

Trend Echo



# PANEL BOOK 2025

Comprehensive discourse pertaining  
to the sales report of Rimberio for the  
current fiscal year.







Trend Echo



# EMPOWERING DECISIONS WITH AUTHENTIC INSIGHTS

At Epitome Research (ERBS), we deliver precision-driven, high quality data that fuels smarter, more impactful decision-making. With a global reach and an uncompromising commitment to quality, ERBS is the trusted partner for businesses seeking accurate, insightful, and scalable research solutions.

Global Panel

# ABOUT US

At Trend Echo, we specialize in delivering cutting-edge market research solutions tailored to modern business needs. With a commitment to accuracy and innovation, we provide high-quality data insights that empower organizations to make data-driven decisions with confidence.

Our global panel spans millions of engaged respondents across diverse demographics, ensuring access to precise, authentic, and in-depth insights. Our advanced profiling system enables targeted audience segmentation, making it easier to reach specific consumer and business groups.

Whether it's B2B, B2C, or industry-specific research, Trend Echo is a trusted partner for businesses seeking reliable data solutions. Beyond market research, we support customer engagement, targeted marketing, and strategic growth initiatives, helping brands optimize their outreach and maximize impact.





Trend Echo

# BRANDS X AUDIENCE

At Epitome Research (ERBS), we connect brands with the audiences that matter—loyal customers, emerging markets, and hard-to-reach segments.



## How?

Through cutting-edge technology, deep industry expertise, and a highly profiled global panel. These elements work seamlessly to deliver fast, accurate, and impactful insights—empowering brands to make smarter, data-driven decisions.

Trend Echo

# EPITOME'S DIFFERENCE



## Deep Audience Insights

Advanced segmentation to reach the right consumers, from mainstream to niche.

## Quality-Driven Research

Strict validation processes for reliable, high-integrity data.

## Highly Engaged High-Quality Data

A meticulously profiled global panel ensuring authenticity and accuracy.

## Seamless Data Solutions

Flexible delivery and integration for actionable, decision-ready insights.



Trend Echo

# EPITOME'S AUTHENTIC PANEL DATA

## PANEL BUILT FOR RELIABILITY

At ERBS, we define active panelists with precision. Only respondents who engage consistently and meet our high-quality participation standards are considered active, ensuring fresh, reliable, and highly engaged data for every research project.



Trend Echo

## Quality Panel

We actively refresh our panel by removing inactive members and preventing response bias through advanced sampling controls.

## Engaging Incentives

Fair and effective reward programs encourage active participation to take surveys.

## High Response Rates

Continuous recruitment ensures fresh, motivated respondents for reliable insights.

## Detailed Profiling

Prequalified panelists provide in-depth demographic data, ensuring precise audience targeting.

# OUR STRENGTH

Ensuring Quality, Driving Confidence.

**100% authentic and high-quality research.**



Trend Echo

# DATA QUALITY

## Phone Verification

New panellists undergo a verification call to confirm key attributes like age, region, and demographics.

## Mail Verification

Physical address validation for select respondents using unique coded letters.

## SMS & Email Authentication

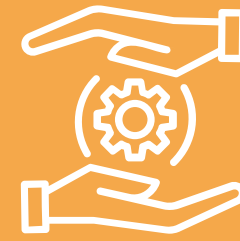
Double opt-in ensures accurate, engaged, and responsive panellists.

At ERBS, we ensure authentic, verified, and high-quality data through a multi-layered verification process. Our rigorous quality control process guarantees trustworthy, high-integrity insights for your research.





# Data Validations



## Technical Validation

Advanced security checks, including IP tracking, cookie verification, and encrypted password comparisons, to detect duplicates and prevent unauthorized access.



## Survey Checkpoints

Built-in control points verify consistency in responses by cross-checking registration data with survey answers.



## Manual Review

Supervisors conduct visual audits to verify personal details, ensuring only genuine, high-quality respondents are included.

# PROFILING ATTRIBUTES

Precision Profiling, Smarter Insights.

## Automotive

- Car Type / Color
- Years Owned
- Years Driving
- Ownership/Lease
- New/Used Vehicle
- Vehicle Purchase Amount
- GPS Navigation
- Auto Insurance Provider
- Hybrid Ownership & Usage
- Automotive Usage Habits
- Service/Repair Location
- Total Vehicles owned

## Lifestyle

- Appliances in Home
- Musical Interests
- News Consumption
- Pet Ownership
- Political Interests
- Reading Habits
- Survey Participation Method

## Money & Finance

- Banking Institutions Used
- Credit Cards Used
- Investable Assets
- Years at Present Location
- Type & Ownership of Residency

## Logistics

- Type of Business
- Professional Drive
- Work Type

## Parenting

- Number/Age of Children
- Childcare
- Pregnancy
- Formula Usage
- Parenting Style
- Fertility
- Shopping Preferences

## Beauty

- Cosmetic/Plastic Surgery
- Fragrance Products Used
- Hair Care Products Used
- Hair Removal
- Makeup Products Used
- Nail Care Products Used
- Oral Health Products Used
- Piercings
- Skincare Products Used
- Sunscreen Products Used
- Tattoos
- Teeth Whitening Used

## Gaming

- Frequency of Play
- Gaming Accessories Used
- Gaming Communities
- Gaming Platforms Owned
- Video Game Types
- Video Games Owned

## FMCG

- Brands
- Frequency
- Retail Outlets
- Online

## Shopping

- Household Products
- Product Ownership
- Type Of Product
- Purchase Decision-Making
- Shopping Budget
- Shopping Expenses



## Entertainment

- Cable TV
- DVD Ownership
- Magazine Categories
- Movie Interests
- Movies Purchased From TV
- No. of Hrs of TV per Week
- No. of Magazines Subscribed
- Online TV Viewing
- TV Show Categories
- No. of DVDs Purchased per Year
- No. of Movies at Theater per Year

## Mobile Usage

- Daily Hours Spent
- Mobile Application Usage
- Mobile Brand
- Mobile Operating System
- Mobile Phone Activities
- Mobile Phone Number
- Mobile Phone Provider
- Types of Mobile Research
- Number of Household Mobile Phones

## B2B

- Industry
- Job Role/Title
- Income
- Years at Company
- Number of Employees
- Total Investable Assets
- Business Travel
- Budget Oversight
- Organisational Revenue
- IT-Related Decision-Making
- Office Location Type
- Private/Public/Nonprofit
- Computer Usage

## Travel

- Business Trips per Year
- Car Rentals Used
- Cities Visited
- Countries Visited
- Cruising
- Hotels Visited
- Leisure Trips per Year
- Loyalty Programs
- Vacations Taken

## Health

- Alcohol Consumption
- Allergies
- Anxiety Disorders
- Arthritis
- Asthma
- Cancer (All types)
- Chronic Pain
- Diabetes (Types I & II)
- Dietary Habits
- Exercise Habits
- Glasses/Contacts Usage
- High Blood Pressure
- High Cholesterol
- Infertility
- Medication Usage
- Migraines
- Obesity
- Physical Activities
- Smoking Habits
- Strokes
- Urinary Incontinence
- Varicose Veins
- Vision Impairment
- Weight Loss Surgery
- Thyroid Disorders
- Urinary Tract Infections
- Vision Impairment
- Women's Health Issues

## Technology

- Computer Ownership
- Electronic Ownership
- Email Usage
- Internet Usage
- Online Shopping Habits
- Printer Ownership
- Social Media Usage
- Software Usage
- Tablet Usage
- Webcam Ownership
- Frequency of Online News Consumption
- Internet Connection Type at Home

## Profiling

- Acculturation Level
- Citizenship
- Country of Birth
- Immigration Generation
- In-Community Environment
- Language Usage in Home
- Language Usage out of Home
- Primary Language
- Secondary Language
- Social Media Usage
- Years Lived in the US
- Media Consumption

Trend Echo

Worldwide

# FOOTPRINT - TREND ECHO

Our vast panel network enables us to rapidly and efficiently connect you with consumers, businesses, niche markets, and hard-to-reach audiences across nearly every country worldwide.

**12M+**

Engaged  
Consumers

**1200+**

Profiling  
Attributes

**100K+**

Surveys  
Completed

**1000+**

Trusted  
Clients

**32K+**

Projects  
Delivered

**45+**

Markets  
Covered



# AMER

- CANADA
- USA
- ARGENTINA
- MEXICO
- CHILE
- BRAZIL
- COSTA RICA
- PANAMA
- URUGUAY
- PARAGUAY

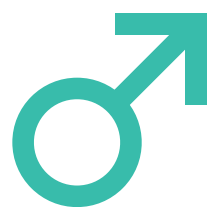




# Canada



Panel Count  
**447448**



51%



49%

## Marital Status

Married	42%
Single	40%

## Age (In Yrs.)

15-24	20%
25-34	34%
35-44	20%
45-54	12%
55+	8%

## Employment

Business Owners	9%
Employed / Working full time	38%
Employed / Working half time	11%
Self Employed	6%
Currently Employed	18%
Students	18%



Marital Status	
Married	38%
Single	22%

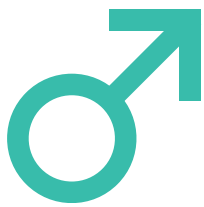
Age (In Yrs.)	
15-24	12%
25-34	32%
35-44	33%
45-54	15%
55+	6%

Employment	
Business Owners	7%
Employed / Working full time	41%
Employed / Working half time	10%
Self Employed	6%
Currently Employed	18%
Students	18%

USA



Panel Count  
825680



49%

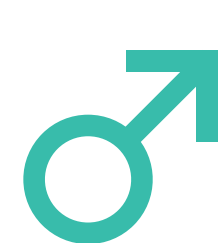


51%

# ARGENTINA



Panel Count  
**56152**



48%



52%

## Marital Status

Married	62%
Single	38%

## Age (In Yrs.)

15-24	24%
25-34	33%
35-44	24%
45-54	11%
55+	8%

## Employment

Business Owners	9%
Employed / Working full time	29%
Employed / Working half time	18%
Self Employed	12%
Currently Employed	13%
Students	19%



Marital Status	
Married	52%
Single	48%

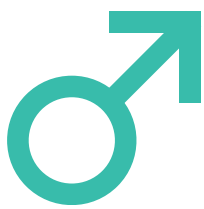
Age (In Yrs.)	
15-24	20%
25-34	23%
35-44	32%
45-54	28%
55+	7%

Employment	
Business Owners	7%
Employed / Working full time	39%
Employed / Working half time	11%
Self Employed	7%
Currently Employed	16%
Students	20%

MEXICO



Panel Count  
**532189**



55%

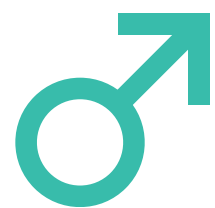


45%

# CHILE



Panel Count  
**178733**



42%



58%

## Marital Status

Married	58%
Single	42%

## Age (In Yrs.)

15-24	24%
25-34	34%
35-44	22%
45-54	14%
55+	6%

## Employment

Business Owners	6%
Employed / Working full time	36%
Employed / Working half time	11%
Self Employed	7%
Currently Employed	16%
Students	18%

Trend Echo



Marital Status	
Married	44%
Single	48%

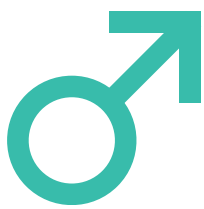
Age (In Yrs.)	
15-24	25%
25-34	31%
35-44	24%
45-54	14%
55+	6%

Employment	
Business Owners	9%
Employed / Working full time	31%
Employed / Working half time	11%
Self Employed	8%
Currently Employed	14%
Students	12%

BRAZIL



Panel Count  
**150224**



49%

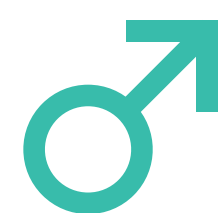


51%

# COSTA RICA



Panel Count  
**680**



56%



44%

## Marital Status

Married	67%
Single	33%

## Age (In Yrs.)

15-24	30%
25-34	35%
35-44	21%
45-54	10%
55+	4%

## Employment

Business Owners	22%
Employed / Working full time	31%
Employed / Working half time	7%
Self Employed	10%
Currently Employed	14%
Students	16%

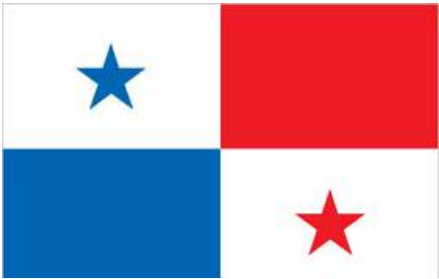


Marital Status	
Married	58%
Single	42%

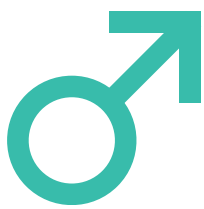
Age (In Yrs.)	
15-24	32%
25-34	37%
35-44	18%
45-54	9%
55+	4%

Employment	
Business Owners	6%
Employed / Working full time	38%
Employed / Working half time	15%
Self Employed	10%
Currently Employed	7%
Students	24%

PANAMA



Panel Count  
6394



46%

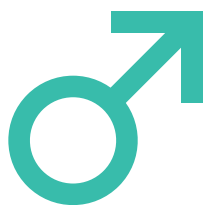


54%

# URUGUAY



Panel Count  
**708**



43%



57%

Marital Status	
Married	45%
Single	40%

Age (In Yrs.)	
15-24	18%
25-34	34%
35-44	25%
45-54	15%
55+	8%

Employment	
Business Owners	7%
Employed / Working full time	35%
Employed / Working half time	12%
Self Employed	11%
Currently Employed	6%
Students	12%



Marital Status	
Married	50%
Single	38%

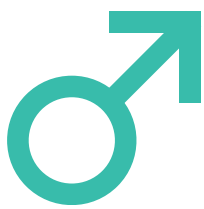
Age (In Yrs.)	
15-24	27%
25-34	42%
35-44	21%
45-54	7%
55+	3%

Employment	
Business Owners	7%
Employed / Working full time	37%
Employed / Working half time	12%
Self Employed	13%
Currently Employed	7%
Students	12%

# PARAGUAY



Panel Count  
**5271**



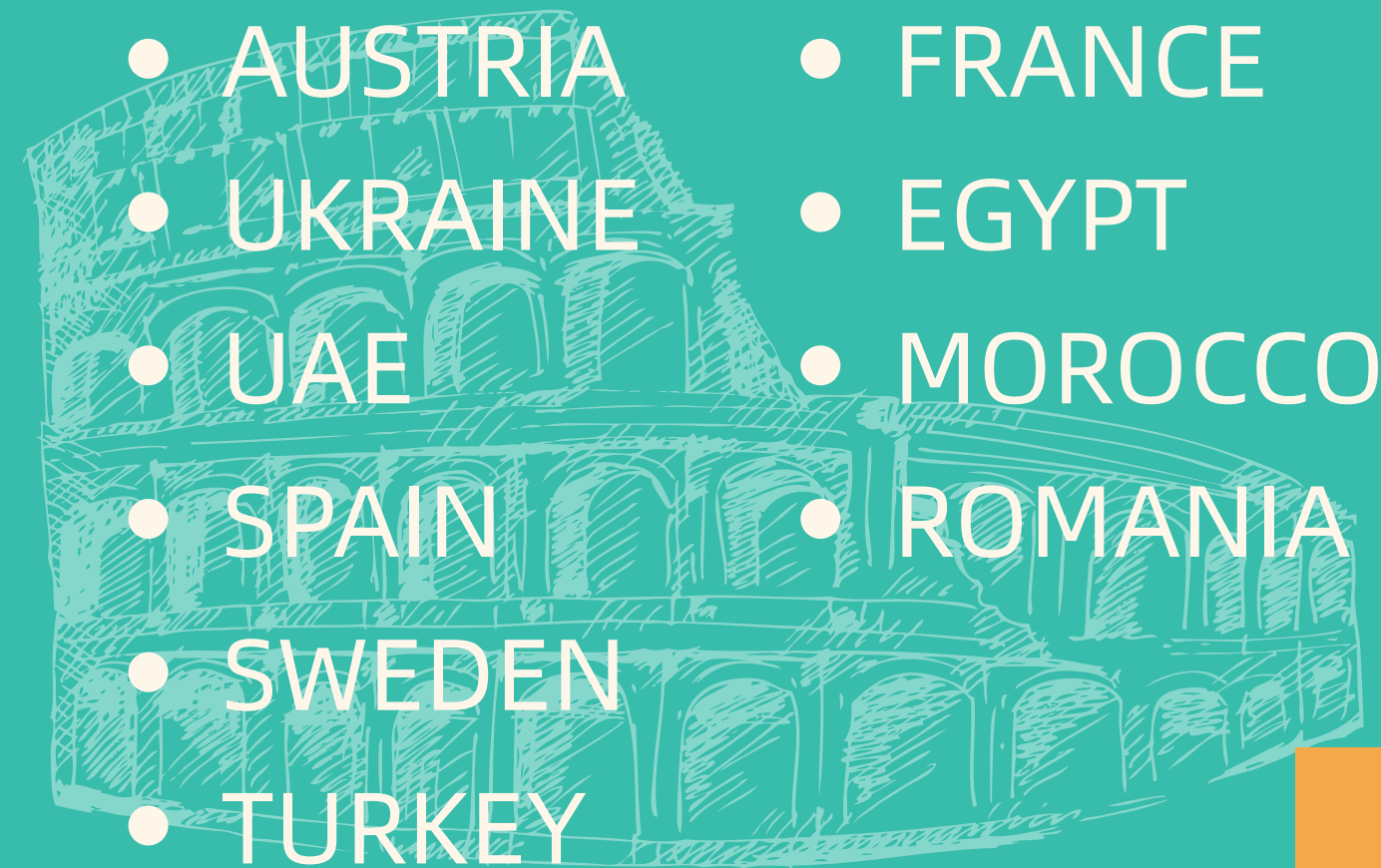
63%



37%

# EMEA

- FRANCE
- DENMARK
- GERMANY
- SOUTH AFRICA
- SAUDI ARABIA
- NETHERLANDS
- SWEDEN
- SWITZERLAND
- UNITED KINGDOM
- GREECE
- FINLAND
- POLAND
- AUSTRIA
- UKRAINE
- UAE
- SPAIN
- SWEDEN
- TURKEY
- KENYA
- UGANDA
- GHANA
- NIGERIA
- FRANCE
- EGYPT
- MOROCCO
- ROMANIA

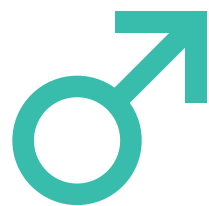




# FRANCE



Panel Count  
**395316**



53%



47%

## Marital Status

Married	41%
Single	40%

## Age (In Yrs.)

15-24	27%
25-34	32%
35-44	21%
45-54	23%
55+	7%

## Employment

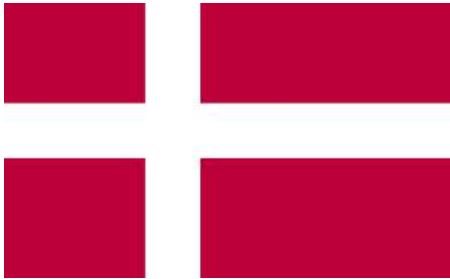
Business Owners	6%
Employed / Working full time	26%
Employed / Working half time	17%
Self Employed	14%
Currently Employed	15%
Students	12%

Marital Status	
Married	45%
Single	42%

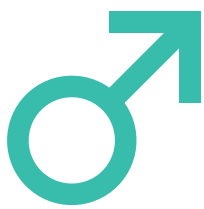
Age (In Yrs.)	
15-24	20%
25-34	38%
35-44	22%
45-54	11%
55+	9%

Employment	
Business Owners	6%
Employed / Working full time	34%
Employed / Working half time	16%
Self Employed	8%
Currently Employed	7%
Students	14%

DENMARK



Panel Count  
**180797**



50%

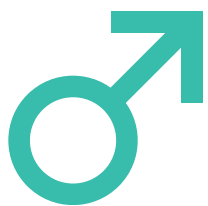


50%

# GERMANY



Panel Count  
**318520**



54%



46%

Marital Status	
Married	40%
Single	44%

Age (In Yrs.)	
15-24	29%
25-34	22%
35-44	23%
45-54	14%
55+	12%

Employment	
Business Owners	7%
Employed / Working full time	25%
Employed / Working half time	15%
Self Employed	10%
Currently Employed	18%
Students	15%



Marital Status	
Married	42%
Single	44%

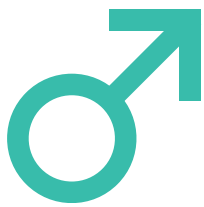
Age (In Yrs.)	
15-24	22%
25-34	30%
35-44	21%
45-54	16%
55+	8%

Employment	
Business Owners	6%
Employed / Working full time	32%
Employed / Working half time	14%
Self Employed	9%
Currently Employed	10%
Students	12%

ITALY



Panel Count  
**478974**



52%

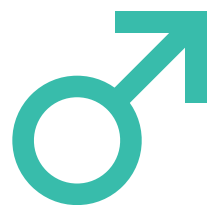


48%

# SPAIN



Panel Count  
**464540**



56%



44%

## Marital Status

Married	62%
Single	38%

## Age (In Yrs.)

15-24	27%
25-34	32%
35-44	22%
45-54	13%
55+	6%

## Employment

Business Owners	6%
Employed / Working full time	23%
Employed / Working half time	17%
Self Employed	15%
Currently Employed	16%
Students	11%

Marital Status	
Married	53%
Single	47%

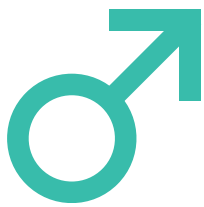
Age (In Yrs.)	
15-24	24%
25-34	22%
35-44	27%
45-54	20%
55+	7%

Employment	
Business Owners	20%
Employed / Working full time	28%
Employed / Working half time	17%
Self Employed	10%
Currently Employed	8%
Students	12%

# NETHERLANDS



Panel Count  
**255844**



55%



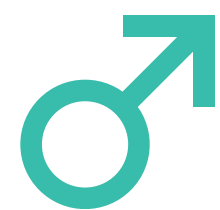
45%



# SWEDEN



Panel Count  
**133489**



55%



45%

## Marital Status

Married	53%
Single	47%

## Age (In Yrs.)

15-24	13%
25-34	38%
35-44	28%
45-54	20%
55+	1%

## Employment

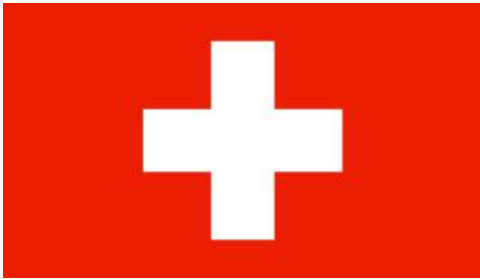
Business Owners	16%
Employed / Working full time	28%
Employed / Working half time	8%
Self Employed	18%
Currently Employed	4%
Students	16%

Marital Status	
Married	58%
Single	42%

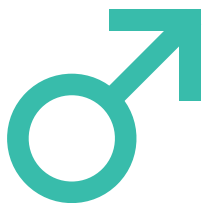
Age (In Yrs.)	
15-24	27%
25-34	28%
35-44	23%
45-54	15%
55+	10%

Employment	
Business Owners	22%
Employed / Working full time	29%
Employed / Working half time	7%
Self Employed	17%
Currently Employed	3%
Students	12%

# SWITZERLAND



Panel Count  
**52583**



49%

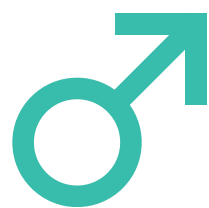


51%

# UNITED KINGDOM



Panel Count  
**589637**



51%



49%

## Marital Status

Married	40%
Single	32%

## Age (In Yrs.)

15-24	18%
25-34	30%
35-44	35%
45-54	12%
55+	5%

## Employment

Business Owners	12%
Employed / Working full time	35%
Employed / Working half time	15%
Self Employed	8%
Currently Employed	6%
Students	14%



Marital Status	
Married	56%
Single	44%

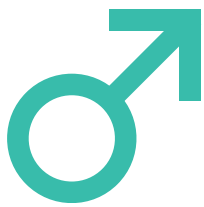
Age (In Yrs.)	
15-24	18%
25-34	24%
35-44	32%
45-54	22%
55+	4%

Employment	
Business Owners	13%
Employed / Working full time	26%
Employed / Working half time	17%
Self Employed	11%
Currently Employed	8%
Students	13%

GREECE



Panel Count  
6808



50%

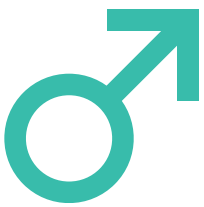


50%

# FINLAND



Panel Count  
**16642**



41%



59%

## Marital Status

Married	65%
Single	35%

## Age (In Yrs.)

15-24	30%
25-34	27%
35-44	22%
45-54	16%
55+	5%

## Employment

Business Owners	10%
Employed / Working full time	34%
Employed / Working half time	16%
Self Employed	8%
Currently Employed	7%
Students	15%

Marital Status	
Married	62%
Single	38%

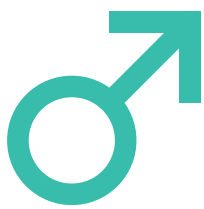
Age (In Yrs.)	
15-24	24%
25-34	35%
35-44	35%
45-54	5%
55+	1%

Employment	
Business Owners	7%
Employed / Working full time	44%
Employed / Working half time	10%
Self Employed	8%
Currently Employed	9%
Students	13%

POLAND



Panel Count  
95539



53%



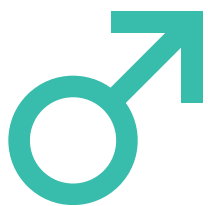
47%



# AUSTRIA



Panel Count  
**7944**



57%



47%

## Marital Status

Married	62%
Single	38%

## Age (In Yrs.)

15-24	40%
25-34	27%
35-44	20%
45-54	10%
55+	3%

## Employment


Business Owners	8%
Employed / Working full time	39%
Employed / Working half time	12%
Self Employed	8%
Currently Employed	5%
Students	14%

Marital Status	
Married	62%
Single	38%

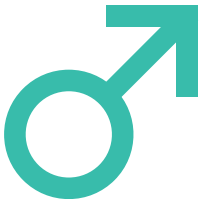
Age (In Yrs.)	
15-24	21%
25-34	26%
35-44	27%
45-54	12%
55+	4%

Employment	
Business Owners	15%
Employed / Working full time	37%
Employed / Working half time	11%
Self Employed	8%
Currently Employed	7%
Students	15%


# UKRAINE



Panel Count  
**29704**



48%

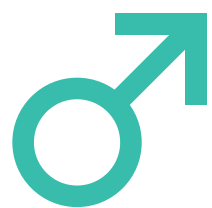


52%

# UAE



Panel Count  
**95514**



67%



33%

## Marital Status

Married	38%
Single	62%

## Age (In Yrs.)

15-24	20%
25-34	45%
35-44	25%
45-54	8%
55+	2%

## Employment

Business Owners	8%
Employed / Working full time	57%
Employed / Working half time	6%
Self Employed	5%
Currently Employed	5%
Students	13%



Marital Status	
Married	61%
Single	39%

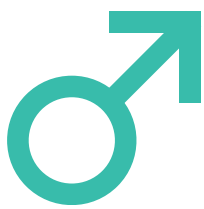
Age (In Yrs.)	
15-24	29%
25-34	37%
35-44	22%
45-54	9%
55+	3%

Employment	
Business Owners	8%
Employed / Working full time	47%
Employed / Working half time	5%
Self Employed	6%
Currently Employed	10%
Students	14%

# SAUDI ARABIA



Panel Count  
**101583**



69%

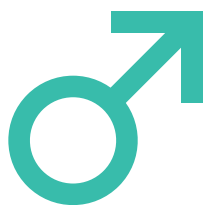


31%

# TURKEY



Panel Count  
**93591**



63%



37%

Marital Status	
Married	58%
Single	42%

Age (In Yrs.)	
15-24	32%
25-34	36%
35-44	18%
45-54	10%
55+	4%

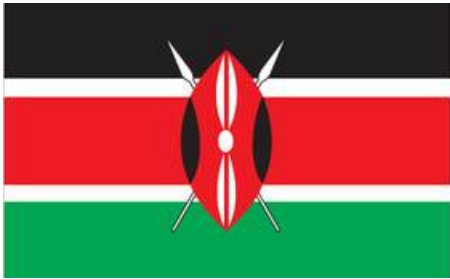
Employment	
Business Owners	9%
Employed / Working full time	30%
Employed / Working half time	11%
Self Employed	9%
Currently Employed	11%
Students	18%

Marital Status	
Married	64%
Single	36%

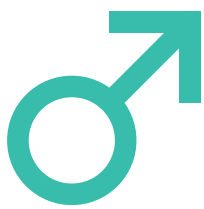
Age (In Yrs.)	
15-24	28%
25-34	36%
35-44	21%
45-54	13%
55+	2%

Employment	
Business Owners	8%
Employed / Working full time	29%
Employed / Working half time	15%
Self Employed	8%
Currently Employed	8%
Students	18%

KENYA



Panel Count  
9713



54%

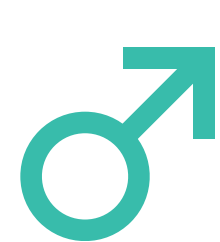


46%

# UGANDA



Panel Count  
**4206**



65%



35%

## Marital Status

Married	55%
Single	35%

## Age (In Yrs.)

15-24	48%
25-34	41%
35-44	8%
45-54	2%
55+	1%

## Employment

Business Owners	10%
Employed / Working full time	34%
Employed / Working half time	10%
Self Employed	10%
Currently Employed	16%
Students	15%



Marital Status	
Married	52%
Single	37%

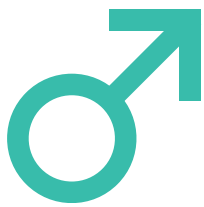
Age (In Yrs.)	
15-24	28%
25-34	36%
35-44	24%
45-54	9%
55+	3%

Employment	
Business Owners	7%
Employed / Working full time	14%
Employed / Working half time	11%
Self Employed	8%
Currently Employed	35%
Students	14%

# GHANA



Panel Count  
**5676**



71%

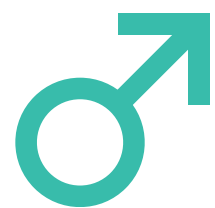


29%

# NIGERIA



Panel Count  
**12151**



67%



33%

## Marital Status

Married	58%
Single	32%

## Age (In Yrs.)

15-24	24%
25-34	47%
35-44	21%
45-54	7%
55+	1%

## Employment

Business Owners	6%
Employed / Working full time	30%
Employed / Working half time	10%
Self Employed	14%
Currently Employed	10%
Students	20%

Trend Echo

Marital Status	
Married	51%
Single	49%

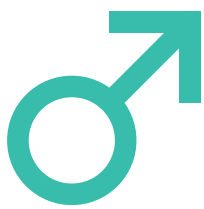
Age (In Yrs.)	
15-24	21%
25-34	35%
35-44	25%
45-54	14%
55+	5%

Employment	
Business Owners	7%
Employed / Working full time	39%
Employed / Working half time	8%
Self Employed	12%
Currently Employed	7%
Students	16%

# SOUTH AFRICA



Panel Count  
**33095**



44%

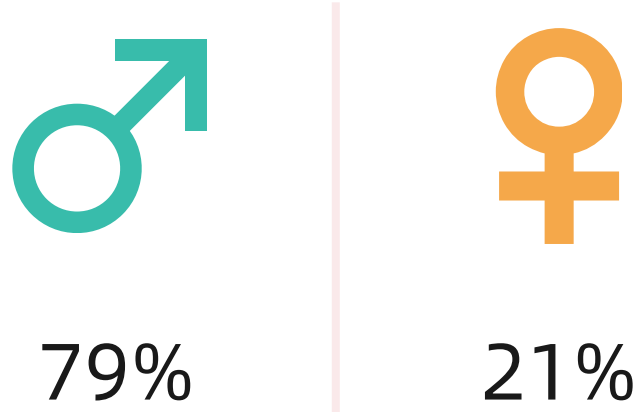


56%

# EGYPT



Panel Count  
**49592**



Marital Status	
Married	62%
Single	28%

Age (In Yrs.)	
15-24	25%
25-34	39%
35-44	25%
45-54	9%
55+	2%

Employment	
Business Owners	5%
Employed / Working full time	30%
Employed / Working half time	14%
Self Employed	10%
Currently Employed	9%
Students	20%



Marital Status	
Married	57%
Single	34%

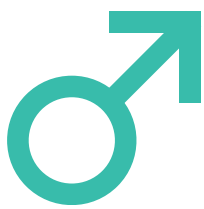
Age (In Yrs.)	
15-24	58%
25-34	26%
35-44	7%
45-54	6%
55+	3%

Employment	
Business Owners	6%
Employed / Working full time	34%
Employed / Working half time	13%
Self Employed	17%
Currently Employed	9%
Students	14%

MOROCCO



Panel Count  
3441



73%

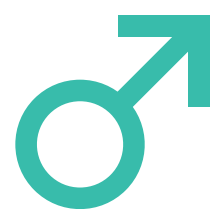


27%

# ROMANIA



Panel Count  
**34036**



77%



23%

## Marital Status

Married	59%
Single	26%

## Age (In Yrs.)

15-24	27%
25-34	35%
35-44	26%
45-54	10%
55+	2%

## Employment

Business Owners	10%
Employed / Working full time	20%
Employed / Working half time	24%
Self Employed	10%
Currently Employed	15%
Students	12%

Trend Echo



# APAC

- CHINA
- MOROCCO
- INDIA
- JAPAN
- MALAYSIA
- TAIWAN
- SINGAPORE
- VIETNAM
- THAILAND
- SOUTH KOREA
- INDONESIA
- PHILIPPINES
- RUSSIA
- AUSTRALIA

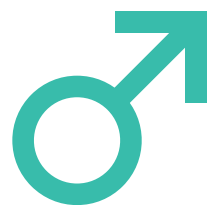




# CHINA



Panel Count  
**358184**



66%



34%

## Marital Status

Married	46%
Single	49%

## Age (In Yrs.)

15-24	30%
25-34	42%
35-44	18%
45-54	7%
55+	3%

## Employment

Business Owners	15%
Employed / Working full time	54%
Employed / Working half time	8%
Self Employed	6%
Currently Employed	3%
Students	7%

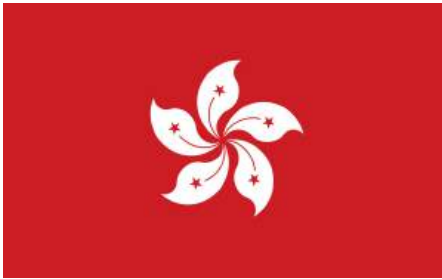


Marital Status	
Married	46%
Single	35%

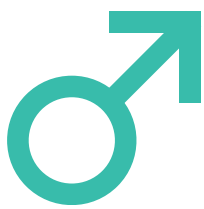
Age (In Yrs.)	
15-24	25%
25-34	28%
35-44	23%
45-54	16%
55+	8%

Employment	
Business Owners	7%
Employed / Working full time	39%
Employed / Working half time	10%
Self Employed	9%
Currently Employed	5%
Students	15%

MOROCCO



Panel Count  
**23452**



48%

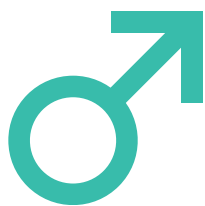


52%

# INDIA



Panel Count  
**895312**



54%



46%

## Marital Status

Married	52%
Single	33%

## Age (In Yrs.)

15-24	27%
25-34	28%
35-44	23%
45-54	14%
55+	8%

## Employment

Business Owners	8%
Employed / Working full time	30%
Employed / Working half time	13%
Self Employed	11%
Currently Employed	7%
Students	22%

Marital Status	
Married	38%
Single	48%

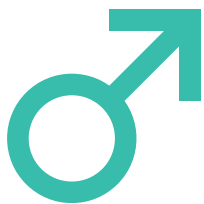
Age (In Yrs.)	
15-24	31%
25-34	41%
35-44	13%
45-54	10%
55+	5%

Employment	
Business Owners	6%
Employed / Working full time	27%
Employed / Working half time	15%
Self Employed	12%
Currently Employed	11%
Students	18%

JAPAN



Panel Count  
**235705**



53%

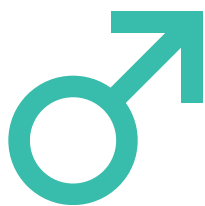


47%

# MALAYSIA



Panel Count  
**218319**



59%



41%

Marital Status	
Married	56%
Single	44%

Age (In Yrs.)	
15-24	17%
25-34	23%
35-44	38%
45-54	18%
55+	4%

Employment	
Business Owners	7%
Employed / Working full time	51%
Employed / Working half time	2%
Self Employed	12%
Currently Employed	2%
Students	15%

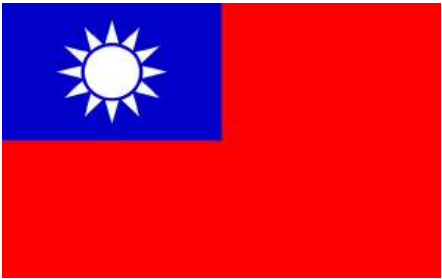


Marital Status	
Married	62%
Single	38%

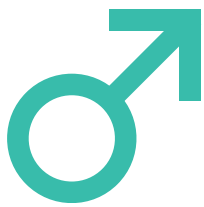
Age (In Yrs.)	
15-24	28%
25-34	37%
35-44	21%
45-54	10%
55+	5%

Employment	
Business Owners	9%
Employed / Working full time	28%
Employed / Working half time	10%
Self Employed	10%
Currently Employed	10%
Students	20%

TAIWAN



Panel Count  
**15938**



58%

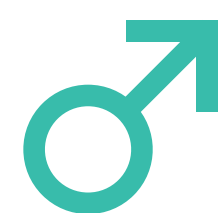


42%

# SINGAPORE



Panel Count  
**148658**



56%



44%

## Marital Status

Married	78%
Single	22%

## Age (In Yrs.)

15-24	28%
25-34	32%
35-44	26%
45-54	12%
55+	2%

## Employment

Business Owners	8%
Employed / Working full time	44%
Employed / Working half time	7%
Self Employed	7%
Currently Employed	8%
Students	18%

Marital Status	
Married	67%
Single	33%

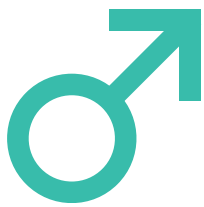
Age (In Yrs.)	
15-24	23%
25-34	28%
35-44	25%
45-54	22%
55+	2%

Employment	
Business Owners	8%
Employed / Working full time	45%
Employed / Working half time	7%
Self Employed	7%
Currently Employed	8%
Students	16%

VIETNAM



Panel Count  
**53376**



46%

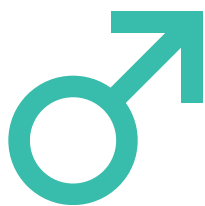


54%

# THAILAND



Panel Count  
**121543**



51%



49%

## Marital Status

Married	59%
Single	41%

## Age (In Yrs.)

15-24	27%
25-34	29%
35-44	30%
45-54	10%
55+	4%

## Employment

Business Owners	8%
Employed / Working full time	35%
Employed / Working half time	9%
Self Employed	10%
Currently Employed	12%
Students	18%

Marital Status	
Married	70%
Single	30%

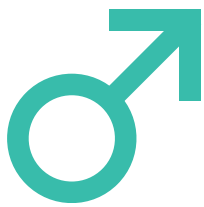
Age (In Yrs.)	
15-24	26%
25-34	32%
35-44	24%
45-54	15%
55+	3%

Employment	
Business Owners	7%
Employed / Working full time	35%
Employed / Working half time	11%
Self Employed	7%
Currently Employed	6%
Students	23%

# SOUTH KOREA



Panel Count  
**25225**



48%



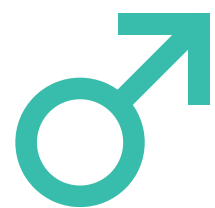
52%



# INDONESIA



Panel Count  
**54030**



67%



33%

## Marital Status

Married	58%
Single	42%

## Age (In Yrs.)

15-24	35%
25-34	39%
35-44	18%
45-54	6%
55+	2%

## Employment

Business Owners	8%
Employed / Working full time	33%
Employed / Working half time	7%
Self Employed	13%
Currently Employed	6%
Students	24%

Marital Status	
Married	42%
Single	58%

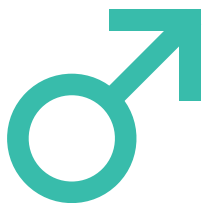
Age (In Yrs.)	
15-24	30%
25-34	28%
35-44	22%
45-54	16
55+	4%

Employment	
Business Owners	9%
Employed / Working full time	30%
Employed / Working half time	14%
Self Employed	14%
Currently Employed	14%
Students	8%

PHILLIPPINES



Panel Count  
**241170**



50%

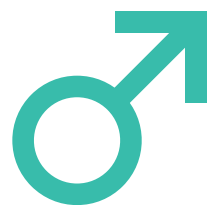


50%

# RUSSIA



Panel Count  
**100168**



47%



53%

## Marital Status

Married	65%
Single	33%

## Age (In Yrs.)

15-24	23%
25-34	36%
35-44	25%
45-54	11%
55+	5%

## Employment

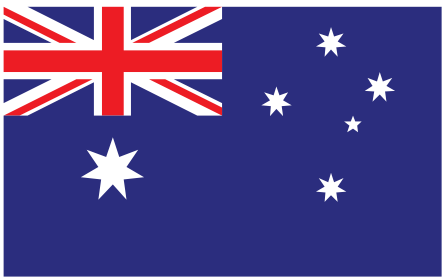
Business Owners	10%
Employed / Working full time	36%
Employed / Working half time	10%
Self Employed	10%
Currently Employed	7%
Students	16%

Marital Status	
Married	42%
Single	33%

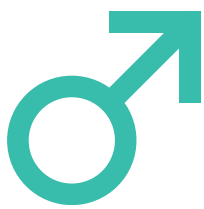
Age (In Yrs.)	
15-24	23%
25-34	26%
35-44	22%
45-54	17%
55+	12%

Employment	
Business Owners	6%
Employed / Working full time	25%
Employed / Working half time	21%
Self Employed	7%
Currently Employed	17%
Students	10%

# AUSTRALIA



Panel Count  
**398108**



53%



47%

Trend Echo

# THANK YOU

■ [support@Trendecho.in](mailto:support@Trendecho.in)

■ [www.trendecho.co.in](http://www.trendecho.co.in)

