International Student Research: Understanding the Global Student Mentality

*Differentiation in a plural student population*

By

International Student Identity Card (ISIC) Association
The Economist
MasterCard
Motivaction

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The Global Student Mentality: International Student Research

Chapter 1: Introduction
Introduction

Who?

• Initiative of the International Student Identity Card (ISIC) Association to establish a footprint of international students today.
• ISIC and *The Economist*, that identified students as one of their key target groups, agreed to collaborate on the research. ISIC and *The Economist* have worked together to support students since 2010.
• ISIC teamed up with MasterCard. ISIC and MasterCard have partnered together since 2007 to deliver the ISIC–MasterCard Programme offering a combined bank and ISIC card, available to full-time bona fide students and providing safe and secure payment solutions tailor made for students.
• Motivaction was selected as the research expert to conduct the fieldwork and data analysis of this research.

Why?

• To conduct representative and relevant research about students worldwide.
• To establish the first and unique footprint of students today. There is no existing international research of this nature.
• To understand the student market internationally.
• To identify and evaluate knowledge and trends about students.
• To identity opportunities relevant for students.
• To establish global and local student profiles.
• To make informed decisions that will best serve students internationally.
Introduction
• This research shows that there is no such thing as THE typical international student. There are numerous and different attributes that characterise students and their way of life.
• Different types of students have different wants and needs, for example, how they spend their money, how they read news, how they use internet technology, what brands they like, and what celebrities they identify with.
• A "one size fits all" approach to understanding students does not suffice; the tone of voice and message needs to speak to specific groups of students.

Four student mentalities
• According to Motivaclion’s unique international mentality model, four main student mentalities have been identified: Loyalists, Hedonists, Conservatives and Liberalists.
• There are two main dimensions that differentiate between these four mentality orientations:
  • Openness to change;
  • Trust towards others.

Division of the mentalities
• General student population: Conservatives are most common (34%), Liberalists are the least prevalent (19%).
• ISIC cardholders: Loyalists form the largest group (30%) with Hedonists being the least likely to have an ISIC card (20%).
• The Economist student readers: Conservatives are more likely to read The Economist (36%), Hedonists are the least likely (17%).
• MasterCard cardholders: Conservatives form the largest group of product owners (35%), Liberalists being the least prevalent (20%).
Geographical diversity & similarities

- All countries have their own specific profile showing differences within the country itself and its cities.
- On a regional scale, countries form mental landscapes that differentiate continents and regions from each other.
- Looking at the world map, regional similarities can be observed:
  - Two regions with optimistic, high trust students are Latin America and Asia - Conservatives are the dominant student mentality;
  - Two regions with low trust, “modern” values are Eastern-Europe & Russia, and Australia - Hedonists are most common and Conservatives are rare;
  - North-America is the region with low trust and “traditional” value students - Loyalist are the most prevalent student mentality;
  - Western Europe has a fairly equal balance between the mentalities – with Hedonists, Loyalists and Liberalists being the most prevalent mentalities.

Finances & expenditures

- Students spend most of their disposable income on buying clothes or other personal items (56%), going out with friends (46%) and going out to eat (43%).
- 22% students spend their spare money on travelling.
- Saving money is important to 37% of all students.
- Students show a cautious attitude towards loans or credit.
- 53% of students use internet banking, 22% use mobile banking.
- Students use cash (76%) as their most used method of payment.
- Payment cards (debit, credit, prepaid) are used by more than half of students.
- Students use online or mobile banking far more to check their accounts than for making payments.
- When asked why they don’t use online banking, 38% of the students say they don’t need it and 29% say they don’t feel it is secure. The same for mobile banking: 41% say they don’t need it, 30% say they don’t feel it is secure.
- The overall key appeal of financial services for students is driven by opportunities to save money.
Summarised findings from the research

**Daily life**
- Students are interested in entertainment, music and nightlife (63%) and online activities such as surfing the web, social media and blogging (63%).
- The third most important interest for students is travelling (58%).
- Nearly half of all students travelled in 2012 (49%), 30% travelled more than once.
- Travelling is mostly for vacation purposes (64%).
- 12% of students travel to study abroad.
- Almost half of students have a job alongside their studies.
- Google, Facebook, Apple, Samsung and Coca Cola are the top five most appealing brands.
- The top celebrities preferred by students are mostly politicians, world leaders and entrepreneurs.
- Classical music (33%) is similarly popular to hip hop (34%) and electronic music (32%). Only pop and rock genres score higher.

**Internet & technology**
- Laptops (77%) are used far more than a desktop computer (45%) to access the internet, while the use of tablets (23%) is still considerably lower.
- About three quarters of the students use apps frequently on their phone.
- About half of students use QR codes occasionally.
- Email (78%) is a more popular online activity than social media (66%) amongst students.
- Students use the internet more for studying (71%) than for social media (66%).
- In terms of online footprint, 27% of students have their own YouTube channel and 21% have a personal blog. This is in addition to their presence on social networks.
- Websites are the most used media types, but students expect to use them less often in 2 years from now. Upcoming media types are e-books and news apps.
- Privacy is important to students, a quarter of the students do not feel secure or comfortable with their privacy on the net.
The ISIC card
- The most important reasons for owning an ISIC card is to prove student status (37%), followed by the appeal of student discounts (32%), when the university uses the ISIC card as their student ID (32%) or when the student needs an ID card (32%).
- The aspect of saving money is important for students to get an ISIC card: appeal of student discounts (32%), it gave me discounts and added value on my flight ticket (18%).
- Most students find out about the ISIC card via their university (35%). Other important places are student organisations (13%) and friends or fellow students (12%).
- Half of the ISIC card users use the ISIC card every week or more.
- The ISIC card is most frequently used for campus access card or library card at university (40%), proof of identity (37%), proof of full time student status (36%), to gain access to discounts and benefits (34%) and day to day transport (33%).
- 24% of the ISIC cardholders use their card for travel purposes.
- 20% of the ISIC cardholders use their card for banking purposes.
- Most students confirm that the ISIC card proves their students status, helps them to experience the world and to save money.

News & media consumption
- Students use news media primarily to stay up-to-date on what’s happening in the world (77%), to learn something (69%) and to be entertained (61%).
- The internet (85%) is the main channel where students get their news from, followed by television (66%) and social media (60%).
- Students expect to use websites less often in two years, expecting to use e-books and news apps more often.
- Print media is still important to students, with 40% reading newspapers and 30% looking to magazines to get their news.
- More than 60% of students scan news headlines and only read what they find interesting, whilst 30% read articles from start to finish.
About the International Student Identity Card (ISIC) Association

- The ISIC Association is the non-profit organisation behind the International Student Identity Card (ISIC).
- The ISIC card is the only internationally accepted proof of bona fide student status.
- The ISIC card was founded in 1953 with the aim to foster intercultural and international understanding through pioneering discounts that make travel and cultural exchange more accessible to students.
- The ISIC card is endorsed by over 150 organisations and institutions such as United Nations Educational, Scientific and Cultural Organisation (UNESCO), The United Nations World Tourism Organisation (UNWTO), the Andean Community of Nations, and a wide range of national governments, ministries of education, student organisations and universities worldwide.
- Over 1,000 co-brand partnerships exist with universities, schools, banks, financial institutions and other partners across the globe.
- More than 6,000 point of sales exist worldwide where students can get an ISIC card.
- Each year, more than 5 million bona-fide students in 130 countries worldwide are ISIC cardholders. Over 106 million ISIC cards have been issued since 1953.
- ISIC cardholders gain access to more than 42,000 student benefits in over 126,000 locations across the globe.
- ISIC benefits are available both online and offline to facilitate opportunities in all areas of student life like book stores, restaurants, cafes, museums, archaeological sites, national parks, accommodation, transportation, cinemas, theatres etc.
- More information is available at www.isic.org and www.isicassociation.org

Motivation is an international research company providing research-based market information, policy information and advice. Their insight into the trends and developments taking place in the marketplace and society forms the basis on how to take effective advantage of these developments. Motivation conducts research using sociological methodologies and makes use of new research techniques relating to direct marketing, social media and neuroscience. Motivation has developed its unique international Mentality model, which has proved to be more powerful in explaining the behaviour of citizens and consumers than traditional classifications based on age, sex, education and income. More information: www.motivaction.nl/en.

The Economist, with a growing global circulation and a reputation for insightful analysis and opinion on every aspect of world events, is one of the most widely recognised and well-read current affairs publications. The Economist Group delivers information through a range of formats, from newspapers and magazines to conferences and electronic services. More information: www.economist.com.

MasterCard (NYSE: MA), is a technology company in the global payments industry. MasterCard operate the world’s fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard’s products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. More information: www.mastercard.com.
The Global Student Mentality: International Student Research

Chapter 2: Methodology & fieldwork
Mentality research

• Society has moved beyond the time in which it was dominated by compartmentalisation along socio-political lines and class hierarchies. In the course of the last century, the influence of social and demographic characteristics on people’s attitudes and behaviour has greatly diminished. As a result of individualisation and democratisation of society, these factors have lost much of their significance. Choices made by the contemporary consumers are to a large extent based on individual values and convictions.

• Instead of living in a hierarchical society made up of rigid social strata and generally accepted norms and values, today’s society lives in a dynamic and fragmented network. In addition, the level of affluence and education has increased in the last few decades. People have therefore become far more independent in deciding upon the way in which they want to live their lives. Norms and values are a binding factor between people, brands and media.

• In ‘mentality’ norms and values research, consumer behaviour is perceived as a means to distinguish oneself. This approach developed by Motivaction has its foundation in socio-scientific theories, such as those by Pierre Bourdieu and Norbert Elias. The process of socialisation makes people adopt systems of speech, style and values belonging to the community we grow up in. These systems are decisive for the behaviour of the individual. Consumers live, in a web of values by means of which they distinguish themselves from and identify with others in respect to their own lifestyle and opinions.

• Insight into the mentality and lifestyle of the consumer is of the highest importance for understanding and explaining consumer behaviour. What do people consider important in life? What do they consider as important in relationships? What are their opinions about the government and social organisations? To what extent are they involved in their immediate environment? How do they prefer to spend their time? What are their goals? What do they like to spend their money on? These, together with a great many other values, are the basis of Mentality research.

• Mentality research is based on the premise that the mentality of consumers, in this case students, cannot be gauged by means of socio-demographic variables. People with a similar socio-demographic profile often show widely divergent lifestyles and media consumer patterns. By including norm and value data into the statistic analyses, the results offer a more substantial ‘explained variance’ when analysing media consumer behaviour, than is the case when mere socio-demographic criteria are applied. Target groups and media strategies can therefore be mapped with greater precision and marketing communication budgets can be implemented with greater focus.

• Motivaction has 30 years of experience in values research and is part of a global network of value research organisations. More information about the unique international mentality model can be found at www.motivaction.nl/en
The fieldwork was executed between 15 April and 23 September 2013.

Sources were 32 local ISIC country databases around the world, the global ISIC database, The Economist student database, the SSI panel and Motivaction’s ‘StemPunt’-panel.

The gross response from these five sources was 37,474 completed questionnaires from young people living in 152 countries from Afghanistan to Zimbabwe.

Further information about the breakdown of the research sources can be found in the Appendix of this report.

18 countries across the globe were specifically targeted:
- **Americas**: Argentina, Brazil, Canada, Mexico, United States of America
- **Asia Pacific**: Australia, People’s Republic of China, India, South Korea, Singapore, Taiwan
- **Europe**: Belgium, Czech Republic, France, Germany, Poland, Russian Federation, United Kingdom
The Global Student Mentality: International Student Research

Chapter 3:
Four global student mentalities
Motivation has applied its unique international mentality model* to this research. Four main student mentality orientations have been identified:

1. Loyalist
2. Hedonist
3. Conservative
4. Liberalist.

There are two dimensions that differentiate between the four main mentality orientations. These two dimensions were measured using 12 key statements posed to students gauging their:

1. Openness to change
2. Trust towards others.

*More information about the unique international mentality model can be found at www.motivaction.nl/en
Overview of the four student mentalities

The Loyalist
• Primary focus is his/her family.
• Family provides a sense of security in an increasingly complex and dangerous world.

The Hedonist
• Primary focus is to enjoy life.
• The outlook of a not-so-bright future results in an attitude of living life day by day.

The Conservative
• Primary focus Conservative is to plan for the future and to care for family and friends.
• Even though the world is full of opportunities for change, Conservatives feel that change should come only after thinking about those things that are worth protecting and preserving.

The Liberalist
• Primary focus of a Liberalist is to explore the world in all its complexity.
• For a Liberalist, the world is never good enough and there can never be enough change and innovation.
The Loyalist:

- Isn't really interested in culture or travelling
- Has a few close friends
- Doesn’t know what to do after studying
- Is interested in sports
- Often visits his/her family
- Has a strong tie to his/her parents and siblings
- Family helps him/her to organise his/her life
• The primary focus of the Loyalist is his or her family.

• Family provides the Loyalist with a sense of security in an increasingly complex and dangerous world.
## The Loyalist

### Study

<table>
<thead>
<tr>
<th>Field</th>
<th>General students</th>
<th>Loyalists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and/or Economics</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Engineering</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>Computing and/or Information Technology</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Science</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Social Science</td>
<td>12%</td>
<td>11%</td>
</tr>
</tbody>
</table>

### Topics of interest

<table>
<thead>
<tr>
<th>Topic</th>
<th>General students</th>
<th>Loyalists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment, music, nightlife</td>
<td>63%</td>
<td>56%</td>
</tr>
<tr>
<td>Online, surfing the web, social media</td>
<td>63%</td>
<td>65%</td>
</tr>
<tr>
<td>Travelling</td>
<td>58%</td>
<td>50%</td>
</tr>
<tr>
<td>Food, cooking, restaurants</td>
<td>52%</td>
<td>47%</td>
</tr>
<tr>
<td>Electronics, computers,…</td>
<td>51%</td>
<td>54%</td>
</tr>
</tbody>
</table>

### Access to internet

<table>
<thead>
<tr>
<th>Device</th>
<th>General students</th>
<th>Loyalists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal laptop</td>
<td>77%</td>
<td>73%</td>
</tr>
<tr>
<td>Smart phone</td>
<td>62%</td>
<td>64%</td>
</tr>
<tr>
<td>Personal desktop computer</td>
<td>45%</td>
<td>52%</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>26%</td>
<td>24%</td>
</tr>
<tr>
<td>Tablet</td>
<td>23%</td>
<td>25%</td>
</tr>
</tbody>
</table>

### Favourite brands

<table>
<thead>
<tr>
<th>Brand</th>
<th>General students</th>
<th>Loyalists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>62%</td>
<td>58%</td>
</tr>
<tr>
<td>Facebook</td>
<td>59%</td>
<td>63%</td>
</tr>
<tr>
<td>Apple</td>
<td>58%</td>
<td>56%</td>
</tr>
<tr>
<td>Coca Cola</td>
<td>51%</td>
<td>51%</td>
</tr>
<tr>
<td>Samsung</td>
<td>51%</td>
<td>51%</td>
</tr>
</tbody>
</table>

### Access to news

<table>
<thead>
<tr>
<th>Medium</th>
<th>General students</th>
<th>Loyalists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>85%</td>
<td>79%</td>
</tr>
<tr>
<td>Television</td>
<td>66%</td>
<td>65%</td>
</tr>
<tr>
<td>Social media</td>
<td>60%</td>
<td>55%</td>
</tr>
<tr>
<td>Printed newspapers</td>
<td>40%</td>
<td>38%</td>
</tr>
<tr>
<td>Magazine</td>
<td>30%</td>
<td>23%</td>
</tr>
</tbody>
</table>

### Spending pattern & attitudes

<table>
<thead>
<tr>
<th>Activity</th>
<th>General students</th>
<th>Loyalists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying clothes</td>
<td>56%</td>
<td>57%</td>
</tr>
<tr>
<td>Going out</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>Dining</td>
<td>43%</td>
<td>39%</td>
</tr>
<tr>
<td>Paying for the entire purchase at once</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>Depends on my financial situation at the time of purchase</td>
<td>28%</td>
<td>31%</td>
</tr>
</tbody>
</table>
## Study

### Study directions:
- Creative arts
- Design

### Reasons to study:
+ Don’t know what (else) to do
+ My parents expect me to study
- I like to learn and develop myself

### Devices:
- Personal desktop computer
- Personal laptop

### Online services & social media:
- Online banking
- Reading/watching news
- Twitter

## Access to internet

## Access to news
- Magazine
- Digital apps
- Social media
- Overall fewer news resources

## Topics of interest

## Favorite brands & people

## Spending pattern & attitude towards large purchases

- Nike, Samsung
- UNESCO, CNN, Amnesty International
- Gandhi, Sachin Tendulkar, Vladimir Putin
- Going out to eat

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**Green** = less than average students  **Red** = more than average students
The Hedonist:

- Isn't really interested in culture or travelling
- Likes to enjoy life day by day
- Has a larger network of loose friendships
- Does not know what to do after studying
- Is less tied to family
- Has trouble organising life and finances
- Likes to enjoy life by going to festivals and playing games
The primary focus of a Hedonist is to enjoy life.

The outlook of a not-so-bright future results in an attitude of living life day by day.
### Study

<table>
<thead>
<tr>
<th>Field</th>
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<tbody>
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### Topics of interest

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<tbody>
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<td>63%</td>
<td>56%</td>
</tr>
<tr>
<td>Online, surfing the web, social media,...</td>
<td>63%</td>
<td>61%</td>
</tr>
<tr>
<td>Travelling</td>
<td>58%</td>
<td>47%</td>
</tr>
<tr>
<td>Food, cooking, restaurants</td>
<td>52%</td>
<td>44%</td>
</tr>
<tr>
<td>Electronics, computers,...</td>
<td>51%</td>
<td>45%</td>
</tr>
</tbody>
</table>

### Favourite brands

<table>
<thead>
<tr>
<th>Brand</th>
<th>General students</th>
<th>Hedonists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>62%</td>
<td>56%</td>
</tr>
<tr>
<td>Facebook</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>Apple</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>Coca Cola</td>
<td>49%</td>
<td>47%</td>
</tr>
<tr>
<td>Samsung</td>
<td>51%</td>
<td>50%</td>
</tr>
</tbody>
</table>

### Access to internet

<table>
<thead>
<tr>
<th>Device</th>
<th>General students</th>
<th>Hedonists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal laptop</td>
<td>77%</td>
<td>74%</td>
</tr>
<tr>
<td>Smart phone</td>
<td>62%</td>
<td>56%</td>
</tr>
<tr>
<td>Personal desktop computer</td>
<td>45%</td>
<td>41%</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>26%</td>
<td>23%</td>
</tr>
<tr>
<td>Tablet</td>
<td>23%</td>
<td>18%</td>
</tr>
</tbody>
</table>

### Access to news

<table>
<thead>
<tr>
<th>Source</th>
<th>General students</th>
<th>Hedonists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>85%</td>
<td>83%</td>
</tr>
<tr>
<td>Television</td>
<td>66%</td>
<td>57%</td>
</tr>
<tr>
<td>Social media</td>
<td>60%</td>
<td>54%</td>
</tr>
<tr>
<td>Printed newspapers</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>Magazine</td>
<td>30%</td>
<td>26%</td>
</tr>
</tbody>
</table>

### Spending pattern & attitudes

<table>
<thead>
<tr>
<th>Activity</th>
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<tbody>
<tr>
<td>Buying clothes</td>
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</tr>
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<td>48%</td>
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<td>25%</td>
</tr>
</tbody>
</table>

**Hedonists watch or read news less than other student mentalities**

**Hedonists travel the least compared to their peers**

**Hedonists are more outgoing than their peers**

February 2014
# The Hedonist

## Study

<table>
<thead>
<tr>
<th>Study directions:</th>
<th>Access to internet</th>
<th>Access to news</th>
</tr>
</thead>
<tbody>
<tr>
<td>− Arts</td>
<td>Devices:</td>
<td>− Printed newspapers</td>
</tr>
<tr>
<td>Reasons to study:</td>
<td>− Shared computer</td>
<td>− E-mail alerts</td>
</tr>
<tr>
<td>+ Don’t know what (else) to do</td>
<td>− Tablet</td>
<td>− Magazines</td>
</tr>
<tr>
<td>− I like to learn and develop myself</td>
<td>− Smart phone</td>
<td>− (Overall: fewer news resources)</td>
</tr>
<tr>
<td>− More opportunities in my professional career</td>
<td>Online services &amp; social media:</td>
<td></td>
</tr>
<tr>
<td>− A good salary</td>
<td>− Posting on blogs, vlogs, forums, social media websites, looking for a job, studying (overall lower use of online services)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>− Google+, YouTube</td>
<td></td>
</tr>
</tbody>
</table>

## Topics of interest

<table>
<thead>
<tr>
<th>Favorite brands &amp; People</th>
<th>Spending pattern &amp; attitude towards large purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>− Religion and spirituality</td>
<td></td>
</tr>
<tr>
<td>− Museums and cultural activities</td>
<td></td>
</tr>
<tr>
<td>− Human rights, poverty, fair trade, charity work, philanthropy</td>
<td></td>
</tr>
<tr>
<td>− (Overall: lower interest in many topics)</td>
<td></td>
</tr>
</tbody>
</table>

**Green** = less than average students  **Red** = more than average students

- Citi bank, Dolce & Gabbana, Walt Disney (overall: less brand-appeal)
- Shakira, Kate Middleton, Lady Gaga (Overall: less admiration for famous people)
The Conservative:

- Has broad interests including culture and travelling
- Is interested in history and politics
- Often visits his/her family
- Family helps him/her to reflect on his/her life
- Wants to have a career when finishing his/her studies
- Believes in the importance of traditional values
- Is strongly attracted to brands
• The primary focus of a Conservative is to plan for the future and to care for family and friends.

• Even though the world is full of opportunities for change, Conservatives feel that change should come only after thinking about those things that are worth protecting and preserving.
The Conservative

Study

<table>
<thead>
<tr>
<th>Field</th>
<th>General students</th>
<th>Conservatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and/or Economics</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Engineering</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Computing and/or</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>Information Technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Science</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Social Science</td>
<td>12%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Topics of interest

<table>
<thead>
<tr>
<th>Topic</th>
<th>General students</th>
<th>Conservatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment, music, nightlife</td>
<td>63%</td>
<td>68%</td>
</tr>
<tr>
<td>Online, surfing the web, social media,...</td>
<td>63%</td>
<td>62%</td>
</tr>
<tr>
<td>Travelling</td>
<td>58%</td>
<td>64%</td>
</tr>
<tr>
<td>Food, cooking, restaurants</td>
<td>52%</td>
<td>59%</td>
</tr>
<tr>
<td>Electronics, computers,...</td>
<td>51%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Access to internet

<table>
<thead>
<tr>
<th>Device</th>
<th>General students</th>
<th>Conservatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal laptop</td>
<td>77%</td>
<td>81%</td>
</tr>
<tr>
<td>Smart phone</td>
<td>62%</td>
<td>64%</td>
</tr>
<tr>
<td>Personal desktop computer</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>Tablet</td>
<td>23%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Access to news

<table>
<thead>
<tr>
<th>Channel</th>
<th>General students</th>
<th>Conservatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>85%</td>
<td>87%</td>
</tr>
<tr>
<td>Television</td>
<td></td>
<td>66%</td>
</tr>
<tr>
<td>Social media</td>
<td></td>
<td>60%</td>
</tr>
<tr>
<td>Printed newspapers</td>
<td>40%</td>
<td>47%</td>
</tr>
<tr>
<td>Magazine</td>
<td>30%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Favourite brands

<table>
<thead>
<tr>
<th>Brand</th>
<th>General students</th>
<th>Conservatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>62%</td>
<td>65%</td>
</tr>
<tr>
<td>Facebook</td>
<td>59%</td>
<td>64%</td>
</tr>
<tr>
<td>Apple</td>
<td>58%</td>
<td>63%</td>
</tr>
<tr>
<td>Coca Cola</td>
<td>51%</td>
<td>55%</td>
</tr>
<tr>
<td>Samsung</td>
<td>51%</td>
<td>52%</td>
</tr>
</tbody>
</table>

Topics of interest - study

<table>
<thead>
<tr>
<th>Topic</th>
<th>General students</th>
<th>Conservatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment, music, nightlife</td>
<td>63%</td>
<td>68%</td>
</tr>
<tr>
<td>Online, surfing the web, social media,...</td>
<td>63%</td>
<td>62%</td>
</tr>
<tr>
<td>Travelling</td>
<td>58%</td>
<td>64%</td>
</tr>
<tr>
<td>Food, cooking, restaurants</td>
<td>52%</td>
<td>59%</td>
</tr>
<tr>
<td>Electronics, computers,...</td>
<td>51%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Conservatives

- Travel more than the average student
- Are fans of higher profile global brands
- Access news more than their peers across all channels
<table>
<thead>
<tr>
<th>Study</th>
<th>Access to internet</th>
<th>Access to news</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study directions:</td>
<td>Devices:</td>
<td></td>
</tr>
<tr>
<td>+ Law, medicine, engineering</td>
<td>+ Tablet, mobile phone, personal laptop</td>
<td>+ Magazine</td>
</tr>
<tr>
<td>Reasons to study:</td>
<td>Online services &amp; social media:</td>
<td>+ Printed newspaper</td>
</tr>
<tr>
<td>+ I like to learn and develop myself</td>
<td>+ Talking, chatting, reading/watching news</td>
<td>+ E-mail alerts</td>
</tr>
<tr>
<td>+ Opportunities in my professional career</td>
<td>+ Google+, Twitter, YouTube</td>
<td>+ Overall higher use of news resources</td>
</tr>
<tr>
<td>− I don’t know what (else) to do</td>
<td>− Online banking</td>
<td></td>
</tr>
<tr>
<td>− All of my friends study</td>
<td></td>
<td></td>
</tr>
<tr>
<td>− More time to decide what I want to do</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Topics of interest</th>
<th>Favorite brands &amp; People</th>
<th>Spending pattern &amp; attitude towards large purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ Religion and spirituality</td>
<td>Brands:</td>
<td>Spending:</td>
</tr>
<tr>
<td>+ Museums and cultural activities</td>
<td>+ Citi bank, Yahoo, UNESCO</td>
<td>+ Dining</td>
</tr>
<tr>
<td>+ Human rights, poverty, fair trade, charity work, philanthropy</td>
<td>(overall: higher brand-appeal)</td>
<td>+ Saving</td>
</tr>
<tr>
<td>+ Overall broad interest (e.g. travelling)</td>
<td>People:</td>
<td>Attitude towards credit:</td>
</tr>
<tr>
<td></td>
<td>+ Rafael Nadal, Vladmir Putin, Oprah Winfrey (overall admiration for famous people)</td>
<td>+ Depends on the purchase</td>
</tr>
</tbody>
</table>

Green= less than average students  Red= more than average students
**The Liberalist:**

- Has broad interests including culture and travelling
- Is interested in human rights and sustainability
- Has a larger network of loose friendships
- Wants to have a meaningful career after studying
- Makes decisions on his/her own or with the help of friends
- Traditional values do not apply to him/her
- Is critical of big brands
• The primary focus of a Liberalist is to explore the world in all its complexity.

• For a Liberalist the world is never good enough and there can never be enough change and innovation.
The Liberalist

**Study**
- Business and/or Economics: 16% General students, 15% Liberalists
- Engineering: 16% General students, 9% Liberalists
- Computing and/or Information Technology: 15% General students, 11% Liberalists
- Science: 14% General students, 10% Liberalists
- Social Science: 12% General students, 14% Liberalists

**Topics of interest**
- Entertainment, music, nightlife: 63% General students, 74% Liberalists
- Online, surfing the web, social media,…: 63% General students, 66% Liberalists
- Travelling: 58% General students, 72% Liberalists
- Food, cooking, restaurants: 52% General students, 57% Liberalists
- Electronics, computers,…: 51% General students, 52% Liberalists

**Access to internet**
- Personal laptop: 77% General students, 81% Liberalists
- Smart phone: 62% General students, 62% Liberalists
- Personal desktop computer: 45% General students, 42% Liberalists
- Mobile phone: 26% General students, 24% Liberalists
- Tablet: 23% General students, 20% Liberalists

**Favourite brands**
- Google: 62% General students, 68% Liberalists
- Facebook: 59% General students, 58% Liberalists
- Apple: 58% General students, 61% Liberalists
- Coca Cola: 51% General students, 49% Liberalists
- Samsung: 51% General students, 50% Liberalists

**Access to news**
- Internet: 85% General students, 92% Liberalists
- Television: 66% General students, 72% Liberalists
- Social media: 60% General students, 68% Liberalists
- Printed newspapers: 40% General students, 46% Liberalists
- Magazine: 30% General students, 37% Liberalists

**Spending pattern & attitudes**
- Buying clothes: 56% General students, 64% Liberalists
- Going out: 46% General students, 51% Liberalists
- Dining: 43% General students, 37% Liberalists
- Paying for the entire purchase at once: 44% General students, 45% Liberalists
- Depends on my financial situation at the time of purchase: 28% General students, 29% Liberalists

Liberalists have a wider variety of interests than their peers.
Liberalists are strong users of news media across all channels.
Liberalists are frequent travellers.
Liberalists spend a higher proportion of their disposable income on clothes and going out with friends.

February 2014
### Study

**Study directions:**
- + (Creative) arts, social sciences  
- − Engineering, science

**Reasons to study:**
- + I like to learn and develop myself

### Access to internet

**Online services & social media:**
- + Posting on blogs, vlogs, forums, social media websites, making purchases, online banking (overall high use of online services)  
- + Tumblr, YouTube

### Access to news

- + Magazine  
- + Printed newspaper  
- + Social media (overall highest use of news sources)

### Topics of interest

**Favorite brands & People**

**Brands:**
- + Amnesty International, Greenpeace, Body Shop (but also: MTV, H&M)  
- − Nike

**People:**
- + Dalai Lama  
- − Rafael Nadal, Lionel Messi

### Spending pattern & attitude towards large purchases

**Spending:**
- + Clothes  
- + Books, magazines or newspapers  
- + Concerts, festivals, music purchases  
- - Going out to eat  
- - Saving  
- - Sports

**Green** = less than average students  
**Red** = more than average students
Four student mentalities

- General student population SSI database (n=1,361)
- Own the ISIC card (n=117)
- Read The Economist (n=243)
- Own a Mastercard product (n=382)
The Global Student Mentality: International Student Research

Chapter 4:
Geographical diversity & similarities
The 18 countries targeted in this research have their own specific profile showing differences within the country itself and its cities.

In this report the country profiles of the UK, the Russian Federation, USA, Brazil, People’s Republic of China and India provide insights of national differences in comparison to the global picture.*

On a regional scale, countries form mental landscapes that differentiate continents and regions from each other.

Looking at the world map, regional similarities can be observed:

- Two regions with optimistic, high trust students are Latin America and Asia - Conservatives are the dominant student mentality;
- Two regions with low trust, “modern” values are Eastern-Europe & Russia, and Australia - Hedonists are most common and Conservatives are rare;
- North-America is the region with low trust and “traditional” value students - Loyalist are the most prevalent student mentality;
- Western Europe has a fairly equal balance between the mentalities – with Hedonists, Loyalists and Liberalists being the most prevalent mentalities.

*Note: separate country profiles of all 18 countries are available.
Optimistic, high trust: Conservatives are the dominant student mentality in two regions: Central & South America and Asia.

Low trust, “traditional” values: Loyalists are the most prevalent student mentality in two regions: North America and Western Europe. (Note: Loyalists and Hedonists are equally as common in Western Europe).

Low trust, “modern” values: Hedonists are the most common and Conservatives the most rare in three regions: Western Europe, Eastern Europe & Russia, and Australia. (Note: Loyalists and Hedonists are equally as common in Western Europe).

Four student mentalities - Index figures global student by region

**Index figures per continent: % continent / % global * 100**

**North America:**
- Loyalist: 119
- Conservative: 112
- Liberalist: 96
- Hedonist: 63

**Central & South America:**
- Conservative: 141
- Liberalist: 109
- Loyalist: 83
- Hedonist: 48

**Western Europe:**
- Hedonist: 111
- Loyalist: 111
- Liberalist: 108
- Conservative: 80

**Eastern Europe & Russia:**
- Hedonist: 144
- Liberalist: 93
- Loyalist: 91
- Conservative: 83

**Asia:**
- Conservative: 113
- Hedonist: 97
- Loyalist: 96
- Liberalist: 86

**Australia:**
- Hedonist: 137
- Liberalist: 109
- Loyalist: 100
- Conservative: 71

February 2014
Top study areas

- Science: 30% (14%)
- Business and/or Economics: 17% (16%)
- Computing and/or Information Technology: 13% (15%)
- Creative Arts: 11% (5%)
- Social Science: 11% (12%)

Top topics of interest

- Entertainment, music, nightlife: 59% (63%)
- Online, surfing the web, social media: 59% (63%)
- Electronics, computers: 56% (51%)
- Food, cooking, restaurants: 52% (58%)
- Travelling: 51% (83%)

Top study areas

- Science: 30% (14%)
- Business and/or Economics: 17% (16%)
- Computing and/or Information Technology: 13% (15%)
- Creative Arts: 11% (5%)
- Social Science: 11% (12%)

Top topics of interest

- Entertainment, music, nightlife: 59% (63%)
- Online, surfing the web, social media: 59% (63%)
- Electronics, computers: 56% (51%)
- Food, cooking, restaurants: 52% (58%)
- Travelling: 51% (83%)

Science is studied more in the UK than globally.

ISIC cardholders in the UK show a strong interest in travelling.

A personal desktop p is used less for internet access in the UK than globally.

Favourite brands

- Google: 62% (62%)
- Facebook: 59% (59%)
- Apple: 57% (58%)
- Coca Cola: 56% (51%)
- Microsoft: 46% (47%)

Access to internet

- Personal laptop: 79% (77%)
- Smart phone: 78% (62%)
- Personal desktop computer: 38% (45%)
- Shared computer (e.g. in a library): 32% (20%)
- Mobile phone: 23% (22%)

Access to news

- Internet: 83% (85%)
- Social media (Facebook posts,): 57% (60%)
- Television: 57% (66%)
- Magazine: 32% (30%)
- Printed newspapers: 30% (40%)

Spending & paying for large purchases

- Buying clothes: 62% (56%)
- Going out: 44% (46%)
- Dining: 40% (43%)
- Directly: 57% (44%)
- Depends: 19% (28%)

General UK students

 ISIC UK cardholders

 (%) Global comparison

February 2014
### Top study areas

<table>
<thead>
<tr>
<th>Field</th>
<th>General Russia students</th>
<th>ISIC Russia cardholders</th>
<th>Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and/or Economics</td>
<td>22% (16%)</td>
<td>24% (22%)</td>
<td></td>
</tr>
<tr>
<td>Engineering</td>
<td>17% (16%)</td>
<td>19% (13%)</td>
<td></td>
</tr>
<tr>
<td>Social Science</td>
<td>13% (12%)</td>
<td>11% (14%)</td>
<td></td>
</tr>
<tr>
<td>Medicine</td>
<td>12% (9%)</td>
<td>7% (8%)</td>
<td></td>
</tr>
<tr>
<td>Science</td>
<td>12% (14%)</td>
<td>14% (13%)</td>
<td></td>
</tr>
</tbody>
</table>

**Medicine** is studied more in Russia than globally.

### Top topics of interest

<table>
<thead>
<tr>
<th>Topic</th>
<th>General Russia students</th>
<th>ISIC Russia cardholders</th>
<th>(% Global comparison)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online, surfing the web, social media,...</td>
<td>65% (63%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travelling</td>
<td>49% (58%)</td>
<td></td>
<td>86% (83%)</td>
</tr>
<tr>
<td>Entertainment, music, nightlife</td>
<td>48% (63%)</td>
<td></td>
<td>49% (62%)</td>
</tr>
<tr>
<td>Food, cooking, restaurants</td>
<td>43% (52%)</td>
<td></td>
<td>49% (60%)</td>
</tr>
<tr>
<td>Sports</td>
<td>42% (40%)</td>
<td></td>
<td>47% (43%)</td>
</tr>
</tbody>
</table>

**Online, surfing the web, social media,...** is more popular in Russia than globally.

### Favourite brands

<table>
<thead>
<tr>
<th>Brand</th>
<th>General Russia students</th>
<th>ISIC Russia cardholders</th>
<th>(% Global comparison)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike</td>
<td>54% (43%)</td>
<td></td>
<td>49% (41%)</td>
</tr>
<tr>
<td>BMW</td>
<td>54% (40%)</td>
<td></td>
<td>42% (36%)</td>
</tr>
<tr>
<td>Microsoft</td>
<td>51% (47%)</td>
<td></td>
<td>57% (39%)</td>
</tr>
<tr>
<td>Samsung</td>
<td>51% (51%)</td>
<td></td>
<td>43% (41%)</td>
</tr>
<tr>
<td>Apple</td>
<td>57% (58%)</td>
<td></td>
<td>66% (64%)</td>
</tr>
</tbody>
</table>

### Access to internet

<table>
<thead>
<tr>
<th>Device</th>
<th>General Russia students</th>
<th>ISIC Russia cardholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal laptop</td>
<td>74% (77%)</td>
<td>68% (86%)</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>46% (26%)</td>
<td>24% (22%)</td>
</tr>
<tr>
<td>Smart phone</td>
<td>43% (62%)</td>
<td>67% (70%)</td>
</tr>
<tr>
<td>Personal desktop computer</td>
<td>41% (45%)</td>
<td>45% (31%)</td>
</tr>
<tr>
<td>Tablet</td>
<td>23% (23%)</td>
<td>29% (26%)</td>
</tr>
<tr>
<td>Tablet</td>
<td>23% (23%)</td>
<td>29% (26%)</td>
</tr>
</tbody>
</table>

**Personal laptop** and **Mobile phone** access is higher in Russia than globally.

### Access to news

<table>
<thead>
<tr>
<th>Medium</th>
<th>General Russia students</th>
<th>ISIC Russia cardholders</th>
<th>(% Global comparison)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>83% (85%)</td>
<td>94% (91%)</td>
<td></td>
</tr>
<tr>
<td>Television</td>
<td>71% (66%)</td>
<td>47% (63%)</td>
<td></td>
</tr>
<tr>
<td>Social media (Facebook posts,...)</td>
<td>68% (60%)</td>
<td>68% (70%)</td>
<td></td>
</tr>
<tr>
<td>Printed newspapers</td>
<td>39% (40%)</td>
<td>34% (45%)</td>
<td></td>
</tr>
<tr>
<td>E-mail alerts</td>
<td>28% (22%)</td>
<td>26% (26%)</td>
<td></td>
</tr>
</tbody>
</table>

### Spending & paying for large purchases

<table>
<thead>
<tr>
<th>Activity</th>
<th>General Russia students</th>
<th>ISIC Russia cardholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying clothes</td>
<td>62% (56%)</td>
<td></td>
</tr>
<tr>
<td>Dining</td>
<td>58% (43%)</td>
<td></td>
</tr>
<tr>
<td>Going out</td>
<td>48% (46%)</td>
<td></td>
</tr>
<tr>
<td>Pay for it all at once</td>
<td>45% (44%)</td>
<td></td>
</tr>
<tr>
<td>Depends on my finances</td>
<td>38% (28%)</td>
<td></td>
</tr>
</tbody>
</table>

**Buying clothes** and **Dining** are more popular with Russian students than globally.

---

February 2014
### Example North America: Country profile USA

#### Top study areas

<table>
<thead>
<tr>
<th>Subject</th>
<th>General USA students</th>
<th>ISIC USA cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicine</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Social Science</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Business and/or Economics</td>
<td>19%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Science</td>
<td>14%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Computing and/or Information Technology</td>
<td>18%</td>
<td>15%</td>
<td>18%</td>
</tr>
</tbody>
</table>

#### Top topics of interest

<table>
<thead>
<tr>
<th>Topic</th>
<th>General USA students</th>
<th>ISIC USA cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment, music, nightlife</td>
<td>73%</td>
<td>65%</td>
<td>63%</td>
</tr>
<tr>
<td>Online, surfing the web, social media,…</td>
<td>51%</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>Food, cooking, restaurants</td>
<td>55%</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td>Travelling</td>
<td>53%</td>
<td>58%</td>
<td>58%</td>
</tr>
<tr>
<td>Electronics, computers,…</td>
<td>53%</td>
<td>51%</td>
<td>51%</td>
</tr>
</tbody>
</table>

#### Access to internet

<table>
<thead>
<tr>
<th>Device</th>
<th>General USA students</th>
<th>ISIC USA cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal laptop</td>
<td>95%</td>
<td>91%</td>
<td>95%</td>
</tr>
<tr>
<td>Smart phone</td>
<td>69%</td>
<td>73%</td>
<td>70%</td>
</tr>
<tr>
<td>Personal desktop computer</td>
<td>46%</td>
<td>31%</td>
<td>45%</td>
</tr>
<tr>
<td>Tablet</td>
<td>44%</td>
<td>23%</td>
<td>26%</td>
</tr>
<tr>
<td>Shared computer (e.g. in a library or workplace)</td>
<td>14%</td>
<td>20%</td>
<td>14%</td>
</tr>
</tbody>
</table>

#### Favourite brands

<table>
<thead>
<tr>
<th>Brand</th>
<th>General USA students</th>
<th>ISIC USA cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>76%</td>
<td>68%</td>
<td>76%</td>
</tr>
<tr>
<td>Apple</td>
<td>67%</td>
<td>73%</td>
<td>67%</td>
</tr>
<tr>
<td>Facebook</td>
<td>61%</td>
<td>65%</td>
<td>61%</td>
</tr>
<tr>
<td>Coca Cola</td>
<td>55%</td>
<td>37%</td>
<td>51%</td>
</tr>
<tr>
<td>Microsoft</td>
<td>52%</td>
<td>47%</td>
<td>47%</td>
</tr>
</tbody>
</table>

#### Access to news

<table>
<thead>
<tr>
<th>Source</th>
<th>General USA students</th>
<th>ISIC USA cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>88%</td>
<td>91%</td>
<td>85%</td>
</tr>
<tr>
<td>Television</td>
<td>71%</td>
<td>61%</td>
<td>66%</td>
</tr>
<tr>
<td>Social media (Facebook posts,…</td>
<td>59%</td>
<td>74%</td>
<td>60%</td>
</tr>
<tr>
<td>Printed newspapers</td>
<td>33%</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>Magazine</td>
<td>31%</td>
<td>31%</td>
<td>34%</td>
</tr>
</tbody>
</table>

#### Spending & paying for large purchases

<table>
<thead>
<tr>
<th>Activity</th>
<th>General USA students</th>
<th>ISIC USA cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying clothes</td>
<td>55%</td>
<td>52%</td>
<td>56%</td>
</tr>
<tr>
<td>Dining</td>
<td>54%</td>
<td>54%</td>
<td>53%</td>
</tr>
<tr>
<td>Going out</td>
<td>43%</td>
<td>53%</td>
<td>46%</td>
</tr>
<tr>
<td>Pay for it all at once</td>
<td>59%</td>
<td>54%</td>
<td>54%</td>
</tr>
<tr>
<td>Depends on my finances</td>
<td>21%</td>
<td>26%</td>
<td>28%</td>
</tr>
</tbody>
</table>

In comparison to their peers, students in the USA rely less on newspapers to read news.

More students in the USA access the internet via their personal laptop, than elsewhere in the world.

In comparison to their peers, students in the USA study medicine than globally.

ISIC cardholders in the USA show a strong interest in travelling.

General USA students | ISIC USA cardholders | (%) Global comparison

February 2014
**Top study areas**

- Engineering: 16% (16%)
  - ISIC Brazil cardholders: 16% (13%)
- Computing and/or Information Technology: 15% (15%)
  - ISIC Brazil cardholders: 13% (8%)
- Education: 10% (8%)
  - ISIC Brazil cardholders: 10% (6%)
- Business and/or Economics: 9% (16%)
  - ISIC Brazil cardholders: 13% (22%)

**Top topics of interest**

- Online, surfing the web, social media,...: 71% (63%)
- Entertainment, music, nightlife: 68% (63%)
- Electronics, computers,...: 68% (51%)
- Travelling: 66% (58%)
- Economy, politics, current affairs,...: 63% (33%)

**Favourite brands**

- Facebook: 79% (59%)
- Apple: 78% (58%)
- Samsung: 75% (51%)
- Google: 72% (62%)
- Microsoft: 71% (47%)

**Access to internet**

- Personal laptop: 74% (77%)
- Personal desktop computer: 68% (45%)
- Smart phone: 65% (62%)
- Shared computer (e.g. in a library...): 47% (20%)
- Mobile phone: 47% (26%)

**Access to news**

- Internet: 96% (85%)
- Television: 76% (66%)
- Social media (Facebook posts,...): 71% (70%)
- Printed newspapers: 44% (40%)
- Digital apps: 44% (21%)

**Spending & paying for large purchases**

- Buying clothes: 66% (59%)
- Going out: 68% (64%)
- Buying books, magazines or...: 63% (41%)
- Pay for it all at once: 72% (64%)
- Depends on my finances: 71% (47%)

**Global comparison**

- Students in Brazil use digital news apps more than their global peers.
- Brazilian students are significantly more inclined to spend money on books or magazines.

---

**Almost 50% more students in Brazil study law in comparison to the global student population.**

**Example Central & South America: Country profile Brazil**

---

**February 2014**
### Top study areas

<table>
<thead>
<tr>
<th>Area</th>
<th>General China students</th>
<th>ISIC China cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering</td>
<td>23% (16%)</td>
<td>12% (13%)</td>
<td></td>
</tr>
<tr>
<td>Computing and/or Information Tech</td>
<td>20% (15%)</td>
<td>9% (8%)</td>
<td></td>
</tr>
<tr>
<td>Business and/or Economics</td>
<td>18% (16%)</td>
<td>32% (22%)</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>14% (8%)</td>
<td>(3%) (6%)</td>
<td></td>
</tr>
<tr>
<td>Medicine</td>
<td>12% (9%)</td>
<td>5% (8%)</td>
<td></td>
</tr>
</tbody>
</table>

Business & Economics are studied more in China than globally.

### Top topics of interest

<table>
<thead>
<tr>
<th>Area</th>
<th>General China students</th>
<th>ISIC China cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online, surfing the web, social media, ...</td>
<td>61% (63%)</td>
<td>42% (48%)</td>
<td></td>
</tr>
<tr>
<td>Entertainment, music, nightlife</td>
<td>54% (63%)</td>
<td>51% (62%)</td>
<td></td>
</tr>
<tr>
<td>Food, cooking, restaurants</td>
<td>54% (52%)</td>
<td>62% (60%)</td>
<td></td>
</tr>
<tr>
<td>Travelling</td>
<td>51% (58%)</td>
<td>77% (83%)</td>
<td></td>
</tr>
<tr>
<td>Art, literature, history, ...</td>
<td>46% (42%)</td>
<td>59% (54%)</td>
<td></td>
</tr>
</tbody>
</table>

ISIC cardholders show a strong interest in travelling.

### Access to internet

<table>
<thead>
<tr>
<th>Device</th>
<th>General China students</th>
<th>ISIC China cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal laptop</td>
<td>85%</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>Smart phone</td>
<td>56% (62%)</td>
<td>78% (70%)</td>
<td></td>
</tr>
<tr>
<td>Mobile phone</td>
<td>31% (26%)</td>
<td>18% (22%)</td>
<td></td>
</tr>
<tr>
<td>Personal desktop computer</td>
<td>23% (45%)</td>
<td>33% (31%)</td>
<td></td>
</tr>
<tr>
<td>Tablet</td>
<td>11% (23%)</td>
<td>46% (26%)</td>
<td></td>
</tr>
</tbody>
</table>

### Access to news

<table>
<thead>
<tr>
<th>Source</th>
<th>General China students</th>
<th>ISIC China cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>83%</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>Television</td>
<td>43% (66%)</td>
<td>53% (63%)</td>
<td></td>
</tr>
<tr>
<td>Social media</td>
<td>30% (60%)</td>
<td>74% (70%)</td>
<td></td>
</tr>
<tr>
<td>E-mail alerts</td>
<td>25% (22%)</td>
<td>38% (26%)</td>
<td></td>
</tr>
<tr>
<td>Printed newspapers</td>
<td>24% (40%)</td>
<td>40% (45%)</td>
<td></td>
</tr>
</tbody>
</table>

Social media is an important source for news for ISIC cardholders in China.

### Spending & paying for large purchases

<table>
<thead>
<tr>
<th>Activity</th>
<th>General China students</th>
<th>ISIC China cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying clothes</td>
<td>64% (56%)</td>
<td>61% (51%)</td>
<td></td>
</tr>
<tr>
<td>Dining</td>
<td>48% (43%)</td>
<td>43% (40%)</td>
<td></td>
</tr>
<tr>
<td>Going out</td>
<td>32% (46%)</td>
<td>31% (47%)</td>
<td></td>
</tr>
<tr>
<td>Pay for it all at once</td>
<td>35% (44%)</td>
<td>36% (47%)</td>
<td></td>
</tr>
<tr>
<td>Depends on my finances</td>
<td>24% (28%)</td>
<td>33% (31%)</td>
<td></td>
</tr>
</tbody>
</table>
## General India students

### Top study areas

<table>
<thead>
<tr>
<th>Category</th>
<th>General India students</th>
<th>ISIC India cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering</td>
<td>39%</td>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
<td>Computing and/or Information Technology</td>
<td>30%</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>Business and/or Economics</td>
<td>17%</td>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
<td>Science</td>
<td>12%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Education</td>
<td>7%</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Top topics of interest

<table>
<thead>
<tr>
<th>Category</th>
<th>General India students</th>
<th>ISIC India cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment, music, nightlife</td>
<td>65%</td>
<td>54%</td>
<td>62%</td>
</tr>
<tr>
<td>Online, surfing the web, social media,...</td>
<td>64%</td>
<td>54%</td>
<td>48%</td>
</tr>
<tr>
<td>Sports</td>
<td>57%</td>
<td>38%</td>
<td>43%</td>
</tr>
<tr>
<td>Electronics, computers,...</td>
<td>55%</td>
<td>54%</td>
<td>38%</td>
</tr>
<tr>
<td>Gaming</td>
<td>36%</td>
<td>54%</td>
<td>47%</td>
</tr>
</tbody>
</table>

## ISIC India cardholders

### Top study areas

<table>
<thead>
<tr>
<th>Category</th>
<th>General India students</th>
<th>ISIC India cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering</td>
<td></td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Computing and/or Information Technology</td>
<td></td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>Business and/or Economics</td>
<td></td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>Science</td>
<td>17%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Education</td>
<td>8%</td>
<td>5%</td>
<td>6%</td>
</tr>
</tbody>
</table>

### Top topics of interest

<table>
<thead>
<tr>
<th>Category</th>
<th>General India students</th>
<th>ISIC India cardholders</th>
<th>(%) Global comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment, music, nightlife</td>
<td>61%</td>
<td>54%</td>
<td>55%</td>
</tr>
<tr>
<td>Online, surfing the web, social media,...</td>
<td>60%</td>
<td>54%</td>
<td>51%</td>
</tr>
<tr>
<td>Sports</td>
<td>46%</td>
<td>54%</td>
<td>43%</td>
</tr>
<tr>
<td>Electronics, computers,...</td>
<td>55%</td>
<td>54%</td>
<td>38%</td>
</tr>
<tr>
<td>Gaming</td>
<td>36%</td>
<td>54%</td>
<td>47%</td>
</tr>
</tbody>
</table>

## Global comparison

- General Indian students are more inclined to save their disposable money than their global peers.
- Facebook is preferred more by students in India than globally.
The Global Student Mentality: International Student Research

Chapter 5:
Getting to know the four student mentalities:
Finances & expenditures
Spending behaviour and attitude towards credit
- Students spend most of their disposable income on buying clothes or other personal items (56%), going out with friends (46%) and going out to eat (43%).
- 22% students spend their spare money on travelling.
- Saving money is important to 37% of students.
- Students show a cautious attitude towards loans or credit.

Financial products and services
- Students opt for cash (76%) as their preferred method of payment.
- Payment cards (debit, credit, prepaid) are used by more than half of students.

Online and mobile banking
- 53% of students use online/internet banking, 22% use mobile banking.
- Students use online or mobile banking far more to check their accounts than for making payments.
- When asked why they don’t use online banking, 38% of students say they don’t need it and 29% say they don’t feel it is secure. The same for mobile banking: 41% say they don’t need it, 30% say they don’t feel it is secure.

Appeal of financial services
- The overall key appeal of financial services for students is driven by opportunities to save money.
Spending behaviour

Please tick the 3 options you spend your spare money mostly on (min. 1 and max. 3)

- Buying clothes or other personal items: 56%
- Going out with friends: 46%
- Going out to eat: 43%
- Saving: 37%
- Travelling: 22%
- Buying books, magazines or newspapers: 21%
- Multimedia: 17%
- On concerts, festivals, music purchases: 14%
- Sports: 11%
- Other (please specify): 3%
- I have no money to spend: 1%

Total (n=1,313)

Most money is being spent on buying clothes or other personal items, followed by going out, either with friends or to eat.

Saving money is important to over one third of students.

Travelling is important to more than a fifth of students.

20% of students spend money on books, magazines and newspapers.
Most spare money is being spent on buying personal items, especially by Liberalists. Going out with friends is also important for many students and especially to Liberalists.

Conservatives are more inclined than their peers to save money during their studies.

Liberalists spend relatively more on reading (books, magazines, newspapers) and enjoying cultural events (concerts, festivals, music).
Attitude towards large purchases

When making a large purchase what do you prefer?

- Paying for the entire purchase at once: 44%
- Paying smaller amounts over the course of a year: 8%
- Paying a larger portion up front followed by smaller payments: 5%
- Depends on my financial situation at the time of purchase: 28%
- Depends on the purchase: 11%
- I don’t know: 3%

Total (n=1,313)

Students would prefer to pay for large purchases in full instead of taking on credit.
### Attitude towards large purchases

When making a large purchase (for example a laptop) almost half of students prefer to pay for the entire purchase at once.

<table>
<thead>
<tr>
<th>Payment Method</th>
<th>Loyalist (n=332)</th>
<th>Hedonist (n=284)</th>
<th>Conservative (n=441)</th>
<th>Liberalist (n=255)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paying for the entire purchase at once</td>
<td>44%</td>
<td>47%</td>
<td>41%</td>
<td>45%</td>
</tr>
<tr>
<td>Paying smaller amounts over the course of a year</td>
<td>7%</td>
<td>7%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Paying a larger portion up front followed by smaller payments</td>
<td>4%</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Depends on my financial situation at the time of purchase</td>
<td>25%</td>
<td>14%</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>Depends on the purchase</td>
<td>9%</td>
<td>10%</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>I don't know</td>
<td>6%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Overall, there is no difference between the four student mentalities in how they pay for large purchases.
Which of the following financial products and services do you use?

- **Cash**: 76%
- **Bank account**: 62%
- **Debit card**: 56%
- **Internet/online banking**: 53%
- **PayPal**: 48%
- **Online transfers**: 35%
- **Credit card**: 28%
- **Mobile banking**: 22%
- **Prepaid card**: 15%
- **Money transfers (e.g. Western Union, MoneyGram etc.)**: 13%
- **Other (please specify)**: 1%
- **None of the above**: 3%

- **Total** (n=1,313)

- **Cash** is the most popular payment method for students.
- **Two thirds of students** have a bank account.
- **Internet/online banking** is used by half of students, and mobile banking by one quarter.
- **Bank cards**, e.g. a debit, credit or prepaid card, are used widely amongst students.
Which of the following financial products and services do you use?

More Liberalists use internet and mobile banking than their peers.

How many times per month do you use...?
Reasons for using digital banking

For what purpose do you use internet/online or mobile banking?

- Transfer money
- Pay bills or loans
- Check to see if I received money
- Check to see how much I have spent in the last week or month
- Check to see how much money I have left

Students use online or mobile services more for checking their accounts than for making payments.
Check how much money I have left

Students use both mobile and internet banking similarly to check the amount of money they have left in their accounts.
Students are interested to check what they have spent.

Conservatives have a preference for mobile banking, whilst the other three mentalities prefer online banking.
Students use both mobile and internet banking almost equally to check if they have received money.

Hedonists prefer mobile banking, whereas the other three mentalities prefer online banking.
Pay bills or loans

Internet/online banking
- Loyalist: 47%
- Hedonist: 45%
- Conservative: 38%
- Liberalist: 40%

Mobile banking
- Loyalist: 26%
- Hedonist: 24%
- Conservative: 40%
- Liberalist: 16%

Students use online services more than mobile banking for paying their bills.

Conservatives use mobile banking for paying bills more than their peers.
Reasons for not using online banking

Why don’t you use internet/online banking?

- I don't need it: 38%
- I don't feel it is secure: 29%
- I prefer to do my banking face to face: 23%
- Too difficult: 10%
- Too expensive: 7%
- My bank doesn't provide it: 6%
- Other: 14%

- Over one third of the students do not consider online banking to be necessary
- Almost one third of the students do not consider online banking to be secure
- Doing banking face to face is important for almost a quarter of students
- 10% of students find online banking too difficult
- Some students consider online banking as expensive

Total (n=620)
Reasons for not using online banking

- **I don't need it**
  - Loyalist: 37%
  - Hedonist: 38%
  - Conservative: 27%
  - Liberalist: 24%
- **I don't feel it is secure**
  - Loyalist: 24%
  - Hedonist: 16%
  - Conservative: 23%
  - Liberalist: 26%
- **I prefer to do my banking face to face**
  - Loyalist: 12%
  - Hedonist: 13%
  - Conservative: 25%
  - Liberalist: 27%
- **Too difficult**
  - Loyalist: 7%
  - Hedonist: 9%
  - Conservative: 5%
  - Liberalist: 6%
- **Too expensive**
  - Loyalist: 6%
  - Hedonist: 8%
  - Conservative: 7%
  - Liberalist: 10%
- **My bank doesn't provide it**
  - Loyalist: 3%
  - Hedonist: 6%
  - Conservative: 9%
  - Liberalist: 17%
- **Other**
  - Loyalist: 17%
  - Hedonist: 12%
  - Conservative: 20%
  - Liberalist: 9%

All four student mentalities are almost in agreement about finding online banking unnecessary.

Conservatives are more conscious of security than their peers.

Liberalists and Conservatives want to do their banking face to face.

Hedonists are the students who find online banking more difficult and more expensive than their peers.

Loyalists (n=164)  
Hedonists (n=123)  
Conservatives (n=231)  
Liberalists (n=103)

Footnote: All percentages rounded to nearest whole number.
Reasons for not using mobile banking

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don't need it</td>
<td>41%</td>
</tr>
<tr>
<td>I don't feel it is secure</td>
<td>30%</td>
</tr>
<tr>
<td>I prefer to do my banking face to face</td>
<td>17%</td>
</tr>
<tr>
<td>I don't have a smartphone</td>
<td>15%</td>
</tr>
<tr>
<td>Too difficult</td>
<td>10%</td>
</tr>
<tr>
<td>My bank doesn't provide it</td>
<td>6%</td>
</tr>
<tr>
<td>Too expensive</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
</tbody>
</table>

Total (n=1,018)

- Over one third of students do not consider mobile banking to be necessary.
- Almost one third of students do not consider mobile banking to be secure.
- 10% of students find mobile banking too difficult.
Reasons for not using mobile banking

I don't need it
- Loyalist: 43%
- Hedonist: 40%
- Conservative: 30%
- Liberalist: 40%

I don't feel it is secure
- Loyalist: 24%
- Hedonist: 32%
- Conservative: 35%
- Liberalist: 42%

I prefer to do my banking face to face
- Loyalist: 17%
- Hedonist: 18%
- Conservative: 20%
- Liberalist: 20%

I don't have a smartphone
- Loyalist: 12%
- Hedonist: 13%
- Conservative: 20%
- Liberalist: 20%

Too difficult
- Loyalist: 10%
- Hedonist: 14%
- Conservative: 16%
- Liberalist: 14%

My bank doesn't provide it
- Loyalist: 5%
- Hedonist: 6%
- Conservative: 6%
- Liberalist: 6%

Too expensive
- Loyalist: 4%
- Hedonist: 6%
- Conservative: 6%
- Liberalist: 6%

Other
- Loyalist: 14%
- Hedonist: 11%
- Conservative: 12%
- Liberalist: 12%

All four student mentalities are almost in agreement about finding mobile banking unnecessary.

Liberalists primarily, followed by Conservatives, do not consider mobile banking to be secure.

Hedonists and Liberalists feel mobile banking is too difficult.
The overall key appeal of financial services for students is driven by opportunities to save money.
Appeal of financial services

Which financial services are most appealing to you?

- Extensive nationwide branch network: 23%
- A mobile banking app: 21%
- Bank image: 21%
- International assistance or presence (e.g. when travelling or studying abroad): 20%
- An electronic wallet for all of your payment cards that allows you to pay online or in store: 20%
- Interesting loan product offers (e.g. student loans): 18%
- A budgeting/money management app: 17%
- Other (please specify): 1%

Total (n=1,313)

Over 20% of students find a mobile banking app interesting.

Services specifically beneficial for travelling are attractive to one fifth of students.
Liberalists are more interested than their peers in financial services that allow them to save money.
Conservatives and Liberalists are more interested in financial products and services that will assist them when travelling, reflecting their overall interest in exploring the world.
The Global Student Mentality: International Student Research

Chapter 6: Getting to know the 4 student mentalities:
Daily life
Topics of interest
• Students are mostly interested in entertainment, music and nightlife (63%) and online activities such as surfing the web, social media and blogging (63%).
• The third most important interest for students is travelling.

Travel
• Half of all students travelled in 2012, 30% third travelled more than once in the year.
• Travelling is mostly for vacation purposes (64%).
• 12% of students travel to study abroad.

Employment
• Almost half of students have a job in addition to their studies.

Brands
• Google, Facebook, Apple, Samsung and Coca Cola are the top five most appealing brands.

Celebrities
• The top celebrities preferred by students are mostly politicians, world leaders and entrepreneurs.

Music
• Classical music (33%) is just as popular as hip hop (34%) and electronic music (32%). Only pop and rock music genres are more popular.
What topics are you interested in?

- Entertainment, music, nightlife: 63%
- Online, surfing the web, social media, blogging: 63%
- Travelling: 58%
- Food, cooking, restaurants: 52%
- Electronics, computers, phones, gadgets: 51%
- Gaming: 47%
- Art, literature, history, archaeology, world heritage: 42%
- Sports: 40%
- Nature and environment: 39%
- Fashion: 38%

**Total (n=1,313)**

Travel is the third most important topic of interest.
Topics of interest

- Entertainment, music, nightlife: Loyalist 56%, Hedonist 68%, Conservative 64%, Liberalist 74%
- Online, surfing the web, social media, blogging: Loyalist 50%, Hedonist 61%, Conservative 62%, Liberalist 66%
- Travelling: Loyalist 47%, Hedonist 64%, Conservative 72%
- Food, cooking, restaurants: Loyalist 44%, Hedonist 59%, Conservative 57%, Liberalist 52%
- Electronics, computers, phones, gadgets: Loyalist 45%, Hedonist 54%, Conservative 51%, Liberalist 47%
- Gaming: Loyalist 46%, Hedonist 50%, Conservative 49%, Liberalist 46%
- Art, literature, history, archaeology, world heritage: Loyalist 29%, Hedonist 32%, Conservative 49%, Liberalist 58%
- Sports: Loyalist 35%, Hedonist 42%, Conservative 46%
- Nature and environment: Loyalist 28%, Hedonist 34%, Conservative 46%
- Fashion: Loyalist 31%, Hedonist 33%, Conservative 41%, Liberalist 50%

Entertainment is especially important for the high trust and outgoing Liberalists and Conservatives.

Online activities are preferred by the more low trust and introverted Loyalists and Hedonists.

Overall, travel is the third favourite interest for students, particularly for Conservatives and Liberalists.
How many times did you travel to another country in 2012?

- 0 times: 51%
- 1 time: 22%
- 2 times: 14%
- 3 times: 5%
- 4 times: 3%
- 5 times: 2%

Nearly half of all students travelled at least once in 2012.
Nearly half of all students travelled in 2012. Overall, Hedonists travelled less than their peers.
Travel

What was the purpose of your last trip?

- Vacation: 64%
- Visiting family: 22%
- Visiting friends: 16%
- Study abroad: 12%
- Festival: 7%
- Work or business: 5%
- Volunteering: 5%
- Internship: 3%
- Other (please specify): 4%

Total (n=645)

Study Abroad is an important reason for travelling.
Vacation is by far the top reason for travelling, especially for Liberalists. Visiting family and friends are second and third most important reasons to travel, particularly for Liberalists. For Loyalists and Conservatives studying abroad is more important than for their peers.
Do you work (in addition to your studies)?

- Yes: 41%
- No: 59%

Over 40% of the students have a job alongside their studies.
Almost half of students work in addition to their studies. High trust, outgoing Liberalists and Conservatives are more likely to work whilst studying than their peers.
If you work, what best describes your employment status?

- I am employed: 40%
- I work on a casual base (ad hoc, from time to time): 36%
- I am self employed: 14%
- I do an internship: 13%
- I work as a volunteer: 13%
- I am a PhD student: 4%
- Other (please specify): 4%

Total (n=541)
Employment

Hedonists and Liberalists, who are more open to change, are more likely to work on a casual or ad hoc basis.

Loyalists and Conservatives tend to do more volunteer work.

- I am employed
- I work on a casual base (ad hoc, from time to time)
- I am self employed
- I do an internship
- I work as a volunteer
- I am a PhD student

Other (please specify):

Loyalist (n=127)  Hedonist (n=103)  Conservative (n=197)  Liberalist (n=113)
Brands: top 10

Which of the following brands appeal to you? (Regardless of if you actually use these brands)

- Google: 62%
- Facebook: 59%
- Apple: 58%
- Samsung: 51%
- Coca Cola: 51%
- Microsoft: 47%
- McDonalds: 46%
- Nike: 43%
- BMW: 40%
- Walt Disney: 38%

Total (n=1,313)

Google is the top brand for students, followed by Facebook and Apple.
### Brands: rated 11-20

Which of the following brands appeal to you? (Regardless of if you actually use these brands)

<table>
<thead>
<tr>
<th>Brand</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISA</td>
<td>33%</td>
</tr>
<tr>
<td>Starbucks</td>
<td>31%</td>
</tr>
<tr>
<td>IKEA</td>
<td>30%</td>
</tr>
<tr>
<td>H&amp;M</td>
<td>30%</td>
</tr>
<tr>
<td>Converse All-star</td>
<td>29%</td>
</tr>
<tr>
<td>Levis</td>
<td>29%</td>
</tr>
<tr>
<td>MasterCard</td>
<td>28%</td>
</tr>
<tr>
<td>Red Bull</td>
<td>27%</td>
</tr>
<tr>
<td>Porsche</td>
<td>26%</td>
</tr>
<tr>
<td>MTV</td>
<td>24%</td>
</tr>
</tbody>
</table>

*Total (n=1,313)*
Brands: rated >20

Which of the following brands appeal to you? (Regardless of if you actually use these brands)

<table>
<thead>
<tr>
<th>Brand</th>
<th>Appeal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yahoo</td>
<td>22%</td>
</tr>
<tr>
<td>Dolce &amp; Gabbana</td>
<td>21%</td>
</tr>
<tr>
<td>Hugo Boss</td>
<td>19%</td>
</tr>
<tr>
<td>Heineken</td>
<td>19%</td>
</tr>
<tr>
<td>Body Shop</td>
<td>19%</td>
</tr>
<tr>
<td>Greenpeace</td>
<td>17%</td>
</tr>
<tr>
<td>CNN</td>
<td>16%</td>
</tr>
<tr>
<td>UNESCO</td>
<td>14%</td>
</tr>
<tr>
<td>Vodafone</td>
<td>10%</td>
</tr>
<tr>
<td>Amnesty International</td>
<td>8%</td>
</tr>
<tr>
<td>Citi bank</td>
<td>8%</td>
</tr>
<tr>
<td>Al Jazeera</td>
<td>5%</td>
</tr>
<tr>
<td>None of the above</td>
<td>3%</td>
</tr>
</tbody>
</table>

Total (n=1,313)
Loyalists and Conservatives have a stronger preference for Facebook than their peers.

Conservatives are more loyal to Yahoo compared to their peers.

Google is liked more by Conservatives and Liberalists.
Apple is strongly liked by students, and even more so by Conservatives and Liberalists.

Samsung is the second most favoured brand after Apple, with Hedonists showing a slight preference for Samsung.

Microsoft is more popular among Conservatives.
Brands: cafés and restaurants

McDonalds

- Loyalist (n=332): 44%
- Hedonist (n=284): 41%
- Conservative (n=441): 50%
- Liberalist (n=255): 46%

McDonalds appeals very strongly to all students and especially to Conservatives.

Starbucks

- Loyalist (n=332): 24%
- Hedonist (n=284): 26%
- Conservative (n=441): 38%
- Liberalist (n=255): 37%

Starbucks has a greater fan base amongst Conservatives and Liberals compared to Loyalists and Hedonists.
Brands: Sporting apparel

In general, Nike is an appealing brand to students, particularly to Loyalists and Conservatives.

Converse All-star is more appealing to Conservative and Liberalist students.
Conservative students find luxury cars more appealing than the other student mentalities and are more attracted to brands in general.
Walt Disney, a family friendly brand, is less appealing to Hedonist students, while family-focused Conservatives and Liberalists are attracted to Walt Disney.

MTV is more appealing to Conservative and Liberalist students.
Students have a strong preference for the Coca Cola brand. Conservatives like Coca Cola more than their peers.

Conservatives also like Red Bull and Heineken more than their peers.
Hedonists are less interested in fashion brands than their peers.

Hugo Boss appeals more to Conservatives.

Brands: fashion

- Levis: Loyalist 28%, Hedonist 23%, Conservative 33%, Liberalist 31%
- Dolce & Gabbana: Loyalist 21%, Hedonist 15%, Conservative 23%, Liberalist 25%
- Hugo Boss: Loyalist 18%, Hedonist 17%, Conservative 23%, Liberalist 18%
Greenpeace, Amnesty International & UNESCO appeal more to Liberalists who, in general, express an overall interest in human rights and sustainability.
Brands: news networks

CNN is more appealing to Conservatives

Loyalist (n=332)  Hedonist (n=284)  Conservative (n=441)  Liberalist (n=255)
Which of the following people appeal to you?

- Barack Obama: 41%
- Bill Gates: 40%
- Nelson Mandela: 29%
- Shakira: 24%
- Dalai Lama: 23%
- Rihanna: 21%
- Usain Bolt: 21%
- Mark Zuckerberg: 20%
- Lady Gaga: 19%
- Oprah Winfrey: 19%

The celebrities who appeal most to students are primarily politicians, world leaders and entrepreneurs.
Which of the following people appeal to you?

- Lionel Messi: 18%
- Rafael Nadal: 18%
- Kate Middleton: 17%
- Jay-Z: 14%
- Pope Francis: 12%
- Angela Merkel: 9%
- Justin Bieber: 9%
- Vladimir Putin: 9%
- Ban Ki-moon: 8%
- Richard Branson: 6%

Total (n=1,313)
Celebrities: politicians & world leaders

Politicians and world leaders are more appealing to high trust Conservatives and Liberalists.

Barack Obama: 36% Loyalist, 22% Hedonist, 20% Conservative, 9% Liberalist
Nelson Mandela: 36% Loyalist, 21% Hedonist, 33% Conservative, 36% Liberalist
Dalai Lama: 27% Loyalist, 28% Hedonist, 17% Conservative, 10% Liberalist
Pope Francis: 11% Loyalist, 14% Hedonist, 13% Conservative, 11% Liberalist
Angela Merkel: 5% Loyalist, 8% Hedonist, 13% Conservative, 10% Liberalist
Vladimir Putin: 7% Loyalist, 8% Hedonist, 12% Conservative, 12% Liberalist
Ban Ki-moon: 6% Loyalist, 8% Hedonist, 9% Conservative, 8% Liberalist
Kate Middleton: 11% Loyalist, 17% Hedonist, 19% Conservative, 22% Liberalist
Aung San Suu Kyi: 5% Loyalist, 8% Hedonist, 8% Conservative, 6% Liberalist
Sonia Gandhi: 4% Loyalist, 6% Hedonist, 10% Conservative, 5% Liberalist
Celebrities: musicians & pop idols

Musicians and pop idols are less appealing to Hedonists and more attractive to Conservatives.
Athletes are more appealing to the traditionally minded Conservatives. Hedonists, on the other hand, aren’t drawn to celebrity athletes.
### Celebrities: entrepreneurs

<table>
<thead>
<tr>
<th>Celebrity</th>
<th>Loyalist (n=332)</th>
<th>Hedonist (n=284)</th>
<th>Conservative (n=441)</th>
<th>Liberalist (n=255)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill Gates</td>
<td>36%</td>
<td>37%</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Mark Zuckerberg</td>
<td>17%</td>
<td>24%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Oprah Winfrey</td>
<td>15%</td>
<td>13%</td>
<td>24%</td>
<td>21%</td>
</tr>
<tr>
<td>Richard Branson</td>
<td>4%</td>
<td>8%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Entrepreneurs and business leaders are more appealing to Conservatives.
Don’t like (international) celebrities

- Loyalist (n=332)
- Hedonist (n=284)
- Conservative (n=441)
- Liberalist (n=255)

International celebrities are less appealing to Hedonists.
**Music genres**

What kind of music genres do you like to listen to?

- **Pop** 58%
- **Rock** 56%
- **Hip hop** 34%
- **Classical** 33%
- **Electronic** 32%
- **R&B** 28%
- **Jazz** 21%
- **Country** 19%
- **Blues** 17%
- **Latin** 17%
- **Reggae** 17%
- **Other (please specify):** 16%

*Total (n=1,313)*

- Pop and rock music are the most preferred music genre for all students.
- Classical music is just as popular as hip hop and electronic music.
Music genres

Pop and rock music are the most popular music styles. Hedonists are less attracted to these music genres than their peers.

Classical music is preferred more by Conservatives and Liberalists.

Electronic music is liked most by Liberalists who, in general, are more innovative than their peers.
The Global Student Mentality: International Student Research

Chapter 7:
Getting to know the four student mentalities:
News & media consumption
Motivations
• Students use news media primarily to stay up-to-date on what’s happening in the world (77%), to learn something (69%) and to be entertained (61%).

Channels
• The internet (85%) is the main channel where students get their news from, followed by television (66%) and social media (60%).
• Students expect to use websites less often in two years, expecting to use e-books and news apps more often.
• 21% of students currently use digital apps to get news.
• Print media still plays a role in students’ life: printed newspapers (40%) and magazines (30%).

Media consumption patterns
• More than 60% of students scan news headlines and only read what they find interesting, whilst 30% read articles from start to finish.
Which of the following media types do you use regularly? & Which of the following media types do you expect to use regularly two years from now?

- **Websites**: The most used media type, but students expect to use them less in two years.
- **E-books**: Students expect to use these media more often in the coming 2 years.
- **News App**: Students expect to use e-books and new apps more in two years.
- **Print publication**: Decrease
- **Free online or offline media**: Increase

February 2014
February 2014

**Media channels**

- **Green** = increase 2 years from now
- **Red** = decrease 2 years from now

- **Conservatives** anticipate they will use e-books and news apps more in the future.
- **Liberalists** expect to use less free media in 2 years than their peers.
- **Loyalists** expect to reduce their use of print publications in favour of digital sources like e-books and news apps.
- **Hedonists** expect to use print media such as newspapers more often in 2 years than their peers.

- **E-books**
- **I purchase newspapers or...**
- **News App**
- **Print publication**
- **Free online or offline media**
- **Websites**

**Loyalist**
- E-books: Increase
- I purchase newspapers: Decrease
- News App: Increase
- Print publication: Increase
- Free online or offline media: Increase
- Websites: Increase

**Hedonist**
- E-books: Increase
- I purchase newspapers: Decrease
- News App: Increase
- Print publication: Increase
- Free online or offline media: Increase
- Websites: Increase

**Conservative**
- E-books: Increase
- I purchase newspapers: Decrease
- News App: Decrease
- Print publication: Increase
- Free online or offline media: Increase
- Websites: Decrease

**Liberalist**
- E-books: Decrease
- I purchase newspapers: Decrease
- News App: Increase
- Print publication: Decrease
- Free online or offline media: Increase
- Websites: Decrease

**Websites**
- **Loyalist**
- **Hedonist**
- **Conservative**
- **Liberalist**

Free online or offline media
- **Loyalist**
- **Hedonist**
- **Conservative**
- **Liberalist**

**News App**
- **Loyalist**
- **Hedonist**
- **Conservative**
- **Liberalist**

**Print publication**
- **Loyalist**
- **Hedonist**
- **Conservative**
- **Liberalist**

**I purchase newspapers or...**
- **Loyalist**
- **Hedonist**
- **Conservative**
- **Liberalist**

E-books
- **Loyalist**
- **Hedonist**
- **Conservative**
- **Liberalist**

**Free online or offline media**
- **Loyalist**
- **Hedonist**
- **Conservative**
- **Liberalist**
Motivations for using news media

What purpose does news media have for you?

- Staying up-to-date on what's going on in the world: 77%
- To learn something: 69%
- To be entertained: 61%
- Having something to discuss with others: 42%
- Other (please specify): 1%

Total (n=1,313)
Motivations for using news media

- Staying up-to-date on what's going on in the world:
  - Loyalist (n=332): 72%
  - Hedonist (n=284): 78%
  - Conservative (n=441): 86%
  - Liberalist (n=255): 86%

- To learn something:
  - Loyalist (n=332): 66%
  - Hedonist (n=284): 73%
  - Conservative (n=441): 73%
  - Liberalist (n=255): 78%

- To be entertained:
  - Loyalist (n=332): 60%
  - Hedonist (n=284): 57%
  - Conservative (n=441): 58%
  - Liberalist (n=255): 64%

- Having something to discuss with others:
  - Loyalist (n=332): 43%
  - Hedonist (n=284): 42%
  - Conservative (n=441): 47%
  - Liberalist (n=255): 35%

Other (please specify):
- Loyalist (n=332): 1%
- Hedonist (n=284): 1%
- Conservative (n=441): 2%
- Liberalist (n=255): 1%

Generally, Liberalists and Conservatives are more interested in news with Hedonists being the least interested.

Conservatives and Liberalists look to the news to stay up-to-date, but also to learn something.

Loyalists also enjoy the social aspect of news: entertainment and giving them something to talk about with others.
### Where do you get your news from?

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>85%</td>
</tr>
<tr>
<td>Television</td>
<td>66%</td>
</tr>
<tr>
<td>Social media (Facebook posts, Twitter feeds etc)</td>
<td>60%</td>
</tr>
<tr>
<td>Printed newspapers</td>
<td>40%</td>
</tr>
<tr>
<td>Magazine</td>
<td>30%</td>
</tr>
<tr>
<td>E-mail alerts</td>
<td>22%</td>
</tr>
<tr>
<td>Digital apps</td>
<td>21%</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td>2%</td>
</tr>
<tr>
<td>I don't read/watch news</td>
<td>1%</td>
</tr>
</tbody>
</table>

Total (n=1,313)

- Internet, television and social media are the main media channels used by students.
- More than 20% of students get their news from apps.
- Print media also plays a role in students' news consumption habits.
## News media channels

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Loyalist (n=332)</th>
<th>Hedonist (n=284)</th>
<th>Conservative (n=441)</th>
<th>Liberalist (n=255)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>92%</td>
<td>87%</td>
<td>83%</td>
<td>79%</td>
</tr>
<tr>
<td>Television</td>
<td>69%</td>
<td>65%</td>
<td>57%</td>
<td>55%</td>
</tr>
<tr>
<td>Social media (Facebook posts, Twitter feeds etc)</td>
<td>68%</td>
<td>64%</td>
<td>52%</td>
<td>54%</td>
</tr>
<tr>
<td>Printed newspapers</td>
<td>47%</td>
<td>38%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Magazine</td>
<td>46%</td>
<td>37%</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>E-mail alerts</td>
<td>37%</td>
<td>26%</td>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>Digital apps</td>
<td>24%</td>
<td>19%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I don't read/watch news</td>
<td>17%</td>
<td>12%</td>
<td>9%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Conservatives and Liberalists use apps more than their peers.**

**Liberalists are strong users of all media channels in general, especially internet, television and social media.**

When it comes to printed newspapers and magazines, Conservatives and Liberalists are far stronger users of print publications than their peers.
News consumption patterns

How do you read news?

- I scan headlines and read what I find interesting: 64%
- I like to read articles when I have time: 50%
- I read articles from start to finish: 30%
- I scroll or scan articles but don't read word for word: 27%
- I scan Twitter and Facebook headlines to see what's going on, but don't read full articles: 25%
- I look at article summaries in my news feed: 25%
- I prefer to read the comments to articles (on websites): 19%
- None of the above: 1%

Total (n=1,293)

Almost two thirds of the students scan headlines and read what they find interesting.

Close to one third of students read articles from start to finish rather than simply scanning articles or headlines.
News consumption patterns

I scan headlines and read what I find interesting

I like to read articles when I have time

I read articles from start to finish

I scroll or scan articles but don’t read word for word

I scan Twitter and Facebook headlines to see what’s going on, but don’t read full articles

I look at article summaries in my news feed

I prefer to read the comments to articles (on websites)

None of the above

Loyalist (n=322)  Hedonist (n=282)  Conservative (n=434)  Liberalist (n=255)

Students have different ways to consume news, Liberalists scan headlines more often whilst Conservatives like to read articles when they have time.

Hedonists consume news less than their peers.
The Global Student Mentality: International Student Research

Chapter 8:
Getting to know the four student mentalities:
Internet & technology
Access the internet
- Laptops and smart phones are used more to access the internet than desktop computers

Mobile technologies
- About three quarters of all students use apps frequently on their phone.
- About half of the students use QR codes occasionally.

Online activities
- Email (78%) is still the most popular online activity, used far more often than social media (66%).
- Students use the internet more for studying (71%) than for social media (66%).

Online presence
- In terms of online footprint, 27% of students have their own YouTube channel and 21% have a personal blog. This is in addition to their presence on social networks.

Privacy
- Privacy is important to students, a quarter of all students do not feel secure or comfortable with their privacy on the net.
## Access to the internet

Which of the following devices do you use regularly to access the internet?

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal laptop</td>
<td>77%</td>
</tr>
<tr>
<td>Smart phone</td>
<td>62%</td>
</tr>
<tr>
<td>Personal desktop computer</td>
<td>45%</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>26%</td>
</tr>
<tr>
<td>Tablet</td>
<td>23%</td>
</tr>
<tr>
<td>Shared computer (e.g. in a library or workplace)</td>
<td>20%</td>
</tr>
<tr>
<td>Smart TV (e.g. Apple TV)</td>
<td>8%</td>
</tr>
<tr>
<td>E-reader</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Total (n=1,313)**

- Laptops and smart phones are more used than desktop computers to access the internet.
- Tablets lag behind other devices for accessing the internet.
Access to internet

Liberalists and Conservatives use laptops more than their peers.

Conservatives use tablets more frequently.

Smartphones and desktop computers are used regularly, particularly by Loyalists.
Mobile technologies

I sometimes use QR codes

- 18% Totally disagree
- 27% Disagree
- 26% Agree
- 8% Totally agree
- 21% Not applicable

About half of the students use QR codes sometimes.

I frequently use my apps on my phone

- 6% Totally disagree
- 14% Disagree
- 39% Agree
- 34% Totally agree
- 7% Not applicable

About three quarters of students frequently use apps on their phone.
I frequently use apps on my phone

<table>
<thead>
<tr>
<th>Category</th>
<th>Totally disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Totally agree</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loyalist</td>
<td>6%</td>
<td>16%</td>
<td>43%</td>
<td>31%</td>
<td>4%</td>
</tr>
<tr>
<td>Hedonist</td>
<td>7%</td>
<td>19%</td>
<td>41%</td>
<td>25%</td>
<td>8%</td>
</tr>
<tr>
<td>Conservative</td>
<td>5%</td>
<td>9%</td>
<td>38%</td>
<td>40%</td>
<td>9%</td>
</tr>
<tr>
<td>Liberalist</td>
<td>8%</td>
<td>13%</td>
<td>34%</td>
<td>37%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Conservatives and Liberalists use apps more often than their peers.
The 4 mentalities have similar patterns in regards to using QR codes.
Online activities

Which of the following online services do you use regularly?

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>78%</td>
</tr>
<tr>
<td>Watching TV, movies, YouTube</td>
<td>73%</td>
</tr>
<tr>
<td>Listening to music</td>
<td>72%</td>
</tr>
<tr>
<td>Studying</td>
<td>71%</td>
</tr>
<tr>
<td>Social media</td>
<td>66%</td>
</tr>
<tr>
<td>Reading websites that are of interest to me</td>
<td>63%</td>
</tr>
<tr>
<td>Reading/watching news</td>
<td>54%</td>
</tr>
<tr>
<td>Playing games</td>
<td>52%</td>
</tr>
<tr>
<td>Making purchases</td>
<td>47%</td>
</tr>
<tr>
<td>Text messaging (SMS)</td>
<td>46%</td>
</tr>
</tbody>
</table>

Total (n=1,313)

Email is used more often than social media.

Students use the internet more for studying than for social media.
Even though a majority of students use the internet for studying, Hedonists are the least likely to do so. Liberalists are more engaged in a greater number of online activities. Hedonists are the least engaged.
Which of the following social networks do you use regularly?

- **Facebook**: 82%
- **YouTube**: 65%
- **Twitter**: 32%
- **Google+**: 26%
- **Instagram**: 21%
- **Tumblr**: 11%
- **LinkedIn**: 6%
- **VKontakte**: 6%
- **Pinterest**: 5%
- **MySpace**: 4%

*Total (n=1,313)*

Facebook is the most used social network except for in Russia and China where local social media platforms are preferred.
Social media channels

Conservatives and Liberalists are the strongest social media users across almost all channels. Hedonists are the least.
Outside of social networks, what sort of personal online presence do you have?

- I have my own YouTube channel: 27%
- I have my own blog: 21%
- I have my own website: 9%
- I have my own photo blogging site: 8%
- I have my own vlog (video log): 3%

For students who have an online presence in addition to social networks, more than 20% have their own YouTube channel and blog.
Loyalist (n=332) | Hedonist (n=284) | Conservative (n=441) | Liberalist (n=255)

- I have my own YouTube channel:
  - Liberalists: 23%
  - Conservatives: 32%
  - Liberals: 32%
  - Hedonists: 19%
  - Loyalists: 23%

- I have my own blog:
  - Liberalists: 20%
  - Conservatives: 23%
  - Liberals: 23%
  - Hedonists: 17%
  - Loyalists: 20%

- I have my own website:
  - Liberalists: 11%
  - Conservatives: 12%
  - Liberals: 12%
  - Hedonists: 7%
  - Loyalists: 6%

- I have my own photo blogging site:
  - Liberalists: 8%
  - Conservatives: 10%
  - Liberals: 10%
  - Hedonists: 7%
  - Loyalists: 6%

- I have my own vlog (video log):
  - Liberalists: 5%
  - Conservatives: 5%
  - Liberals: 5%
  - Hedonists: 2%
  - Loyalists: 2%

Liberalists and Conservatives have a greater online presence across almost all channels.
Privacy is important to students. Around a quarter of students do not feel secure or comfortable with their privacy on the net.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Totally disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Totally agree</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel secure purchasing online</td>
<td>4%</td>
<td>20%</td>
<td>53%</td>
<td>19%</td>
<td>3%</td>
</tr>
<tr>
<td>I am comfortable accessing personal documents on my phone</td>
<td>5%</td>
<td>21%</td>
<td>42%</td>
<td>25%</td>
<td>7%</td>
</tr>
<tr>
<td>I like to share experiences online</td>
<td>6%</td>
<td>26%</td>
<td>45%</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>I am very conscious about submitting personal information online</td>
<td>2%</td>
<td>12%</td>
<td>47%</td>
<td>36%</td>
<td>4%</td>
</tr>
<tr>
<td>I trust that my personal information is treated carefully by organisations</td>
<td>7%</td>
<td>25%</td>
<td>49%</td>
<td>17%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Conservatives and Liberalists feel more comfortable than their peers, Hedonists feel least comfortable.
I am comfortable accessing personal documents on my phone

<table>
<thead>
<tr>
<th></th>
<th>Totally disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Totally agree</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loyalist</td>
<td>5%</td>
<td>20%</td>
<td>44%</td>
<td>26%</td>
<td>6%</td>
</tr>
<tr>
<td>Hedonist</td>
<td>5%</td>
<td>29%</td>
<td>44%</td>
<td>16%</td>
<td>5%</td>
</tr>
<tr>
<td>Conservative</td>
<td>5%</td>
<td>15%</td>
<td>43%</td>
<td>27%</td>
<td>10%</td>
</tr>
<tr>
<td>Liberalist</td>
<td>5%</td>
<td>25%</td>
<td>34%</td>
<td>30%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Conservatives feel more comfortable than their peers, Hedonists feel least comfortable
I like to share experiences online

- **Loyalist**: 7% Totally disagree, 27% Disagree, 46% Agree, 14% Totally agree, 6% Not applicable
- **Hedonist**: 9% Totally disagree, 35% Disagree, 40% Agree, 12% Totally agree, 4% Not applicable
- **Conservative**: 5% Totally disagree, 18% Disagree, 49% Agree, 23% Totally agree, 4% Not applicable
- **Liberalist**: 5% Totally disagree, 27% Disagree, 45% Agree, 21% Totally agree, 2% Not applicable

Conservatives feel more comfortable than their peers, Hedonists feel least comfortable.
I trust that my personal information is treated carefully by organisations

<table>
<thead>
<tr>
<th></th>
<th>Totally disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Totally agree</th>
<th>Not applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loyalist</td>
<td>5%</td>
<td>28%</td>
<td>47%</td>
<td>18%</td>
<td>2%</td>
</tr>
<tr>
<td>Hedonist</td>
<td>11%</td>
<td>31%</td>
<td>41%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Conservative</td>
<td>6%</td>
<td>19%</td>
<td>53%</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>Liberalist</td>
<td>6%</td>
<td>25%</td>
<td>53%</td>
<td>15%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Conservatives feel more comfortable than their peers, and low trust Hedonists feel least comfortable.
I am very conscious about submitting personal information online.

- **Loyalist**
  - Totally disagree: 1%
  - Disagree: 13%
  - Agree: 46%
  - Totally agree: 37%
  - Not applicable: 2%

- **Hedonist**
  - Totally disagree: 5%
  - Disagree: 16%
  - Agree: 52%
  - Totally agree: 24%
  - Not applicable: 4%

- **Conservative**
  - Totally disagree: 2%
  - Disagree: 9%
  - Agree: 42%
  - Totally agree: 42%
  - Not applicable: 4%

- **Liberalist**
  - Totally disagree: 2%
  - Disagree: 12%
  - Agree: 48%
  - Totally agree: 35%
  - Not applicable: 3%

Conservatives feel more comfortable than their peers, Hedonists feel least comfortable.
The Global Student Mentality: International Student Research

Chapter 9:
Getting to know the four student mentalities:
The ISIC card
Reasons for getting an ISIC card

- The most important reasons for owning an ISIC card are to prove student status (37%), the appeal of student discounts (32%), because the university uses the ISIC card as their student ID (32%), and when students need a form of ID (32%).
- Saving money is an important reason for students to get an ISIC card with 32% citing the appeal of student discounts and 18% noting that it provided travel discounts and added value to the flight ticket.

Where students find out about the ISIC card

- Most students find out about the ISIC card via their university (35%), from student organisations (13%) or from friends or fellow students (12%).

Usage

- Half of the ISIC card users use their ISIC card every week or more.
- The ISIC card is most frequently used as a campus access card or library card at university (40%), proof of identity (37%), proof of full time student status (36%), to gain access to discounts/benefits (34%) and as a transport pass (33%).
- 24% of ISIC cardholders use their card for travel purposes.
- 20% of ISIC cardholders use their card for banking purposes.
- Most students confirm that the ISIC card proves their student status, helps them to experience the world and saves them money.
Global student versus ISIC cardholder profile

### Study

<table>
<thead>
<tr>
<th>Topic</th>
<th>General students</th>
<th>ISIC cardholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and/or Economics</td>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
<td>Engineering</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Computing and/or Information Technology</td>
<td>15%</td>
<td>8%</td>
</tr>
<tr>
<td>Science</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Social Science</td>
<td>12%</td>
<td>14%</td>
</tr>
</tbody>
</table>

### Topics of interest

<table>
<thead>
<tr>
<th>Topic</th>
<th>General students</th>
<th>ISIC cardholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment, music, nightlife</td>
<td>63%</td>
<td>62%</td>
</tr>
<tr>
<td>Online, surfing the web, social media,...</td>
<td>48%</td>
<td>58%</td>
</tr>
<tr>
<td>Travelling</td>
<td>58%</td>
<td>83%</td>
</tr>
<tr>
<td>Food, cooking, restaurants</td>
<td>52%</td>
<td>60%</td>
</tr>
<tr>
<td>Electronics, computers,...</td>
<td>51%</td>
<td>38%</td>
</tr>
</tbody>
</table>

### Favourite brands

<table>
<thead>
<tr>
<th>Brand</th>
<th>General students</th>
<th>ISIC cardholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>62%</td>
<td>64%</td>
</tr>
<tr>
<td>Facebook</td>
<td>59%</td>
<td>59%</td>
</tr>
<tr>
<td>Apple</td>
<td>58%</td>
<td>64%</td>
</tr>
<tr>
<td>Coca Cola</td>
<td>37%</td>
<td>51%</td>
</tr>
<tr>
<td>Samsung</td>
<td>41%</td>
<td>51%</td>
</tr>
</tbody>
</table>

### Access to internet

<table>
<thead>
<tr>
<th>Access Method</th>
<th>General students</th>
<th>ISIC cardholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal laptop</td>
<td>77%</td>
<td>86%</td>
</tr>
<tr>
<td>Smart phone</td>
<td>62%</td>
<td>70%</td>
</tr>
<tr>
<td>Personal desktop computer</td>
<td>45%</td>
<td>31%</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>26%</td>
<td>22%</td>
</tr>
<tr>
<td>Tablet</td>
<td>23%</td>
<td>26%</td>
</tr>
</tbody>
</table>

### Access to news

<table>
<thead>
<tr>
<th>Access Method</th>
<th>General students</th>
<th>ISIC cardholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>85%</td>
<td>91%</td>
</tr>
<tr>
<td>Television</td>
<td>66%</td>
<td>63%</td>
</tr>
<tr>
<td>Social media</td>
<td>60%</td>
<td>70%</td>
</tr>
<tr>
<td>Printed newspapers</td>
<td>40%</td>
<td>45%</td>
</tr>
<tr>
<td>Magazine</td>
<td>30%</td>
<td>34%</td>
</tr>
</tbody>
</table>

### Spending pattern & attitudes

<table>
<thead>
<tr>
<th>Activity</th>
<th>General students</th>
<th>ISIC cardholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying clothes</td>
<td>56%</td>
<td>51%</td>
</tr>
<tr>
<td>Going out</td>
<td>46%</td>
<td>47%</td>
</tr>
<tr>
<td>Dining</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>Paying for the entire purchase at once</td>
<td>44%</td>
<td>47%</td>
</tr>
<tr>
<td>Depends on my financial situation at the time of purchase</td>
<td>28%</td>
<td>31%</td>
</tr>
</tbody>
</table>

ISIC cardholders are strong users of the internet and strong adopters of social media as a source of news. ISIC cardholders travel significantly more than the average student and study business and/or economics more frequently. ISIC cardholders like to be mobile.
Why did you get your ISIC card?

Base - Owns an ISIC card (n=117)

- It allowed me to prove my student status: 37%
- The benefits/discounts/services appeal to me: 32%
- My university/school issues it as my student ID card: 32%
- I needed an ID card: 29%
- It was recommended to me: 29%
- It gives me access to public transport: 19%
- It gave me discounts and added value on my flight ticket: 18%
- It helps track my spending and stay in control of my budget/finances: 18%

Students mainly use an ISIC card to prove their student status, to take advantage of discounts or when their university uses it as their student ID card.

The opportunity to save money is an important reason why students own an ISIC card.

For one fifth of students, travel benefits are also an important reason for owning the ISIC card.
Where did you find out about ISIC card?

Base - Owns an ISIC card (n=117)

- **School/college/university**: 35%
- **Student organisation**: 13%
- **Friends/fellow students**: 12%
- **Travel agency**: 8%
- **Website**: 6%
- **Bank**: 6%
- **Facebook**: 5%
- **Www.isic.org**: 4%
- **Advertisements/books/magazines**: 4%
- **Event**: 2%
- **Online forum**: 2%
- **At location where discounts are offered for ISIC cardholders**: 2%
- **Web advertisement**: 1%

Most students find out about the ISIC card via their university. Other important ways of getting to know ISIC is via student organisations and fellow students.

Some students find out about the ISIC card in their bank.
How often do you use your ISIC card?

**Base - Owns an ISIC card (n=117)**

- **Daily** 20%
- **Weekly** 30%
- **Monthly** 10%
- **Every few months** 11%
- **I have used it only once or twice** 19%
- **I never use it** 9%

Half of ISIC cardholders use their ISIC card every week or more.
For which of the following did you use your ISIC card during the past 12 months?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>At university (e.g. campus access, library card)</td>
<td>40%</td>
</tr>
<tr>
<td>Proof of identity</td>
<td>37%</td>
</tr>
<tr>
<td>Proof of full time student status</td>
<td>36%</td>
</tr>
<tr>
<td>Access to discounts and benefits</td>
<td>34%</td>
</tr>
<tr>
<td>Day to day transport</td>
<td>33%</td>
</tr>
<tr>
<td>Book hostel/flights/tickets</td>
<td>24%</td>
</tr>
<tr>
<td>Banking</td>
<td>20%</td>
</tr>
<tr>
<td>Shopping and online purchases</td>
<td>19%</td>
</tr>
<tr>
<td>Proof of age</td>
<td>18%</td>
</tr>
<tr>
<td>Other (please specify):</td>
<td></td>
</tr>
<tr>
<td>I don’t remember</td>
<td>1%</td>
</tr>
<tr>
<td>I haven’t used it</td>
<td>1%</td>
</tr>
</tbody>
</table>

The ISIC card is most frequently used for university campus access, proof of identity, proof of student status, access to discounts, benefits, and access to day to day transport.

Travel is an important aspect for using the ISIC card.

The ID element of the ISIC card is important to ISIC cardholders.

A fifth of the students use their ISIC card for banking.
The ISIC card allows me to prove I am a student (n=117) 4%

- Totally disagree: 7%
- Disagree: 53%
- Agree: 31%
- Totally agree: 6%

The ISIC card helps me experience and explore the world (n=117) 4%

- Totally disagree: 18%
- Disagree: 52%
- Agree: 13%
- Totally agree: 13%

The ISIC card saves me money (n=117) 2%

- Totally disagree: 13%
- Disagree: 51%
- Agree: 20%
- Totally agree: 14%

Most students confirm that the ISIC card proves their student status, helps them to experience the world and saves them money.
Four student mentalities - Index figures ISIC cardholders per continent

North America:
- Conservative: 117
- Liberalist: 99
- Loyalist: 93
- Hedonist: 79

Central & South America:
- Liberalist: 125
- Conservative: 108
- Loyalist: 87
- Hedonist: 66

Western Europe:
- Hedonist: 136
- Loyalist: 114
- Liberalist: 94
- Conservative: 75

Eastern Europe & Russia:
- Hedonist: 127
- Loyalist: 117
- Liberalist: 91
- Conservative: 80

Asia:
- Conservative: 118
- Loyalist: 101
- Liberalist: 92
- Hedonist: 77

Australia:
- Hedonist: 114
- Conservative: 100
- Liberalist: 99
- Loyalist: 88

Index figures per continent: % continent / % global * 100
Index figures: ISIC cardholders per country

Belgium:
- Liberalist: 110
- Loyalist: 107
- Hedonist: 96
- Conservative: 82

France:
- Liberalist: 117
- Loyalist: 107
- Hedonist: 89
- Conservative: 76

Germany:
- Liberalist: 168
- Loyalist: 115
- Hedonist: 81
- Conservative: 76

United Kingdom:
- Liberalist: 118
- Loyalist: 104
- Hedonist: 77
- Conservative: 77

Poland:
- Liberalist: 152
- Loyalist: 94
- Hedonist: 68
- Conservative: 68

Czech Republic:
- Liberalist: 153
- Loyalist: 91
- Hedonist: 52
- Conservative: 56

Russia Federation:
- Liberalist: 130
- Loyalist: 89
- Hedonist: 89
- Conservative: 88

China:
- Liberalist: 118
- Loyalist: 107
- Hedonist: 104
- Conservative: 77

India:
- Liberalist: 118
- Loyalist: 107
- Hedonist: 104
- Conservative: 77

USA:
- Liberalist: 125
- Loyalist: 118
- Hedonist: 71
- Conservative: 70

Canada:
- Liberalist: 88
- Loyalist: 84
- Hedonist: 88
- Conservative: 77

Mexico:
- Liberalist: 114
- Loyalist: 110
- Hedonist: 70
- Conservative: 70

Brazil:
- Liberalist: 114
- Loyalist: 110
- Hedonist: 70
- Conservative: 70

Argentina:
- Liberalist: 114
- Loyalist: 110
- Hedonist: 70
- Conservative: 70

Australia:
- Liberalist: 114
- Loyalist: 110
- Hedonist: 70
- Conservative: 70

South Korea:
- Liberalist: 114
- Loyalist: 110
- Hedonist: 70
- Conservative: 70

Singapore:
- Liberalist: 114
- Loyalist: 110
- Hedonist: 70
- Conservative: 70

Taiwan:
- Liberalist: 114
- Loyalist: 110
- Hedonist: 70
- Conservative: 70

Index figures per country: % country / % global * 100
Detailed methodology: Research data samples

- The gross response from these five sources was **37,474** completed questionnaires from young people living in **152** countries.
- From the **37,474** people **31,886** were students at the time of completing the questionnaire and **5,588** were not.
- From the **31,886** students we selected **28,599** undergraduate, postgraduate and doctorate students to enable us to be able to make an unbiased comparison between ISIC cardholders and general students.
- From these **28,599** undergraduate, postgraduate and doctorate students we selected **24,380** students from the 18 countries in which we did research through research panels in order to compare ISIC students with general students.
- From these **24,380** undergraduate, postgraduate and doctorate students from 18 countries we excluded the **8,771** undergraduate, postgraduate and doctorate students from the ISIC central database and the ISIC local database that did not own an ISIC card at the time of completing the survey.
- We also excluded **2,894** general students that we sampled additionally in India, Brazil and Singapore in order to make country report in these countries in order to prevent a skewed picture of the general students.
- What remains is **12,715** students divided between two groups.
  - On the one hand **1,313** general students from 18 countries (Argentina, Australia, Belgium, Brazil, Canada, China, Czech Republic, France, Germany, India, South Korea, Mexico, Poland, Russian Federation, Singapore, Taiwan, United Kingdom, United States)
  - On the other hand **11,402** people from the ISIC databases from 19 countries (previously mentioned plus Bulgaria) of whom **9,426** had an ISIC card at the moment they participated in the survey (contact Motivaction for further information)
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