**Have a Job**

- Yes: 38%
- No: 62%

**Top 3 Brands**

- Facebook
- Google
- Apple

**Topics of Interest**

- Entertainment, music, nightlife: 65%
- Online, surfing the web, social media, blogging: 64%
- Sports: 57%
- Electronics, computers, phones, gadgets: 55%
- Gaming: 54%

**Where They Get Their News From?**

- Internet: 79%
- Television: 77%
- Social media: 69%
- Printed newspapers: 65%

**Travel to Another Country**

- No trip: 8%
- 1 trip: 16%
- >1 trip: 76%

- In 2012

**Top Reasons for Traveling**

- Vacation: 70%
- Visiting family: 30%
- Festival: 26%

**Finance & Expenditures**

**What**

- Saving: 53%
- Buying clothes or other personal items: 51%
- Dining: 45%

**How**

- Debit: 31%
- Combined: 5%
- Credit: 10%

**The Appeal of Financial Services**

- Bank account: 69%
- Debit card: 57%
- Internet/online banking: 44%