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MONTHLY HOUSEHOLD EXPENDITURE

	GATRA	TEMPO	FORUM	SWA	PANJI
READERSHIP	343	313	169	82	50
ABOVE RP.- 1.500.000	82	91	31	21	7
	24.00 %	29.00 %	18.00 %	25.00 %	14.00 %
RP. 1.000.001 – 1.500.000	49.00	27.00	34.00	17.00	11.00
	14.00%	9.00 %	20.00 %	21.00 %	23.00 %
RP. 700.001-1.000.000	59.00	82.00	38.00	5.00	5.00
	17.00 %	26.00 %	23.00 %	6.00 %	10.00 %
RP 500.001 – 700.000	54.00	57.00	21.00	15.00	4.00
	16.00 %	18.00 %	13.00 %	18.00 %	8.00 %
RP 350.001 – 500.000	36.00	26.00	32.00	18.00	11.00
	11.00 %	8.00 %	19.00 %	22.00 %	21.00 %
RP 250.001 – 350.000	44.00	14.00	12.00	6.00	-
	13.00 %	5.00 %	7.00 %	7.00 %	0.00 %
BELOW RP. 250.000	19.00	16.00	1.00	-	12.00
	6.00 %	5.00 %	1.00 %	0.00 %	25.00 %
TOTAL NUMBERS	343.00	313.00	169.00	82.00	50.00
TOTAL PERCENTAGE	101.00 %	100.00 %	101.00 %	99.00 %	101.00 %

OCCUPATION SUMMARY

	GATRA	TEMPO	FORUM	SWA	PANJI
READERSHIP	343	313	169	82	50
WHITE COLLARS	126.00 37.00 %	167.00 53.00 %	75.00 455.00 %	27.00 33.00 %	23.00 46.00 %
BLUE COLLARS	68.00 20.00 %	42.00 13.00 %	17.00 10.00 %	19.00 24.00 %	15.00 30.00 %
ENTREPRENEURS	25.00 7.00 %	16.00 5.00 %	18.00 10.00 %	- 0.00 %	- 0.00 %
STUDENTS	37.00 11.00 %	38.00 12.00 %	33.00 19.00 %	14.00 18.00 %	4.00 9.00 %
HOUSEWIFE	38.00 11.00 %	15.00 5.00 %	12.00 7.00 %	10.00 13.00 %	2.00 12.00 %
OTHERS	49.00 14.00 %	36.00 11.00 %	13.00 8.00 %	11.00 13.00 %	6.00 12.00 %
TOTAL NUMBERS	343.00	314.00	168.00	81.00	50.00
TOTAL PERCENTAGE	100.00 %	99.00 %	99.00 %	101.00 %	100.00 %

LITERACY

	GATRA	TEMPO	FORUM	SWA	PANJI
READERSHIP	343	313	169	82	50
ENGLISH	68.00 20.00 %	62.00 20.00 %	47.00 28.00 %	30.00 37.00 %	6.00 13.00 %
DUTCH	1.00 0.00 %	7.00 2.00 %	1.00 1.00 %	- 0.00 %	- 0.00 %
CHINESE	- 0.00 %	5.00 2.00 %	- 0.00 %	- 0.00 %	- 0.00 %
OTHERS	86.00 25.00 %	94.00 30.00 %	37.00 22.00 %	19.00 23.00 %	14.00 29.00 %

DEMOGRAPHICS – AGE GROUP

	GATRA	TEMPO	FORUM	SWA	PANJI
READERSHIP	343	313	169	82	50
15-19 YEARS	34.00 10.00 %	35.00 11.00 %	15.00 9.00 %	12.00 15.00 %	6.00 13.00 %
20-24 YEARS	65.00 19.00 %	49.00 16.00 %	38.00 23.00 %	26.00 32.00 %	13.00 25.00 %
25 – 29 YEARS	69.00 20.00 %	43.00 14.00 %	34.00 20.00 %	21.00 25.00 %	8.00 16.00 %
30 – 34 YEARS	38.00 11.00 %	44.00 14.00 %	22.00 13.00 %	5.00 6.00 %	8.00 17.00 %
40 – 44 YEARS	26.00 8.00 %	45.00 14.00 %	12.00 7.00 %	- 0.00 %	12.00 25.00 %
45-49 YEARS	42.00 12.00 %	22.00 7.00 %	- 0.00 %	1.00 1.00 %	1.00 3.00 %
50 + YEARS	40.00 12.00 %	41.00 13.00 %	1.00 1.00 %	9.00 11.00 %	- 0.00 %
TOTAL NUMBERS	342.00	313.00	169.00	82.00	49.00
TOTAL PERCENTAGE	100.00 %	100.00 %	101.00 %	100.00 %	101.00 %

LEVEL OF EDUCATION

	GATRA 343	TEMPO 313	FORUM 169	SWA 82	PANJI 50
READERSHIP NO FORMAL EDUCATION	- 0.00 %	- 0.00 %	- 0.00 %	- 0.00 %	- 0.00 %
SD NOT COMPLETE	- 0.00 %	10.00 3.00 %	7.00 4.00 %	- 0.00 %	6.00 12.00 %
SD	25.00 7.00 %	21.00 7.00 %	9.00 5.00 %	4.00 4.00 %	- 0.00 %
SLTP	54.00 16.00 %	51.00 16.00 %	8.00 5.00 %	13.00 16.00 %	8.00 16.00 %
SLTA	155.00 45.00 %	103.00 33.00 %	79.00 47.00 %	28.00 34.00 %	24.00 48.00 %
ACADEMY	31.00 9.00 %	36.00 11.00 %	30.00 18.00 %	16.00 20.00 %	2.00 4.00 %
UNIVERSITY	73.00 21.00 %	80.00 26.00 %	33.00 19.00 %	21.00 26.00 %	10.00 20.00 %
POST GRADUATE	5.00 1.00 %	13.00 4.00 %	3.00 2.00 %	- 0.00 %	- 0.00 %
TOTAL NUMBERS	343.00	314.00	169.00	82.00	50.00
TOTAL PERCENTAGE	99.00 %	100.00 %	100.00 %	100.00 %	100.00 %

ORIGIN

	GATRA	TEMPO	FORUM	SWA	PANJI
READERSHIP	343	313	169	82	50
INDONESIAN NATIVE	327.00 95.00 %	306.00 98.00 %	169.00 100.00 %	82.00 100.00 %	50.00 100.00 %
INDONESIAN - CHINESE	16.00 5.00 %	8.00 2.00 %	- 0.00 %	- 0.00 %	- 0.00 %
TOTAL NUMBERS	343.00	314.00	169.00	82.00	50.00
TOTAL PERCENTAGE	100.00 %	100.00 %	100.00 %	100.00 %	100.00 %

MARITAL STATUS

	GATRA	TEMPO	FORUM	SWA	PANJI
READERSHIP	343	313	169	82	50
MARRIED	205.00 60.00 %	202.00 64.00 %	86.00 51.00 %	38.00 47.00 %	29.00 59.00 %
WIDOW/WIDOWER/DIVORCED	43.00 2.00 %	5.00 2.00 %	- 0.00 %	- 0.00 %	- 0.00 %
SINGLE	133.00 39.00 %	111.00 36.00 %	83.00 49.00 %	43.00 53.00 %	21.00 41.00 %
PRODUCT DECISION MAKER YES	69.00 20.00 %	61.00 19.00 %	59.00 35.00 %	24.00 29.00 %	7.00 14.00 %
NO	27.00 8.00 %	252.00 81.00 %	109.00 65.00 %	58.00 71.00 %	43.00 86.00 %