

Methodology



These findings summarize some of the results of a wider survey conducted between June 6 and June 14, 2013 by GroupW, with fieldwork done by Field Survey Indonesia, one of Indonesia's leading market research fieldwork companies.

The survey was conducted through face-to-face interviews with a random, representative sample of 300 people between the ages of 16 and 25. The data has a margin of error of 3-4% at a 95% confidence level. Respondents were selected using a systematic multi-stage method involving the random selection of "rukun tetangga" administrative areas; the random selection of households using an interval selection method, and the random selection of the respondent by using a Kish Grid, which systematically selects one respondent per household. Strict quality control procedures were employed. A supervisor witnessed 10% of all interviews, and call-backs were conducted in 20% of the interviews to confirm the proper selection of the respondent and to verify responses to key questions.