INTERNATIONAL STUDENT RESEARCH: UNDERSTANDING THE GLOBAL STUDENT MENTALITY

TAIWAN

HAVE A JOB

- **Yes**: 29%
- **No**: 71%

TOP 3 BRANDS

- Google
- Facebook
- Apple

TOPICS OF INTEREST

- **66%**: Entertainment, music, nightlife
- **61%**: Electronics, computers, phones, gadgets
- **59%**: Travelling
- **59%**: Gaming
- **57%**: Online, surfing the web, social media, blogging

WHERE THEY GET THEIR NEWS FROM?

- **84%**: Internet
- **72%**: Television
- **67%**: Social media
- **48%**: Printed newspaper

INTERNET USAGE

HOW

- Desktop computer
- Laptop
- Smart phone

WHAT

- Watching videos
- Music
- Reading websites

SOCIAL MEDIA

- Google
- Facebook
- Apple

FINANCE & EXPENDITURES

WHAT

- **59%**: Saving
- **51%**: Buying clothes or other personal items
- **45%**: Dining

HOW

- **33%**: DEBIT
- **4%**: COMBINED
- **6%**: CREDIT

THE APPEAL OF FINANCIAL SERVICES

- **48%**: Bank account
- **25%**: Debit card
- **23%**: Internet/online banking