



## UK Student Credit Card Survey

New research by Halifax Credit Cards\* reveals that over two-fifths (43%) of students have a credit card. The percentage of students with a credit card increases as students progress through their university life:

Figure 1: Percentage of students with a credit card:

1 <sup>st</sup> Year	34%
2 <sup>nd</sup> Year	43%
3 <sup>rd</sup> Year+	52%

### Geographic spread...

Students in the North East (54%), London (47%) and Wales (46%) are more likely to have a credit card compared to those in North West (35%).

### The majority of students have a balance of less than £500...

Contrary to public perception regarding student debt, the Halifax research shows that almost three-quarters of students (73%) have a credit card balance of less than £500. Almost a third (30%) have a zero balance.

Figure 3: How much students owe on their credit card

Nothing	30%
Under £250	34%
£250-£499	9%
£500-£749	5%
£750-£999	2%
£1,000+	19%

### Getting the right plastic...

For most students university will be the first time they make use of a number of financial products including student loans, overdrafts and credit cards. It is important that students think long and hard before choosing any financial product. With this in mind the new Halifax Student Credit Card is designed to help students stay in control of their finances. The new card features:

- Free monthly text alert reminding cardholders of their payment due date
- Free weekly text alert informing cardholders of their balance
- Minimum repayments of 5% or £5 whichever is the greater
- Maximum credit limit of £500 (cardholders can choose to set a lower limit when they activate their card)

More/...

Ken Stannard, Head of Halifax Credit Cards, comments:

"The Halifax student credit card offers cardholders a lower APR than rivals such as HSBC, Lloyds TSB and NatWest.

"With its text alert service the card allows students to stay in control of their finances whilst making use of the convenience and protection of having a credit card brings."

The Halifax Student Credit Card features

- 17.9% APR
- Up to 59 days interest free on purchases if you clear your balance in full every month
- No annual fees
- Cover against online fraud when purchasing on the Internet
- Accepted wherever you see the MasterCard sign in over 24 million locations worldwide
- Card replacement if lost
- Around the clock service and the ability to manage your card online
- A choice of card colours - black, pink, red and white designs.

Editors' notes:

\*Research undertaken by Kantar on behalf of Halifax July 2007.

For more information on the Halifax Student Credit Card visit: [www.halifax.co.uk/creditcards](http://www.halifax.co.uk/creditcards) or call 08457 28 38 48 or visit your local branch.

The Halifax Student Credit Card also features a number of retailer discounts:

- £5 off [www.firebox.com](http://www.firebox.com)
- 10% off HP Store (Hewlett Packard)
- Up to 25% off Lonely Planet guides