



Vodus Insights Report

# COVID-19 : IMPACT ON MALAYSIANS SINCE IT STARTED

Sentiment, behaviour and work pattern  
analysis on the new normal

Dec 2020

## Research objective

After the recent spike of Malaysia's COVID-19 cases in October 2020, the government has imposed a Conditional Movement Control Order (CMCO) in an effort to curb the spread of the disease.

Unlike the Movement Control Order (MCO) in March 2020, CMCO is less restrictive. Malaysians are allowed to travel for work purposes, conduct various activities and dine in at restaurants while adhering to the standard operating procedures (SOPs) set forth by the government.

A similar [lifestyle and sentiment study](#) on the impact of COVID-19 pandemic in Malaysia was conducted back in March when MCO was first imposed by surveying 16,000 Malaysians using the [unique Vodus survey methodology](#).

This study is a continuation from March's study with an objective to track the changes in the sentiment and work pattern of Malaysians as the pandemic persist towards the end of 2020.

## Research methodology

This report is based on a sample of 10,000 Malaysian adults stratified to represent the Malaysian adult population profile. The data collection was gathered via Vodus Media Network partners websites and portals consisting of Media Prima, Astro, Star Media Group and Sin Chew, covering both Peninsular and East Malaysia.

This is an online methodology which uses low disruption survey method pioneered by Vodus.

The fieldwork was performed during the CMCO period (November 2020).

### Data treatment: Post-stratification

To ensure that our sample is demographically representative of the Malaysian population (without demographic bias), post-stratification data treatment is applied to our sample.

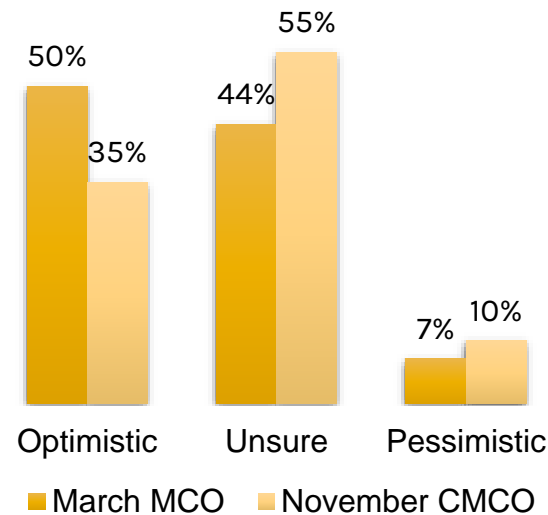
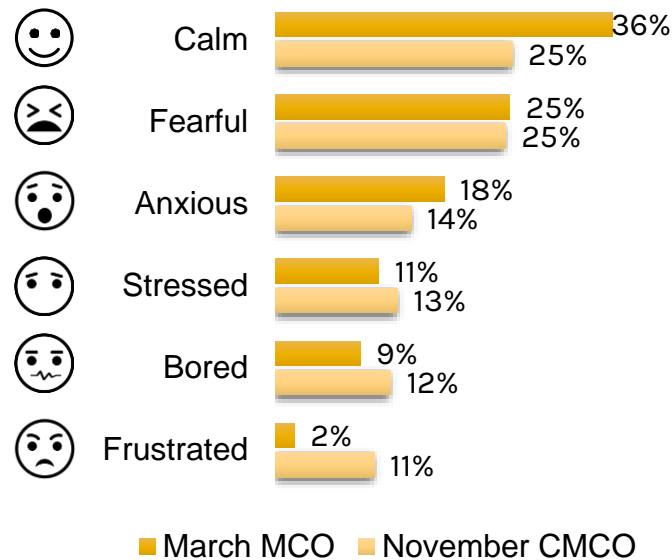
Post-stratification is applied by adding weights to each demographic characteristics in our sample to ensure that our sample accurately reflects the Malaysian population census.

Our sample is post-stratified according to the following demographics: Age, Gender, Race and State.

## How are Malaysians feeling towards the COVID-19 pandemic?

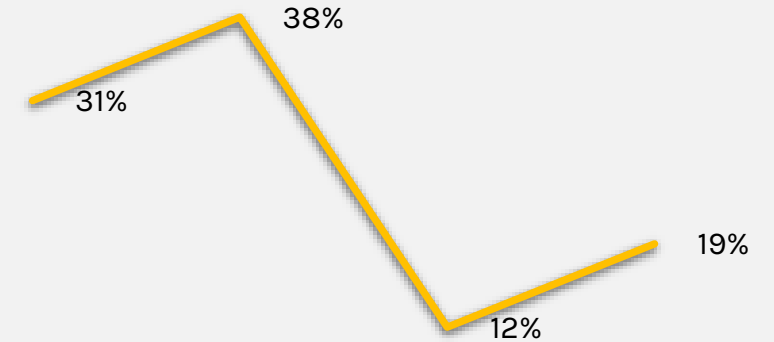
With the recent spike of COVID-19 cases and the implementation of CMCO in October, Malaysians are starting to feel more stressed, bored and frustrated as compared to when MCO was first imposed in March.

50% of the Malaysians were optimistic about the future when COVID-19 first hit. However, that number has drastically reduced to 35%, while the number of Malaysians who are unsure and pessimistic about the future has increased.



Feelings towards COVID-19 situation  
N=1,153

Thoughts on the future  
N=2,113

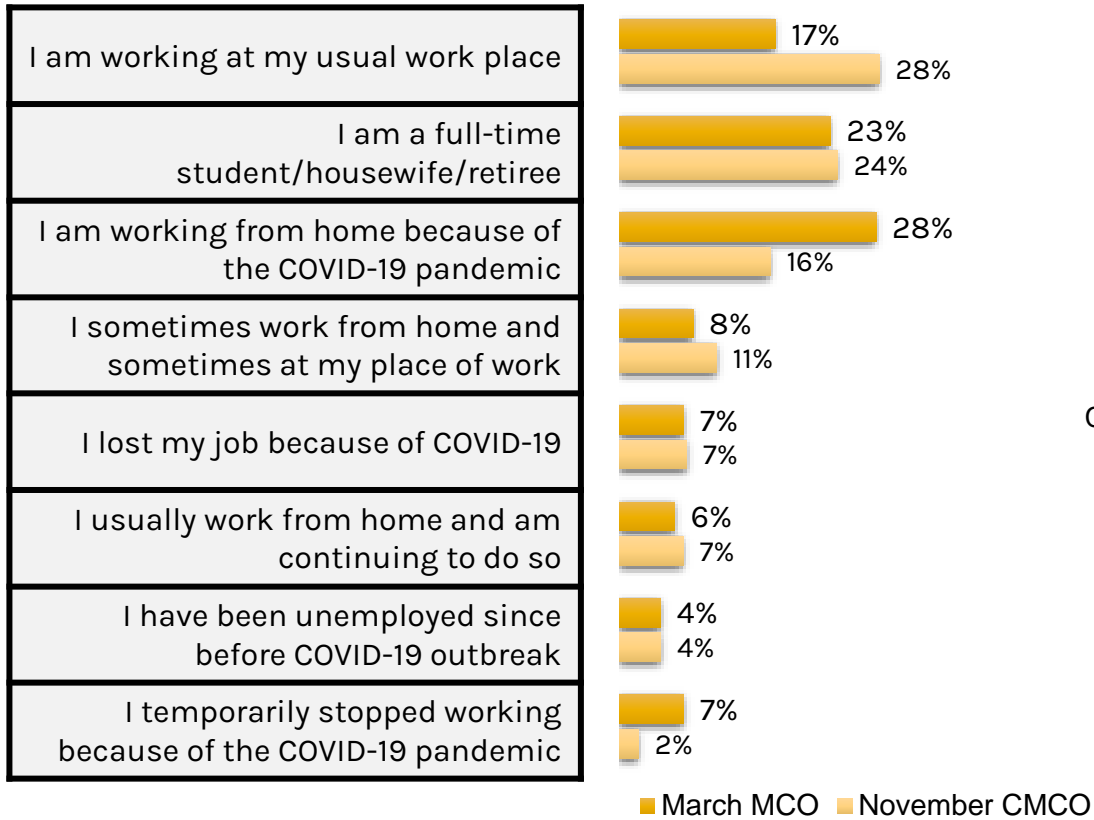


Expected COVID-19 vaccine availability in Malaysia  
N=1,104

With the recent announcement of the COVID-19 vaccines breakthrough, most Malaysians are expecting the vaccines to be available by mid 2021.

## COVID-19 employment situation

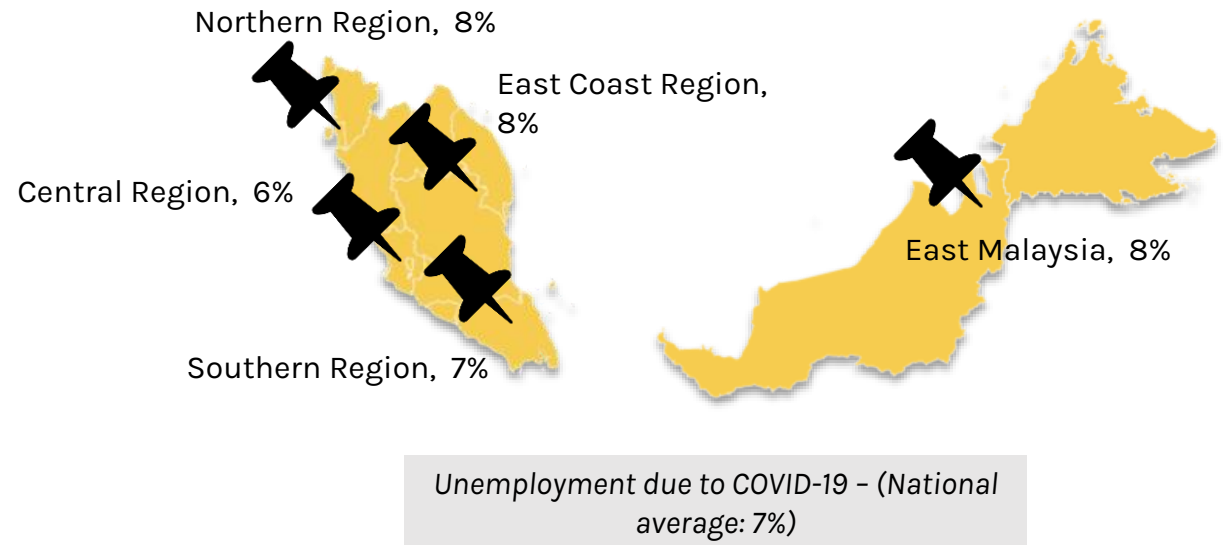
Malaysians current work pattern  
N=10,000



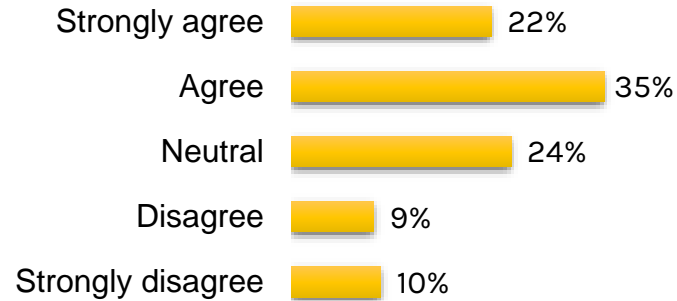
More Malaysians are working at their usual workplaces during CMCO as the restrictions have been loosen.

The unemployment rate before COVID-19 outbreak measured using Vodus' methodology is consistent with the government's statistics at 4%, highlighting the accuracy of insights using Vodus' unique sampling methodology.

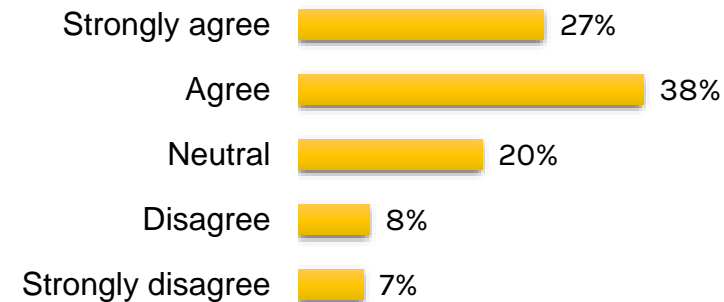
The job loss due to COVID-19 has remained stagnant at 7% throughout the pandemic. Central region was observed to have the lowest rate of Malaysians who were laid off due to the COVID-19 pandemic.



## Public satisfaction towards the government's administration



*I am happy with the government's response to the COVID-19 pandemic*  
N=2,235

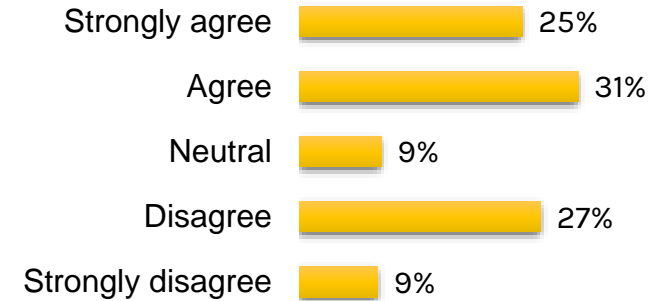


*I am confident that the government will do the right thing to flatten the COVID-19 curve*  
N=2,235

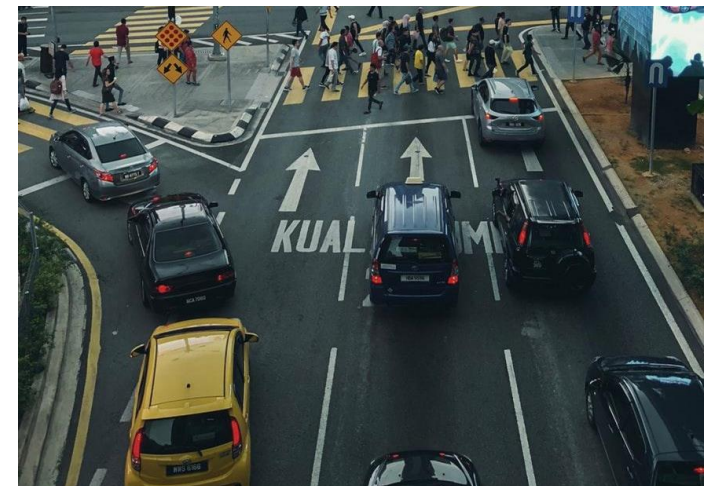
Since COVID-19 hit its shores in Malaysia, the government has actively taken steps to better contain the pandemic situation. Apart from imposing SOPs among the community such as compulsory wearing of face masks and travelling restrictions, the government has also taken financial initiatives to lighten the economic burden. Economic Stimulus Package 2020 was introduced to support the society, moratorium was granted easing loans/ financing repayments and various tax deadlines were extended and/or revised.

In addition to that, with the encouragement of the government, various organisations including Non-governmental organizations (NGOs) started to produce personal protective equipment for frontliners and hosted fundraising events to provide essentials.

Malaysians are generally happy with the government's responses and actions taken to reduce the spread of COVID-19. However, it seems that the government can focus their efforts in taking more initiatives to boost the economy.



*I am happy with the government's response on boosting the economy*  
N=2,235



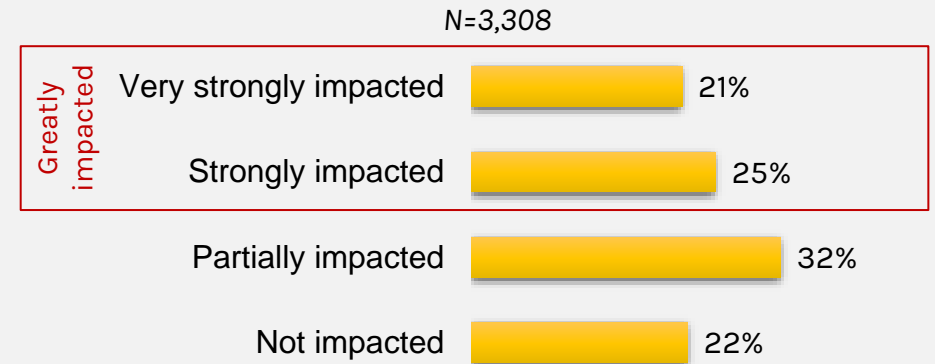
## Financial impact on Malaysian consumers

How are Malaysian impacted financially after the moratorium period has ended?

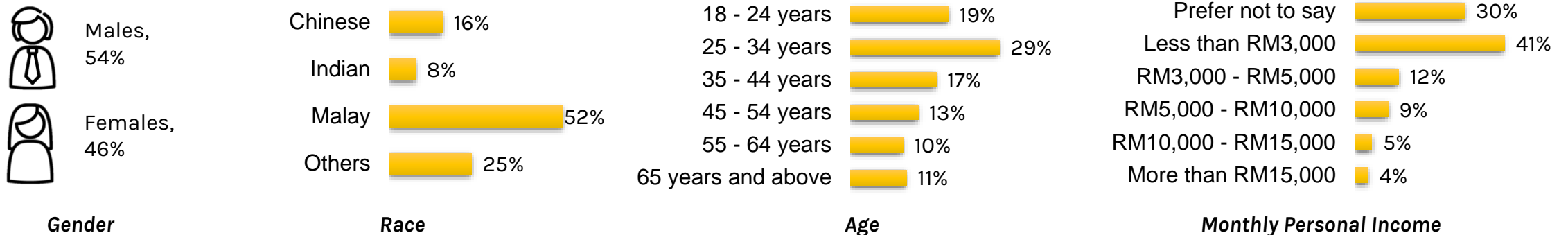
The government announced a 6-month moratorium for loan/financing repayments from 1 April to 30 September 2020.

46% of Malaysians were greatly impacted financially by the end of the moratorium period.

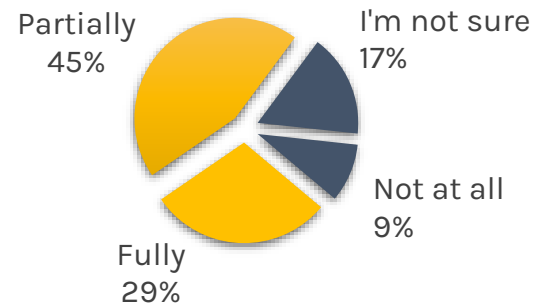
Among the demographics that were disproportionately impacted are “Other” races, which includes Native East Malaysians, adults aged 25 to 34 years old, and those of the lowest income bracket.



Demographics breakdown of Malaysians who were greatly impacted financially after the end of moratorium period

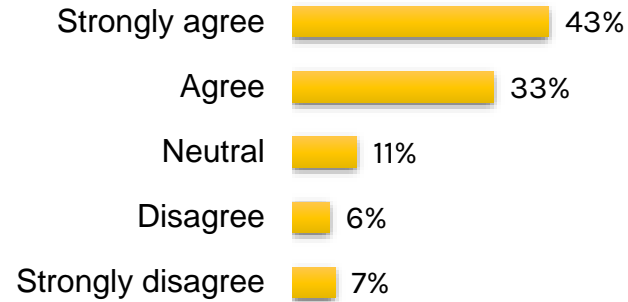


## COVID-19 Precautionary measures



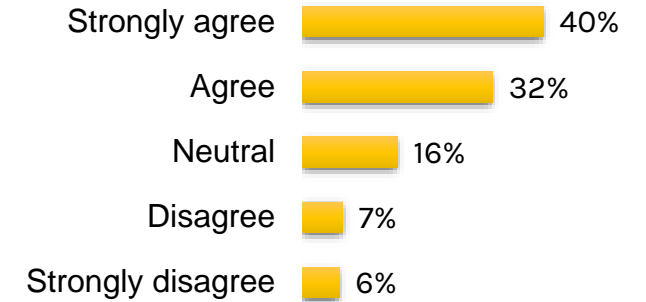
*In your observations, do people around you practice physical distancing and SOP set by the government?*  
N=2,235

One of the first few precautionary measures Malaysians can easily adopt to help prevent the spread of COVID-19 is to practice physical distancing and wearing face masks. The government has made it mandatory for Malaysians to wear face masks at all times and



*Wearing a face mask is effective in fighting COVID-19*  
N=2,235

physical distance (1-meter apart) themselves when in public. In addition, social activities such as religion, sports and entertainment activities have been limited with strict SOPs imposed. It is observed that majority of the Malaysians do practice these SOPs set forth by the government.



*I will take the COVID-19 vaccine if it is available*  
N=2,235

In the event that the COVID-19 vaccine is made available, 72% of the community would take the vaccine. There is only a small percentage (13%) of Malaysians who would not be willing to take the vaccine.

## Conclusion

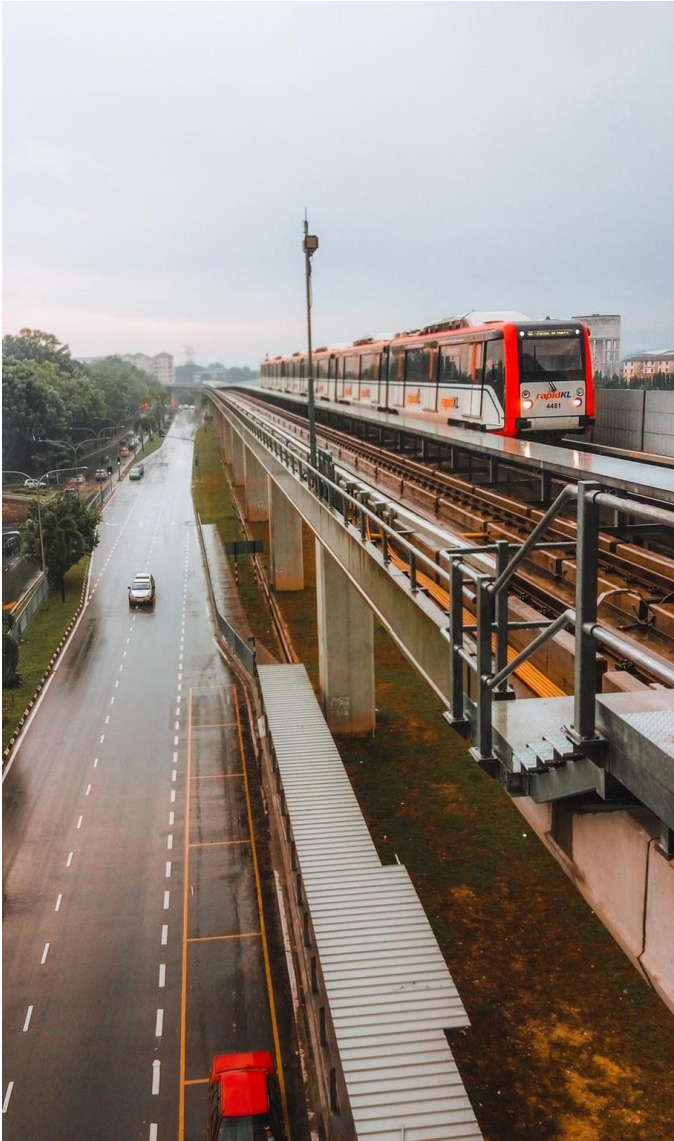
The COVID-19 pandemic has severely impacted the economy of every country in the world and Malaysia is no exception. The Malaysian government is actively implementing measures to prevent the spread of this disease. The recent reinstatement of CMCO caused Malaysians to feel less calm but overall, Malaysians seem to have adopted to the 'new normal' since March 2020 when MCO was first imposed. Fortunately, the reinstatement of CMCO did not increase unemployment rate and most Malaysians are able to work outside of their homes.

Malaysians are happy with the government's responses to better contain the pandemic from the wellbeing of both society and economy perspective. However, Malaysians view that more efforts can be focused on boosting the economy as most Malaysians are greatly affected when the moratorium period

introduced by Bank Negara Malaysia to help with loan/ financial repayments ended.

With the uncertainties of the COVID-19 outbreak, it is refreshing to see that precautionary measures and SOPs that were set by the government are consistently practiced among Malaysians as Malaysians agree that it is effective in fighting COVID-19. Malaysians in general have an optimistic outlook of the future and believe that the vaccine will be made available by mid 2021.

Malaysians should continue complying and cooperate with the government for the successful containment of COVID-19.





## Want to learn more about us ?

Vodus pioneers the “answer one-question at a time” survey methodology that enables **17 million Malaysians** to be surveyed across the online media network of the largest media conglomerates in Malaysia (Astro, Media Prima, Sin Chew, The Star, Kwong Wah) to obtain market insights that are faster, more representative, accurate and cost effective.

For more information please visit:  
<https://insights.vodus.com>

### **OUR SOLUTIONS**

By having vast amount of market data on Malaysian consumers, we are in prime position to help businesses grow and gain market share through our solutions:

#### **Insights Solutions:**

1. Product Test
2. Target Market Research
3. Brand Health Tracker
4. Marketing Campaign Impact

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