

STUDENT MONITOR

CUSTOM AND SYNDICATED MARKET RESEARCH IN THE COLLEGE MARKET



FINANCIAL SERVICES - Spring 2020

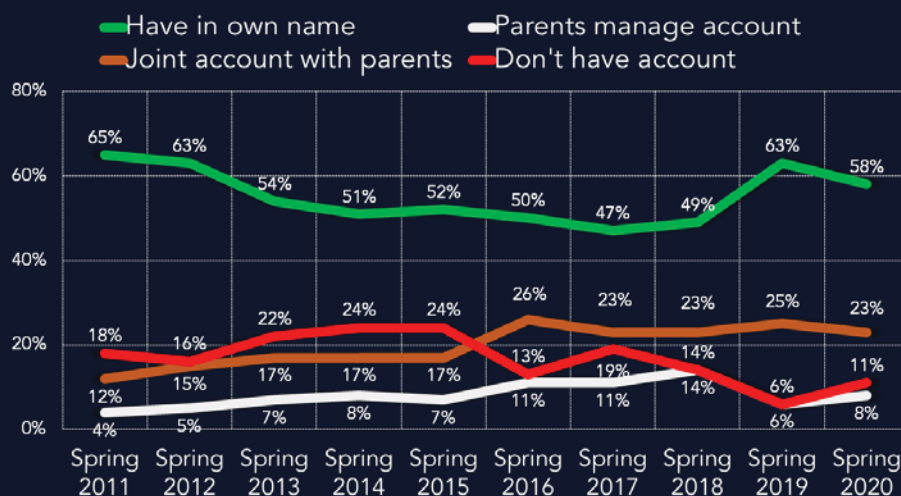
Drawn from the Spring 2020 edition of STUDENT MONITOR's annual FINANCIAL SERVICES Study, these findings are based on the results of hour-long, one on one, on campus interviews conducted during the week of March 11th among 1,202 Four Year full time undergrads attending representative colleges and universities throughout the country with a margin of error of +/-2.4%.

Have A Checking Account

The share of students with a checking account has increased from 82% in 2011 to 89% this year.

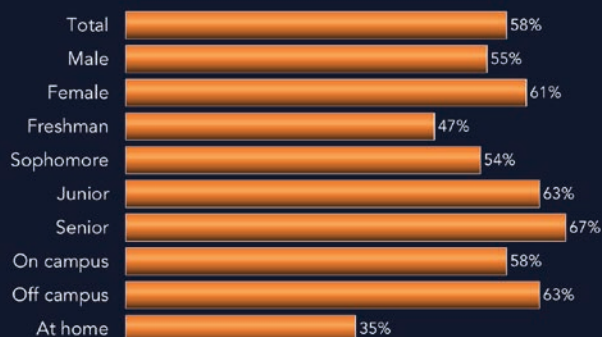
While those with as checking account in their own name declined somewhat from 63% last year to 58% this year, this year's incidence remains the 3rd highest since 2011

Have A Checking Account - Tracking



Have Checking Account In Own Name

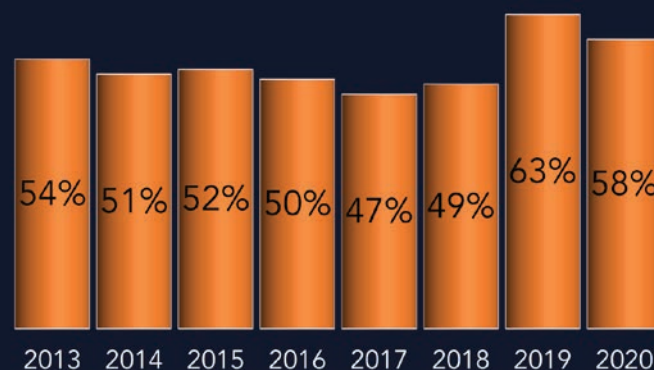
58% HAVE A CHECKING ACCOUNT IN THEIR OWN NAME - With the exception of Freshman and students living at home, comparatively little difference is seen in the incidence of having a checking account in own name based on gender.



Checking Account In Own Name - Tracking

Until recently, over the longer term, the share of students with a checking account in their own name had declined somewhat from 54% in 2013 to 58% this year.

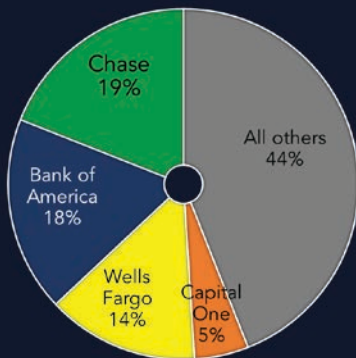
Have Checking Account In Own Name - Tracking



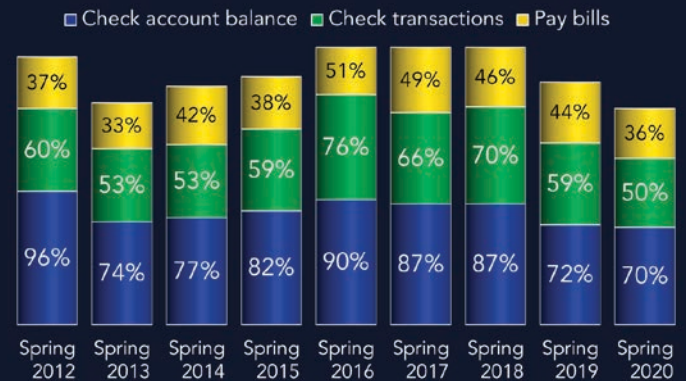
"Where do you have the checking account in your own name?"

56%, up from 50% last year, with a checking account in their own name have a Chase, Bank of America, Wells Fargo or Capital One checking account. Compared to 2012 and over the longer term, Bank of America's share of student checking accounts in their own name has declined somewhat to the benefit of the three other leading banks.

Where Students Their Checking Account



Where Students Have Their Checking Account - Tracking

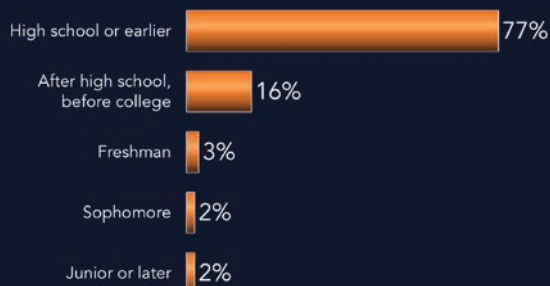


"When did you open the checking account you have in your own name?"

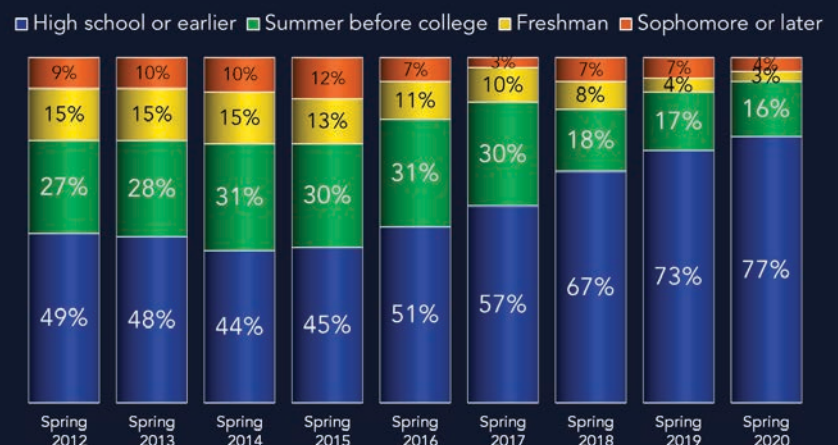
93%, UP FROM 90% LAST YEAR, OPENED THE CHECKING ACCOUNT IN THEIR OWN NAME BEFORE STARTING COLLEGE - 77% opened their account in high school or earlier and another 17% the summer after high school but before starting college. Only 7% opened their checking account after starting college.

As shown below, over the longer term, the share of college students with a checking account in their own name that was opened in high school or earlier has increased from 49% to 93% this year while during the same period, the incidence of all other groups has declined, particularly among those who opened their checking account during their Freshman year or summer after (down from 15% in 2012 to just 3% this year).

When Checking Account Was Opened



When Checking Account Was Opened - Tracking

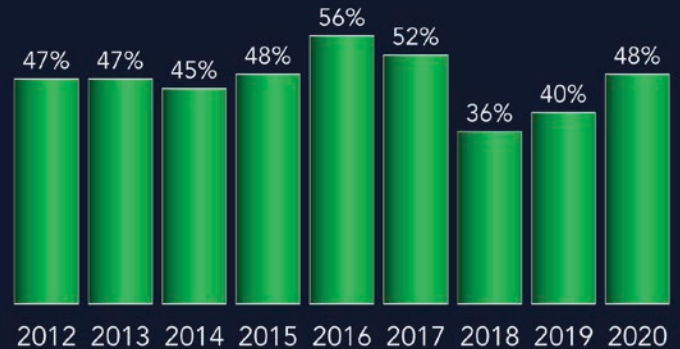


Month Checking Account Was Opened

48%, UP FROM 40% LAST YEAR, OF THOSE WITH A CHECKING ACCOUNT IN THEIR OWN NAME OPENED THEIR ACCOUNT DURING THE 3 MONTH PERIOD, JUNE - AUGUST.

During the 6 year period 2012 through 2017, an average of 49% opened their account during the 3 months, June - August. 2020's 48% incidence marks a reversal of the sharp and unknown decline to seen in 2018 and 2019.

Opened Checking Account; June - August



How Checking Account Was Opened

75% OF THOSE WITH A CHECKING ACCOUNT IN THEIR OWN NAME VISITED A BRANCH WITH A PARENT OR RELATIVE TO OPEN THEIR CHECKING ACCOUNT. The incidence of students who visited a branch with a parent or relative to open their checking account continues to trend up.

What this would suggest is that increasingly, students lack or perhaps they believe they lack the basic knowledge or information required to open a checking account in their own name.

Visited Branch With Parent/Other Relative - Tracking

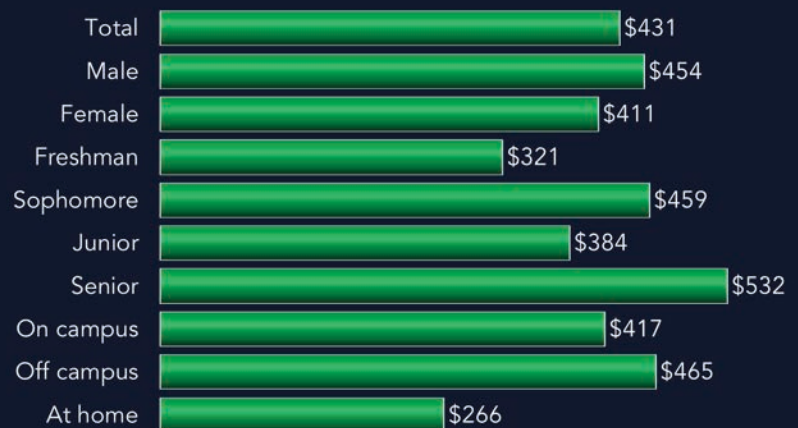


"What's your average balance?"

STUDENTS WITH A CHECKING ACCOUNT IN THEIR OWN NAME REPORT AN AVERAGE BALANCE OF \$431 - Seniors report the highest balance, \$532. Students living off campus report a higher balance than those living on campus or at home.

Males report a 10% higher checking account balance than female students.

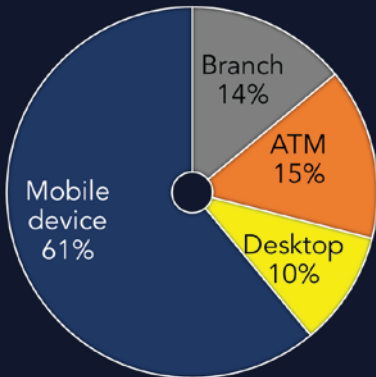
Average Checking Account Balance



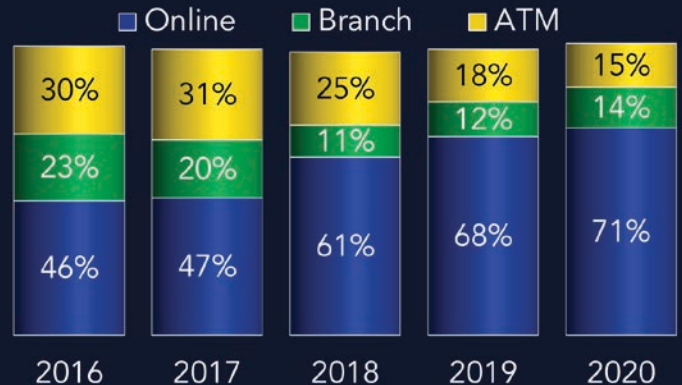
Share Of Monthly Banking By Method

THE LARGEST SHARE OF BANKING IS DONE ONLINE WITH A MOBILE DEVICE - 71%, up somewhat from 68% last year, of banking is done online (61%, up from 55% with a mobile device and 10%, down from 13%, with a desktop). 15% at ATM's (on and off campus) and only 14% at a branch (on and off campus). Over the longer term, students report conducting a larger share of the monthly banking online while the share of branch banking is trending down and is now approaching half that of the 2016 level.

Share Of Monthly Banking By Method



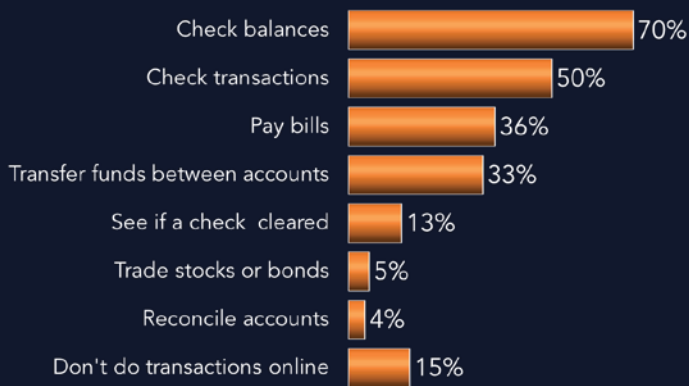
Monthly Banking By Method - Tracking



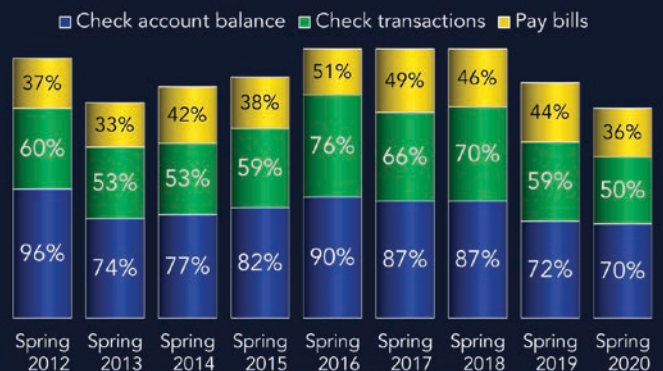
Online Banking Transactions

AMONG THE 85% REPORTING BANKING ONLINE, 82% CHECK THEIR ACCOUNT BALANCE - 59% check transactions and 42% pay bills. 39% transfer funds between accounts and 15% to see if a check has cleared.

Online Banking Transactions

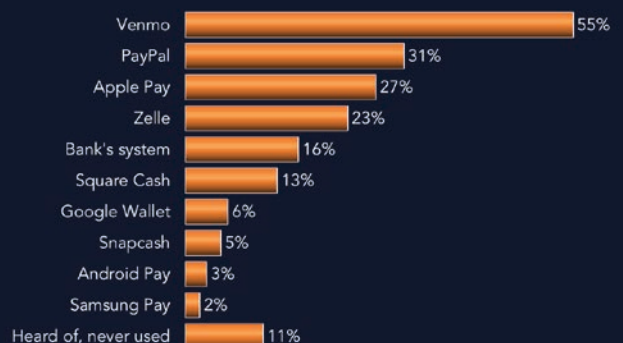


Online Banking Transactions - Tracking



Mobile Payment Systems Ever Used

89%, (88% LAST YEAR), HAVE EVER USED A MOBILE PAYMENT SYSTEM - Among users of a mobile payment system, Venmo, 62% and PayPal, 35%, are the two most ever used mobile payment systems. 27% have used Apple Pay.



"What's your credit score?"

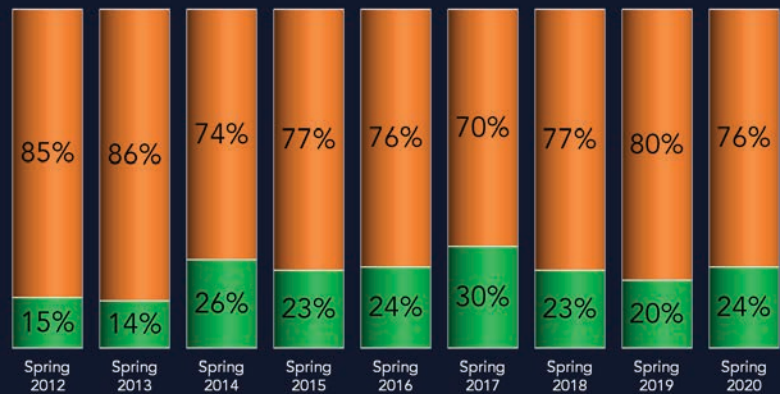
24%, UP FROM 20% LAST YEAR, OF ALL STUDENTS, 39% OF THOSE WITH A CREDIT CARD IN THEIR OWN NAME AND 16% OF THOSE WITHOUT A CREDIT CARD IN THEIR OWN NAME ARE AWARE OF THEIR CREDIT SCORE - While 92% believe it is important to have a good credit score or history, only 24% are aware of their credit score. Among those who can describe their credit score, 73% describe it as "Good" or "Excellent". The average credit score among those with a credit card in their own name is 683, down from 702 last year. Over the last eight years, the share aware of their credit score has increased from 15% to 24%.

Aware Of Credit Score



Aware Of Credit Score - Tracking

■ Aware of credit score ■ Unaware of credit score



Credit Card In Own Name Ownership & Card Issuers

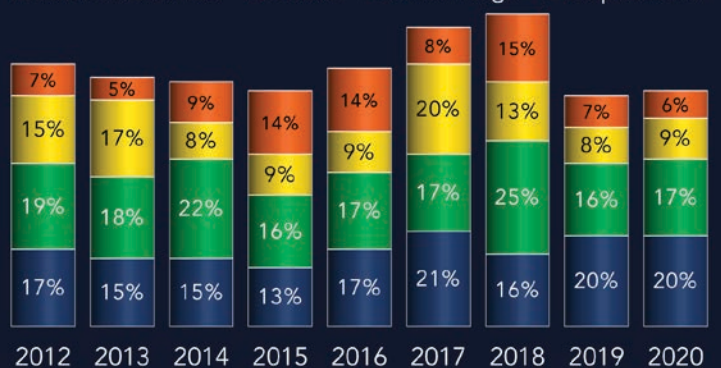
46% HAVE A CREDIT CARD, 33% IN OWN NAME - Over the last 4 years the share of students with a credit card in their own name has averaged 36%. 15% have a VISA card, 6% MasterCard, 10% Discover and 2% American Express. 52% of students' VISA or MasterCard cards are issued by Bank of America, 20%, Chase, 17%, Wells Fargo, 9% and Capital One, 6%.

Credit Card In Own Name - Tracking



Issuer of VISA/MasterCard - Tracking

■ Bank of America ■ Chase ■ Wells Fargo ■ Capital One

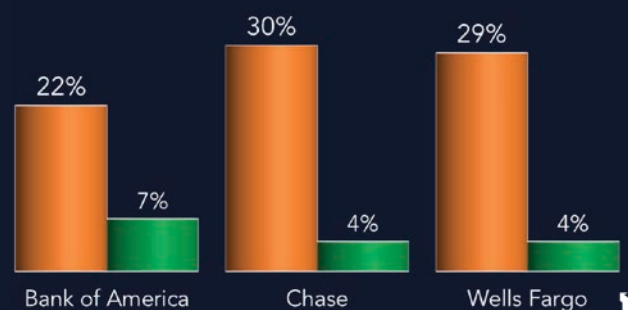


Cross Ownership - Checking Account & Credit Card

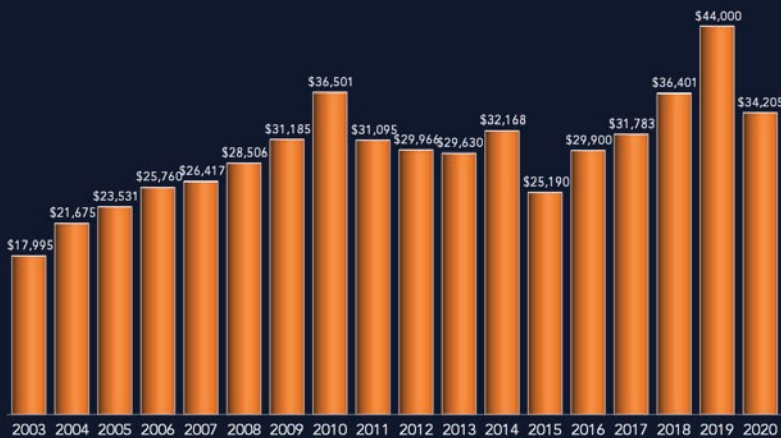
A MINORITY OF THOSE WITH A BANK OF AMERICA, CHASE OR WELLS FARGO CHECKING ACCOUNT HAVE A VISA OR MASTERCARD ACCOUNT WITH THEIR BANK

32% of those with a Bank of America checking account have a Bank of America issued VISA or MasterCard compared to 13% for Chase and 14% for Wells Fargo.

■ Only checking ■ Checking & Credit card



Student Loan Debt Expect To Owe - Tracking



"How much do you expect to owe in undergraduate student loans?"

58% EXPECT TO GRADUATE WITH STUDENT LOAN DEBT AVERAGING \$34,205
33% report they have the primary responsibility to educate themselves about student loans while 31% report their parents or family have the primary responsibility.

"How long will it take to pay off your student loan?"

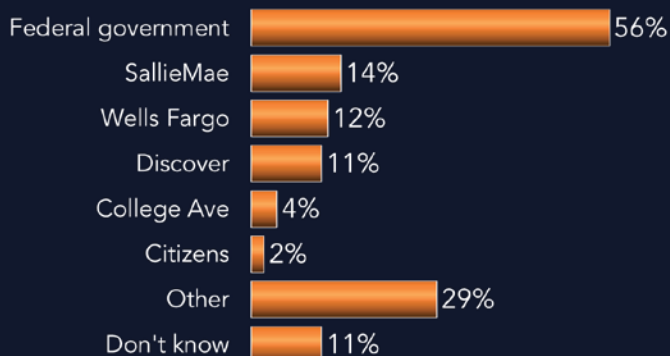
THE AVERAGE BORROWER BELIEVES IT WILL TAKE 11 YEARS TO PAY OFF THEIR STUDENT LOAN

87% "Don't know" the interest rate for their loan. 50% of borrowers are personally responsible for repayment while 52% anticipate they will personally repay their loan.

Years Required To Pay Off Student Loan - Tracking



Share Of Student Loan Debt Owned To Lenders



"What percent of your student loans do you expect to owe to the following sources?"

THE MAJORITY OF STUDENT LOAN DEBT IS OWED TO THE GOVERNMENT - While the Federal Government, 56% and Sallie Mae, 14%, represent the largest shares of student loan debt, 12% is attributed to Wells Fargo, 11% Discover, 4% College Ave. and 2% Citizens. 29% is attributed to all others. Borrowers "Don't know" who the lender is for 11% of their debt.