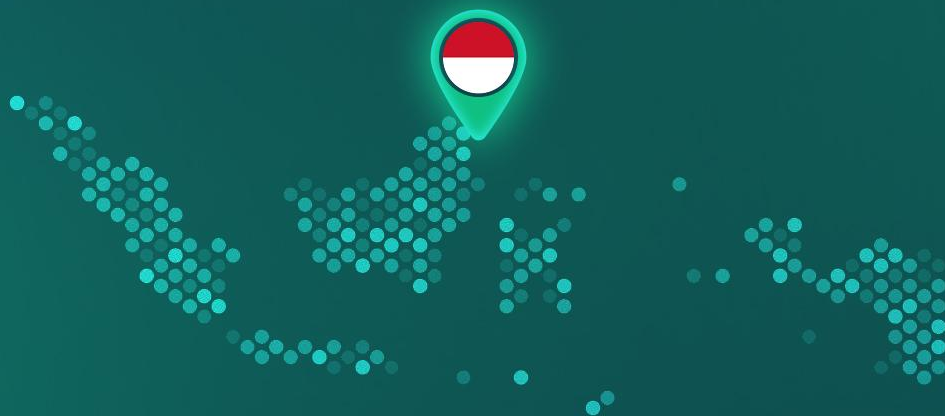


STANDARD INSIGHTS

# CONSUMER REPORT

## INDONESIA



# About the Report

In March 2024, Standard Insights conducted an online survey to explore consumer behavior in Indonesia.

The report explores into the thoughts and feelings of Indonesian consumers, revealing their attitudes, priorities, and spending patterns. It provides insights into their economic views, environmental awareness, and personal goals. The report examines important areas such as budgeting habits, travel preferences, and streaming habits, offering a clear understanding of what motivates Indonesian consumers in the present day.





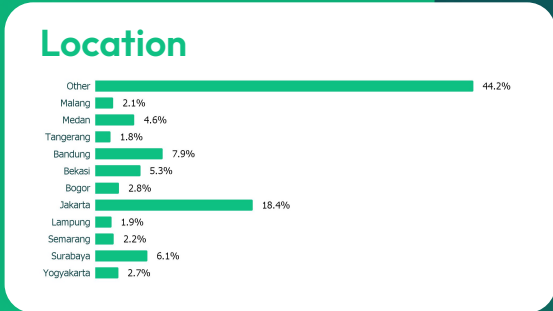
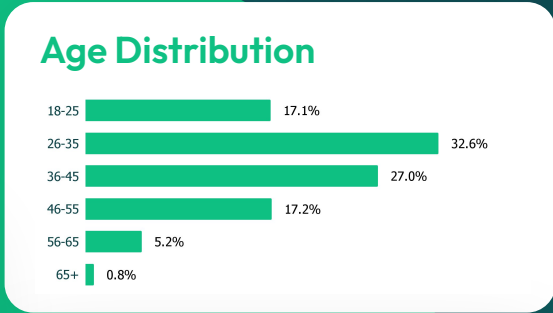
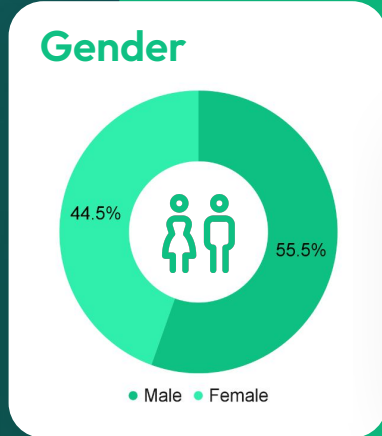
# Table of Contents

About the Report	02	Health & Leisure	18
Methodology	04	Future of Work	24
General Attitudes and Beliefs	05	Media Consumption and Information Sources	33
2024 Budgets and Priorities	11	Conclusion	38

# Methodology

In order to be qualified for the research and ensure the relevance of the data gathered, the respondents needed to have the following characteristics:

- Living in Indonesia
- Be over 18 years old



Note: Respondents not living in Indonesia were removed from the survey

Consumer Report Indonesia 2024

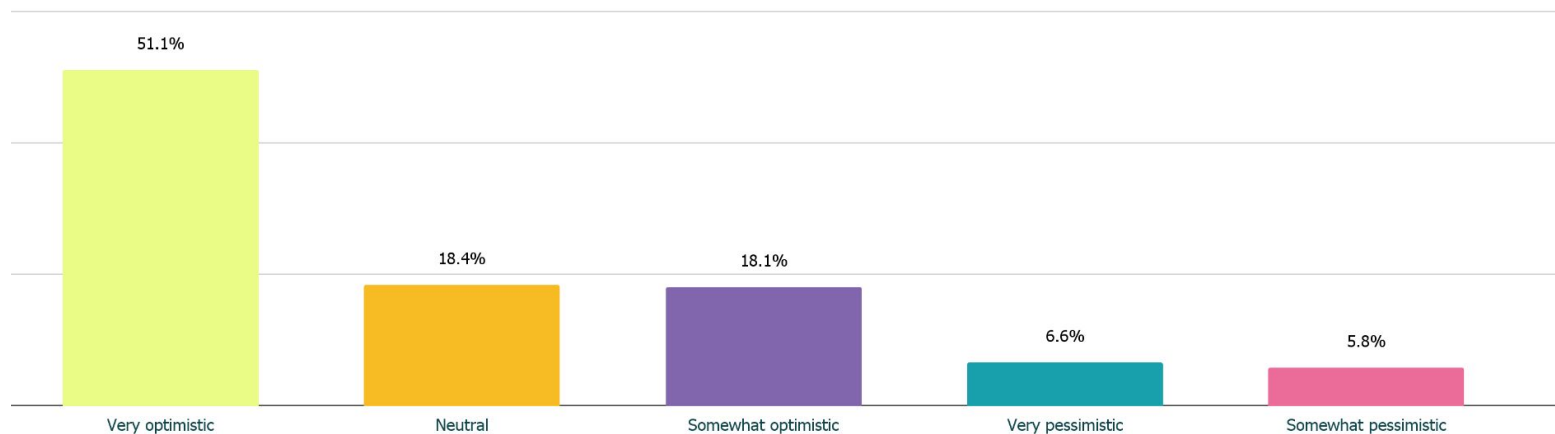
# General Attitudes and Beliefs

# Future Outlook

**The majority of respondents are very optimistic about the future, regardless of age, gender, or location.** Optimism generally declines with age, with older generations exhibiting the lowest levels of hope. Both males and females express strong optimism, with no significant gender difference. Tangerang and Bogor are the most optimistic locations, while Lampung and Jakarta are less hopeful, though Tangerang also exhibits some pessimistic responses.

How hopeful are you about the future?

Single Choice | 1334 Participants | 1334 Answers

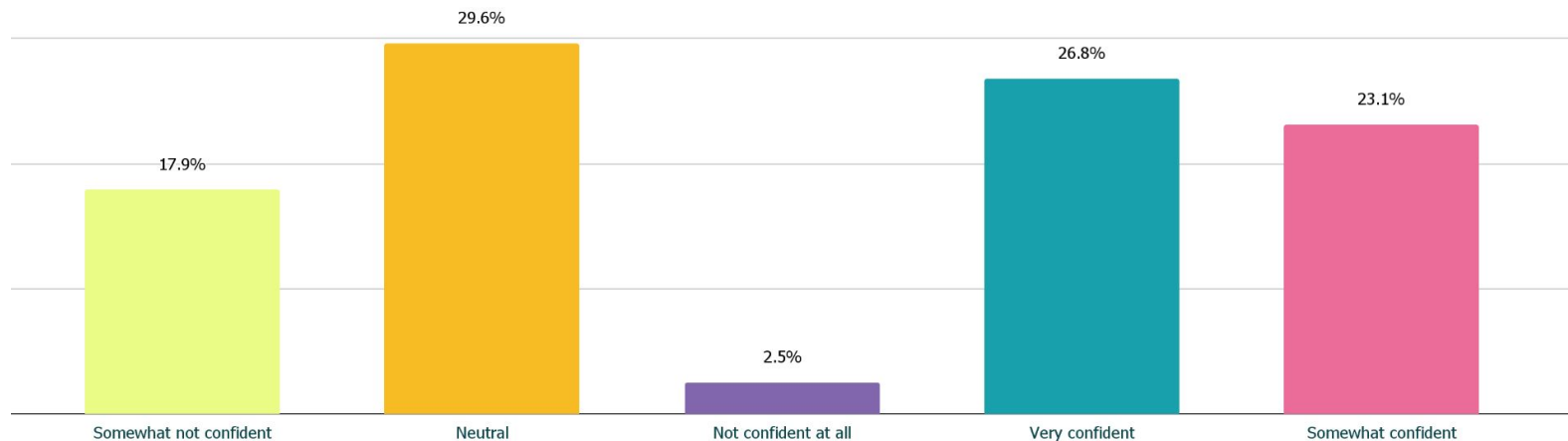


# Indonesia Economic Sentiment

**Confidence in Indonesia's economy varies, with a slight tilt towards neutrality and confidence.** Among age groups, those aged 46–55 are most confident, while the 65+ group tends to be neutral or somewhat not confident. Males express higher confidence than females, and respondents from Yogyakarta, Tangerang, and Jakarta are more confident compared to those from Bali and Bandung.

How would you rate your current confidence level in Indonesia's economy?

Single Choice | 1334 Participants | 1334 Answers

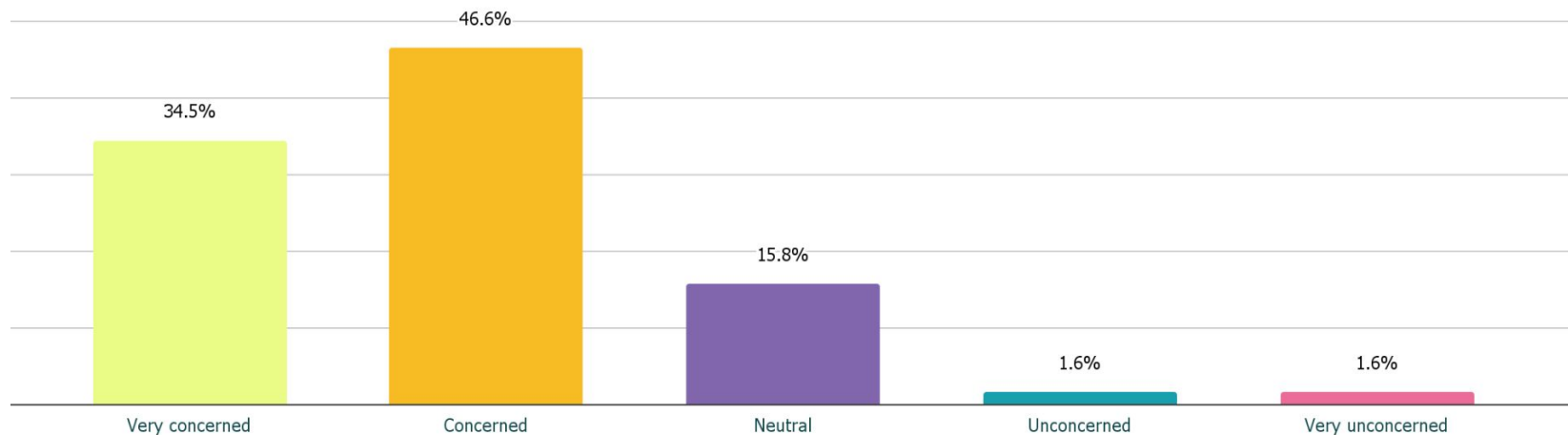


# Environmental Concern

**Most respondents across all demographics express significant concern about environmental issues.** The older generation shows the highest concern. Both genders demonstrate similar levels of concern, with males slightly more concerned than females. Tangerang, Semarang, Surabaya, and Bogor exhibit the highest levels of concern, while Malang and Lampung show the least concern.

How concerned are you about environmental issues?

Single Choice | 1334 Participants | 1334 Answers



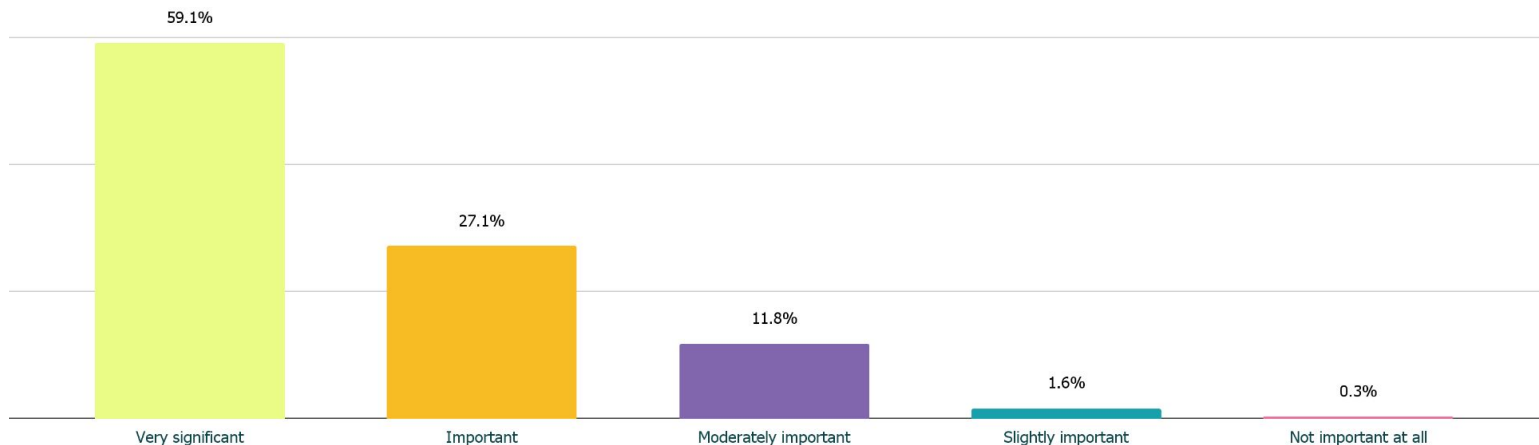


# Importance of Sustainable Living

The majority of respondents value sustainable living as either **Very Significant** or **Important**, with fewer considering it **Moderately Important**. Among age groups, those aged 26–35 rated it as Very Significant the most, followed by 18–25 and 36–45. Both genders find sustainable living Very Significant, with females showing slightly higher importance than males. Surabaya, Bekasi, and Bogor had the highest proportion of respondents rating sustainable living as Very Significant.

How important is sustainable living to you?

Single Choice | 1334 Participants | 1334 Answers

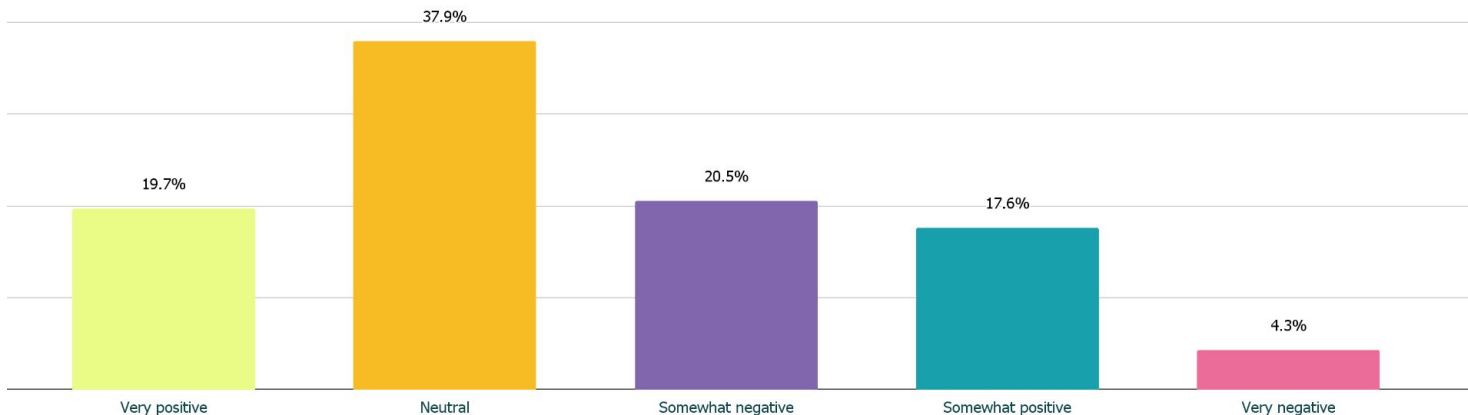


## Impact of Social Media on Society

The survey indicates that opinions on the impact of social media vary based on age, gender, and location. Younger individuals are more neutral, while older adults tend to view it positively. Females are also more neutral, while males are split between neutral and somewhat negative views. The 'Other' location category mostly expresses neutrality towards social media's impact.

How do you view the impact of social media on society?

Single Choice | 1334 Participants | 1334 Answers



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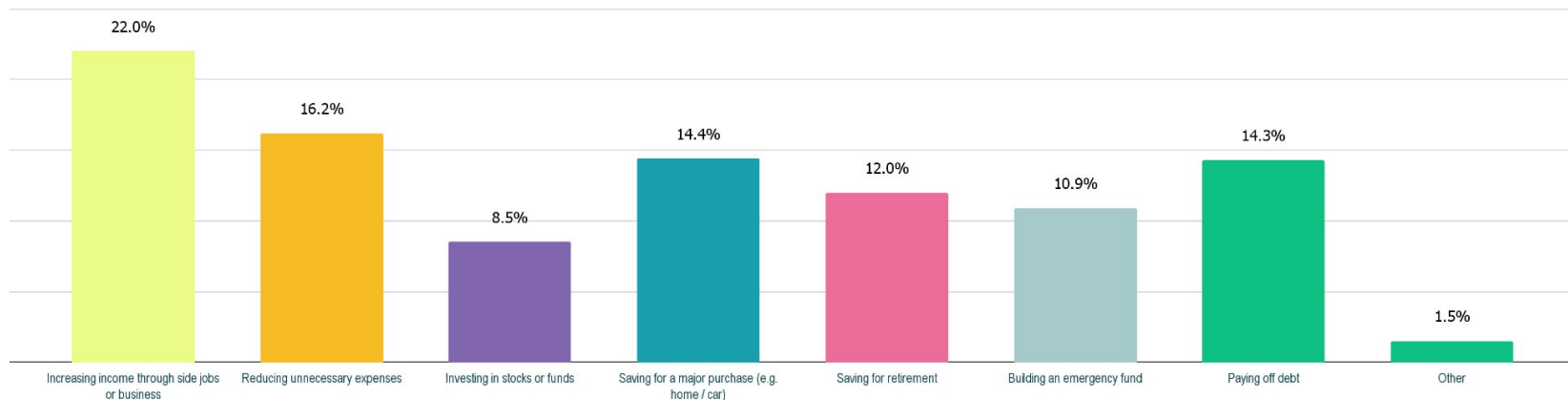
# 2024 Budgets and Priorities

# Financial Goals

In 2024, the overarching financial goal for all demographics is to increase income through side jobs or business ventures. Across age groups, this remains consistent, although the 26–35 age bracket also prioritizes saving for major purchases. Both males and females aim to increase income, but males focus more on retirement savings, while females prioritize major purchases. While each city has its unique priorities, such as major purchases in Jakarta and Bandung, and reducing expenses in Bali, the common theme of increasing income prevails across locations.

What are your primary financial goals for 2024?

Multiple Choice | 1 | 1334 Participants | 3053 Answers

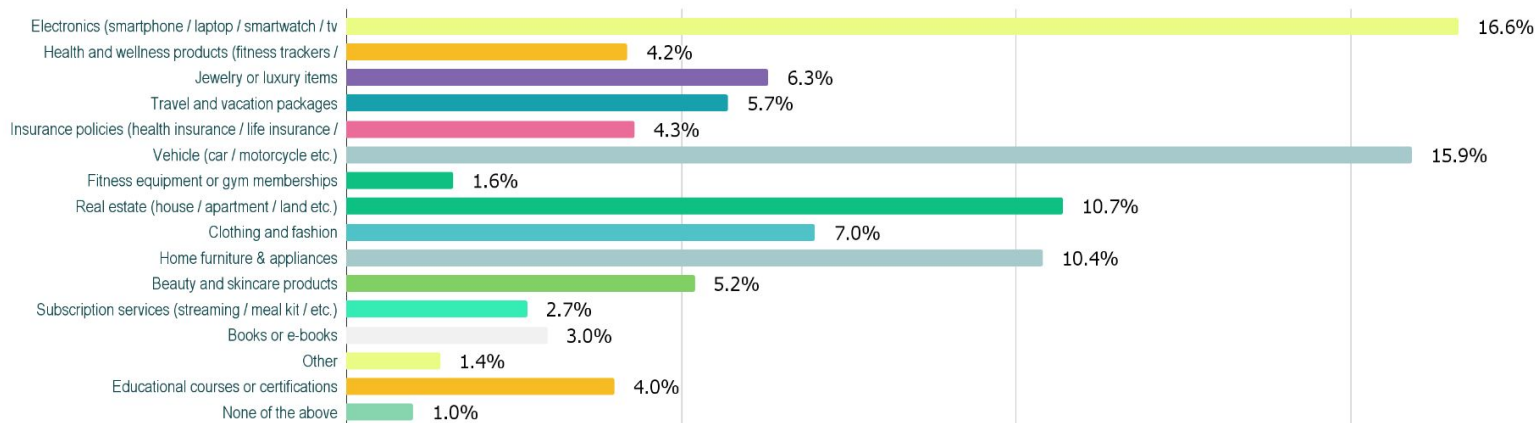


# Planned Purchases

**In 2024, people plan to buy electronics and vehicles the most.** Younger and older age groups lean towards electronics, while middle-aged groups prefer vehicles. Both genders plan to buy electronics and vehicles, with males showing a bit more interest in real estate and females preferring home furniture & appliances. Most places prioritize electronics and vehicles, but some, like Bali and Semarang, have different preferences such as beauty & skincare products and home furniture.

Which major items do you plan to purchase in 2024?

Multiple Choice | 11334 Participants | 3783 Answers

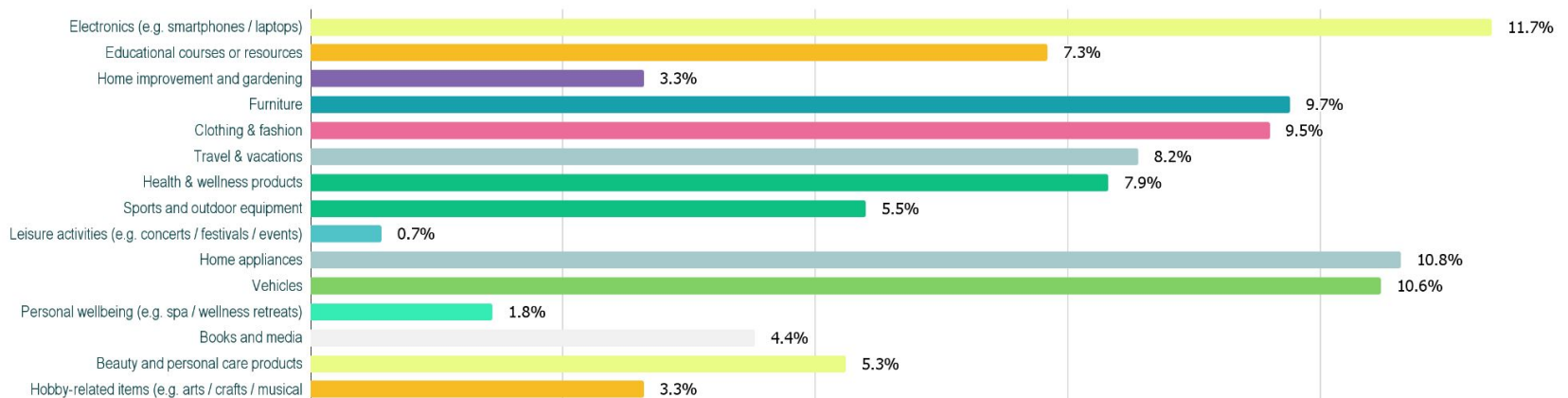


# 2024 Product Category Ranking

**These categories reflect a strong emphasis on improving technology, household convenience, and transportation.** People prioritize staying up-to-date with electronic gadgets, enhancing their homes with appliances, and upgrading their means of transportation. These preferences align with modern lifestyles focused on connectivity, comfort, and mobility.

Rank the following product categories you are most interested in purchasing in 2024.

Ranking | 1334 Participants | 20010 Answers

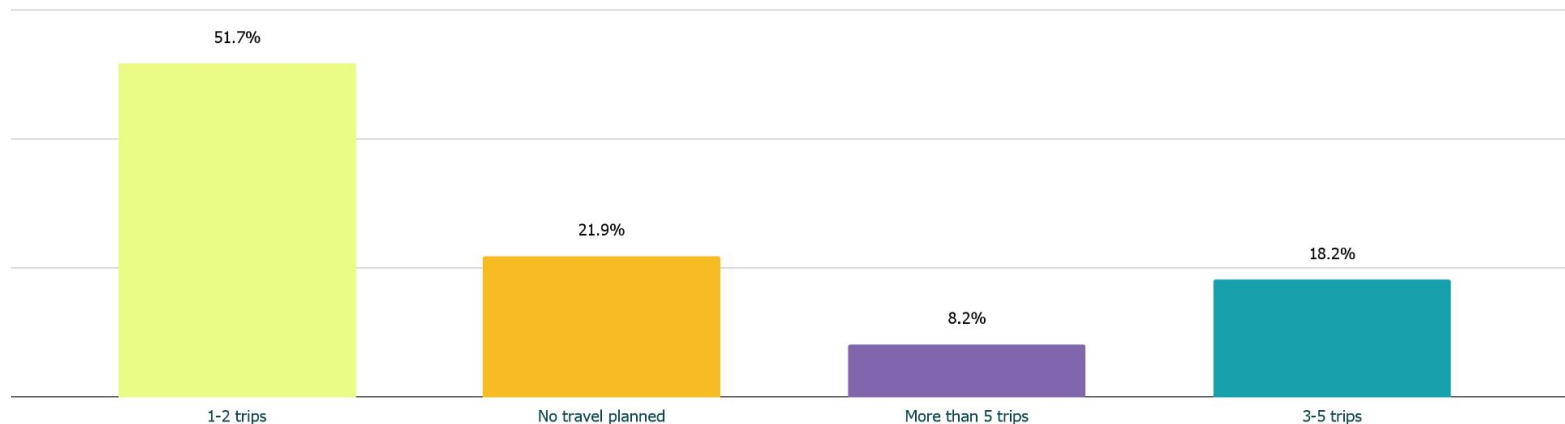


# Travel Intentions

In 2024, most respondents aim to travel 1-2 times, with the highest intention seen in the 26-35 age group. No travel plans are most common among those aged 65+. Females are more inclined to travel 1-2 times, while males have a higher percentage of no travel plans. Across locations, most people plan 1-2 trips, except in Bali where the majority intend to take more than five trips, and Jakarta stands out with a higher intention to travel three to five times.

How many times do you intend to travel in 2024?

Single Choice | 1334 Participants | 1334 Answers

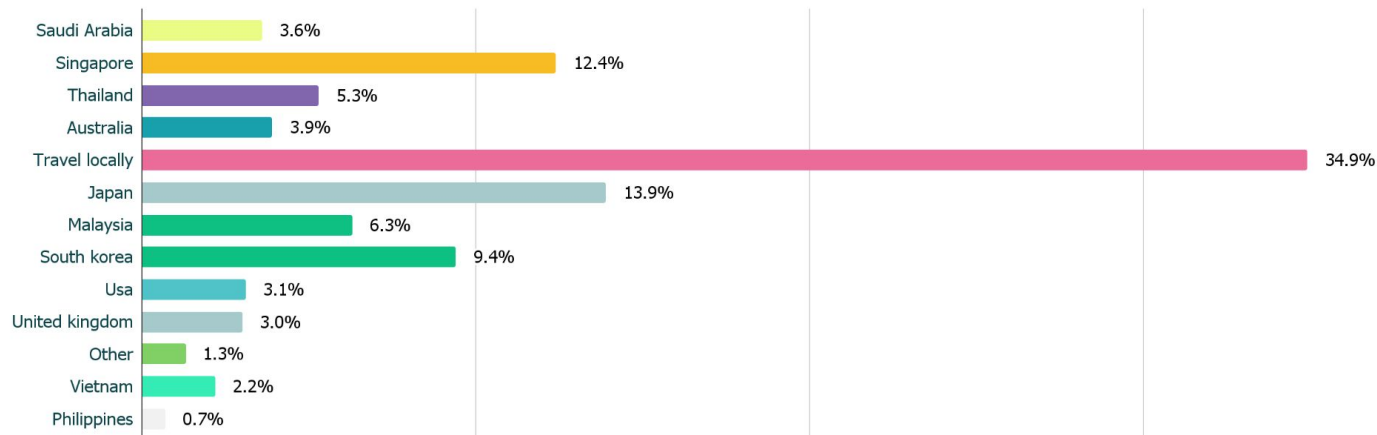


# Travel Destinations

**Majority of respondents across all demographics plan to travel locally.** This preference is consistent across all demographics. However, the 26–35 age group shows the highest interest in traveling to Japan. Males express a greater interest in traveling to Japan and Singapore, while females are more inclined towards local and South Korea travel. Japan emerges as a popular destination, especially in Jakarta, while Singapore is favored by respondents from Medan. Many people mentioned Bandung, Bali, Lebaran, Yogyakarta, Jakarta, Medan, Cilacap, South Sulawesi, Central Java, Borobudur, Tasikmalaya, Bromo, and Surabaya, along with pilgrimage to Saudi Arabia for Umrah.

If you have plans to travel in 2024 where do you intend to travel?

Single Choice | 1040 Participants | 1931 Answers





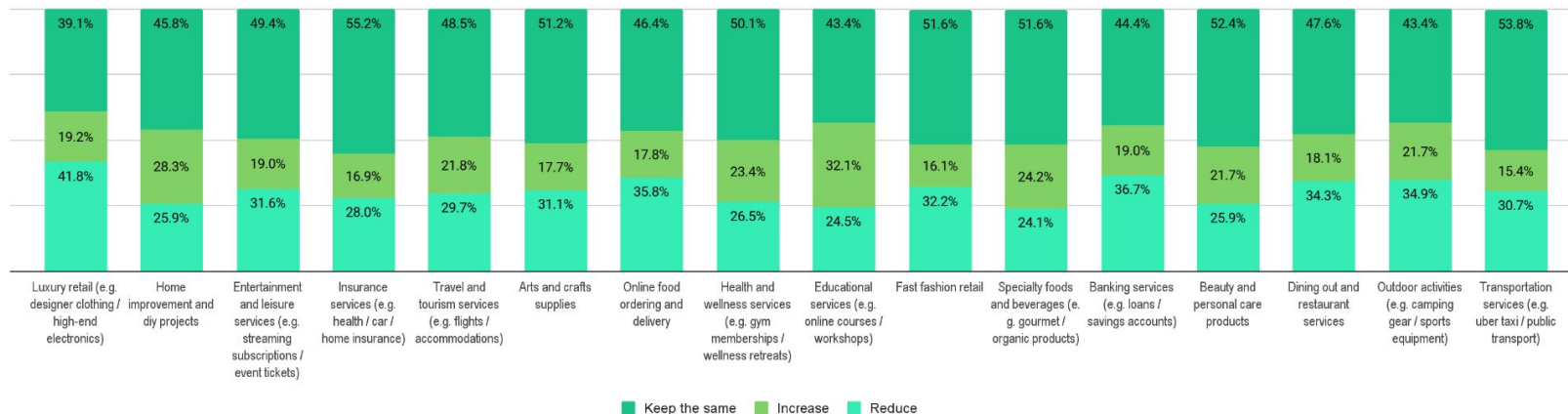
# 2024 Retail Spending Plans Survey

There is a notable trend towards increased spending in entertainment and leisure services (49.4%) and insurance services (55.2%).

Meanwhile, spending on educational services (32.1%) and home improvement and DIY projects (28.3%) is expected to remain relatively stable, indicating a continued investment in personal development and home-related endeavors. On the other hand, there's a significant intention to reduce spending in luxury retail (41.8%) and banking services (36.7%). This could reflect a shift towards more prudent financial management and a reassessment of discretionary expenses.

For each retail industry indicate whether you plan to reduce keep the same or increase your spending in 2024.

Matrix | 1334 Participants | 21344 Answers



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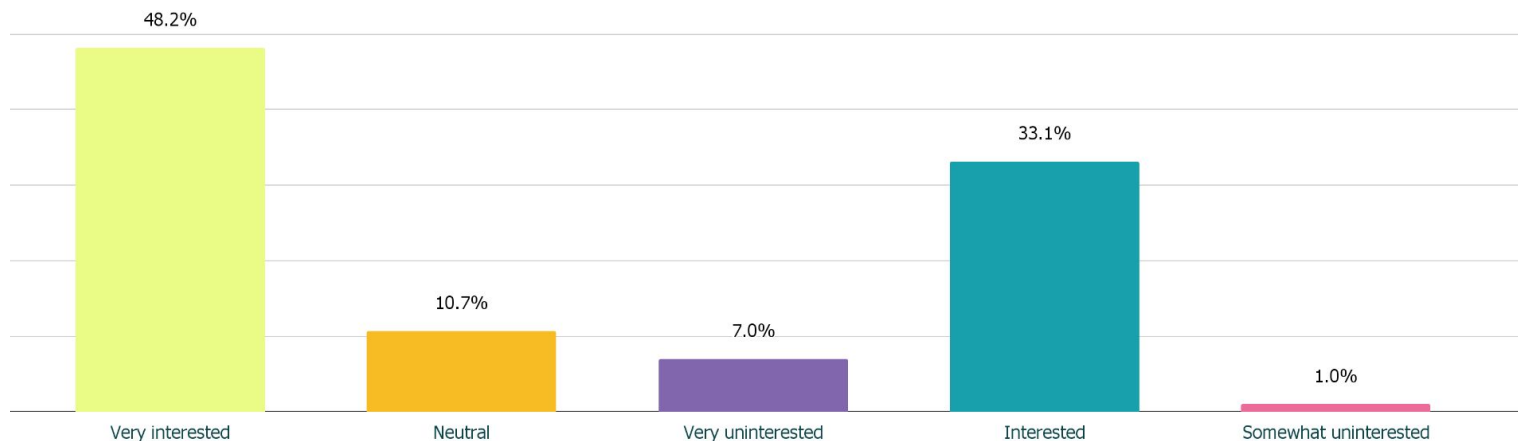
# Health & Leisure

# Health and Wellness

**There is a high interest in health and wellness among respondents, with the majority expressing either a very interested or interested attitude.** Among age groups, younger individuals, especially those aged 26-35 and 18-25, showed the highest percentage of being "very interested," while the 65+ group was more neutral. Females tended to be slightly more "very interested" compared to males. Across locations, "very interested" was the dominant response, with Lampung, Jakarta, and Bandung having the highest percentages of "very interested" respondents. However, Yogyakarta and Malang showed a significant percentage of respondents who were "very uninterested."

How interested are you in health and wellness?

Single | 1334 Participants | 1334 Answers

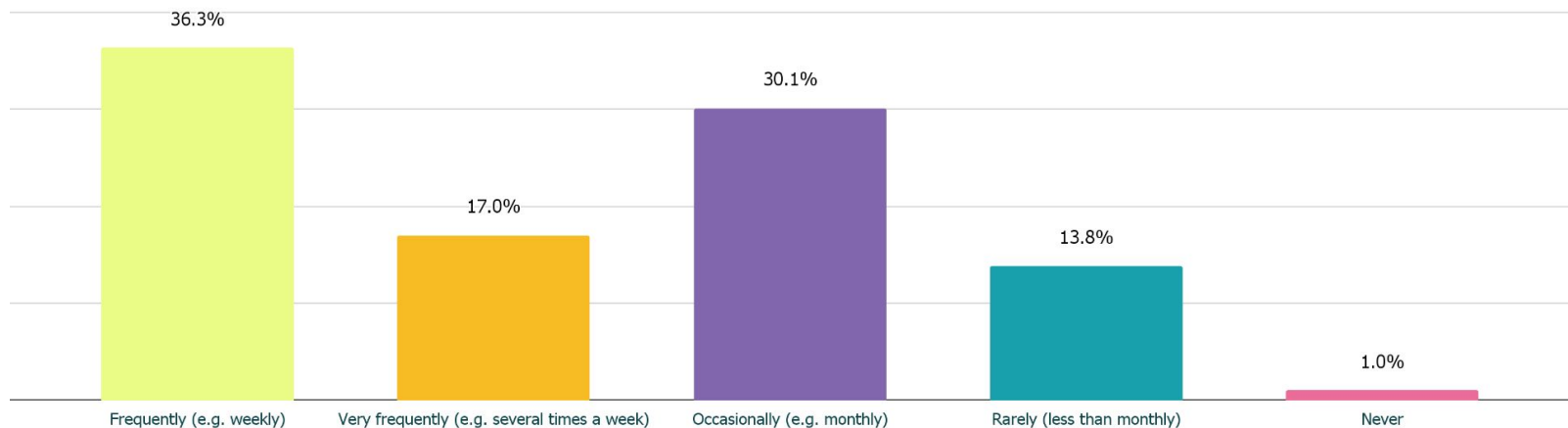


## Engagement in Physical Exercise or Sports Activities

**Most respondents engage in physical exercise frequently, with the 26–35 age group exercising the most, followed by the 36–45 and 56–65 age groups.** The 65+ age group exercises the least. Males exercise more frequently than females. Surabaya, Jakarta, and Bandung have the most frequent exercisers, while Bali has the least. Other locations show a mixed frequency of exercise.

How often do you engage in physical exercise or sports activities?

Single Choice | 1334 Participants | 1334 Answers

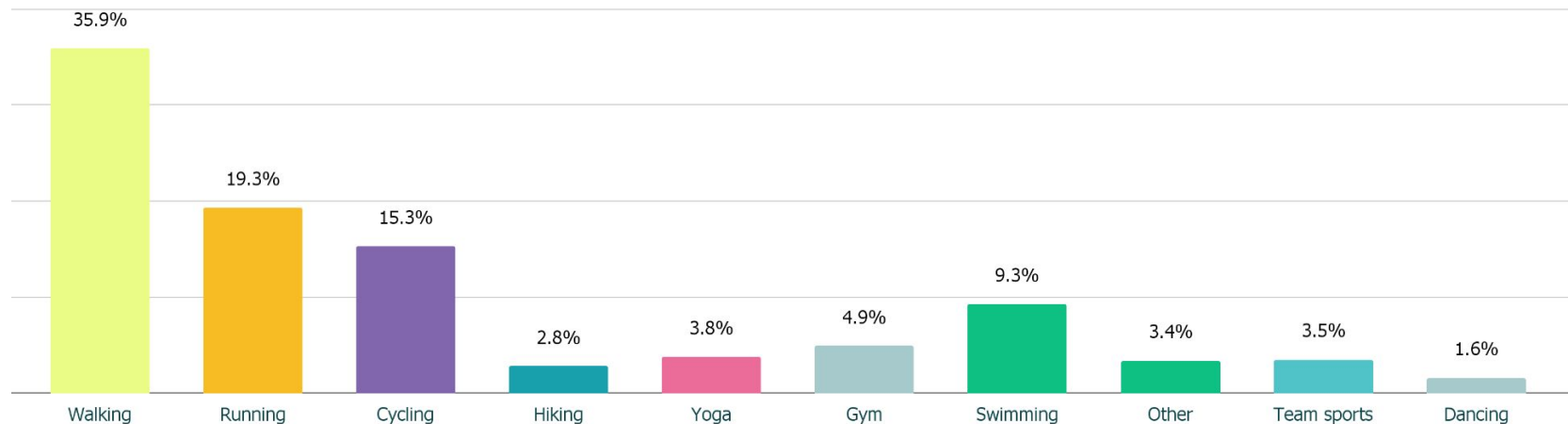


## Preferred Physical Activities or Sports

**Walking is the most common physical activity across all demographics.** The 26-35 age group shows the highest engagement in running and cycling. Both males and females participate most in walking, but males engage more in running and cycling. While walking remains popular in every location, running and cycling preferences vary. Running is more popular in Bekasi, while cycling is more prevalent in Yogyakarta.

Which physical activities or sports do you primarily engage in?

Multiple Choice | 1297 Participants | 2621 Answers

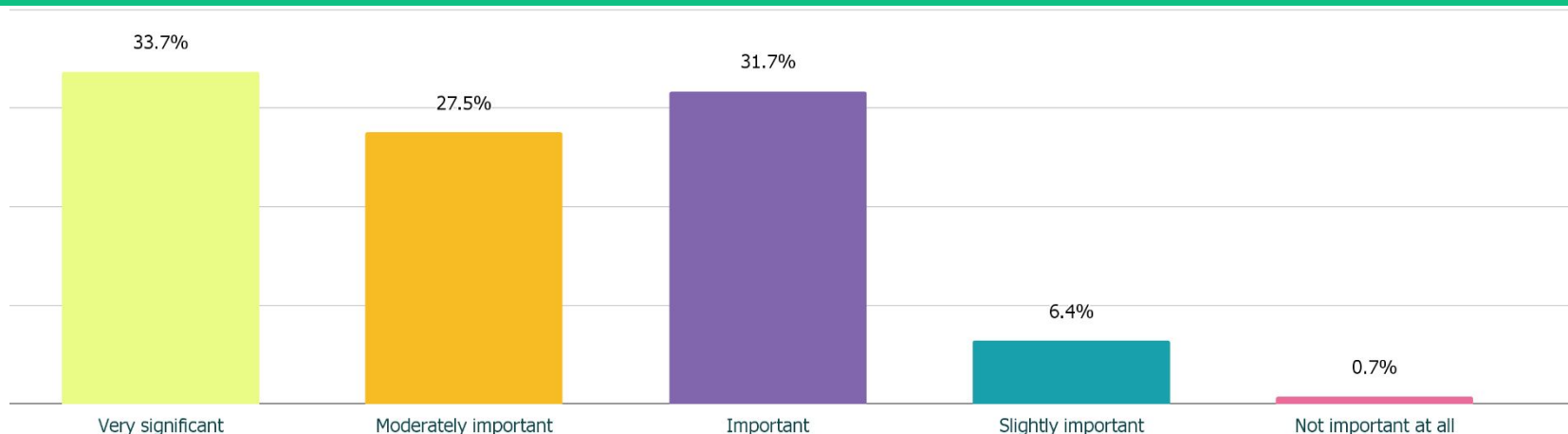


# Importance of Physical Activity or Sports in Daily Routine

**Physical activity or sports are considered important across all categories, with "very significant" and "important" frequently chosen.** Among age groups, the 26-35 age group tends to view physical activity as "very significant" the most. Males generally find physical activity slightly more important than females, with more "very significant" responses. Surabaya and Jakarta residents value physical activity the most, with the highest "very significant" responses. Conversely, Bali residents ranked physical activity the lowest, with "important" being the most chosen response. The importance of physical activity seems to decrease with age, with the 26-35 age group showing the highest emphasis.

How important is physical activity or sports in your daily routine?

Single Choice | 1334 Participants | 1334 Answers

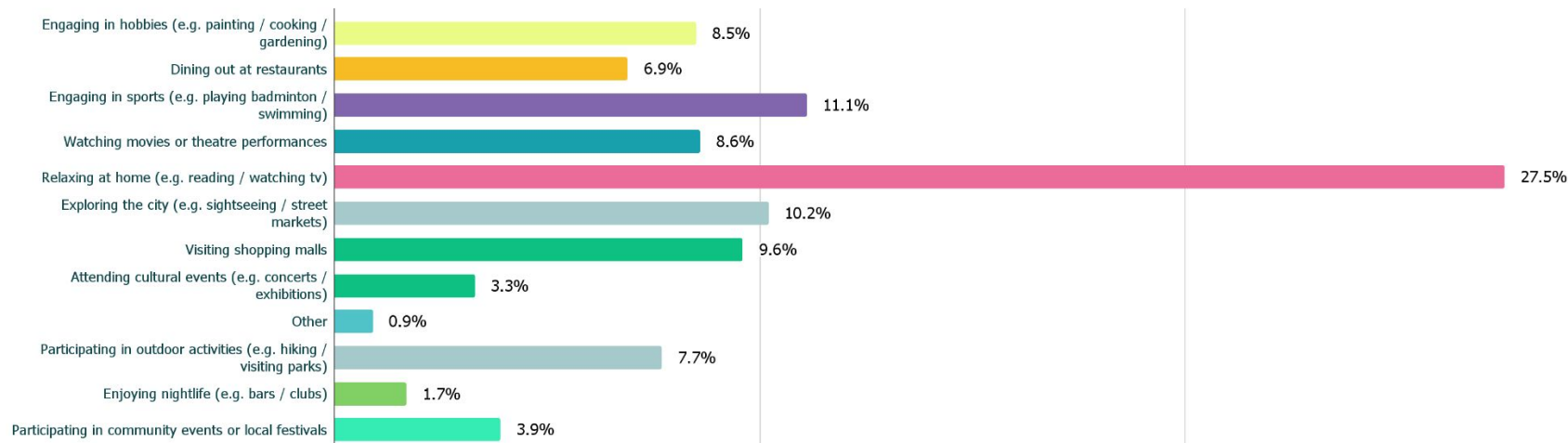


# Preferred Free Time Activities

The most preferred free time activity across all demographics is "Relaxing at home." This preference is consistent across all age groups, although those aged 65+ showed a slightly higher preference for "Participating in outdoor activities" and "Attending cultural events." Both males and females prefer "Relaxing at home," but males engage more in sports while females visit shopping malls more frequently. "Relaxing at home" remains the top preference. Participants from Semarang, Malang, and Bali show a higher inclination towards hobbies and watching movies or theatre performances.

What are your preferred activities during your free time?

Multiple Choice | 1334 Participants | 3474 Answers



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# Future of Work

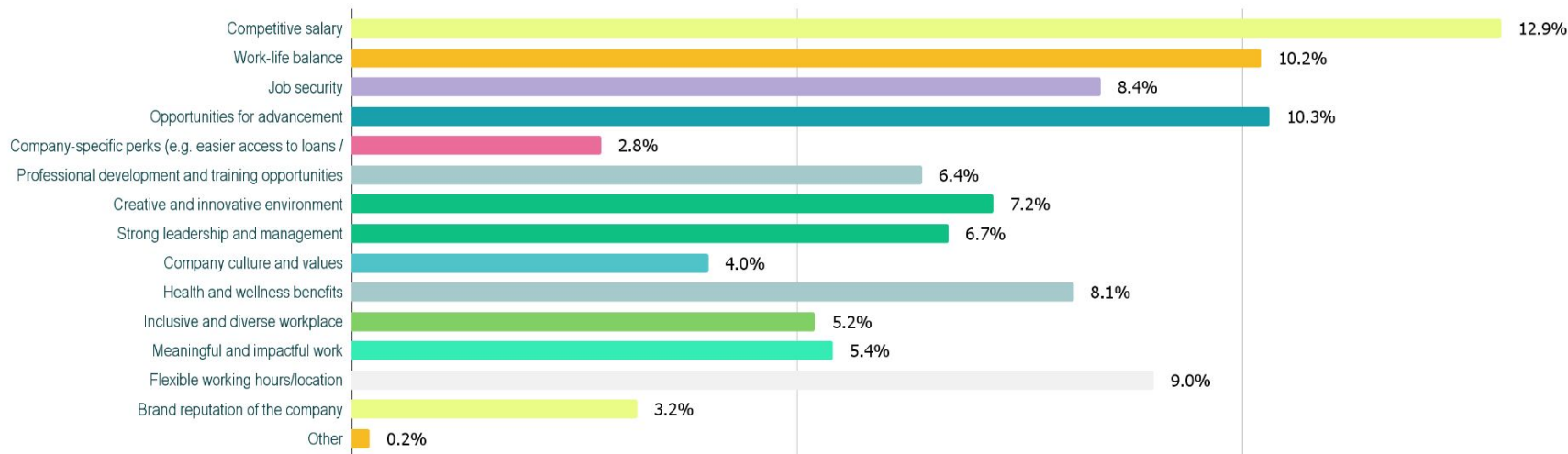


# Job Preferences

**A competitive salary is the most important factor in a job across all categories, including age, gender, and location.** While older age groups prioritize work-life balance more, younger age groups and those aged 18-25 prioritize competitive salary. Both males and females rank competitive salary as the most important factor. In most locations, competitive salary is the top priority, but in places like Yogyakarta and Bali, work-life balance is more significant. Additionally, opportunities for advancement are important across all categories.

What are the most important factors for you in a job?

Multiple Choice | 1334 Participants | 6928 Answers

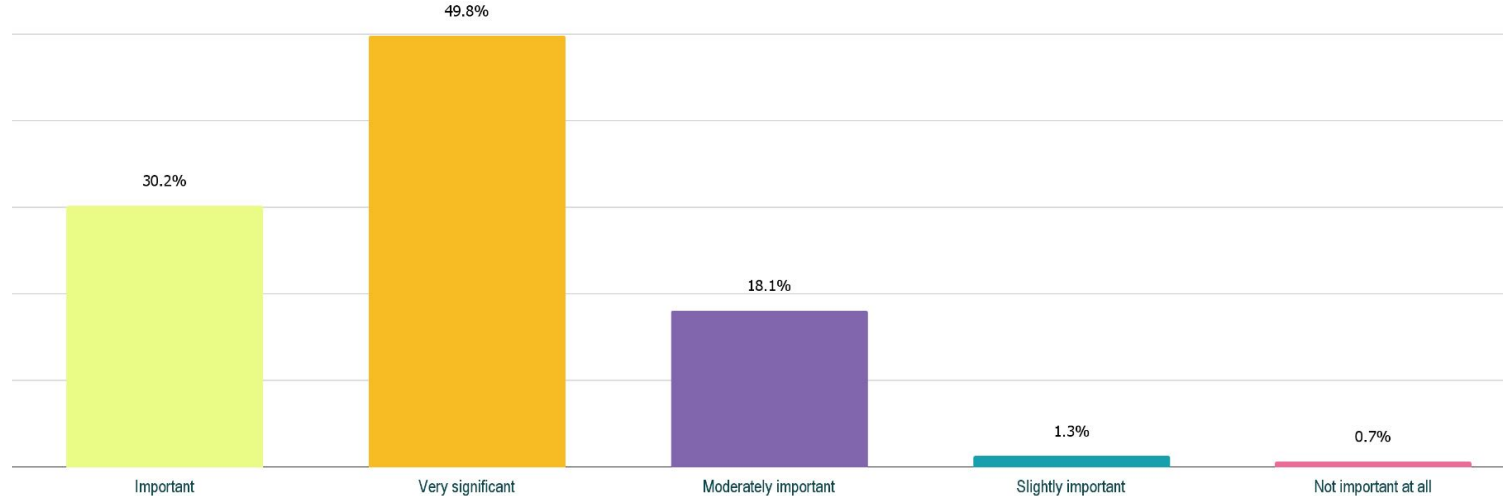


# Work-Life Balance

**Work-life balance is significant to most respondents, with "very significant" being the most common response across ages, genders, and locations.** Younger age groups (18-35) prioritize it more than older groups (56+). Both males and females regard it as similarly important. In cities like Medan, Lampung, and Bogor, "very significant" received higher weightage. Conversely, Malang and Bali showed a preference for "moderately important" and "important," respectively.

How important is work-life balance to you?

Single Choice | 1334 Participants | 1334 Answers

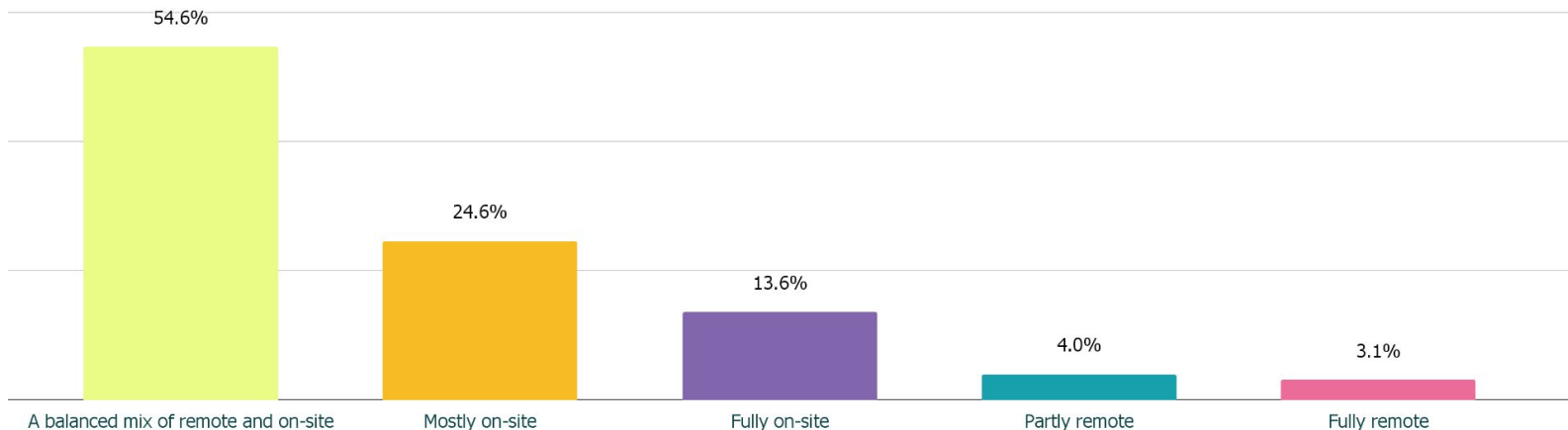


# Preferred Work Arrangement

**Most respondents prefer a balanced mix of remote and on-site work, followed by mostly on-site work, with a smaller group preferring fully on-site work.** This preference remains consistent across all age groups, although the 65+ age group shows a slightly higher preference for mostly on-site work. Both genders favor a balanced work arrangement, with males showing a slightly higher preference for mostly on-site work compared to females. Across different locations, a balanced work arrangement is the most preferred, with Jakarta, Yogyakarta, and Lampung showing the highest preference. However, Malang, Bogor, and Bekasi have a higher inclination towards mostly on-site work.

Which work arrangement do you prefer?

Single Choice | 1334 Participants | 1334 Answers

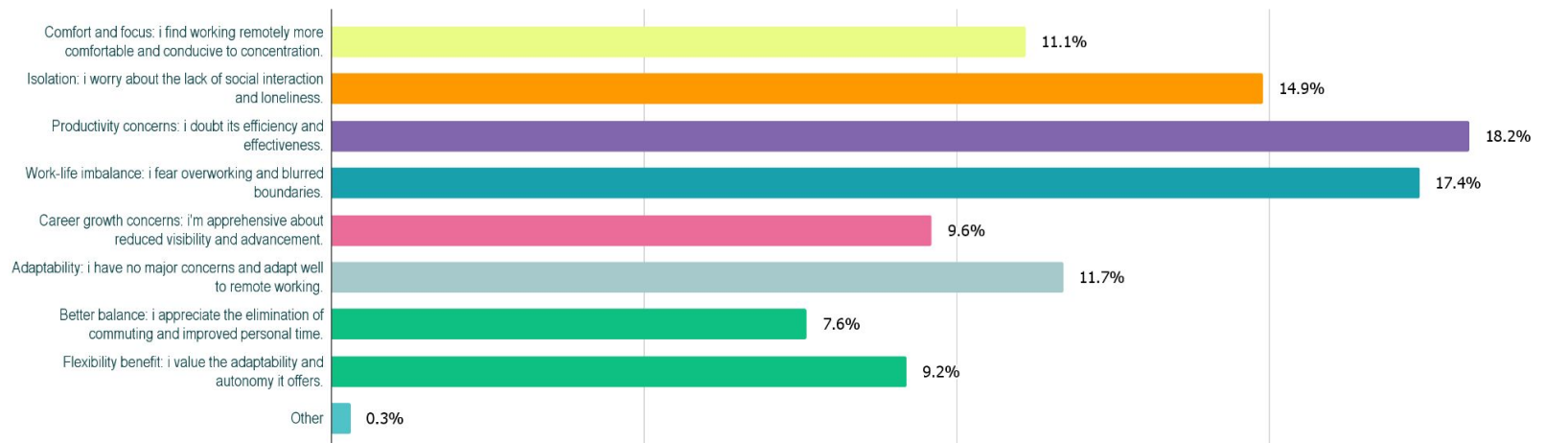


# Views on Remote Working

**The primary concern about remote working is productivity, followed by work-life imbalance and isolation.** Across all age groups, productivity is the top concern, with the highest concern from the 46-55 age group. The 26-35 age group is most worried about work-life imbalance, while isolation is most concerning for the 46-55 age group. Both males and females rank productivity as the top concern, followed by work-life imbalance and isolation. In most locations, productivity is the top concern. However, in Bogor, comfort and focus are significant concerns, while in Bali, work-life imbalance is the top worry.

What are your views or concerns about remote working?

Multiple Choice | 1334 Participants | 2803 Answers



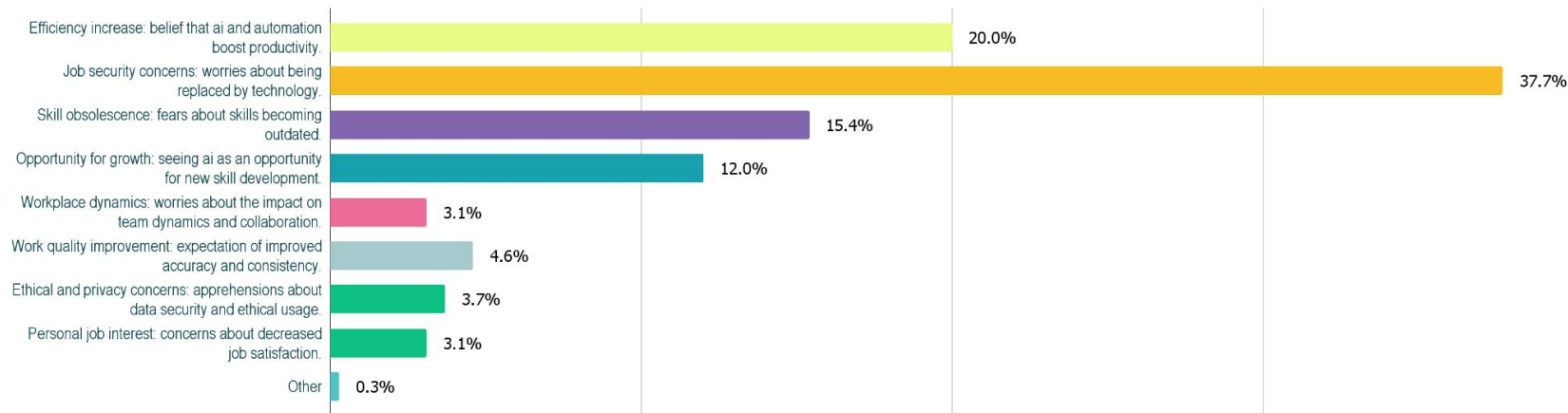
# Perceptions of Automation and AI

The majority of respondents across all age groups, genders, and locations express concerns about job security due to automation and AI.

This concern is particularly high among the 18-25 age group and females. Efficiency increase is generally seen as positive, especially among the 56-65 age group and males. Younger age groups show the highest concern for job security, while the belief in efficiency increase is most visible in the older generations. Job security concerns are higher among females, while males more frequently see an efficiency increase. Job security concerns are prominent, with efficiency increase notably recognized in Semarang and Jakarta. In Malang, there is a unique concern for ethics and privacy.

What are your views on automation and ai in the workplace?

Multiple Choice | 1334 Participants | 1336 Answers

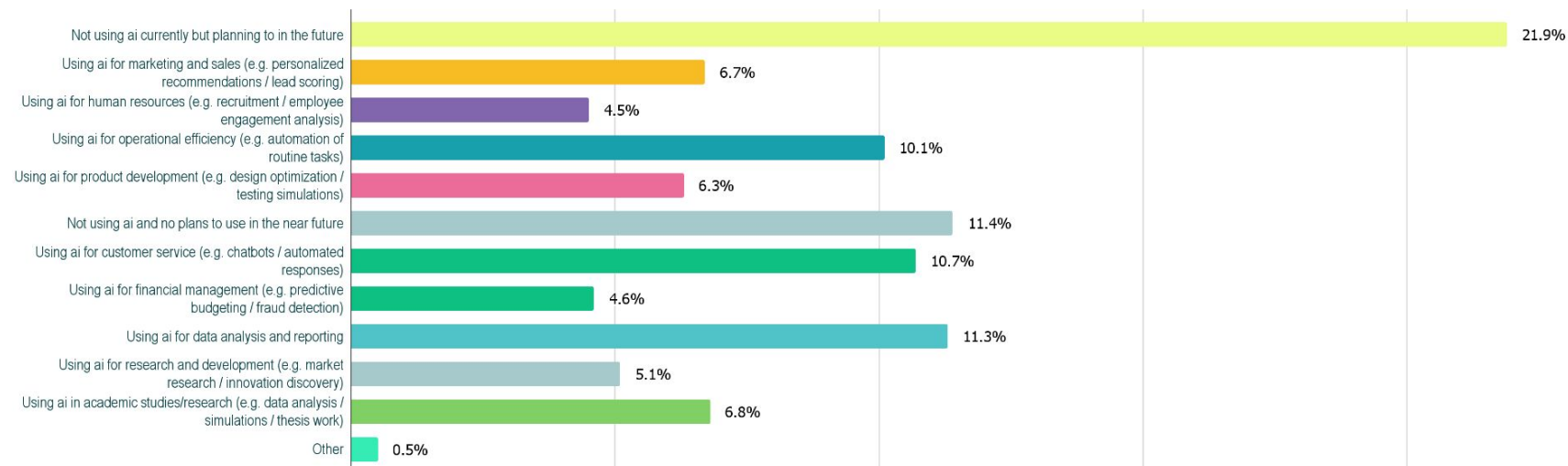


# Usage of AI

**Most respondents are planning to use AI in the future, with a smaller percentage already using AI for various tasks.** The age group 46-55 showed the highest interest in future AI usage, followed by 36-45 and 26-35, while the 65+ age group showed the least interest. Males showed a higher usage of AI for data analysis and operational efficiency, while females had a higher percentage for customer service use. Across locations, Yogyakarta, Tangerang, and Surabaya showed a balanced interest in AI usage, while Jakarta and Bandung showed a higher usage of AI for data analysis and customer service compared to other locations.

Are you currently using ai to support work or studies-related tasks?

Multiple Choice | 1334 Participants | 2329 Answers

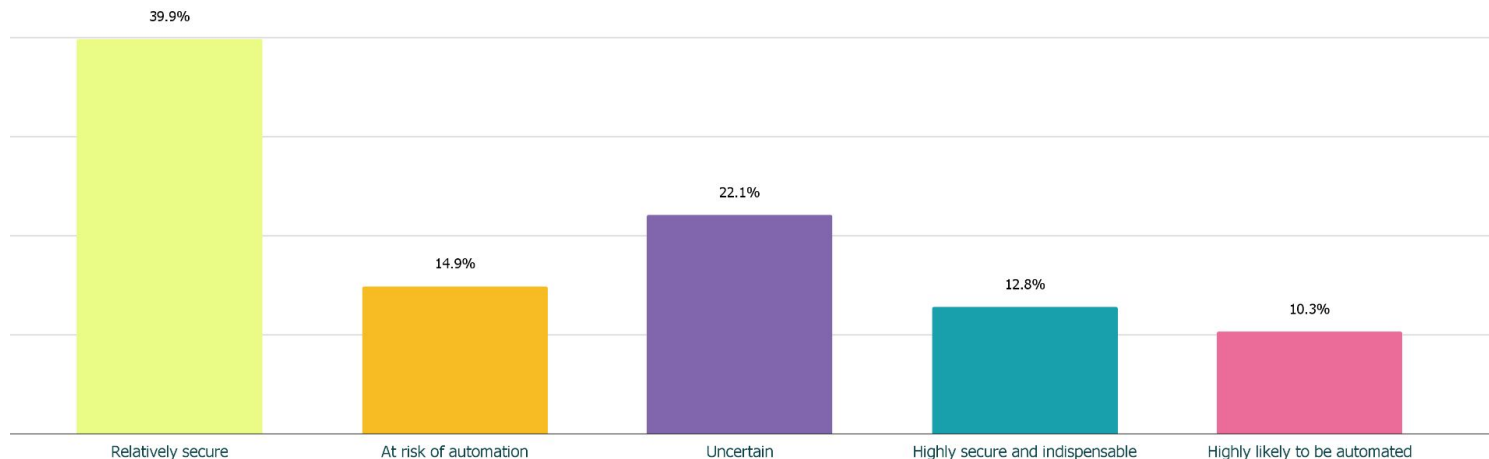


# Job Security Perceptions

**Most respondents felt "relatively secure" about their job future in the AI era, except for those aged 65 and above, who felt "highly secure and indispensable."** The 18-25 age group had the most "uncertain" responses, while confidence in job security increased with age, peaking at 65+. Males generally felt more "relatively secure" than females, who were more "uncertain" about their job's future, with a significant proportion feeling "at risk of automation." In terms of location, respondents from Yogyakarta felt the most secure about their jobs, while those from Lampung felt their jobs were "highly likely to be automated." Jakarta, the location with the most responses, had a majority who felt "relatively secure" about their job's future.

How do you perceive the future of your current job in the era of automation and ai?

Single Choice | 556 Participants | 556 Answers



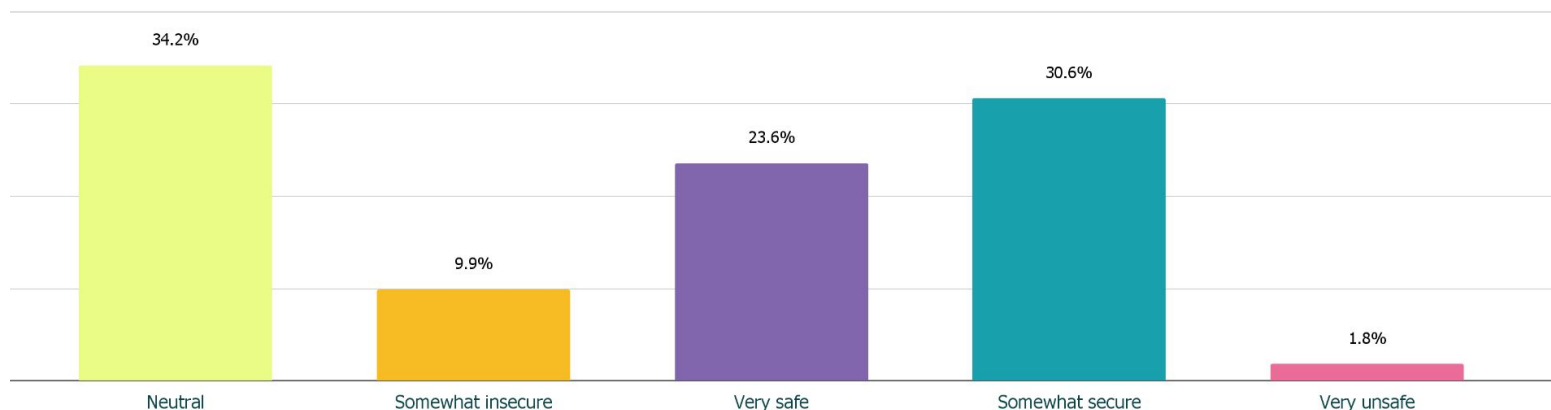
# Future Job Security Sentiments

Respondents expressed varying levels of job security, with most feeling "somewhat secure", followed by "neutral" and "very safe".

Among age groups, younger respondents (18-25) were mostly neutral about their job security, while older age groups felt increasingly secure, with the older generations groups feeling either "somewhat secure" or "very safe". Males primarily felt "somewhat secure", while females were mostly "neutral", although both genders had an equal proportion feeling "very safe". Job security sentiment varied greatly by location, with respondents from Lampung expressing the highest feeling of job security, while those from Yogyakarta, Malang, and Bogor were largely neutral.

How secure do you feel about your job in the coming years?

Single Choice | 556 Participants | 556 Answers





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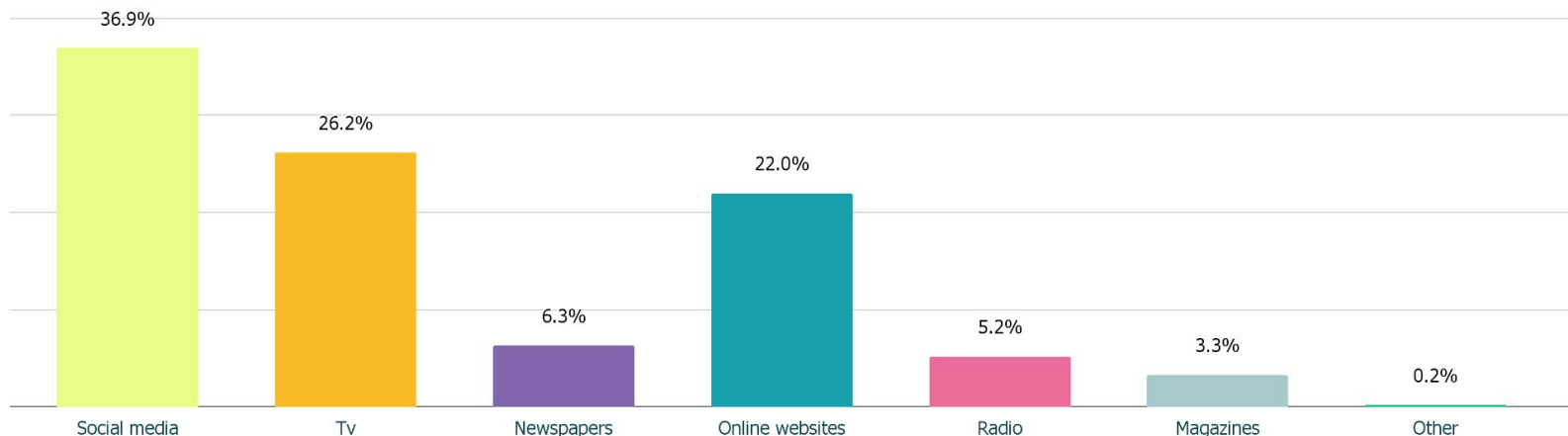
# Media Consumption and Information Sources

# News Source Preferences

**Social media is the top choice for news and information across all demographics, followed by TV and online websites.** Each age group prefers social media the most, especially the 26–35 and 18–25 age groups. TV is the second choice for most, except for those aged 65+, who prefer online websites. Both genders prefer social media, with females using it more. TV is the second most popular source for both, but in some areas like Yogyakarta, Tangerang, and Bali, online websites surpass TV in popularity.

Which sources do you prefer for news and information?

Multiple Choice | 1334 Participants | 3126 Answers

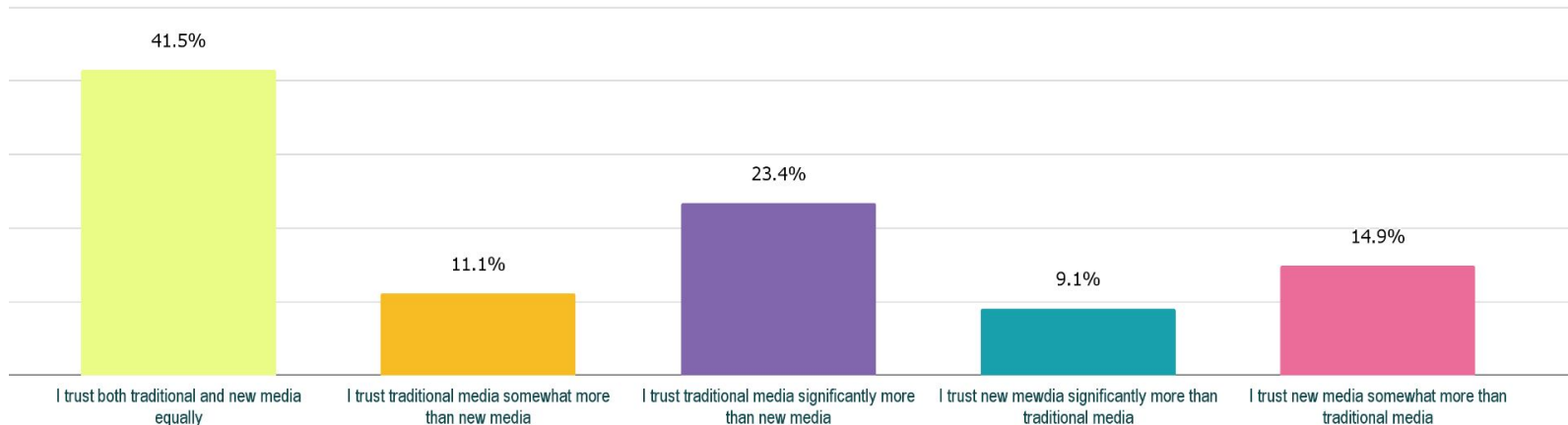


# Trust in Media Channels

**People tend to trust traditional and new media equally, with some variations across age groups, genders, and locations.** Across age groups, trust in both types of media is generally equal, although those aged 65+ tend to trust traditional media more, while younger age groups (18–35) show slightly more trust towards new media. Both genders trust both media types equally, although males have a slightly higher trust in traditional media compared to females. In most locations, traditional and new media are trusted equally, but there are exceptions, such as Yogyakarta, where there's a higher trust in both media types equally, and Tangerang, where there's a higher trust in new media.

How would you compare your level of trust in traditional media channels (e.g. tv / newspapers) to new media channels (e.g. social media / online platforms)?

Single Choice | 1334 Participants | 1334 Answers



## For each activity select the platform you most frequently use.



### Reponses

	Facebook	Instagram	TikTok	Twitter/X	Wechat	WhatsApp	YouTube
Watching videos	208 (15.6%)	81 (6.1%)	252 (18.9%)	9 (0.7%)	1 (0.1%)	15 (1.1%)	764 (57.2%)
Chatting with friends and family	171 (12.6%)	94 (7%)	14 (1%)	7 (0.5%)	8 (0.6%)	1000 (74%)	37 (2.7%)
Business networking	436 (32.9%)	219 (16.5%)	58 (4.4%)	24 (1.8%)	1 (0.1%)	450 (34%)	30 (2.3%)
Reading news	539 (40.6%)	388 (29.2%)	50 (3.8%)	118 (8.9%)	1 (0.1%)	50 (3.8%)	145 (10.9%)
Reading entertainment content	335 (24.9%)	336 (25%)	408 (30.4%)	20 (1.5%)	6 (0.4%)	34 (2.5%)	192 (14.3%)
Shopping and brand interaction	369 (27.4%)	314 (23.3%)	444 (32.9%)	14 (1%)	0 (0%)	107 (7.9%)	55 (4.1%)
Educational content	296 (22.4%)	305 (23.1%)	96 (7.3%)	31 (2.3%)	0 (0%)	88 (6.7%)	427 (32.3%)
Participating in groups/forums	621 (47.1%)	82 (6.2%)	13 (1%)	12 (0.9%)	0 (0%)	560 (42.5%)	14 (1.1%)

### Watching:

- **YouTube**'s widespread accessibility and diverse content make it a leading platform for watching videos.

### Chatting:

- **WhatsApp** serves as a prominent platform for connecting with friends and family through messaging and social features.

### Business:

- **WhatsApp** has emerged as a significant platform for business networking, facilitating communication and collaboration among professionals worldwide.

### Reading News:

- **Facebook** has become a key platform for accessing news, emphasizing its pivotal role in shaping information dissemination.

### Reading entertainment:

- **TikTok** has emerged as a premier platform for consuming entertaining content, showcasing its popularity and cultural influence among users worldwide.

### Shopping :

- **TikTok** has evolved into a dynamic space for shopping and brand interaction, offering users immersive experiences and direct engagement with their favorite brands.

### Educational content:

- **YouTube** serves as a rich source of educational content, offering diverse resources and tutorials across a wide range of subjects.

### Groups/Forums:

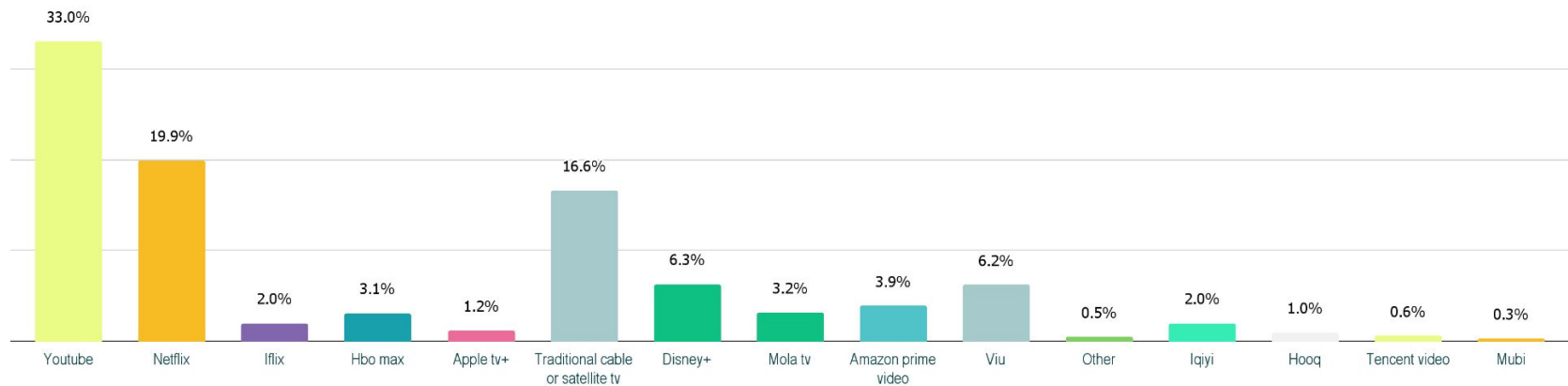
- **Facebook** provides a vibrant platform for participating in groups and forums, fostering community engagement and discussion on various topics of interest.

## Movie and TV Show Platforms

**YouTube is the most commonly used platform to watch movies and TV shows across all demographics, followed by Netflix and traditional cable or satellite TV.** Among age groups, YouTube remains the top choice, while Netflix is the second most popular among those aged 18-65, but less so among those aged 65+. Both genders prefer YouTube the most, but females use Netflix more often than males. Across all locations, YouTube is the most used platform, with Netflix as the second choice in many locations. However, in some places like Semarang, Disney+ has gained popularity. Traditional cable or satellite TV is generally the third choice, but in Malang, it is more popular than Netflix.

Which platforms do you most commonly use to watch movies and tv shows?

Multiple Choice | 530 participants | 733 answers



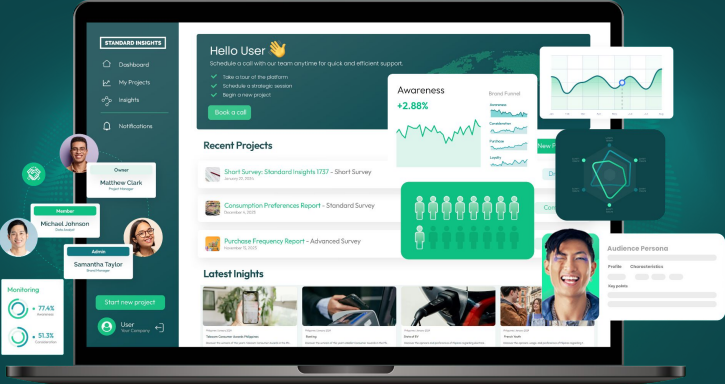
# Conclusion

The survey findings indicate a pervasive sense of optimism about the future among respondents, regardless of demographic factors. Financially, the overarching goal for all demographics in 2024 is to increase income, with variations in priorities such as retirement savings and major purchases between genders and age groups. Health and wellness emerge as significant interests, although there are variations across locations. Competitive salary remains the top priority in job preferences, alongside concerns about job security due to automation and AI, particularly among younger age groups and females. Trust in traditional and new media is relatively balanced across demographics and locations, though slight variations exist. Overall, the survey provides valuable insights into consumer attitudes and priorities in Indonesia in 2024.



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## Begin Your Research Journey



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### Explore our global insights library

Dive into our extensive library of research reports, meticulously curated from comprehensive global surveys—all readily accessible to you at no cost.

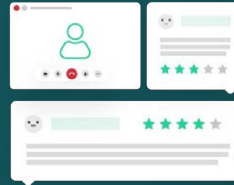
About

# Standard Insights

We reshape conventional research practices to make your brand a consumer's go-to choice.

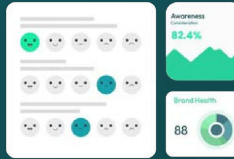
Standard Insights helps organizations access better and faster consumer insights so they can make informed decisions about their products and brands. Instead of relying on consumer panels, we use an innovative methodology for market research that caters to the dynamic needs of decision-makers.

By combining artificial intelligence and cutting-edge advertising technology, we can reach authentic respondents who align with your target audience. Standard Insights has a proven track record of delivering market research services in Thailand, Asia, and all around the globe.



## Quantitative Research

Boost your research with top-tier respondents. Our unique, direct sourcing method ensures rigorous data quality, without the need for intermediaries or panels.



## Qualitative Research

Deep dive into the profiles of your target audience with our expert network and cutting-edge platform, promising swift and insightful outcomes.



## Strategy

Go the extra mile with our consulting services. Benefit from all the support and research methodology you need to scale and realize your projects.

**Keen to learn more about our services and platform? Get in touch!**

If you want to learn more about Standard Insights, visit [www.standard-insights.com](http://www.standard-insights.com) or [schedule a call with us](#).



**STANDARD INSIGHTS**

[www.standard-insights.com](http://www.standard-insights.com)