INTERNATIONAL STUDENT RESEARCH: UNDERSTANDING THE GLOBAL STUDENT MENTALITY

HAVE A JOB

- Yes: 51%
- No: 49%

TOP 3 BRANDS

- Apple
- Google
- Facebook

TOPICAL PREFERENCES

- Online, surfing the web, social media, blogging: 76%
- Entertainment, music, nightlife: 73%
- Food, cooking, restaurants: 71%
- Travelling: 67%
- Electronics, computers, phones, gadgets: 57%

WHERE THEY GET THEIR NEWS FROM?

- Internet: 91%
- Social media: 72%
- Television: 59%
- Printed newspaper: 37%

TRAVEL TO ANOTHER COUNTRY

- No: 25%
- 1 TRIP: 40%
- > 1 TRIP: 35%

TOP REASONS FOR TRAVELLING

- Vacation: 52%
- Visiting family: 29%
- Visiting friends: 11%

INTERNET USAGE

HOW

- Laptop
- Smartphone
- Desktop computer

WHAT

- Email
- Social media
- Watching videos

SOCIAL MEDIA

- Facebook
- YouTube
- Twitter

FINANCE & EXPENDITURES

WHAT

- Going out: 61%
- Buying clothes or other personal items: 57%
- Dining: 56%

HOW

- Debit: 64%
- Credit: 4%
- Combined: 1%

THE APPEAL OF FINANCIAL SERVICES

- Bank account: 85%
- Debit card: 77%
- Internet/online banking: 72%