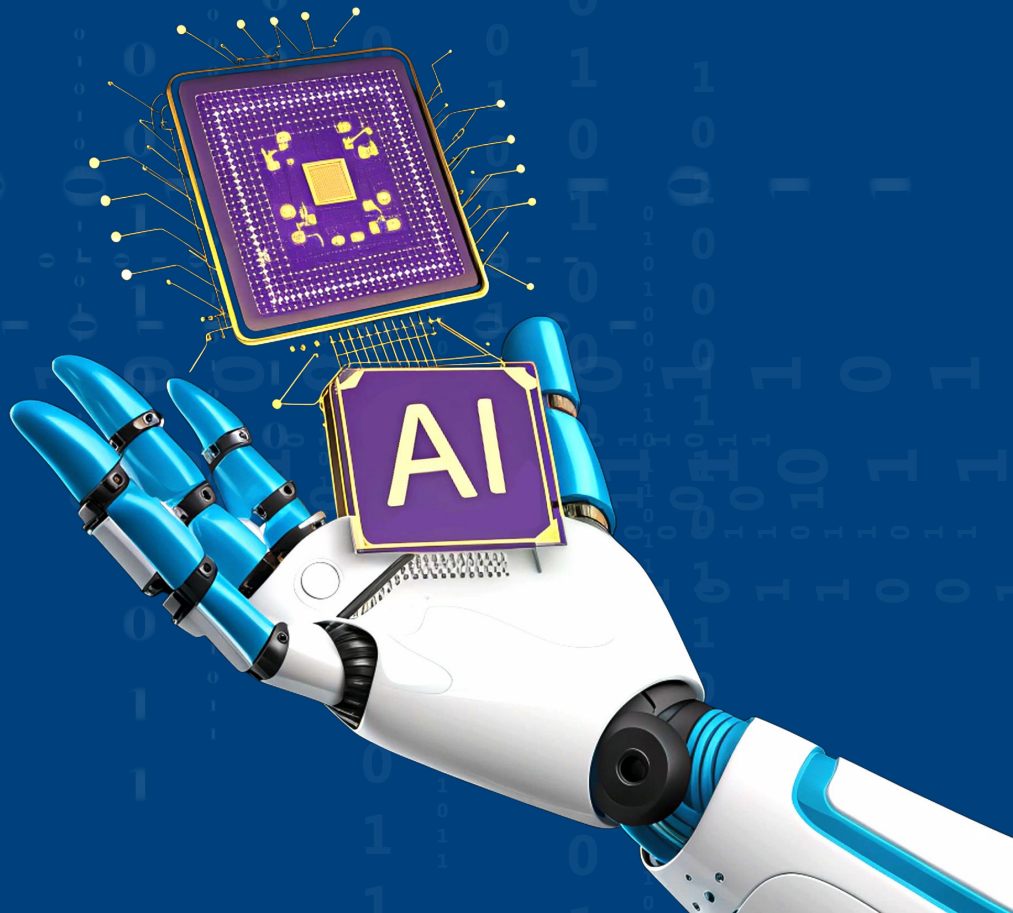


AI in Everyday Life

November 2025



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01

Demography Profile

02

Artificial Intelligence

A few differences stand out in how people recognize AI. Gen Z and males are more likely to notice AI when playing games through character interactions. Meanwhile, lower SEC and not working group are more likely to say they didn't realize they had interacted with AI at all.

In everyday life, where did you first realize you were interacting with AI?	Total	Region			Gender		SEC			Occupation		Age Group		
		Java	Sumatra	Other Islands	Male	Female	Upper	Middle	Lower	Working	Not Working	Gen-Z	Millennial	Gen-X
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)
Base	1,100	873	142	85	550	550	427	447	226	907	191	532	557	11*
When using Google Translate or voice assistant	23%	23%	24%	26%	21%	26%	22%	23%	26%	23%	25%	23%	23%	27%
When using a customer service chatbot	22%	23%	20%	15%	21%	23%	23%	22%	18%	22%	21%	22%	21%	27%
When scrolling through social media and seeing content recommendations	19%	19%	20%	21%	18%	20%	16%	21%	22%	19%	20%	19%	19%	36%
When using a photo or video editing application	18%	18%	18%	20%	19%	17%	21%	16%	17%	17%	20%	17%	19%	9%
When playing games and the AI characters interact	10%	10%	11%	7%	12% B	7%	9%	11%	10%	11%	6%	12% B	8%	0%
When shopping online and product recommendations appear	7%	7%	7%	8%	7%	7%	8%	7%	5%	8%	4%	6%	8%	0%
I didn't realize I had ever interacted with AI	1%	1%	1%	2%	2%	1%	1%	1%	3% A	1%	3% A	1%	1%	0%

*Low Base

*Sig test against category CAPITAL LETTER is win sig-test at 95% confidence level to labelled column

People place the most trust in AI for **practical tasks** such as translating language, writing captions, or editing visuals. Trust is lower when it comes to more **personal or subjective areas** like health advice or entertainment suggestions. This hesitation is often driven by concerns about accuracy, fairness, privacy, and the feeling that **AI still lacks a human touch**.

Most Trusted AI Use

Translate language	27%
Automatic text writing (captions, articles)	23%
Editing photos/videos	22%
Finding the fastest route when traveling	12%
Providing light health advice	8%
Movie/music recommendations	7%
No, I don't believe in AI yet	2%

Reason for AI Distrust (If any)

25%Too "robotic"
or unnatural**23%**Personal data
can be leaked**20%**Fear of
dependency**12%**Less accurate
or wrong**8%**There is
no doubt**7%**Don't know the
source of the
information**5%**Can be biased
and unfair

People tend to trust AI most for translating languages, especially those living in **other islands** and from **female**. Males show slightly higher trust in using AI to find the fastest travel routes. Gen Z is more likely to trust AI for recommending movies or music, while **Millennial is the most skeptical**, with a higher share saying they do not trust AI yet.

In the following activities, which one do you trust AI the most?	Total	Region			Gender		SEC			Occupation		Age Group		
		Java	Sumatra	Other Islands	Male	Female	Upper	Middle	Lower	Working	Not Working	Gen-Z	Millennial	Gen-X
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)
Base	1,100	873	142	85	550	550	427	447	226	907	191	532	557	11*
Translate language	27%	26%	27%	40% AB	24%	30% A	28%	25%	30%	27%	27%	27%	27%	27%
Automatic text writing (captions, articles)	23%	24%	21%	15%	22%	24%	22%	23%	25%	22%	27%	22%	24%	27%
Editing photos / videos	22%	22%	23%	15%	24%	20%	22%	24%	18%	23%	18%	20%	24%	18%
Finding the fastest route when traveling	12%	12%	11%	12%	14% B	9%	11%	13%	11%	11%	14%	12%	11%	18%
Providing light health advice	8%	8%	8%	7%	7%	9%	9%	7%	7%	8%	7%	8%	7%	9%
Movie / music recommendations	7%	7%	10%	7%	7%	7%	6%	7%	9%	7%	6%	9% B	5%	0%
No, I don't believe in AI yet	2%	2%	1%	4%	2%	1%	2%	2%	1%	2%	2%	1%	3% A	0%

*Low Base

*Sig test against category CAPITAL LETTER is win sig-test at 95% confidence level to labelled column

Not working group is more likely to question AI when they do not know the source of information, while those from Sumatra are more concerned about bias and fairness. People from **upper socioeconomic groups show slightly more confidence**, with more saying they have no doubt about AI results.

What makes you hesitate to trust the results of AI?	Total	Region			Gender		SEC			Occupation		Age Group		
		Java	Sumatra	Other Islands	Male	Female	Upper	Middle	Lower	Working	Not Working	Gen-Z	Millennial	Gen-X
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)
Base	1,100	873	142	85	550	550	427	447	226	907	191	532	557	11*
Too "robotic" or unnatural	25%	25%	23%	27%	24%	26%	24%	27%	23%	25%	24%	27%	23%	36%
Personal data can be leaked	23%	23%	18%	25%	22%	23%	22%	25%	19%	24%	18%	21%	24%	27%
Fear of dependency	20%	19%	24%	15%	19%	20%	17%	22%	20%	20%	19%	20%	20%	9%
Less accurate or wrong	12%	12%	11%	19%	13%	12%	14%	10%	14%	11%	16%	12%	12%	9%
Don't know the source of the information	7%	7%	8%	8%	6%	9%	7%	6%	10%	6%	11% A	8%	6%	0%
Can be biased and unfair	5%	5%	8% C	1%	8% B	3%	6%	5%	6%	5%	6%	6%	5%	0%
There is no doubt	8%	8%	8%	5%	9%	7%	11% B	6%	7%	8%	6%	7%	9%	18%

*Low Base

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People use AI mainly to give **new ideas, save time, and overcome confusion** in their work or studies. It is most often used to generate content, help with assignments, and support creative tasks such as visual design.

ChatGPT is considered the most helpful tool, followed by Google Bard, showing that **conversational AI** is becoming a trusted companion for boosting productivity.

Most Trusted AI Use

Looking for content or caption ideas	54%
Help with school/college/work assignments	39%
Creating visual designs	33%
Creating a CV or cover letter	20%
Making shopping decisions	18%
Managing personal finances	16%
Making music	11%
Never used AI for those things	9%

Reasons to Use AI in Work/Study

Add new ideas/alternatives	27%
Saving time	23%
Reduce confusion when stuck	17%
Assisting with difficult technical tasks	16%
Speed up repetitive work	12%
Adding final value/quality	5%

Most Helpful AI Tool

 ChatGPT	78%
 Bard /  Gemini	48%
 grammarly	11%
 Notion AI	10%
 copy.ai /  Jasper	6%
 Midjourney /  DALL-E	5%

Certain groups are using AI more actively than others. **Upper-class, working individuals, and Gen Z stand out as the most engaged**, especially for tasks like content creation, visual design, and completing assignments. In contrast, lower-income show lower adoption, suggesting a gap in familiarity or access.

Have you ever used AI for the following reasons?	Total	Region			Gender		SEC			Occupation		Age Group		
		Java	Sumatra	Other Islands	Male	Female	Upper	Middle	Lower	Working	Not Working	Gen-Z	Millennial	Gen-X
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)
Base	1,100	873	142	85	550	550	427	447	226	907	191	532	557	11*
Looking for content or caption ideas	54%	56%	49%	46%	52%	56%	60% B	50%	52%	55%	50%	55%	54%	36%
Help with school / college / work assignments	39%	39%	33%	41%	35%	42% A	42% B	35%	39%	36%	51% A	44% B	35%	9%
Creating visual designs	33%	35% B	25%	26%	35%	31%	41% BC	29%	27%	36% B	17%	30%	36% A	18%
Creating a CV or cover letter	20%	20%	21%	15%	17%	22%	22% C	19%	15%	19%	20%	23% B	16%	0%
Making shopping decisions	18%	19% B	11%	14%	17%	19%	25% BC	14%	12%	19% B	13%	18%	18%	18%
Managing personal finances	16%	16%	18%	15%	16%	16%	23% BC	14% C	8%	18% B	9%	15%	17%	9%
Making music	11%	12%	10%	7%	13%	10%	16% BC	9%	8%	12% B	6%	11%	12%	0%
Never used AI for those things	9%	8%	13% A	15% A	9%	9%	6%	11% A	11%	8%	14% A	8%	10%	36%

*Low Base

*Sig test against category CAPITAL LETTER is win sig-test at 95% confidence level to labelled column

People across segments turn to different AI tools to support their productivity. **ChatGPT is especially popular among Gen Z and women, while upper-class users explore a wider range of tools.** Java residents are likely to use Google Bard/Gemini than those in Sumatra or other islands, likely driven by familiarity or access.

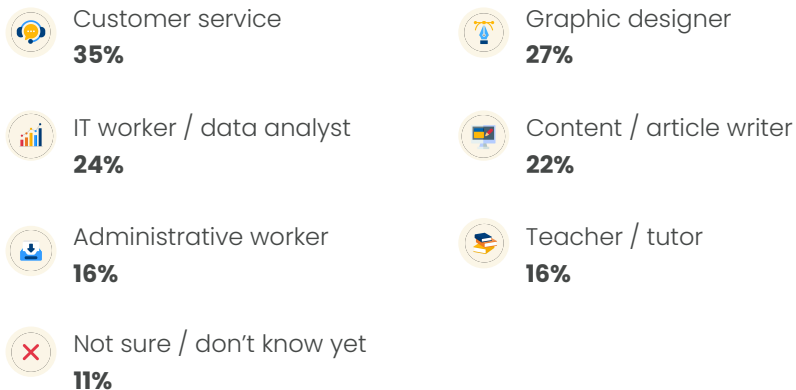
Which AI app or service has helped your productivity the most?	Total	Region			Gender		SEC			Occupation		Age Group		
		Java	Sumatra	Other Islands	Male	Female	Upper	Middle	Lower	Working	Not Working	Gen-Z	Millennia I	Gen-X
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)
Base	1,100	873	142	85	550	550	427	447	226	907	191	532	557	11*
 ChatGPT	78%	78%	76%	79%	75%	81% A	84% BC	74%	73%	79%	74%	82% B	82% B	64%
 Bard /  Gemini	48%	50% C	44%	38%	48%	48%	56% BC	46%	38%	50% B	39%	45%	45%	45%
 grammarly	11%	11%	13%	6%	10%	12%	12%	10%	10%	10%	14%	14% B	14% B	9%
 Notion AI	10%	10%	10%	6%	11%	9%	10%	9%	13%	10%	7%	11%	11%	9%
 copy.ai /  Jasper	6%	6%	5%	1%	7%	5%	6%	7%	4%	6%	4%	5%	5%	0%
 Midjourney /  DALL-E	5%	6%	3%	4%	6%	4%	8% BC	4%	3%	5%	4%	4%	4%	0%

*Low Base

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Many see **AI as most likely to replace roles that involve high repetition or digital creativity**, such as customer service, graphic design, and IT-related jobs. Reactions to this shift are mixed. Some people are curious and eager to explore AI's potential, while others feel anxious about the risk of job loss.

If AI could replace human jobs, what jobs do you think would be replaced first?



What is your main feeling when you hear that AI can replace humans at work?

Interested in learning more about AI	35%
Worried but curious	30%
Optimistic because it can open up new opportunities	25%
Fear of losing job	24%
Indifferent, because he feels unaffected	7%
Angry because it feels unfair	6%
No opinion yet	5%



The biggest workplace concerns are that AI could **limit human development, reduce job opportunities, and cause wage pressure**. These concerns show the importance of balancing **technological innovation with maintaining human roles and contributions at work**.

If AI is used widely in the workplace, what impacts are you most concerned about?

42%

Human abilities do not develop because they are helped too much

38%

Many people lost their jobs

33%

Job opportunities for young people are becoming more difficult

30%

Human wages are being squeezed as work can be done by AI

27%

AI can make fatal mistakes that cannot be accounted for

19%

The technological gap is widening between large and small companies

6%

No concern at all

Customer service is seen as the most vulnerable job across all groups, with stronger concern among those in the upper and middle SEC. People in the upper SEC and working individuals are more likely to believe that **IT-related roles and administrative workers**, which are often associated with technical and repetitive tasks. Gen Z stands out for highlighting content writing jobs, while Millennials highlights on teaching-roles.

If AI could replace human jobs, what jobs do you think would be replaced first?	Total	Region			Gender		SEC			Occupation		Age Group		
		Java	Sumatra	Other Islands	Male	Female	Upper	Middle	Lower	Working	Not Working	Gen-Z	Millennial	Gen-X
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)
Base	1,100	873	142	85	550	550	427	447	226	907	191	532	557	11*
Customer service	35%	35%	35%	36%	34%	36%	37% C	36% C	27%	35%	34%	31%	38% A	27%
Graphic Designer	27%	27% C	28% C	16%	28%	25%	29%	26%	24%	27%	23%	26%	27%	18%
IT worker / data analyst	24%	25%	25%	21%	25%	23%	28% C	24%	19%	27% B	14%	23%	26%	45%
Content / article writer	22%	23%	18%	22%	21%	23%	25%	20%	23%	23%	19%	25% B	20%	9%
Administrative worker	16%	16%	15%	11%	14%	17%	18% C	16%	12%	17% B	11%	16%	16%	27%
Teacher/tutor	9%	9%	11%	13%	10%	9%	10%	8%	11%	9%	10%	7%	11% A	9%
Not sure / don't know yet	11%	10%	14%	14%	10%	12%	7%	11% A	18% AB	9%	22% A	14% B	8%	0%

*Low Base

*Sig test against category CAPITAL LETTER is win sig-test at 95% confidence level to labelled column

People from the upper class and working segments are more likely to be curious or optimistic, seeing AI as an opportunity to grow. In contrast, fear of job loss is more common among those from middle-lower socioeconomic backgrounds and non-working groups. Gen Z shows the highest level of concern on uncertainty of losing job due to AI.

What is your main feeling when you hear that AI can replace humans at work?	Total	Region			Gender		SEC			Occupation		Age Group		
		Java	Sumatra	Other Islands	Male	Female	Upper	Middle	Lower	Working	Not Working	Gen-Z	Millennial	Gen-X
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)
Base	1,100	873	142	85	550	550	427	447	226	907	191	532	557	11*
Interested in learning more about AI	35%	36%	32%	32%	36%	35%	44% BC	31%	28%	37% B	27%	33%	38%	36%
Worried but curious	30%	31%	30%	26%	28%	32%	29%	31%	31%	30%	32%	33%	28%	27%
Optimistic because it can open up new opportunities	25%	26%	27%	18%	28%	23%	30% BC	23%	22%	27% B	16%	23%	27%	27%
Fear of losing job	24%	24%	21%	26%	21%	27% A	18%	27% A	28% A	22%	30% A	28% B	20%	18%
Indifferent, because he feels unaffected	7%	7%	9%	9%	10% B	5%	8%	6%	9%	8%	4%	7%	8%	18%
Angry because it feels unfair	6%	6%	9%	6%	7%	5%	9% bc	4%	4%	6%	5%	6%	6%	0%
No opinion yet	5%	5%	5%	12% A	4%	6%	3%	7% A	6%	4%	10% A	5%	6%	0%

*Low Base

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Most people believe that AI knowledge is for everyone, not just for certain professions. Creative workers and students are seen as next in line, followed by office workers and policymakers. This shows that **AI becomes a basic skill** which is important to stay relevant in today's world.



64%
Everyone



14%
Creative workers



6%
Students



5%
Office workers



5%
Government / policy makers



3%
School children



3%
Parents

Most people believe that AI knowledge is essential for everyone, especially among upper-middle SES groups and those living in Java and Sumatra. People from other islands, as well as males and working individuals, highlight the importance of creative workers to learn about AI. Students and school children are also seen as key learners, especially by Gen Z.

In your opinion, who MUST learn about AI right now?	Total	Region			Gender		SEC			Occupation		Age Group		
		Java	Sumatra	Other Islands	Male	Female	Upper	Middle	Lower	Working	Not Working	Gen-Z	Millennial	Gen-X
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)
Base	1,100	873	142	85	550	550	427	447	226	907	191	532	557	11*
Everyone	64%	66% C	67% C	47%	59%	70% A	66% C	67% C	57%	64%	64%	62%	66%	55%
Creative workers	14%	14%	9%	24% AB	16% B	11%	14%	13%	15%	15% B	8%	13%	14%	36%
Student	6%	5%	8%	9%	6%	5%	4%	5%	8%	4%	11% A	7% B	4%	0%
Office workers	5%	5%	4%	6%	5%	6%	7%	5%	4%	5%	5%	5%	6%	0%
Government/policy makers	5%	4%	6%	7%	5%	4%	4% B	4%	7% B	4%	6%	5%	4%	9%
School children	3%	3%	4%	5%	5% B	2%	3%	3%	4%	4%	2%	5% B	2%	0%
Parents	3%	4%	1%	2%	4%	3%	2%	4%	5% A	3%	3%	3%	3%	0%

*Low Base

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Majority are already open to integrating AI into their daily lives. One in five respondents say they never consciously reject AI, even when it is available. This group of non-rejecters reflects a growing comfort with relying on AI tools across various activities.

Some people still avoid using AI in more personal or sensitive situations, such as writing something personal, filling out official documents, or completing assignments. However, the steady presence of those who consistently use AI suggests it is becoming a regular part of daily life.

18%

When filling out official documents

11%

When working on exams or assignments

10%

When responding to important emails

18%

When writing something personal

11%

When creating a design

22%

I never rejected AI



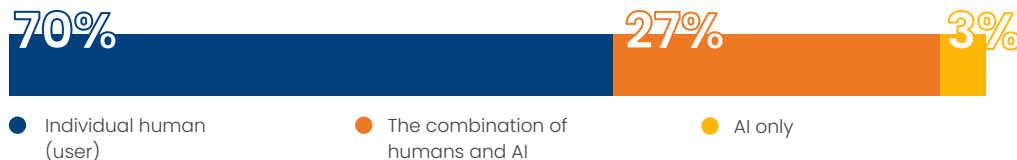
People still believe that **humans should remain in control when AI is used to make important decisions**. Most prefer either full human oversight or a shared approach, with very few trusting AI alone. When it comes to more personal uses, such as judging personality, reactions are mixed. Many are open or eager to engage, while others remain skeptical or uncomfortable.



If there was an AI that could judge your personality better than your own friends, how would you react?

I want to know the results for self-reflection	38%
I am happy and want to try it	26%
I'm curious but a bit skeptical	22%
I feel uncomfortable	10%
I'm angry, because it's too personal.	4%

If AI is used to make important decisions, who should still have the final say?

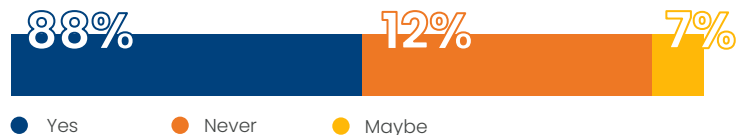


Many people see real value in having an AI assistant. Most would rely on it to manage schedules, provide entertainment, or help with writing and problem-solving. As **AI interactions become more natural**, half of the respondents have mistaken AI for a human at least once. Interestingly, more than half have also edited or filtered AI outputs when they felt the content crossed a line, showing that while AI is helpful, **people still act as gatekeepers of what feels appropriate.**

If you had a super-sophisticated AI personal assistant, what would you most want to ask it for help with?

Set schedules and reminders	44%
Entertaining when bored/stressed	39%
Writing a report or article	32%
Looking for solutions to personal problems	29%
Automatically record meetings or lectures	25%
Managing personal finances	25%
Not interested in having an AI assistant	4%

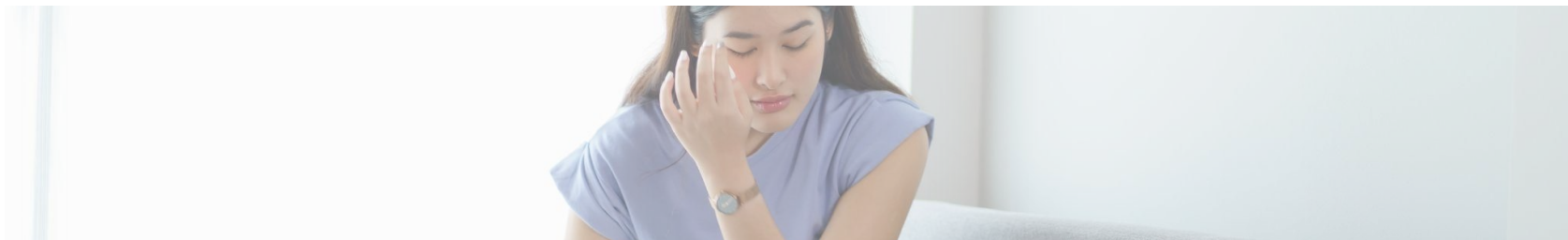
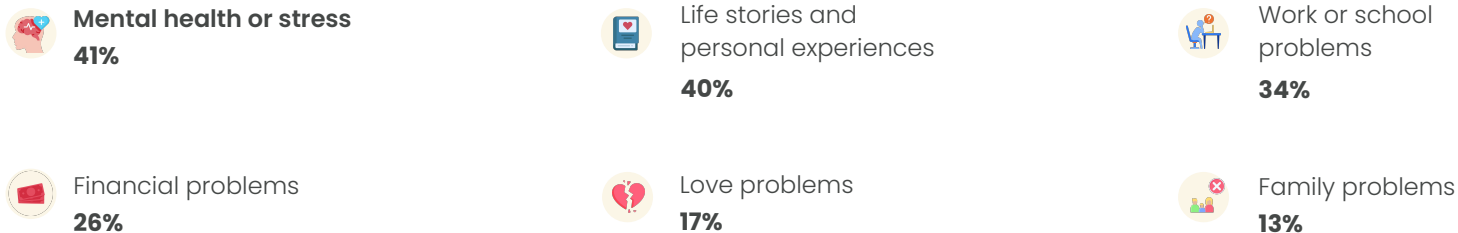
Have you ever had a moment when you thought you were talking to a human, but it turned out to be AI?*



Have you ever edited or censored the results of an AI because it felt “too honest” or “unethical”?



If AI were to take on the role of a digital confidant, **many people would feel comfortable sharing personal and emotional topics**. Mental health and stress are the most common, followed closely by life stories and everyday struggles at work or school. A significant number would even open up about financial concerns, relationship challenges, and family problems. This openness shows that people are starting to see AI not just as a tool for productivity, but as a **private and non-judgmental space for reflection and support**.



While AI offers many benefits, people want clear boundaries. Most do not want AI involved in personal relationships, legal decisions, or financial matters. Concerns also include overdependence, children trusting AI too much, and difficulty distinguishing real from AI-generated content.

Recent Negative AI Experience

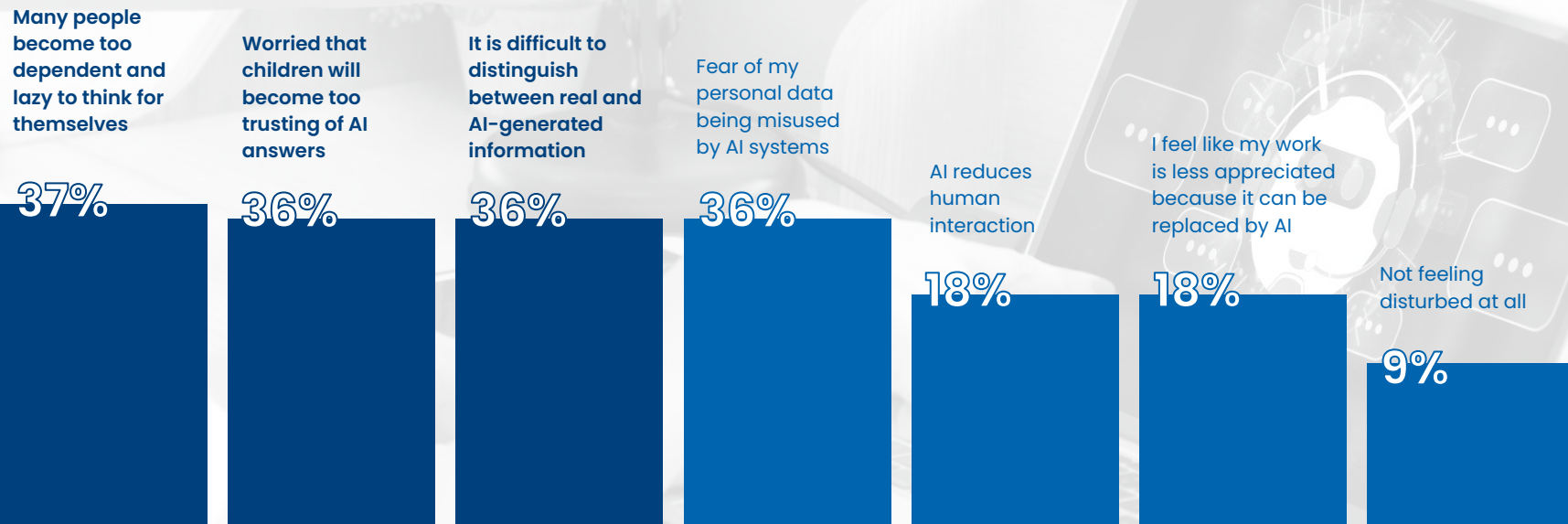
I see other people getting addicted to AI or relying too much on it	34%
I see deepfake content that is misleading or frightening	31%
I feel like AI is taking over human creativity (design, writing, etc.)	30%
I read or believed hoax news that turned out to be created by AI	25%
I have not had any negative experiences	19%
I find it annoying that AI is filling the communication space (chatbots, AI voices, etc.)	18%
I feel undervalued or undervalued at work because of AI	15%

Life Area to Protect from AI

Personal relationships (love, family)	48%
Health and medical diagnosis	25%
Financial/investment decisions	30%
Children's education	27%
Legal decision making	31%
Creative/artistic process	17%
I don't mind if AI is involved in all aspects of my life	6%

Top AI Concern in Daily Life

In the workplace, people worry AI may reduce job opportunities, suppress wages, and make human skills decline. Many are also uneasy about the risk of fatal errors and the growing gap between large and small companies.





Looking ahead, people hope AI can play a bigger role in solving real issues in **Indonesia**. The top priority is improving public and government services, showing a strong desire for better efficiency and responsiveness. Education is also seen as a key area where AI can make learning more accessible and personalized.

Other hopes include helping manage natural disasters, improving transportation systems, supporting agriculture and food production, strengthening healthcare, and enhancing law enforcement. These expectations emphasizing how **AI is increasingly viewed as a means to improve public welfare, beyond everyday personal tasks.**

In the next 5 years, in what areas do you hope AI can really help in Indonesia?



Public/government services
33%



Education
20%



Environment and natural disasters
12%



Transportation
9%



Agriculture and food
9%



Law enforcement
8%



Health
8%

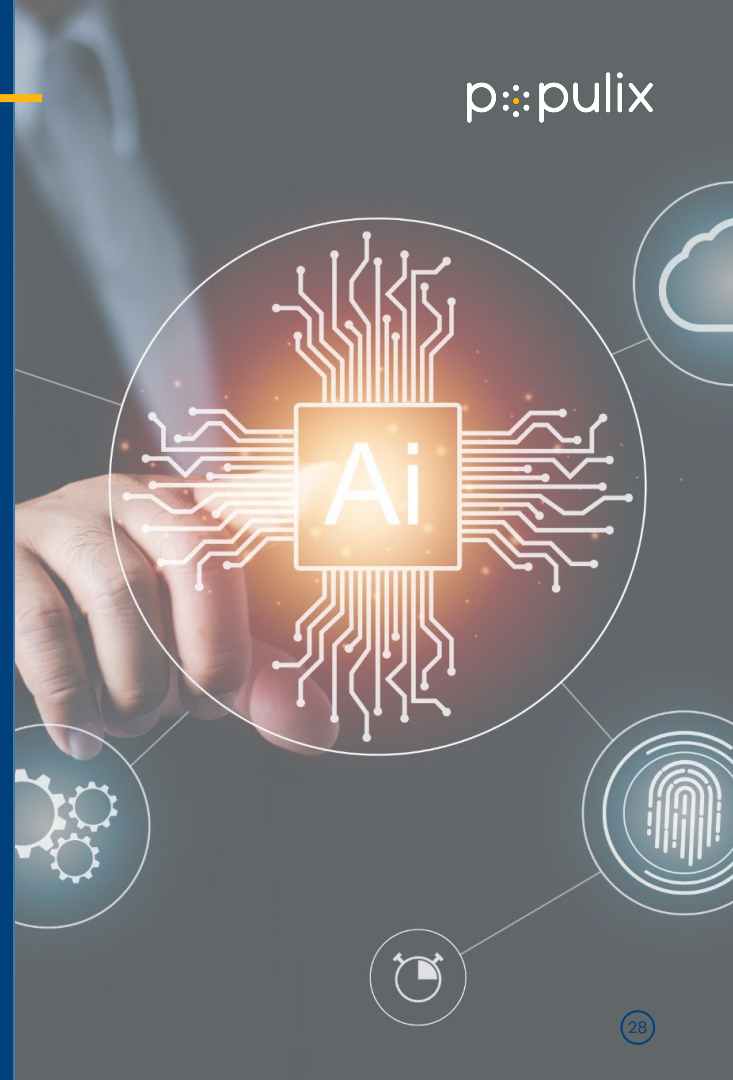
03

Summary

AI in Everyday Life

A look into how people engage with AI in daily life, work, and feelings

Many people in Indonesia first interact with **AI** through **familiar** tools like Google Translate, voice assistants, and chatbots. It blends into **daily routines**, often without being noticed. Trust is highest for practical tasks like translation or writing, but lower when it comes to health or entertainment. Gen Z and males are more likely to spot AI in gaming, while women and people in other islands show more trust in language-related AI. Millennials and lower-income groups tend to be more skeptical.



AI is mostly used to **generate ideas, save time, and assist with tasks** at school or work. **ChatGPT** is the most used tool, followed by **Google Bard**. Upper-income groups and working individuals use AI more actively, especially for **content creation, design, and assignments**. Nearly half have mistaken AI for a human, and many have edited AI responses they felt were too honest. Younger people are also more willing to **treat AI as a private companion**, sharing topics like stress, personal struggles, and finances.

Concerns about AI replacing jobs are common, especially in customer service, design, and IT roles. While many are optimistic and curious, others fear job loss, especially among non-working and middle-lower income groups. Most believe humans should stay in control of important decisions. Looking ahead, people hope AI can improve public services, education, disaster response, healthcare, and food security. **AI is starting to shape how people live, work, and solve everyday problems in Indonesia.**



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About Populix

Next-gen Research for Today's Market

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Data-driven insights on consumer behavior, industry trends, and competitive dynamics to help businesses make informed decisions. From brand performance tracking to product validation, our solutions & methodologies ensures companies stay ahead in Indonesia's fast-growing market.

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Basic Demographic

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Highest education level

Finance

Monthly income | Monthly
expense | Bank transaction
frequency | E-wallet

1M+ Panel
Size

**Panel
SES**

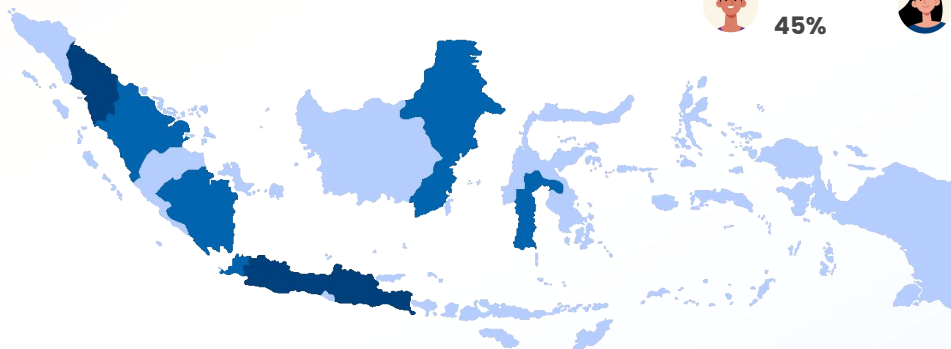
 Upper
28%

 Middle
37%

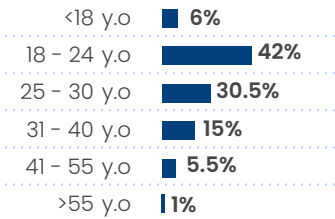
 Lower
35%

 Male
45%

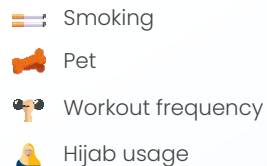
 Female
55%



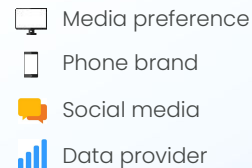
PANEL AGE



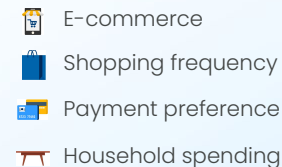
HOBBY, LIFESTYLES & APPEARANCE



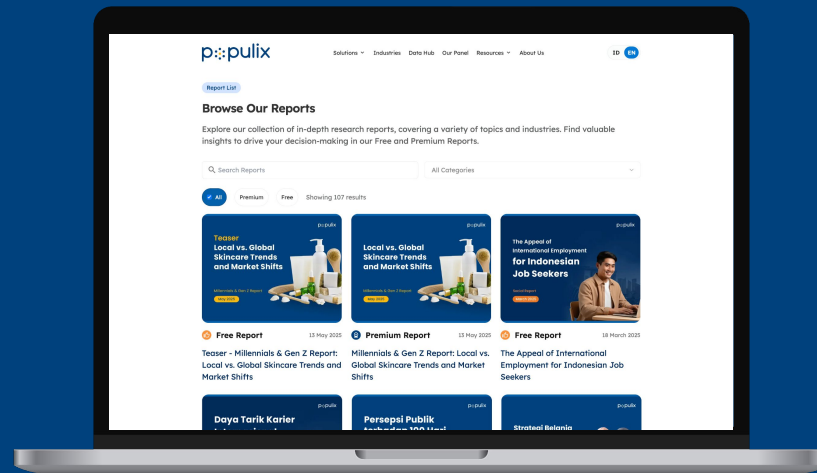
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