

Teens, College Students and Finance - US - May 2014

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“For financial institutions to be successful, they need to build their future customer base from among young people. Reaching them will require meeting them where they are, however, meaning that institutions need to adopt new methods of communications if they want to grow.”
– Robyn Kaiserman, Financial Services Analyst

This report looks at the following areas:

- Why focus on young people?
- How can institutions most effectively reach this group?
- How can financial institutions adapt to changing student demographics?

Teenagers and college students are just beginning their financial lives, and the earlier they learn how to successfully manage those lives, the greater the chance they will achieve their financial goals. However, many are quite clear on the fact that they don't find the topic of finances very interesting, and most don't read about it either online or in print. Given that they also don't find financial advertising very interesting, how can the industry expect to reach them and encourage them to take the necessary steps to learn how to manage their money, safely build credit, and save the money they will need for the future?

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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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