



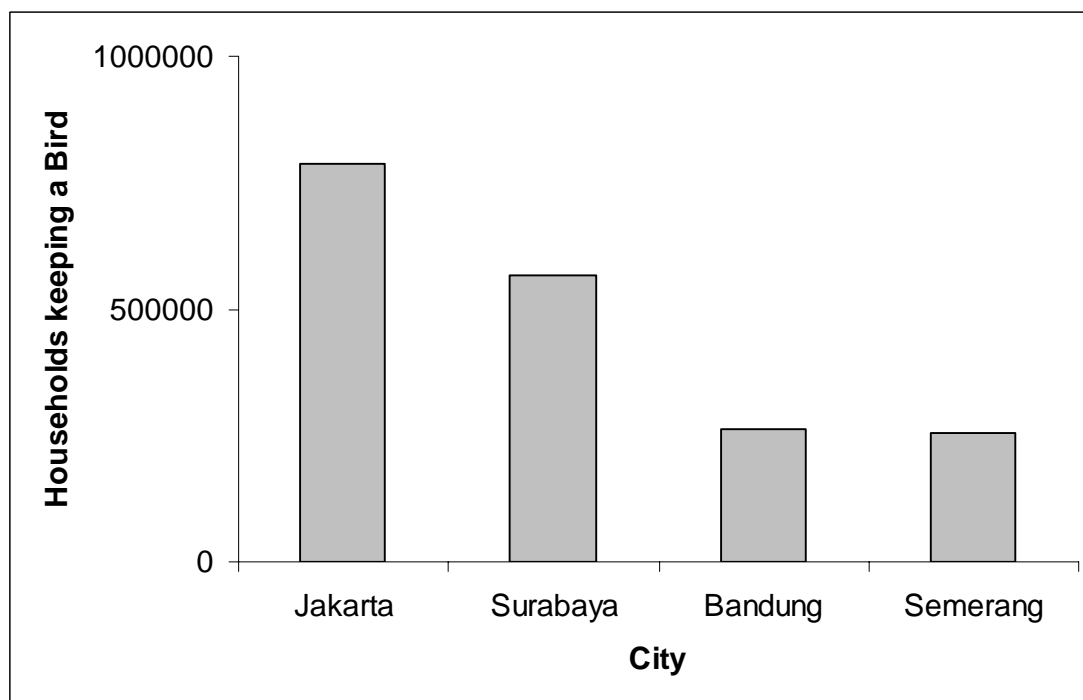
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Press Release

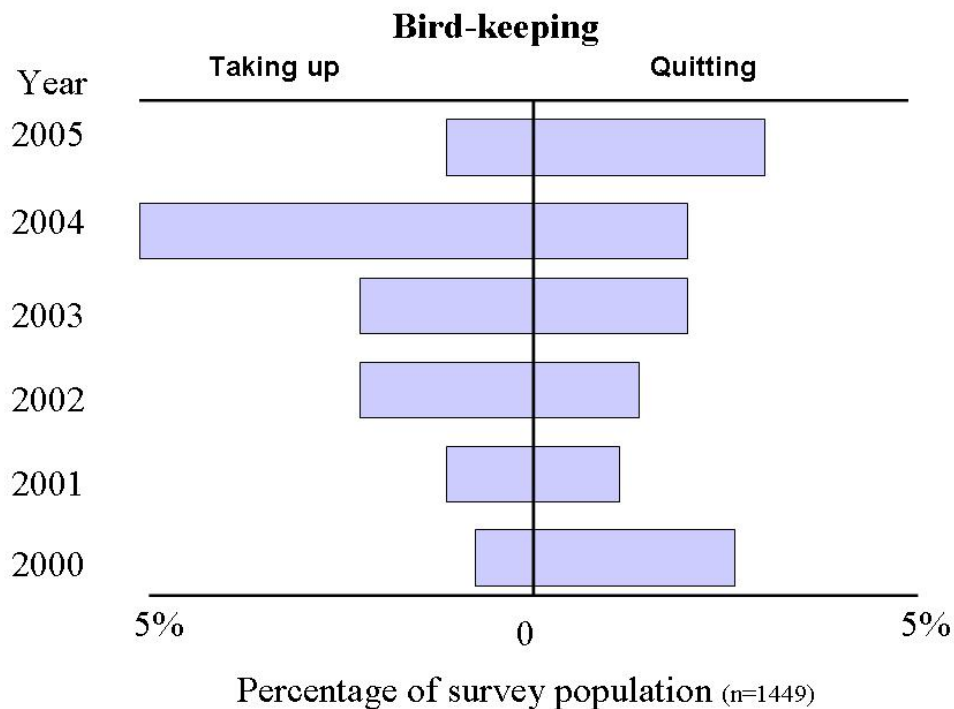
4 March 2006

One in five households keep a bird in Java's largest cities

A survey included in the December 2005 AC Nielsen Omnibus survey, and designed by the University of Oxford, BirdLife Indonesia and ACNielsen, has found that overall, 19.5% of households in Jakarta, Surabaya, Bandung and Semarang keep a songbird. This equates to 1,872,580 households in the four cities. Surabaya city had the highest proportion of households keeping birds (27.8 %) and Jakarta the lowest (11.9%).



A comparable survey that was conducted in 1999 showed a slightly higher rate of bird keeping (21.5% of households). The December 2005 survey revealed that nearly 4% of households in these four cities have quit keeping birds during 2005 and this is the highest number of people quitting the hobby in the last five years. This represents a turn around on 2004, which saw record numbers of households taking up bird-keeping.



Just over half (52%) of bird-keeping households bought a new bird in the last year and spent on average Rp99,900 (\$10.89 US) on their new bird acquisitions. However, 20% of bird-keeping households spent in excess of Rp250,000 in a year. It can therefore be estimated that in excess of US\$10 million are spent annually on the purchase of birds by residents of these four cities.

If this analysis is extended to include the money spent on cages, bird food and supplements, it is conservatively estimated that the bird-keeping hobby contributes in more than \$159 million to the Javanese economy.

Dr Paul Jepson from University of Oxford who is leading the research commented *'These findings confirm the central role of bird-keeping in Java's urban recreational culture. Responses to the current worries about bird flu will require a careful balancing of health, cultural and economic imperatives. I believe that surveys such as this can create a body of evidence to support informed decision-making'*

This survey was conducted under a project funded by the Darwin Initiative of the UK government. The project titled 'A market-led conservation response to domestic bird-trade in Indonesia' is a joint initiative of The Environmental Change Institute (University of Oxford), BirdLife Indonesia, PBI-The Indonesian Ornithological Society, ACNielsen Indonesia and PHKA-Department of Forest Protection and Nature Conservation.

