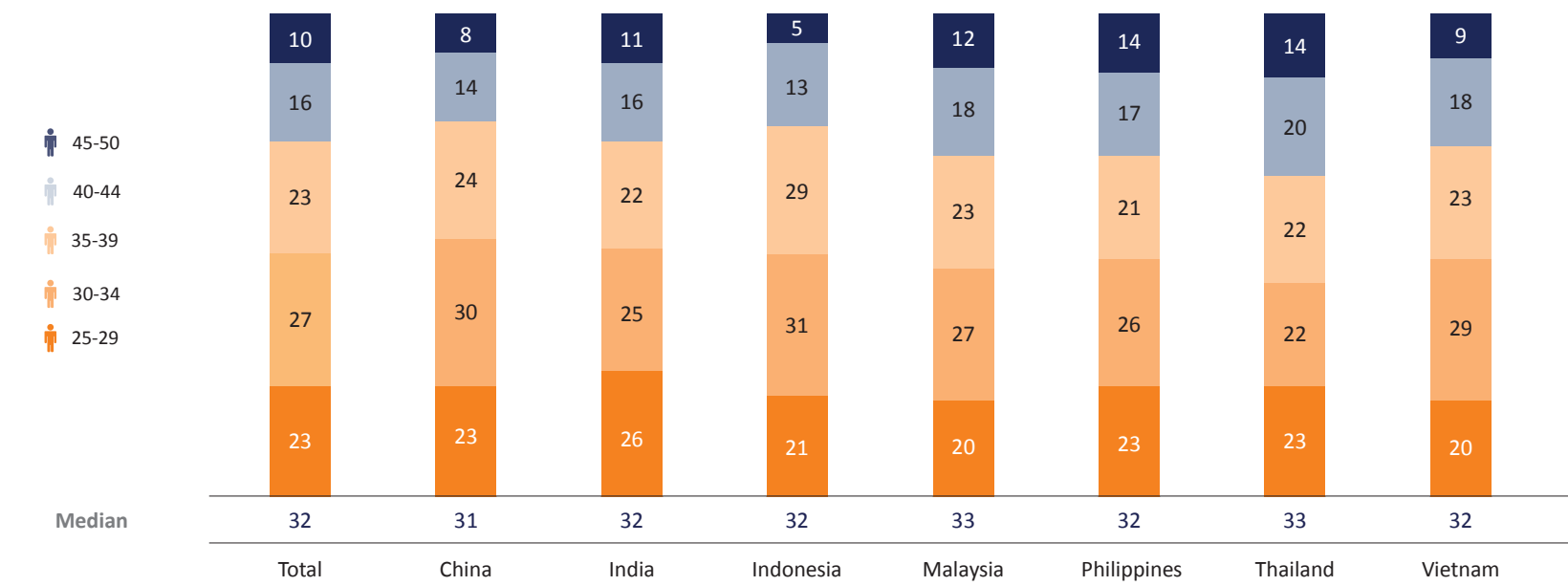
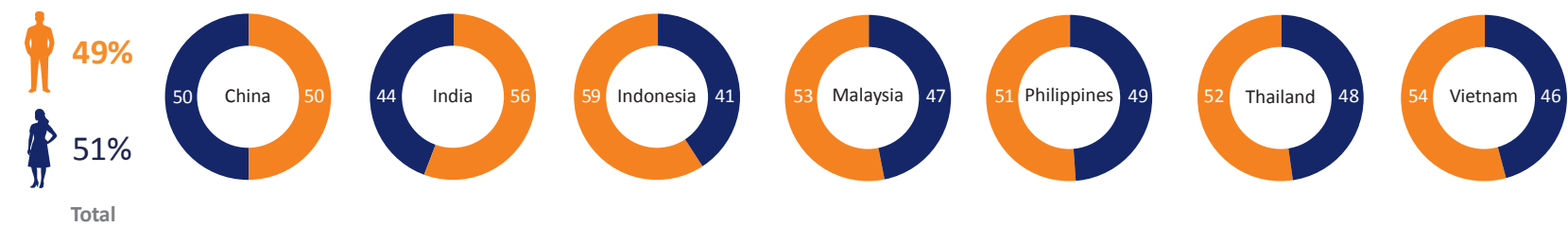


Respondent Demographics

Age (%)

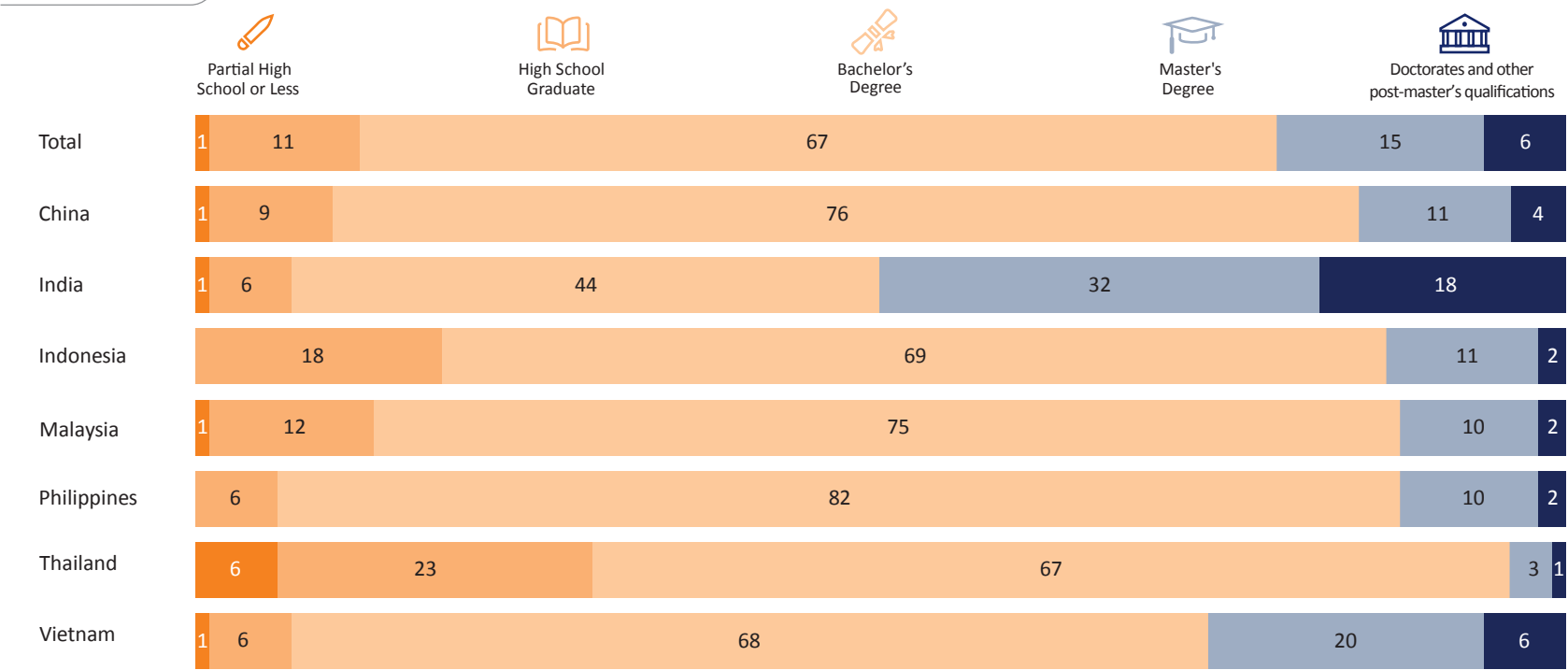


Gender (%)

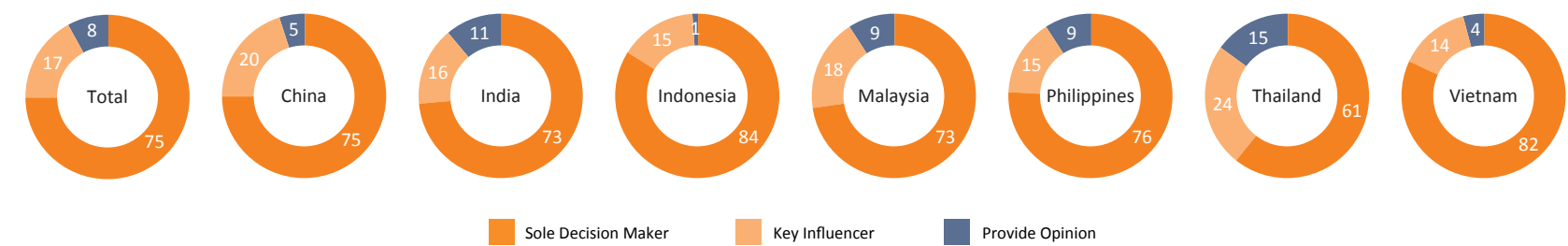


S1. Are you...? | S2. What is your age? (Base: All respondents)

Education (%)

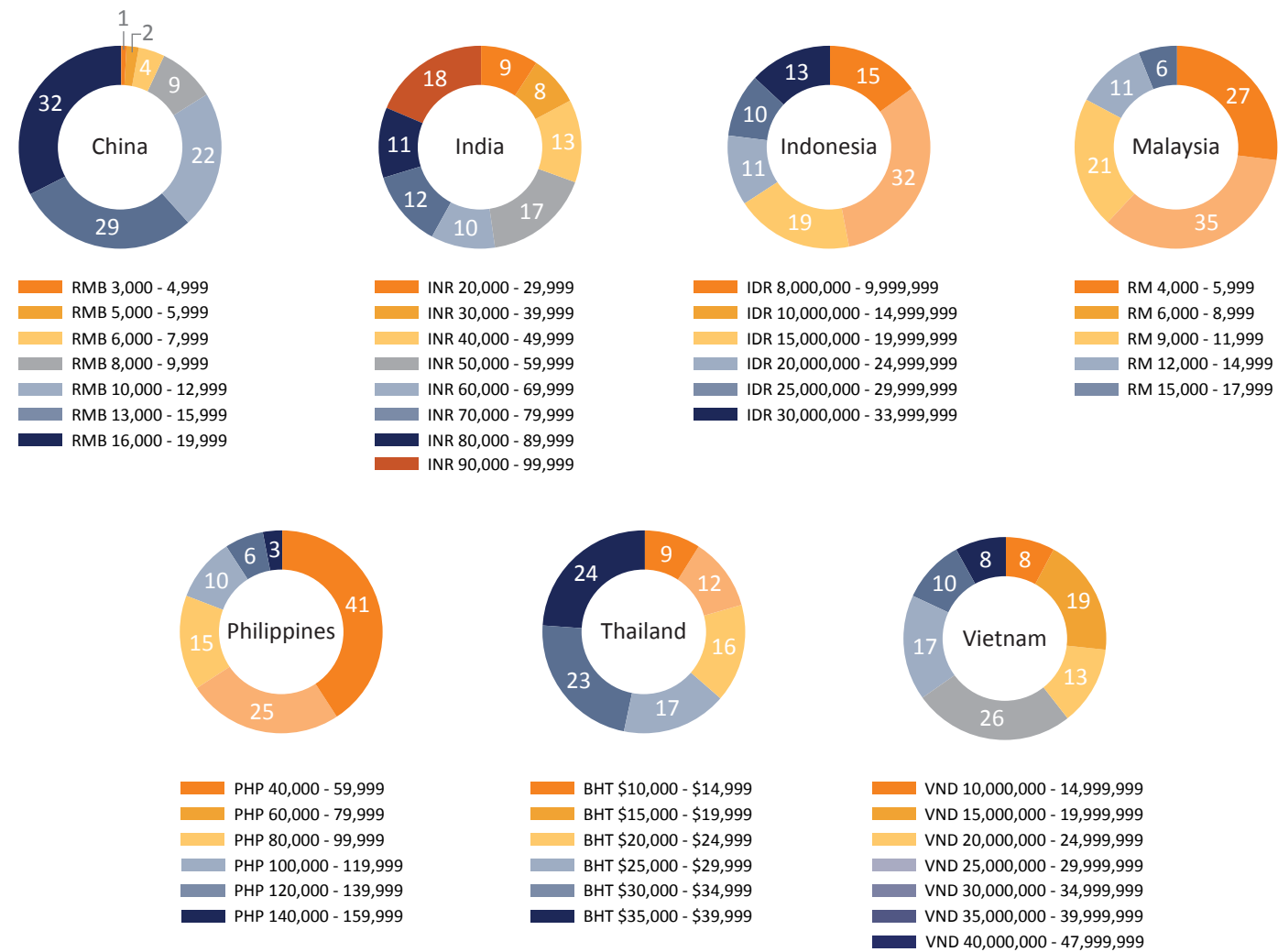


Role in financial decision-making (%)



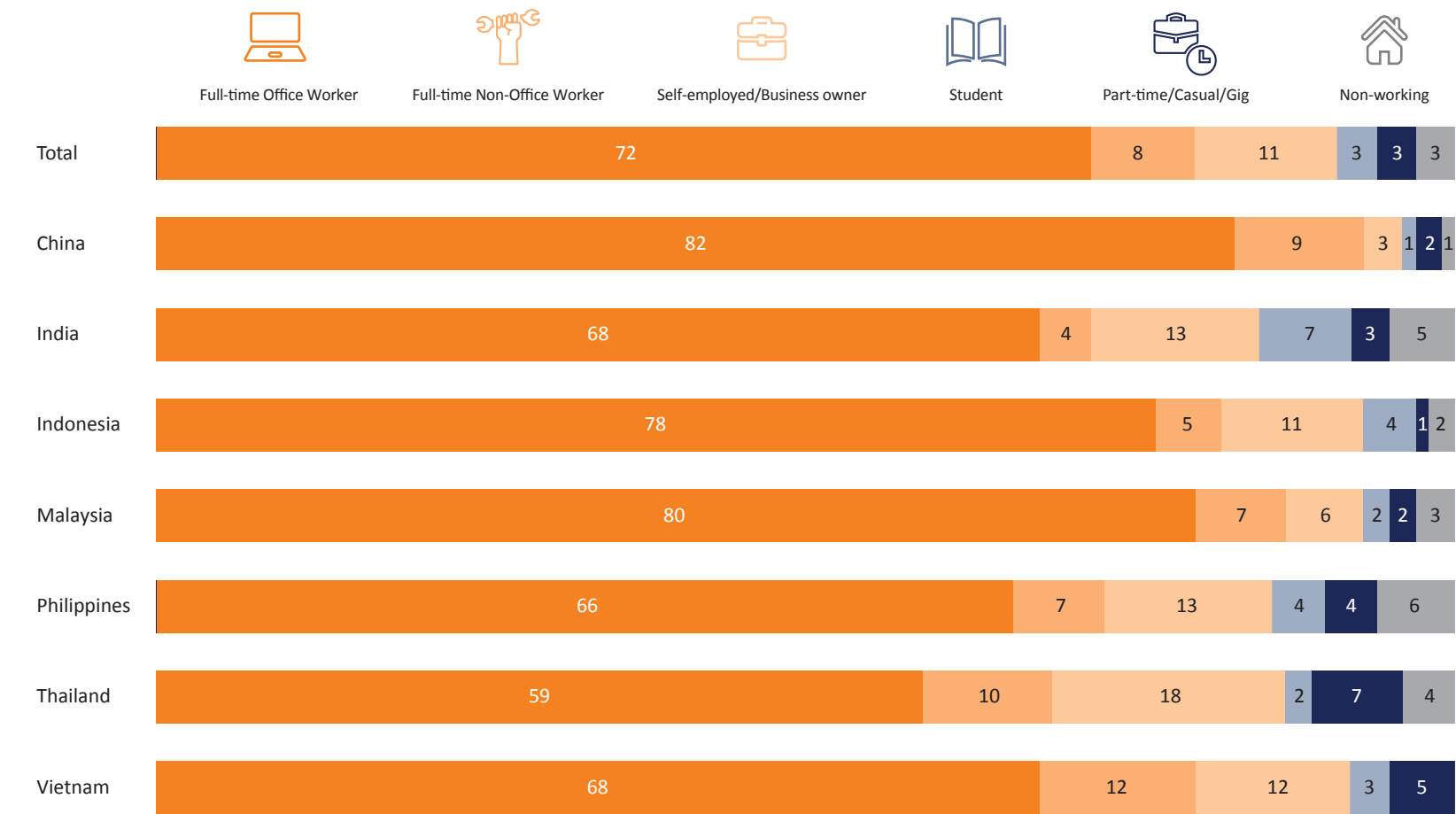
S6. What is the highest level of education you have achieved? | S3. What is your role in your household's financial decisions? (Base: All respondents)

Household income (%)



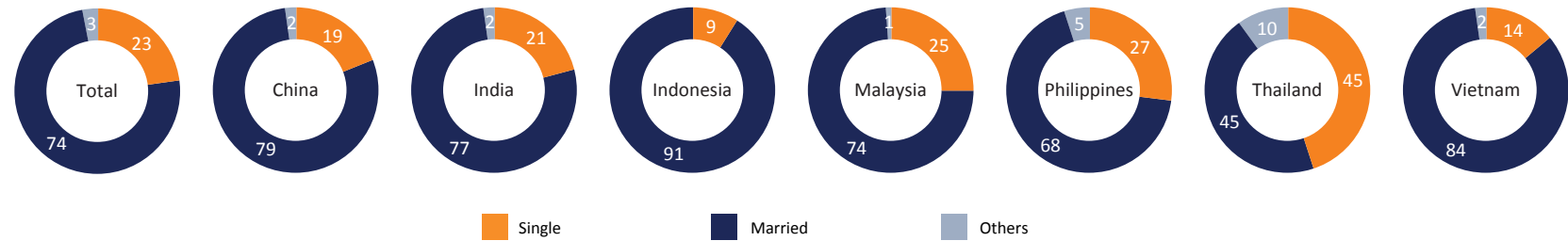
S4. What is your current monthly household income (before tax)? (Base: All respondents)

Employment status (%)

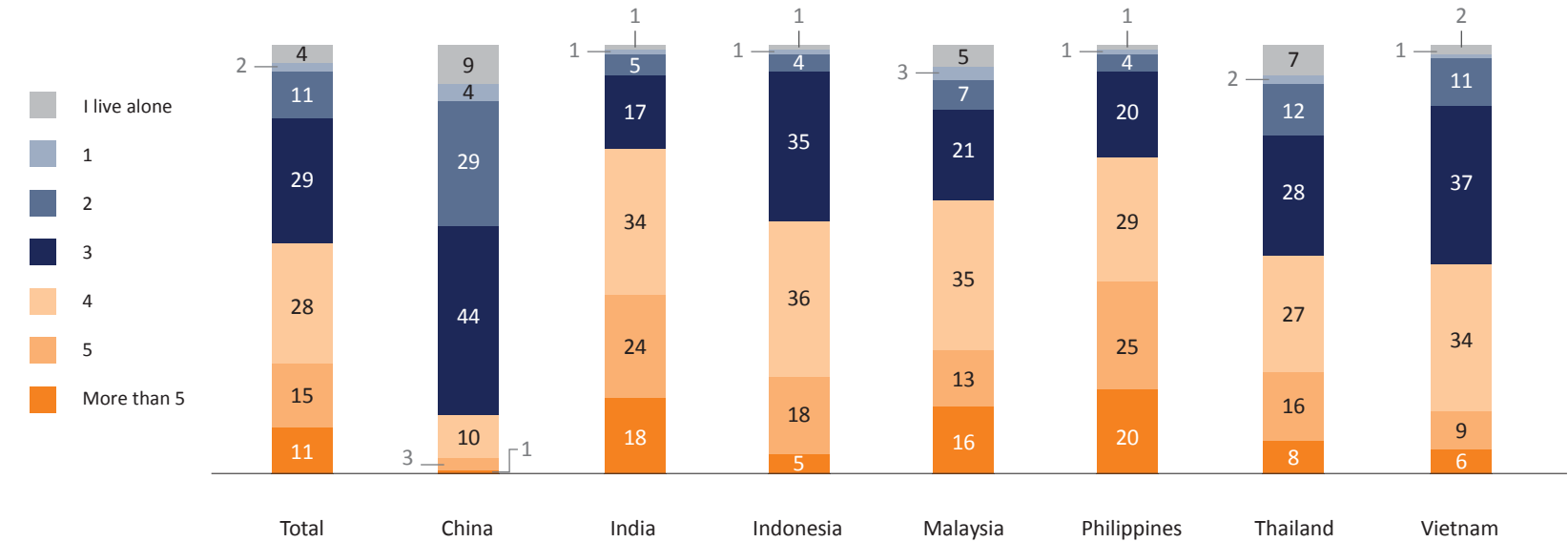


S5. Which of these best describes your current main occupation or status? (Base: All respondents)

Marital status (%)



Members living in the household (%)

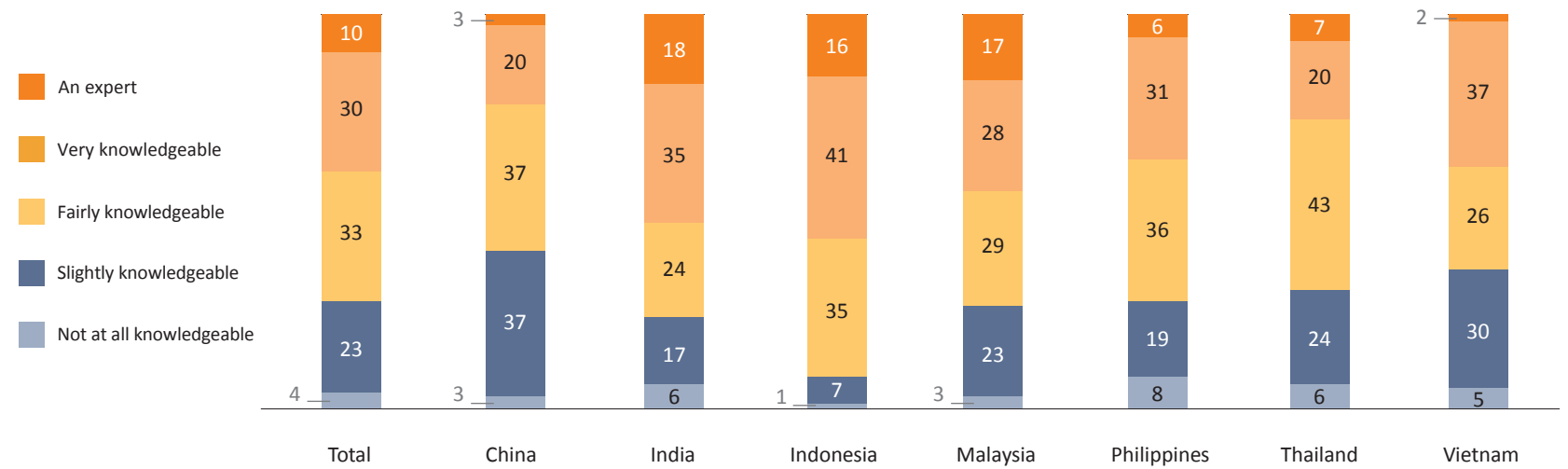


S7. Which of the following best describes your current family status? | S9. How many people are living together with you in your house? (Base: All respondents)

Number of children (%)

	Total	China	India	Indonesia	Malaysia	Philippines	Thailand	Vietnam
0	23	27	22	9	26	18	46	14
1	39	59	36	39	26	31	34	38
2	29	12	35	37	30	33	16	44
3	7	2	4	13	13	13	3	4
4	1	0	1	2	4	3	1	0
5	1	0	1	0	1	1	0	0
6+	0	0	1	0	1	1	0	0

Financial literacy (%)

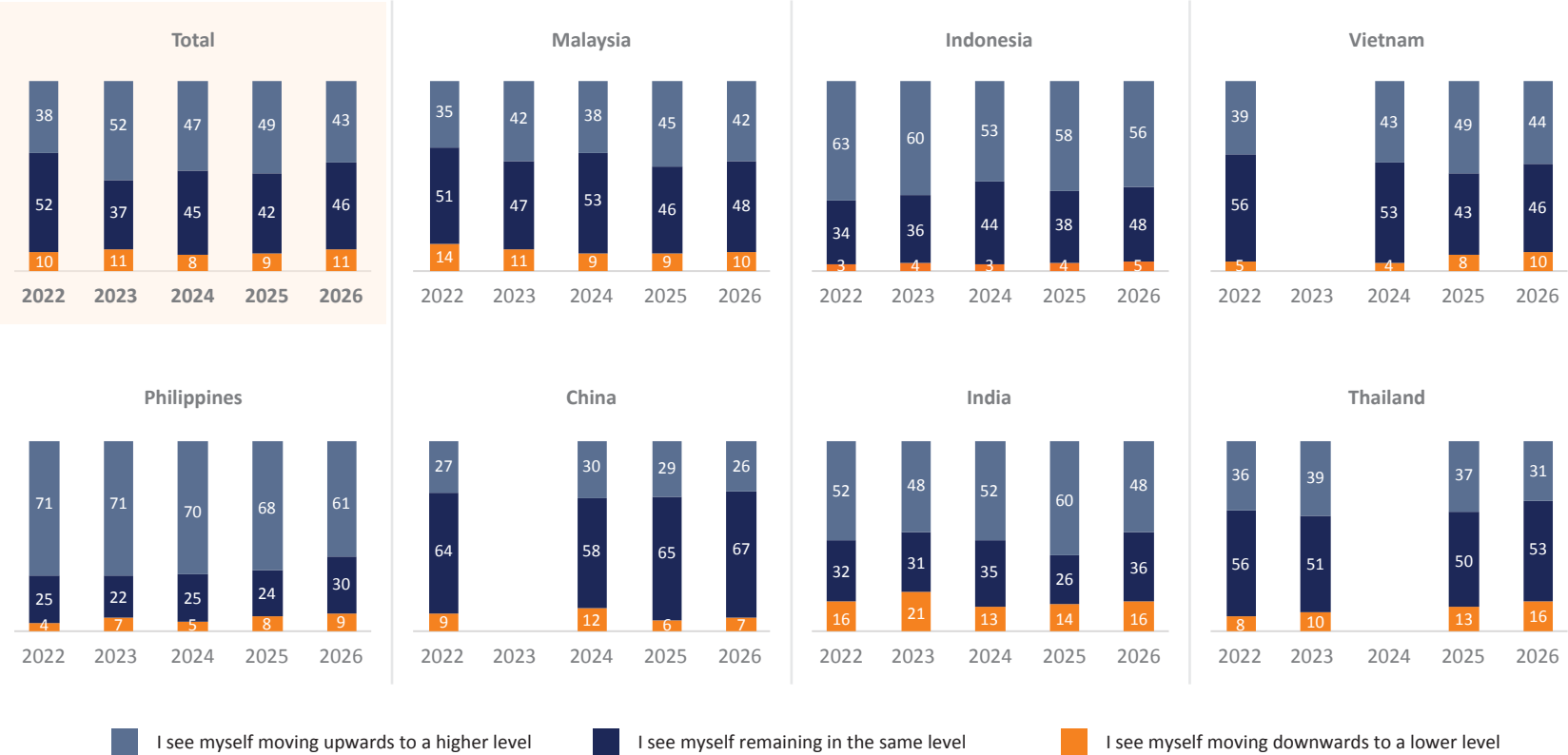


S8. How many child(ren) do you have? | A1. How would you rate yourself in terms of financial literacy? (Base: All respondents)

Expectation to remain in middle-class

Emerging Asian middle-class consumers maintain strong long-term confidence, with the vast majority expecting to secure or improve their socio-economic status over the next five years, despite a recent softening in upward mobility expectations.

Expectation to remain in middle-class (%)

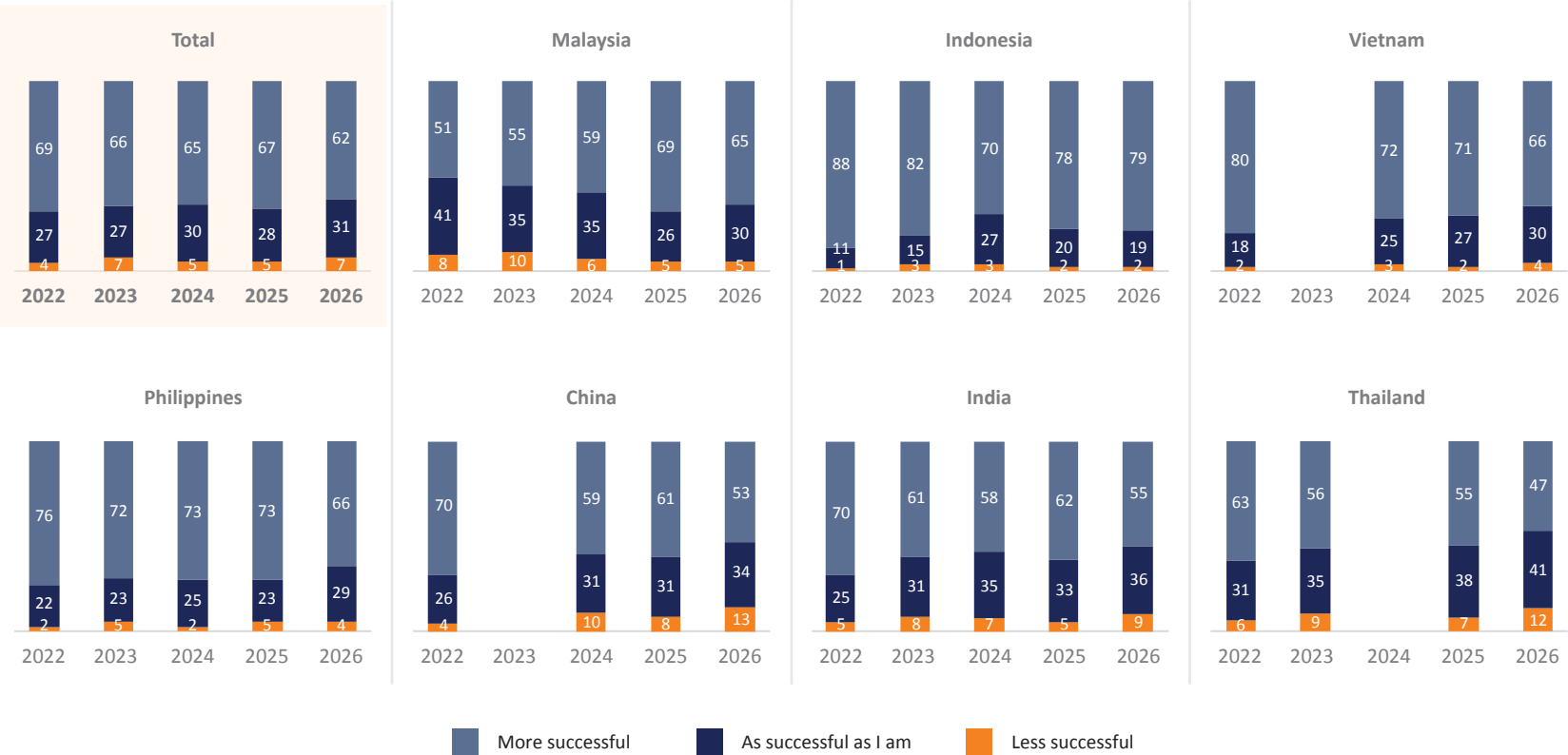


EJ2. In the next 5 years, do you see yourself remaining in that same group or moving upwards/downwards within the socio-economic hierarchy? (Base: Those coded 1/2/3/4 in EJ1)

Expectation towards children’s success

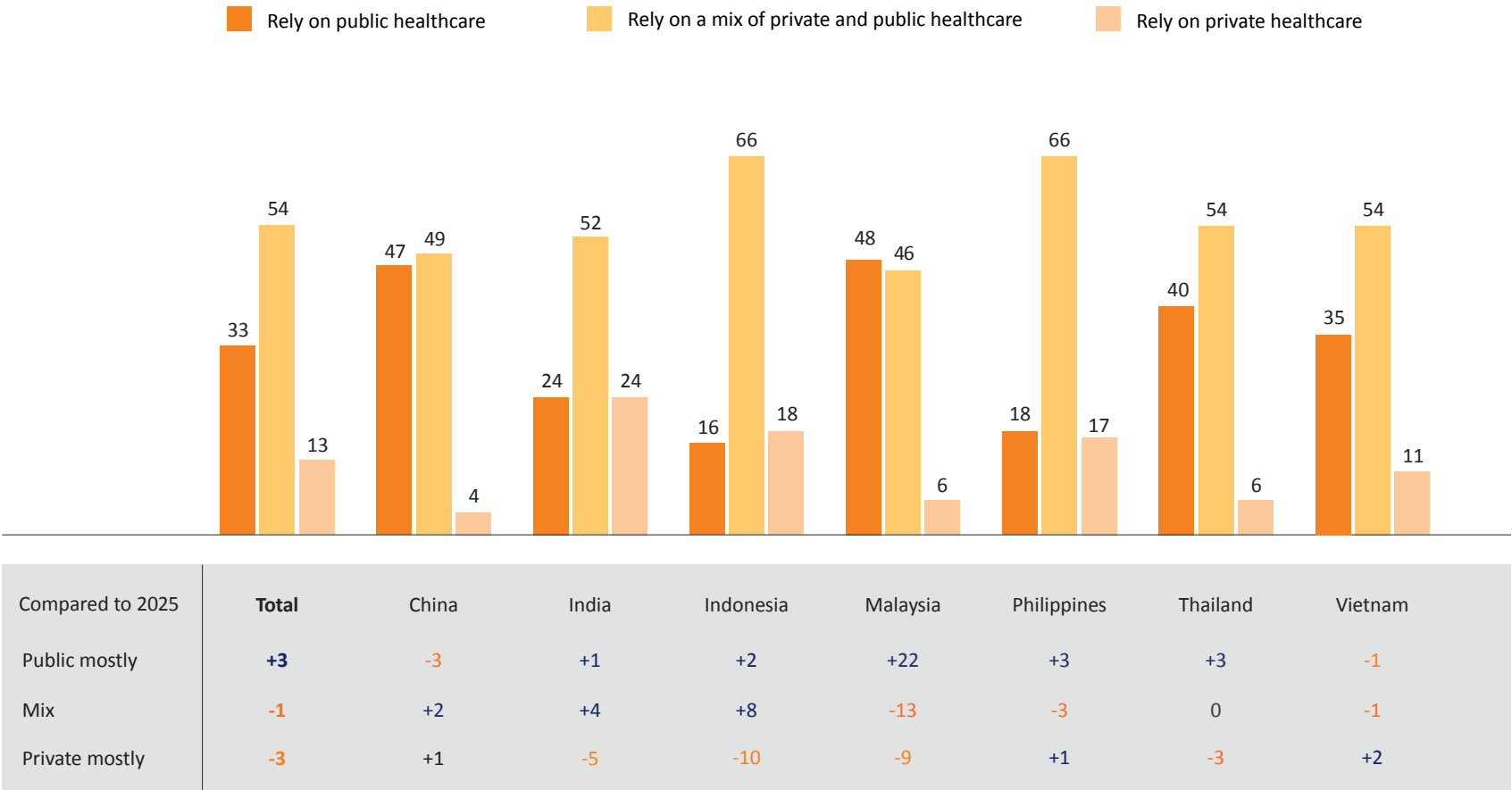
This is an indication that long-term confidence remains generally positive across Emerging Asia, with the majority of parents expecting their children to either surpass or match their own socio-economic success.

Expectation towards children’s success (%)



EJ4. Do you think your children will be more successful, less successful or as successful as you are? (Base: Those with children (Not coded None in S8))

Access to healthcare 2025 vs 2026 (%)



S10. Which of the below healthcare options do you personally usually rely on? (Base: All respondents)

