**International Student Research: Understanding the Global Student Mentality**

### Have a Job
- **Yes**: 61%
- **No**: 39%

### Top 3 Brands
- Samsung
- Facebook
- BMW

### Topics of Interest
- **77%** Entertainment, music, nightlife
- **75%** Food, cooking, restaurants
- **71%** Travelling
- **64%** Online, surfing the web, social media, blogging
- **62%** Nature and environment

### Where They Get Their News From?
- **91%** Internet
- **74%** Television
- **54%** Social media
- **54%** Printed newspaper

### Travel to Another Country*
- 20% No
- 22% 1 Trip
- 58% > 1 Trip

* In 2012

### Top Reasons for Travelling
- **78%** Vacation
- **16%** Visiting friends
- **13%** Visiting family

### Finance & Expenditures
**WHAT**
- **59%** Buying clothes or other personal items
- **45%** Going out
- **29%** Dining

**HOW**
- **65%** Debit
- **7%** Combined
- **3%** Credit

### The Appeal of Financial Services
- **84%** Bank
- **67%** PayPal™
- **52%** Internet/online banking

### Internet Usage
**WHAT**
- Email
- Social media
- Watching videos

**HOW**
- Laptop
- Smart phone
- Desktop computer