

	Total	Income Group			Marital Status							
		Lower income (Below IDR 3 Million)	Medium income (IDR 3 Million - 11.9 Million)	Higher income (IDR 12 Million and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single	
Household size	Base	1000	367	430	118	509	26	79	20	14	9	343
	1	5%	4%	6%	3%	2%	-	10%	10%	14%	-	8%
	2	8%	8%	9%	5%	9%	12%	3%	20%	15%	11%	6%
	3	22%	22%	23%	25%	26%	27%	14%	15%	29%	33%	17%
	4	28%	29%	28%	30%	31%	38%	25%	20%	14%	22%	24%
	5	19%	17%	19%	20%	19%	8%	28%	20%	14%	-	17%
	6	8%	9%	7%	6%	6%	8%	9%	5%	15%	-	11%
	7	5%	5%	4%	4%	4%	-	4%	5%	-	11%	6%
	8 or more	5%	5%	4%	7%	3%	-	8%	5%	-	22%	7%
	Don't know	0%	-	-	-	0%	-	-	-	-	-	-
	Prefer not to say	1%	2%	1%	-	1%	8%	-	-	-	-	1%
Children	Base	1000	367	430	118	509	26	79	20	14	9	343
	None - I don't have children	45%	52%	40%	32%	21%	46%	85%	35%	36%	33%	73%
	1	23%	23%	26%	27%	35%	31%	6%	40%	42%	56%	7%
	2	16%	10%	20%	27%	28%	12%	4%	5%	7%	11%	3%
	3	5%	3%	5%	8%	8%	8%	-	5%	-	-	1%
	4	1%	1%	0%	-	1%	-	-	-	7%	-	1%
	5 or more	0%	0%	0%	1%	0%	-	-	-	-	-	1%
	None - My children are 18 or above	10%	11%	9%	6%	7%	4%	5%	15%	8%	-	15%
Monthly Household Income - Indonesia	Base	1000	367	430	118	509	26	79	20	14	9	343
	Below IDR 399,999	6%	17%	-	-	3%	-	6%	5%	-	-	12%
	IDR 400,000 - 699,999	5%	15%	-	-	4%	4%	4%	5%	7%	-	8%
	IDR 700,000 - 999,999	5%	12%	-	-	3%	8%	4%	10%	-	-	7%
	IDR 1,000,000 - 1,999,999	9%	25%	-	-	8%	8%	11%	10%	7%	11%	10%
	IDR 2,000,000 - 2,999,999	11%	31%	-	-	11%	8%	15%	35%	7%	33%	10%
	IDR 3,000,000 - 3,999,999	13%	-	30%	-	10%	19%	16%	5%	29%	-	15%
	IDR 4,000,000 - 5,999,999	12%	-	27%	-	15%	12%	13%	5%	15%	11%	8%
	IDR 6,000,000 - 7,999,999	8%	-	18%	-	8%	4%	13%	5%	21%	11%	6%
	IDR 8,000,000 - 9,999,999	5%	-	11%	-	7%	4%	1%	5%	-	-	2%
	IDR 10,000,000 - 11,999,999	6%	-	14%	-	8%	8%	1%	10%	-	11%	4%
	IDR 12,000,000 - 13,999,999	2%	-	-	19%	3%	8%	1%	-	-	-	1%
	IDR 14,000,000 - 16,999,999	3%	-	-	26%	4%	4%	3%	-	-	-	2%
	IDR 17,000,000 - 19,999,999	2%	-	-	15%	2%	-	-	-	-	-	2%
	IDR 20,000,000 or above	5%	-	-	39%	7%	8%	3%	5%	-	-	2%
	Prefer not to say	5%	-	-	-	6%	-	5%	-	15%	22%	4%
	Don't know	3%	-	-	-	0%	8%	4%	-	-	-	8%
	Mean	#####	1364216.09	6202989.64	21209468.68	#####	7605963.08	4698800.05	5056004.72	#####	#####	#####

Total	Gender		Age Group			Highest Education Level - Indonesia								
	Male	Female	18-34	35-54	55+	Primary school (SD)	Junior secondary school (SMP)	Secondary school (SMA), Vocational	Vocational Education D3 level (e.g. in order to qualify as an electrician, nurse) and other general education D3	Level S-1 (e.g. Bachelor of Arts)	Level S-2 / S-3 (Masters, Doctorate)	Professional higher education (e.g. to qualify as a lawyer, accountant)	None of these	

Highest Education Level - Indonesia

Base	1000	520	480	510	420	70	10	15	313	130	457	58	13	3
Primary school (SD)	1%	1%	1%	1%	0%	6%	100%	-	-	-	-	-	-	-
Junior secondary school (SMP)	1%	2%	0%	2%	1%	-	-	100%	-	-	-	-	-	-
Secondary school (SMA), Vocational and pre-professional senior secondary schools (SMK)	31%	36%	26%	41%	21%	24%	-	-	100%	-	-	-	-	-
Vocational Education D3 level (e.g. in order to qualify as an electrician, nurse) and other general education D3	13%	11%	16%	12%	15%	14%	-	-	-	100%	-	-	-	-
Level S-1 (e.g. Bachelor of Arts, Bachelor of Science)	46%	43%	48%	40%	54%	36%	-	-	-	-	100%	-	-	-
Level S-2 / S-3 (Masters, Doctorate)	6%	5%	7%	4%	7%	14%	-	-	-	-	-	100%	-	-
Professional higher education (e.g. to qualify as a lawyer, accountant)	1%	1%	2%	1%	1%	5%	-	-	-	-	-	-	100%	-
None of these	0%	0%	0%	0%	-	2%	-	-	-	-	-	-	-	100%

Social networks - member of

Base	1000	520	480	510	420	70	10	15	313	130	457	58	13	3
Facebook	86%	88%	85%	87%	88%	76%	70%	87%	87%	82%	87%	93%	92%	100%
Facebook Messenger	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Twitter	50%	50%	49%	52%	49%	32%	39%	47%	44%	47%	54%	60%	53%	33%
LinkedIn	23%	22%	25%	22%	23%	32%	19%	7%	13%	17%	29%	40%	70%	33%
Google+	52%	59%	44%	57%	48%	39%	39%	73%	55%	48%	50%	52%	46%	100%
MySpace	3%	3%	3%	4%	2%	3%	-	-	1%	5%	4%	2%	-	-
Pinterest	13%	9%	17%	13%	13%	11%	10%	-	9%	14%	14%	17%	16%	33%
Tumblr	6%	6%	7%	7%	6%	3%	10%	-	5%	6%	7%	9%	8%	-
Instagram	53%	51%	56%	63%	44%	33%	30%	33%	50%	55%	55%	52%	84%	67%
Vine	2%	2%	1%	2%	1%	2%	-	-	1%	2%	2%	4%	-	-
Snapchat	6%	5%	8%	9%	4%	3%	-	7%	6%	4%	7%	9%	23%	-
WeChat	14%	16%	12%	16%	14%	8%	10%	27%	13%	11%	15%	14%	15%	35%
Line	47%	44%	50%	53%	41%	30%	30%	27%	47%	47%	47%	52%	53%	33%
Vimeo	1%	2%	1%	1%	2%	3%	-	7%	0%	2%	1%	5%	-	-
Tinder	2%	2%	2%	3%	0%	2%	-	-	1%	2%	2%	4%	-	33%
Mindtalk	0%	0%	0%	0%	-	2%	-	-	-	-	0%	2%	8%	-
Path	22%	17%	28%	28%	17%	8%	-	13%	17%	21%	27%	21%	30%	33%
Bebo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BeeTalk	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Skype	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Whatsapp	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sina Weibo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	6%	6%	6%	5%	7%	6%	-	7%	7%	5%	5%	17%	8%	-
Don't Know	1%	1%	1%	1%	0%	3%	-	13%	1%	1%	1%	-	-	-
Not applicable - I am not currently a member of any social networks	2%	1%	2%	0%	2%	6%	10%	-	2%	2%	2%	2%	-	-

Total	Income Group			Marital Status						
	Lower income (Below IDR 3 Million)	Medium income (IDR 3 Million - 11.9 Million)	Higher income (IDR 12 Million and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

Highest Education Level - Indonesia

Base	1000	367	430	118	509	26	79	20	14	9	343
Primary school (SD)	1%	2%	0%	-	1%	-	-	10%	-	-	1%
Junior secondary school (SMP)	1%	3%	1%	-	1%	-	3%	5%	7%	-	1%
Secondary school (SMA), Vocational and pre-professional senior secondary schools (SMK)	31%	49%	22%	9%	25%	31%	39%	45%	36%	22%	38%
Vocational Education D3 level (e.g. in order to qualify as an electrician, nurse) and other general education D3	13%	13%	14%	13%	14%	12%	11%	15%	22%	33%	10%
Level S-1 (e.g. Bachelor of Arts, Bachelor of Science)	46%	32%	54%	63%	49%	54%	42%	15%	21%	33%	44%
Level S-2 / S-3 (Masters, Doctorate)	6%	2%	7%	13%	8%	4%	1%	10%	7%	11%	3%
Professional higher education (e.g. to qualify as a lawyer, accountant)	1%	0%	1%	3%	1%	-	4%	-	8%	-	1%
None of these	0%	-	0%	-	0%	-	-	-	-	-	1%

Social networks - member of

Base	1000	367	430	118	509	26	79	20	14	9	343
Facebook	86%	86%	87%	89%	88%	85%	91%	85%	93%	100%	83%
Facebook Messenger	-	-	-	-	-	-	-	-	-	-	-
Twitter	50%	44%	54%	59%	46%	58%	54%	50%	36%	44%	55%
LinkedIn	23%	15%	26%	44%	24%	35%	22%	20%	15%	-	22%
Google+	52%	53%	51%	59%	50%	58%	57%	44%	50%	56%	53%
MySpace	3%	2%	4%	5%	3%	4%	8%	-	-	11%	3%
Pinterest	13%	8%	14%	23%	12%	15%	15%	-	36%	22%	12%
Tumblr	6%	5%	7%	10%	5%	8%	4%	15%	7%	-	8%
Instagram	53%	47%	53%	64%	46%	65%	73%	30%	43%	33%	60%
Vine	2%	1%	1%	5%	1%	8%	-	-	-	-	2%
Snapchat	6%	4%	6%	14%	3%	15%	18%	-	-	-	9%
WeChat	14%	12%	14%	20%	13%	27%	13%	15%	7%	11%	17%
Line	47%	44%	46%	56%	41%	46%	58%	50%	57%	67%	51%
Vimeo	1%	1%	1%	4%	1%	4%	1%	-	14%	-	1%
Tinder	2%	1%	2%	3%	0%	4%	-	-	-	-	4%
Mindtalk	0%	-	-	3%	0%	-	1%	-	-	-	0%
Path	22%	16%	25%	31%	17%	31%	38%	15%	22%	-	27%
Bebo	-	-	-	-	-	-	-	-	-	-	-
BeeTalk	-	-	-	-	-	-	-	-	-	-	-
Skype	-	-	-	-	-	-	-	-	-	-	-
Whatsapp	-	-	-	-	-	-	-	-	-	-	-
Sina Weibo	-	-	-	-	-	-	-	-	-	-	-
Other	6%	6%	6%	5%	5%	-	8%	15%	29%	33%	6%
Don't Know	1%	1%	-	-	1%	-	-	5%	-	-	1%
Not applicable - I am not currently a member of any social networks	2%	1%	1%	1%	2%	-	-	5%	-	-	1%