INTERNATIONAL STUDENT RESEARCH: UNDERSTANDING THE GLOBAL STUDENT MENTALITY

ARGENTINA

**JOB**

- 41% Yes
- 59% No

**TOP 3**

- Facebook
- Coca-Cola
- Google

**TOPICS**

- Travelling: 73%
- Online, surfing the web, social media, blogging: 68%
- Entertainment, music, nightlife: 61%
- Food, cooking, restaurants: 61%
- Sports: 58%

**NEWS**

- 91% Internet: 76%
- Television: 83%
- Social media: 47%
- Printed newspaper: 47%

**INTERNET**

- **HOW**
  - Laptop
  - Desktop computer
  - Smart phone

- **WHAT**
  - Email
  - Music
  - Studying

- **SOCIAL MEDIA**
  - Facebook
  - YouTube
  - Twitter

**TRAVEL TO ANOTHER COUNTRY**

- 70% No
- 1 TRIP: 15%
- 2 TRIPS: 15%

*In 2012*

**TOP REASONS FOR TRAVELLING**

- 60% Vacation
- 30% Visiting family
- 10% Visiting friends

**INTERNATIONAL STUDENT RESEARCH**

**UNDERSTANDING THE GLOBAL STUDENT MENTALITY**

**WHAT**

- 59% Buying clothes or other personal items
- 47% Going out
- 45% Dining

**HOW**

- 29% Debit
- 6% Combined
- 8% Credit

**THE APPEAL OF FINANCIAL SERVICES**

- 35% Debit card
- 33% Credit card
- 33% PayPal

**ARGENTINA**

**LEARNING TOOLS**

- Laptop
- Email
- Smartphone

**STUDYING**

- 58% Music
- 59% Reading
- 54% Studying

**ENTERTAINMENT**

- 53% Going out
- 50% Music
- 41% Facebook

**SPORTS**

- 58% Visiting friends
- 58% Visiting family
- 58% Removing stress

**SHOPPING**

- 60% Visiting friends
- 59% Visiting family
- 59% Buying gifts or other personal items

**PHYSICAL ACTIVITY**

- 58% Visiting friends
- 58% Visiting family
- 58% Going out

**BUYING CLOTHES OR OTHER PERSONAL ITEMS**

- 59% Yes
- 41% No

**EXECUTION**

- 90% Yes
- 10% No

**INTERNATIONAL TRAVEL**

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