

Student Finance - UK - May 2017

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“Students can be a demanding group. Young, educated and tech-savvy students want engaging online and mobile banking services. The innovative platforms offered by digital challengers are therefore a threat to major banks with less interactive services.”

– **Rich Shepherd, Senior Financial Services Analyst**

This report looks at the following areas:

- **Students need to be educated about the positive uses of credit**
- **Offering more useful apps will produce more financially-literate customers**
- **Open Banking: a threat to the student banking model?**

University students are an important and valuable consumer segment for financial services providers. They are a consumer group typically at the start of their banking life, and are, on average, proven to earn significantly higher salaries during their working life than non-graduates.

Getting people to take out a current account when they go to university can be the start of a long-lasting and valuable relationship, which is why banks offer exclusive incentives for student current accounts. However, the experience of today's students in an era of high tuition fees can make them reluctant to engage with financial products, particularly in the credit markets.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Open Banking: a threat to the student banking model?

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The Market – What You Need to Know

The student population returned to growth in 2015/16

Tuition fees are set for further rises, while grants have been abolished

Students are fairly comfortable with their current finances and confident for the future

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Santander leads the current account market among students

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Santander leads the current account market among students ...

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