

# IPSOS PRESS RELEASE : WHAT WORRIES MALAYSIA?

Ipsos Malaysia

18<sup>th</sup> November 2021

GAME CHANGERS



# COVID-19 NO LONGER THE GREATEST CONCERN

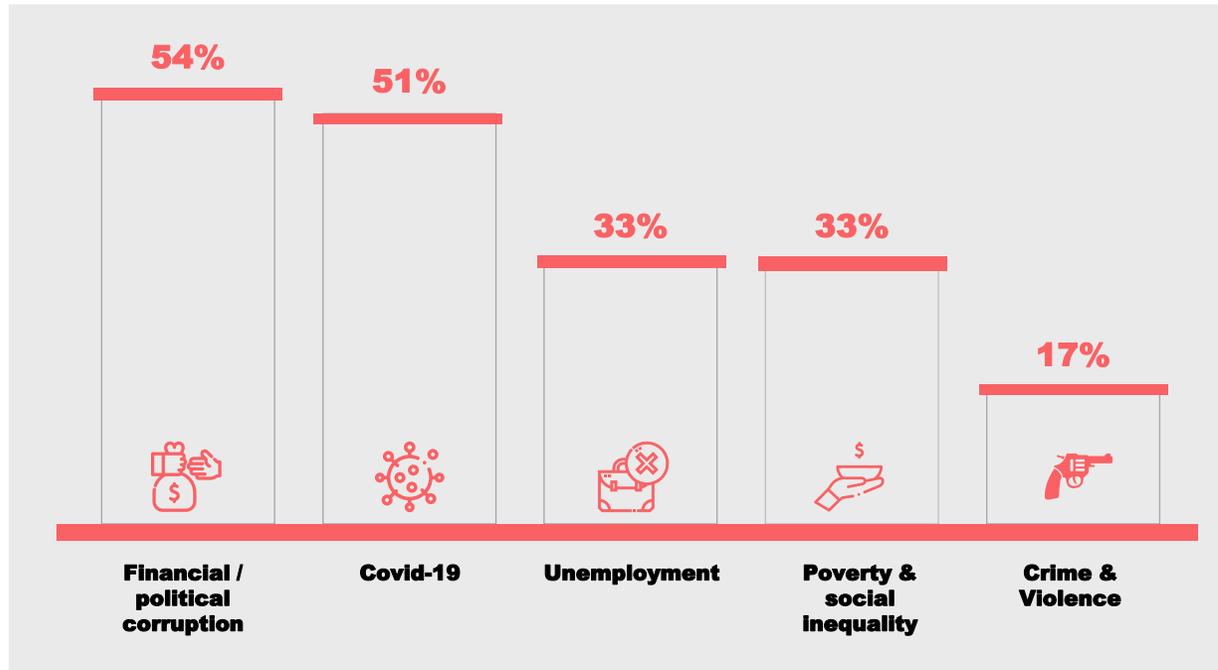
With daily Covid-19 cases gradually subsiding since September, the attention of the public is starting to turn. In November, financial/political corruption is a bigger concern than Covid-19 among Malaysians



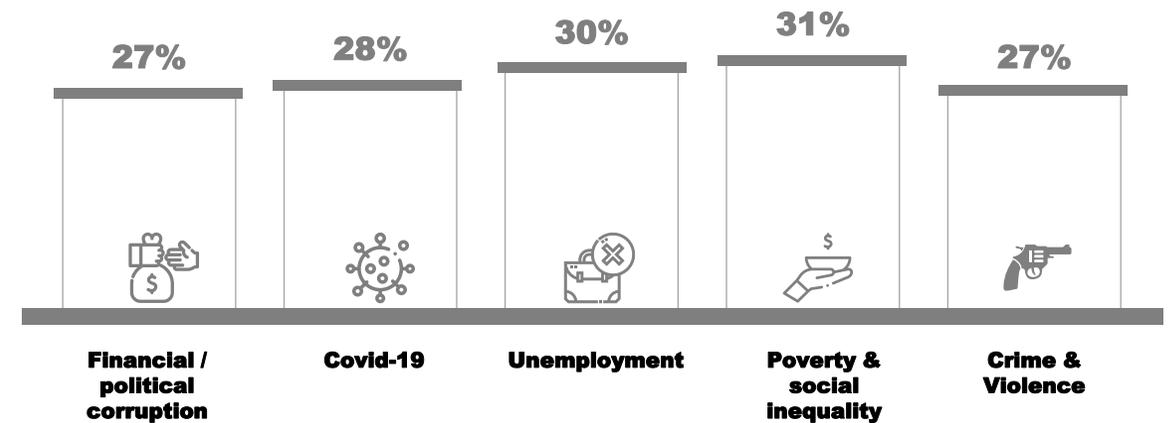
## Top 5 worries in November (% worried)



### Malaysia



### Global Country Average



The survey is conducted monthly in 28 countries around the world via the Ipsos Online Panel system. Malaysia monthly sample is n=500

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\*The Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result

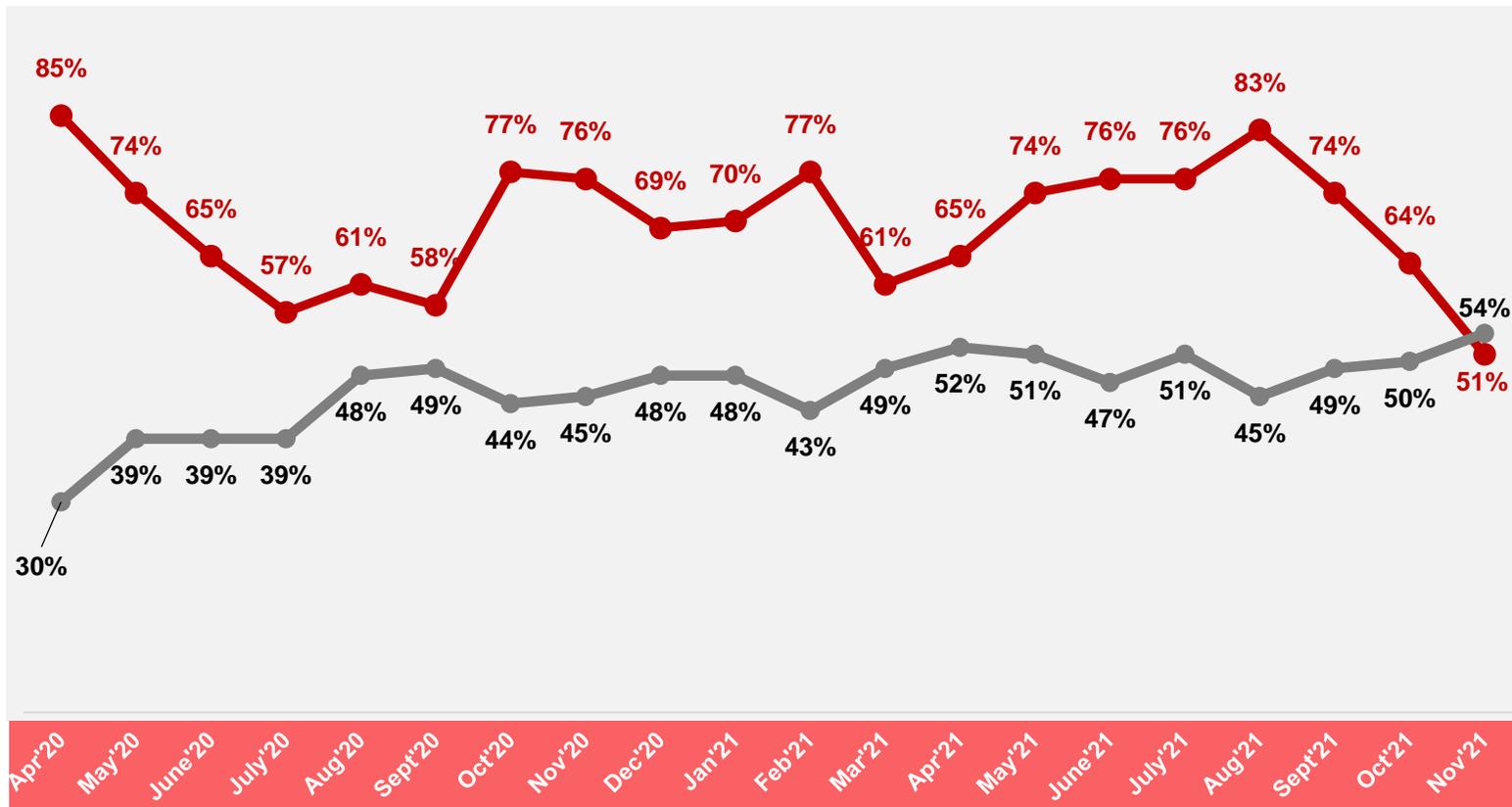


# CONCERN ABOUT COVID-19 LOWEST SINCE START OF PANDEMIC

Concern about Covid-19 reached a high point in August, but with vaccine rollout and lower Covid-19 pressure, the worry about the pandemic is not at lowest point since the April 2020



**% of Malaysians worried about Covid-19 & Financial/political corruption**



**% Worried about  
Coronavirus / Covid-19**



**% Worried about financial/  
political corruption**

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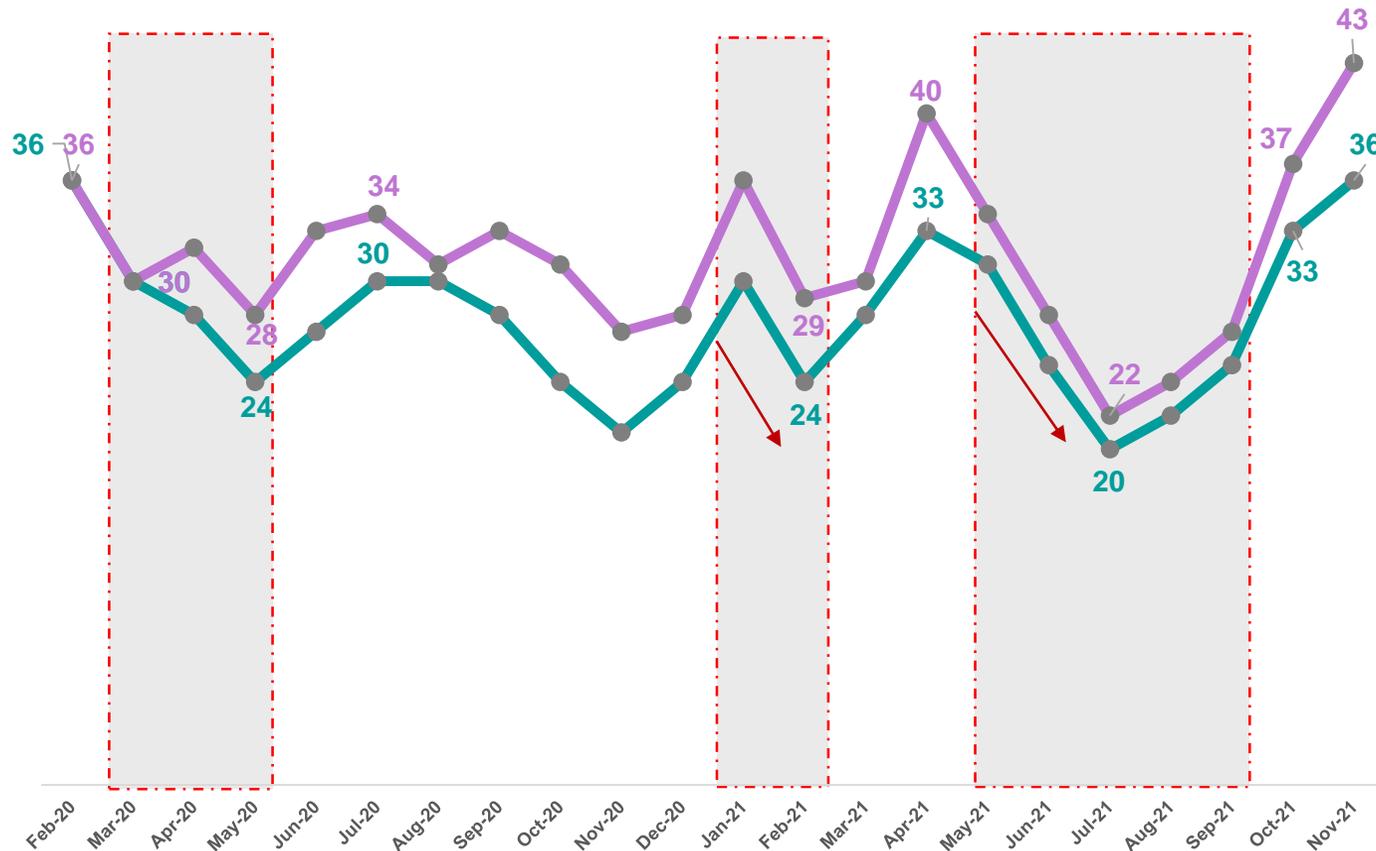
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# PURCHASE INTENT BOOMING AS ECONOMY OPENS UP

From a low point in July, when most of the country was still in FMCO, comfort with making purchases has gradually increased. Strong boost in confidence in October/November indicates the public think a recovery is in sight.

% More comfortable with making purchases compared to 6 months ago



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	Highest	Lowest
Household purchases 	59 - Jun'18	22 - July'21
Major purchases 	53 - Jun'18	20 - July'21

## % More comfortable

Boxes indicate period of strictest MCO

## What worries Malaysia?

Since the start of the pandemic, Covid has been an all encompassing concern for Malaysians, far exceeding the global country average. As 2021 draws to a close, concern about the pandemic has significantly subsided, and is now at its lowest point since the pandemic started.

With upcoming state elections driving national headlines, the focus is shifting towards non-Covid concerns.

The consumer confidence is improving; comfort with making both regular household and larger purchases is higher than at any time since April'20. A third of Malaysians are now comfortable to make major purchase like property or vehicles.



**Lars Erik Lie**

Associate Director,  
Ipsos Public Affairs

# About Ipsos

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

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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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# Game Changers

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At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**