



**KURIUS**  
**TOP BRAND SURVEY**  
**SNEAKERS**



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**Methodological aspects**



# Methodology



Survey type **short survey no. 650**

Sample size **399 respondents**

Margin of error **±4.90% at 95% confidence level**

Data collection interval **14 Feb – 22 Feb 2023**

Average Length of Interview (LOI) **05 minutes**

Demographics **Men (49,2%), Women (50,8%)**

Data collection method **CAWI (web interviews)**



## Results Short Survey



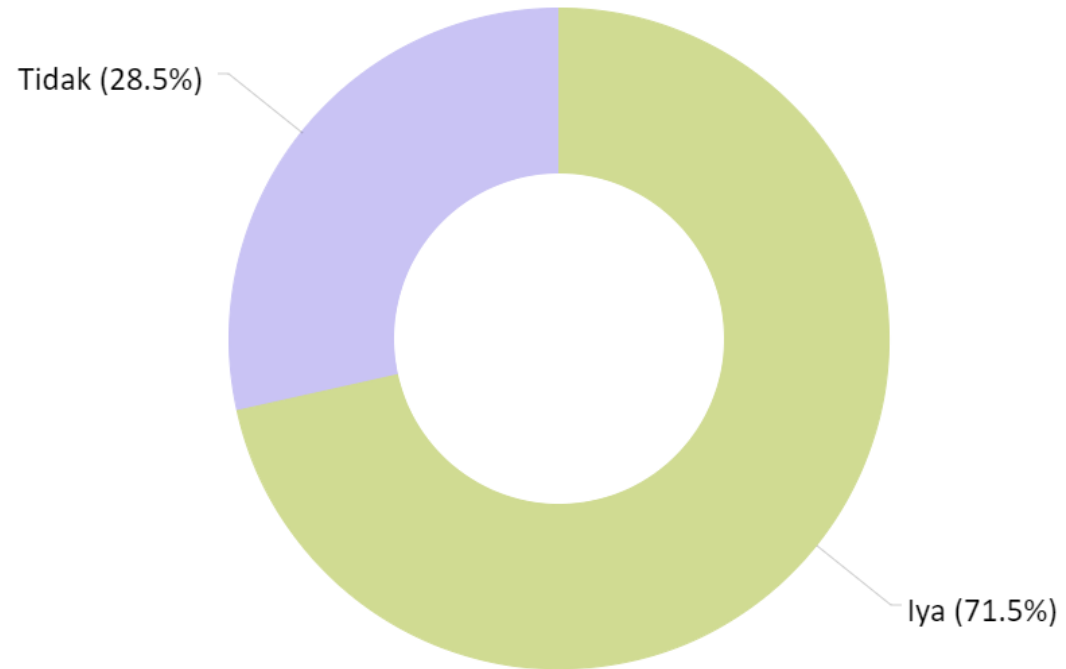
# DEMOGRAFI RESPONDEN

Jenis Kelamin		
Laki-Laki	49,2%	<div style="width: 49.2%;"></div>
Perempuan	50,8%	<div style="width: 50.8%;"></div>
Kelompok Umur		
17 – 24 Tahun	7,2%	<div style="width: 7.2%;"></div>
25 – 34 Tahun	29,6%	<div style="width: 29.6%;"></div>
<b>35 – 44 Tahun</b>	<b>31,7%</b>	<div style="width: 31.7%;"></div>
45 – 54 Tahun	22,2%	<div style="width: 22.2%;"></div>
55 – 64 Tahun	7,5%	<div style="width: 7.5%;"></div>
> 64 Tahun	1,8%	<div style="width: 1.8%;"></div>

Daerah Responden		
Jawa (Non DKI Jakarta)	64,0%	<div style="width: 64.0%;"></div>
Jawa (DKI Jakarta)	15,4%	<div style="width: 15.4%;"></div>
Sumatera	10,9%	<div style="width: 10.9%;"></div>
Sulawesi	3,6%	<div style="width: 3.6%;"></div>
Bali – Nusa	2,9%	<div style="width: 2.9%;"></div>
Kalimantan	2,7%	<div style="width: 2.7%;"></div>
Maluku - Papua	0,5%	<div style="width: 0.5%;"></div>

Demografi responden dalam survey ini mayoritas berjenis kelamin Perempuan (50,8%) dengan rentang kelompok umur 35 – 44 Tahun (31,7%) dan bertempat tinggal di area Jawa Non DKI Jakarta (64,0%).

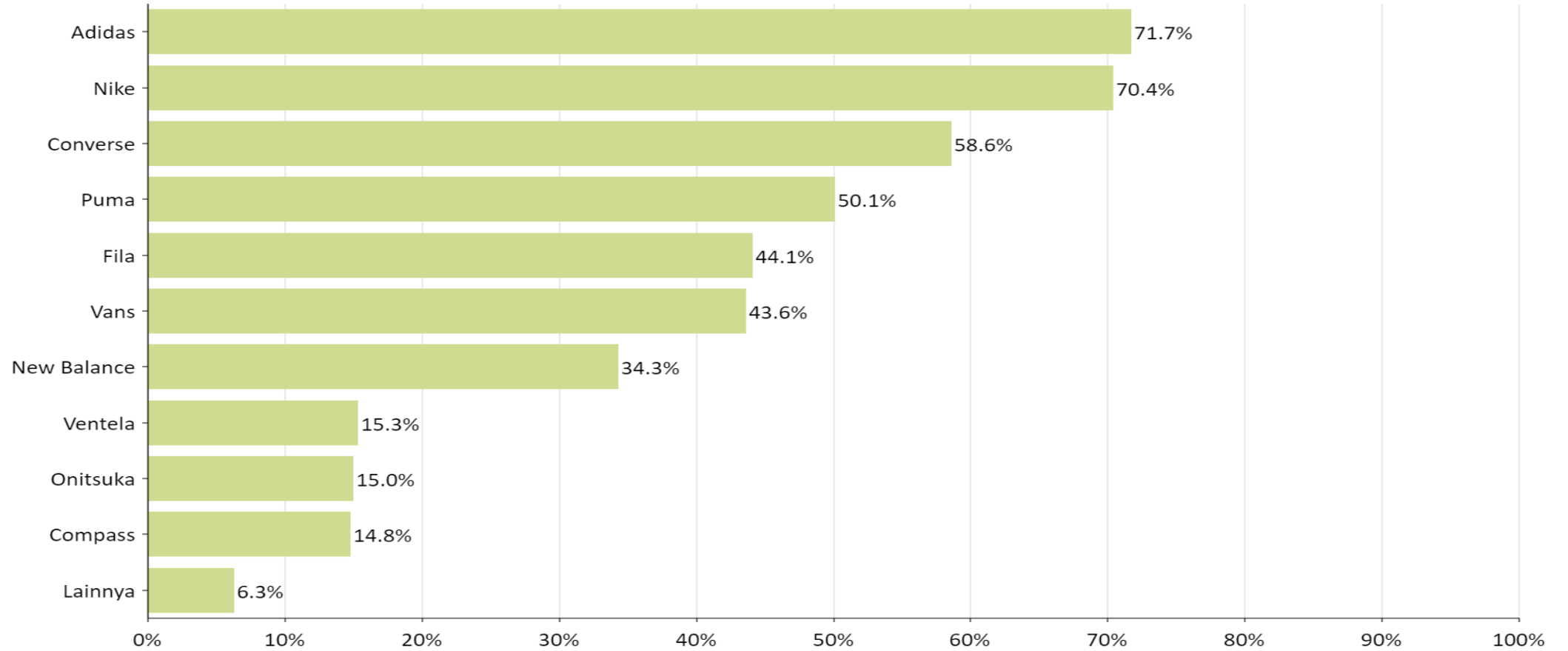
# KEPEMILIKAN SNEAKERS



S1. Apakah Anda mempunyai sneakers?

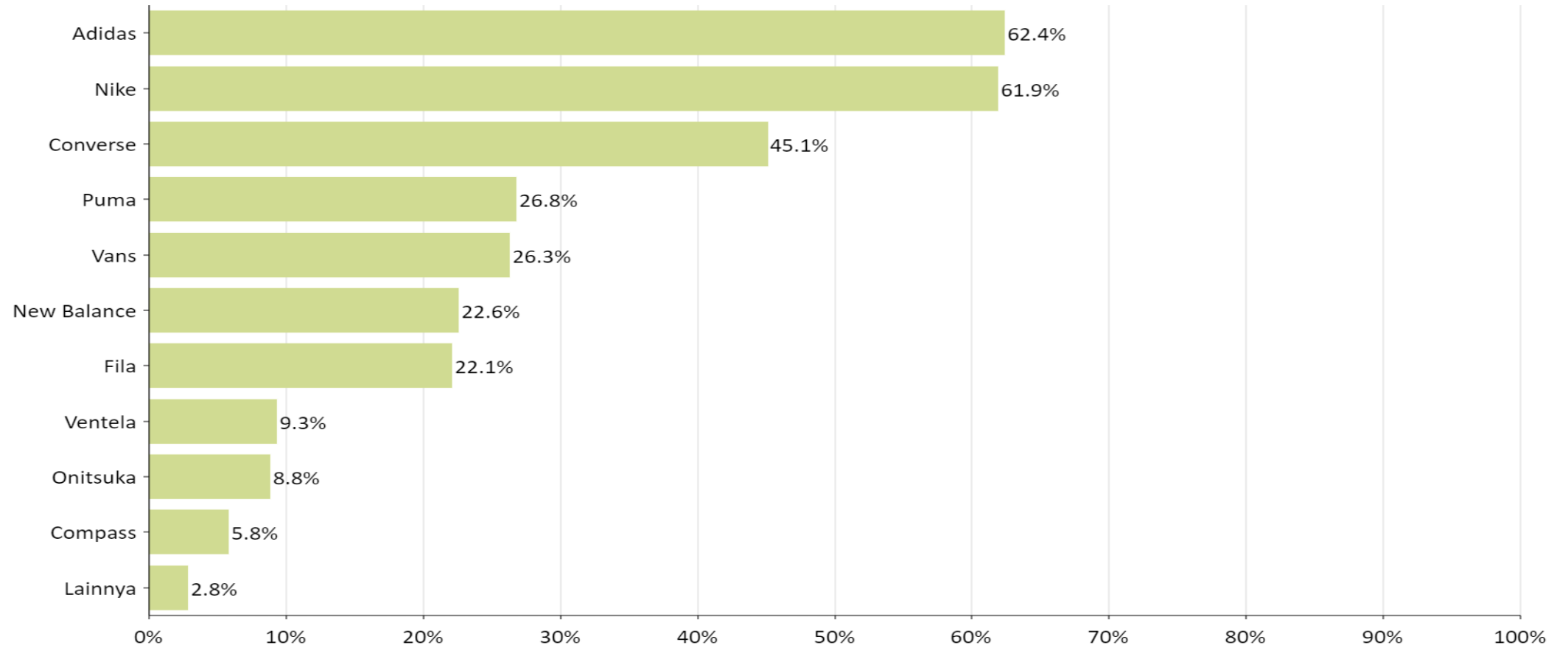
Basis Responden : 558

# SNEAKERS YANG DIKETAHUI

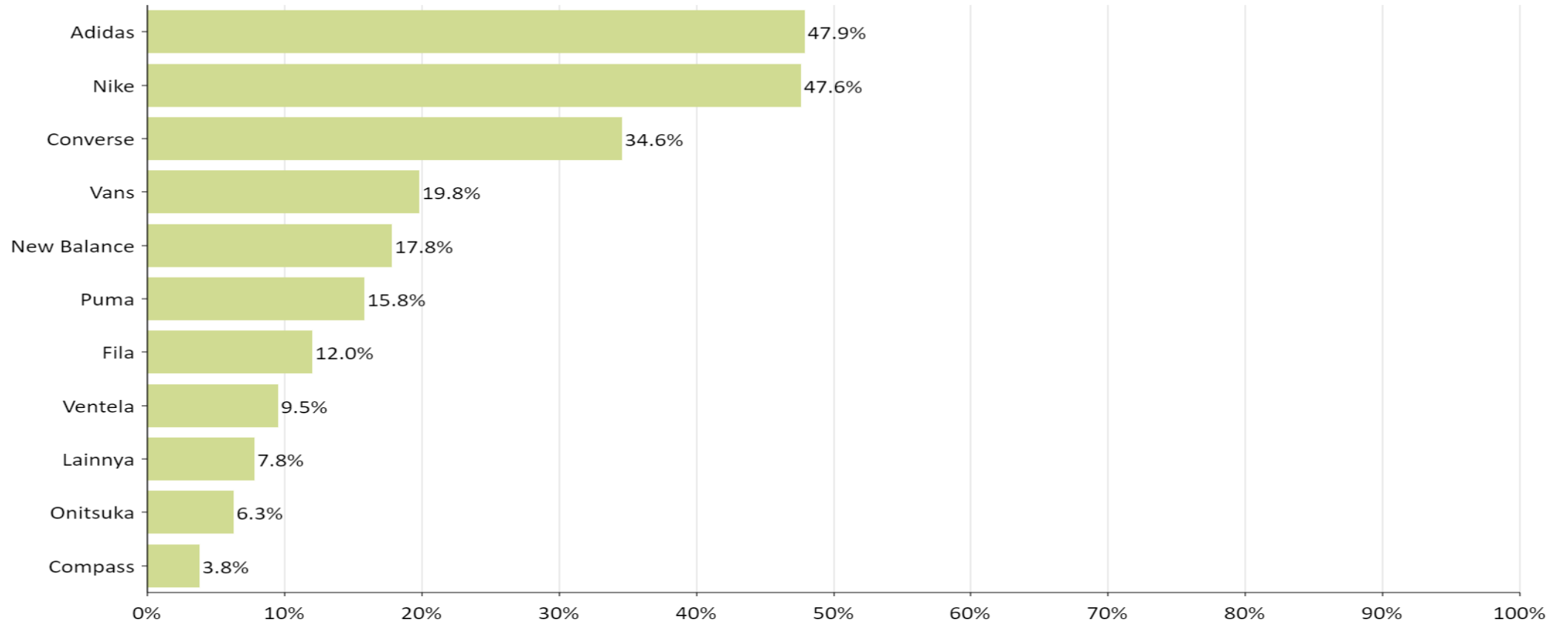




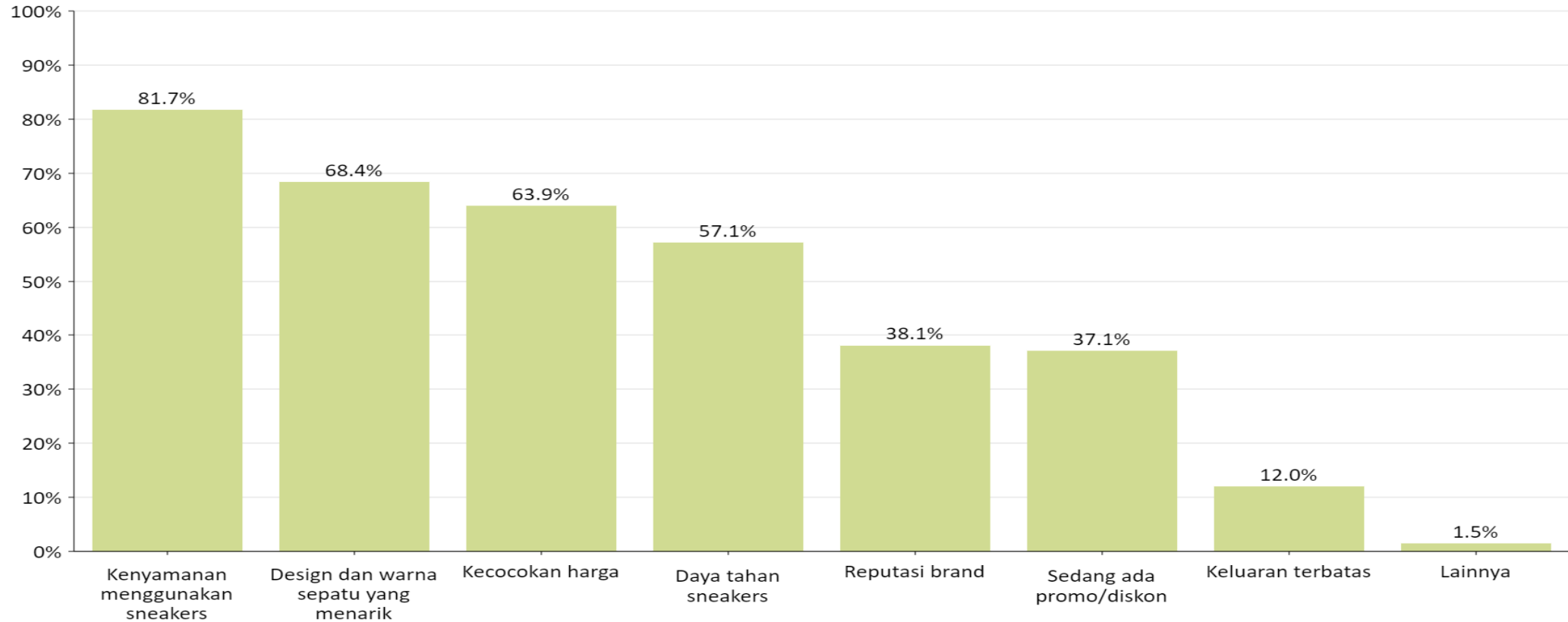
# SNEAKERS YANG DISUKAI



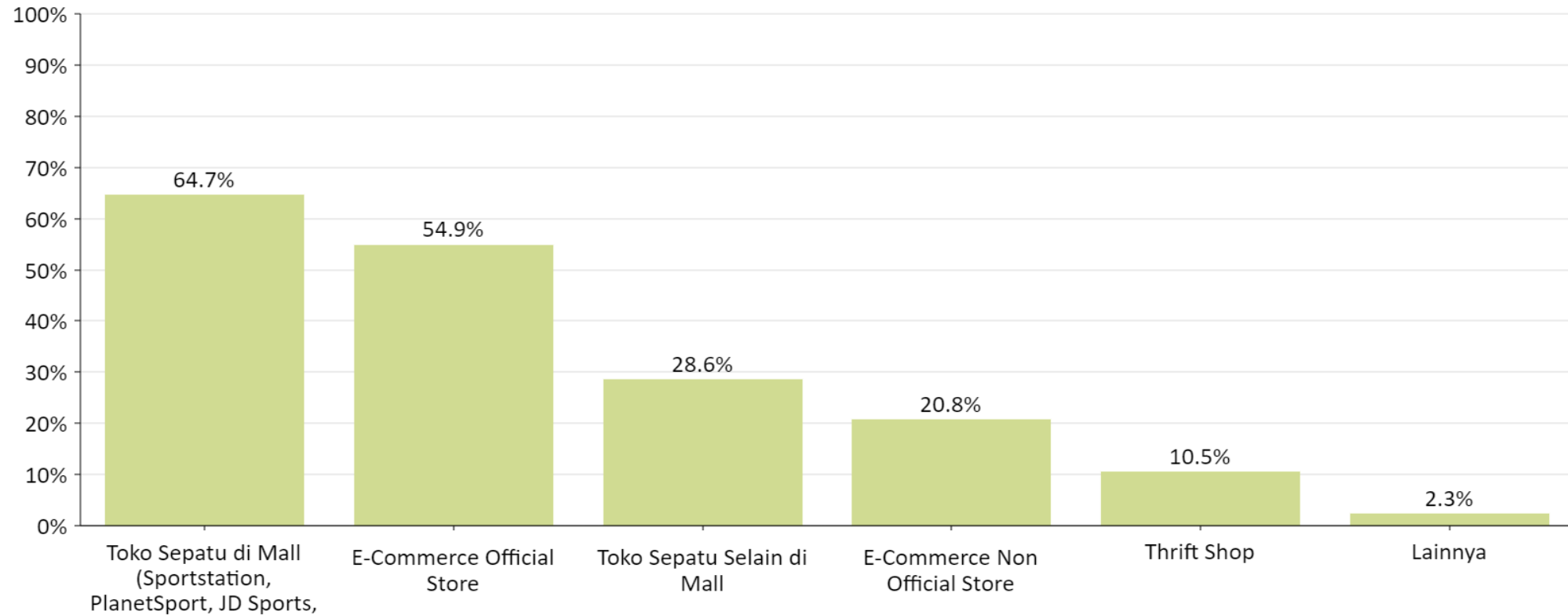
# SNEAKERS YANG DIMILIKI



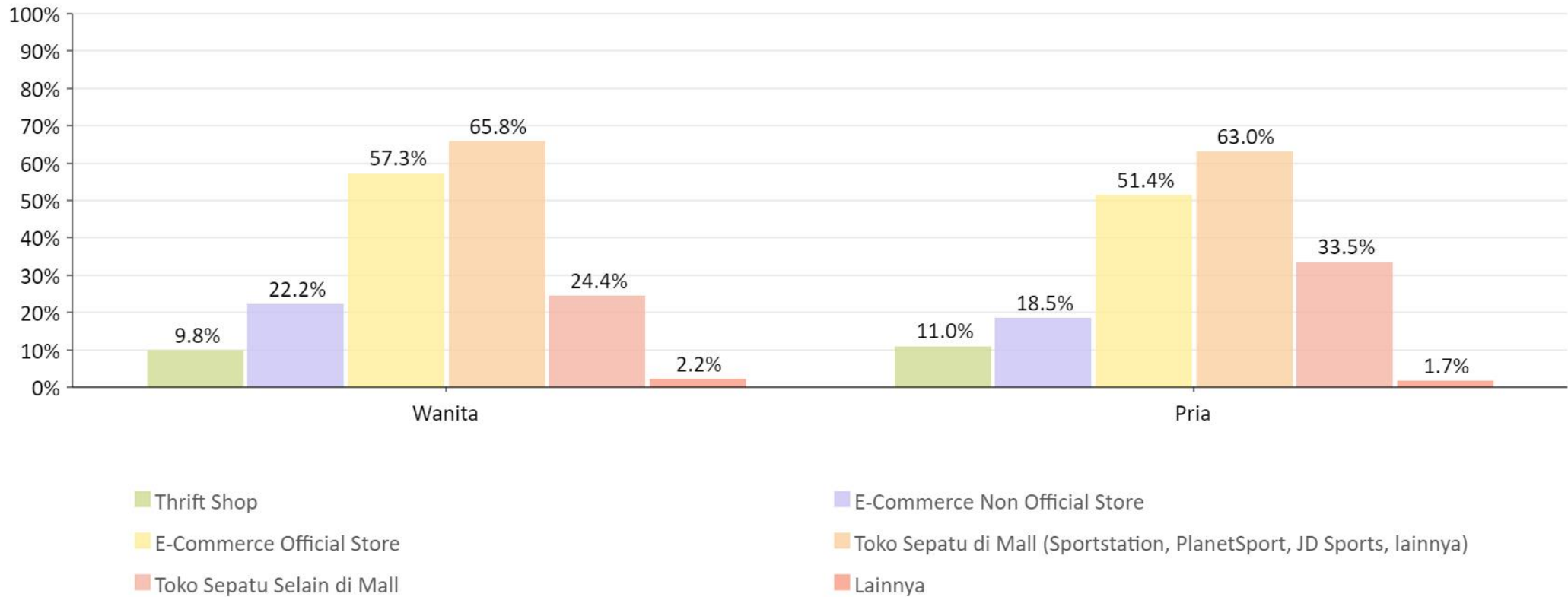
# PERTIMBANGAN MEMILIH SNEAKERS



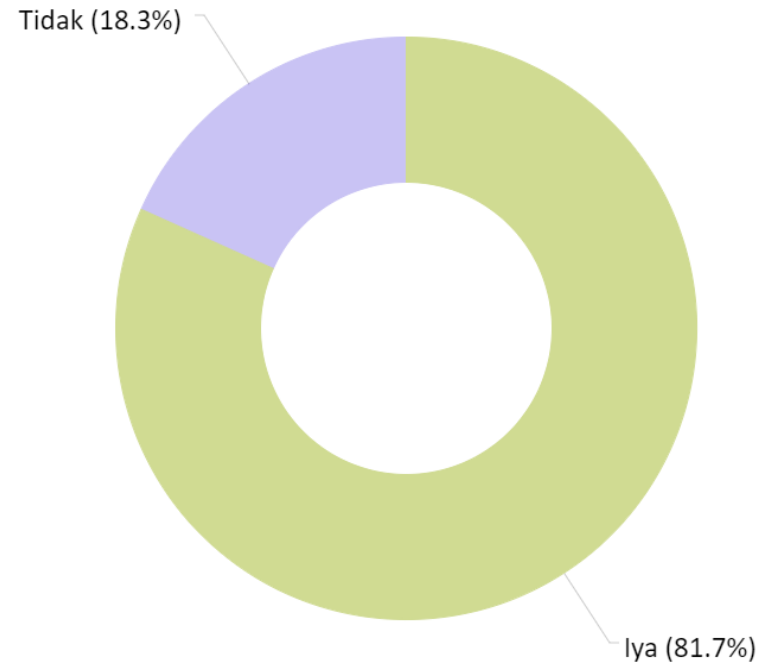
# TEMPAT MEMBELI SNEAKERS



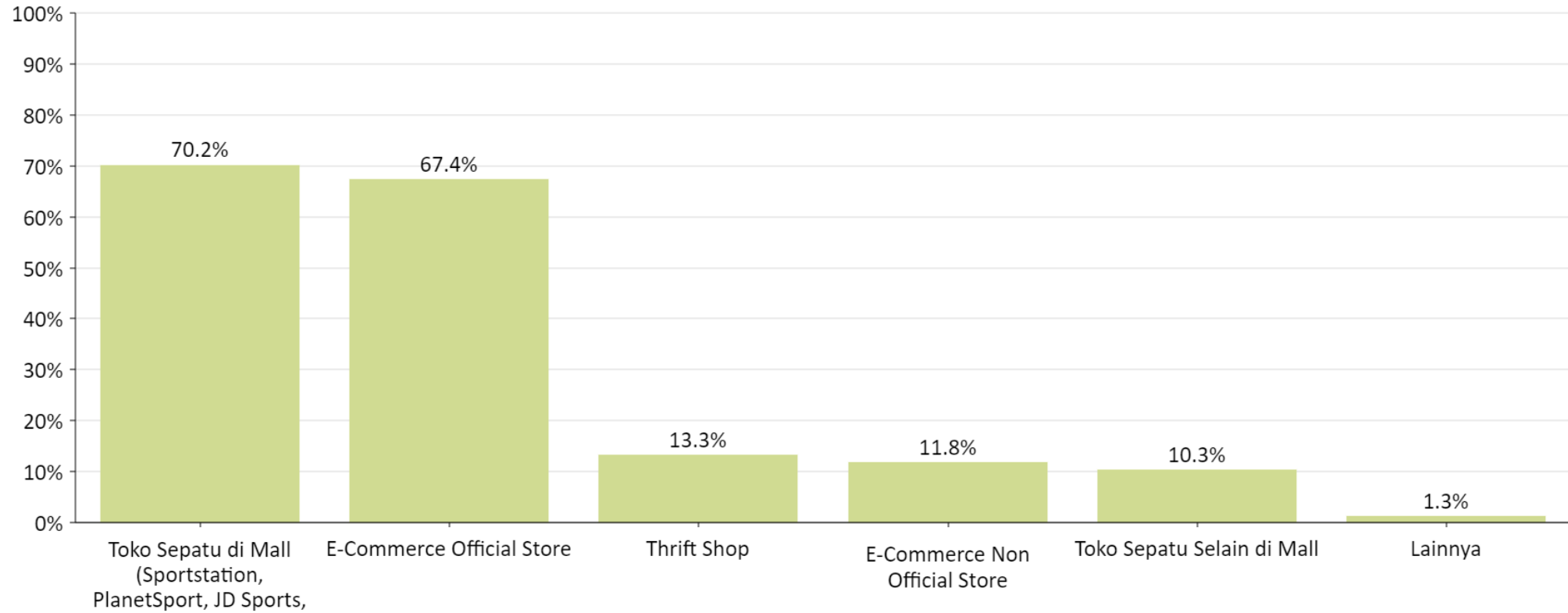
# TEMPAT MEMBELI SNEAKERS BERDASARKAN JENIS KELAMIN



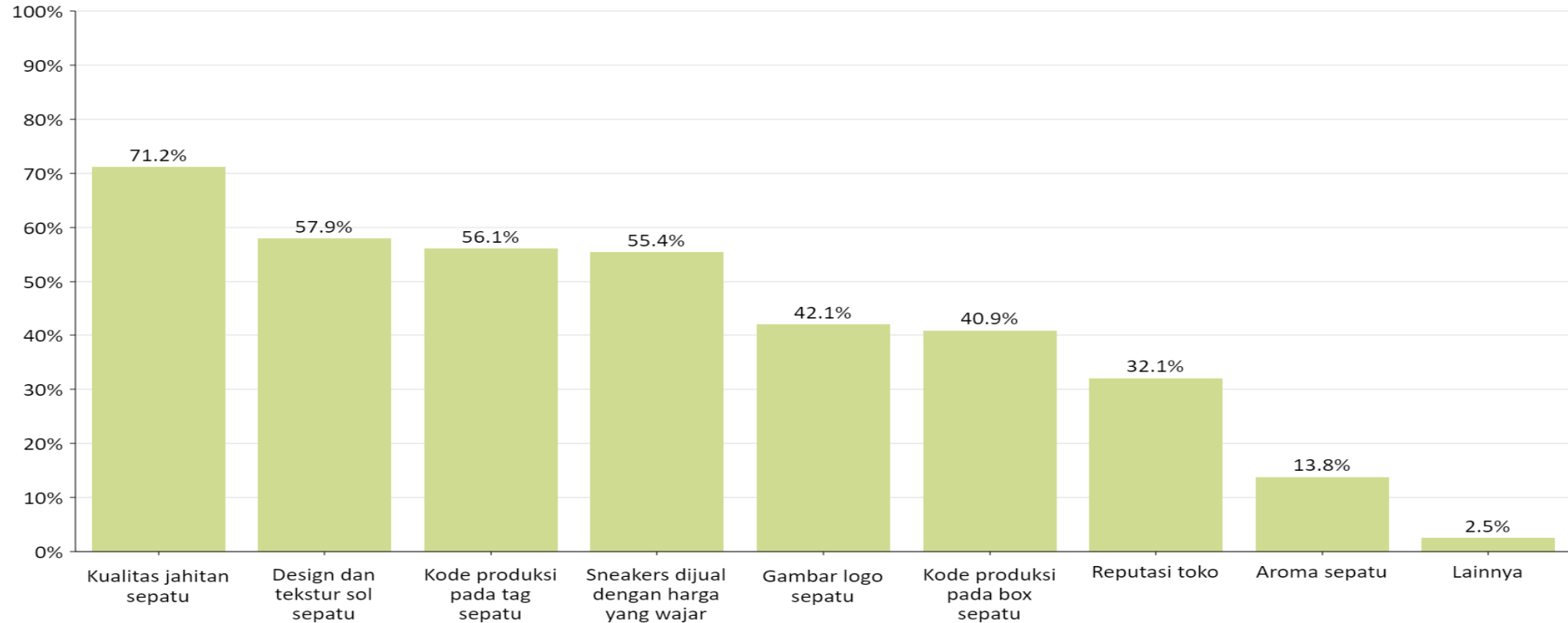
# PENGETAHUAN MEMBEDAKAN ORIGINAL VS IMITASI



## TEMPAT MENJUAL SNEAKERS YANG MENJAMIN KEASLIAN BARANG

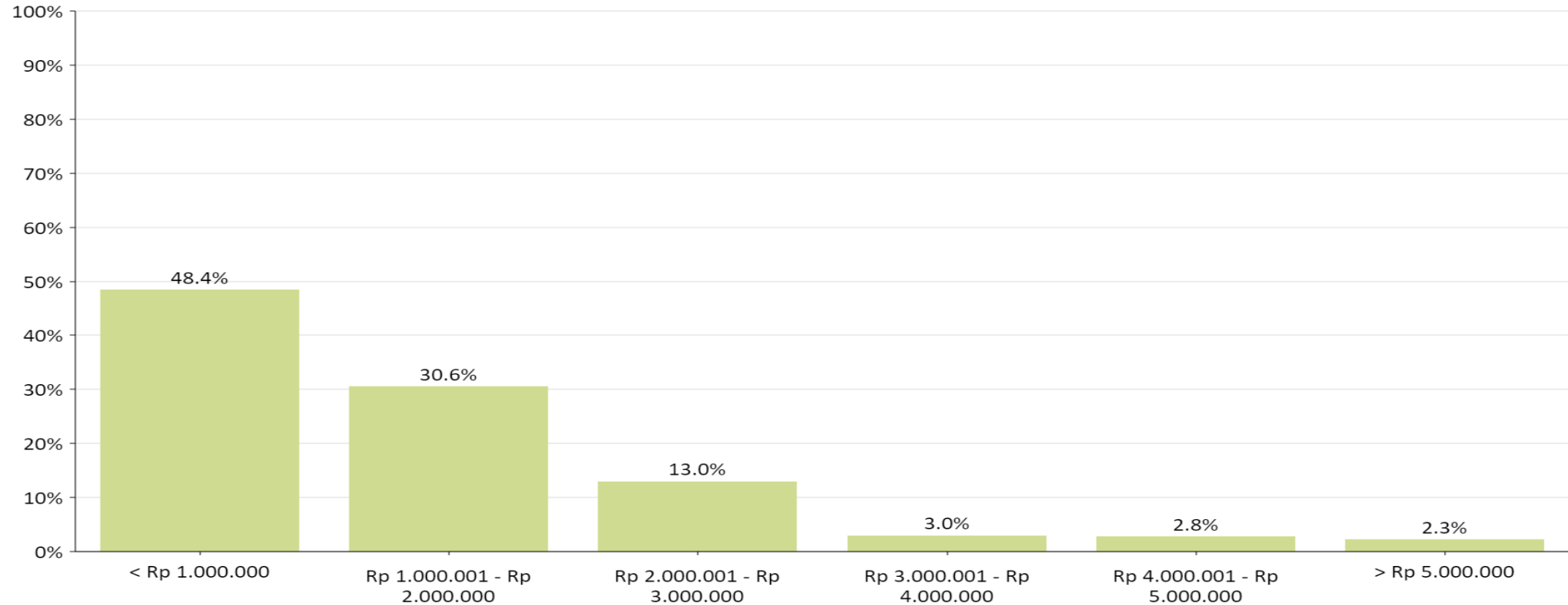


# CARA MEMBEDAKAN ORIGINAL VS IMITASI





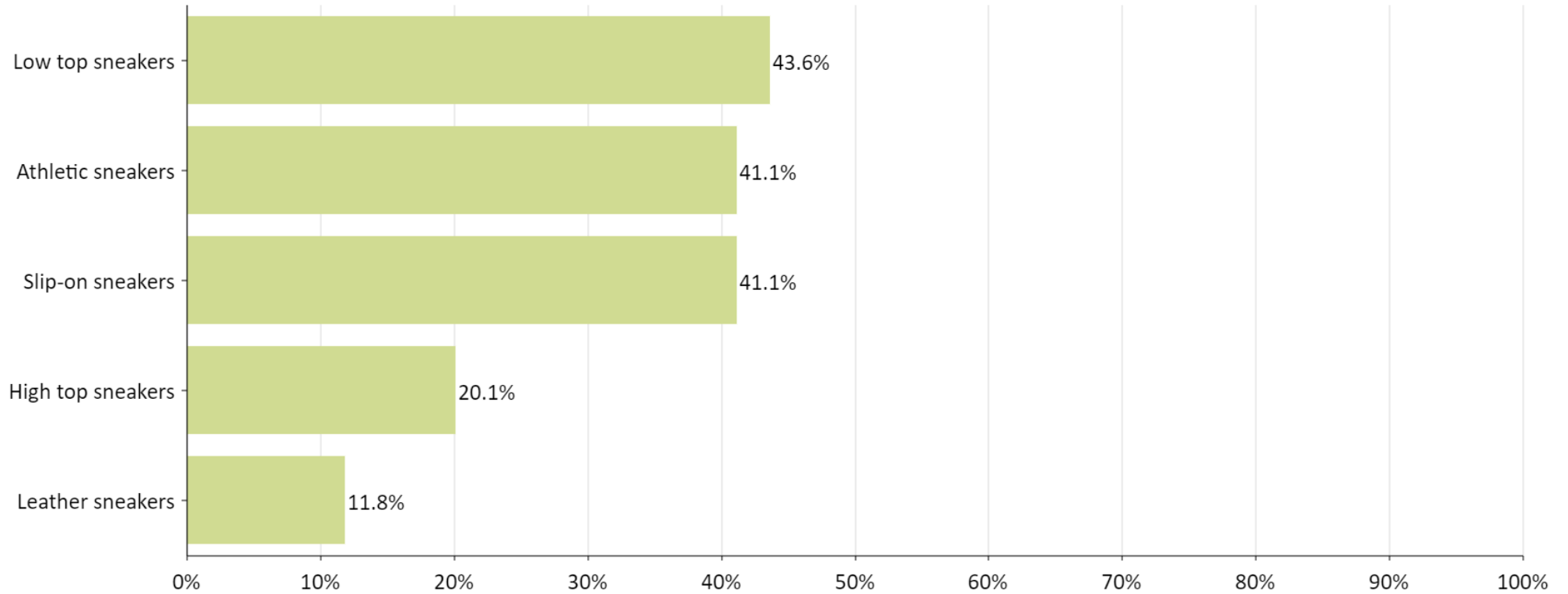
# BIAYA MEMBELI SATU SNEAKERS



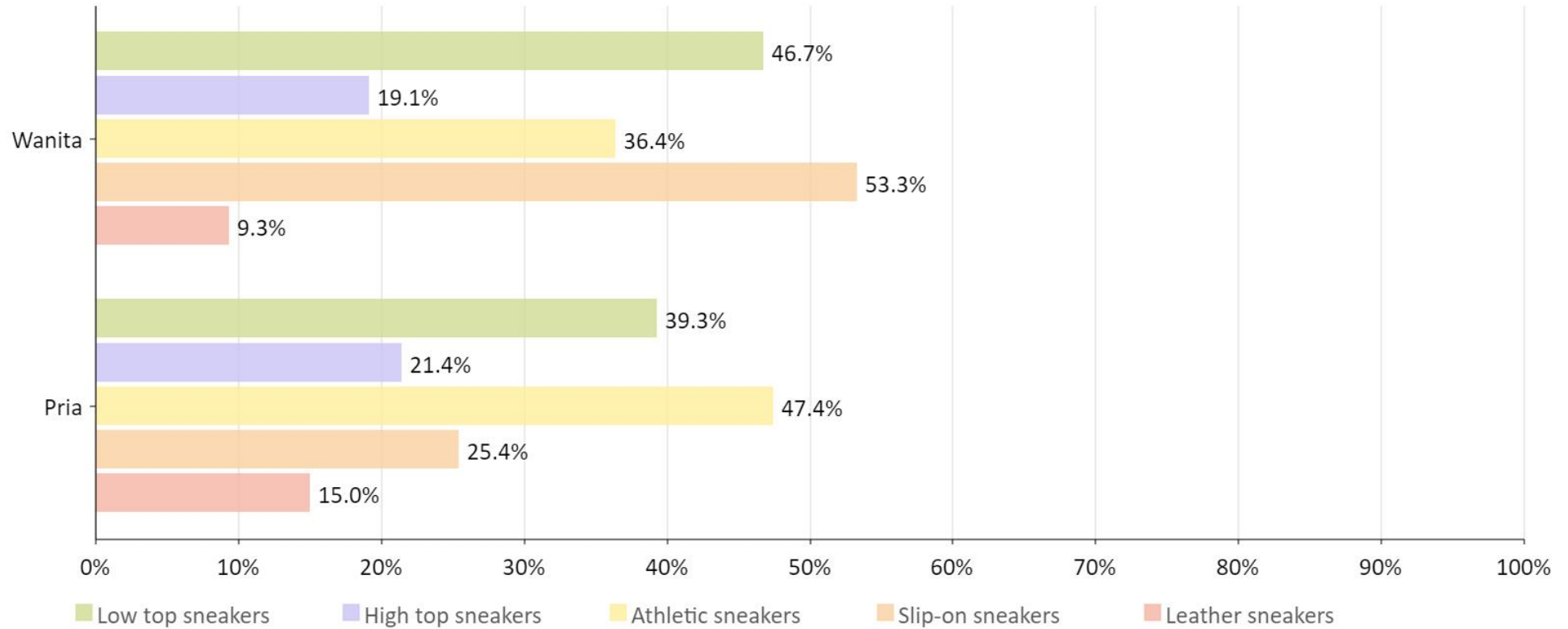
# BIAYA MEMBELI SATU SNEAKERS BERDASARKAN JENIS KELAMIN



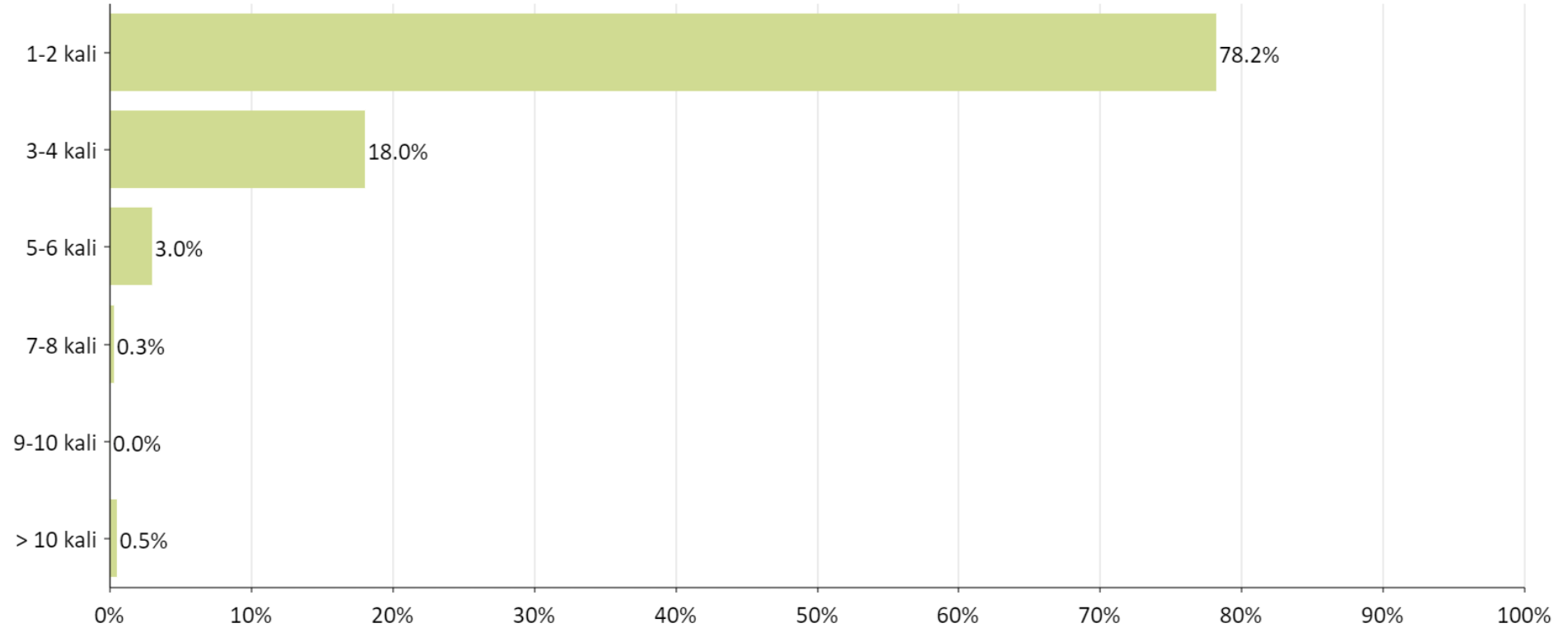
# JENIS SNEAKERS YANG BIASA DIBELI BERDASARKAN JENIS KELAMIN



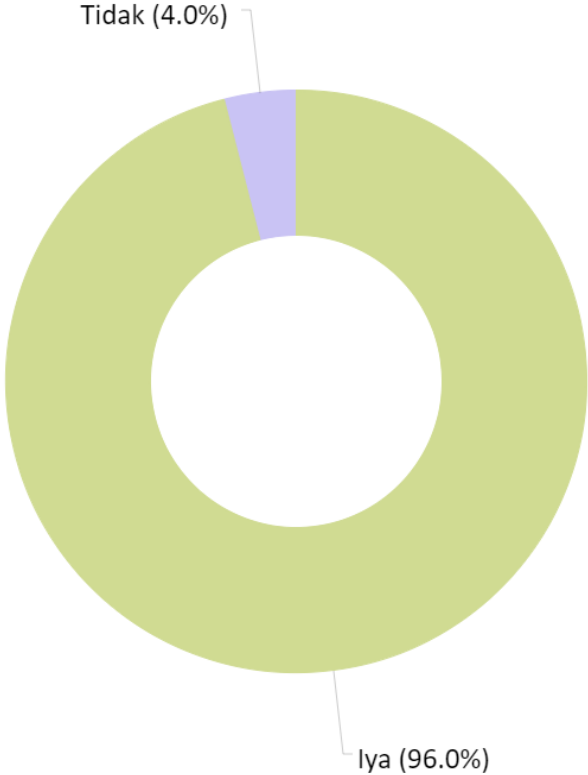
# JENIS SEPATU YANG BIASA DIBELI BERDASARKAN JENIS KELAMIN



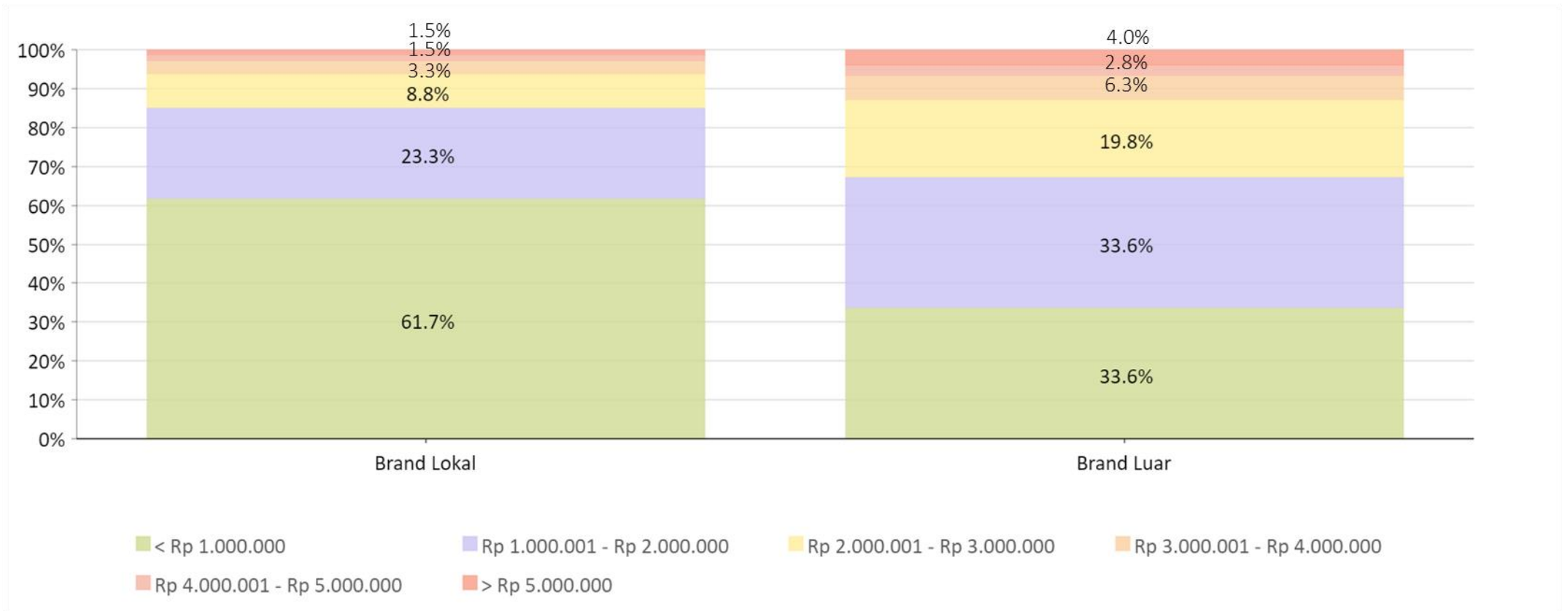
# FREKUENSI MEMBELI SEPATU DALAM 1 TAHUN



# KEINGINAN MEMBELI SNEAKERS BRAND LOKAL



# BUDGET UNTUK MEMBELI SNEAKERS BRAND LUAR & LOKAL



Thank  
you!



**KURIUS**