INTERNATIONAL STUDENT RESEARCH: UNDERSTANDING THE GLOBAL STUDENT MENTALITY

TOPICS
71% Online, surfing the web, social media, blogging
68% Electronics, computers, phones, gadgets
68% Entertainment, music, nightlife
66% Travelling
63% Economy, politics, current affairs, news in general

NEWS
96% Internet
76% Television
71% Social media
44% Digital apps

INTERNET
HOW
Laptop
Desktop Computer
Smart Phone
WHAT
Studying
Email
News

SOCIAL MEDIA

WHAT
60%
Buying clothes or other personal items
53%
Going out
49%
Buying books, magazines or newspapers

HOW
34%
DEBIT
6%
COMBINED
21%
CREDIT

THE APPEAL OF FINANCIAL SERVICES
72%
Debit card
69%
Bank account
60%
Internet/online banking

TOP
62%
Vacation
21%
Visiting friends
21%
Work or Business
17%
Visiting Family

TRAVEL
57%
No
21%
1 TRIP
22%
> 1 TRIP

TOP 3
Facebook | Apple | Samsung

* In 2012

BRAZIL

Facebook
Apple
Samsung