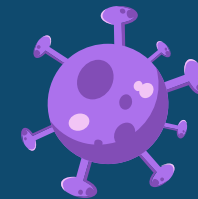
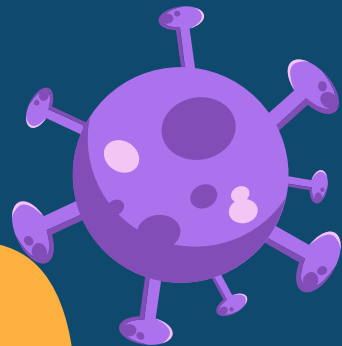
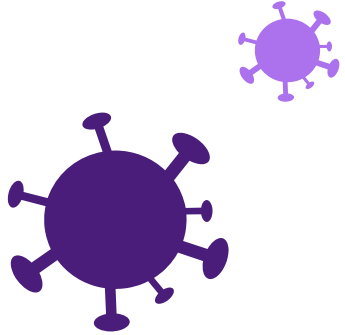


#StayAtHome:

Voice of Populix on Coronavirus
Disease (COVID-19)

Prepared by Populix
March 2020





Study Overview
Timeline, Sample Size, and
Respondent Profile

01

02

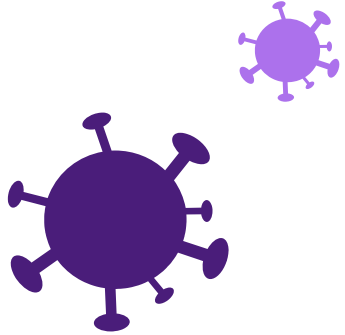
Research Findings

Anxiety Meter, Purchase and
Working Habits, Perception
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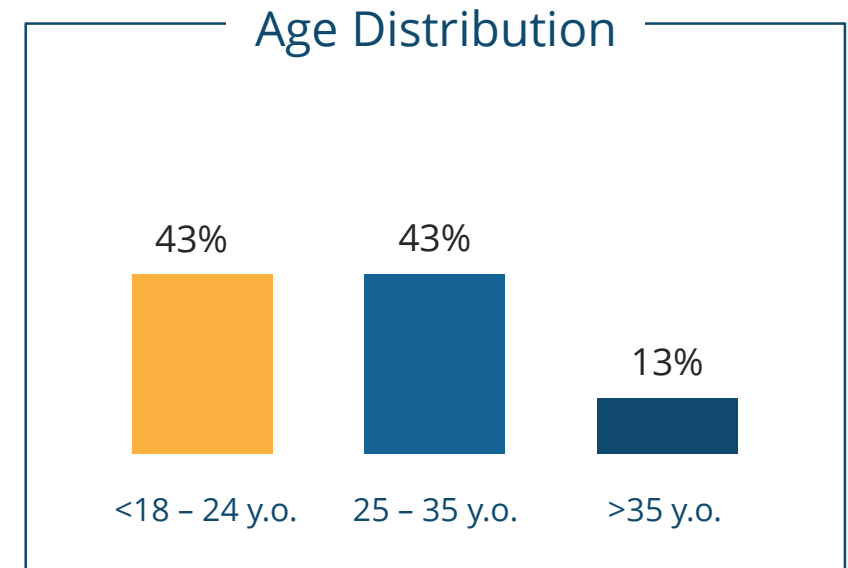
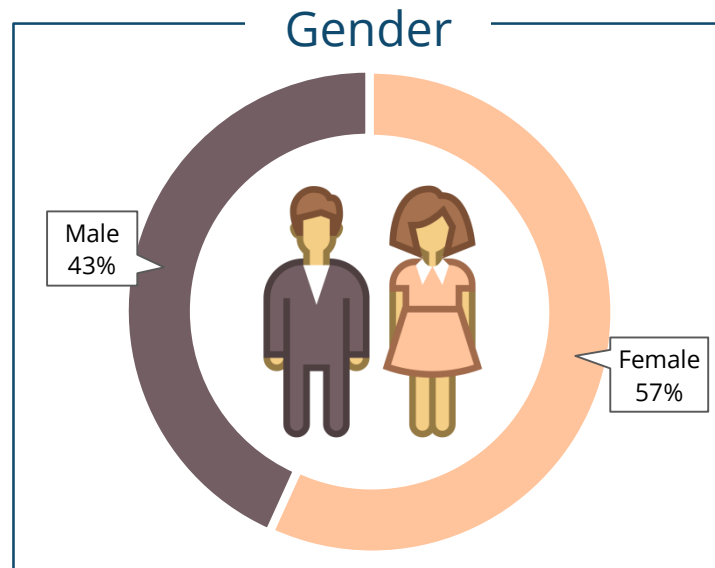


Study Overview: Timeline and Respondents Profile

March 2020



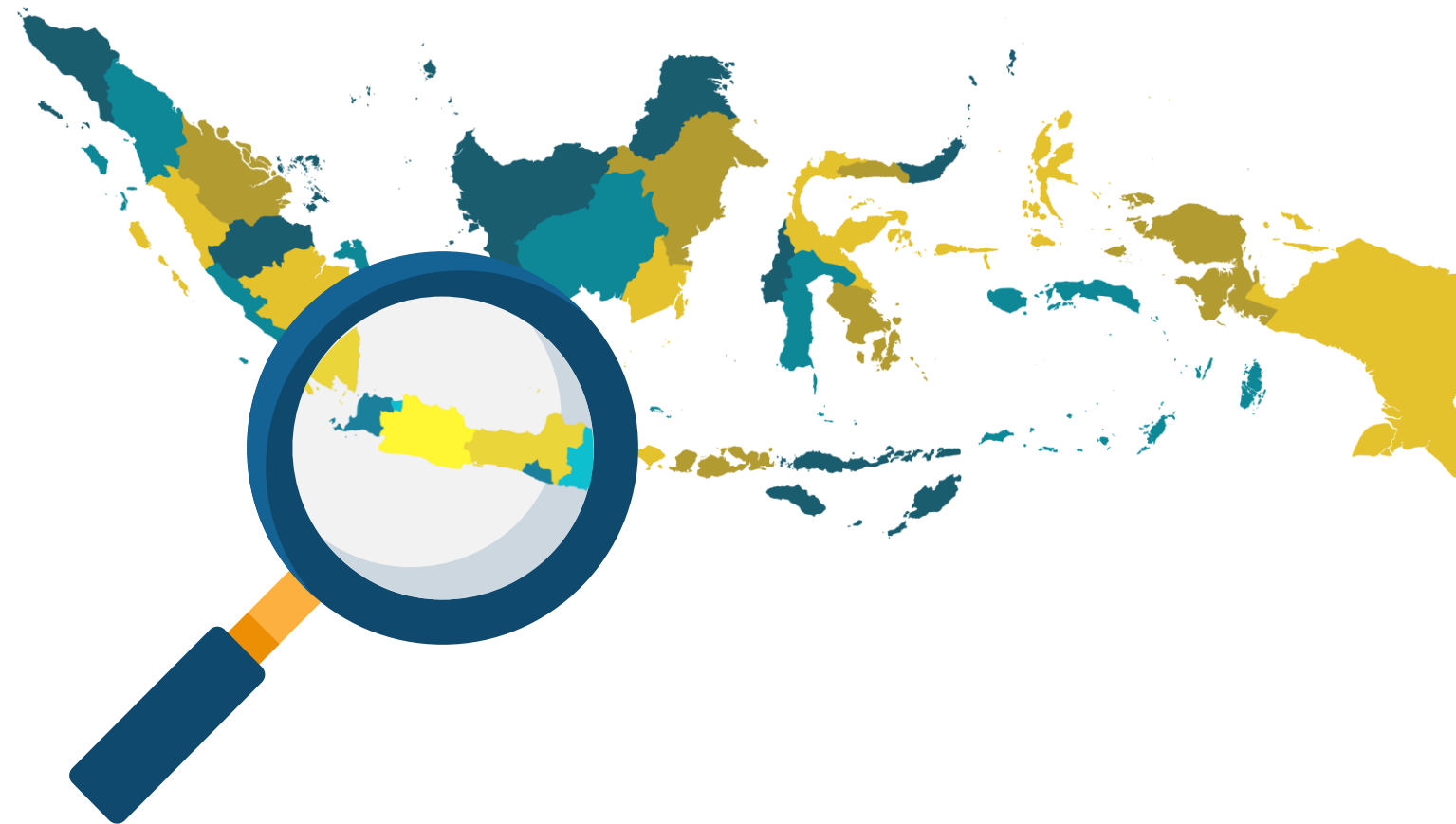
Study	Sample Size
Study 1 (12 Mar)	1,000
Study 2 (20 Mar)	700
Study 3 (23 Mar)	700
Study 4 (24 Mar)	700
Study 5 (26 Mar)	700
Study 6 (27 Mar)	700
TOTAL	4,500

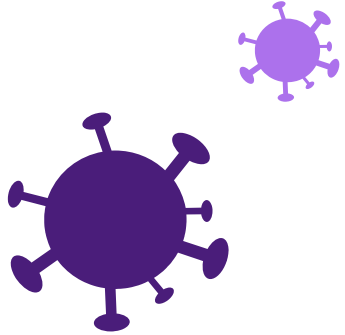


Study Overview: Respondents Geographic

To prevent skewness towards the **epicenter** of COVID-19 (Greater Jakarta) and to proffer a **comprehensive perspective** of the whole of Indonesia, we analyzed data from five main groupings:

1. Greater Jakarta (Jabodetabek)
2. West Java
3. Central Java
4. East Java
5. Tranche samples from the rest of Indonesia





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Economics

Significant negative impacts at macro, meso, and micro levels. Wild swings in stock markets, businesses struggling to keep afloat (especially retail and F&B), lower consumer confidence levels, and changing consumption behaviors

Health

Overnight habit of people wearing masks, taking immune boosters, and being meticulous about hand hygiene out of fears of being infected. Increased awareness of sneezing ethics and mental health campaigns

Politics and Security

Loss of trust in government handling of the pandemic resulting in fears of political, economic, and societal instability

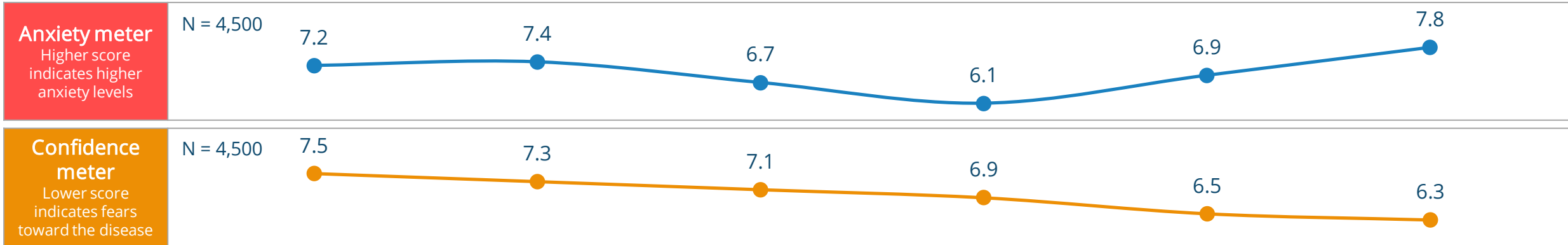
Social Life

Less mobility due to self-isolation and stay-at-home policies. Higher productivity offset by higher fatigue. More time for family and more time to watch TV and news channels

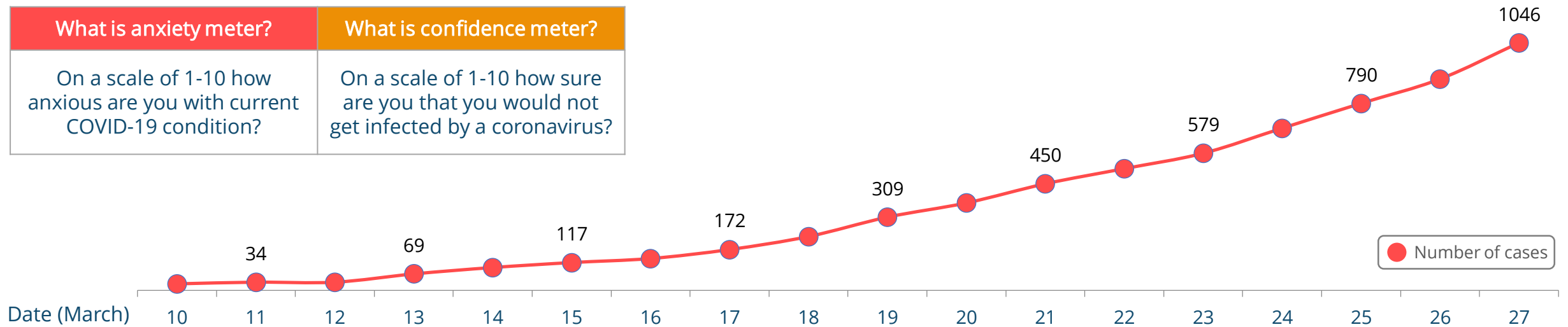


Anxiety and Confidence Meter

Although initially people were unconvinced that they could be infected by COVID-19, the increase in the numbers of confirmed cases cause confidence levels to fall and anxiety levels to grow.

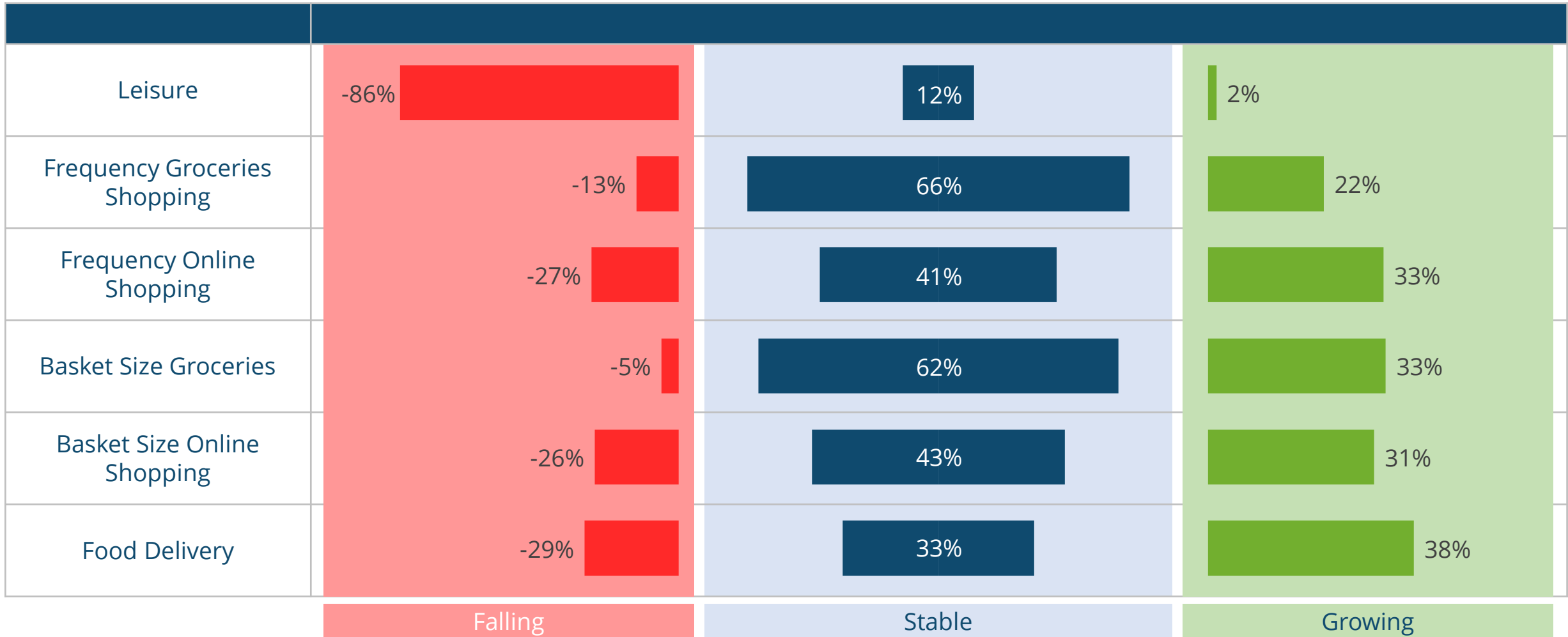


What is anxiety meter?	What is confidence meter?
On a scale of 1-10 how anxious are you with current COVID-19 condition?	On a scale of 1-10 how sure are you that you would not get infected by a coronavirus?



Impacts on Businesses

Leisure spending is experiencing unrestrained freefall while food delivery and online shopping have seen a dramatic uptick in business.



Hygiene habits

Changing daily habits to prevent being infected (wear mask, wash hands, and stop touching face)

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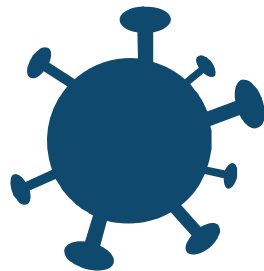
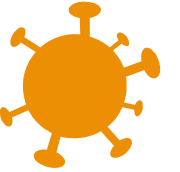
Opportunist

Some people are now manufacturing or reselling health products (specifically masks, sanitizers, and thermo guns) at price gouging levels

03

Psychosomatics

High anxiety levels cause people to be extremely sensitive to others around them exhibiting any potential symptoms

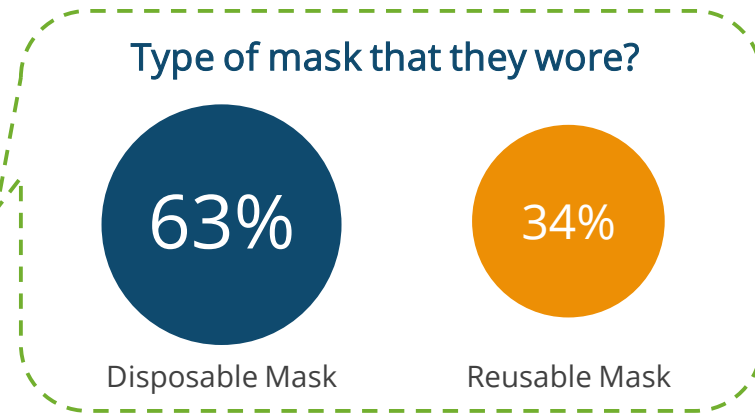
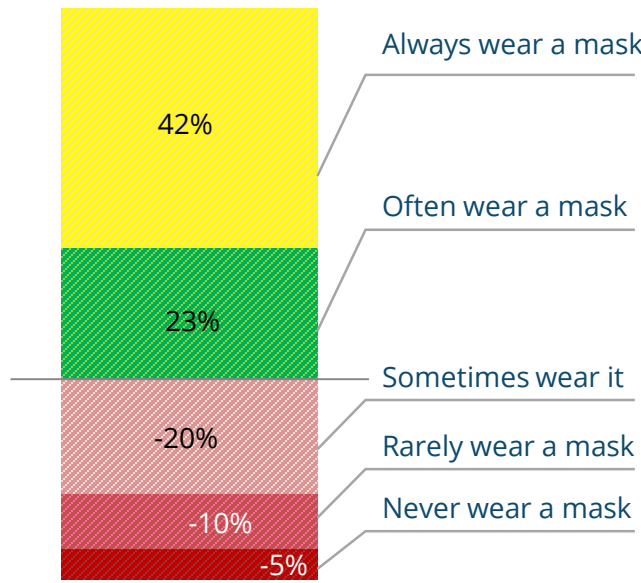
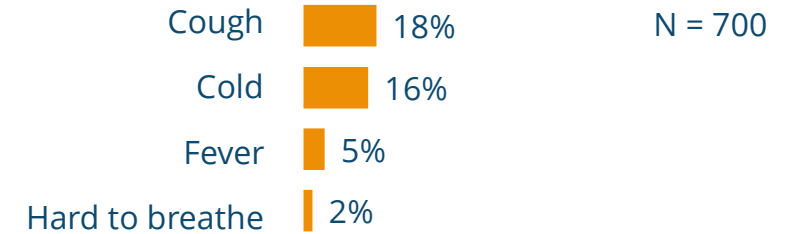


Both Physical and Mental Health are Important!

Indonesians are following the recommendations offered by the World Health Organization and the Indonesian Ministry of Health. Although a number of people are still not wearing a mask, it is important to not panic!



Whoa, some people are experiencing these symptoms in the past month...



How is Your Work and Personal Life?

Although *potato couches* may be happy with stay-at-home policies, most people actually experience more fatigue at home. Almost everyone stay updated with news via TV and mobile phones, leading to higher internet usage

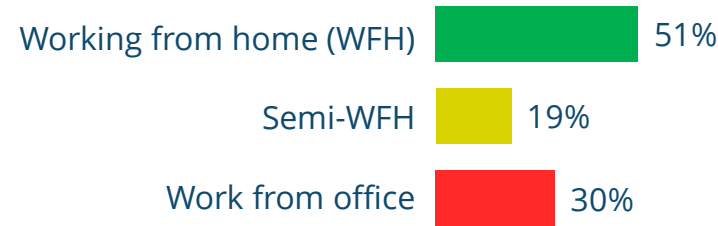
40%
Spend more intimate time with family members

50%
Access social media (Facebook, Instagram, Twitter, Tiktok, etc.) more frequently

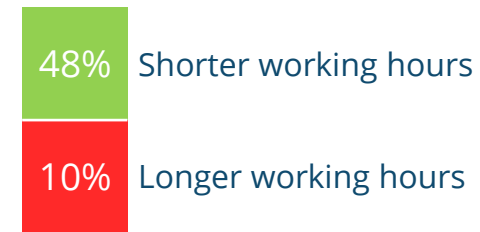
41%
Snacking more often than usual

56% Watch TV more often
84% Read the news more often

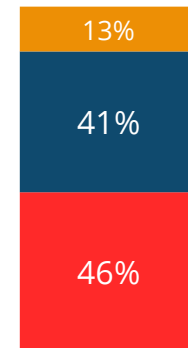
Work Location (N = 700)



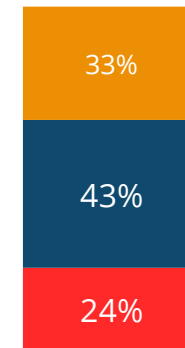
Time spent for work



Productivity

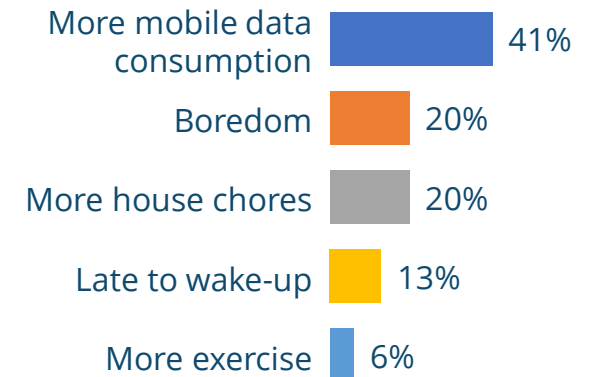


Fatigue



■ Worse ■ Same ■ Better

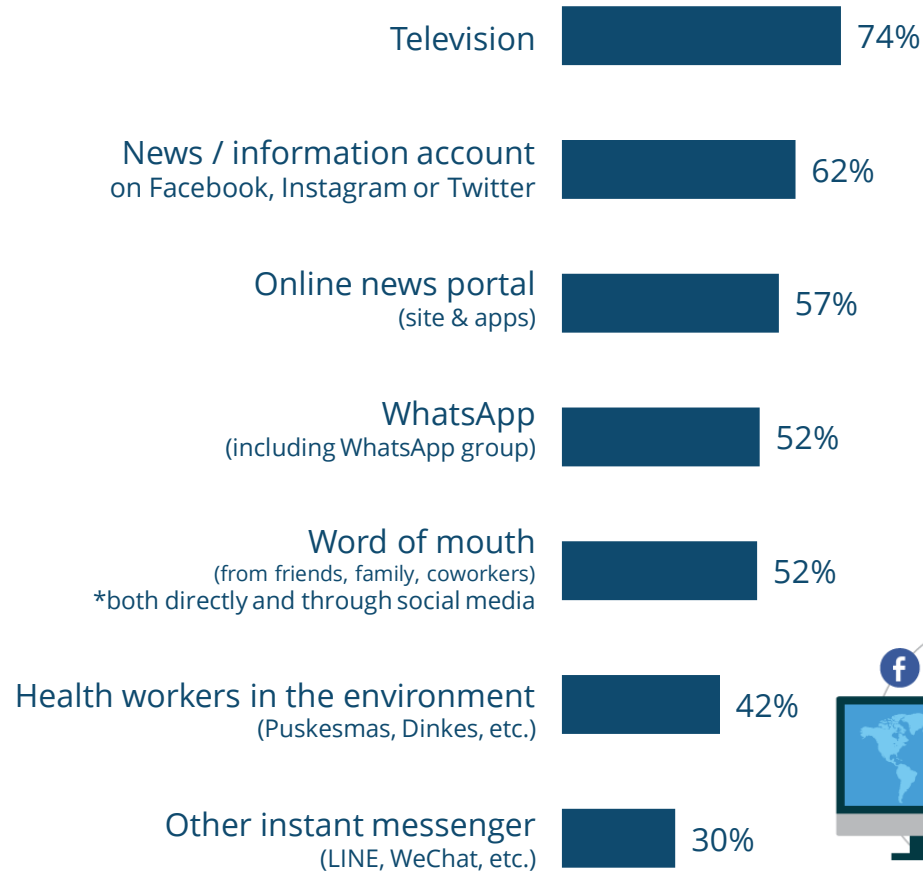
Things happening now...



(N = 700)

Awareness and Expectation

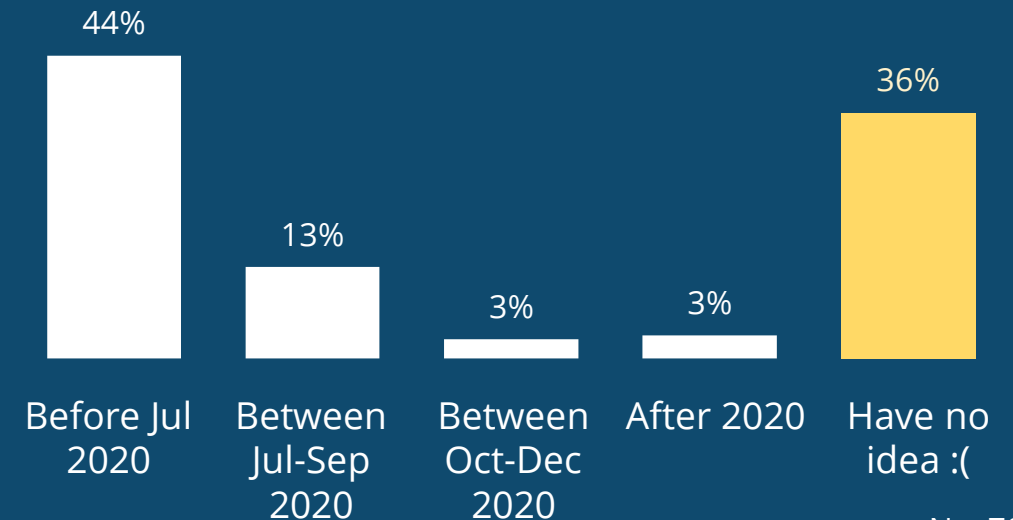
(N = 700)



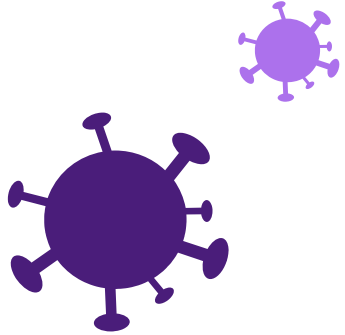
People are expecting this pandemic to be over as soon as possible and before July 2020, but people are now feeling uncertain and agitated.



When will it over?



N = 700



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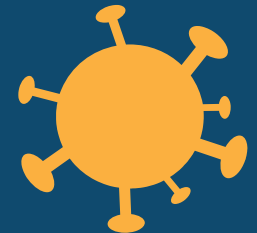
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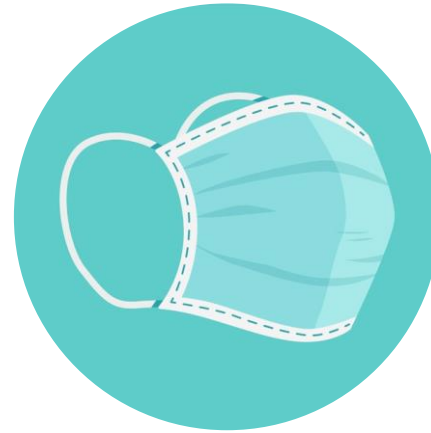
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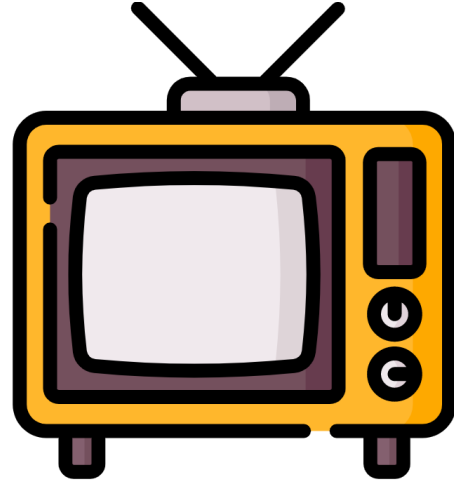
Most economic sectors suffer due to the pandemic, with economic activity decreasing by 86%. Only e-commerce and food delivery service sectors are growing.



People are changing their hygiene habits in order to prevent the spread of the infection. Panic buying leads to a surge in the prices of health products.



Although many people have been working from home and practicing social distancing, a significant 30% of the population has yet to adjust their lifestyle and frequent public places.



People are now spending more time at home. More people are spending their spare time watching TV and reading pandemic related news.



While a significant segment of the population do wear masks, 35% still do not wear a mask in conducting their daily activities.



#StaySafe

p::pulix

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