



**SETTLE UP
FOR TABS, CABS
AND KEBABS.**

*Pay back your friends in seconds
with the PayPal app.*



Download on the
App Store

GET IT ON
Google Play

The recipient will need to create a PayPal account if they don't have one.

ROCK BOX

MAKE SOME NOISE

STUDENT FINANCE SURVEY
APRIL 2021



ABOUT US

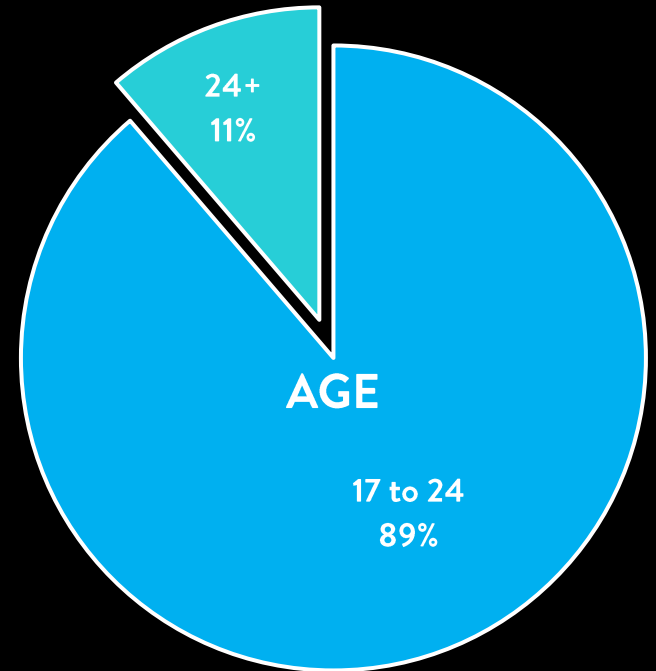
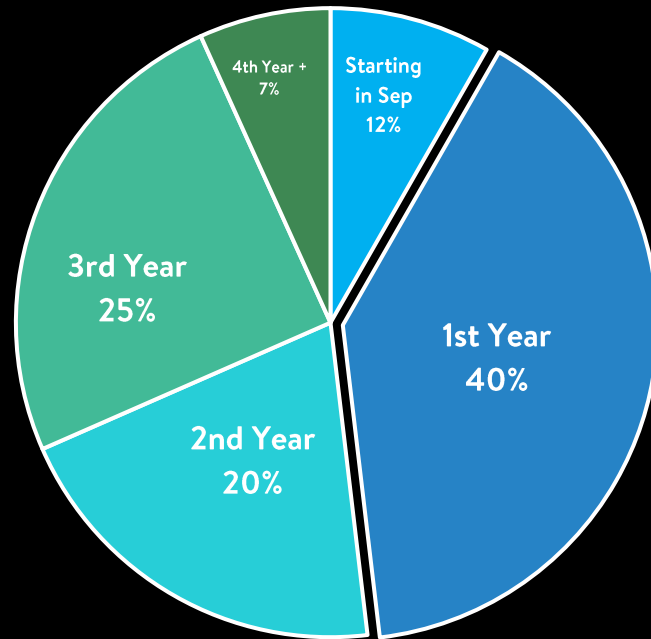
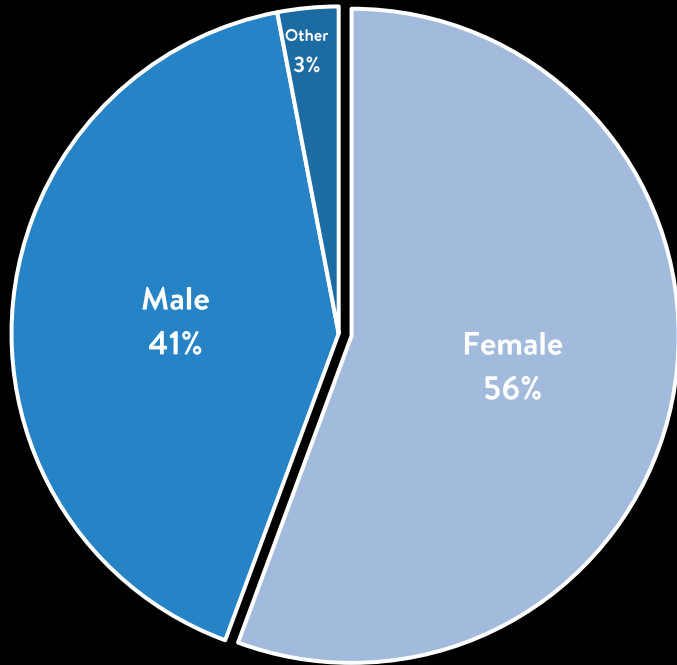


RockBox is a leading Out-of-Home media owner, with a network of digital and paper sites in prime student locations and music venues. We reach over 2 million students, half a million gig-goers, and over 30 million impacts nationally every fortnight.



**ROCK
BOX**

Student Finance Research



DEMOGRAPHICS

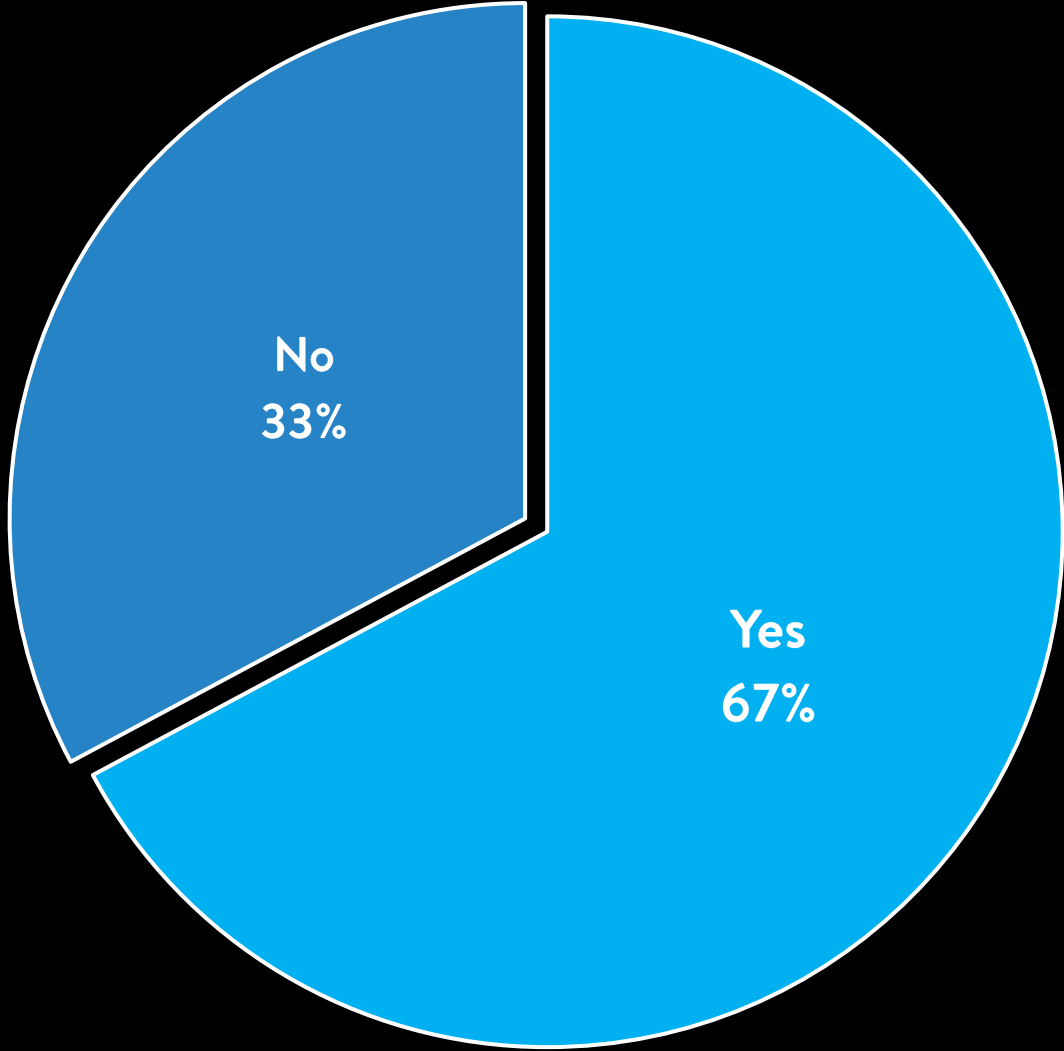
RockBox Student Finance Survey April 2021. Respondents when data collected: 1330

Survey delivered through social media and University direct Email with a voucher prize as incentive.





Student Finance Research



Q, Do you have a student bank account? One you set up specifically as a student and not just a general current account? Select one.

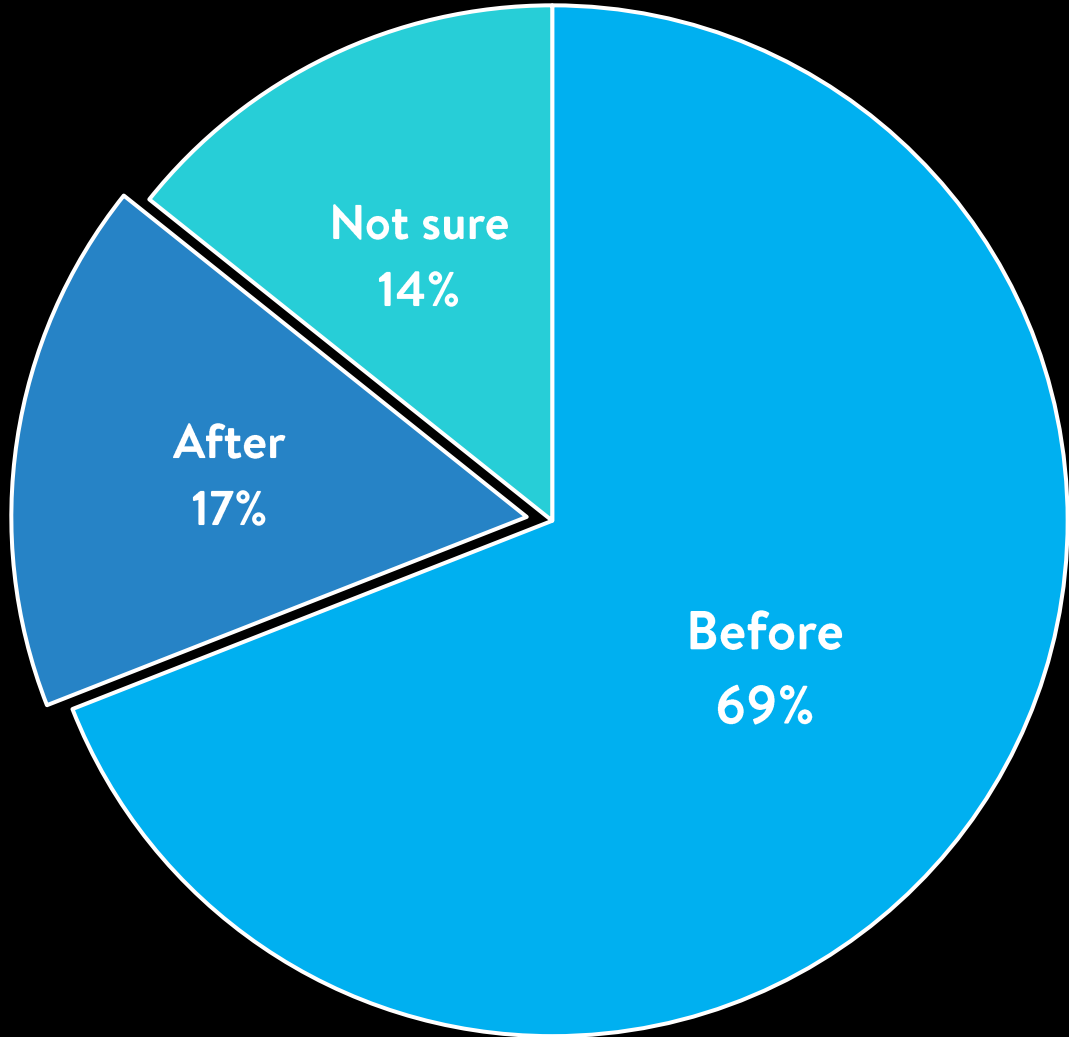


Surprisingly, a third of students do not have a specific student bank account. This is likely due to the stop start nature of term last year and is roughly the amount that would normally sign up after arriving on campus.





Student Finance Research



Q, Did you set up this account before or after arriving on campus for the first time? Select one.

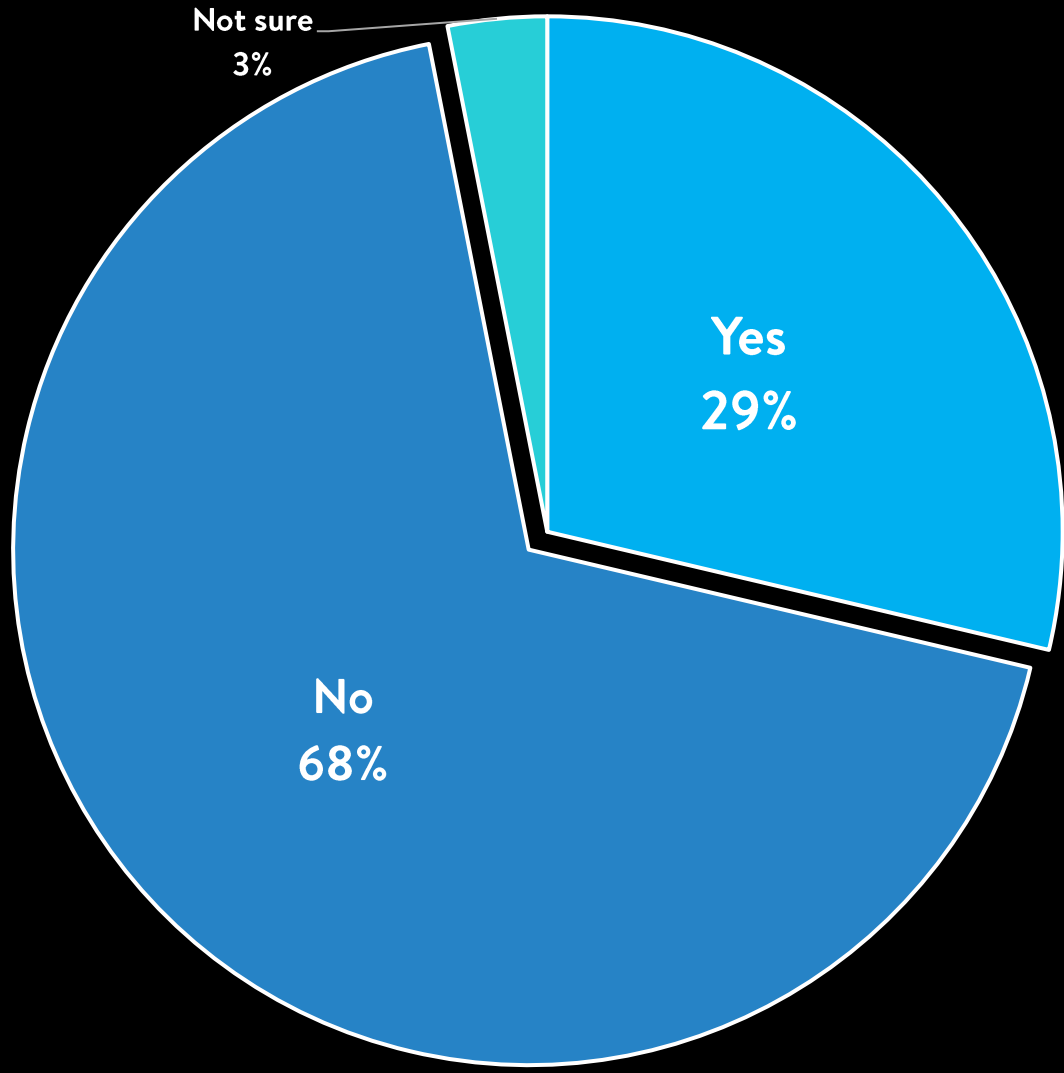


Many students set up their student account before heading to campus. A reasonable amount are still in the market for this after arriving. On the next slide we see how many might have changed accounts after arriving.





Student Finance Research



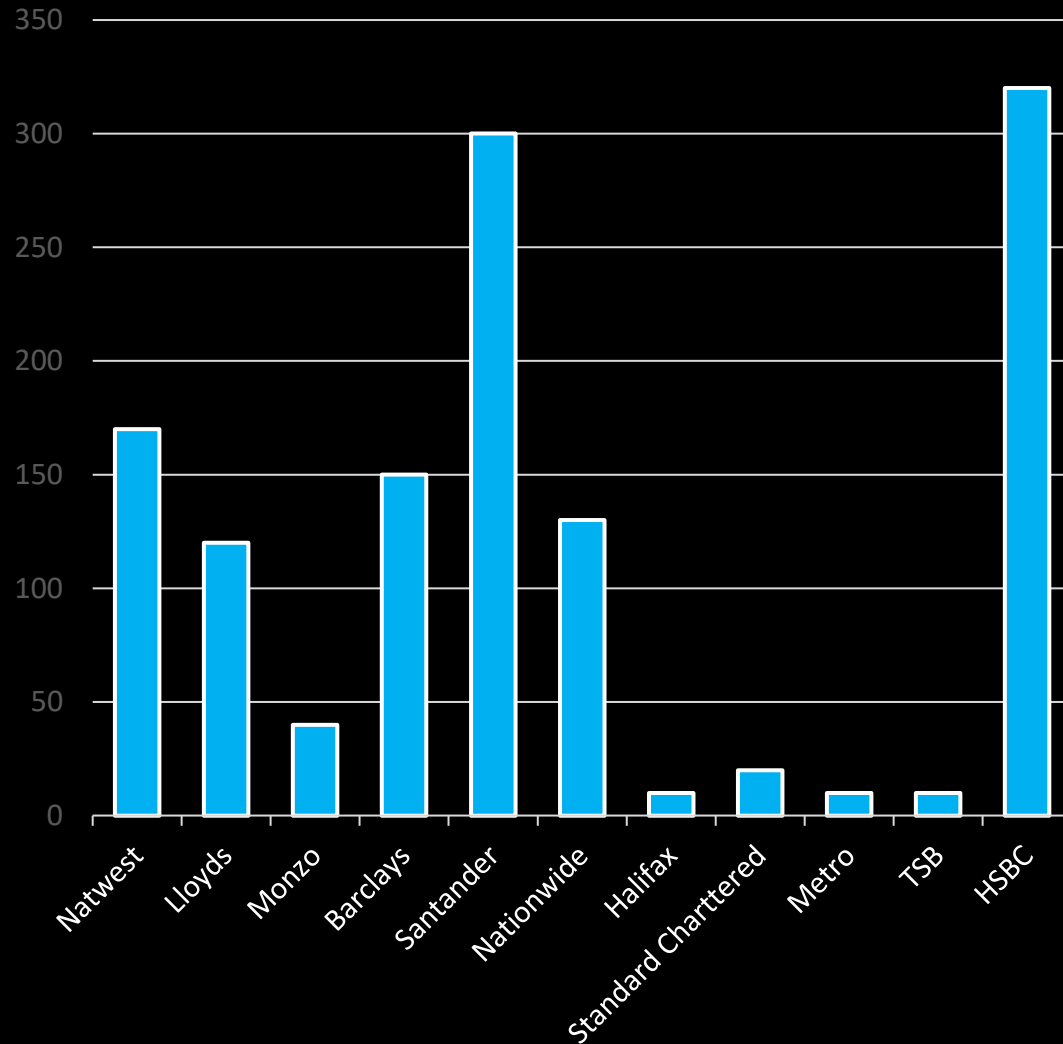
Q, Have you changed bank or opened a new current account since arriving at university for the first time. Select one.



Almost a third of students may have been converted away from their original student account.



Student Housing Research



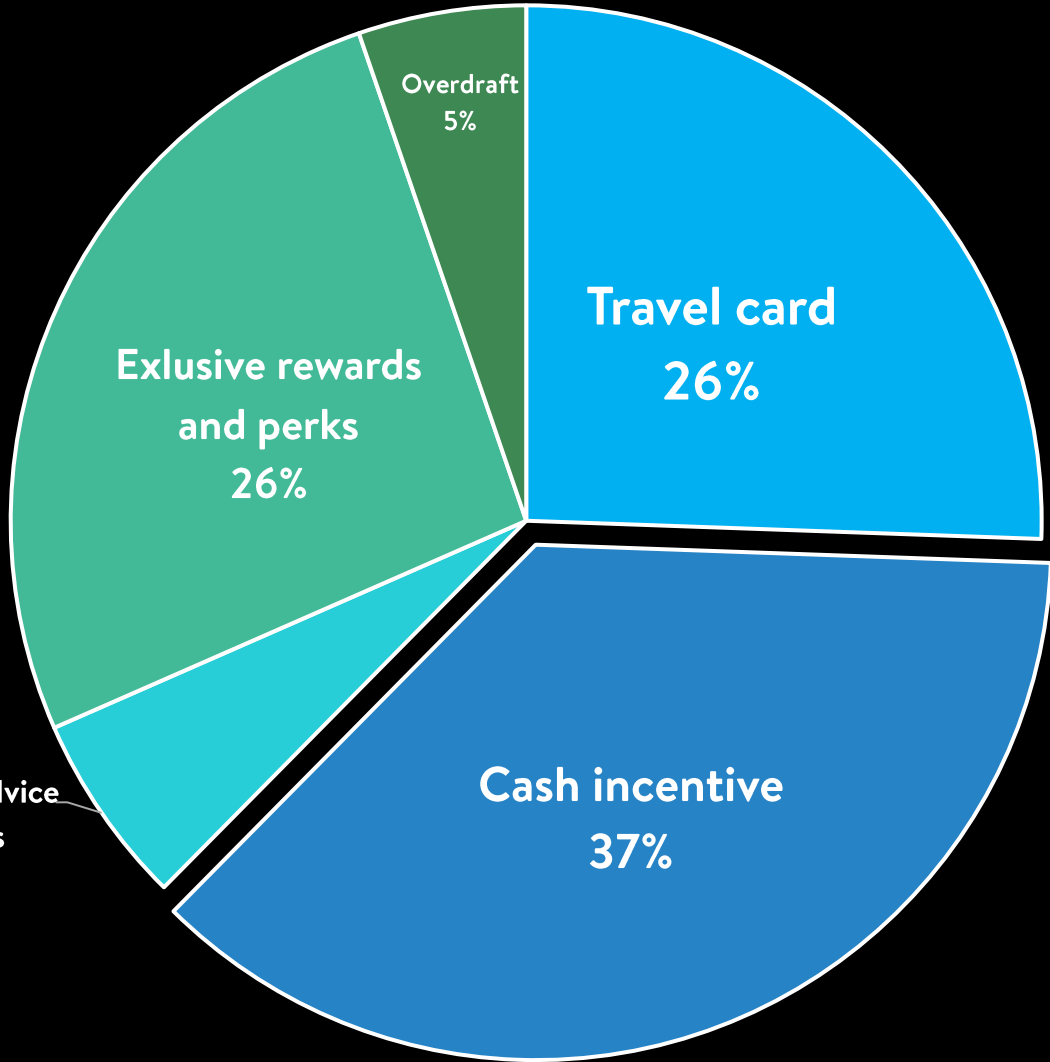
Q, Who do you bank with?
Select main account only if
more than one.



HSBC and Santander dominate on student bank accounts.
Monzo has relatively low take up as a main account.



Student Finance Research



Q, What would be the best thing a bank could offer you, as a student, to encourage you to switch your account to them? Select one.

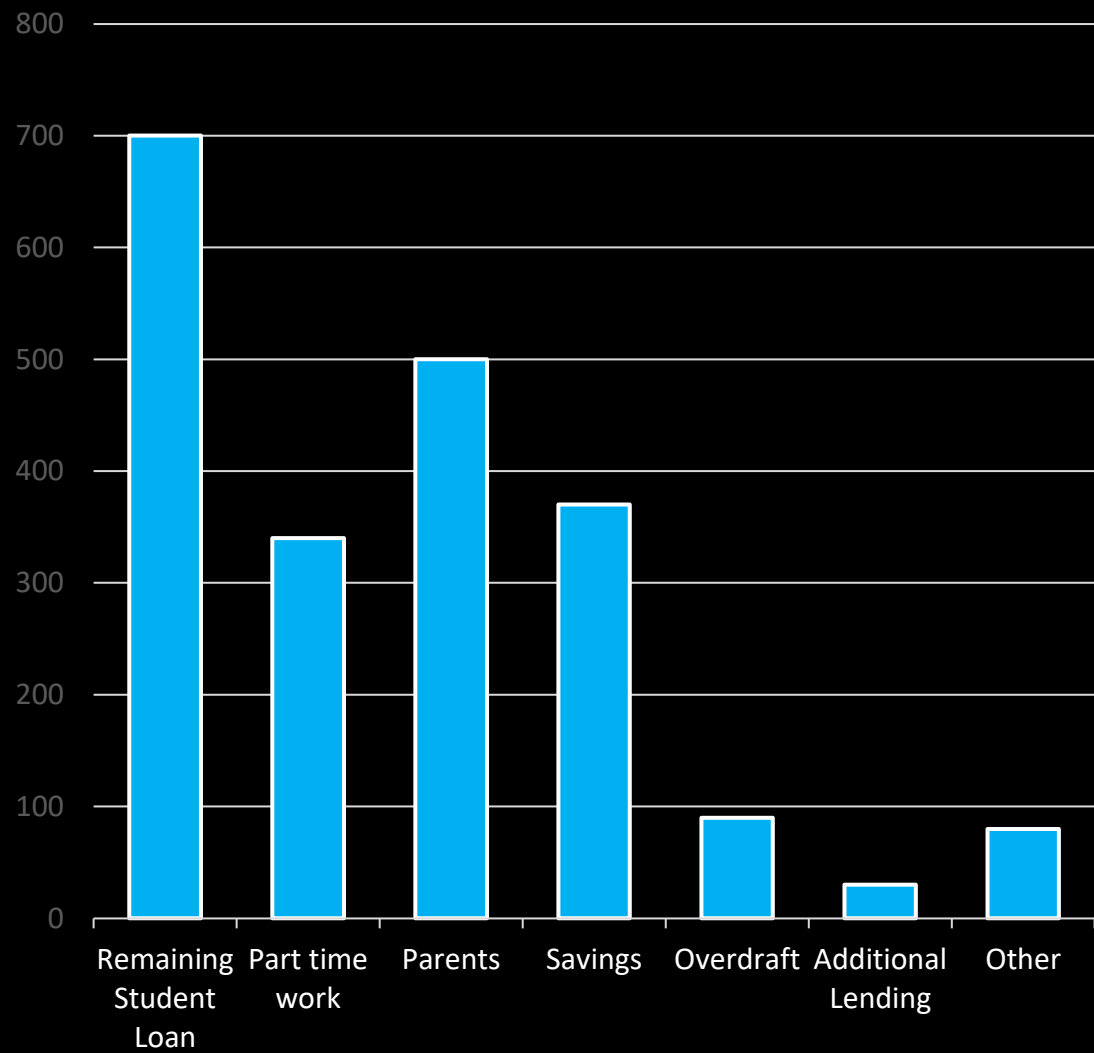


Cash incentives are most desirable followed by Travel cards and exclusive member perks.





Student Finance Research



Q, What is your main source of disposable income through Covid?
Select all relevant.

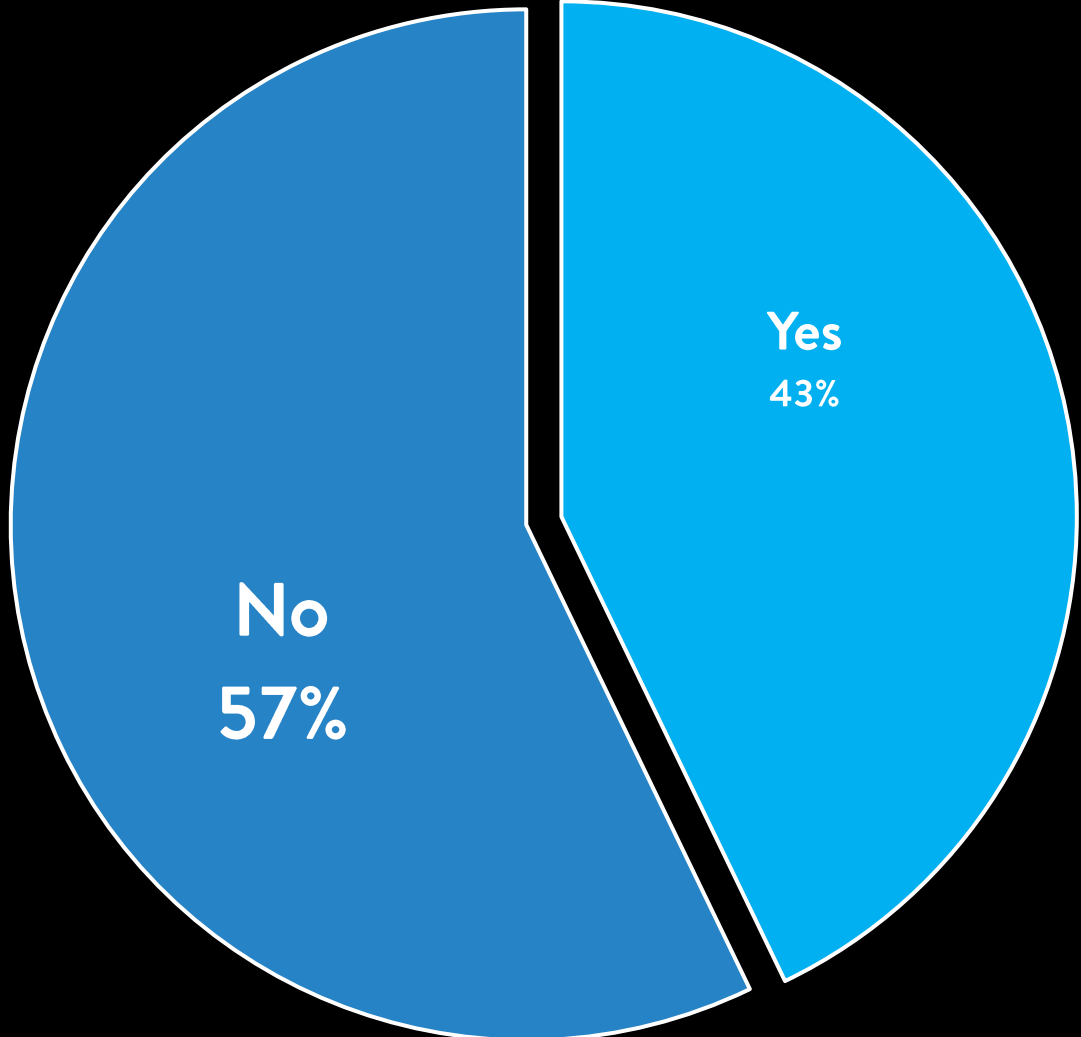


The respondents have mostly relied on their government student loan through Covid. This was supplemented by parents and part time work when possible.





Student Finance Research



Q, Have you been working in a paid job during the pandemic? Select one.



Many students have been able to find work during the pandemic. As the unlocking measures continue, we would expect this to increase.





Student Finance Research



Q, If you have been working, have you stayed in the same job as before the pandemic started in March 2020?
Select one.

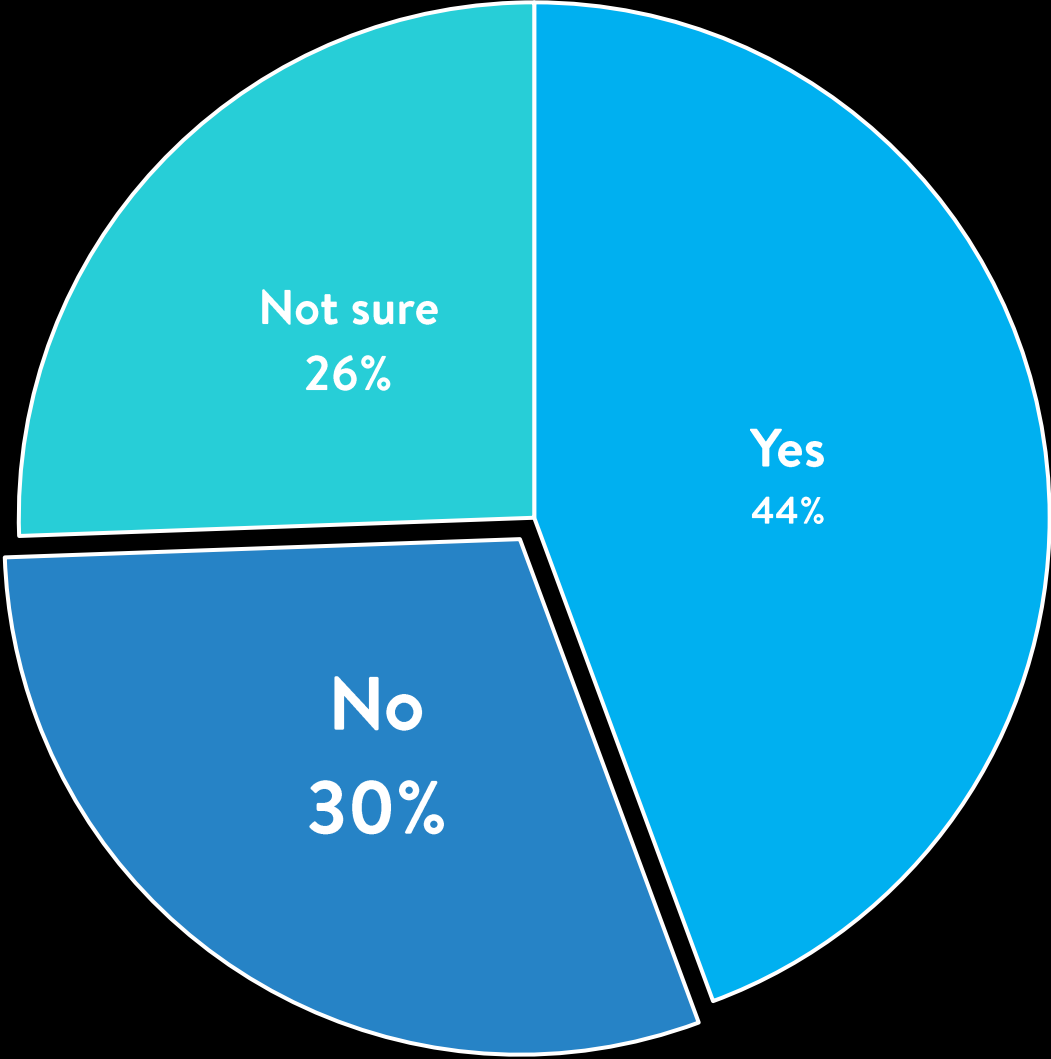


Some students were able to maintain their pre pandemic jobs while a quarter were able to find new work.





Student Finance Research



Q, Do you plan to get a part time job when you go back to Uni if you can? Select one.

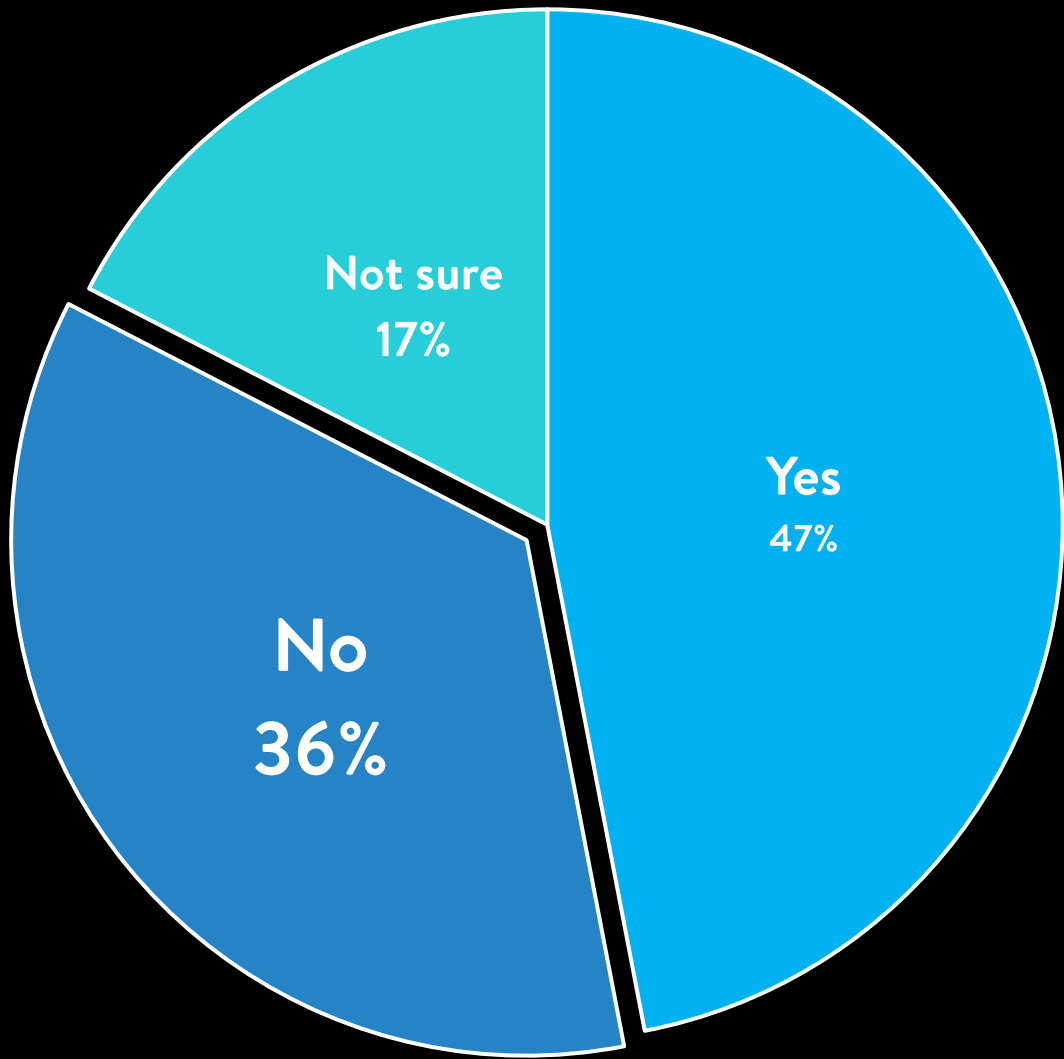


Just under half of students planning on looking for jobs when they return. This still seems to be an even split as was the case pre pandemic.





Student Finance Research



Q, Excluding part time work, do you have enough money as a student to meet your essential needs? Select one.

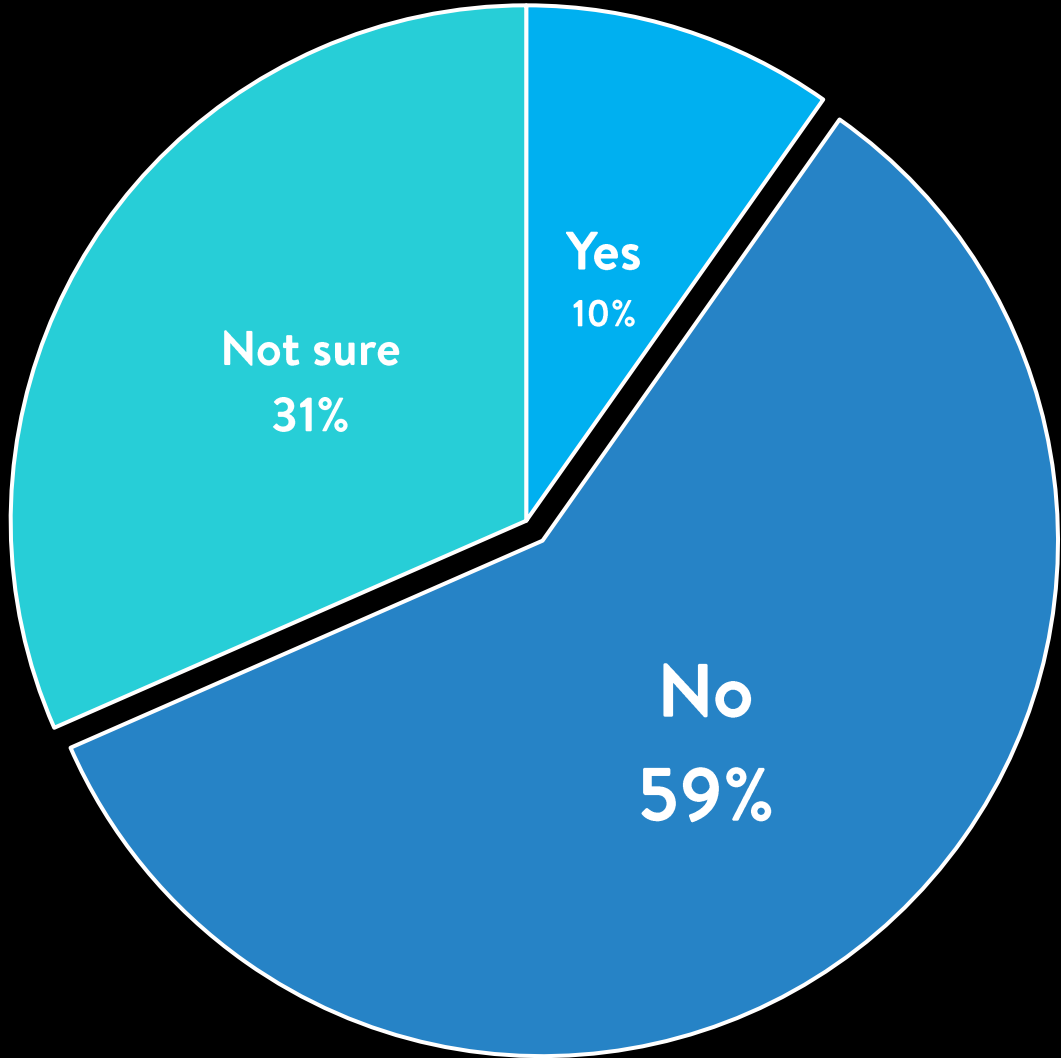


Students are split on whether they can meet their financial needs for the academic year. It's worrying that over third have selected "No" here.





Student Finance Research



Q, Do you think it will be easy to get paid part time work from September 2021? Select one.

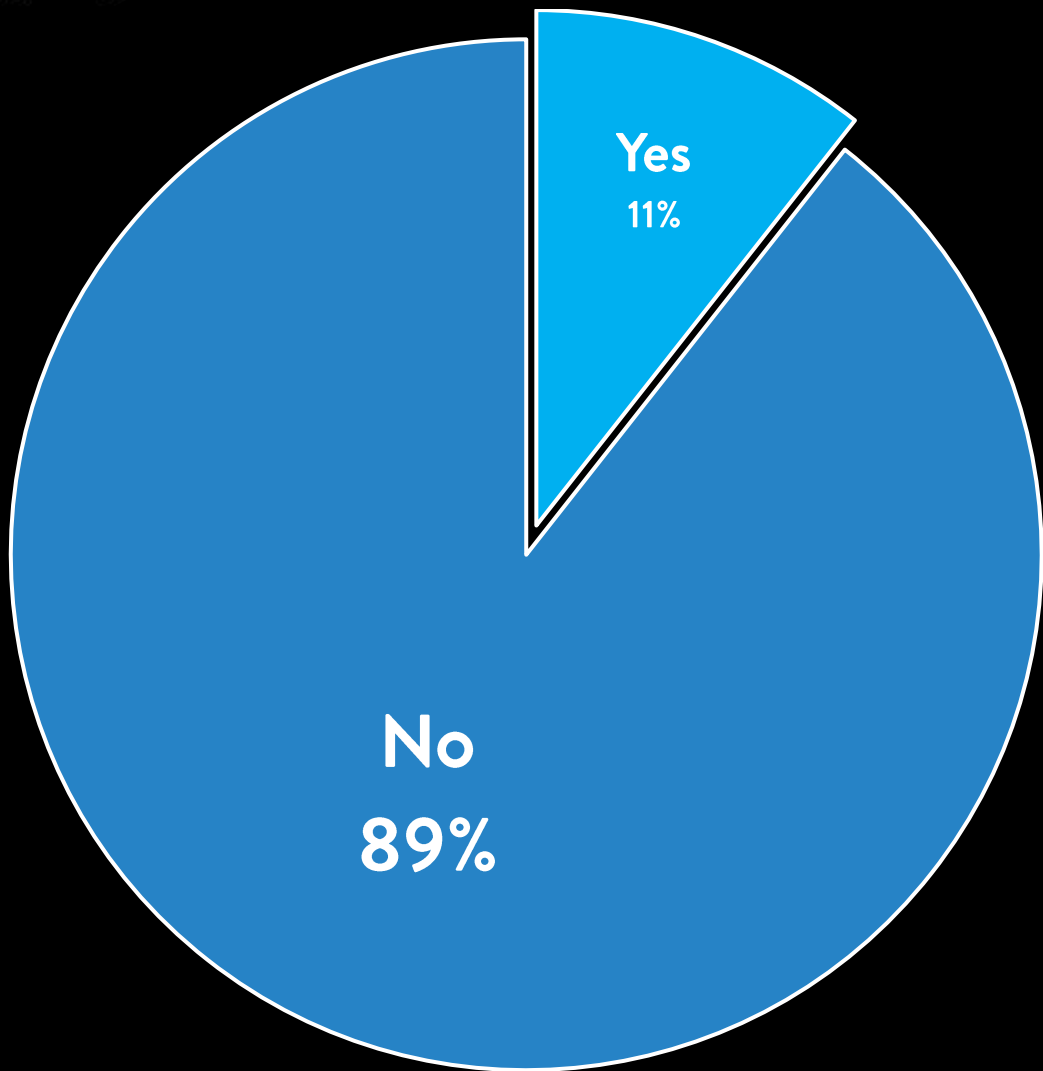


There is little confidence that students will be able to get jobs when going back to campus. The current surprise of roles come as a pleasant surprise if it continues as the economy unlocks and more hospitality jobs are available post Brexit.





Student Finance Research



Q, Have you made any money on the side as a freelancer or running your own business? Select one.

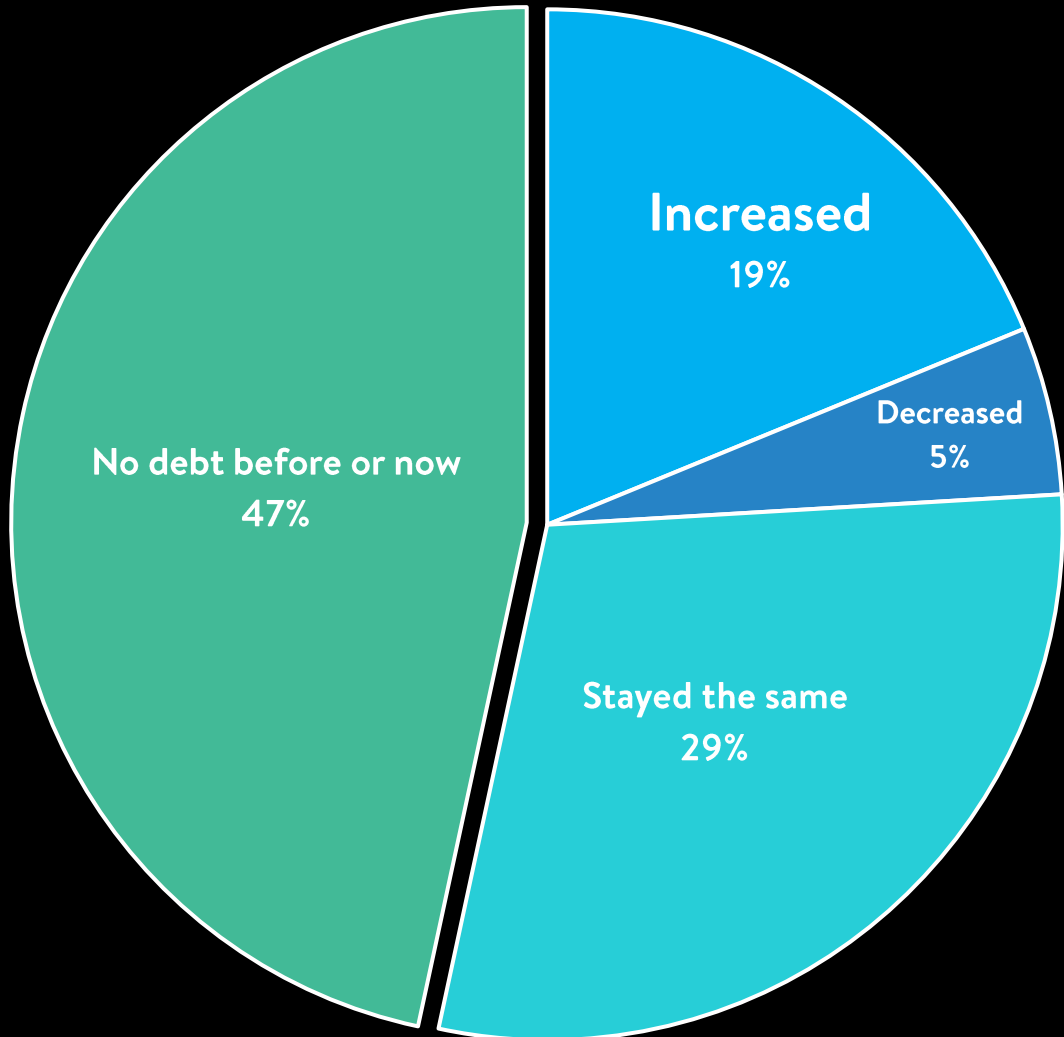


Our survey did not corroborate other recent student surveys that have suggested a rise in entrepreneurialism and “Hussle” with students starting their own small businesses or freelancing.





Student Finance Research



Q, How has the pandemic affected your debt level? Select one.



Covid does not appear to have drastically increased levels of debt for most students. Many workers have reported higher savings over the period. Students have not benefited from the reduced expenditure during lockdown with very few reporting a decrease.

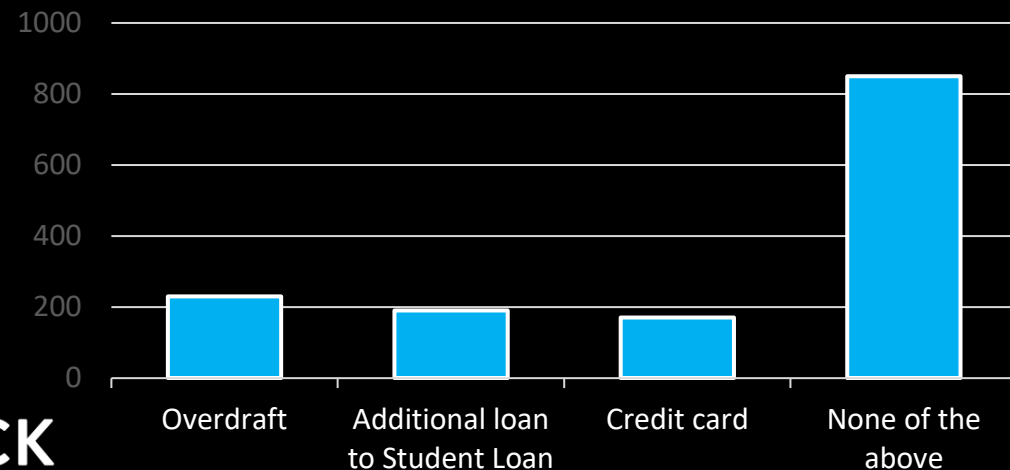
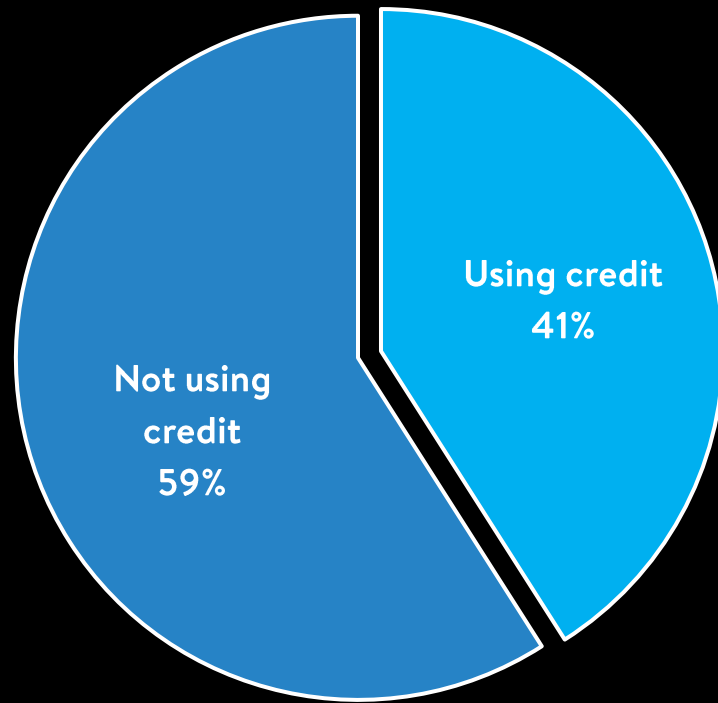


Student Finance Research

Q, Do you use any of the following, select none if none. Select all relevant.



Many students are currently using credit facilities as expected. Surprisingly an even larger proportion do not or are yet to use it at all.

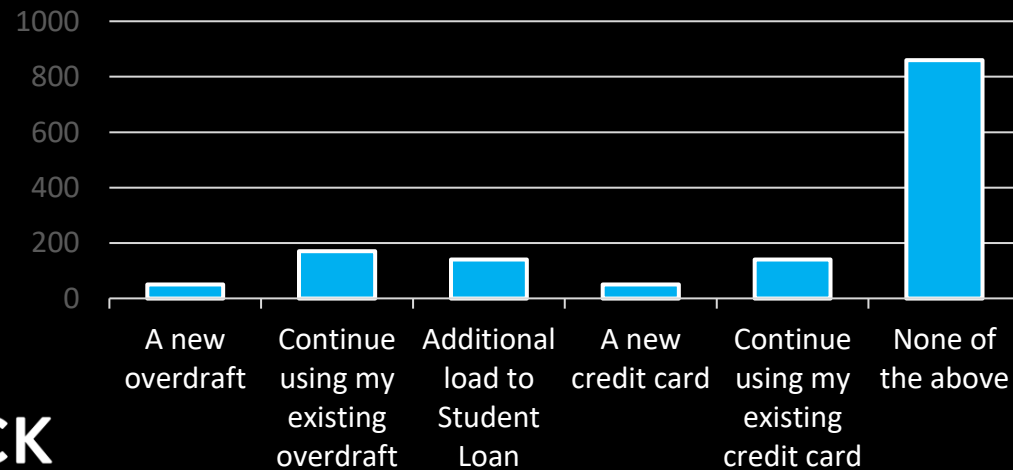
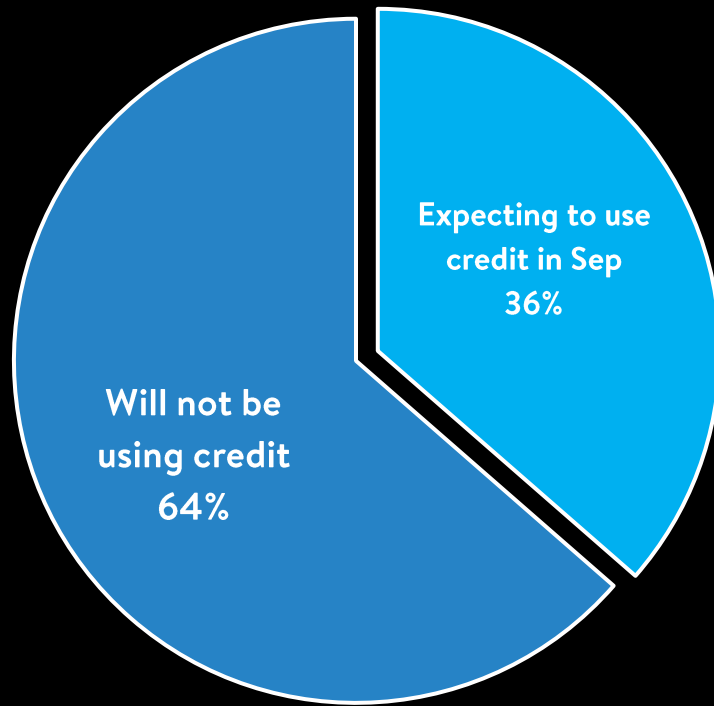


Student Finance Research

Q, Do you think you will use any of the following when you go back in September? Select all relevant.

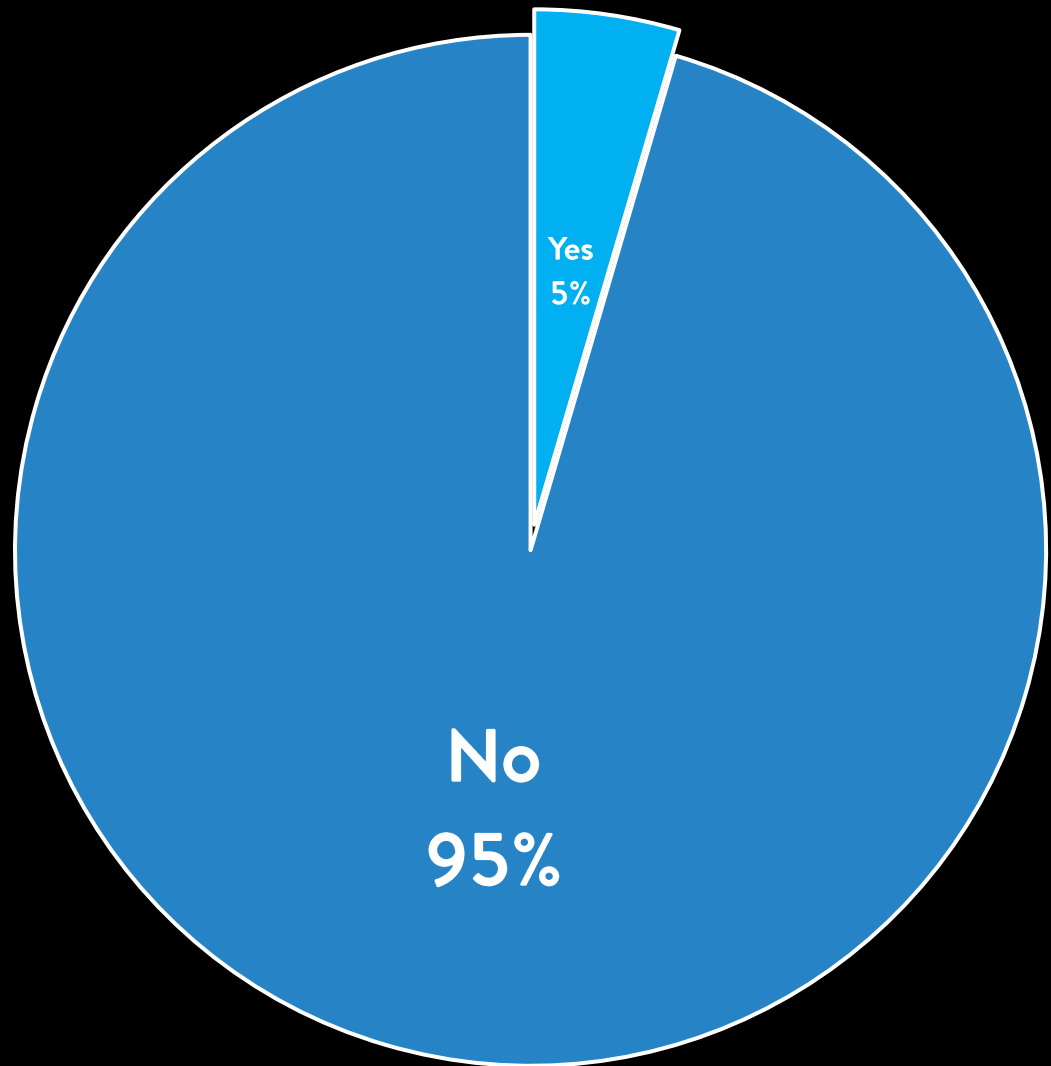


Over a third of students surveyed expect to be using new or existing credit when they return to university in September 2021. The majority do not believe they will need to use credit.





Student Finance Research



Q, Have you ever used a “Payday Lender”? (This is a loan that you pay back either when you are next paid or when your student loan is paid to you). Select one.

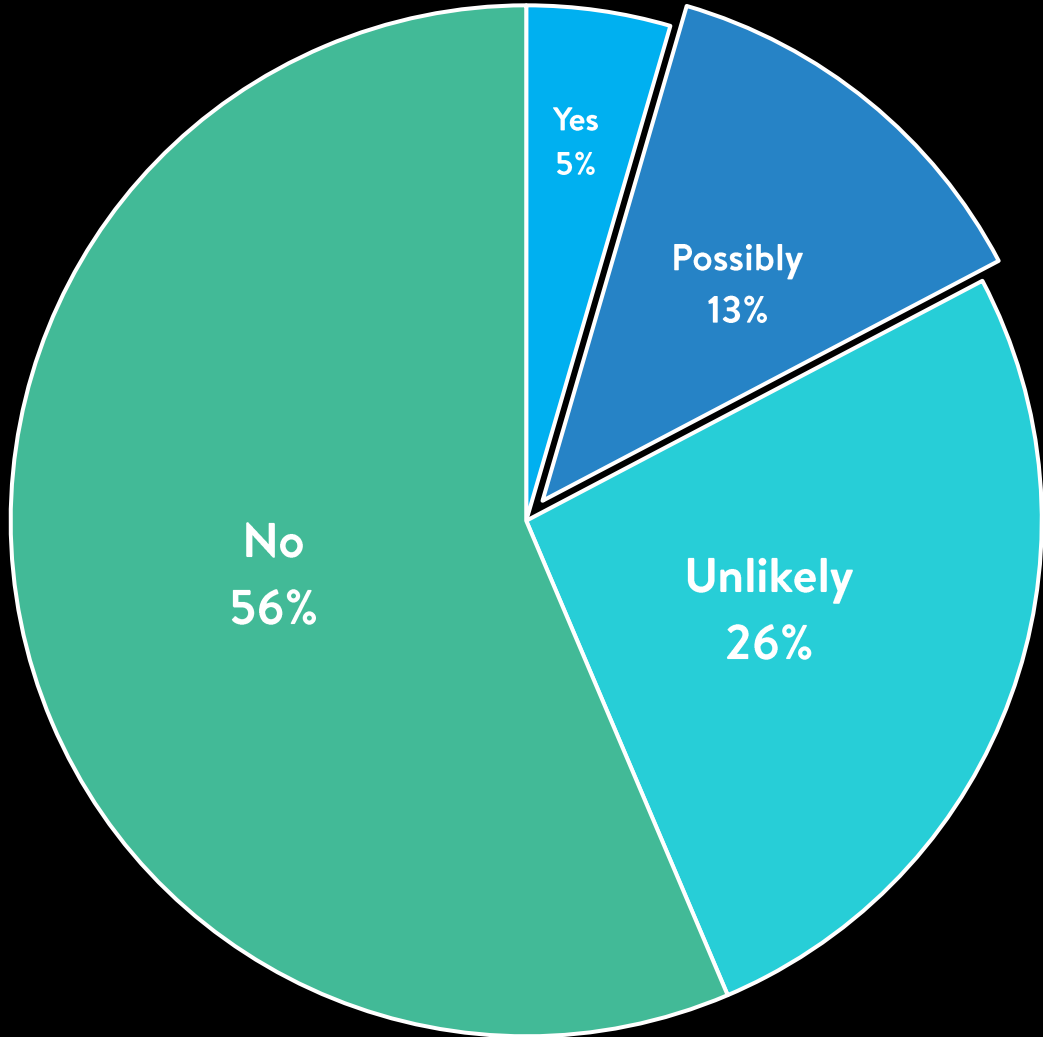


Most students have never used what they would consider as a “Payday Lender”.





Student Finance Research



Q, Do you think you would use a Payday Lender in the future?
Select one.

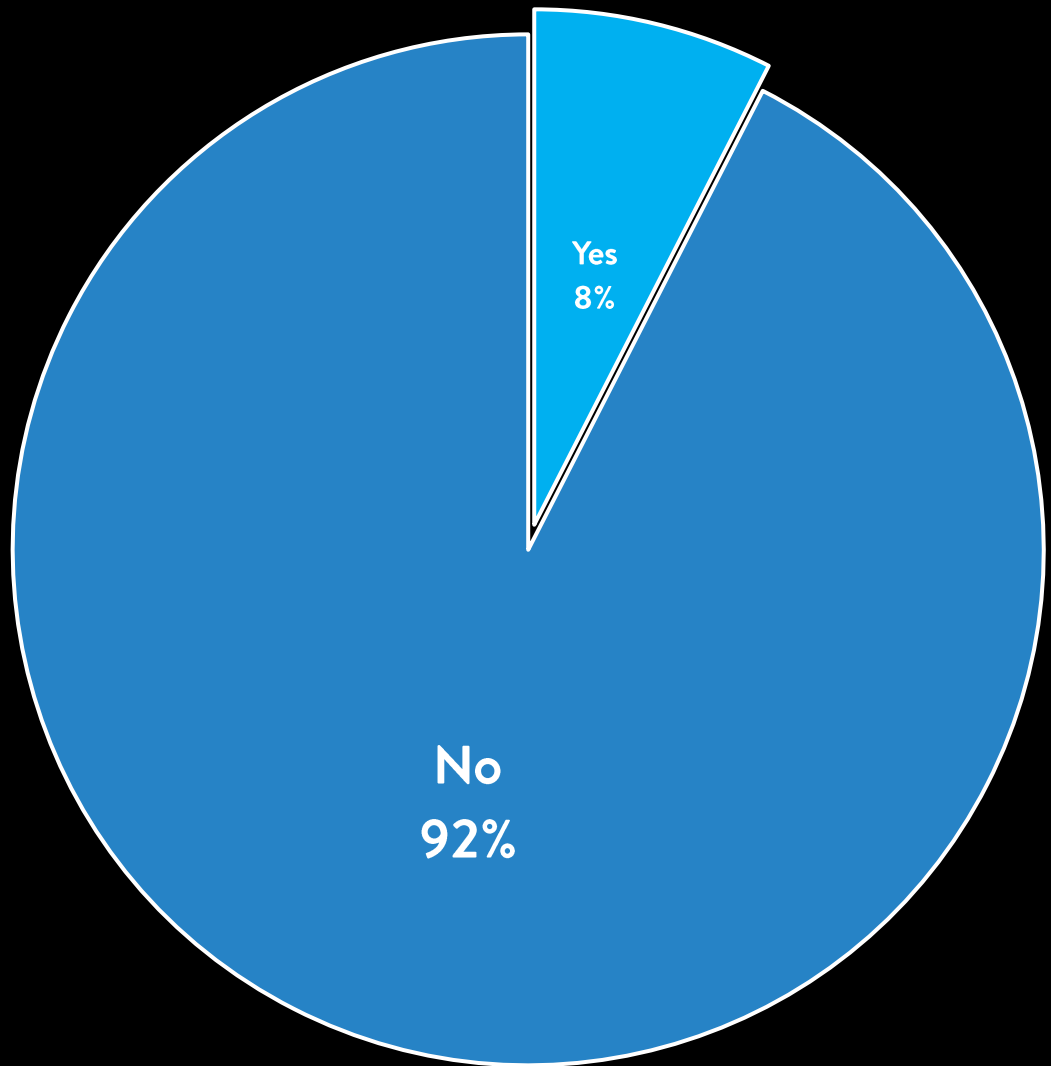


We deliberately used the term “Payday Lender” here as a generic term for short term loans. Even with the connotations associated, almost half of students did not dismiss the possibility.





Student Finance Research



Q, Have you ever taken out a loan in addition to your Student Loan? Select one.

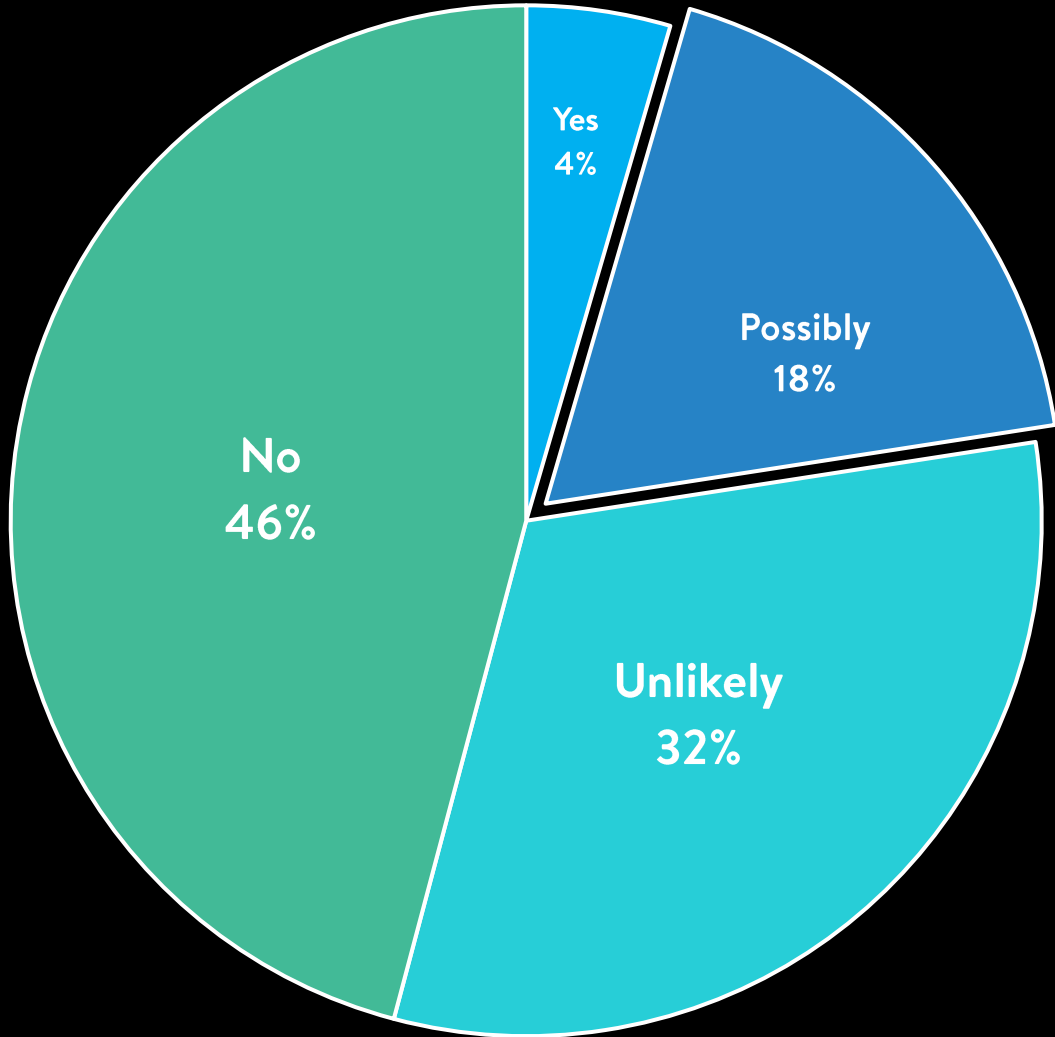


Not many students have ever taken out a loan on top of their main loan.





Student Finance Research



Q, In future, do you think you might take out a loan, additionally to your student loan, while you are still a student? Select one.

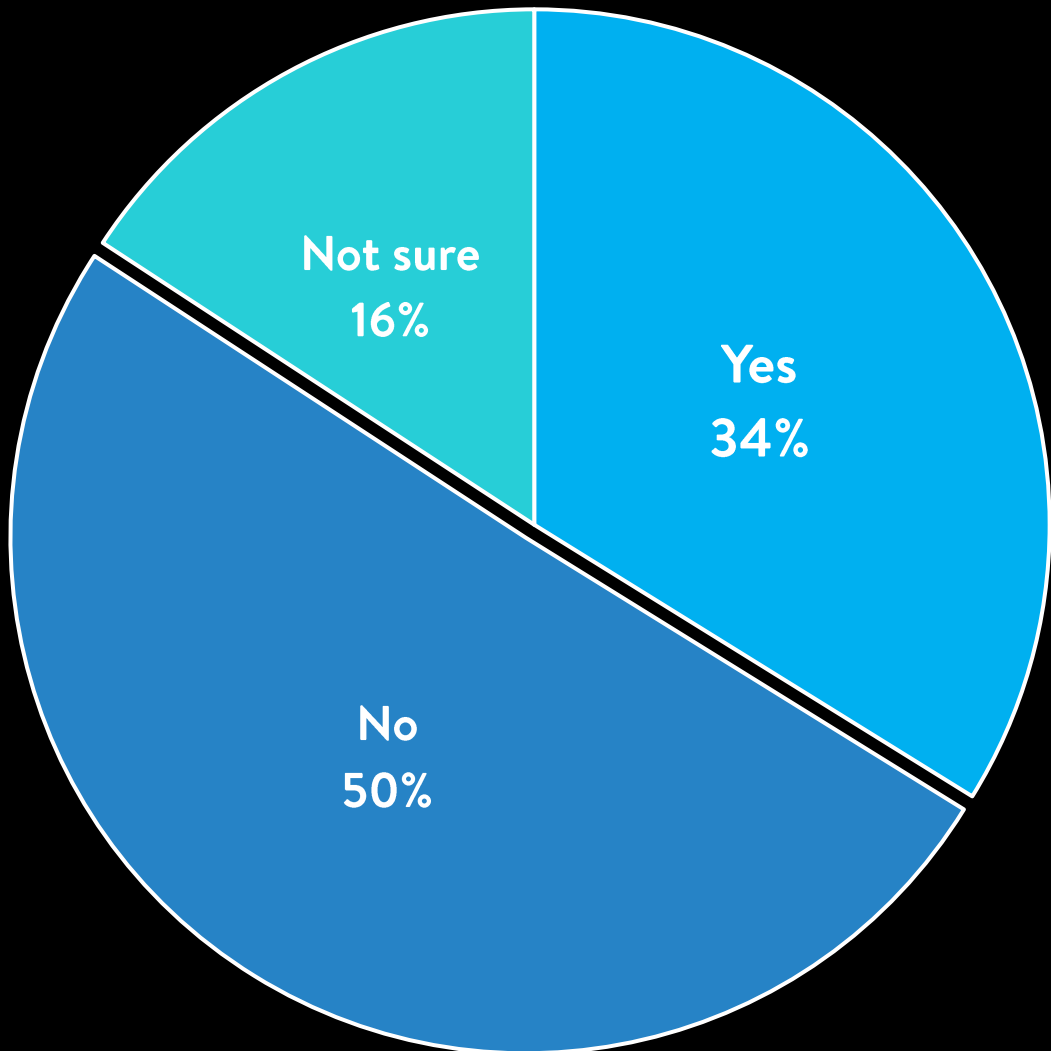


Less than half of students currently dismiss the idea of taking out an additional loan in future. Around a third more consider it unlikely.





Student Finance Research



Q, Do you understand what an APR rate is? Select one.



A large number of students do not understand what an APR rate is, this is somewhat surprising given that most will have a considerable student loan.



If primed first by OOH,
engagement on social is boosted
by **52%** while spontaneous brand
recall on social is increased by
125%

(Lumen)

Students have an
average **monthly**
spending
power of **£807**

(Save the Student 2019 Survey)

UK university **Students**
have a combined
spending power of **£23**
Billion annually

(Youthsight)

Striving to **effect change**,
85 % of Gen Z seeks companies that
prioritise solving world problems.
The same percentage of Gen Z'ers
are more likely to **make a**
purchase from a company after
they've learned the brand is
socially responsible.

(payment Source)



ROCK BOX THANK YOU

www.rockboxadvertising.com

Contact@RockBoxAdvertising.com
Tel: 020 7907 0840



Sign up in just
a few minutes

www.monzo.com/students

Ladies →

