

## POWERBANK SUB-PANEL (November 2014)

This sub-panel is based on Single and Multiple-choice question types with a total of 3,763 respondents (which 1,730 respondents have personal powerbank in the last 3 months) from Nusaresearch Panel. Statistical result includes tables in following content:

1. Powerbank ownership
2. Frequency of charging personal gadget
3. Number of the powerbank owned
4. Purchase time of the last bought Powerbank
5. Brand of last purchased Powerbank
6. The capacity of Powerbank
7. Place of buying the last Powerbank
8. Plan to purchase Powerbank within 1 year
9. Future Powerbank brands
10. The capacity of future Powerbank brands

### 1. Powerbank ownership [SA] (n=3,763)

	Frequency	Percent
<b>Total</b>	<b>3,763</b>	<b>100.0%</b>
Personal	1,730	46.0%
Others (not personal)	2,033	54.0%

### 2. Frequency of charging personal gadget [SA] (n=1,730)

	Frequency	Percent
<b>Total</b>	<b>1,730</b>	<b>100.0%</b>
1 - 2 times / day	1,153	66.6%
3 - 4 times / day	395	22.8%
More than 4 times / day	182	10.5%

### 3. Number of the powerbank owned [SA] (n=1,730)

	Frequency	Percent
<b>Total</b>	<b>1,730</b>	<b>100.0%</b>
1 pcs	1,160	67.1%
2 pcs	500	28.9%
More than 2 pcs	70	4.1%

### 4. Purchase time of the last bought Powerbank [SA] (n=1,730)

	Frequency	Percent
<b>Total</b>	<b>1,730</b>	<b>100.0%</b>
Before Jan 2012	26	1.5%
Jan - June 2012	35	2.0%
July - Dec 2012	32	1.8%
Jan - June 2013	154	8.9%
July - Dec 2013	379	21.9%
Jan - June 2014	667	38.6%
July 2014 - present	394	22.8%
I don't remember	19	1.1%
I never bought / gift	24	1.4%

### 5. Brand of last purchased Powerbank [SA] (n=1,706)

	Frequency	Percent
<b>Total</b>	<b>1,706</b>	<b>100.0%</b>
<b>SAMSUNG</b>	<b>431</b>	<b>25.3%</b>
ADVANCE	265	15.5%
VIVAN	215	12.6%
EVERCOSS (CROSS)	173	10.1%
HIPPO	138	8.1%
SONY	92	5.4%
V-GEN	90	5.3%
WELLCOMM	64	3.8%
Bcare	31	1.8%
Panasonic	30	1.8%
iPower (Changhong)	18	1.1%
PROBOX (SANYO Cell)	17	1.0%
Energizer	15	0.9%
Others	127	7.4%

### 6. The capacity of Powerbank [SA] (n=1,706)

	Frequency	Percent
<b>Total</b>	<b>1,706</b>	<b>100.0%</b>
2000 - 3000 mAh	283	16.6%
3001 - 5000 mAh	380	22.3%
<b>5001 - 7000 mAh</b>	<b>386</b>	<b>22.6%</b>
7001 - 10000 mAh	236	13.8%
10001 - 12000 mAh	196	11.5%
12001 - 15000 mAh	87	5.1%
15001 - 20000 mAh	99	5.8%
More than 20000 mAh	39	2.3%

### 7. Place of buying the last Powerbank [SA] (n=1,706)

	Frequency	Percent
<b>Total</b>	<b>1,706</b>	<b>100.0%</b>
<b>Wholesale center of PC and handphone</b>	<b>405</b>	<b>23.7%</b>
Gadget Store in Shopping Mall	332	19.5%
Online Shop (TV shopping, web store)	331	19.4%
Gadget Store outside Shopping Mall	220	12.9%
Official sales shop	189	11.1%
Gadget Exhibition	118	6.9%
Supermarket/ Hypermarket	47	2.8%
Street vendor	25	1.5%
Book store (Gramedia, etc)	16	0.9%
Others	23	1.3%

### 8. Plan to purchase Powerbank within 1 year [SA] (n=1,730)

	Frequency	Percent
<b>Total</b>	<b>1,730</b>	<b>100.0%</b>
I have intention	1,174	67.9%
I don't know	417	24.1%
I don't have intention	139	8.0%

### 9. Future Powerbank brands [MA] (n=1,174)

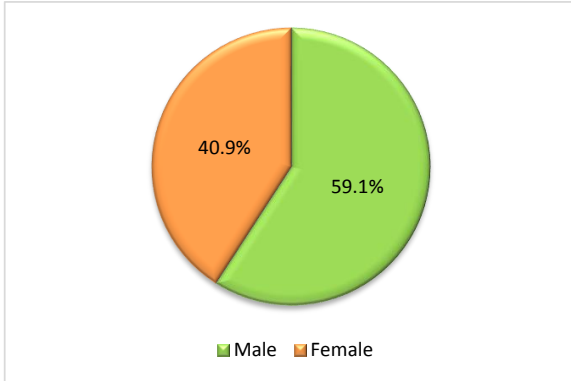
	Frequency	Percent
<b>Total</b>	<b>1,174</b>	<b>100.0%</b>
<b>SAMSUNG</b>	<b>553</b>	<b>47.1%</b>
SONY	339	28.9%
ADVANCE	169	14.4%
VIVAN	151	12.9%
HIPPO	147	12.5%
Panasonic	146	12.4%
EVERCOSS (CROSS)	106	9.0%
V-GEN	100	8.5%
Energizer	87	7.4%
WELLCOMM	68	5.8%
PROBOX (SANYO Cell)	48	4.1%
iPower (Changhong)	28	2.4%
Bcare	15	1.3%
Others	27	2.3%
I don't know	1	0.1%

### 10. The capacity of future Powerbank brands [SA] (n=1,174)

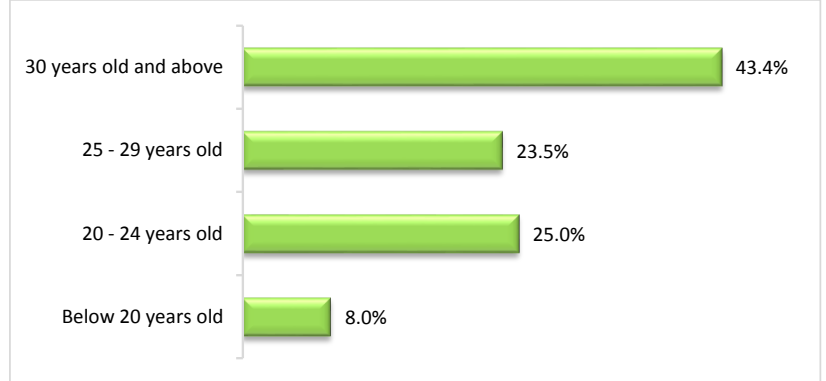
	Frequency	Percent
<b>Total</b>	<b>1,174</b>	<b>100.0%</b>
2000 - 3000 mAh	20	1.7%
3001 - 5000 mAh	89	7.6%
5001 - 7000 mAh	160	13.6%
7001 - 10000 mAh	155	13.2%
<b>10001 - 12000 mAh</b>	<b>241</b>	<b>20.5%</b>
12001 - 15000 mAh	120	10.2%
15001 - 20000 mAh	156	13.3%
More than 20000 mAh	233	19.8%

## Respondent's Profile

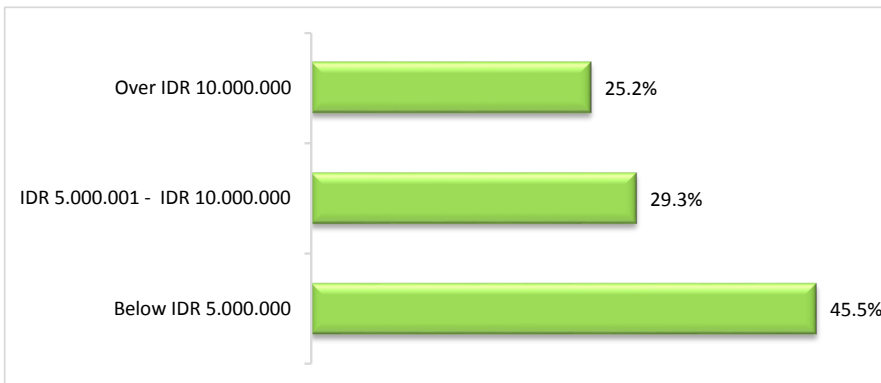
### 1. Gender (n=1,730)



### 2. Age (n=1,730)



### 3. Monthly Household Income (n=1,730)



## CONTACT INFORMATION

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