INTERNATIONAL STUDENT RESEARCH: UNDERSTANDING THE GLOBAL STUDENT MENTALITY

**HAVE A JOB**

- Yes: 27%
- No: 73%

**TOP 3 BRANDS**

- Samsung
- Facebook
- Nike

**TOPICS OF INTEREST**

- 62% Travelling
- 59% Fashion
- 51% Online, surfing the web, social media, blogging
- 50% Food, cooking, restaurants
- 42% Entertainment, music, nightlife

**WHERE THEY GET THEIR NEWS FROM?**

- 81% Internet
- 53% Television
- 43% Social media
- 20% Printed newspaper

**TRAVEL TO ANOTHER COUNTRY**

- 71% No
- 16% 1 TRIP
- 13% > 1 TRIP

**IN 2012**

**TOP REASONS FOR TRAVELLING**

- 50% Vacation
- 23% Study Abroad
- 15% Internship

**INTERNET USAGE**

**HOW**

- Smartphone
- Desktop Computer
- Laptop

**WHAT**

- Music
- Reading websites
- Watching videos

**SOCIAL MEDIA**

- Facebook
- YouTube
- Twitter

**FINANCE & EXPENDITURES**

**WHAT**

- 67% Buying clothes or other personal items
- 48% Going out
- 44% Saving

**HOW**

- 28% Debit
- 2% Combined
- 13% Credit

**THE APPEAL OF FINANCIAL SERVICES**

- 70% Bank
- 66% Internet/online banking
- 40% Debit card