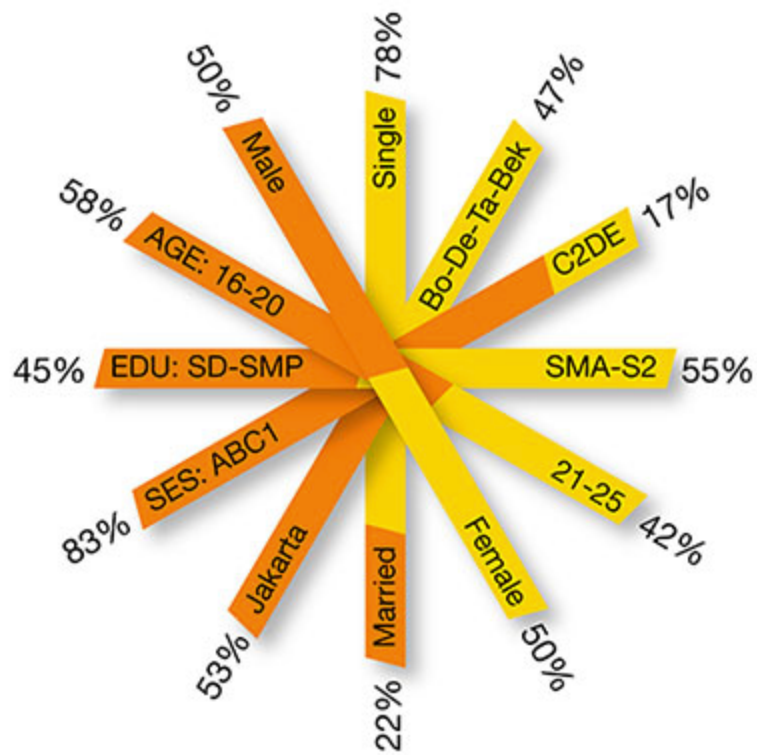


Demographics



This survey targets a population segment that seems ignored – taken for granted -- by many: the new adults born around the start of the “Reformasi” era.

This new generation of Indonesians, or “Gen-I,” is too young to recall the cataclysmic days of May 1998, grew up with GDP growth generally between 4% and 6%, depends on a “hp” handphone, uses the internet, and – living under a democracy – will soon vote in the millions.