INTERNATIONAL STUDENT RESEARCH: UNDERSTANDING THE GLOBAL STUDENT MENTALITY

HAVE A JOB

- Yes: 58%
- No: 42%

TOP 3 BRANDS

- McDonalds
- Samsung
- Nike

TRAVEL TO ANOTHER COUNTRY

- 75% Yes
- 14% No: 1 TRIP
- 11% No: > 1 TRIP

In 2012

TOP REASONS FOR TRAVELLING

- 76% Vacation
- 24% Visiting friends
- 10% Internship

INTERNET USAGE

HOW

- Laptop
- Smartphone
- Mobile phone

WHAT

- Music
- Watching videos
- Chatting

SOCIAL MEDIA

- QQ
- Weibo
- RenRen

FINANCE & EXPENDITURES

WHAT

- 64% Buying clothes or other personal items
- 48% Dining
- 32% Going out

HOW

- 35% DEBIT
- 14% COMBINED
- 11% CREDIT

THE APPEAL OF FINANCIAL SERVICES

- 68% Internet/online banking
- 61% Debit card
- 44% Bank account