

IPSOS PRESS RELEASE : WHAT WORRIES MALAYSIA?

Ipsos Malaysia

19th May 2022

GAME CHANGERS

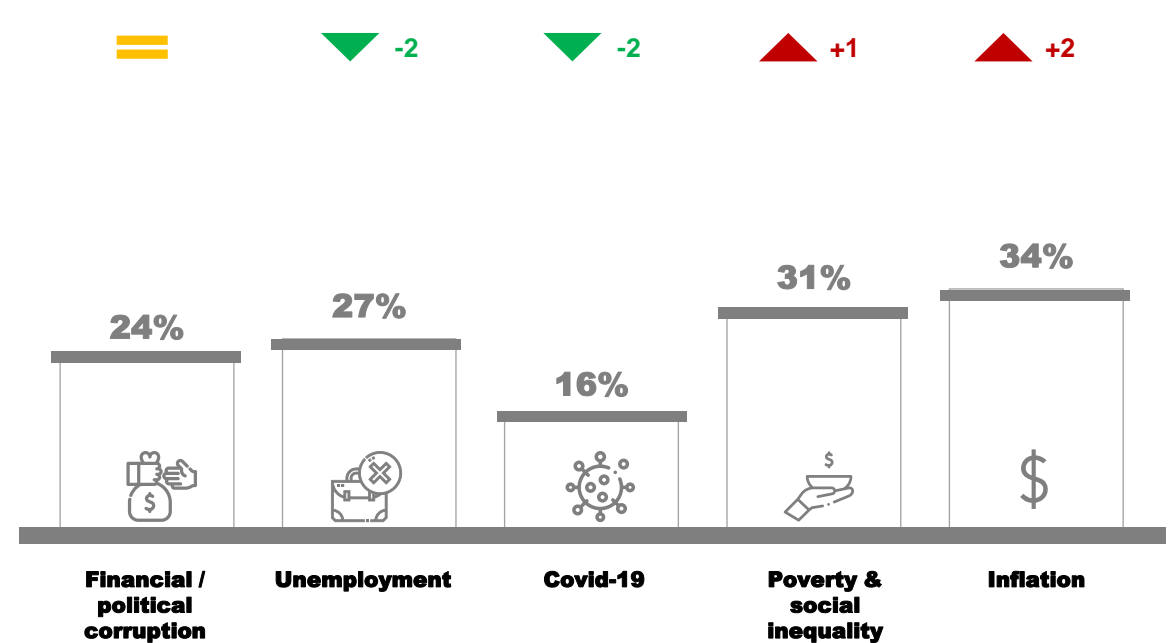
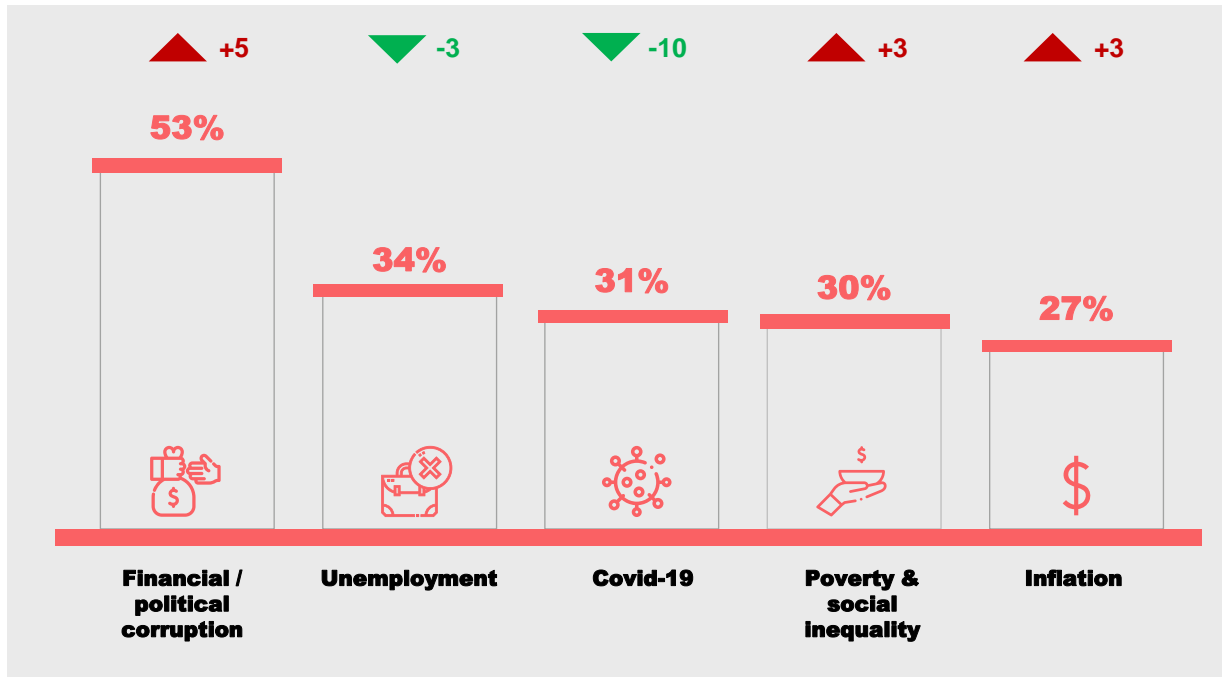


CONCERN ABOUT COVID-19 RECEDING

Both in Malaysia and globally, socio-economic worries are replacing worries about Covid-19. Globally, Inflation is emerging as the number one concern.



Top 5 worries in May 2022 (% worried)



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

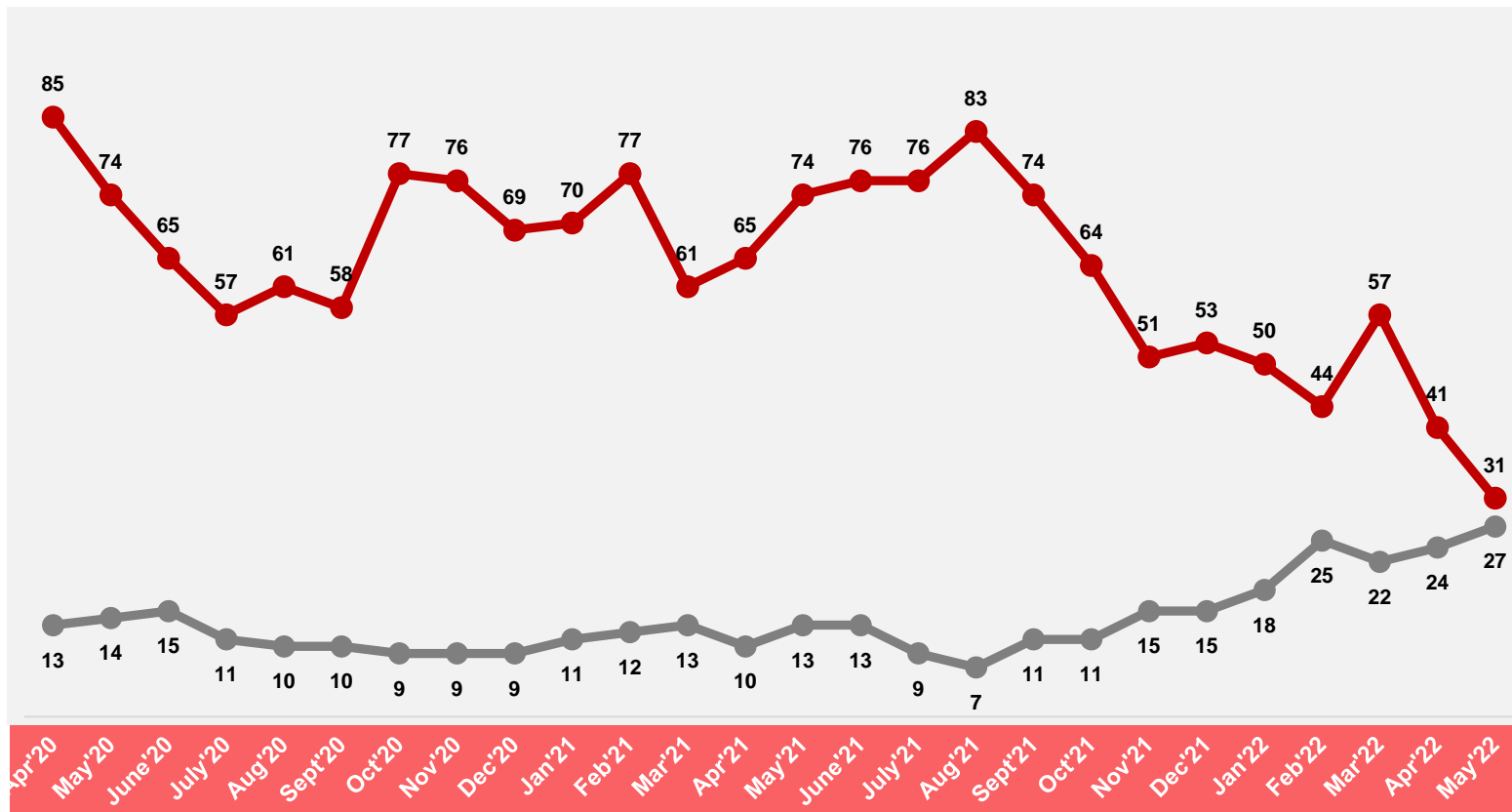
*The Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result

INFLATION CONCERN INCREASING IN MALAYSIA

With concern about Covid-19 dropping heavily in Malaysia from March to May, worry about inflation is coming to the forefront



Key worries among Malaysians (%)



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



**% Worried about
Inflation**

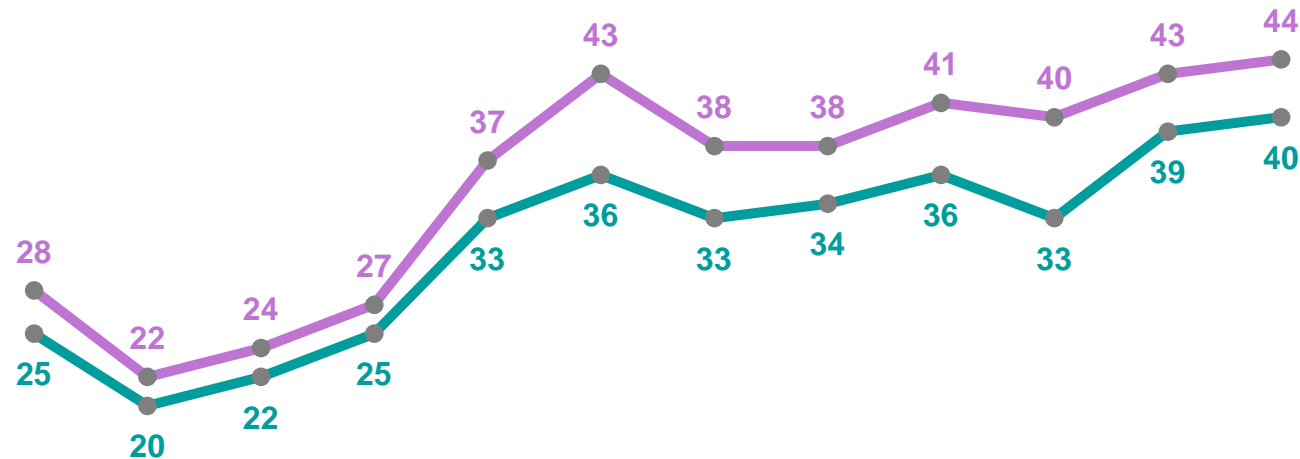
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SPENDING COMFORT RECOVERING AMONG MALAYSIANS

Spending comfort has been climbing back up since the lows of the mid 2021 MCO. Comfort with both household and major purchases are at its highest level in a year



Malaysians' comfort with making purchases now, compared to 6 months ago



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

% More comfortable

Jun-21 Jul-21 Aug-21 Sep-21 Oct-21 Nov-21 Dec-21 Jan'22 Feb'22 Mar'22 Apr'22 May'22

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What Worries Malaysia?

As Malaysia is entering the endemic phase and the country is opening up, there's been a remarkable decrease in people's concern about Covid-19; worry about the virus is at its lowest level since the beginning of the pandemic.

As the 'new normal' gives way to the 'old normal', the comfort with spending on both household and major items is at its highest in the past 12 months.

With the recovery in consumer demand, combined with increased pressure on supply chains brought on by global events such as the war in Ukraine, concern about inflation is now on the rise.



Lars Erik Lie

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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.

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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.