

## SMARTPHONE SUB-PANEL (February 2015)

This sub-panel is based on Single and Multiple-choice question types with a total of 4,579 respondents (which 3,760 respondents have smartphone) from Nusaresearch Panel. Statistical result includes tables in following content:

1. Type of gadgets owned
2. Number of smartphone as personal property
3. Number of smartphones owned
4. Smartphone's most often using brand
5. Amount of simcard in current smartphone
6. Amount of money for buying current smartphone
7. Current smartphone's status
8. Place for buying current smartphone
9. Name of online shop when buying current smartphone
10. Purchasing time
11. Number of respondents intending to buy smartphone
12. Future smartphone brands

### 1. Type of gadgets owned [MA] (n=4,579)

	Frequency	Percent
<b>Total</b>	<b>4,579</b>	<b>100.0%</b>
Smartphone	3,760	82.1%
Laptop	3,387	74.0%
SmartTV	3,178	69.4%
Printer	1,966	42.9%
PC Desktop	1,793	39.2%
Digital Camera	1,488	32.5%
Tablet	1,447	31.6%
Handheld game console (Playstation, Xbox, PSP, Nintendo, etc)	913	19.9%
Ipod/MP3/MP4	741	16.2%
Digital cameras, DSLR/SLR	698	15.2%
Digital Camcorder	304	6.6%
Positioning devices (Garmin, TomTom, etc)	148	3.2%
Not owning equipment listed above	34	0.7%

### 2. Number of smartphone as personal property [SA] (n=3,760)

	Frequency	Percent
<b>Total</b>	<b>3,760</b>	<b>100.0%</b>
Personal Property	3,703	98.5%
Not personal property	57	1.5%

### 3. Number of smartphones owned [SA] (n=3,703)

	Frequency	Percent
<b>Total</b>	<b>3,703</b>	<b>100.0%</b>
1 pcs	2,245	60.6%
2 pcs	1,246	33.6%
3 pcs	160	4.3%
More than 3 pcs	52	1.4%

4. Smartphone's most often using brand [SA] (n=3,703)

	Frequency	Percent
<b>Total</b>	<b>3,703</b>	<b>100.0%</b>
<b>Samsung</b>	<b>1,181</b>	<b>31.9%</b>
Blackberry	432	11.7%
Smartfren	317	8.6%
Sony Ericsson / Xperia	212	5.7%
Lenovo	211	5.7%
Asus	196	5.3%
Nokia	196	5.3%
Evercoss / Cross	179	4.8%
Advan	138	3.7%
iPhone / Apple	136	3.7%
Oppo	107	2.9%
LG	76	2.1%
Xiaomi	72	1.9%
Mito	41	1.1%
Acer	40	1.1%
Others	169	4.6%

5. Amount of simcard in current smartphone [Matrix SA] (n=3,703)

	Total	Single SIM	Dual SIM
<b>Samsung</b>	1181	692	489
	100%	58.6%	41.4%
<b>Blackberry</b>	432	423	9
	100%	97.9%	2.1%
<b>Smartfren</b>	317	23	294
	100%	7.3%	92.7%
<b>Sony Ericsson / Xperia</b>	212	165	47
	100%	77.8%	22.2%
<b>Lenovo</b>	211	24	187
	100%	11.4%	88.6%
<b>Asus</b>	196	11	185
	100%	5.6%	94.4%
<b>Nokia</b>	196	124	72
	100%	63.3%	36.7%
<b>Evercoss / Cross</b>	179	7	172
	100%	3.9%	96.1%
<b>Advan</b>	138	7	131
	100%	5.1%	94.9%
<b>iPhone / Apple</b>	136	128	8
	100%	94.1%	5.9%
<b>Oppo</b>	107	10	97
	100%	9.3%	90.7%
<b>LG</b>	76	36	40
	100%	47.4%	52.6%
<b>Xiaomi</b>	72	14	58
	100%	19.4%	80.6%
<b>Mito</b>	41	1	40
	100%	2.4%	97.6%
<b>Acer</b>	40	1	39
	100%	2.5%	97.5%
<b>Others</b>	169	41	128
	100%	24.3%	75.7%

5.1. SAMSUNG smartphone series using [SA] (n=1,181)

	Frequency	Percent
<b>Total</b>	<b>1,181</b>	<b>100.0%</b>
<b>Galaxy Young</b>	<b>111</b>	<b>9.4%</b>
Galaxy S4	91	7.7%
Galaxy ACE 3	70	5.9%
Galaxy Young 2	60	5.1%
Galaxy Grand	58	4.9%
Galaxy Grand 2	55	4.7%
Galaxy Y	48	4.1%
Galaxy Core 2	47	4.0%
Galaxy Ch@t	39	3.3%
Galaxy S III	38	3.2%
Galaxy V	37	3.1%
Galaxy Y Duos	35	3.0%
Galaxy Core	34	2.9%
Galaxy S5	34	2.9%
Galaxy Ace	31	2.6%
Galaxy Mega	31	2.6%
Galaxy S III mini	30	2.5%
Galaxy Grand Prime	30	2.5%
Galaxy Frame	27	2.3%
Galaxy mini	26	2.2%
Galaxy Star	23	1.9%
Galaxy Grand Neo	23	1.9%
Galaxy Ace 2	22	1.9%
Others	181	15.3%

5.2. BLACKBERRY smartphone series using [SA] (n=432)

	Frequency	Percent
<b>Total</b>	<b>432</b>	<b>100.0%</b>
<b>BlackBerry Curve 9320</b>	<b>63</b>	<b>14.6%</b>
BlackBerry Curve 9220	53	12.3%
BlackBerry Bold 9790	33	7.6%
BlackBerry Curve 9380	29	6.7%
BlackBerry Bold 9900	24	5.6%
BlackBerry Curve 9360	23	5.3%
Blackberry Z10	19	4.4%
Blackberry Q10	13	3.0%
Blackberry Q5	12	2.8%
Blackberry Z3	12	2.8%
Others	151	35.0%

5.3. SMARTFREN smartphone series using [SA] (n=317)

	Frequency	Percent
<b>Total</b>	<b>317</b>	<b>100.0%</b>
<b>Andromax C</b>	<b>62</b>	<b>19.6%</b>
Andromax C3	44	13.9%
Andromax C2	34	10.7%
Andromax U2	22	6.9%
Andromax G	18	5.7%
New Andromax C2	15	4.7%
Andromax G2	13	4.1%
New Andromax G2	11	3.5%
Andromax i3	11	3.5%
Andromax U 4.5 Limited	11	3.5%
Andromax-i 4.0 New	11	3.5%
Andromax I2	10	3.2%
Others	55	17.4%

5.4. SONY ERICSSON / XPERIA smartphone series using [SA] (n=212)

	Frequency	Percent
<b>Total</b>	<b>212</b>	<b>100.0%</b>
<b>Xperia L</b>	<b>17</b>	<b>8.0%</b>
Xperia M	16	7.5%
Xperia E1	13	6.1%
Xperia Tipo	12	5.7%
Xperia M2	10	4.7%
Xperia Miro	9	4.2%
Xperia E	9	4.2%
Xperia J	9	4.2%
Xperia ray	8	3.8%
Xperia Z1	8	3.8%
Xperia Z2	8	3.8%
Xperia Z	7	3.3%
Others	86	40.6%

5.5. LENOVO smartphone series using [SA] (n=211)

	Frequency	Percent
<b>Total</b>	<b>211</b>	<b>100.0%</b>
A369i	39	18.5%
A390	20	9.5%
A706	16	7.6%
A859	13	6.2%
P780	11	5.2%
S920	11	5.2%
A316i	10	4.7%
A516	9	4.3%
VIBE X	8	3.8%
Others	74	35.1%

6. Amount of money for buying current smartphone [SA] (n=3,703)

	Frequency	Percent
<b>Total</b>	<b>3,703</b>	<b>100.0%</b>
Under IDR 1,000,000	725	19.6%
IDR 1,000,001 - IDR 3,000,000	2,219	59.9%
IDR 3,000,001 - IDR 6,000,000	594	16.0%
IDR 6,000,001 - IDR 9,000,000	119	3.2%
Over IDR 9,000,001	20	0.5%
Do not know	26	0.7%

7. Current smartphone's status [SA] (n=3,703)

	Frequency	Percent
<b>Total</b>	<b>3,703</b>	<b>100.0%</b>
100 % New	3,270	88.3%
Second hand	433	11.7%

8. Place for buying current smartphone [SA] (n=3,703)

	Frequency	Percent
<b>Total</b>	<b>3,703</b>	<b>100.0%</b>
Mobile Shop	1,683	45.4%
Retailed center of computer, component and mobile	821	22.2%
Supermarkets/ Electronics Center	440	11.9%
Online purchase	317	8.6%
Gift from other people	158	4.3%
Trade Center	131	3.5%
Secondhand mobile shop	77	2.1%
Purchased from oversea	30	0.8%
Others	43	1.2%
Do not know	3	0.1%

9. Name of online shop when buying current smartphone [SA] (n=317)

	Frequency	Percent
<b>Total</b>	<b>317</b>	<b>100.0%</b>
Lazada	125	39.4%
OLX	53	16.7%
Kaskus	25	7.9%
Tokopedia	18	5.7%
Berniaga.com	16	5.0%
Bibli.com	12	3.8%
Elevenia	11	3.5%
Qoo10	10	3.2%
Bukalapak	9	2.8%
Others	38	12.0%

10. Purchasing time [SA] (n=3,703)

	Frequency	Percent
<b>Total</b>	<b>3,703</b>	<b>100.0%</b>
Before December 2011	149	4.0%
December 2011 - December 2012	560	15.1%
January 2013 - December 2014	2,765	74.7%
January 2015 until present	229	6.2%

11. Number of respondents intending to buy smartphone [SA] (n=3,760)

	Frequency	Percent
<b>Total</b>	<b>3,760</b>	<b>100.0%</b>
Intend to buy	3,070	81.6%
Don't Intend to buy	690	18.4%

12. Future smartphone brands [SA] (n=3,070)

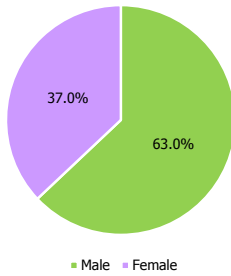
	Frequency	Percent
<b>Total</b>	<b>3,070</b>	<b>100.0%</b>
Samsung	973	31.7%
iPhone / Apple	462	15.0%
Asus	314	10.2%
Sony Ericsson / Xperia	269	8.8%
Xiaomi	240	7.8%
Oppo	190	6.2%
Lenovo	114	3.7%
Nokia	84	2.7%
Blackberry	81	2.6%
LG	66	2.1%
Advan	53	1.7%
Evercross / Cross	51	1.7%
Smartfren	50	1.6%
HTC	23	0.7%
Acer	23	0.7%
Motorola	17	0.6%
Huawei	14	0.5%
Others	46	1.5%

13. Price of future smartphone brands [SA] (n=3,070)

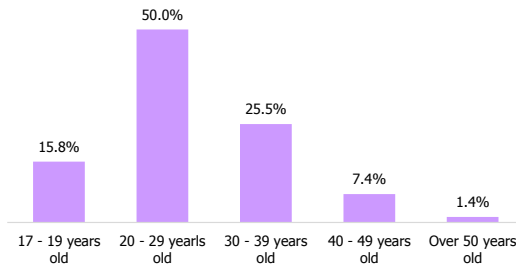
	Frequency	Percent
<b>Total</b>	<b>3,070</b>	<b>100.0%</b>
Under IDR 1,000,000	141	4.6%
IDR 1,000,001 - IDR 3,000,000	1,668	54.3%
IDR 3,000,001 - IDR 6,000,000	910	29.6%
IDR 6,000,001 - IDR 9,000,000	275	9.0%
Over IDR 9,000,001	61	2.0%
Do not know	15	0.5%

Respondent's Profile

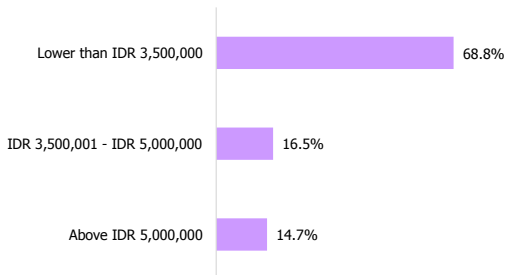
1. Gender (n=4,579)



2. Age (n=4,579)



3. Monthly Household Income (n=4,579)



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