



PRESS RELEASE

FOR IMMEDIATE RELEASE

Indonesian Household Economies Improving

Jakarta, 21 January 2013 – *Ipsos, the home of researchers*, announces the results of the monthly Asiabus survey for December 2012 on 1,046 Indonesian respondents aged 15 – 64 years, in cities such as Jakarta, Bandung, Surabaya and Medan, on the current economic conditions of Indonesian households.

The survey shows that 46% of respondents stated that their economic conditions are better compared to the past several years, while 18% said their economic conditions have declined compared to the past several years. The remaining 36% of respondents said that their economic conditions are the same or have not changed compared to the past several years.

The city with the highest percentage, 52%, of respondents, who said their economic conditions have improved, is Jakarta. While the city with the lowest percentage, only 26%, of those who said their economic conditions are better, is Bandung. Bandung is also the city with the highest percentage, 28%, of respondents who said that their current economic conditions are low compared to the past several years. The respondents of two other cities, Surabaya (50%) and Medan (46%) state their current household economic conditions are better compared to the past several years.

In terms of social economic status, class A has the highest number of respondents stating that their current economic conditions are better than the past several years, as many as 64%. In terms of age group, the young age group tend to say their current economic conditions are better compared to the past several years. The young age group are those 15 – 24 years old, numbering 51% and the 25 – 39 age group, numbering 50%, compared to the older age group of 40 – 54 years, numbering 44% and the 55 – 64 age group which only numbered 30%.



Some changes in consumption when conditions improved included the use or consumption of some products which have never been used, this was admitted by 34% of respondents; 21% of respondents added the amount or frequency of the use of several products in their households; 16% changed brands to other brands they believed to be better; 14% raised other expenditures; and 11% purchased bigger sizes of products.

Although they admitted that their economic conditions improved, when asked the amount of money set aside or allocated to savings each month, only 33% of the respondents stated that they saved more compared to the time when their economic conditions had not improved. While 21% said that there was no change in the amount of money saved during the good economic times or previous times; 31% stated that they do not allocate money for savings and, what's surprising, as many as 14% state that the amount of money currently allocated for savings is less compared to conditions before their economies improved.

"After several group discussions on the same topic, it was found that their economic conditions are better compared to several years ago. It is interesting to note that the conditions prompted their private consumption to rise, showing lifestyle improvements, for instance, by buying sophisticated gadgets, exchanging their cellular telephones with smartphones, buying flat television sets, or using better branded products, even concerning their personal care products. I therefore conclude that companies who benefit from the situation are those who are able to harness the aspirations of their needs and provide choices in brands to enable them to look more stylish and classy as a result of their economic and lifestyle improvements," explained Iwan Murty, Managing Director of Ipsos Indoensia.

==o000o==



About Ipsos Asiabus

Ipsos Asiabus is a regular survey conducted on consumers in major cities in Indonesia through random sampling, in which each person is regarded as having the same opportunity to become a respondent through direct interviews, sample distribution following general population patterns, criteria of male and female respondents from 15 – 64 years old in the social economic classifications of A, B, C, D, E and producing a report and syndication study designed specifically for the needs of companies, advertising, PR agencies and the government.

About Ipsos

Ipsos is an independent market research company, supervised and managed by professional researchers. Established in France in 1975, Ipsos has developed into a global research group which has a presence in all major markets. In October 2011, Ipsos acquired Synovate to make it the third largest market research company in the world.

With offices in 84 countries, Ipsos provides the insight expertise in 6 (six) specialist research areas, namely, advertising, customer loyalty, marketing, media, public affairs research and survey management. Ipsos in Indonesia was established in 2008. The company's specialty is in the areas of Marketing (experiment, exploration, shopper); Qualitative, ASI (Copy Testing and Tracking); Loyalty (of customers and employees satisfaction) with clients ranging from Consumer Goods, Durable Goods, Telecommunications, Automotive, Service Industry and Pharmaceuticals. For more information about products and services of Ipsos, please visit www.ipsos.com.

Media contact(s):

Ipsos Indonesia

Office: +62 21 5277701

Iwan Murty

Managing Director

iwan.murty@ipsos.com

Mobile: +62 818 818 813

IPM Public Relations

Office: +62 21 765 8451

Astrid Wenas

Astrid.wenas@ipmpr.net

Mobile: +62 8111 757564

Lisiana Tambuwun

Lisiana.Tambuwun@ipmpr.net

Mobile: +62 821 2493 9534