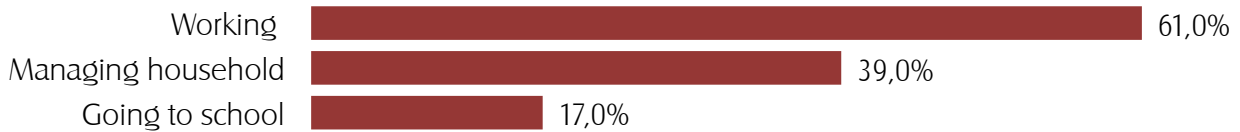


1.2.2.2 Profile of Occupations

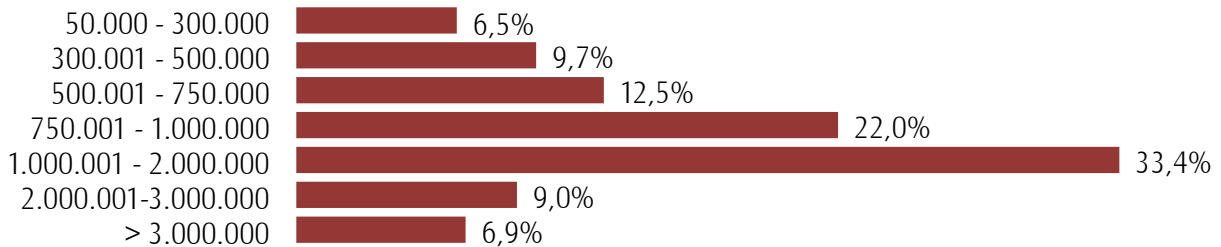
Graph-24. Types of Occupation of Consumers in Jabodetabek within the Latest Week



Source: Central Bureau of Statistics (BPS), processed by MARS

www.marsindonesia.com

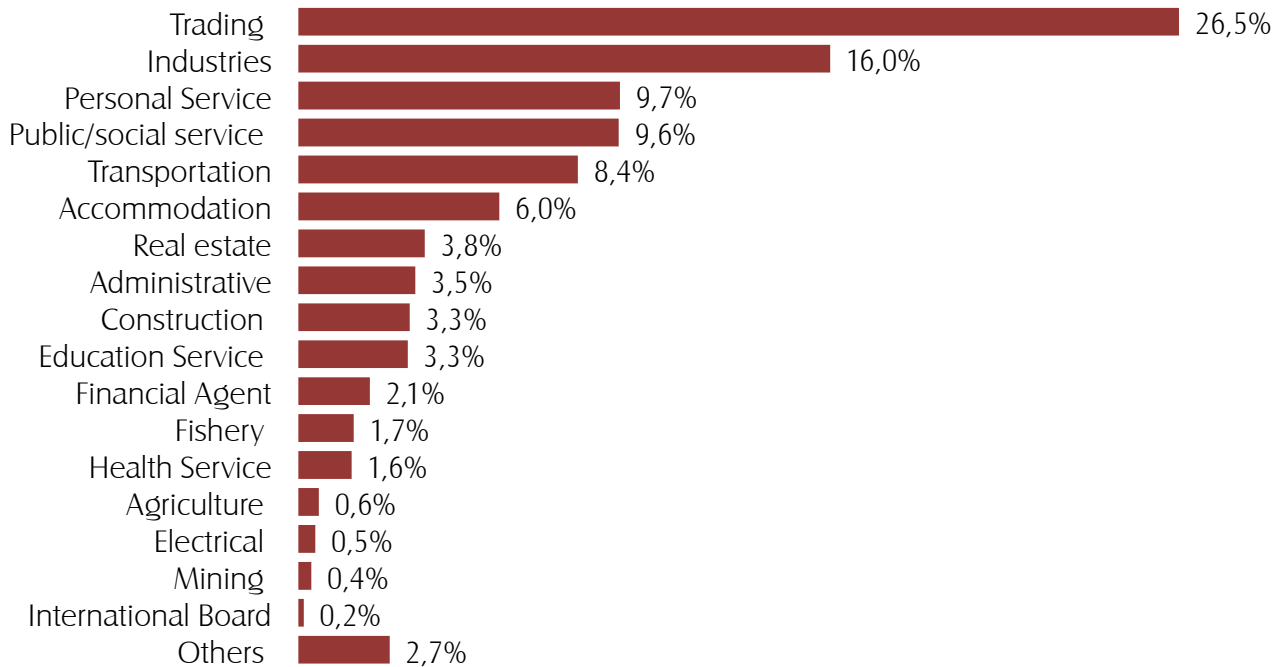
Graph-25. Distribution of Consumers in Jabodetabek Based On Income, 2009



Source: Central Bureau of Statistics (BPS), processed by MARS

www.marsindonesia.com

Graph-26. Fileds of Works of Consumers in Jabodetabek, 2009



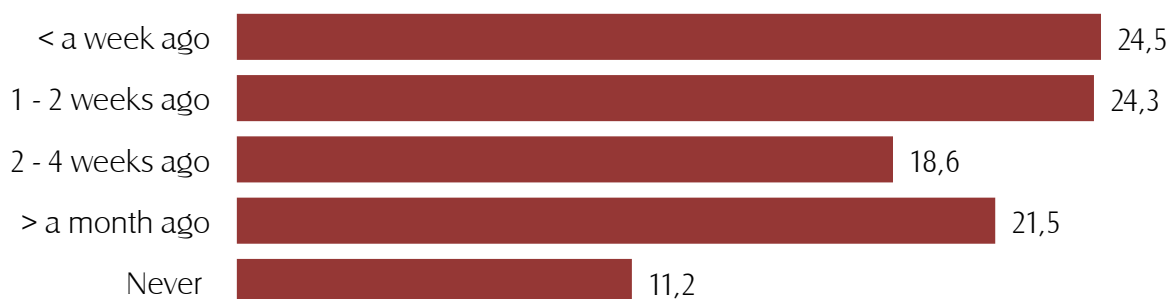
Source: Central Bureau of Statistics (BPS), processed by MARS

www.marsindonesia.com

3.1 Minimarket Visits

3.1.1 Last Time of Minimarket Visit

Graph-290. Last Time of Minimarket Visit (%)



Source: MARS Indonesia

www.marsindonesia.com

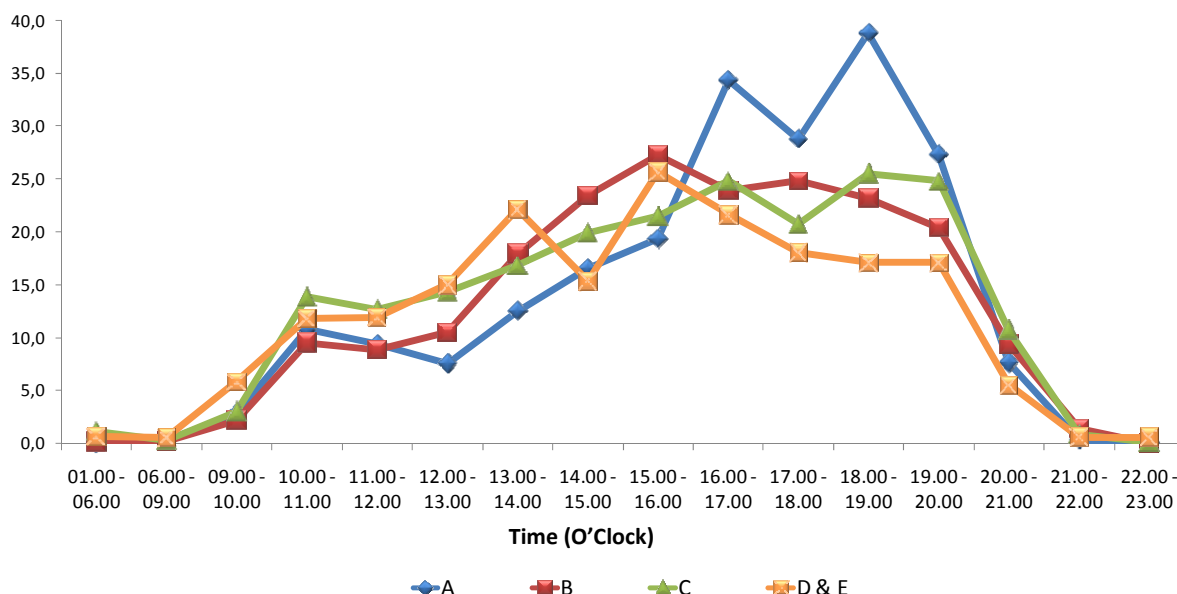
Table-66. Last Time of Minimarket Visit Based On Cities (%)

Time	Total	Jakarta	Bandung	Semarang	Surabaya	Medan	Makassar	Balikpapan	Palembang
< a week ago	24,5	28,5	27,6	26,3	26,5	7,5	24,4	8,7	16,4
1 - 2 weeks ago	24,3	22,5	31,2	21,1	32,9	23,7	15,4	21,2	18,5
2 - 4 weeks ago	18,6	17,4	23,2	22,4	21,3	20,4	12,7	16,7	11,8
> a month ago	21,5	22,6	15,0	26,0	15,1	27,0	27,8	32,8	17,8
Never	11,2	9,0	3,1	4,3	4,3	21,3	19,7	20,5	35,5

Source: MARS Indonesia

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Graph-301. Time (hour) of Shopping Center Visits Based On Socio-Economic Status, 2009 (%)



Source: MARS Indonesia

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Table-89. Time (hour) of Shopping Center Visits Based On Socio-Economic Status, 2009 (%)

Time (O'Clock)	Total	SES			
		A	B	C	D & E
01.00 - 06.00	0,5	0,0	0,1	1,1	0,6
06.00 - 09.00	0,3	0,2	0,2	0,3	0,6
09.00 - 10.00	3,2	2,8	2,1	3,0	5,8
10.00 - 11.00	11,9	10,8	9,5	13,9	11,8
11.00 - 12.00	10,9	9,4	8,8	12,6	11,9
12.00 - 13.00	11,7	7,5	10,5	14,4	15,0
13.00 - 14.00	16,4	12,5	17,9	16,8	22,1
14.00 - 15.00	18,9	16,5	23,4	19,9	15,4
15.00 - 16.00	22,3	19,3	27,2	21,5	25,7
16.00 - 17.00	27,2	34,3	23,9	24,8	21,6
17.00 - 18.00	23,5	28,8	24,8	20,8	18,1
18.00 - 19.00	28,1	38,8	23,1	25,5	17,1
19.00 - 20.00	23,8	27,3	20,3	24,8	17,1
20.00 - 21.00	8,9	7,6	9,4	10,7	5,5
21.00 - 22.00	0,7	0,3	1,4	0,8	0,6
22.00 - 23.00	0,1	0,0	0,0	0,0	0,6

Source: MARS Indonesia

www.marsindonesia.com