HAVE A JOB

- Yes: 36%
- No: 64%

TOP 3 BRANDS
- Coca-Cola
- McDonalds
- Google

TOPICS OF INTEREST
- 79% Entertainment, music, nightlife
- 74% Online, surfing the web, social media, blogging
- 60% Travelling
- 54% Electronics, computers, phones, gadgets
- 50% Gaming

WHERE THEY GET THEIR NEWS FROM?
- 76% Internet
- 70% Television
- 53% Social media
- 36% Printed newspaper

TRAVEL TO ANOTHER COUNTRY
- 49% No
- 26% 1 TRIP
- 25% > 1 TRIP
- * In 2012

TOP REASONS FOR TRAVELLING
- 64% Vacation
- 31% Visiting friends
- 19% Visiting family

INTERNET USAGE
- HOW
  - Laptop
  - Smartphone
  - Desktop computer
- WHAT
  - Email
  - Social media
  - Watching videos
- SOCIAL MEDIA
  - Facebook
  - YouTube

FINANCE & EXPENDITURES

WHAT
- 56% Going out
- 53% Buying clothes or other personal items
- 39% Travelling

HOW
- 47% DEBIT
- 3% COMBINED
- 9% CREDIT

THE APPEAL OF FINANCIAL SERVICES
- 73%
- 53%
- 53%

- Bank
- PayPal™
- Internet/online banking