

PRESS RELEASE

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HAZE 2019: HAVE WE LEARNED ENOUGH FROM THE CRISIS?

**IPSOS SURVEY REVEALS THAT MAJORITY MALAYSIANS
ARE SEVERELY CONCERNED ABOUT HAZE AND FEEL
THE MEASURES ARE NOT EFFECTIVE TO PREVENT A
SIMILAR CRISIS IN THE FUTURE**

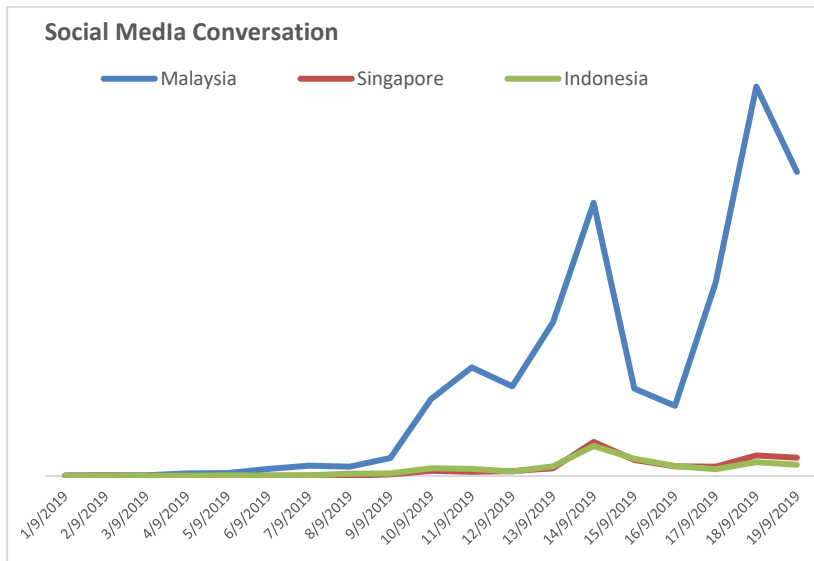
**78% OF MALAYSIANS WHO PARTICIPATED IN THE SURVEY ARE VERY
CONCERNED ABOUT THE QUALITY OF AIR IN THEIR LOCALITY**

**A WHOPPING 87% OF THE SOCIAL MEDIA DISCUSSIONS REGARDING TO THE
HAZE CRISIS WAS FROM MALAYSIA COMPARED TO LIMITED DISCUSSIONS
FROM INDONESIA/SINGAPORE**

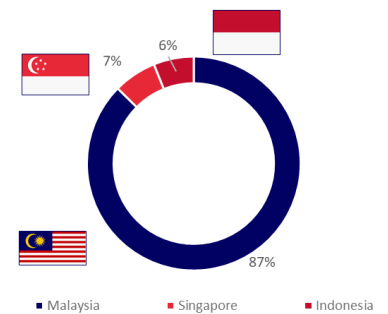
**25% MALAYSIANS FEEL THAT THE GOVERNMENT HAS BEEN DEALING
EFFECTIVELY WITH THE HAZE ISSUE. MAJORITY FEEL THE MEASURES ARE
SHORT-TERM AND DOES NOT PREVENT RECURRENCE OF THE HAZE CRISIS**

In the wake of the haze crisis engulfing the region, IPSOS conducted a study in Malaysia, Indonesia & Singapore to understand the impact of haze on regular life and public perception on the effectiveness of private/public measures.

The Ipsos study revealed that 78% Malaysians who had participated in the survey are very concerned with the quality of air in their locality. On the social media space, Malaysia accounts for the largest social media share of voice (87%) regarding haze crisis, as many are appalled by the severity of the situation.



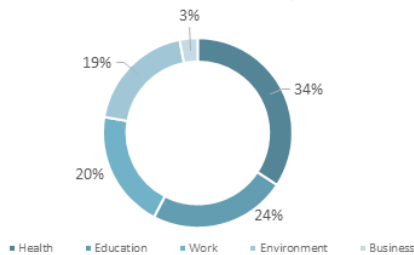
Social Media Share of Voice: Haze Crisis



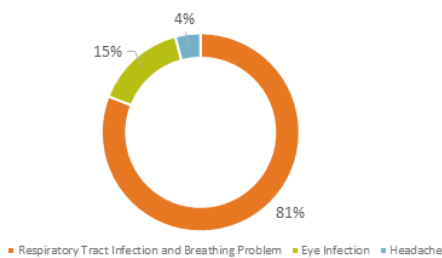
A total of 98.9 thousand haze social media conversations were captured in Malaysia, with netizens creating a huge buzz online on the haze condition in the country. Surprisingly, the share of voice was very low in Singapore (7%) and Indonesia (6%) with a substantial conversation gap (7.3 thousand and 6.8 thousand conversations respectively). The lack of outcry in Singapore and Indonesia over slow poisoning by the haze is disappointing.

The topic that concerns social media discussions are the 'Impact on Health' followed by 'Impact on Education'. Respiratory tract infection, such as asthma, is observed to be the key medical issue which many social media discussions have raised concerns about. More than 80% of health-related conversations are about respiratory tract infections and breathing problems, whereas less than 20% of total conversations are about eye infection and headache/migraine.

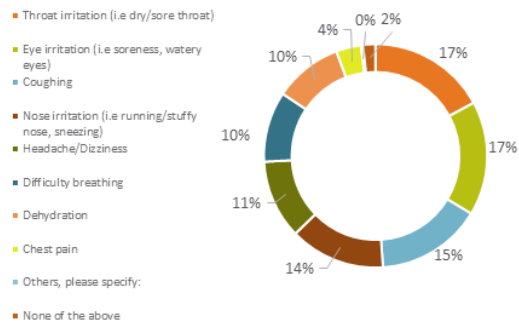
Social Media Share of Voice: Key Concerns



Top Medical Conditions Experienced by Online Users



Q: Which of the following conditions have you experienced because of the haze?



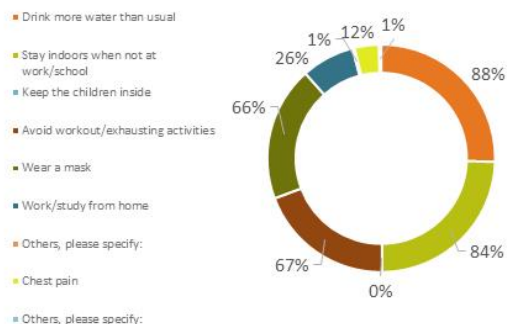
GAME CHANGERS Ipsos

Ipsos Survey among Malaysians correlated well with social media discussions. Survey participants experienced throat irritation (57%), eye infection (55%), coughing (51%), nose irritation (51%) & headache (38%)

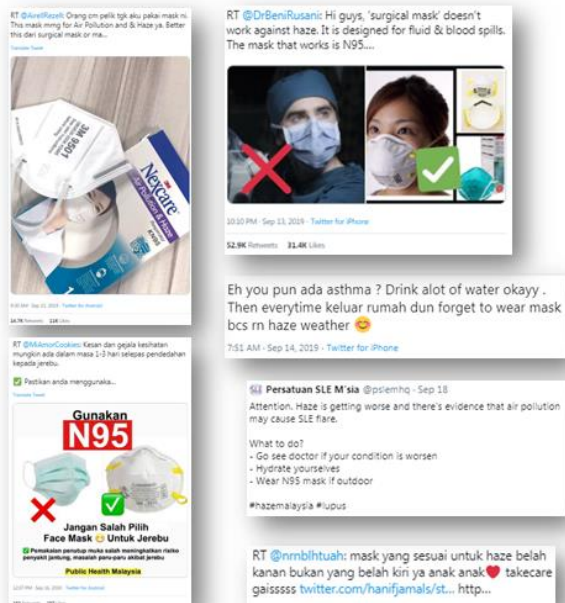
The Ipsos survey further revealed that citizens are taking concrete steps to protect themselves and their families from the severe haze. **While 88% Malaysians are drinking more water than usual, 84% prefer to stay indoors when not at work/school. 79% of the Malaysians polled (among those who have children) are keeping the children inside to keep them protected from the haze.**

Analysis on social media discussions reveal that wearing a face mask is seen to be the most practical solution to prevent and lessen the onset of medical conditions due to haze. Government authorities, healthcare professionals and social media influencers are therefore actively disseminating information regarding the importance of using the correct type of mask (N95) in order to effectively protect public from harmful air pollutants. There had been prominent conversations around the type of mask which is apt for haze avoidance and N95 gets high mentions by netizens.

Q: Which of the following measures are you taking to protect you or your family from the haze?



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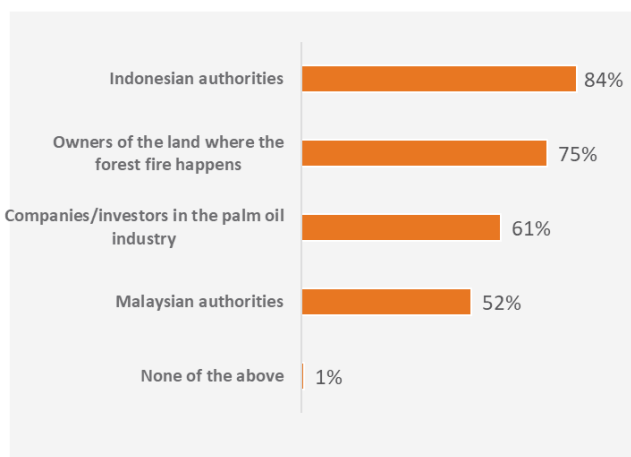
The top 3 control measures which garnered highest social media public's reaction were school closure, employee welfare and cloud seeding. But netizens felt that these quick fixes were implemented in a very haphazard manner. Parents' (working adults) seemed to be worried by school closure, impacting routine life and work-schedules. Also students were worried that their learning progression will be delayed. Employees showcased uneasiness by the inconvenience caused by haze, while some were displeased by the absence of a clear employment policy regarding the issue. Cloud-seeding exercise evoked polarised reactions on social media. While some netizens were hoping the cloud-

seeding exercise would provide an immediate relief, some expressed disagreement as they felt it may cause potential long-term harm to the environment.

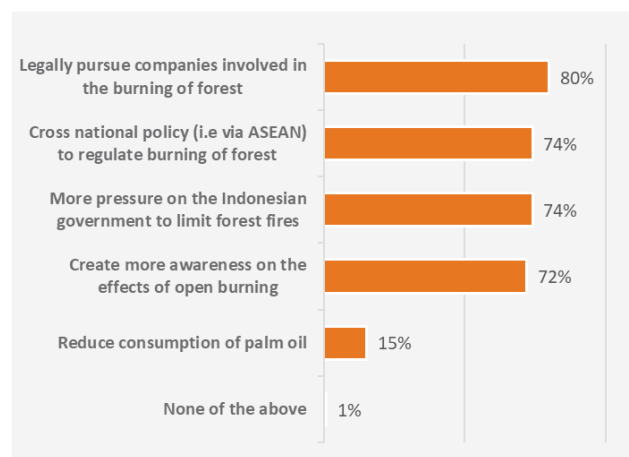
When it comes to public perception towards the Malaysian government initiatives in controlling haze, **only 25% of survey participants feel that the government has been dealing effectively with the haze issue.** Lack of preparedness in managing the haze crisis, which has become an annual problem and absence of concrete measures to prevent recurrence in the future has contributed to this perception.

Overall Malaysians feel (84%) that Indonesian authorities and (75%) owner of the land where the fire happens carry the biggest responsibility of dealing with the haze problem. They believe in the long-term measures such as legally pursuing companies involved in crisis (80%) and cross-national policies or pressure on Indonesia govt (74%) will be effective.

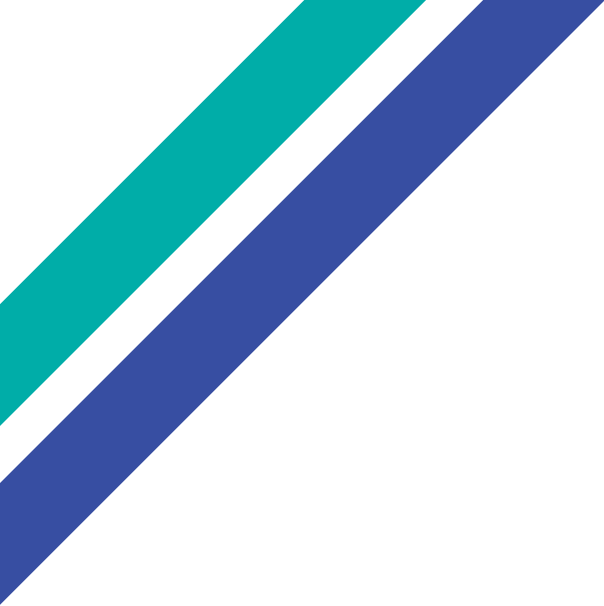
Q: In your opinion, who carries the responsibility for dealing with the haze problem?



Q: To deal with the haze problem in the long term, which of the following measures do you think would be effective?



The devastating fires in the Amazon and the haze engulfing the South East Asian countries of Malaysia, Indonesia & Singapore are nothing short of being a “crime against humanity”. Hundreds of Malaysians participated in the Global Climate Strike in Kuala Lumpur demanding action against the stifling haze. Singing and chanting “*darurat iklim*” (climate emergency), the protesters demanded immediate and meaningful action against climate change.



Clean air is a human right. So, instead of implementing short-term fix against the crisis, Malaysian citizens are in hope of long-term and assertive measures from the government to prevent the recurrence of haze next year. Haze-avoidance is a bigger task to take on vis-à-vis haze-control.

About the study:-

Quantitative

The survey data comes from an Ipsos survey conducted in September, 2019.

400+ individuals participated in the survey via the Ipsos Online Panel.

The online panel produced a national sample representation of the population.

Social Intelligence Analytics

The social media data comes from an Ipsos social listening study. Search was done in September with three countries covered: Malaysia, Indonesia and Singapore.

The study covers data captured across all public social media platforms such as Twitter, forums, online news media and others. More than 100,000 of social media mentions are analysed.

ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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