

WHAT WORRIES MALAYSIA?

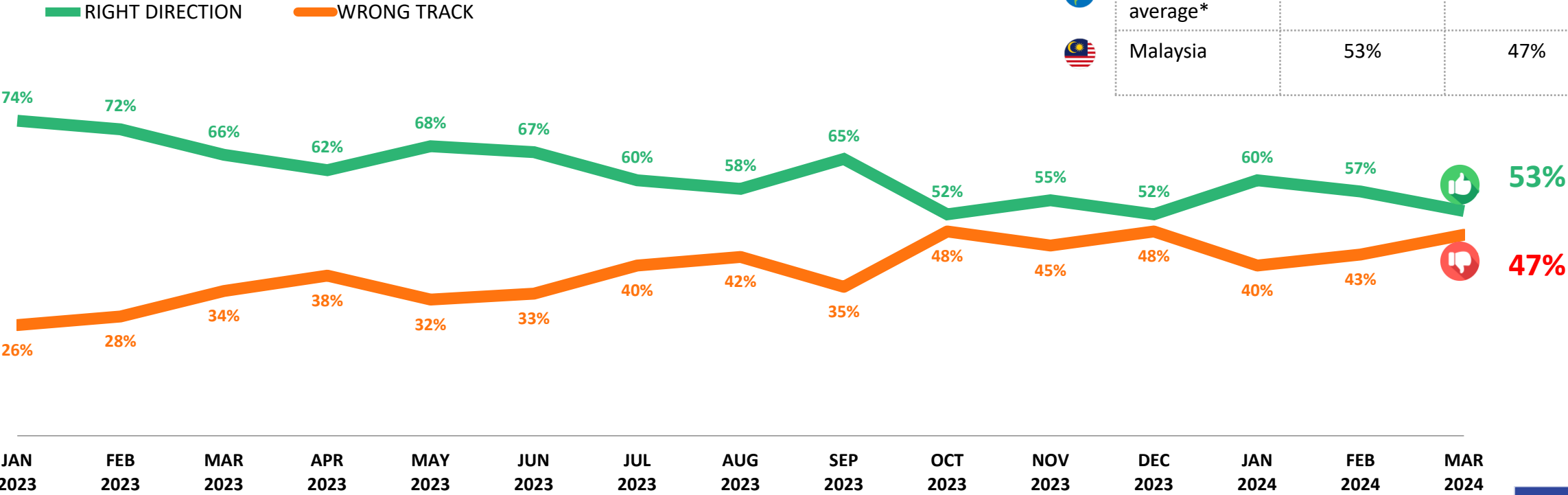
Ipsos Malaysia Press Release

Wed, 17th April 2024

MALAYSIANS WHO BELIEVE THE COUNTRY IS ON WRONG TRACK ARE ON THE RISE

Half of the Malaysian population is still optimistic about the country’s direction. However, the number of those who think the country is on the wrong track has been steadily increasing, from 26% in Jan’23 to 47% in Mar’24.

In general, would you say things in this country are heading in the right direction, or are they off on the wrong track?



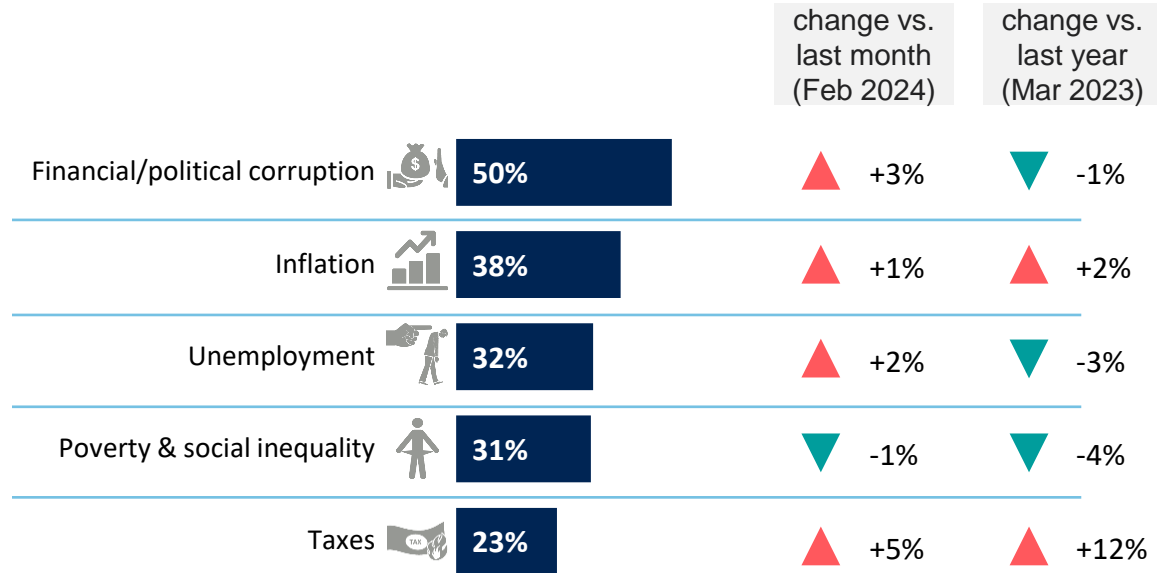
Base: Representative sample of Malaysian adults aged 16-74: c.500 per month; Global: c.23,761 .
 *Global country average: Average of 29 countries
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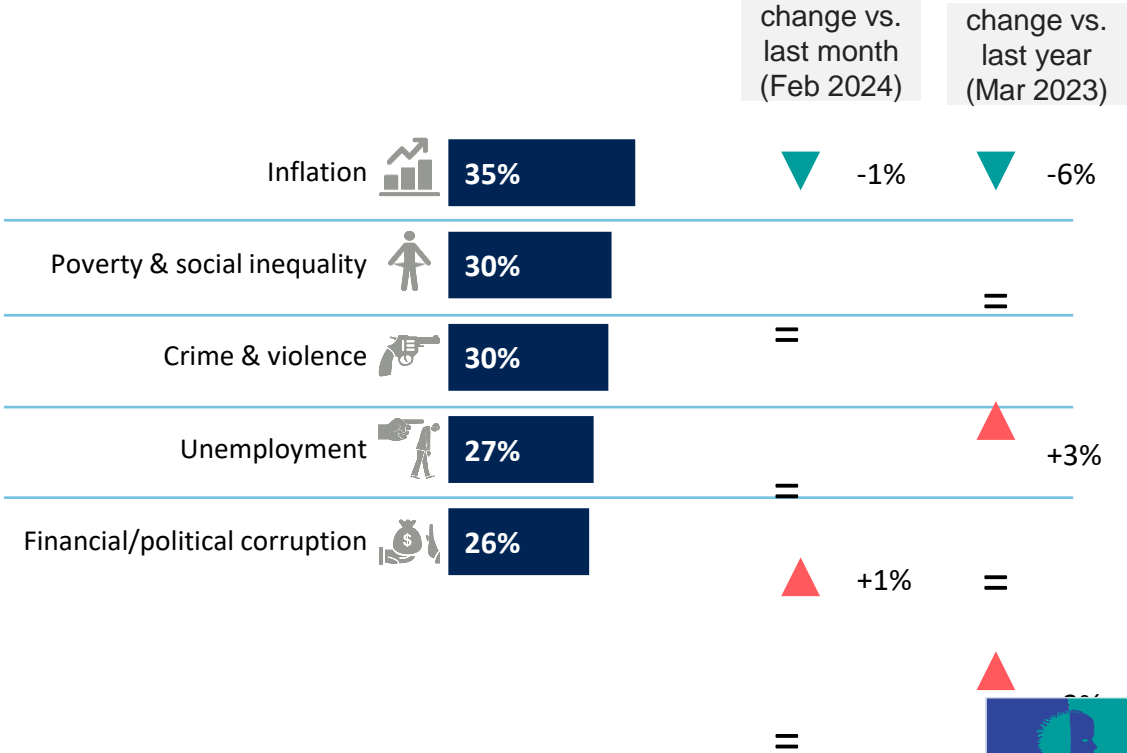
THERE HAS BEEN A SURGE IN CONCERNS ON TAXES AND CORRUPTION

In the post-pandemic years, Malaysians have expressed their primary concerns as financial/political corruption, as well as inflation. Taxes have become one of the top five concerns, which has seen a significant increase from March 2023. The global population shares similar concerns, but Malaysians are less worried about crime and violence compared to the global average.

MALAYSIA



GLOBAL COUNTRY AVERAGE



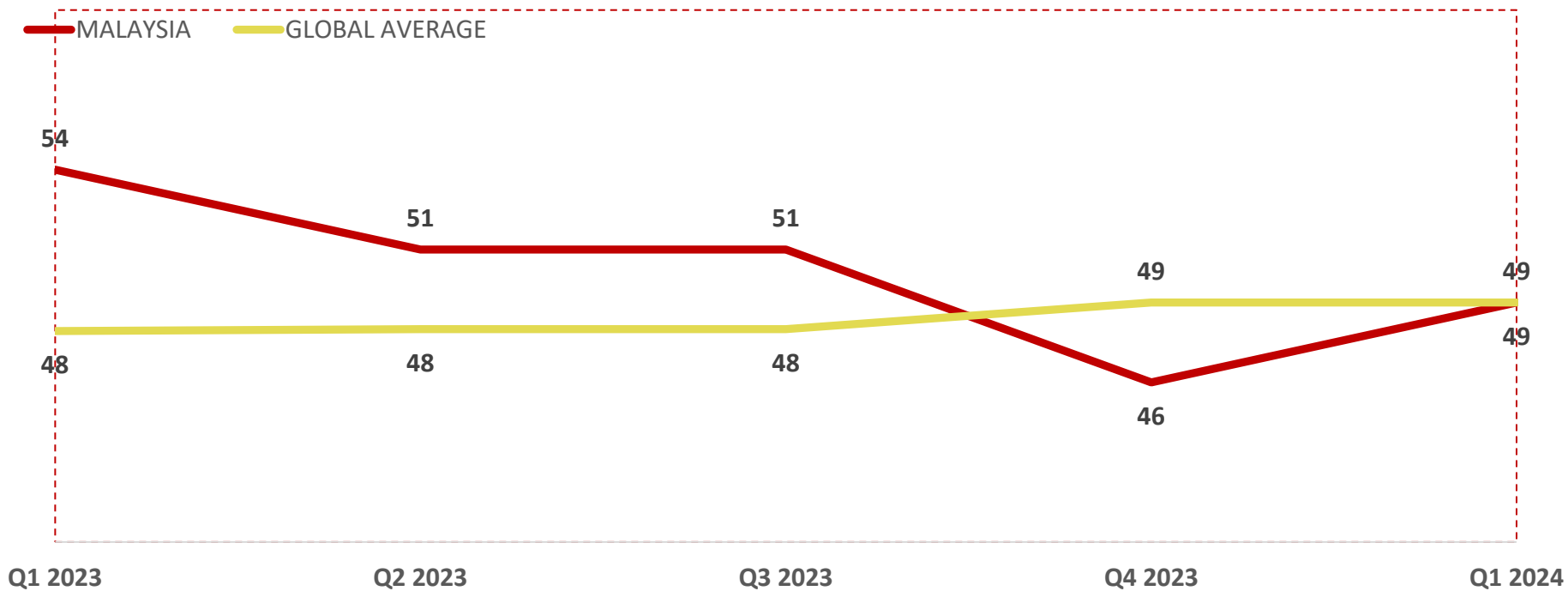
Base: Representative sample of Malaysian adults aged 16-74: c.500 per month; Global: c.23,761 .



STEADY LOSS OF CONSUMER CONFIDENCE IN 2023, PARTIALLY STABILISED IN Q1'24

Malaysia's quarterly consumer confidence has decreased from 54% to 49% throughout the past year, with a significant dip in Q4 2023. In contrast, the global average has remained constant, hovering between 48% and 49%. Even though consumer confidence stabilised in the first two months of the year (Jan'24 and Feb'24), it further dived by -4.2% in Mar'24

Consumer Confidence Index



1-month change (vs Feb 2024)

Global average **-0.5**

Malaysia **-4.2**

1-year change (vs Q1 2023)

Global average **+1.1**

Malaysia **-5.2**

Based on interviews with over 21,200 adults aged 18+ in 29 countries; 500 adults in Malaysia

Malaysians who believe that the country is heading on the wrong track are on the rise. Soon more Malaysians are likely to be pessimistic than optimistic about the country's direction. This starkly contrasts to Jan 2023, when a whopping three-quarters of the surveyed population indicated that they believed the country was on the right track.

While key concerns of populations worldwide are generally similar, over half of Malaysians specifically point to financial and political correction as their primary concern. The worry over tax is another issue that has been steadily rising, particularly when compared to the same period last year.

The declining optimism is reflected in consumer confidence, which follows a similar trend from Q1'23. As the hopeful months of the New Year have subsided, more Malaysians have become deeply concerned about their financial situation and are extremely apprehensive about spending.



What Worries Malaysia?

Arun Menon
Managing Director

Atticus Poon
Research Manager, Ipsos Public Affairs

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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.