INTERNATIONAL STUDENT RESEARCH: UNDERSTANDING THE GLOBAL STUDENT MENTALITY

**Have a Job**

- Yes: 43%
- No: 57%

**Top 3 Brands**

- Facebook
- Coca-Cola
- Samsung

**Topics of Interest**

- Entertainment, music, nightlife: 80%
- Online, surfing the web, social media, blogging: 67%
- Travelling: 59%
- Food, cooking, restaurants: 54%
- Fashion: 43%

**Where They Get Their News From?**

- Internet: 88%
- Television: 68%
- Social media: 61%
- Printed newspaper: 54%

**Travel to Another Country**

- No: 22%
- 1 trip: 33%
- >1 trip: 45%

- In 2012

**Top Reasons for Travelling**

- Vacation: 87%
- Visiting family: 13%
- Festival: 9%

**Internet Usage**

- How
  - Laptop
  - Smartphone
  - Desktop computer

- What
  - Watching videos
  - Email
  - Social media

- Social media
  - Facebook
  - YouTube
  - Gmail

**Finance & Expenditures**

**What**

- Going out: 46%
- Buying clothes or other personal items: 43%
- Saving: 41%

**How**

- 52% Debit
- 3% Combined
- 1% Credit

**The Appeal of Financial Services**

- Bank account: 78%
- Internet/online banking: 59%
- PayPal: 29%