

IPSOS PRESS RELEASE :

PREDICTIONS FOR 2022

Ipsos Malaysia

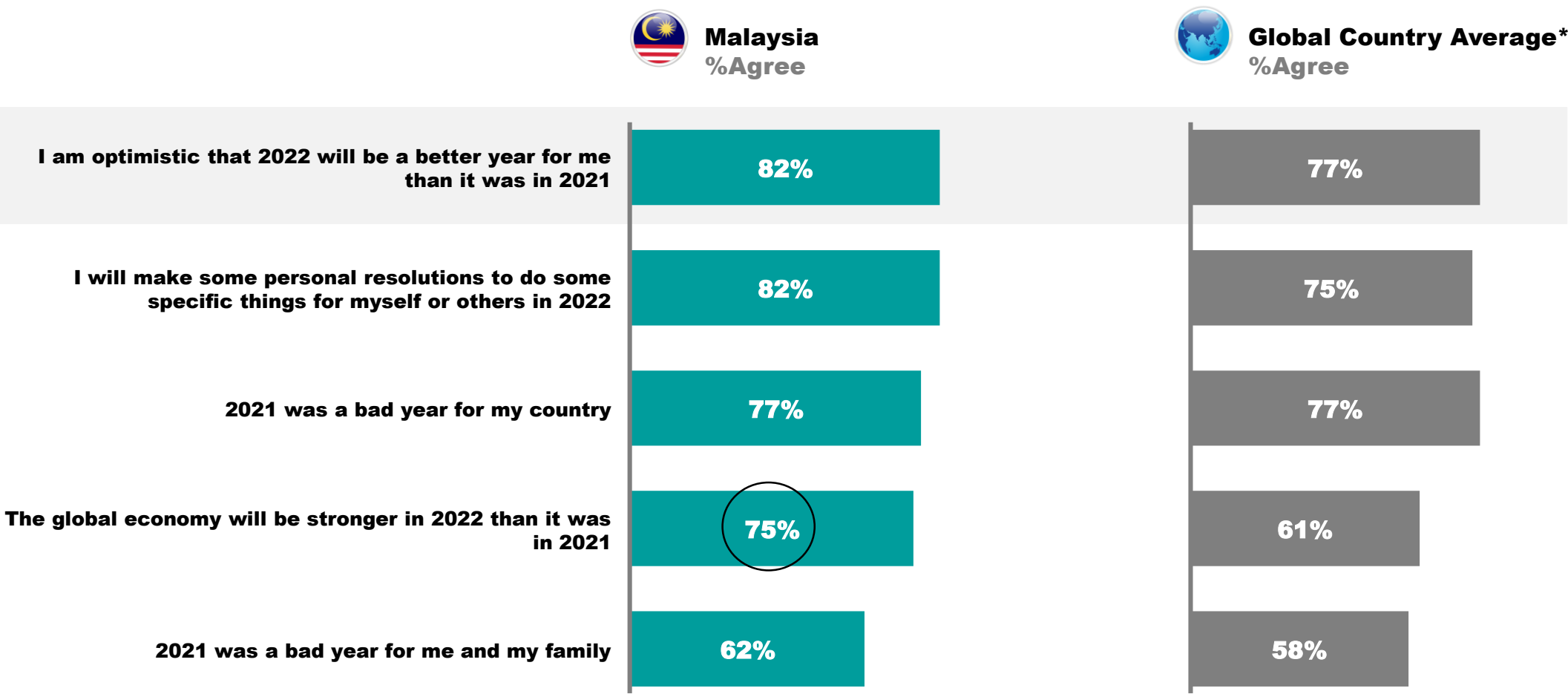
13th January 2022

GAME CHANGERS



WIDESPREAD OPTIMISM FOR A BETTER 2022

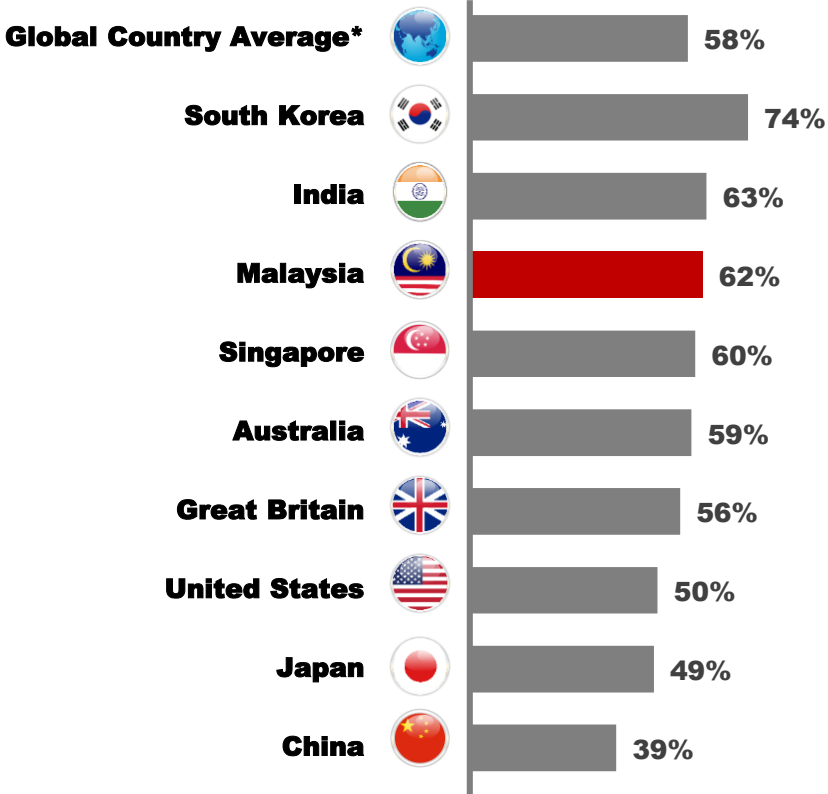
Both in Malaysia and globally, a large majority of people expect a better 2022 than 2021 was. Malaysians, are more optimistic of a strengthened economy than the global country average



OPTIMISM FOR 2022 ECHOES SENTIMENT ONE YEAR AGO

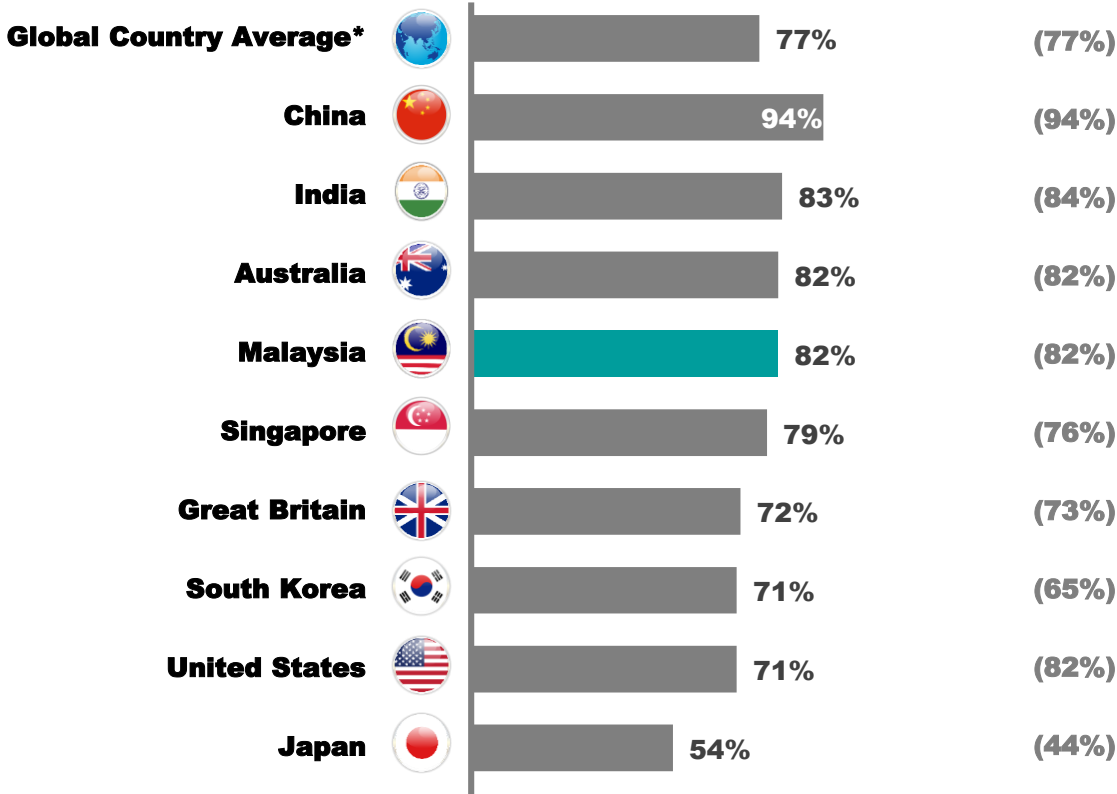
While people globally expect an improvement in 2022, the sentiment was similar one year ago with regards to 2021. As 2021 has entered history, there's broad agreement that it did not turn out well.

‘2021 was a bad year for me and my family’
%Agree



‘I am optimistic that 2022 will be a better year for me than it was in 2021’
%Agree

(% who were optimistic 2021 would be better than 2020)



*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

Predictions for 2022

One year ago, there were widespread optimism that 2021 would be the year that the world had turned a corner in its struggles with Covid-19. With the first vaccines being rolled out, the end of the pandemic seemed to be in sight.

2021 did not turn out as many had hoped – boosted by new variants, Covid impacted our lives as much, if not more than in 2020. As Malaysians and their fellow global citizens look back, the verdict is that 2021 was a year to forget.

Despite the disappointment, 2022 comes with renewed optimism, with 82% of Malaysians expecting this year to be better than the last. The belief in a better year to come is echoed among people across the world.



Lars Erik Lie
Associate Director,
Ipsos Public Affairs

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

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Game Changers

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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.