



What success means to Ireland's undergraduates

6th August 2008

Research conducted for AIB by W5 shows that future success for undergraduates is defined as having a job they love and forming a lasting relationship with a partner. Asked what success would look like for them in the future:

- 47% said 'having a job I love'
- 37% said 'forming a lasting relationship with a life partner' (slightly more for females than males, 39% v 35%)
- 37% said 'self actualising', or 'being the person I want to be'
- 23% said 'doing all the travel I want'
- 15% said 'monetary success' or 'the amount they earn as an indicator of success'
- 9% said that being 'able to buy a house they can afford before they are 30'
- 2% said 'playing an active part in their community'

Community

While only 2% equated success to playing an active part in their community there was a general desire to 'make my home in a place that still has a strong sense of community' (78%). There is a slight difference in views here with more females than males agreeing with this (81% v 75%). 38% of respondents agree that there is no sense of community in Ireland nowadays. However the rise of online communities is noticeable with 45% of females and 35% of males agreeing that social networking sites such as Facebook and Bebo as being more relevant to them than their local community.

Confidence in the future

In terms of the future, 57% of undergraduates are confident they will find their dream job when they leave college with 67% confident that they will make enough money in the future to live the life they want. However only 40% agreed with the statement 'I believe Ireland will continue to have a strong economy in the future' with 65% agreeing that 'I worry about being able to afford a home in Ireland that I am comfortable in'.

Differences across the disciplines

More law and math students identified that they would consider monetary success or the amount of money they earn as an indicator of success (30% law and 55% math vs 15% overall). Self actualisation featured strongly amongst students of the humanities while 'doing all the travel I like' was lowest on the agenda of Agri students (9% vs overall 23%). Those in the education field appear the only segment for whom being active in the community is important (12% vs overall 2%) (Source: AIB W5 2008 Student Survey of 4435 students)

This research launches AIB's Third Level Student Campaign which offers first year students the chance to avail of a FREE Student Travelcard and a €50 cash bonus when opening an AIB Student Plus Account (full details in notes to editors).

David Roberts, Head of Personal Market Propositions, AIB, said: "The AIB student package is based on giving students practical benefits and financial support during their time in college. So in addition to offering a cash bonus, great travel and lifestyle discounts with their free Student Travelcard, we provide a range of simple but really useful banking products to students. AIB's network of 280 branches nationwide, including a presence on 19 Campus locations, and dedicated Student Centre provides support to students for all their financial needs during their time in college and indeed as

they progress into the next stage of their lives. Interestingly, our research shows that students are already thinking discerningly about their future lives in terms of their career and personal aspirations and AIB strives to be the Bank that helps them realise their future potential.”

- ENDS -

Photo has been sent to picture desks, but also available on request.

For further information, please contact:

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Note to Editors

AIB's Third Level Student Package 2008 offers first year students:

FREE Student Travelcard

This is the only card that offers students a discount of up to 40% on Irish Rail, Dublin Bus and LUAS tickets. The card has additional benefits as it can be used to avail of 200 discounts nationwide from a wide range of stores such as Boots, O2, Topshop, McDonalds, GAA, Apple Computers and Sayit Travel.

The Student Travelcards are available from 1st September and valid until December 2009. First year third level students who open or convert to an AIB Student Plus Account before the 31st October 2008 will get a voucher for a FREE Student Travelcard (normal cost €12). To get the 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.

€50 Cash Bonus

First year third level students who open or convert to an AIB Student Plus Account between 19th May 2008 and 31st October 2008 can receive a €50 cash bonus into their account in January 2009. To qualify, students must complete 2 Text Top Up transactions using the AIB Text Top-up service and 5 other transactions (lodgements / withdrawals) on their account by the 30th November 2008. Students must be registered for AIB Phone & Internet Banking to use the AIB Text Top up service.

€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 along with a number of other benefits including:

- mc² Student MasterCard Credit Card
- Reduced rates on Personal Loans
- Banking free of Maintenance & Transaction Fees
- No commission on the purchase or sale of foreign currency notes and the cashing / lodging of travellers cheques
- Interest Paid on Credit Balances
- AIB Debit Card to use in Ireland or abroad
- Dedicated Student Centre – Phone 1890 788 336
- AIB Phone & Internet Banking
- AIB Text Top up
- AIB Travel Insurance (10% online discount)