

Financial Habits and Technology Use Among Students

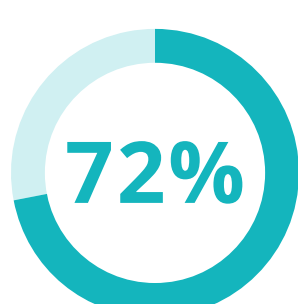
A 2023 National Study of Current College Students and High School Juniors and Seniors



This research study was designed to uncover the missing trends, expectations, behaviors, and unmet needs that higher education institutions need to know but can't find anywhere else.

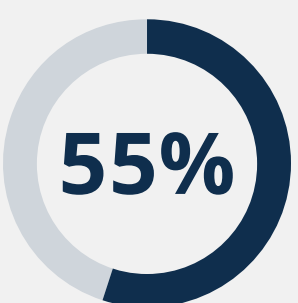
The most exciting aspect of what the research study uncovered is that the technology students want and expect already exists and is available.

Here are some of the key findings



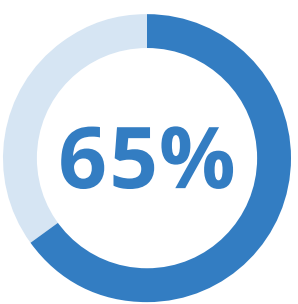
Technology Matters in College Choices

72% of high school and college students think technology is an important factor when deciding which college they want to attend.



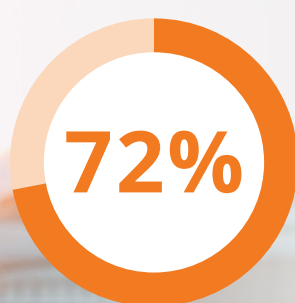
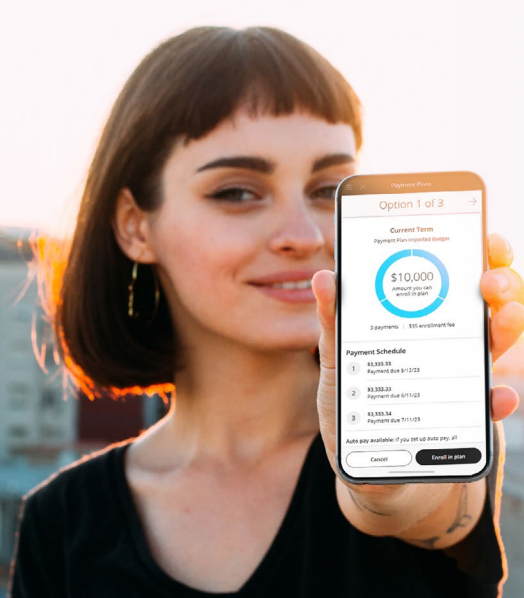
Digital Divide

55% of college students think colleges that don't offer digital IDs are stuck in the past.



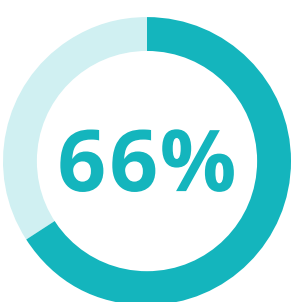
Digital Demand

65% of college students think digital IDs should be required and offered at all colleges.



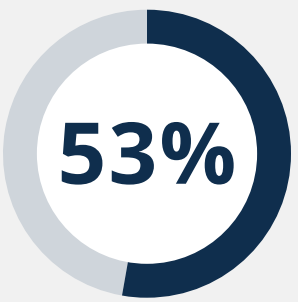
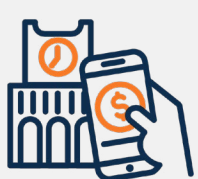
The New Benchmark for Rating Student Experience

72% of college students say ease of payment should be one of the ways colleges are rated on student experience.



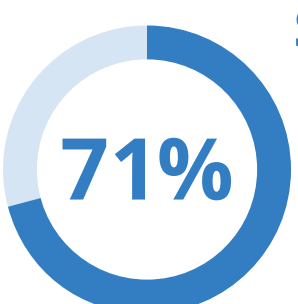
Reduce Friction & Build Trust with a Younger Student Generation

66% of college students feel safer and more in control of their money when they pay digitally.



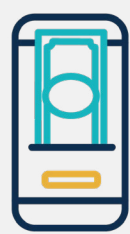
Students Demand a Seamless Payment Process

53% of college students say the MOST frustrating or annoying payment process for students is paying for tuition.



Students Crave a Modern & Mobile Payment Experience

71% of college students say they would be more likely to pay their tuition at a quicker rate if their college had a better payment experience (seamless mobile experience, mobile alerts, budgeting, software, etc.)



Eliminating Stress with Mobile-First Technology

More than 2/3 of college students say that having mobile-centric payment solutions would create fewer stressful purchase interactions on campus.



Download the full report now: transactcampus.com/research