INTERNATIONAL STUDENT RESEARCH: UNDERSTANDING THE GLOBAL STUDENT MENTALITY

**HAVE A JOB**
- Yes: 37%
- No: 63%

**TOP 3 BRANDS**
- Google
- Facebook
- Apple

**TOPICS OF INTEREST**
- Entertainment, music, nightlife: 66%
- Online, surfing the web, social media, blogging: 65%
- Electronics, computers, phones, gadgets: 58%
- Travelling: 55%
- Food, cooking, restaurants: 52%

**WHERE THEY GET THEIR NEWS FROM?**
- Internet: 82%
- Television: 61%
- Social media: 55%
- Printed newspaper: 38%

**TRAVEL TO ANOTHER COUNTRY**
- 52% No
- 24% 1 TRIP
- 24% > 1 TRIP

**TOP 3 BRANDS**
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**INTERNET USAGE**

**TOP REASONS FOR TRAVELLING**
- 53% Vacation
- 38% Visiting family
- 32% Study abroad

**FINANCE & EXPENDITURES**

**WHAT**
- Saving: 56%
- Buying clothes or other personal items: 52%
- Dining: 48%

**HOW**
- Debit: 39%
- Combined: 3%
- Credit: 10%

**THE APPEAL OF FINANCIAL SERVICES**
- Debit card: 73%
- Internet/online banking: 68%
- Bank account: 61%