



AIB research shows student income down 36%

10th August 2011

Research conducted for AIB by market research agency W5, shows that students' average weekly disposable income has fallen from €86 in 2009 to €55 per week in 2011, a fall of 36%. According to the research, parents continue to be the main source of income at 35% and there has been an increase in students relying on the Student Grant to subsidise their income.

This research coincides with the launch of AIB's third level package for 2011 with incentives aimed at supporting students during their time in college.

AIB's third level package for 2011 includes:

- FREE Student Travelcard for all 1st Year students who open an AIB Student Plus account (normal price €12)
 - All third level students with an AIB Student Plus Account can apply for an interest free overdraft of up to €1,500
 - Banking free of Maintenance and Transaction Fees (other charges still apply).
 - A refreshed dedicated student website www.stuff4students.ie offering exclusive discounts and offers for thrifty students and competitions not only in first year but in all years in college. The site also contains information on managing finances for students.
- (See note to Editors for full details)

One of the key components of AIB's 2011 Student communication campaign will be the ongoing dialogue with students through www.stuff4students.ie.

Some of the key features of the site will be the 'budgeting tool', weekly/monthly competitions, relevant student articles with advice and blogs on surviving the college years. Financial product information and discount offers exclusive to registered users will also be on offer.

Your Stuff - Student Zone with Competitions and Discounts

Student Life – Articles and Blogs related to Student Life.

Financial Stuff - online hub for managing your money featuring an Online Budgeting Tool, AIB Campus Branch Locator, as well as a college accommodation tool (powered by Daft)

Rory Connolly, Youth Market Manager, AIB said:

"As the summer is coming to a close, students are beginning to prepare for the college year ahead and we in AIB are looking forward to welcoming back our existing customers and indeed 1st Years starting out in college. Preparing for college is a busy time and our staff have the experience to help students manage their finances with a range of services to suit individual needs and circumstances. Early planning is essential and we would encourage students to come and talk to us in any branch."

-Ends-

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NOTES TO EDITORS

AIB's Third Level Student Package 2011

The AIB Student Plus Account is available to any person enrolling or currently engaged in any full-time, third level educational course with a minimum duration of one academic year (including full time post graduate studies).

Free Student Travelcard for First Year Students Only

All first year Third Level Students who open or convert to an AIB Student Plus Account, between the 16th May 2011 and 31st October 2011, will receive a voucher for a FREE Student Travelcard (normal cost €12).

The Student Travelcard is Ireland's leading student discount card. It is the only card giving students discounts of up to 40% on Irish Rail, Dublin Bus and Luas Tickets. It can also be used to receive great discounts with the GAA, O2, Topshop, CD WOW, Sayit Travel, Boots and McDonalds.

To get a FREE Student Travelcard, students must present their voucher at the on-campus Student Travelcard centres. Alternatively, they can apply by post or at a number of Student Travelcard agents throughout the country.

Vouchers must be redeemed by 30th November 2011. If students avail of the offer on-campus or at an agent, they must pay a photo fee of €3.

€1,500 Interest Free Overdraft

All third level students with an AIB Student Plus Account can apply for an interest free overdraft of up to €1,500. Normal lending criteria terms and conditions apply.

Other benefits

- Banking free of Maintenance & Transaction fees (other charges still apply)
- AIB Debit Card for use in Ireland or abroad
- AIB Phone & Internet Banking
- AIB Top up by Text
- Savings options – AIB Regular Saver Account or AIB's Online Notice Deposit 7 account
- Reduced rate loans
- mc2 Student MasterCard
- No commission on the purchase or sale of foreign currency notes and the cashing/lodging of

travellers cheques

- Interest paid on credit balances
- AIB branch based Student Advisers to provide on-going support and advice as well as a dedicated Student Centre on 1890 788 336 (8am to 9pm Monday to Friday and 9am to 6pm Saturday).
- Students who hold an AIB Student Plus Account can also do their bit to 'Add more green' by switching to eStatements on AIB Internet Banking. For every customer that switches to eStatements, AIB will donate €2 towards the 'Add more green' Fund which contributes to environmental projects in Ireland and abroad.

stuff4students Website – for all Third level students from 1st year to 4th year inclusive

The site contains 4 sections:

- **Homepage** – Will platform the latest Youth campaign, competitions, interactive Polls and lots more
- **"Your Stuff"** – Exclusive AIB Student Plus account holder discounts to help student's money stretch that little bit further, competitions / loyalty stuff, Student Travel Card discounts, AIB relevant product offers (Mobile Top Up / Student Travel Insurance)
- **Student Life** – Highlighting relevant student offers and value on the high street
- **Financial Stuff** – All the relevant AIB financial information, Online Budgeting Tool, AIB Campus Branch Locator, as well as a college accommodation tool (powered by Daft)

As part of campus activity a "Golden Ticket" competition will give students the chance to win one of 1,000 prizes online such as Mini Notebooks, iTouches, E-Readers, MP3 Players, Bikes etc. Students will need a "Golden Ticket" number (which is printed on their golden ticket) visit www.stuff4students.ie, input their number and see if they are a winner. The Golden Ticket competition will run online up to 1st November 2010.