

USB FLASH DRIVE SUB-PANEL (October 2014)

This sub-panel is based on Single and Multiple-choice question types with a total of 3,793 respondents (which 3,662 respondents have personal USB Flash Drive) from Nusaresearch Panel. Statistical result includes tables in following content:

1. **USB Flash Drive ownership**
2. **Number of USB Flash Drive owned**
3. **Purchase time of the latest USB Flash Drive owned**
4. **The brand name of the latest purchased USB Flash Drive**
5. **The material of the latest purchased USB Flash Drive**
6. **The memory capacity of the latest purchased USB Flash Drive**
7. **Price of the latest purchased USB Flash Drive**
8. **Plan to purchased a USB Flash Drive within 1 year**
9. **Future USB Flash Drive brands**
10. **The memory capacity of future USB Flash Drive brands**

1. USB Flash Drive ownership [SA] (n=3,793)

	Frequency	Percent
Total	3,793	100.0%
Yes	3,662	96.5%
No	131	3.5%

2. Number of USB Flash Drive owned [SA] (n=3,662)

	Frequency	Percent
Total	3,662	100.0%
1	1,113	30.4%
2	1,404	38.3%
3	676	18.5%
4	244	6.7%
More than 4	225	6.1%

3. Purchase time of the latest USB Flash Drive owned [SA] (n=3,662)

	Frequency	Percent
Total	3,662	100.0%
Before Jan 2012	592	16.2%
Jan - June 2012	207	5.7%
July - Dec 2012	200	5.5%
Jan - June 2013	393	10.7%
July - Dec 2013	842	23.0%
Jan - June 2014	895	24.4%
July - present	284	7.8%
I don't remember	138	3.8%
I never bought / gift	111	3.0%

4. The brand name of the latest purchased USB Flash Drive [SA] (n=3,551)

	Frequency	Percent
Total	3,551	100.0%
KINGSTON	1,648	46.4%
TOSHIBA	677	19.1%
SanDisk	438	12.3%
HP	199	5.6%
V-GEN	171	4.8%
ADATA	107	3.0%
Transcend	101	2.8%
SONY	96	2.7%
PNY	19	0.5%
Apacer	14	0.4%
Others	81	2.3%

5. The material of the latest purchased USB Flash Drive [SA] (n=3,551)

	Frequency	Percent
Total	3,551	100.0%
Hard plastic	2,257	63.6%
Flexible plastic	738	20.8%
Metal	503	14.2%
Leather / Imitation leather	25	0.7%
Rubber	17	0.5%
Wood	7	0.2%
I don't know	4	0.1%

6. The memory capacity of the latest purchased USB Flash Drive [SA] (n=3,551)

	Frequency	Percent
Total	3,551	100.0%
128 MB	7	0.2%
256 MB	7	0.2%
512 MB	10	0.3%
1 GB	57	1.6%
2 GB	294	8.3%
4 GB	904	25.5%
8 GB	1,454	40.9%
16 GB	629	17.7%
32 GB	141	4.0%
Over 32 GB	48	1.4%

7. Price of the latest purchased USB Flash Drive [SA] (n=3,551)

	Frequency	Percent
Total	3,551	100.0%
Less than IDR 50.000	155	4.4%
IDR 50.000 - IDR 75.000	901	25.4%
IDR 75.001 - IDR 100.000	1,102	31.0%
IDR 100.001 - IDR 150.000	820	23.1%
IDR 150.001 - IDR 200.000	311	8.8%
IDR 200.001 - IDR 250.000	138	3.9%
IDR 250.001 - IDR 300.000	70	2.0%
IDR 300.001 - IDR 500.000	41	1.2%
More than IDR 500.000	13	0.4%

8. Plan to purchased a USB Flash Drive within 1 year [SA] (n=3,662)

	Frequency	Percent
Total	3,662	100.0%
Yes, i have intention	2,613	71.4%
I don't know	816	22.3%
No, i don't have intention	233	6.4%

9. Future USB Flash Drive brands [MA] (n=2,613)

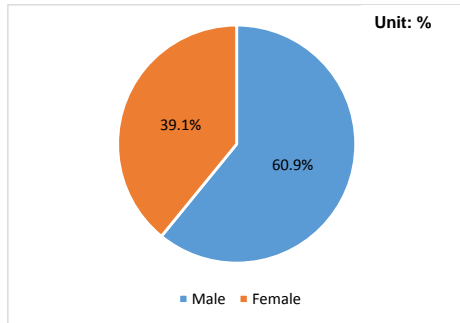
	Frequency	Percent
Total	2,613	100.0%
KINGSTON	1,131	43.3%
TOSHIBA	933	35.7%
SanDisk	617	23.6%
SONY	493	18.9%
HP	393	15.0%
V-GEN	338	12.9%
Transcend	224	8.6%
ADATA	174	6.7%
CORSAIR	58	2.2%
Apacer	40	1.5%
PNY	30	1.1%
Others	150	5.7%

10. The memory capacity of future USB Flash Drive brands [SA] (n=2,613)

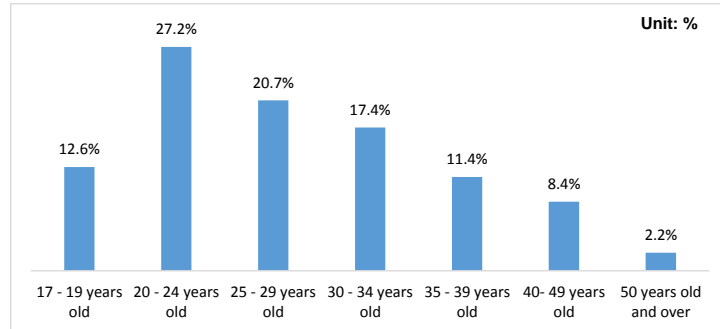
	Frequency	Percent
Total	2,613	100.0%
128 MB	10	0.4%
256 MB	5	0.2%
512 MB	15	0.6%
1 GB	7	0.3%
2 GB	28	1.1%
4 GB	104	4.0%
8 GB	436	16.7%
16 GB	834	31.9%
32 GB	669	25.6%
Over 32 GB	505	19.3%

Respondent's Profile

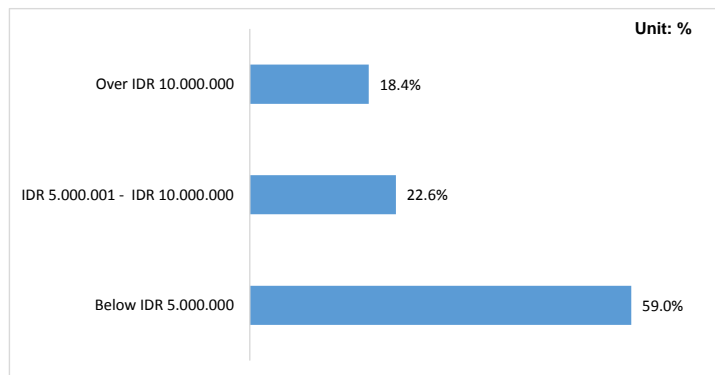
1. Gender (n=3,793)



2. Age (n=3,793)



3. Monthly Household Income (n=3,793)



CONTACT INFORMATION

PT. Nusaresearch

Address: Lantai 21, Grand Slipi Tower, Jl. S. Parman, Kav. 22 - 24, Slipi, Jakarta Barat, JKT, Indonesia.

Office phone: + 62 21 2902 2227 Fax: + 62 21 2902 2244

E-mail: info@nusaresearch.com

www.nusaresearch.com



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