



PRESS RELEASE

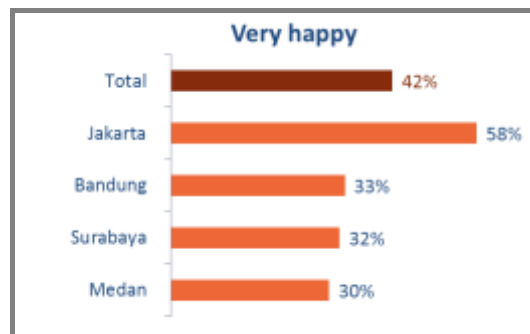
FOR IMMEDIATE RELEASE

Indonesian Version of Happiness

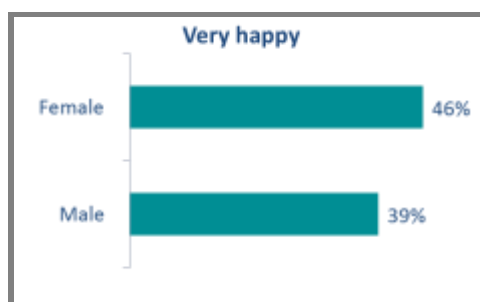
Jakarta, 14 February 2013 – Ipsos, *the home of researchers*, a market research company, announces the results of the Asiabus survey for the month of December 2012 on 1,046 Indonesian respondents aged 15 to 64, in cities such as Jakarta, Bandung, Surabaya and Medan on happiness according to the Indonesian people.

The survey found that 91% of Indonesians feel happy (42% very happy and 49% rather happy). The report is quite consistent with the findings of the Ipsos Global @dvisor survey in 2011 which revealed that 92% of Indonesians feel happy (51% very happy and 41% rather happy).

There are interesting variations on those who said they were 'very happy' in terms of the city they reside in, their age and socio-economic conditions. Based on the city they reside in, Jakarta has the highest percentage, 58%, who feel that they are very happy.

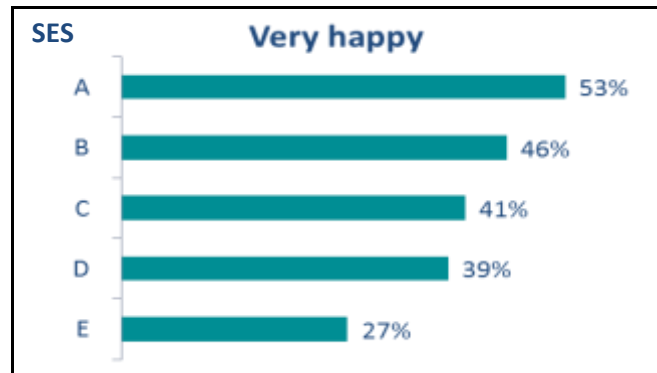


Moreover, the survey revealed that 46% of the women feel that they are very happy, compared to only 39% of the men.



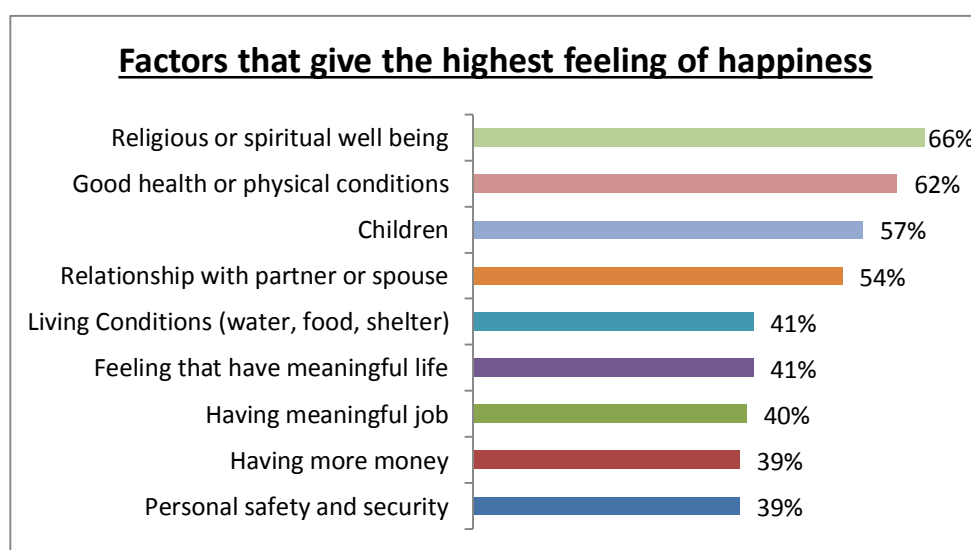


The least percentage of those who feel very happy are in the lowest social class compared to the higher social class.



The December 2012 Asiabus Survey asked respondents to name what factors contribute to the highest feeling of happiness. 66% mentioned religion or spiritual aspect, 62% mentioned good health or physical conditions, while 57% mentioned children. Close relations with partner or spouse were mentioned by 54% of respondents. As many as 41% mentioned living conditions such as water, food and home as well as the feeling that life is worth living.

As many as 40% of the respondents say that work is the factor which provides the highest form of happiness. While having more money and security as well as personal safety are mentioned by 39% of the respondents as contributing the most to feelings of happiness.



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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 Global @dvisor

Ipsos Global @dvisor is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. Global @dvisor Omnibus measures corporate reputation, Usage of brands and services, Assessments of advertising campaigns, Consumer & economic confidence levels, Trend forecast on specific issues, Profile demographics and estimated market shares, and Public opinion on a variety of topics and issues.

Global @dvisor Omnibus surveys 63% of the global population and 75% of the world's GDP. 18,500 interviews are completed each wave. Data turnaround is exceedingly fast. Global @dvisor Results will be delivered with detailed data tables and a breakdown by key country, region, and standard demographic variables. The report will release every 15th.

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.

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