

IPSOS PRESS RELEASE :

**RISE OF POPULISM AND ANTI-ESTABLISHMENT
SENTIMENT:
DOES THE WORLD / MALAYSIANS BELIEVE OUR SOCIETY IS BROKEN?**

Ipsos Malaysia

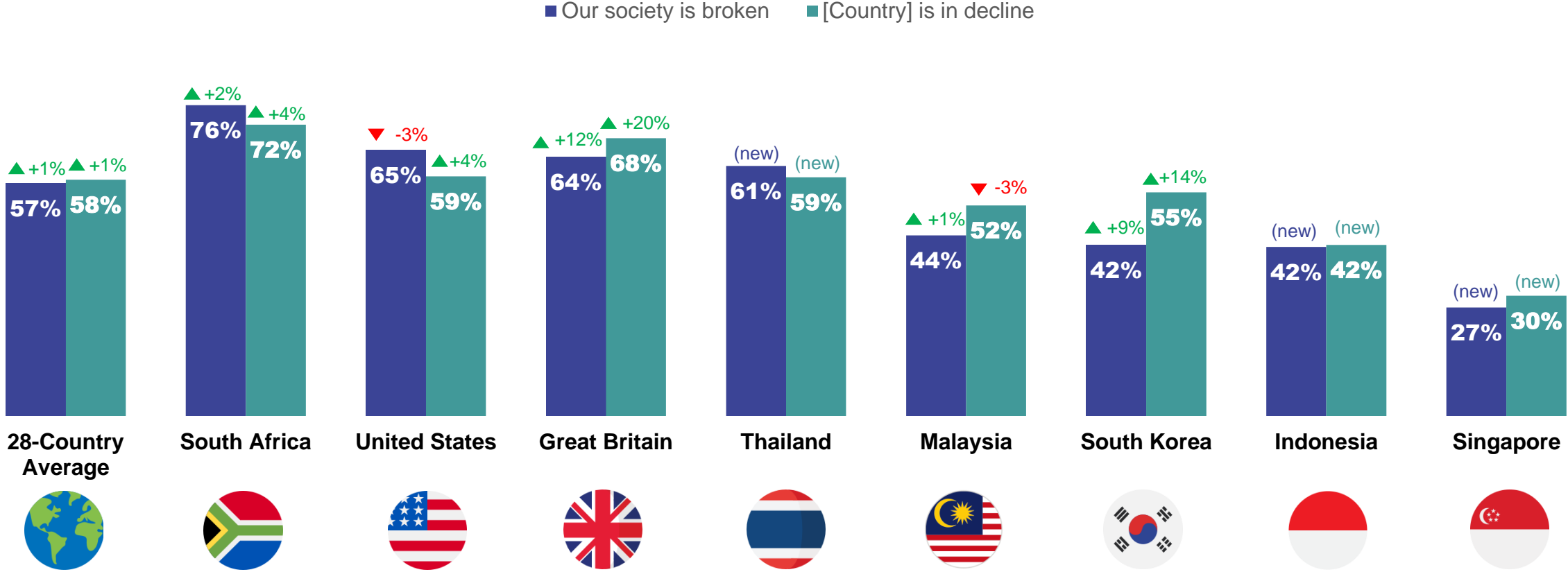
Thursday, 29th February 2024

GAME CHANGERS



THERE IS A WIDESPREAD SENSE OF UNEASE ABOUT CURRENT STATE AND DIRECTION OF THE SOCIETY

The majority of the citizens in the countries surveyed expressed their concern about the societal brokenness and national decline – about half of Malaysians feel so.












▲▼ Changes as compared to 2021

Base: 20,630 online adults under age 75 across 28 countries. The “28-country average” reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.



THERE IS A DISCONNECTION FELT BETWEEN THE PUBLIC AND THOSE IN POWER

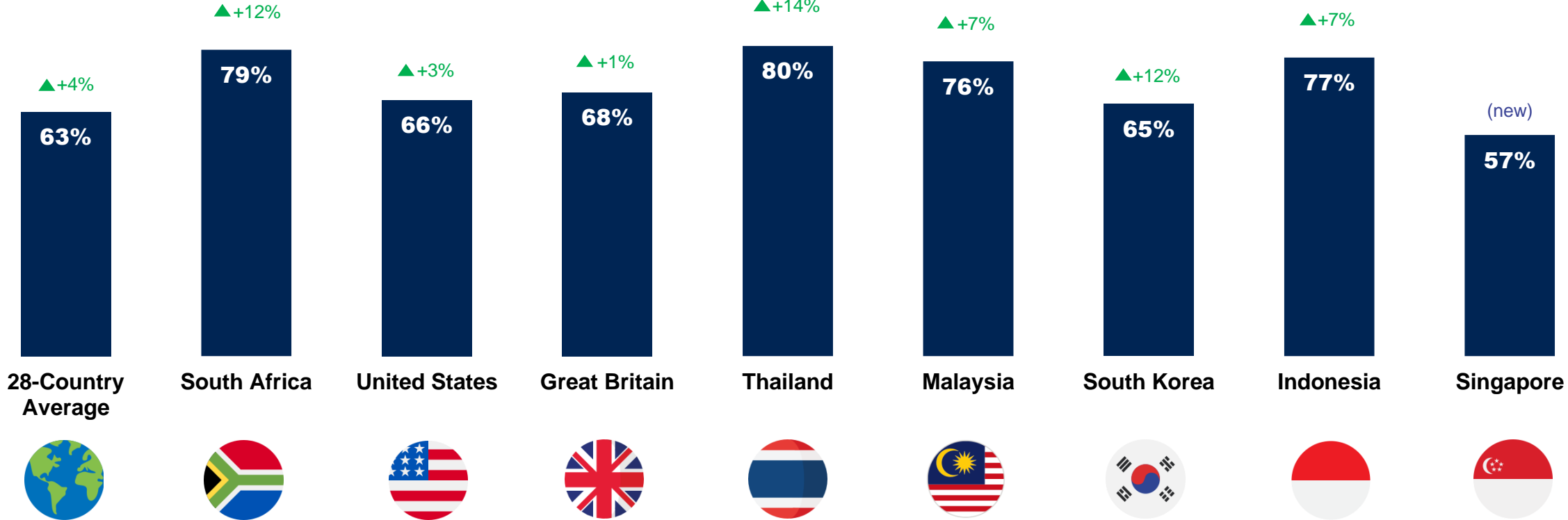
The dissatisfaction is now stronger at domestic and global levels, indicating a more pronounced concern about economic disparity and political disconnection. About 2 out of 3 Malaysians believe that the economy is rigged and the politicians and experts don't care about them. Malaysian and Singaporean sentiment is lower than a test of Southeast Asia, the UK and the US.

	 28-Country Average	 South Africa	 United States	 Great Britain	 Thailand	 Malaysia	 South Korea	 Indonesia	 Singapore
The economy is rigged to advantage the rich and powerful	67%	80%	66%	70%	79%	65%	76%	67%	53%
Traditional parties and politicians don't care about people like me	64%	74%	65%	66%	70%	62%	65%	62%	43%
Experts in this country don't understand the lives of people like me	62%	72%	63%	64%	68%	60%	58%	56%	50%

THE DESIRE FOR STRONG NATIONAL LEADER TO CHANGE THE STATUS QUO IS GROWING STRONGER

With the general dissatisfaction with the status quo, the majority, agreed with the need for strong leadership to reclaim the country from the rich and powerful. This sentiment has been strengthening over time.

% of Agrees with the statement “[Country] needs a strong leader to take the country back from the rich and powerful”



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Rising Populism and Inequalities

In 2024, more than 80 countries and half of the world's population will vote for their leaders and governments. Rising populism and anti-system sentiment will be significant determinants of their choices. Over the last few years, global citizens have encountered multiple political, economic, and societal challenges. This led to a growing sentiment of decline and disapproval of the establishment. In these periods of crisis, a common belief emerged that the system was unfair, favouring the rich and powerful and leaving the needs of average people overlooked.

Ordinary people feel disconnected from the political leaders, the wealthy and the experts. This suggests an underlying desire for a more equitable system led by people who can understand the day-to-day experiences of the average person.

Particularly in Malaysia, there is a significant desire for strong leadership to address perceived inequalities.



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