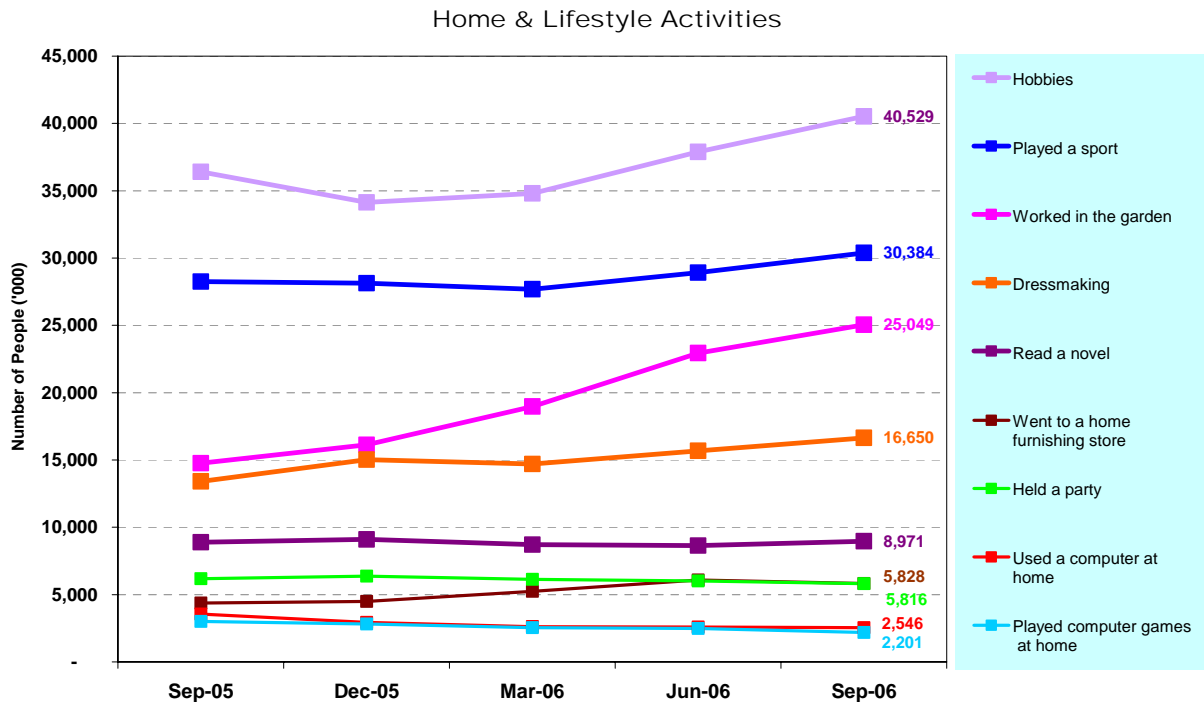


More Indonesians are doing more, at home.

If Indonesia is indeed becoming more conservative as we saw in last week's update, it's no surprise that they're spending more time at home. While just about everybody is glued to the TV set, that's not all that's happening. There's a fascinating surge in interests and hobbies, as more people spend less on luxuries or going out and more time on life's simpler pleasures. Though trendy districts like Kemang are thriving, this is true also in Greater Jakarta not just rural Indonesia. These observations are based on Roy Morgan Single Source, Indonesia's largest syndicated survey now expanding to include over 27,000 respondents annually, projected to reflect 90% of the population over the age of 14. Deeper analysis may reveal differences between say genders, and age groups or urban and rural. Allowing for the marginal shifts which are characteristic of random sampling of respondents around the country, the numbers representing each activity are stable across the board. But there are four noticeable exceptions.

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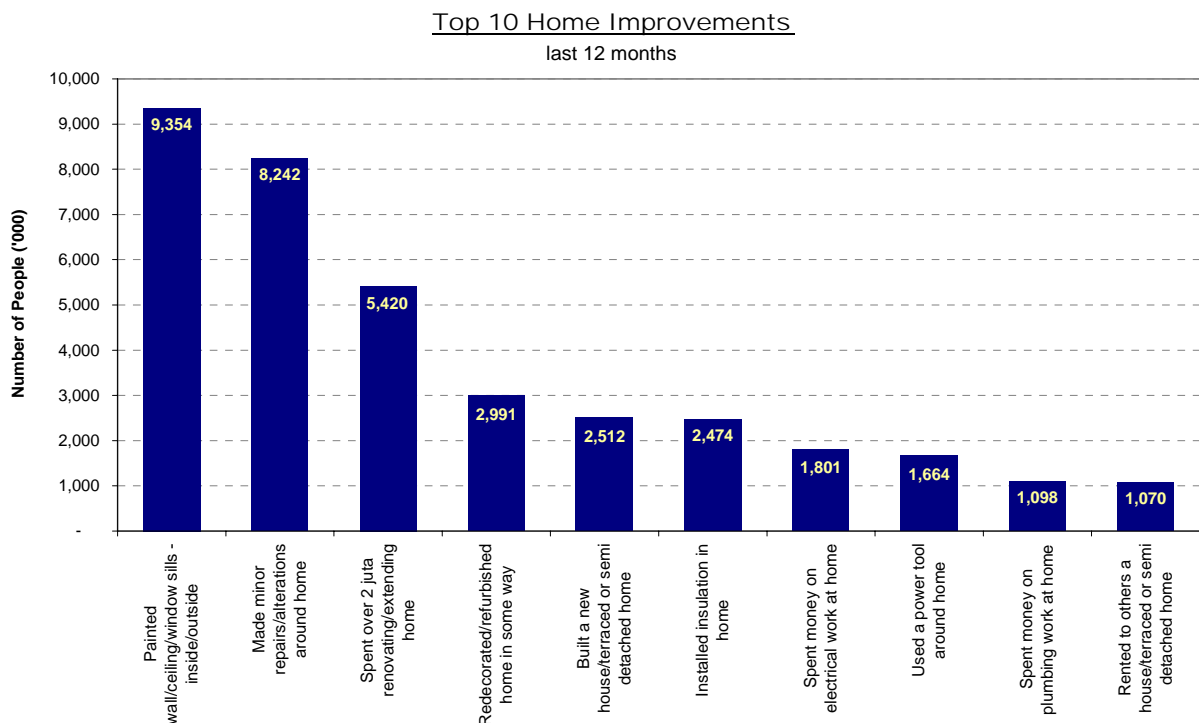


While half the population have had friends and relatives over at home recently, Hobbies have caught the attention of almost one in three Indonesians. That number is growing more rapidly than any other activity, without including computer games so popular especially among the young. Playing sports is also on the increase, a welcome sign in a world that is increasingly becoming indolent. With one in five people playing, and that's growing, a healthier Indonesia is in the making. Are marketers paying adequate attention to this development? Are they stimulating interest in a growing range of sports, beyond soccer, to mutual gain?

Equally fascinating are the increasing numbers of people who are actively taking interest in their gardens. Again, this a business opportunity that is perhaps going unnoticed. Dress-making continues to grow as an interest in more and more homes around the country. Though ready-to-wear clothes are becoming ever cheaper every year, the visible popularity of *Busana Muslim* could explain this phenomenon in Indonesia.

A large proportion of Indonesia has always been interested in pets, across the country and regardless of socio-economic strata. That relationship between man and animal continues to thrive. One in five people have a cat, one in ten have a bird, followed closely by fish. Considering that pets are shared, that's a high concentration of pets in homes. Dogs are predictably less popular in Indonesia, but almost ten million people have a dog as a pet.

None of this is surprising when you consider the fact that Indonesians are taking greater interest in their homes - witness the time, effort and money they are spending on them.



The obvious opportunity for banks to foster this pride in the home seems to have gone unnoticed. Over 9 million homes were painted in part or whole last year. Well over 2 million new homes were built from scratch. In contrast, all we see by way of promotions are the highly unimaginative and almost obscene display of cars thrown at prospective account holders by every other major bank in the country. How much imagination does it really require to understand that perhaps the best way to develop consumer banking in the country is to help build the pride that people have in their homes, while simultaneously building long-lasting, on-going relationships with their bank?

The signs of a more active population, with wider interests, living in prettier homes can only be reassuring to all Indonesians and their neighbours alike. Those signs will hopefully catch the attention of business at large, both local and multinational. Because the signs are good and the opportunities should be obvious.

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