



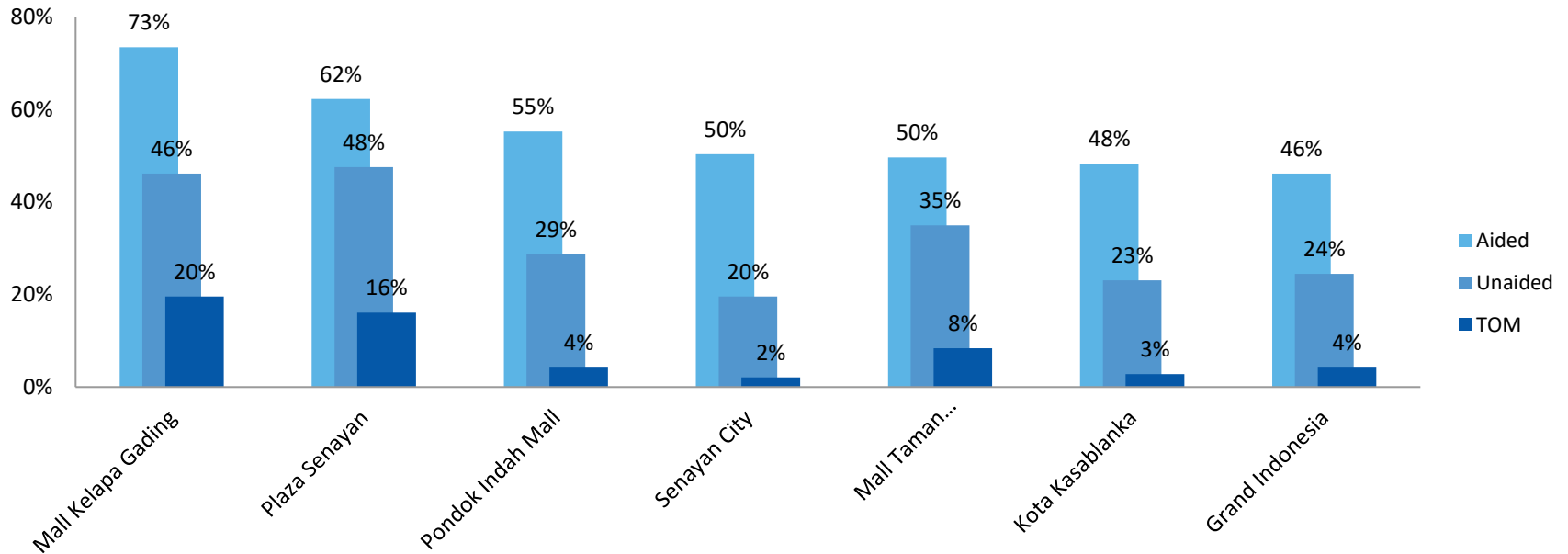
BOI LABS

BOI – Research Services



BRAND AWARENESS JABODETABEK

Brand awareness - Jabodetabek
n=150, base = customers in Jabodetabek area

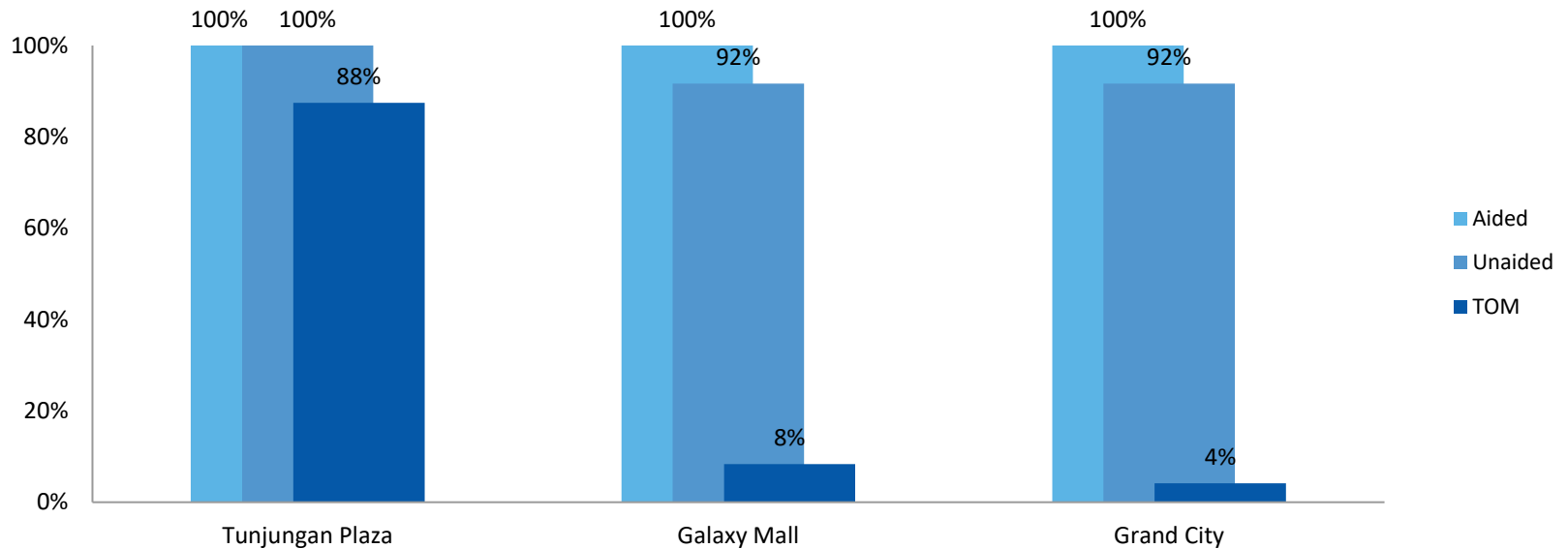


No malls scores above 80% aided awareness most likely due to the large number of malls in Jabodetabek area. Overall, Mall Kelapa Gading is the most well-known mall in Jabodetabek with 73% aided awareness. In addition it also leads in top of mind (20%) followed closely by Plaza Senayan (16%).



BRAND AWARENESS SURABAYA

Brand awareness - Surabaya
n=25, base = customers in Surabaya

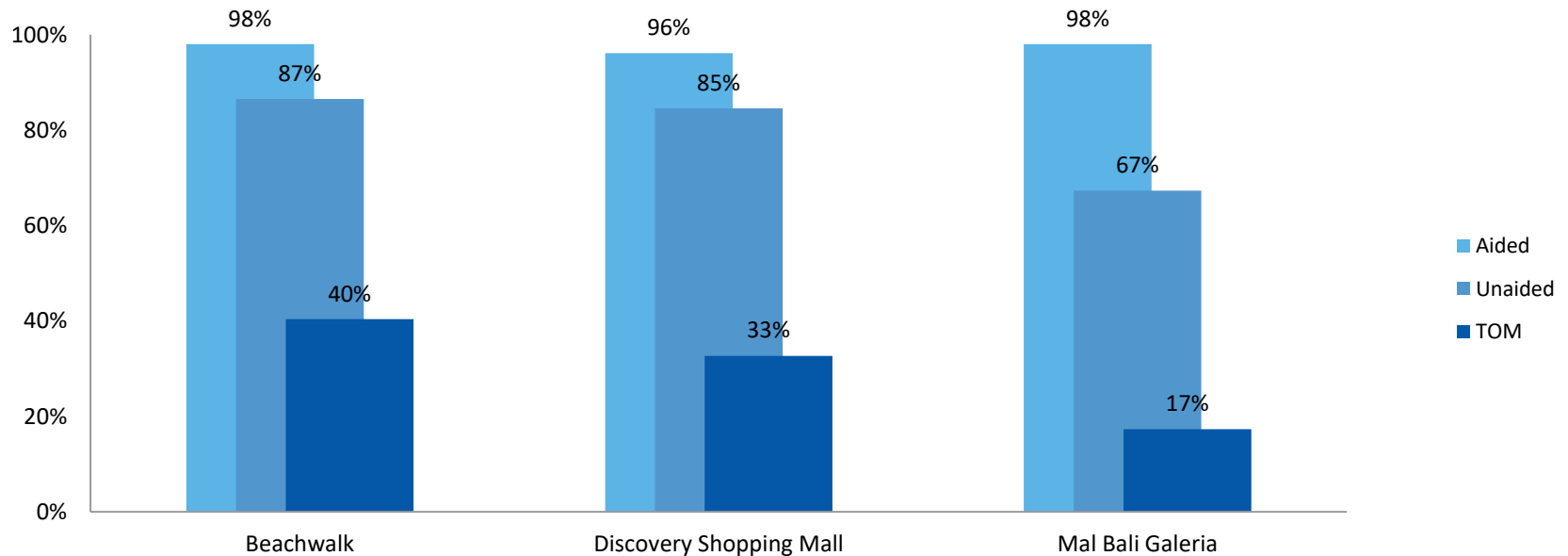


Everybody in Surabaya knows all the big malls. Although Tunjungan Plaza, one of the most iconic malls in Surabaya is far ahead in top of mind (88%).



BRAND AWARENESS DENPASAR

Brand awareness - Denpasar
n=50, base = customers in Denpasar

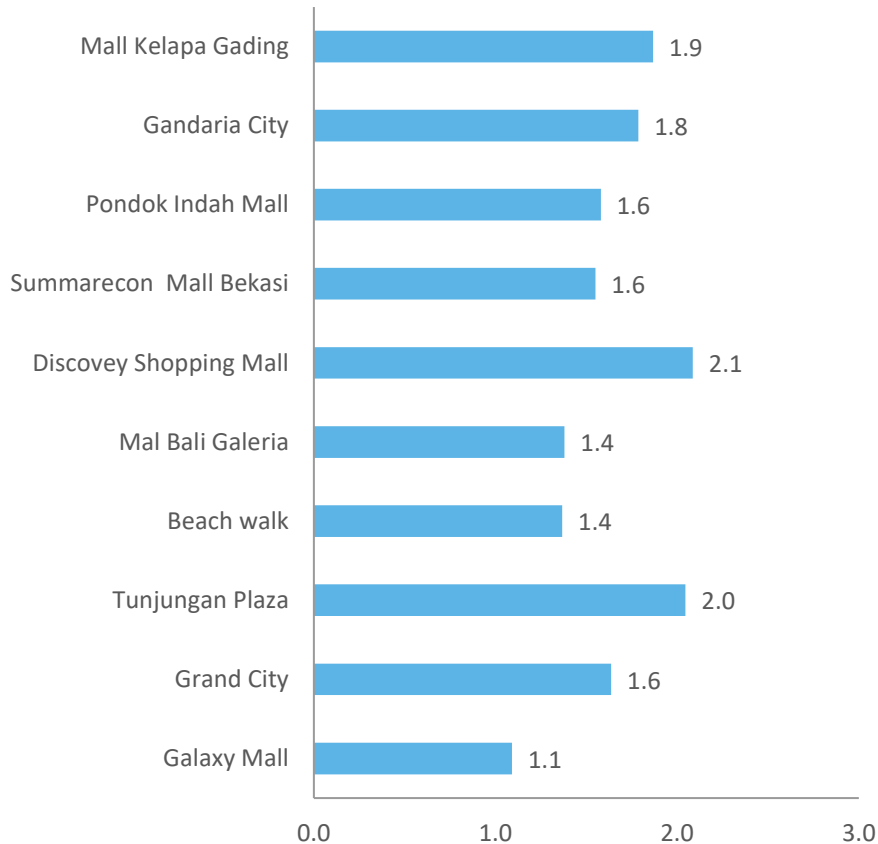


Beachwalk and Discovery Shopping Mall are the most popular malls in Denpasar. The 2 malls are toe-to-toe in terms of awareness, with Beachwalk scoring slightly higher in aided, unaided and top of mind.



MOST VISITED MALSS JABODETABEK

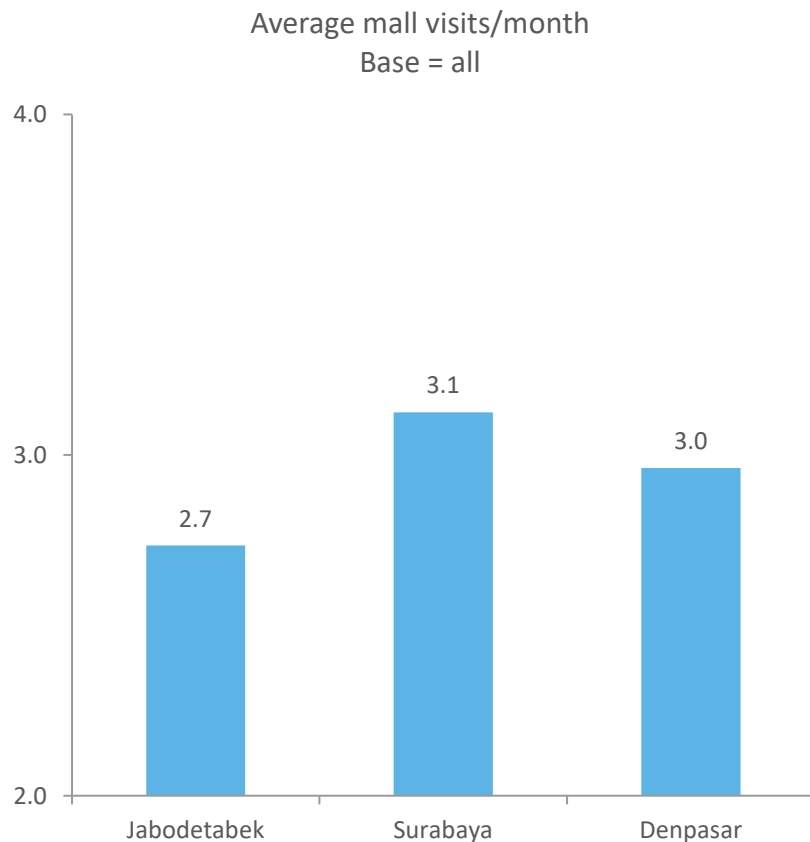
Malls most often visited - Jabodetabek



- ✓ Not only leading in terms of awareness, Mall Kelapa Gading is also the most frequently visited.
- ✓ While Gandaria City, although less well known, seems to have its own loyal following with visitors going to the mall 1.8 times/month.
- ✓ In Denpasar, the Discovery Shopping mall, despite being slightly less known than Beachwalk, is actually the most frequently visited (2.1).
- ✓ In Surabaya, true to its reputation as Surabaya's main mall, Tunjungan Plaza is the most popular mall to go to.



AVERAGE VISITS TO MALLS OVERALL



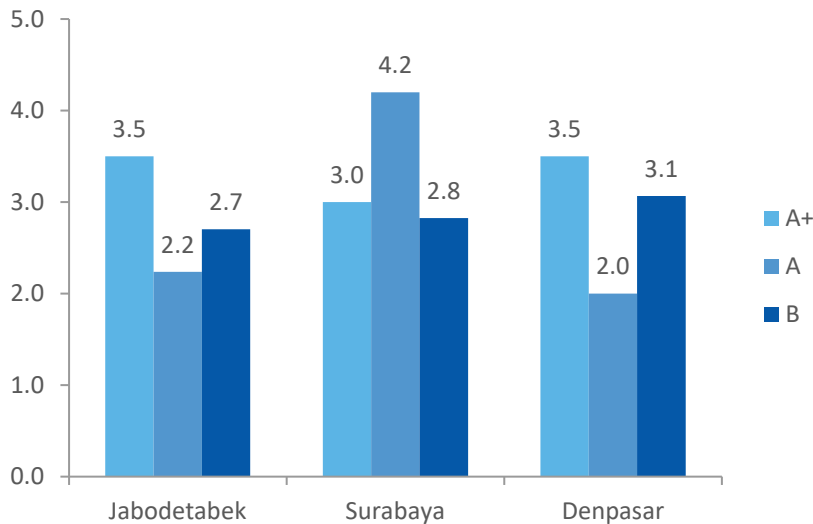
✓ Despite being a city with the biggest number of malls, people in Jabodetabek actually visit malls less often than counterparts in Surabaya and Denpasar.

✓ With an average of 2.7 visits/month, Jabodetabek residents lag behind Surabaya (3.1) and Denpasar (3.0).

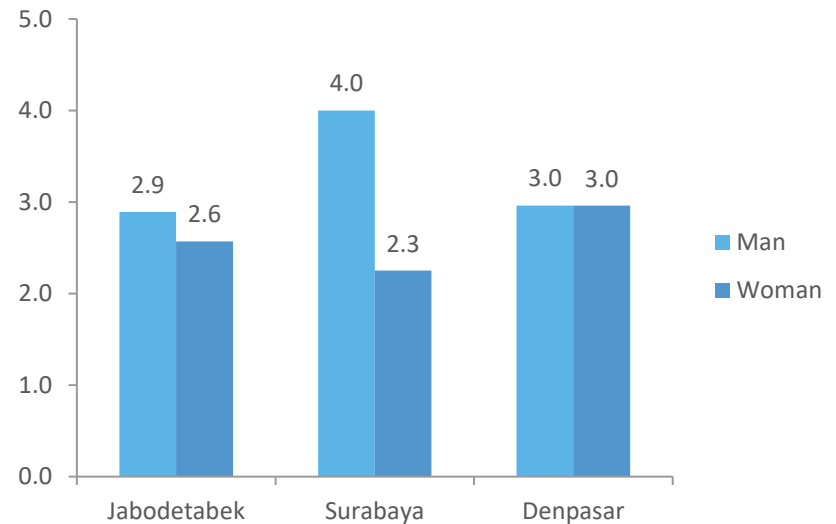


AVERAGE VISITS TO MALLS SES & GENDER

Average mall visits/month - SES
Base = all



Average mall visits/month - Gender
Base = all

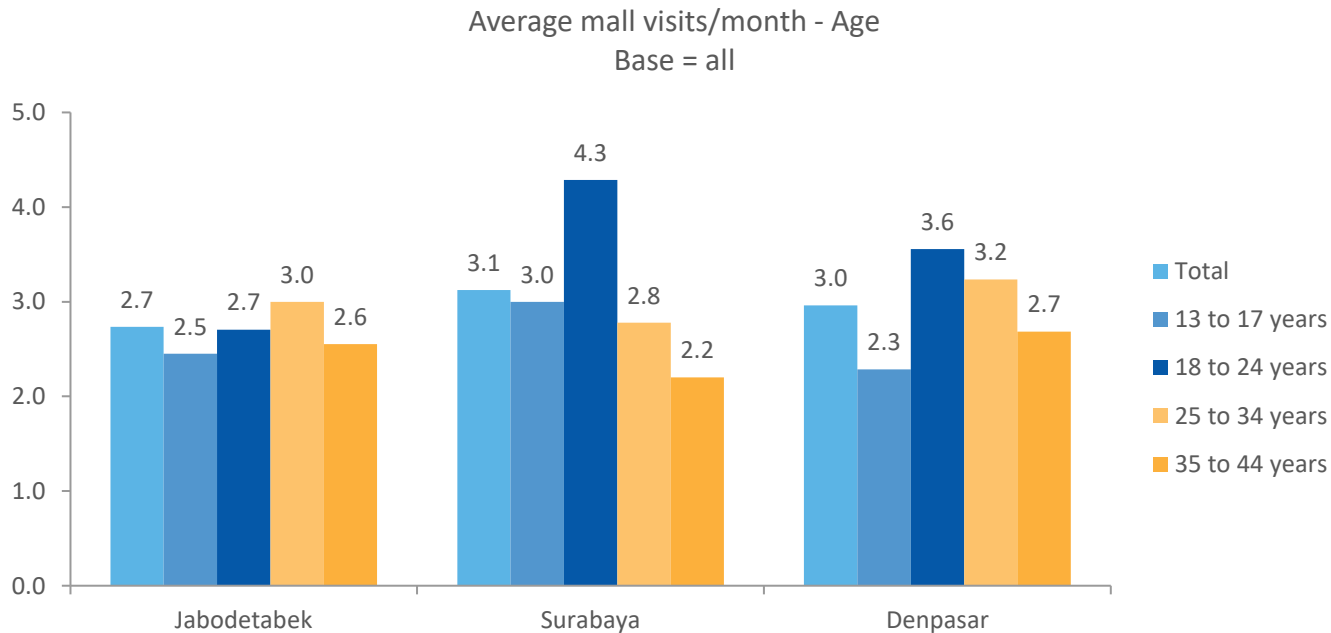


When it comes to SES, Jabodetabek shares similarities with Denpasar where SES A+ visits malls most often (both 3.5 times/month). While in Surabaya, SES A is by far the most frequent mall visitors (4.2).

For gender, one thing stands out: generally men visit malls more often than women, except for Denpasar where the frequency is roughly the same.



AVERAGE VISITS TO MALLS AGE



In Jakarta, practically there is not much difference between age groups when it comes to mall visits. But In Surabaya, those aged 18 to 24 years old frequent malls much more often than other age groups (4.3). The same trend also happens in Denpasar with this age group visiting malls most often (3.6).