



COMPANY PROFILE

Unlock business opportunities
through insightful research

p::pulix

© Company Profile 2023

2023

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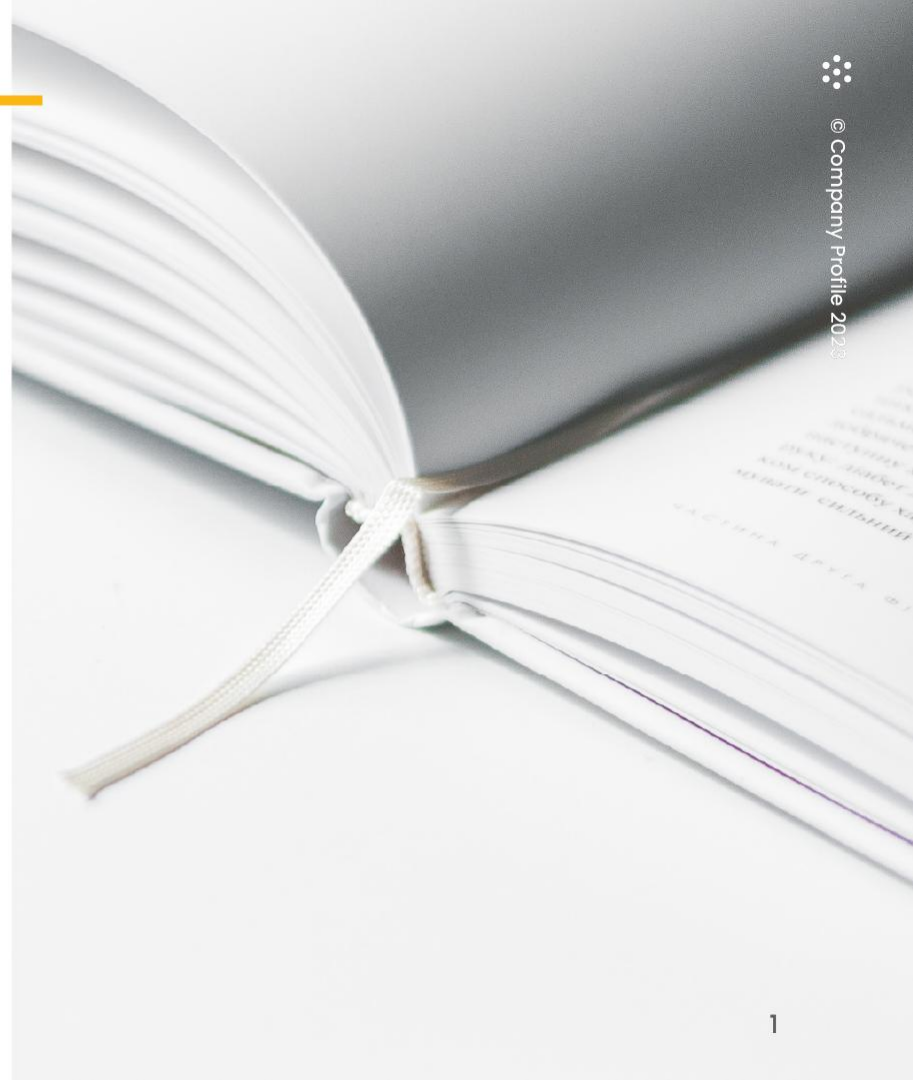
Our Value Proposition

03

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Meet Our Team



What is Populix?

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



Vision

Create a world full of good business decisions



Mission

Give meaning to people's voice and drive actionable insight

Member of:



Featured in:



Member of:



Level-Up Research & Actionable Insight

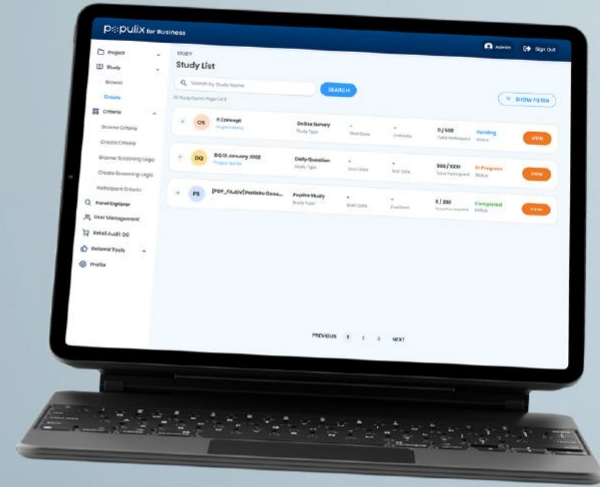
We harness the power of technology to support and simplify comprehensive research and data collection to help clients and partners make more informed decisions and actionable plans.

 **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**



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

Sample Deliverable

Whitepaper "The Future of Work"

The Future of Work

Whitepaper by p:pulix



03 Benefits of Online Training

Learn the key benefits of online training in this whitepaper. It covers how online training can help you save time, increase productivity, and improve learning outcomes. It also discusses the challenges of online training and how to overcome them.

01 Introduction

The future of work is here, and it's not just a distant vision. It's a reality that's shaping up in front of our eyes. As technology continues to advance, the way we work is changing. This whitepaper explores the key trends and challenges of the future of work, and offers insights into how organizations can prepare for what's ahead.

Upskill Apps - Interest

We asked our users what they think about upskilling apps. The results show that there is a strong interest in these tools, particularly among younger professionals.

Personal Development Interest

- 85% Very Interested
- 15% Somewhat Interested

Split by Age

Age Group	Very Interested	Somewhat Interested
18-24	92%	8%
25-34	88%	12%
35-44	80%	20%
45-54	65%	35%

Upskill Apps Personal Use - Frequency and Allocation Budget

How often do you use upskilling apps? And how much do you spend on them? Here are the answers.

Frequency

- 100% Daily
- 85% Weekly
- 75% Monthly
- 60% Quarterly
- 45% Annually
- 30% Never

Allocation Budget (USD)

- <1000: 23%
- 1000-2000: 34%
- 2000-3000: 24%
- 3000-4000: 10%
- >4000: 9%

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

Unveiling the Tech Revolution: How Technology Reshapes the Future of Work

May 2023

Current Field of Work

Field	Male	Female	Gender	Age	Education	Income	Marital	Occupation
Manufacturing	85%	15%	Male	35	High School	30K	Married	Factory Worker
Education	70%	30%	Female	25	Bachelor's	45K	Single	Teacher
IT/tech	60%	40%	Male	30	Bachelor's	60K	Single	Software Engineer
Healthcare	55%	45%	Female	30	Bachelor's	50K	Married	Nurse
Finance	45%	55%	Female	25	Bachelor's	55K	Single	Analyst
Marketing	40%	60%	Female	25	Bachelor's	40K	Single	Marketing Specialist
Customer Support	35%	65%	Female	20	High School	25K	Married	Customer Support
Other	20%	80%	Female	30	Bachelor's	35K	Married	Various

Respondent Profiles

We are focusing on singles who are mostly working, middle-high income, and Gen-Z.

Gender

- Male: 85%
- Female: 15%

Age

- 18-24: 55%
- 25-34: 35%
- 35-44: 10%
- 45-54: 1%

Occupation

- Entrepreneur: 15%
- Students: 20%
- Looking for a job: 35%
- Government Employee: 10%
- Others: 15%

Marital Status

- Single: 85%
- Married without kids: 10%
- Married with kids: 5%
- Widowed/Divorced with kids: 0%

Area

Sumatra 55%, Other Island 45%

Source of Information On Job Opportunities

Job seekers prefer LinkedIn as their top source of information for job opportunities, while Indeed serves as an alternative platform for job application portal.

Job Web Portal

- LinkedIn: 45%
- Indeed: 35%
- JobStreet: 15%
- Others: 5%

Job Web Portal Used

- LinkedIn: 45%
- Indeed: 35%
- JobStreet: 15%
- Others: 5%



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.





Trend

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

Habit

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

Media Habit

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





Trend Spotting Report

Beauty

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

Automotive

Transportation preference and consideration in purchasing future vehicle

Financial Service

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

Working Place

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

Food & Beverage

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

Trend Spotting Report "Automotive Trend Report"



Automotive Trend Report

February 2023

Research Background & Objectives

Research Background

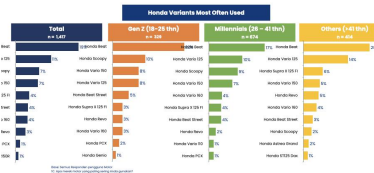
- Starting 2023, new regulations made by the government to accelerate the process of recovering the Indonesian economy impacted by the Covid-19 pandemic. One of the regulations is to waive private vehicle restrictions and their innovations and the passenger restrictions on public transportation.
- Thus, Pulix would like to understand what is the impact to overall automotive trend with particular look at current and future vehicles ownership, trend in public transportation and new technology launched.

Research Objectives

- To understand the Automotive trend on:
 - Current and Future Vehicles preference (Brands chosen, unit owned, etc)
 - Fuel and Service preference
 - Next Trend - Electrical Vehicles Preference

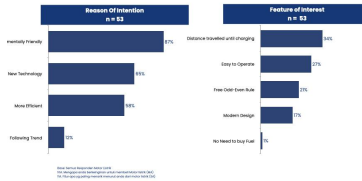
Motorcycle Usage – Variants Most Used

Lead to the most chosen variants followed by Vario 150 and Scoopy. Super 150R is lead more to older generations



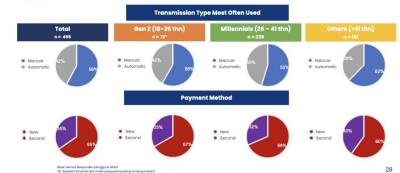
Electric Vehicle Car Interest

While for Car it's mainly for Environmentally friendly reason, and Distance travelled until next charging is the most interesting feature



Car Usage – Transmission & Purchase Information

Next fact between Manual and Automatic with older Generation higher preference towards Automatic. Buying here is done by majority of respondents.





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>

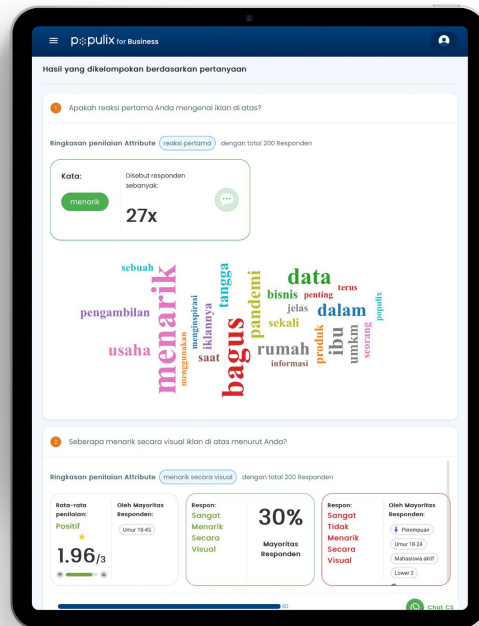
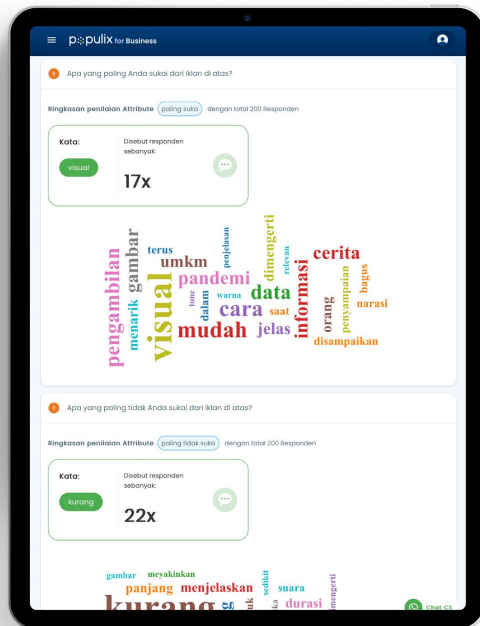
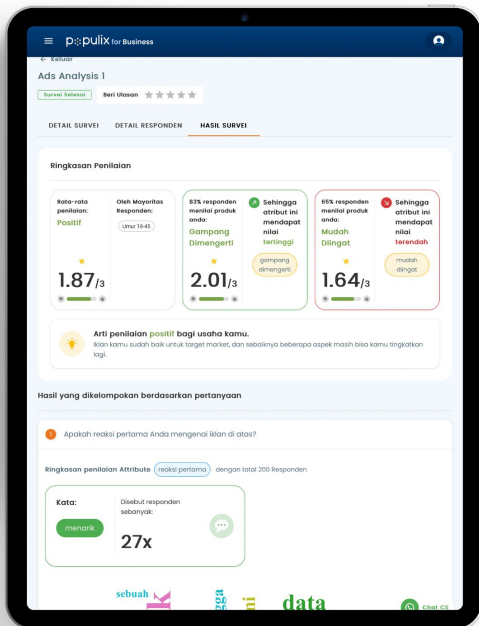
2

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



Enterprise Technology



Creative & Media



Food & Beverages



"Minuman Kekinian"



Consumers



Fin & Insurance Technology



Travel & Leisure



Education Technology





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 was 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

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

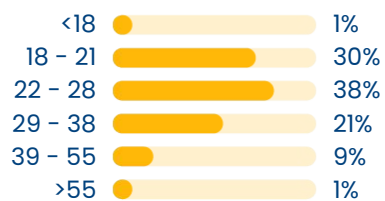
Respondent Tasks & Gigs



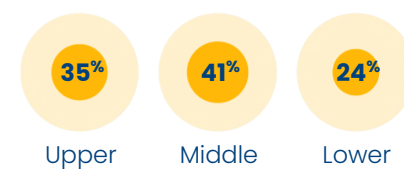
♂ **Male**
54%

♀ **Female**
46%

Panel Age



Panel SES



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

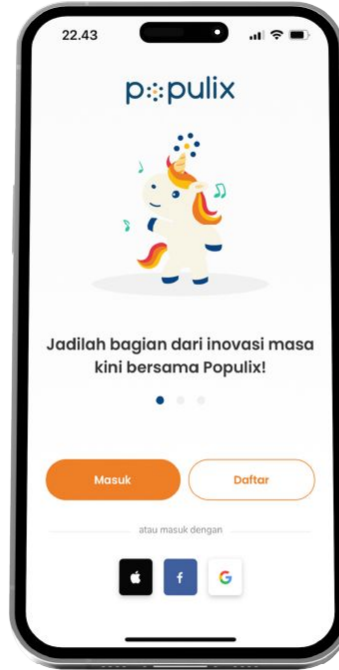
Additional Back-end QC

- Random sampling QC
- Evidence verification

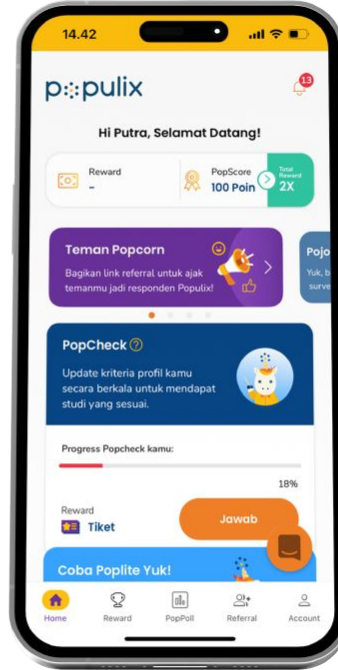


populix Respondent Interface

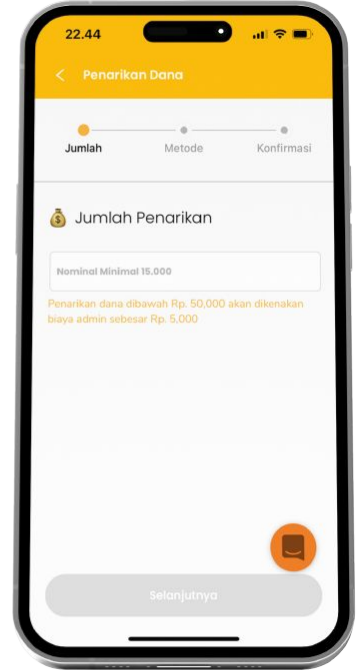
Drive changes, inspire breakthroughs,
And get rewarded for having a say.



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.





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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