COMPANY PROFILE

Unlock business opportunities
through insightful research

2023

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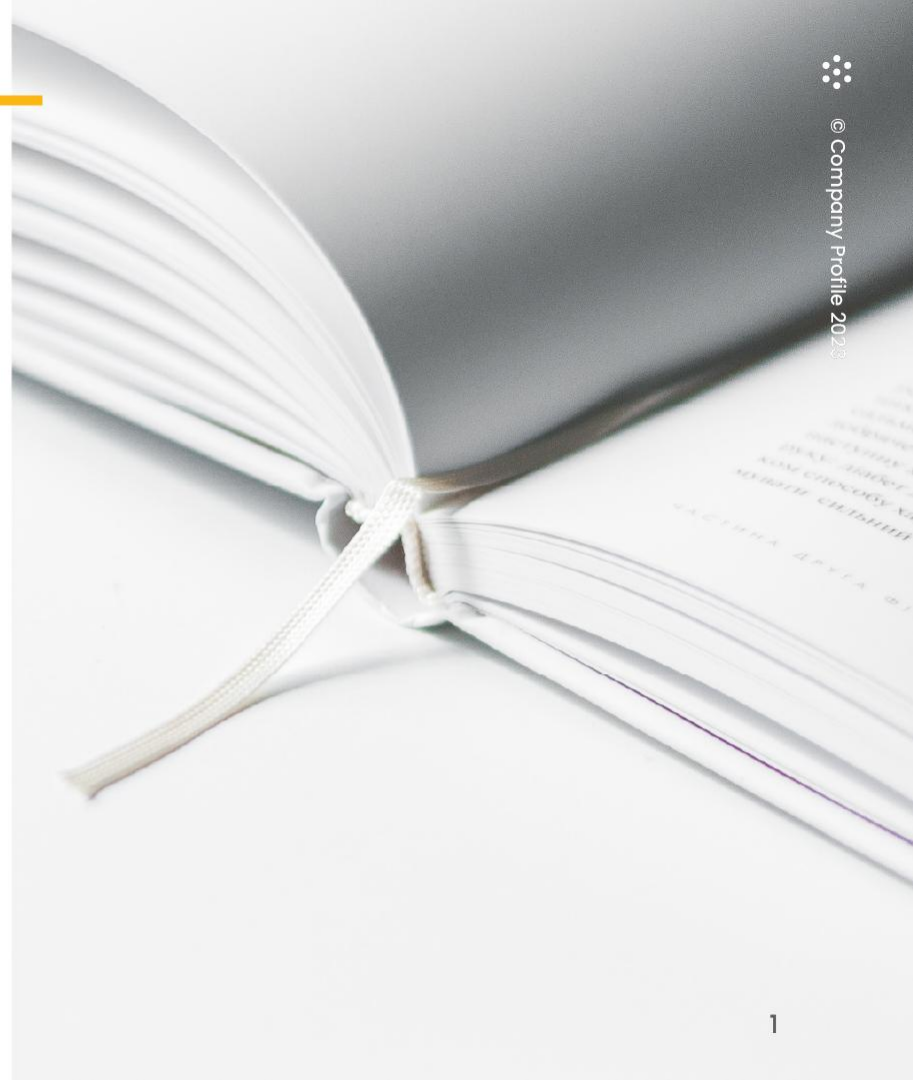
What is Populix?

Insightful research and survey solutions for decision maker, individual, and academic needs.

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Vision
Create a world full of good business decisions

Mission
Give meaning to people's voice and drive actionable insight

Member of:

ESOMAR²³
Corporate

Featured in:

Forbes Asia 100 TO WATCH

TECHINASIA
50 Rising Starups in Indonesia

Member of:

ANDROID APP ON **Google play**

Download on the **App Store**
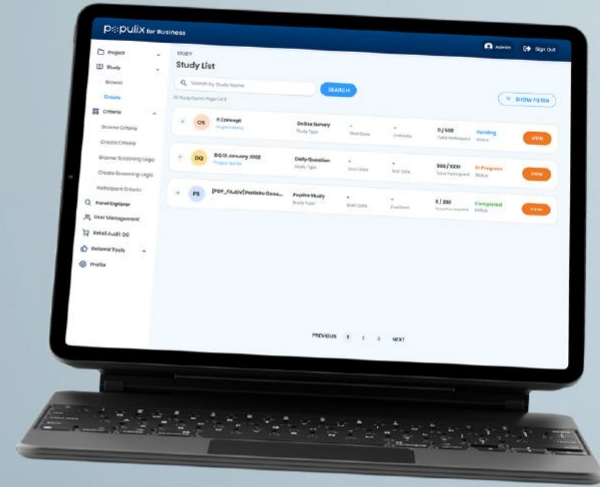
Level-Up Research & Actionable Insight

We harness the power of technology to support and simplify comprehensive research and data collection to help clients and partners make more informed decisions and actionable plans.

400K+
Respondent

200+
Screenings

300+
Cities & Districts and growings

Get to know
Our Product
And Solutions

Populix Core Offering

01
Research Service

- Research by Sector
- Research by Type

02
Consumer Trend Report

- Next-Gen Report
- Trend-Spotting Report

03
Easy & Quick Survey

- Poplite by Populix

01
Research
Service

From customizable sample size, discussion guidelines, respondent criteria, and level of analysis, we offer customized solutions that give a pinpoint answer to your research questions.

Accommodation & Food Services

Education

Information & Technology

Retail

Agriculture

Energy

Manufacturing

Telecommunication

Automotive

Financial Services

Media

Transportation

Consulting & Services

Government

Non-Profit

And many more

Consumer Goods

Healthcare

Real Estate & Construction

Research by Sector

Providing Quantitative and Qualitative Research both in Online and Offline —

Research by Type

Market Research

Market Overview

Product Research

Brand Research

Customer Experience

Advertisement & Campaign Evaluation

Social Research

Public Opinion and Behavior Study

Public Policy Review and Public Policy Acceptance

Public Satisfaction Index

Program Monitoring & Evaluation

Case Study

Public Opinion Polling

Providing Quantitative and Qualitative Research both in Online and Offline —

Whitepaper
"The Future of Work"

Newsletter
"Unveilling the Tech Revolution: How Technology Reshapes the Future of Work"

02
Consumer Trend Report

Future-proofing your marketing strategy through insights on the biggest generational group. Data that is **"as told by them"**, continuous, and highly relevant.

Next-Gen Report

Trend

What's hot in the market (Automotive, Influencer, F&B, Lifestyle, and News)

Media Habit

Media preferences, time spent, screen time, and preferred social media

Habit

The Preference, habit, and life views of the next generation

Trend Spotting Report

Beauty

What's trending in the skincare and makeup industries among males and females

Financial Service

Looking at the financial services used by Gen-Z and millennials (Leasing, Insurance, Investment, and Trading)

Food & Beverage

Food & Beverage trend among Gen-Z & millennials, as well as their online vs offline purchasing behaviour

Automotive

Transportation preference and consideration in purchasing future vehicle

Working Place

A look into different trend and consideration among full time employees, freelancers, and job seekers

Industry coverage will change monthly following the trending topics

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Trend Spotting Report
"Automotive Trend Report"

03
Easy & Quick Survey

Online self service survey to help your business and academic needs. Providing a broad distribution network and targeting, we find the right people for any research campaign at speed and with affordable pricing.

DIY Online Research

Simple, quick, and affordable self-service online survey platform to support business and academic research needs. Create, launch and monitor **on-demand** survey in one platform to connect and get your questions answered by customers.

Features:

- Self service platform
- Quantitative research
- Online recruitment only
- Adjustable pricing based on number of respondents and questions, starting from a minimum of 2 questions and 50 respondents
- Allow respondent screening based on basic demography and some additional criteria available on the platform
- Deliverables in raw data in Excel format and simple charts on the dashboard

3 Easy Steps

1 Register at:

or

https://researcher.populix.co/auth/register-poplite

2 Create your questionnaire & Select Demography

3 Plan and Launch your survey, get your data within days

Sample Deliverable
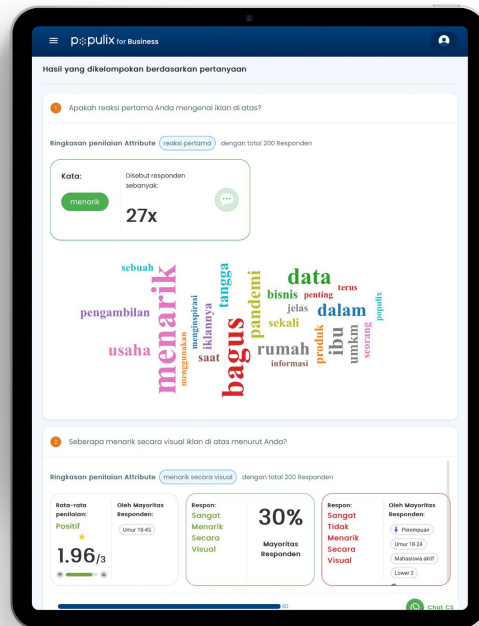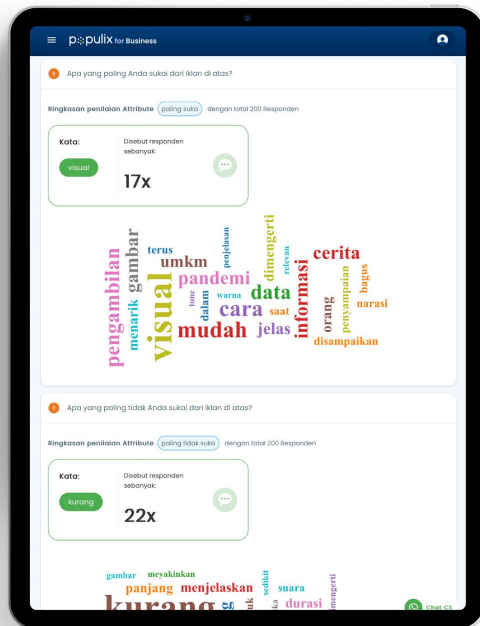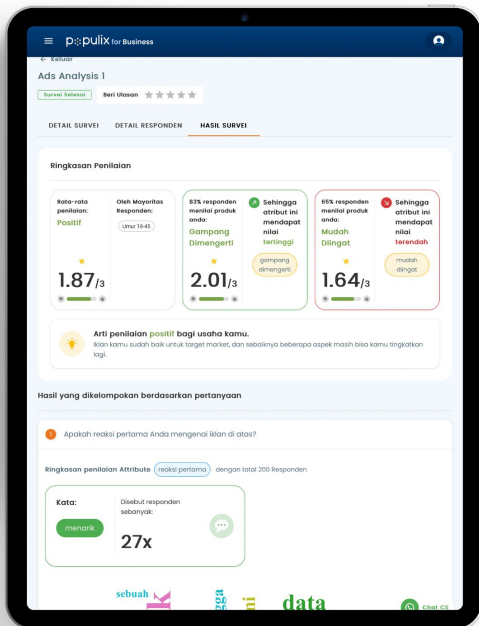
Our Clients
Serving 420+ clients from various industries and scales…

Education

Diversified Conglomerates

Automotive

FMCG

Health & Wellness

Bank & Financial Services

Professional Services

Creative & Media

Food & Beverages

Our Clients
Serving 420+ clients from various industries and scales...

Super Apps & Venture Capital

GGVCAPITAL · tokopedia · gojek · East Ventures

Enterprise Technology

mekari · sampingan · sirka (Wellness Redefined.) · kargo

Creative & Media

StickEarn · Agaté · katadata.co.id · BRIL!O.NET (YOUNG · FUN · CREATIVE) · DailySocial.id · VISINEMA

Food & Beverages

HANGRY! · wahyoo · Yummy Corp · mangkokku

"Minuman Kekinian"

kopi kenangan · haus! · Chatime (KOPI DARI HATI) · fore · Janji Jiwa

Consumers

lemonilo · EVERMOS · Rata · HappyFresh (JOY DELIVERED!) · sayurbox

Fin & Insurance Technology

OVO · Jago · Qoala · PasarPolis

Travel & Leisure

tiket.com · RedDoorz · LOKÉT · bobobox

Education Technology

gredu · LingoAce · zenius · ruangguru · Pahamify

Testimonials what they say about populix

"

So far, we are delighted with the results. I'll keep recommending Populix because the team was responsive and ready to help with end-to-end survey process.

"

Populix team helped in every step of the research process and fulfilled our requests. Moreover, Populix could also assist in the development of questionnaires.

"

Smooth and fast communication. Populix team provided helpful inputs to the projects, and the work was carried out on time according to the project timeline.

"

The project was running according to the predetermined timeline, the team waas responsive, the project results were satisfying, and the process was very smooth

"

The Populix team is responsive and timely in working on projects. Have worked together several times and the results are good.

"

Populix is very helpful with input and insight about ongoing projects

"

Able to provide on-point input and solutions on questionnaire, the team is responsive and fast in managing requests, the project is running according to schedule, the report is quite clear, detailed, and insightful with some input from us, presentation is also clear and easy to understand

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Get to Know our Respondents

p::pulix Respondent

A home to the voice of the people, we empower and ensure their voices are heard and valued to influence brands, governments and societies.

400K+
Respondents

With 200+ screenings in 300+ cities and district across Indonesia

1st In Indonesia

- Triple Opt-in
- Gamified Survey App

1st In Asia

Respondent Tasks & Gigs

♂ **Male** **54%**

♀ **Female** **46%**

Panel Age

<18	1%
18 - 21	30%
22 - 28	38%
29 - 38	21%
39 - 55	9%
>55	1%

Panel SES

35%	41%	24%
Upper	Middle	Lower

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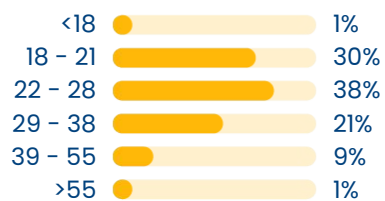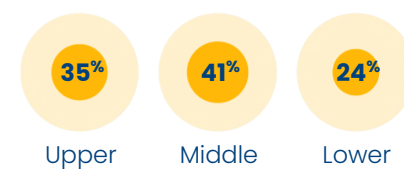
What We Guarantee

Respondent Pool

- Multi-step verification to ensure **real respondents**
- **Advanced screenings** beyond basic demographic
- Automatic panel scoring system to identify **qualified respondents**

Data Collection

During Survey Completion

- No speeders, cheaters, and bots
- Accurate and consistent
- Focused attention span
- No ballot box stuffing

Additional Back-end QC

- Random sampling QC
- Evidence verification

p::pulix Respondent Interface

Drive changes, inspire breakthroughs,
And get rewarded for having a say.

Sign Up
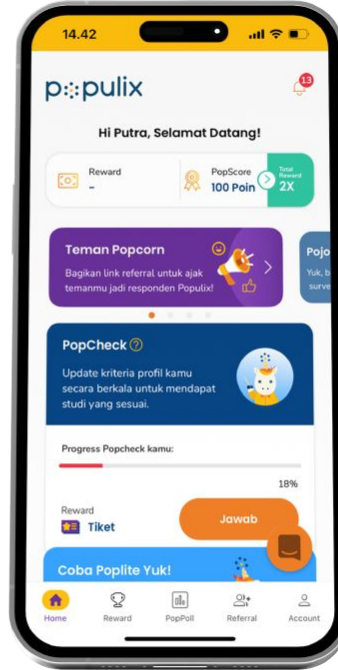
Share Opinion
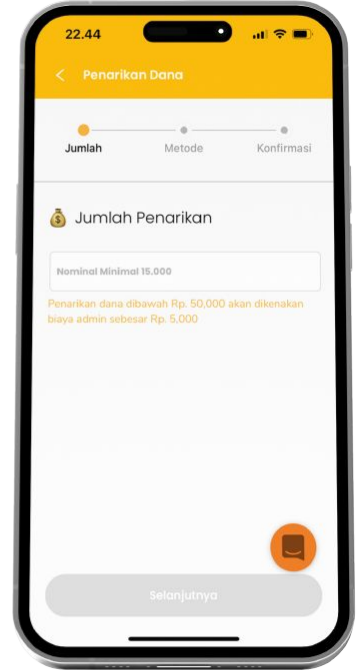
Get Rewarded

Data Collection Process

PopScore System

PopScore is a parameter to determine the quality of respondents answer. It takes into account the consistency of a respondents answer to questions during the screening process and during a study. If the system detects two or more inconsistencies in a respondent's answers the PopScore will be reduced

PopScore-based Panel Recruitment

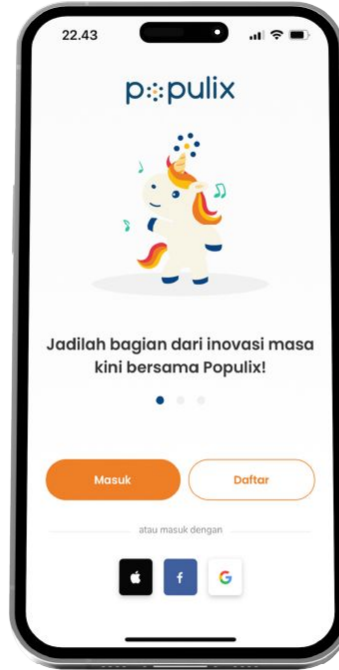When a study is launched, the respondents with the highest PopScore (100) who meet the demographic criteria specified by the study maker will be given priority

Length of Interview (LOI) or Focus Attention Span Calculation

Every study conducted through Populix will have an estimated length of Interview (LOI) calculation to measure a reasonable focus attention span of the respondent. If the respondents complete the study in a much shorter or longer time than the LOI calculation, their answers may be rejected or disqualified.

Meet Our Founder

Timoty Astandu, PhD
CEO of Populix

PhD from University of Cambridge. MPhil from University of Oxford. BSc from London School of Economics. Expert researcher whose role is to implement cutting edge data methodologies and technologies from academia into the commercial data industry

Eileen Kamtawijoyo
COO of Populix

MPhil from University of Cambridge, BSc from University of Illinois Urbana-Champaign. Eileen's role is to further expand on the value add of customers and responsible for the internal operations of the company. Forbes Asia 30u30 honouree. Prior experience at Campbell's USA, Jaguar Land Rover UK and Djarum Group Indonesia

Jonathan Benhi
CTO of Populix

BSc from University of Washington. Part of Discuss.io initial team, making it one of fastest growing startup in Washington state named by Inc. 500. Jona is a tech expert whose role is to build and maintain software to digitize market research.

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Our **130+** heads strong team combines **best-in-class** industry insiders with **forward-thinking** outsiders.

Our Research Head

Vivi Zabkie
Head of Social Research

Vivi is an accomplished expert with a decade-long track record of leading and conducting in-depth research across various subjects, including politics, social issues, and market trends. With an impressive 17 years of experience in the media industry, she has cultivated a distinct perspective on effectively communicating research findings.

With Vivi's deep understanding of social research and public policy, she can offer comprehensive analyses and a nuanced perspective on complex issues.

Agustina Trikurniasari
Head of Online Research

Nia has 20+ years experience in the market research industry especially in Retail Audit, Quantitative Research and Analytics and has worked with Leading International and Local clients with specific focus on FMCG/ Consumer Goods Industry.

She is also responsible on developing relationship with key client partners and provide them with strategic advisory services and recommendations to answers the client's most pressing business issue and help them track their performance in the market.

Indah Tanip
Head of Research

Indah is a full around market research with over 15 years of experience in multinational research agency and client-side. Indah manages large, complex, multi-country projects designing dynamic studies that help clients answer complex research questions. With her rich research experience from the industry as well as academic, Indah has the talent and passion to conducting not only industrial analysis but also social research by having a full understanding on the situation and giving valuable and actionable insights. She is also responsible on developing relationship to key client partners and provides strategic advisory services and recommendations around governance, consumer goods, telecommunication, e-commerce, and corporate client on strategic research.

Let's Have a Chat!

We believe today's brands and businesses need to adopt quickly to make it to tomorrow

Understand and engage with your customers with right **insights & approach**

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