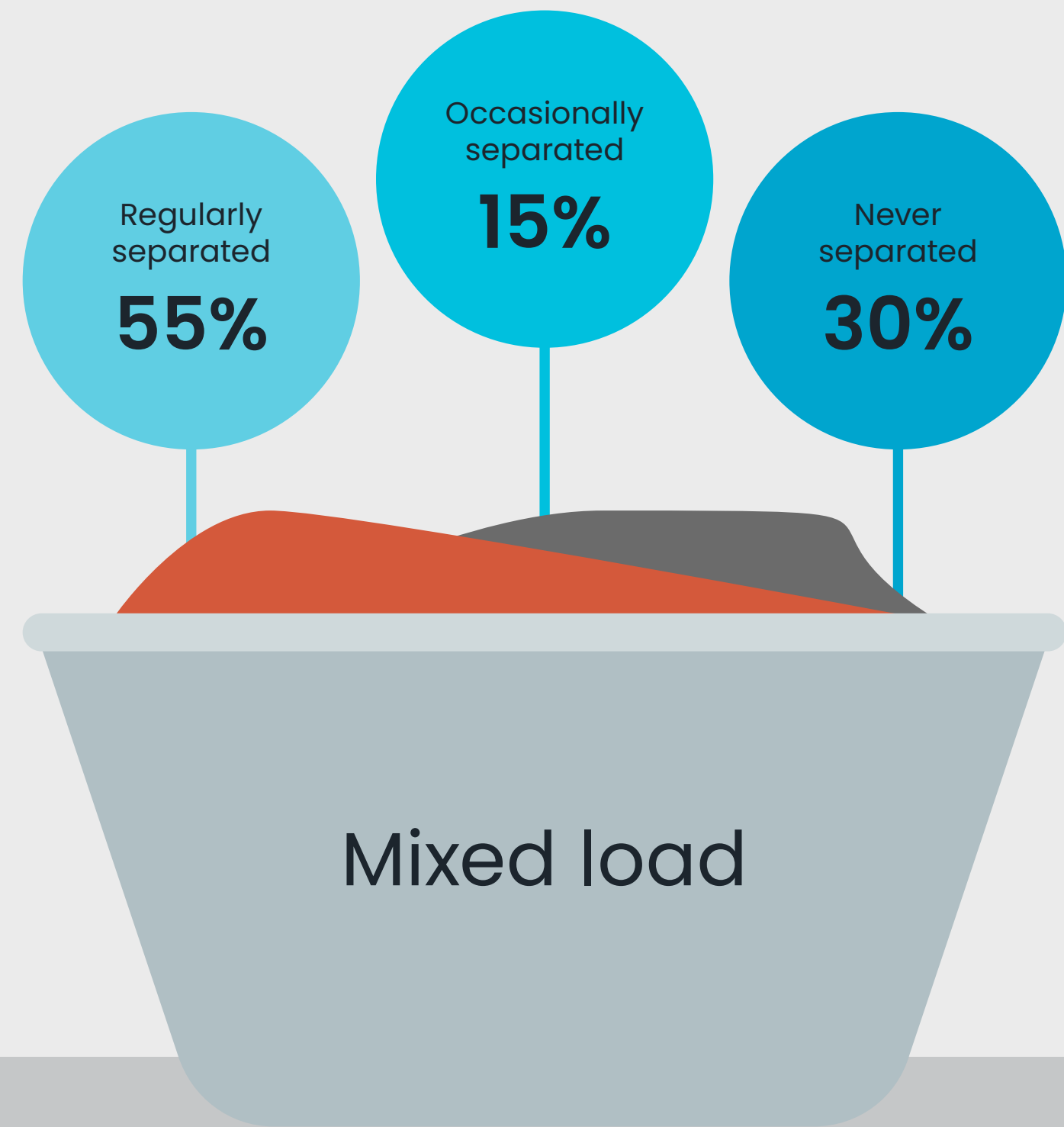
On average, students took 16.59 minutes to shower, with an average frequency of 1 shower per day.



Students used various shampoo and conditioner brands, including Pantene, Tresemme, Dove, and Head & Shoulders. Dove was also popular for body wash/shower gel, along with other brands like Sanex and Soap & Glory. Other products, such as shower cream, bar soap, shaving cream/gel, and hair dye, were used by smaller percentages of respondents.

Laundry Habits

Among respondents, the most common machine load was 6/8 full (3.75kg) at 33.90%, followed by maximum capacity (5kg) at 25.4% and 5/8 full (3.13kg) at 16.95%.

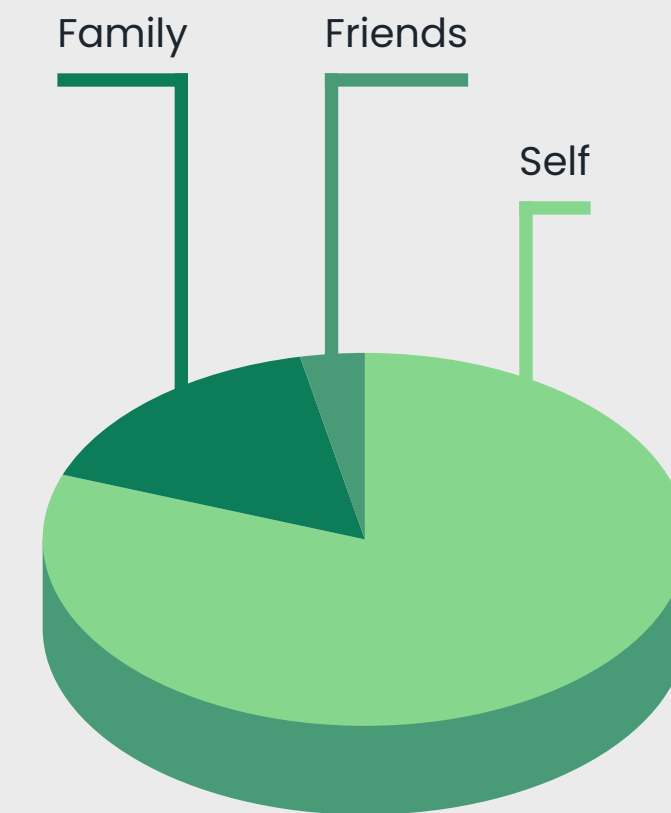


The average student did three loads of laundry over a week.



Most people (80.65%) preferred to handle their laundry personally, while a minority (16.13%) relied on family members to assist with this task.

Additionally, an even smaller percentage depended on their friends for laundry assistance.



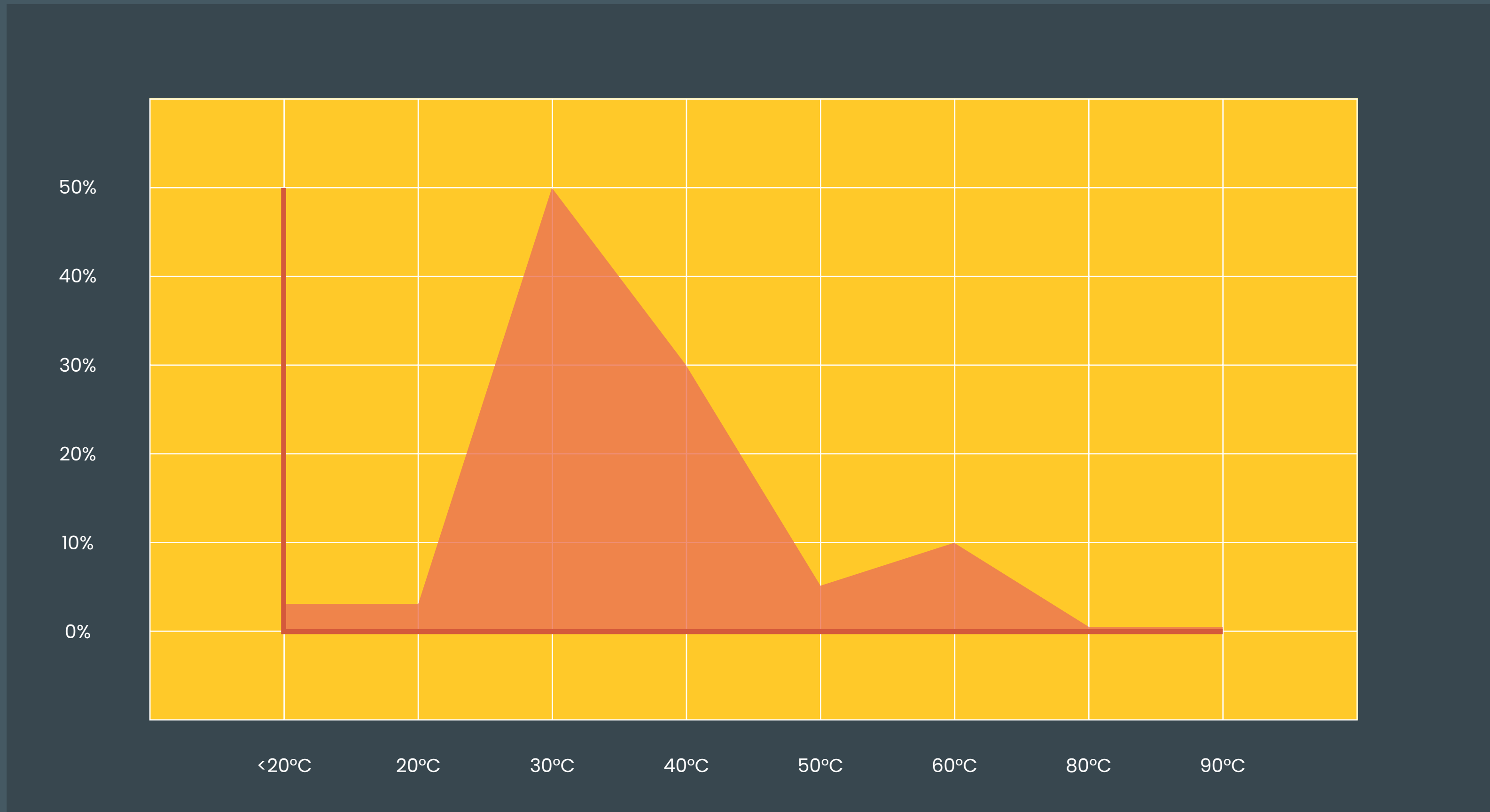
The survey highlights diverse laundry detergent preferences among respondents. Liquid detergent is the most popular (60%), followed by liquid tabs (50%) and powder detergent (30%). Ariel and Surf are the most used brands by students.



Laundry Habits

The average student took 45 minutes to wash their clothes, with 30 degrees Celsius being the most common temperature. The spread was equally varied for colder and hotter temperatures usage.

Students showed diverse preferences in settings, with most favouring cotton (20%) and eco or mixed (15%) settings.



20%

Cotton

15%

Eco
Mixed

10%

Delicates
Quick Wash
Colours

5%

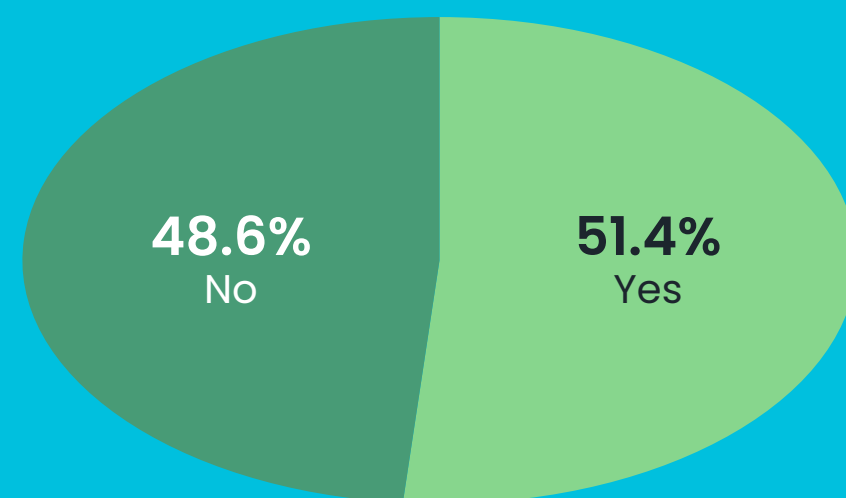
Heavy Duty
Daily
Normal
Synthetics

Utility Usage

The study utilised a 5-point Likert scale to assess students' environmental attitudes. On average, participants rated the importance of being environmentally conscious at 3.36 and environmentally friendly at 3.35. Interestingly, a majority (57.1%) did not equate the two concepts.

Students associated being environmentally conscious with altering behaviours, such as adopting a vegan lifestyle and minimising personal impact - despite a desire to use fewer harmful products, practical constraints often limited their choices. Conversely, being environmentally friendly was perceived as selecting eco-friendly options, utilising greener modes of transportation, and engaging in recycling practices.

Do you think about your daily water consumption?



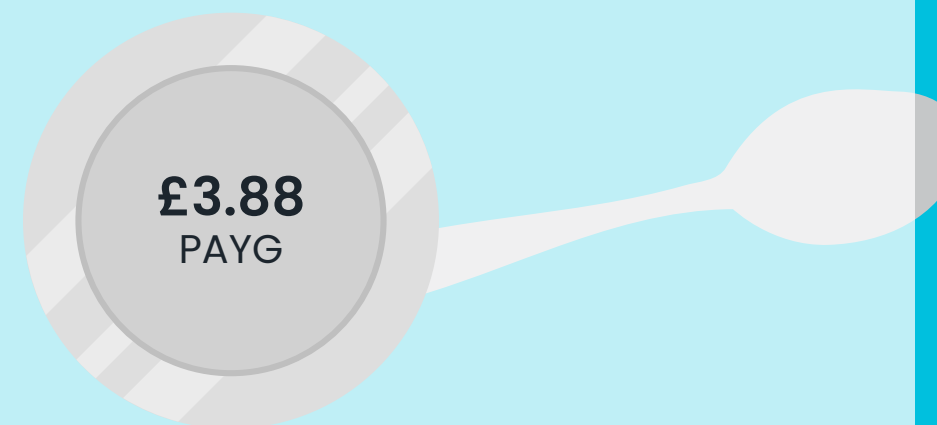
Most respondents (66.7%) reported that utilities were included in their rent payments.

Therefore, only students who had to pay for utilities separately were considered in this analysis/calculation.

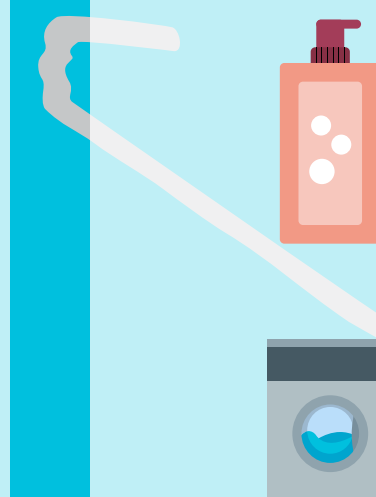
16.59 minute shower:



Laundry:



Water usage



8.67 L/min
 16.59 minute shower = 143.88 L
 1 shower/day
 → 1007.16 L/week

50 L/wash
 3 loads/week
 → 150 L/week

Total: 1157.16 L/week

Electricity usage



8.5 kW/min
 16.59 minute shower = 2.33 kWh
 1 shower/day
 → 16.31 kWh/week

0.793 kWh/wash
 3 loads/week
 → 2.38 kWh/week

Total: 18.69 kWh/week

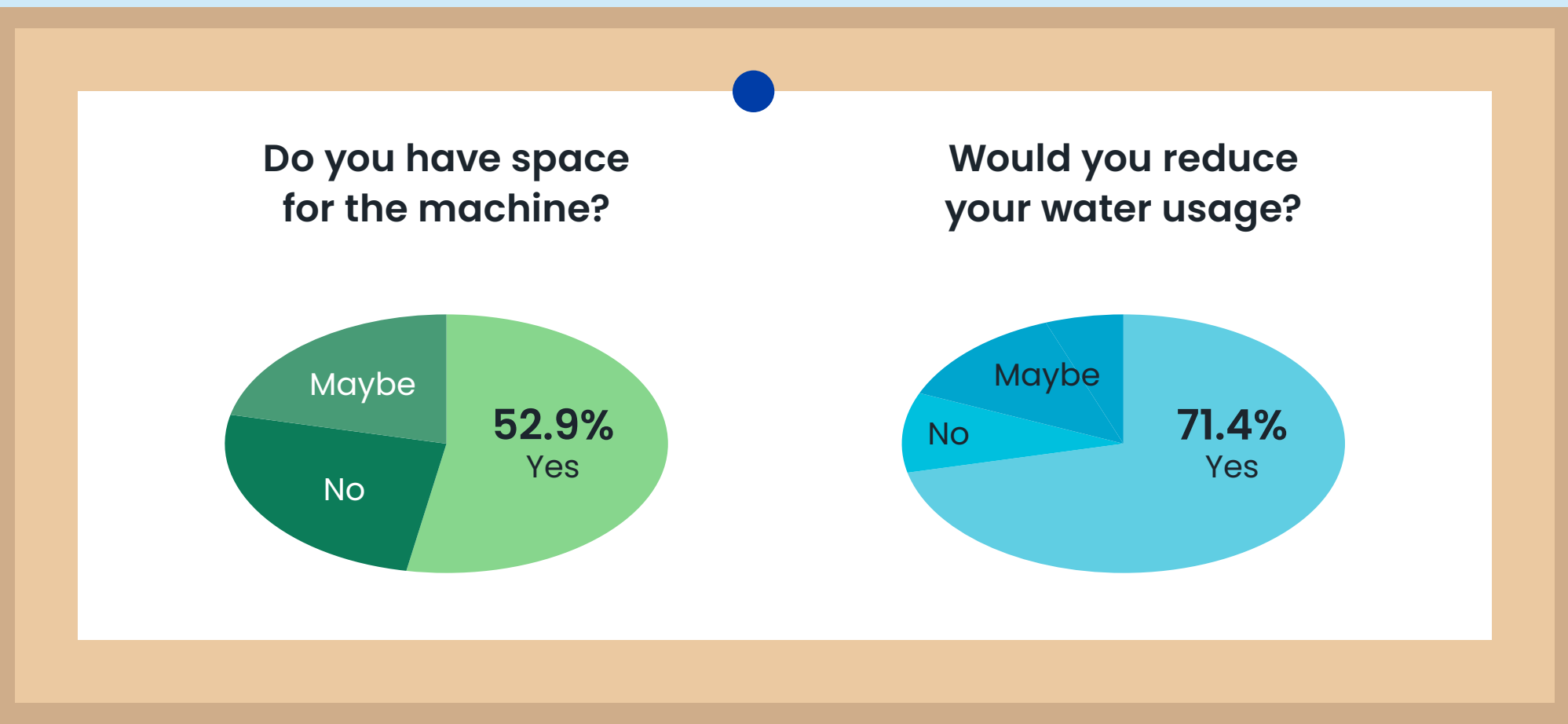
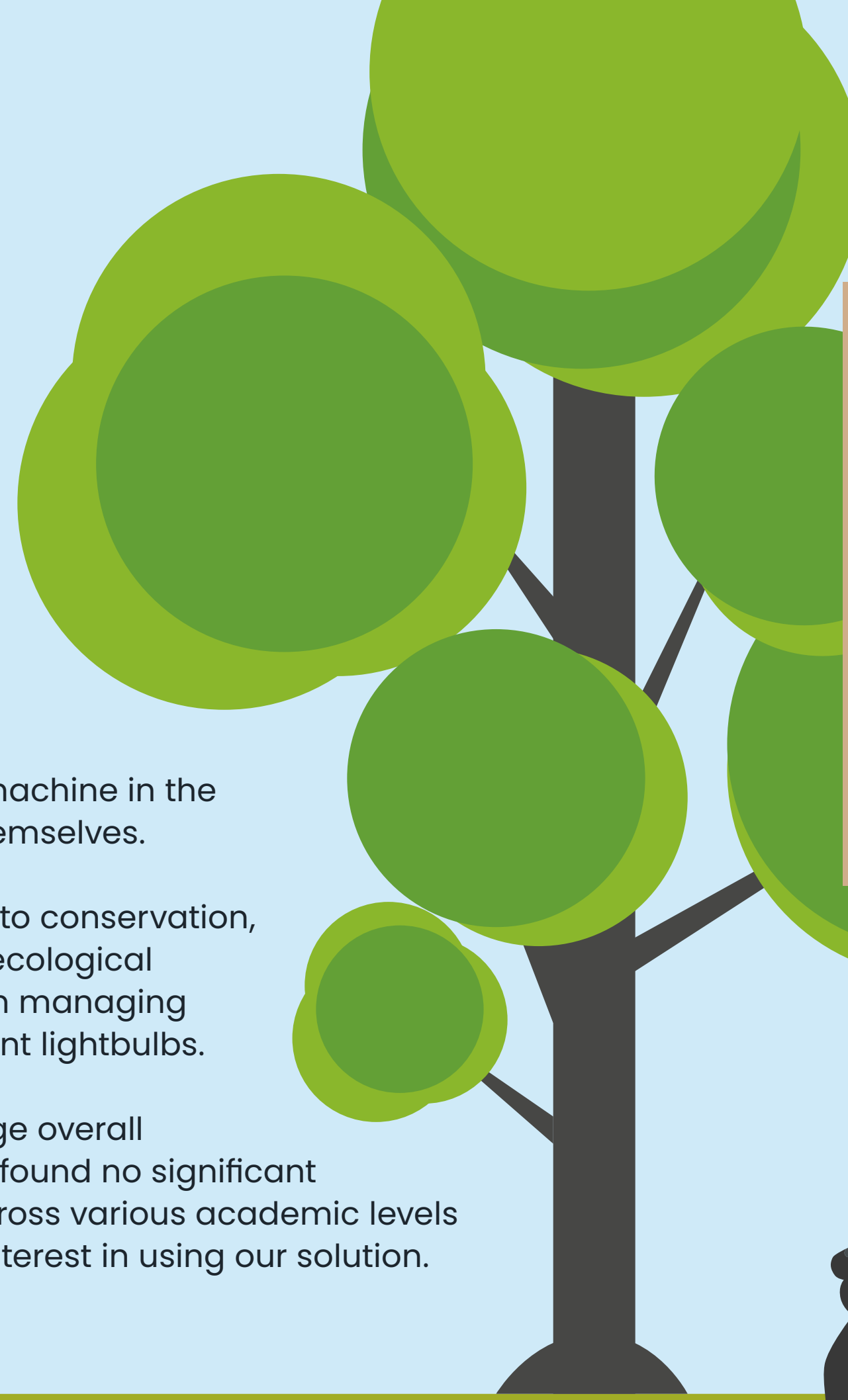
Ideal Solution

The students desired increased accessibility to laundry facilities and indicated a willingness to opt for environmentally sustainable devices if given the choice.

Additionally, one student highlighted the challenge of using a portable washing machine in the university setting despite owning one themselves.

Students displayed a solid commitment to conservation, expressing eagerness to minimise their ecological footprint across aspects of daily life, from managing plastic waste to opting for energy-efficient lightbulbs.

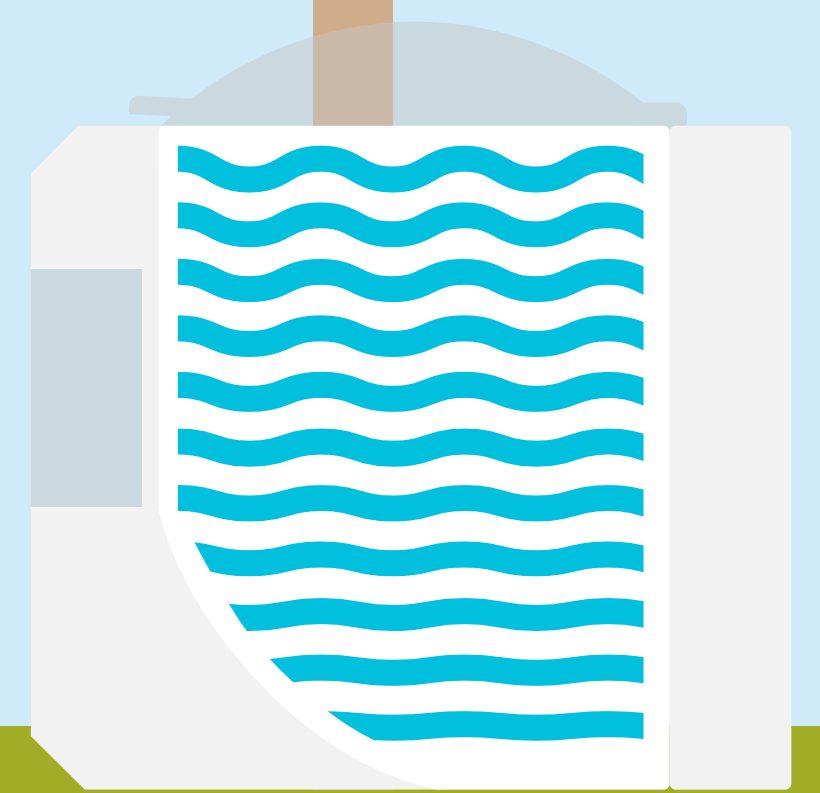
We utilised Likert scale questions to gauge overall willingness to purchase our product. We found no significant differences, suggesting that students across various academic levels and institutions exhibit similar levels of interest in using our solution.



Lylo uses 80% less energy than a traditional machine. A user could complete 15 washes using 3 cycles worth of energy.

With 150L of water, a user could complete 18 washes with Lylo!

8 Litres
per tank



WE ARE LYLO!



Our research into students' living arrangements, shower habits, and laundry practices has revealed crucial insights highlighting the pressing need for environmentally conscious solutions within universities.

Students voiced their frustrations regarding the lack of cold wash options and the excessive power consumption of university laundry facilities. These grievances, and frequent breakdowns, disrupted their routines and imposed additional financial burdens. Lylo Products aims to address these concerns head-on, offering a solution that enhances convenience and slashes costs.

Moreover, our commitment to environmental sustainability resonates with students longing for eco-friendly university environments. They identified areas, from dryers to lighting systems, ripe for improvement.

Lylo Products hopes to transform university campuses into beacons of sustainability. Our portable washing machine represents a tangible step toward a greener, more cost-effective future for students and institutions.

Data compiled by [Marwan Patrick & Joanna Power](#)
Document design by [Paramveer Bhachu](#)

LYLO[®]

contact@lyloproducts.co.uk
lyloproducts.co.uk

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