



# **IPSOS PRESS RELEASE : WHAT WORRIES MALAYSIA?**

April 2023

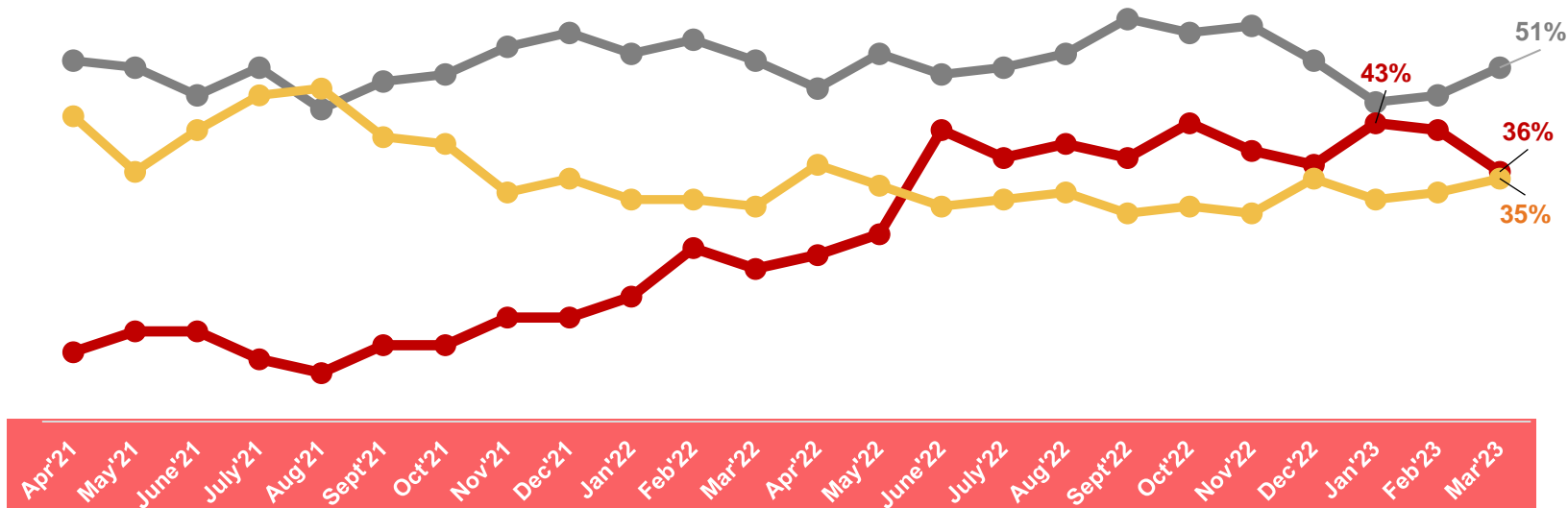
**GAME CHANGERS**





# INFLATION CONCERN IS TRENDING DOWN FROM ITS PEAK IN JAN'23

Malaysians top 3 worries in March 2023 (%)



**% Worried about financial/  
political corruption**



**% Worried about inflation**

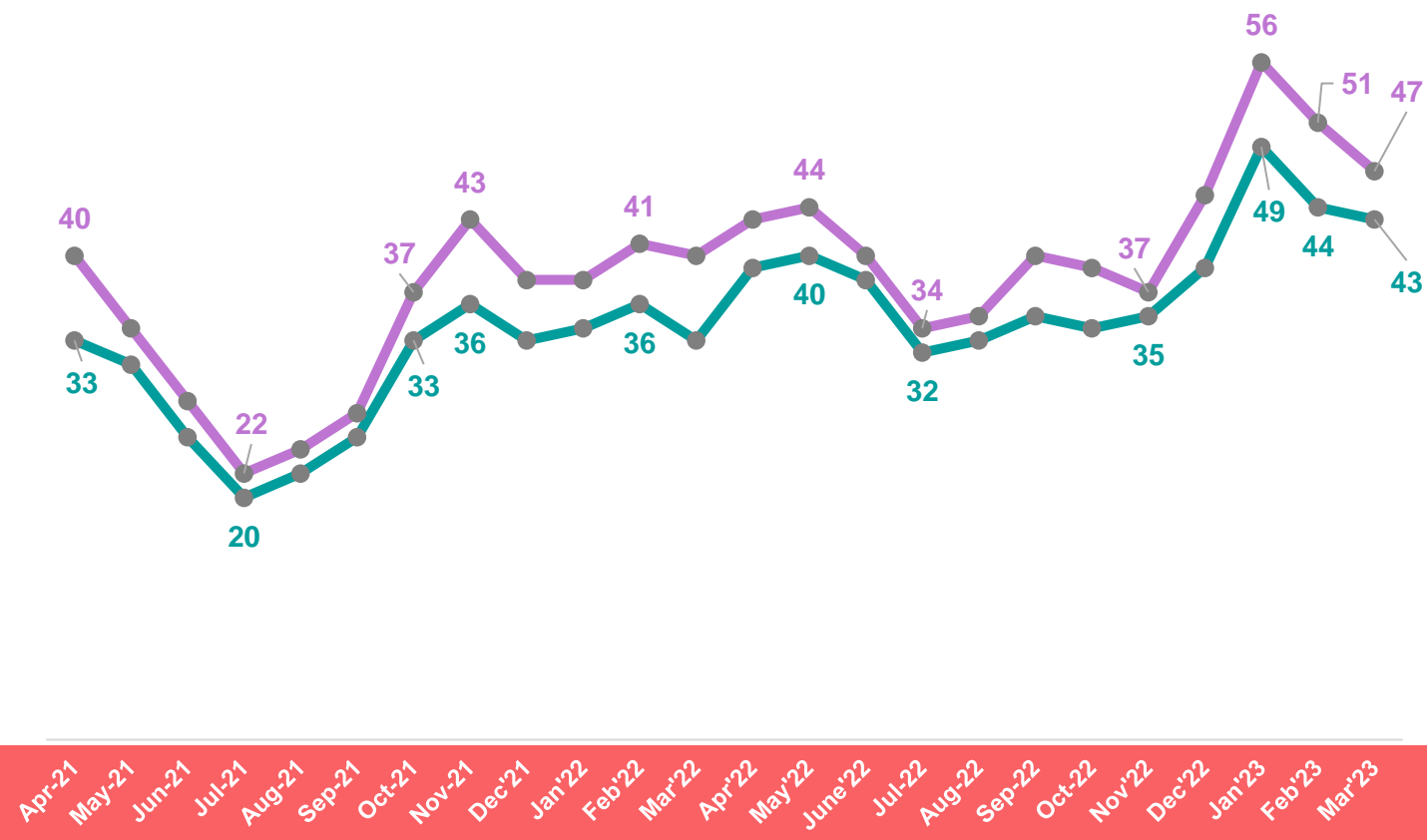


**% Worried about  
unemployment and jobs**

The survey is conducted monthly in 32 countries around the world via the Ipsos Online Panel system.  
Malaysia monthly sample is n=500.

# PURCHASE SENTIMENT MODERATE FROM POST ELECTION PEAK AS INFLATION PRESSURE PERSISTS

% More comfortable with making purchases compared to 6 months ago



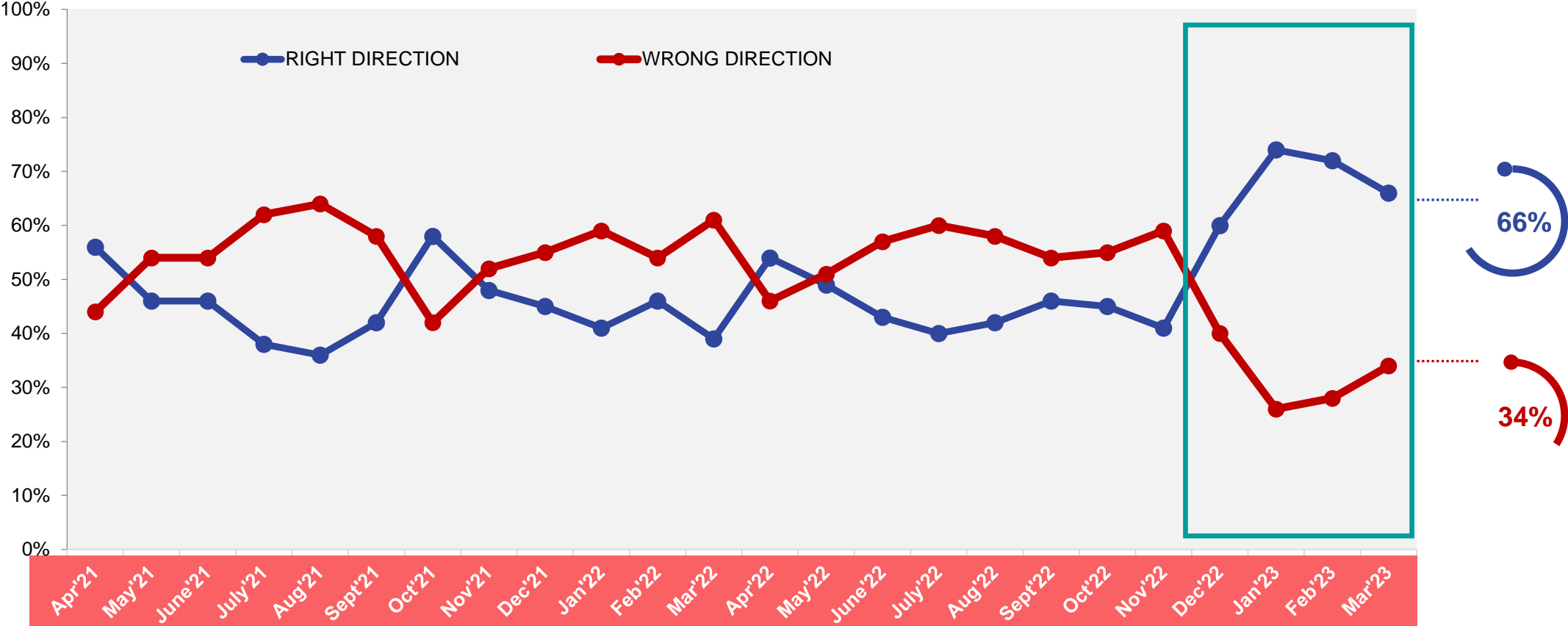
5 year high		5 year low	
Household purchases		59 - Jun'18	22 - July'21
Major purchases		53 - Jun'18	20 - July'21

% More comfortable

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# 5 MONTHS FROM GE15, TWO THIRD OF MALAYSIANS BELIEVE COUNTRY IS ON RIGHT TRACK

## COUNTRY DIRECTION ?



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## What Worries Malaysia?

Q1'23 has seen the economic landscape readjust to post-covid and post-election reality. Covid-19 concern has receded while corruption, inflation and unemployment/jobs have taken over as the main worries of Malaysia.

As seen in national elections worldwide, public sentiment peaks post government changes and slips to a new normal. After five months with the new government, two third of Malaysians believe the country is on the right track.

Inflation is persistent as one of the key concerns, while it has shown early signs of trending down. Pressured by inflation, economic confidence and consumer purchase intent are slipping from the post-election sentiment lift.

**Iris Ng,**  
Research Manager, Ipsos Public Affairs

**Arun Menon,**  
Managing Director Ipsos Malaysia



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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.**