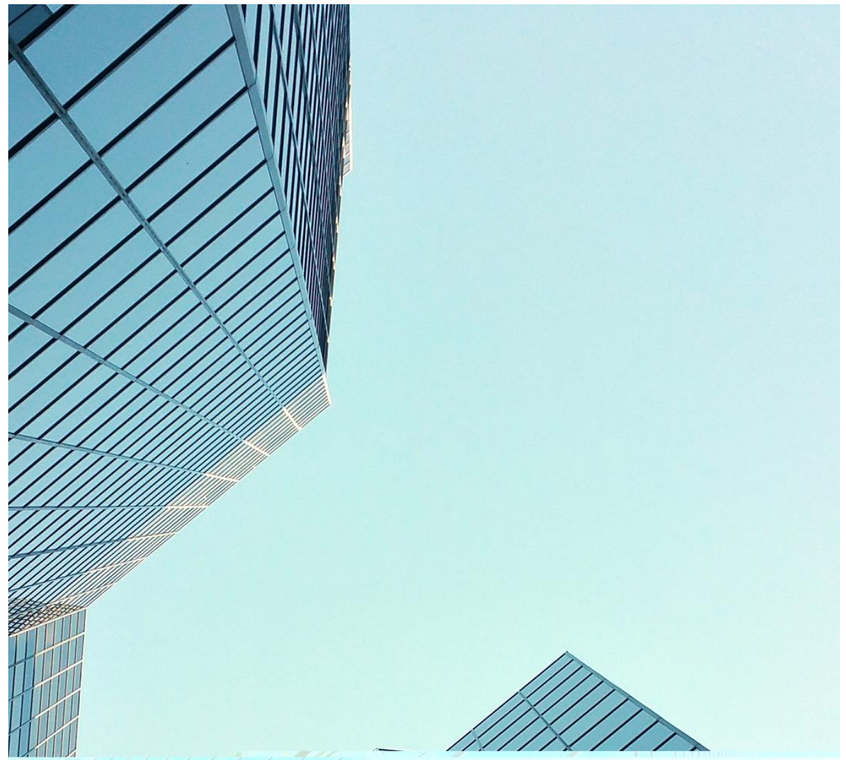
Global Banking School

Breaking Career Barriers

GBS Student Poll
Key findings

September 2026

From the first survey of 914 GBS students,
conducted by Yonder for GBS





Methodology

This survey was designed, conducted and analysed by Yonder Consulting in partnership with Global Banking School (GBS).

Method: The first wave of research consisted of a 15-minute online survey.
Fieldwork: The survey was conducted online between **3rd and 15th September 2026**.
Sample: A total of **914** GBS students / alumni completed the survey.

Engagement: To maximise participation and trust, survey invitations were distributed directly by GBS from its own systems. A campus-based prize draw was used as an incentive to encourage completion and representation across all campuses.

Weighting: To ensure the final data is statistically representative of the entire GBS student population, the achieved sample of 914 respondents was weighted by the following key demographic variables to match the known profile of all GBS students:

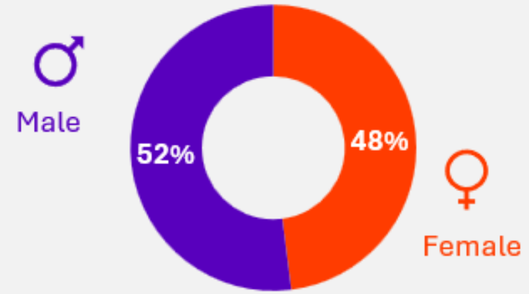
- **Gender**
- **Age**
- **Campus location (four cities)**
- **Course area**

All data presented in this report is based on the final weighted sample.

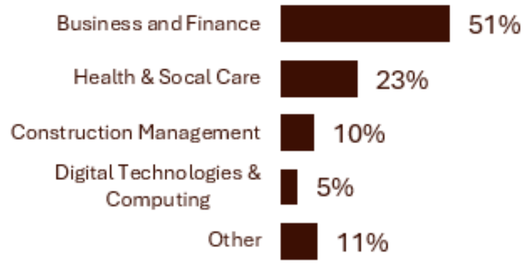


GBS Student profiles

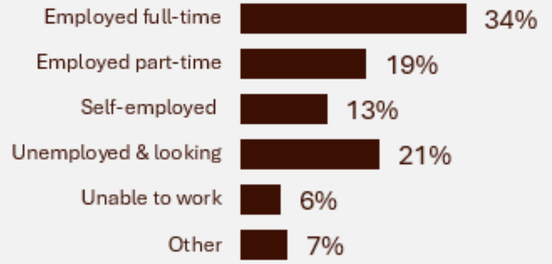
Gender



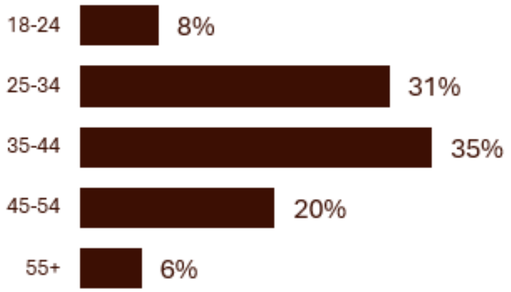
Course studying



Working status

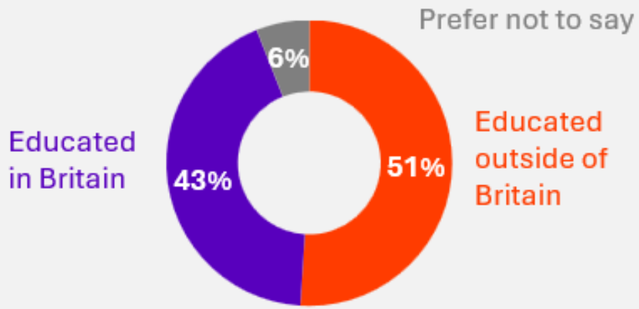


Age

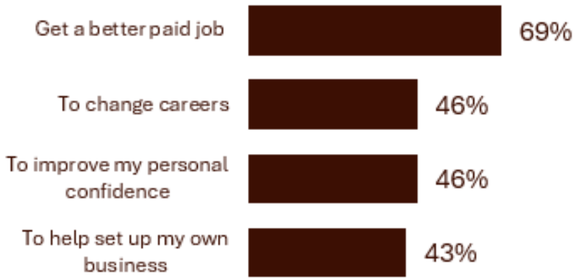


Average age: 38

Country grew up in



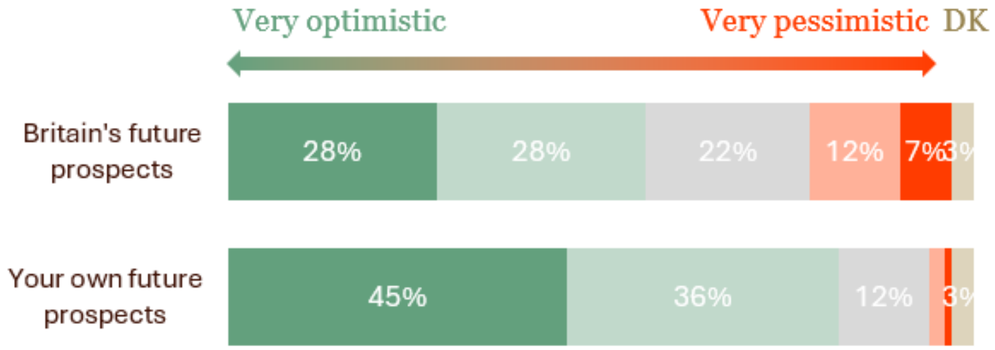
Reasons for enrolling (Top 4)



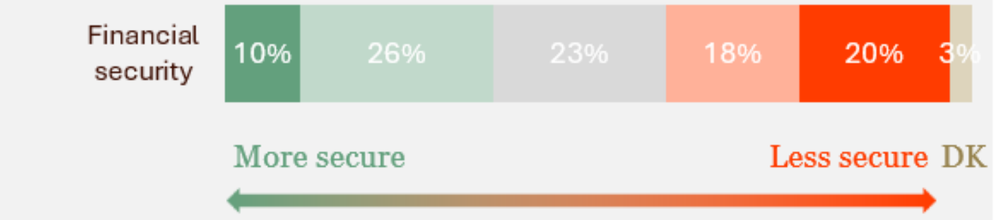
Resilient ambition: 81% of GBS Students are optimistic for their future, bucking national pessimism

For this ambitious group, tackling housing costs is the single biggest key to unlocking their potential

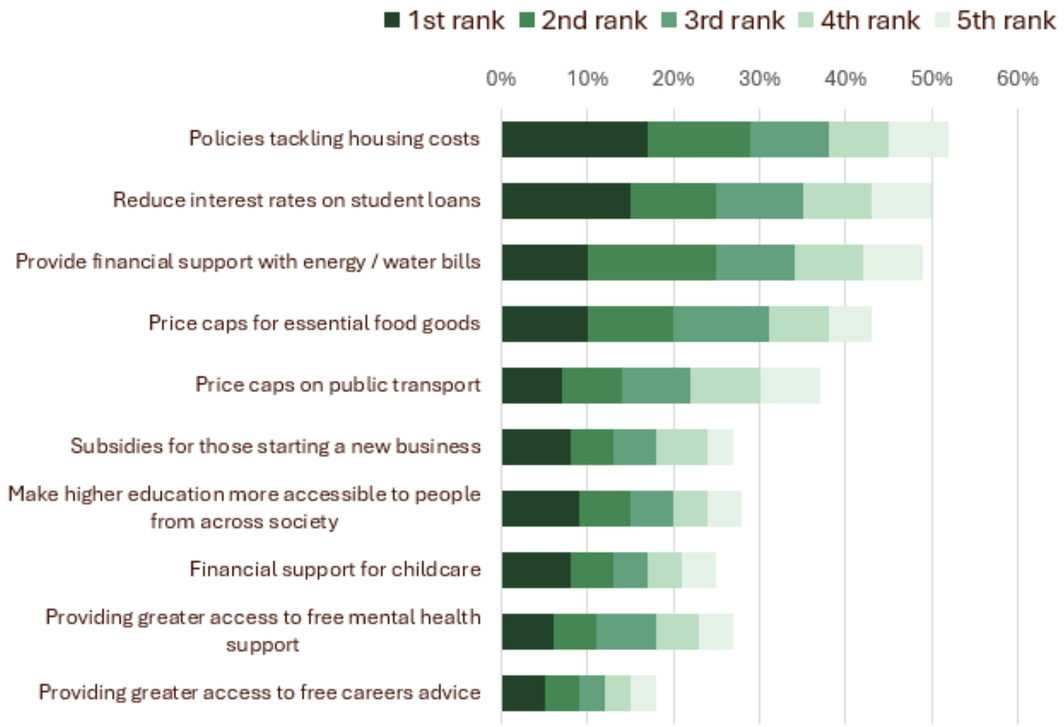
Q. How optimistic or pessimistic do you feel about...



Q. Do you feel more or less financially secure today than you did three years ago?



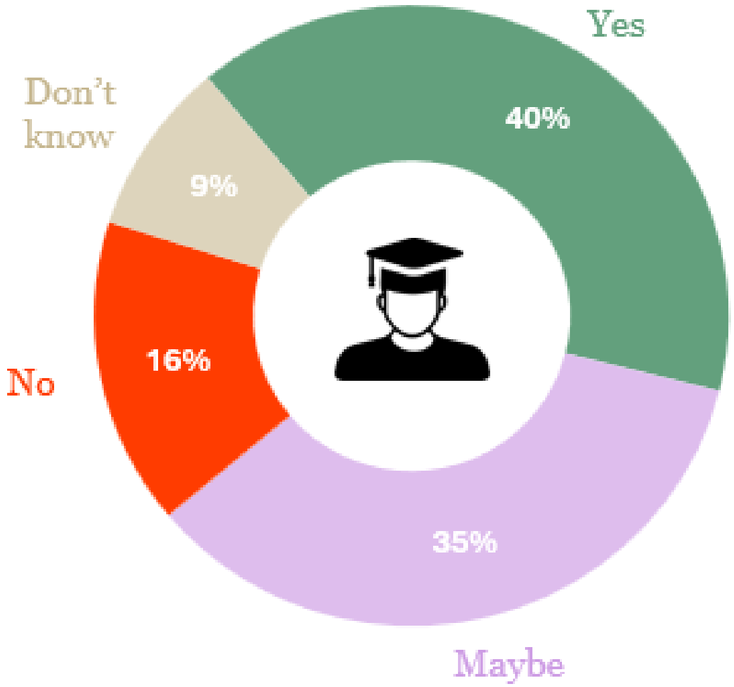
Q. Which of the following policy changes, if any, would make the most positive difference to your ability to study and work as you wish to?



Britain's 'other students': just 4-in-10 GBS students believe politicians are referring to them when talking about 'students'

This is a shared sentiment across the student body, regardless of whether they grew up in the UK or not.

Q. When politicians talk about 'students' do you think they mean people like you?



% Yes

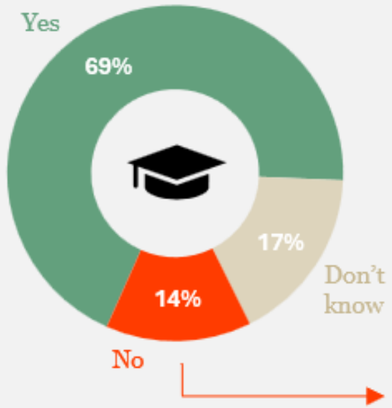
Grew up in Britain: **42%**

Grew up outside of Britain: **40%**

From hope to confidence: GBS exceeds expectations by delivering a superior fit - particularly among females

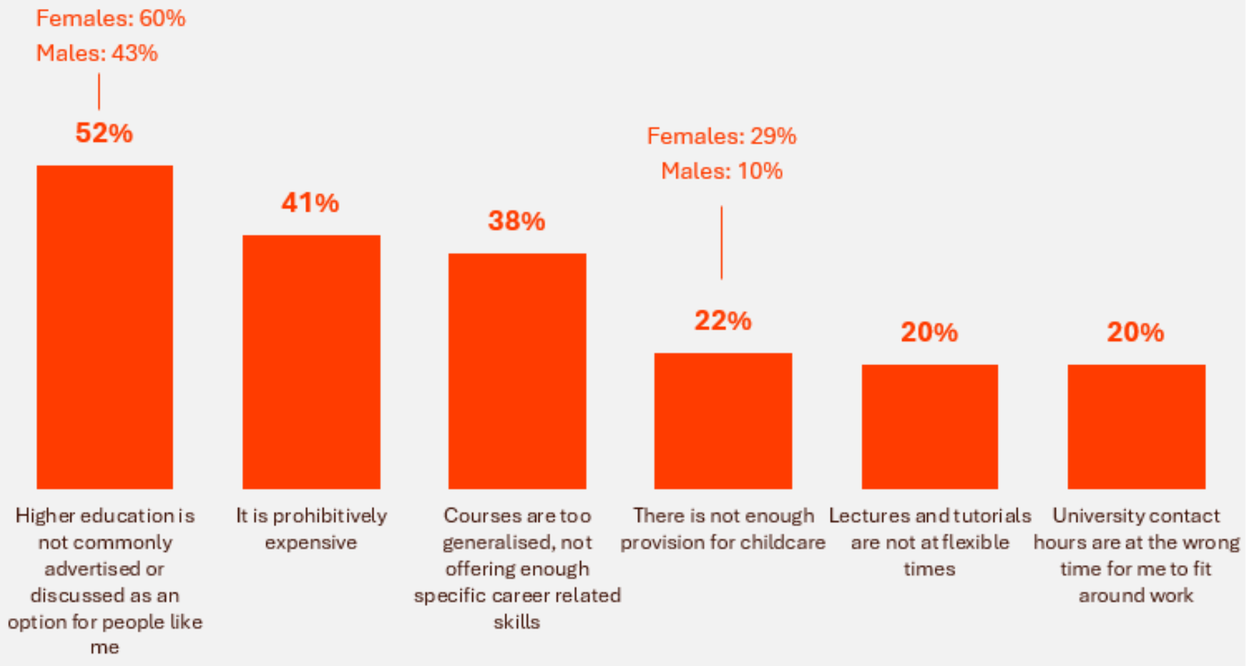
While 69% felt Higher Education was generally designed for them before starting, this rises to 81% who feel their specific GBS course is designed for their needs, proving the value of the GBS model.

Q. Before starting your course did you feel higher education *in Britain* was designed to meet you needs?

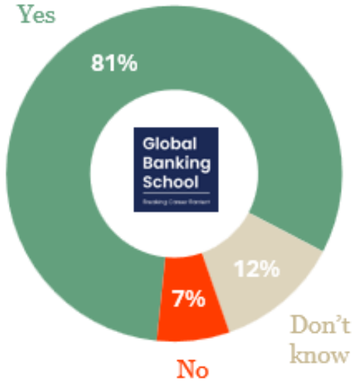


% Yes
Female: **65%**
Males: **72%**

Q. You said that before starting your course you did not feel that higher education in Britain was designed to meet your needs. For which of the following reasons, if any, did you feel this?



Q. Do you feel the *GBS course you are studying* was designed to meet your needs?

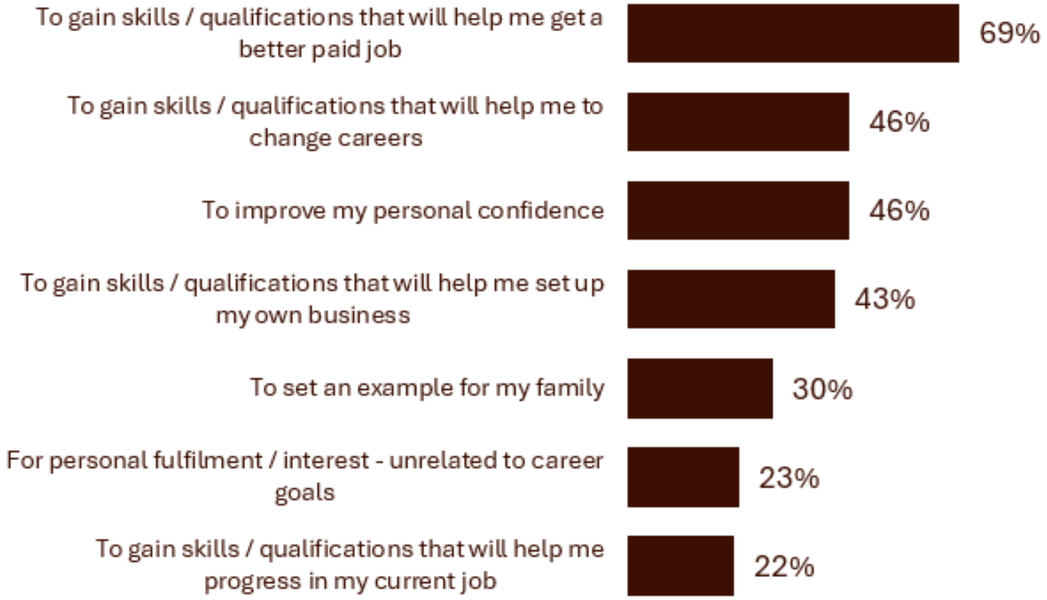


% Yes
Female: **81%**
Males: **80%**

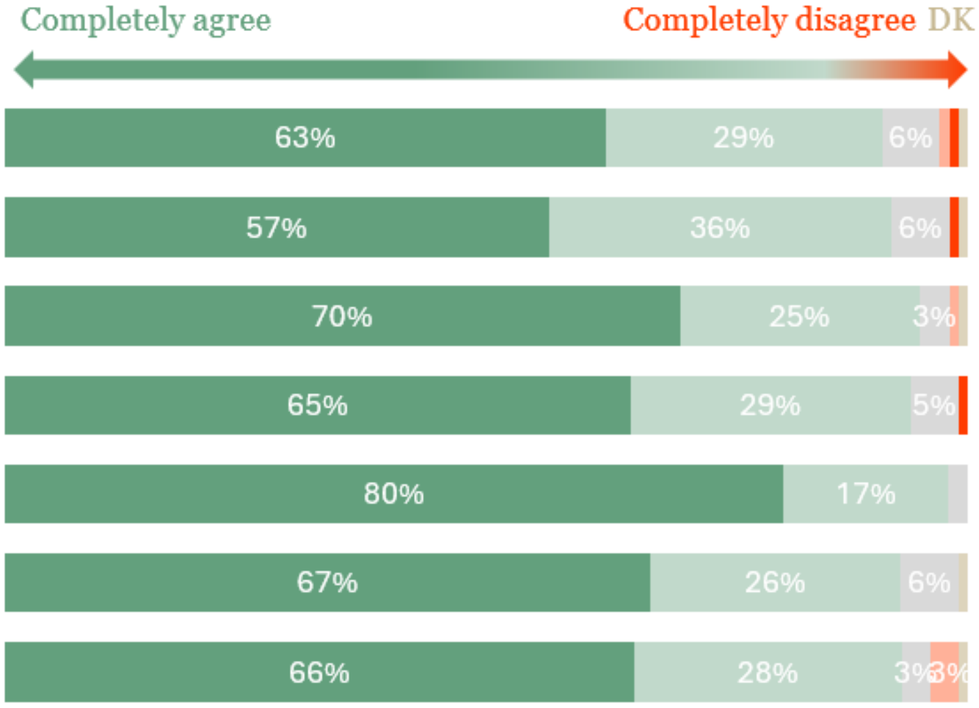
Driven by ambition: 7-in-10 students enrol to secure a better paid job and change their career

The vast majority feel that the GBS course they are studying will help them achieve their goals

Q. For which of the following reasons, if any, did you choose to enrol in a flexible higher education course?

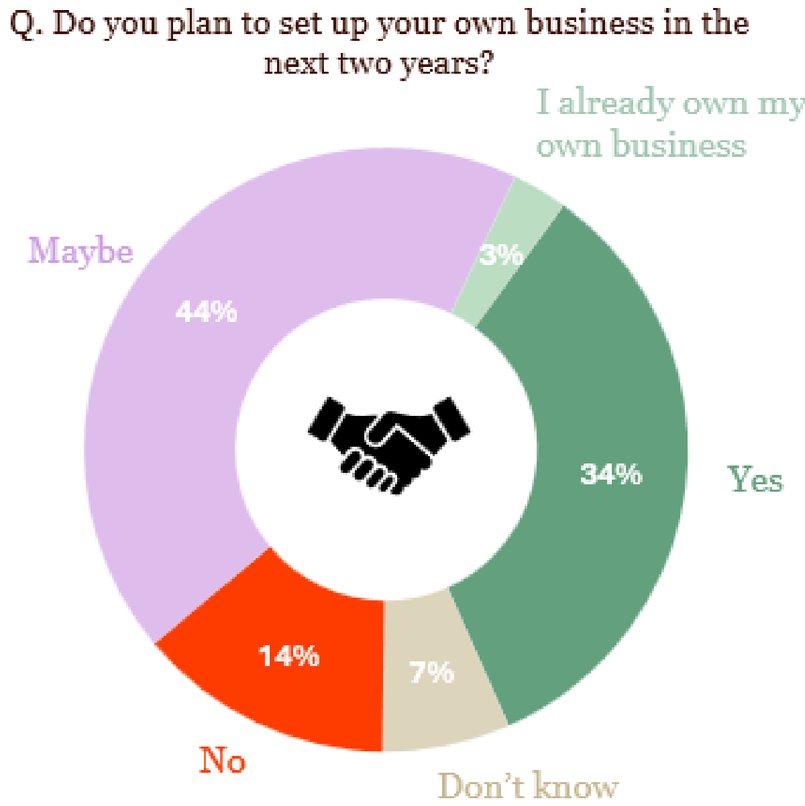


Q. To what extent do you agree or disagree that the GBS course you are studying / graduating from will help you achieve these goals?



Creating Britain's future: over a third of GBS students are current or aspiring entrepreneurs

Only 14% rule out starting a business in the next two years



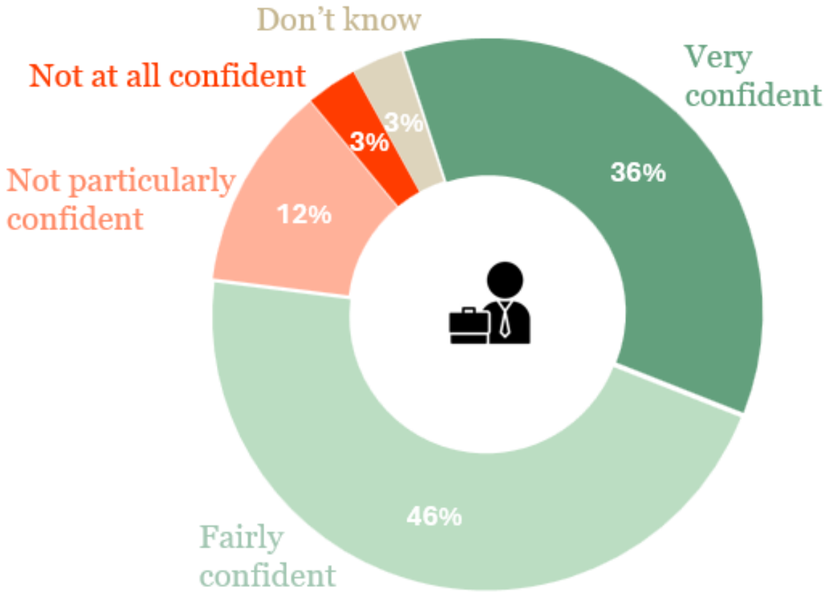
37%

of GBS students already own their own business, or plan to start one in the next two years

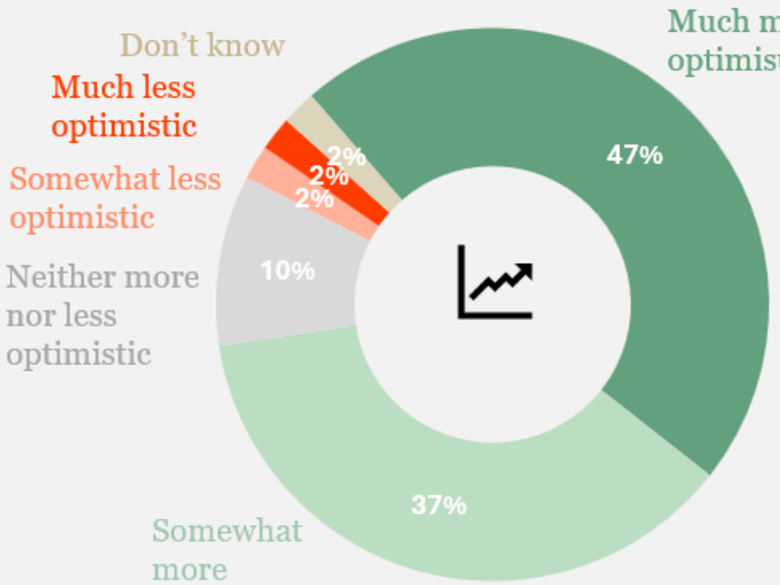
A worthwhile investment: 82% are confident GBS provides the skills employers need right now

A similar proportion are accordingly optimistic about their own future as a result of studying at GBS

Q. How confident, if at all, do you feel that the skills you are learning at GBS are what employers are looking for right now?

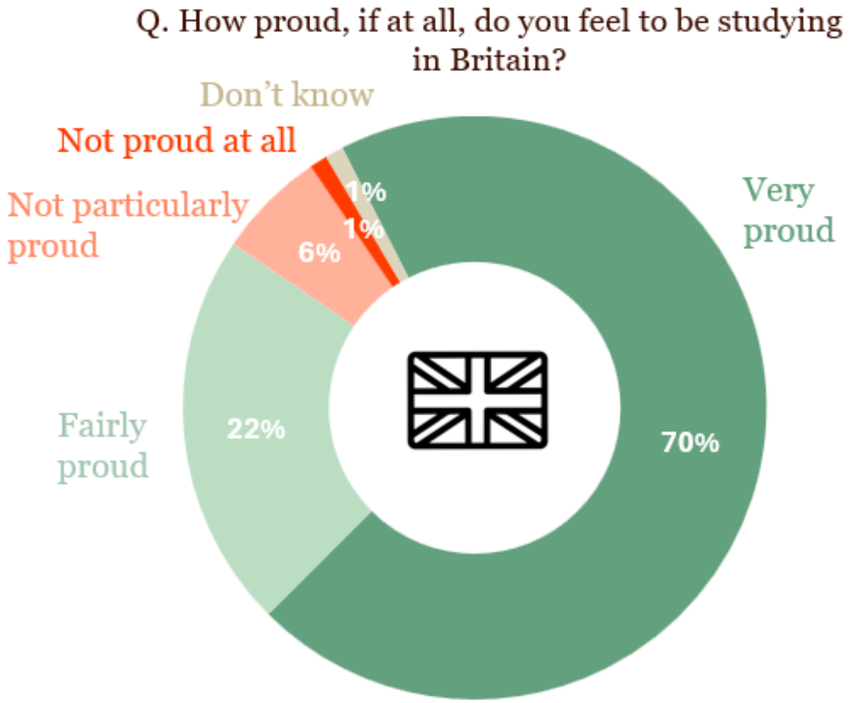


Q. Do you feel more or less optimistic about your own future as a result of studying your course with GBS?



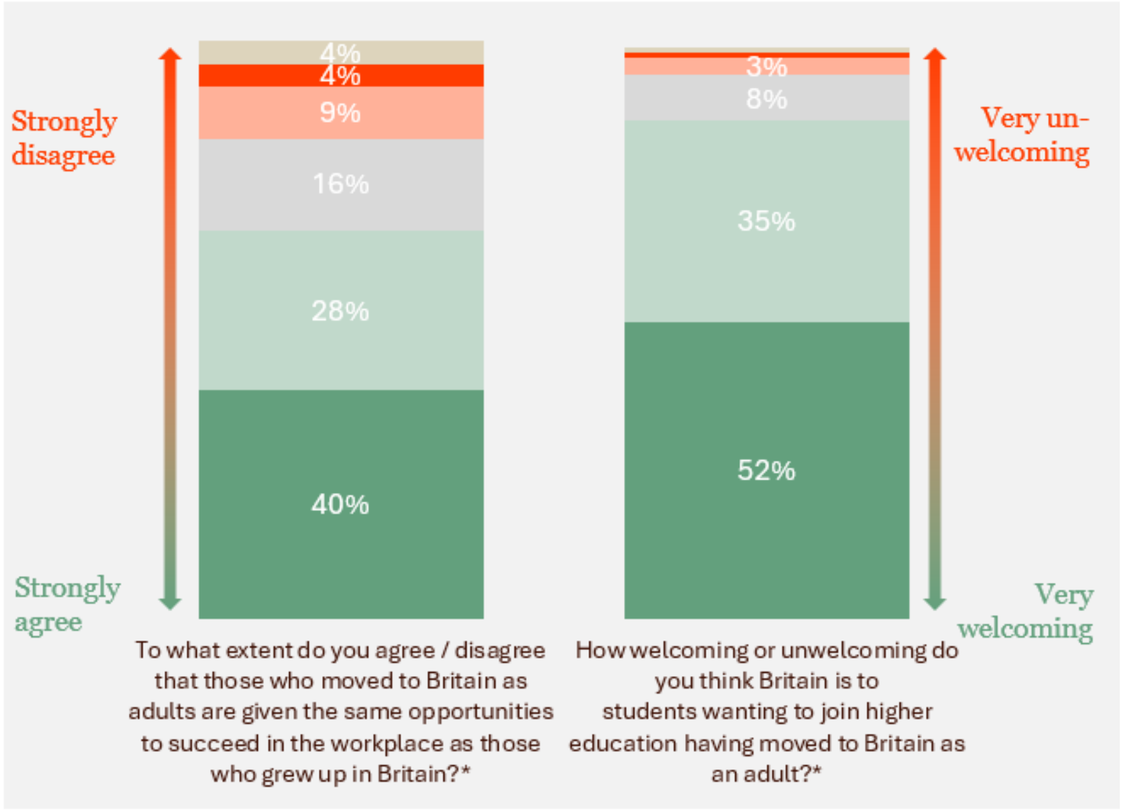
The pride of achievement: a shared value for all GBS students

From British-born students overcoming life's hurdles to students who grew up abroad investing in their UK future, an overwhelming 92% are proud to be studying in Britain.



Very/proud to be studying in Britain among those that grew up:

- In Britain: 88%
- Outside of Britain: 94%

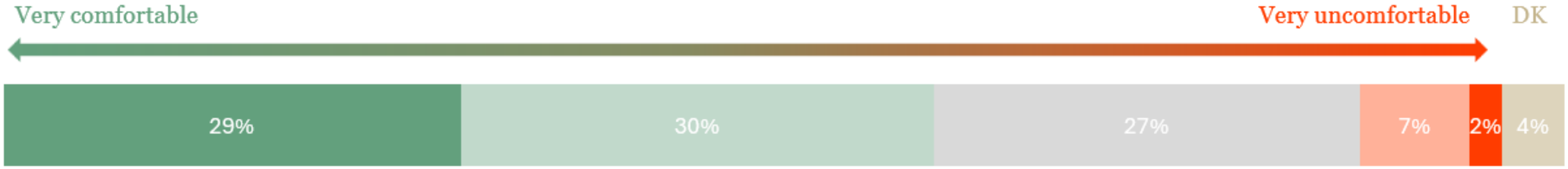


*only asked to those who finished education in another country before enrolling in university or higher education

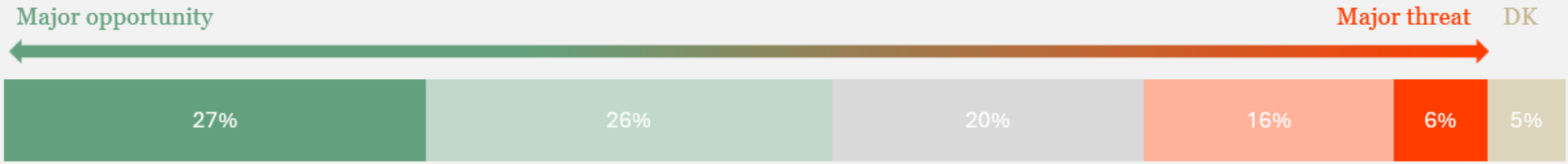
Building a future-ready workforce: GBS students embrace AI as an opportunity, not a threat

Just over half see it as an opportunity with regards to their career prospects, with only 22% seeing it as a threat

Q. How *comfortable or uncomfortable* do you feel using Artificial Intelligence (AI) to assist you in tasks you undertake for your course / career?



Q. Thinking about the increasing use of Artificial Intelligence (AI) in the workplace, *do you see it as more of an opportunity or more of a threat* to your career prospects?

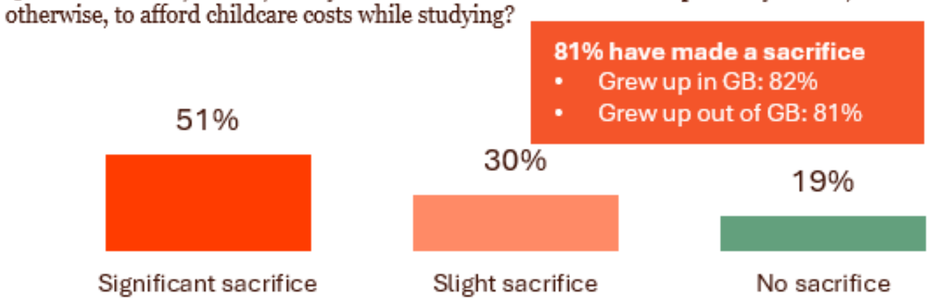


The hidden burden of ambition: 8-in-10 parents make sacrifices to afford childcare while studying

Three quarters feel lower childcare costs would have made higher education more accessible; the same applies for housing

Childcare (only asked to parents/carers of children under 18)

Q. To what extent, if at all, have you had to make sacrifices in other parts of your life, financial or otherwise, to afford childcare costs while studying?

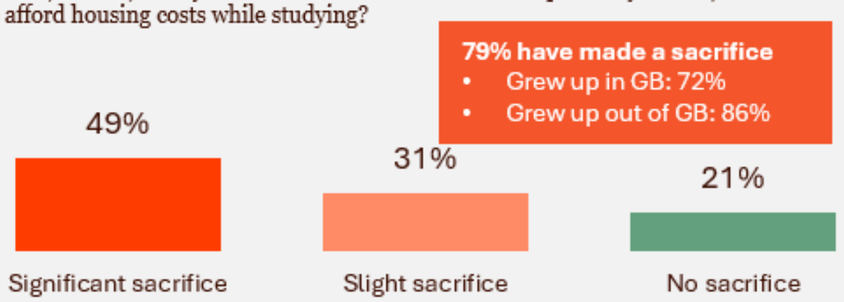


Q. To what extent, if at all, would lower childcare costs have made it easier for you to access higher education?

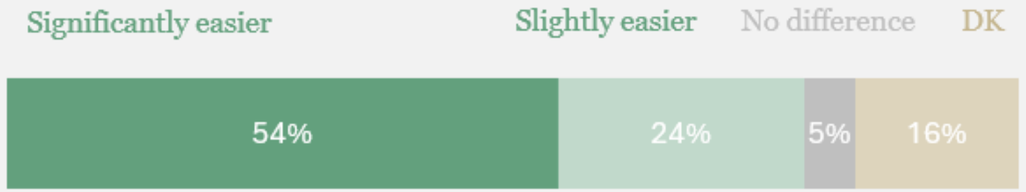


Housing

Q. To what extent, if at all, have you had to make sacrifices in other parts of your life, financial or otherwise, to afford housing costs while studying?



Q. To what extent, if at all, would lower housing costs have made it easier for you to access higher education?



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