



Vodus Insights Report

# Covid-19 Vaccination Sentiment Study in Malaysia



# RESEARCH OBJECTIVE

The focus of this study is to understand the sentiment of Malaysians towards Covid-19 Vaccine.

The research objectives of this study are to:



- Likelihood of getting vaccinated (self pay vs government funded)



- Attitude and perception towards vaccines in general with a focus on Covid-19 vaccine.

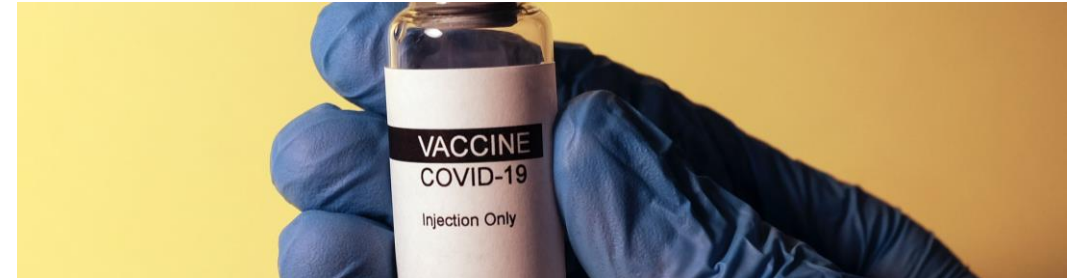


- Key sources of information on Covid-19 vaccine



- Awareness and perception of different vaccine manufactures

# RESEARCH METHODOLOGY



This report is based on a sample of 4,500 Malaysian adults stratified to represent the Malaysian adult population profile. The data was gathered via online publisher websites across Vodus Media Network that consists of Media Prima, Astro, Star Media Group.

This is an online methodology which uses low disruption [OMTOS survey method](#) pioneered by Vodus.

The fieldwork was done during 27<sup>th</sup> January to 7<sup>th</sup> February 2021.

The target group for this study is as follows:

- Adult Malaysians (over the age of 18 years)
- Peninsular and East Malaysia



## 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 resulting sample is reflective of the Malaysian population census.

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







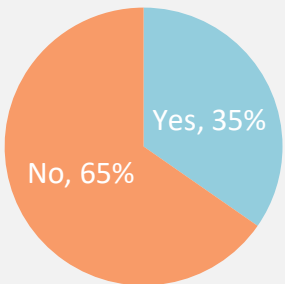
# Detailed Findings

# Vaccination among Adult Malaysians

Only about 1/3rd of adult Malaysians recall being vaccinated for other diseases. Younger age group and professionals or those belonging to senior leadership recall more than others.

Out of those with Children, more than half recall vaccinating their children. Higher income group and white-collar workforce recall getting their children vaccinated more than others

Have you been Vaccinated Before?



(n=4500)

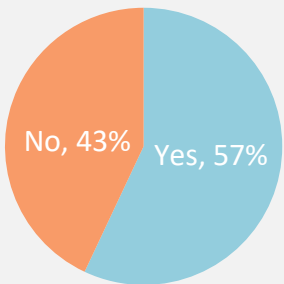


18 - 24 years old  
43% Vaccinated

Professionals  
50% Vaccinated

Directors / Leadership  
53% Vaccinated

Have you gotten your children Vaccinated?



(n=2892)



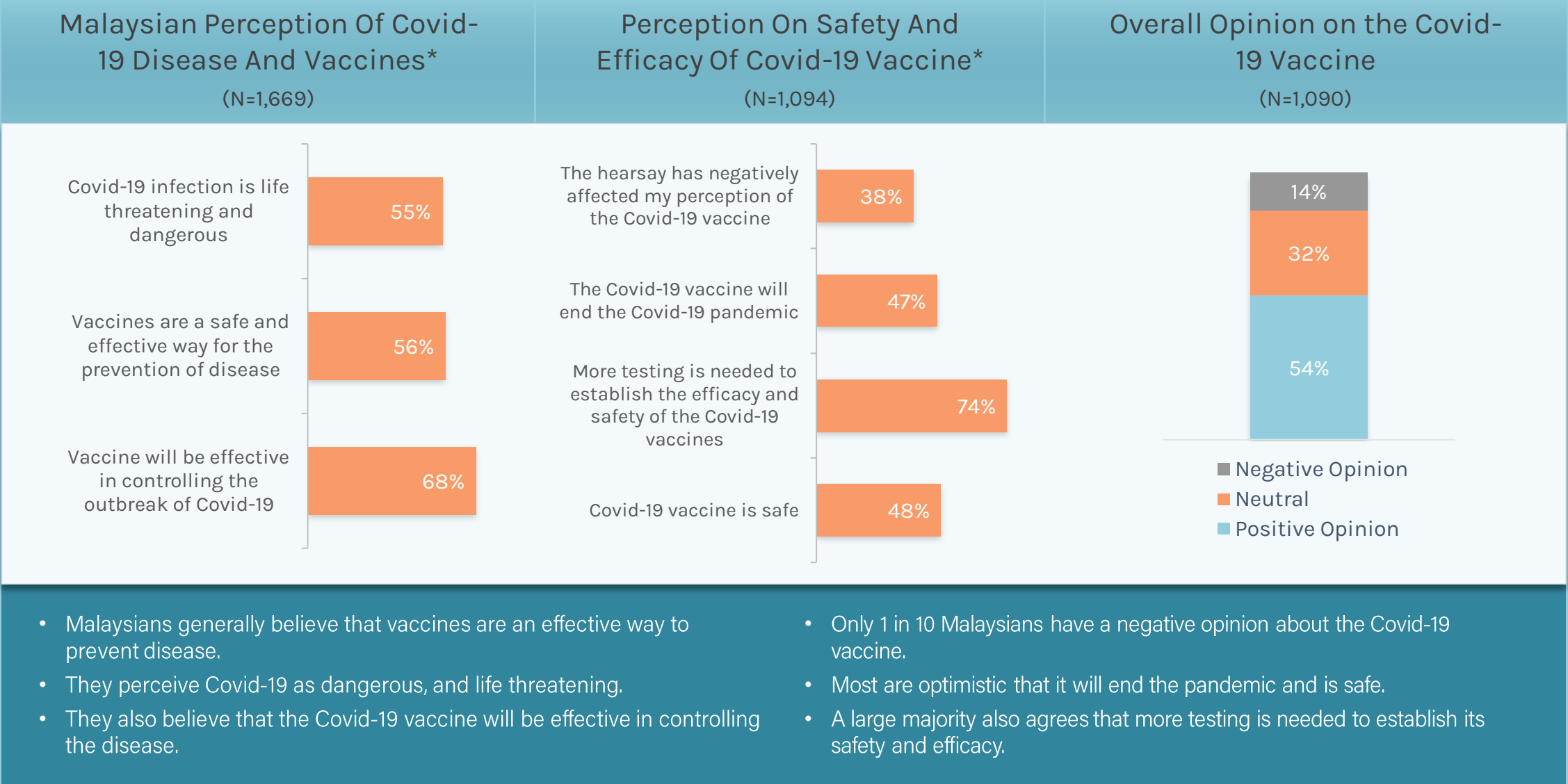
RM10 to 15K Income  
69% Vaccinated

Asst. Managers or Managers  
70% Vaccinated

Other white collars  
69% Vaccinated

Base: All Respondents

# What do Malaysians think of Covid-19 vaccines?



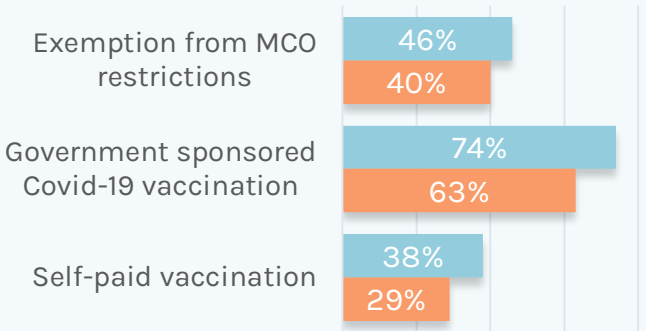
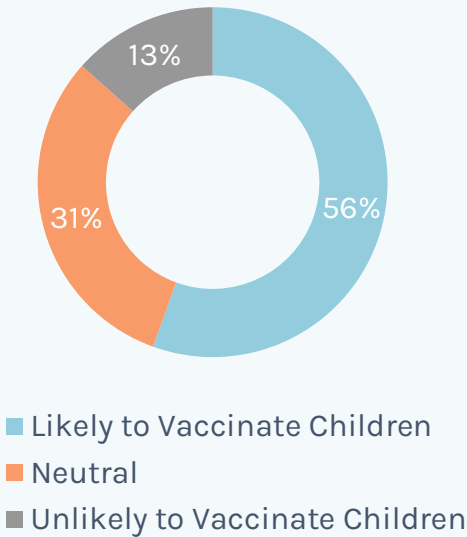
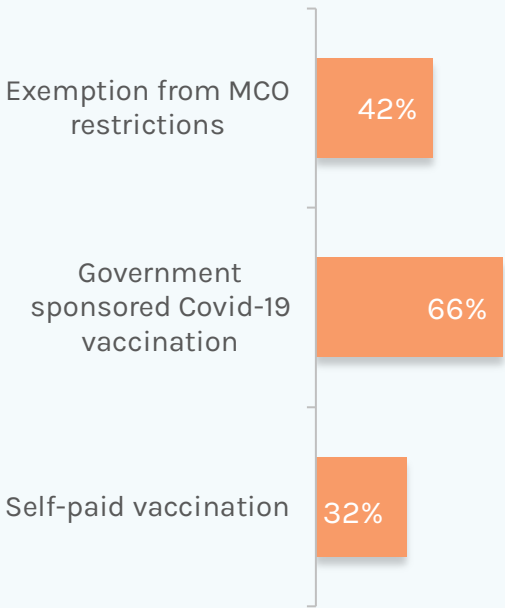
\*Figures are %Top 2 Box scores (Strongly Agree + Somewhat Agree)

# Are Malaysians willing to get vaccinated?

Willingness to get vaccinated\*  
(n=1,089)

Willingness to vaccinate own Children  
(n=1,096)

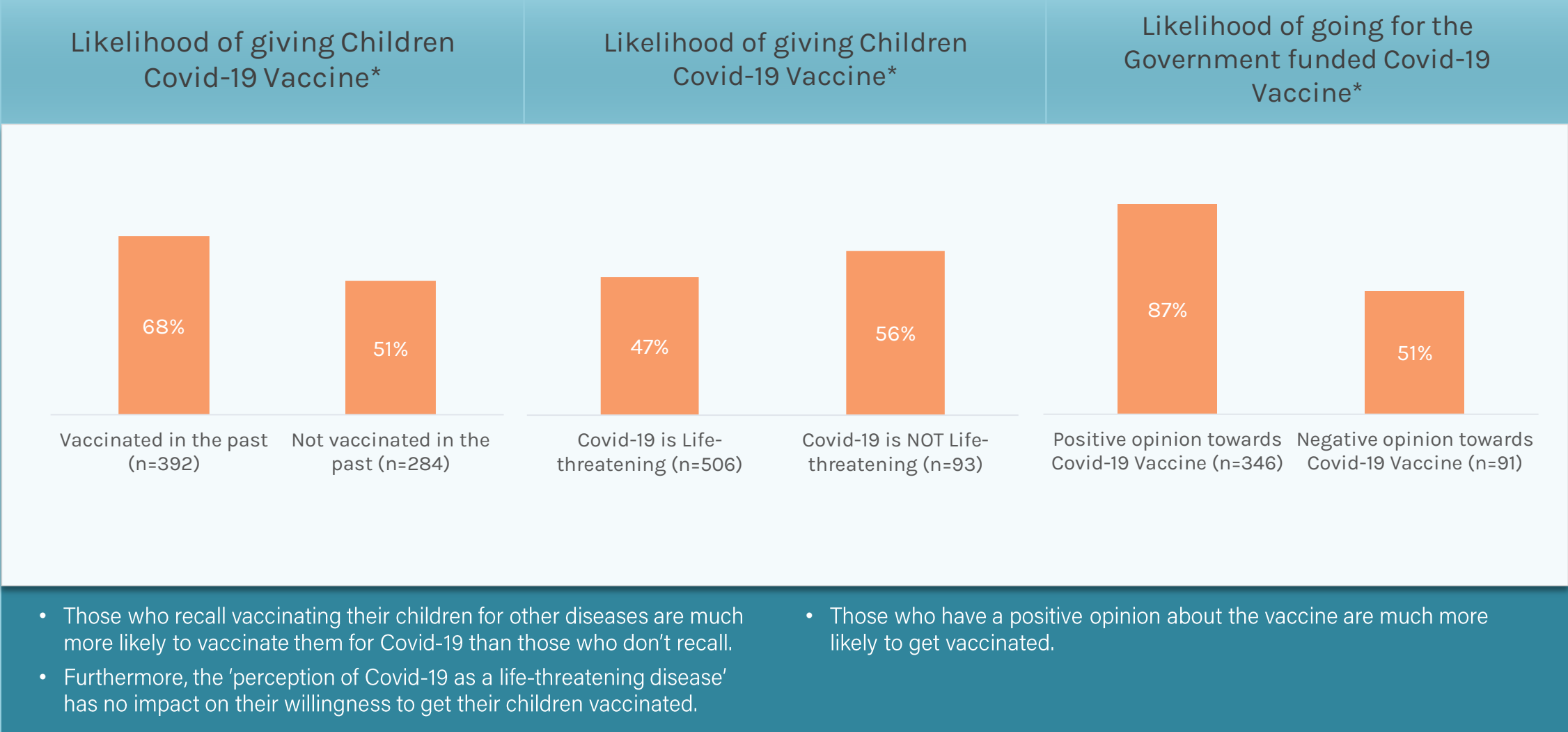
Those who recall being vaccinated (any diseases) in the past vs Those who Do not\*



- About 2/5th of the Malaysians are interested in getting vaccinated if it exempts them from travel restrictions.
- Majority are interested to get the jab if the vaccines were sponsored by the government.
- However, the willingness to be vaccinated drops by a half if they are required to pay for it.

\*Figures are %Top 2 Box scores (Extremely Like + Likely to vaccinate)

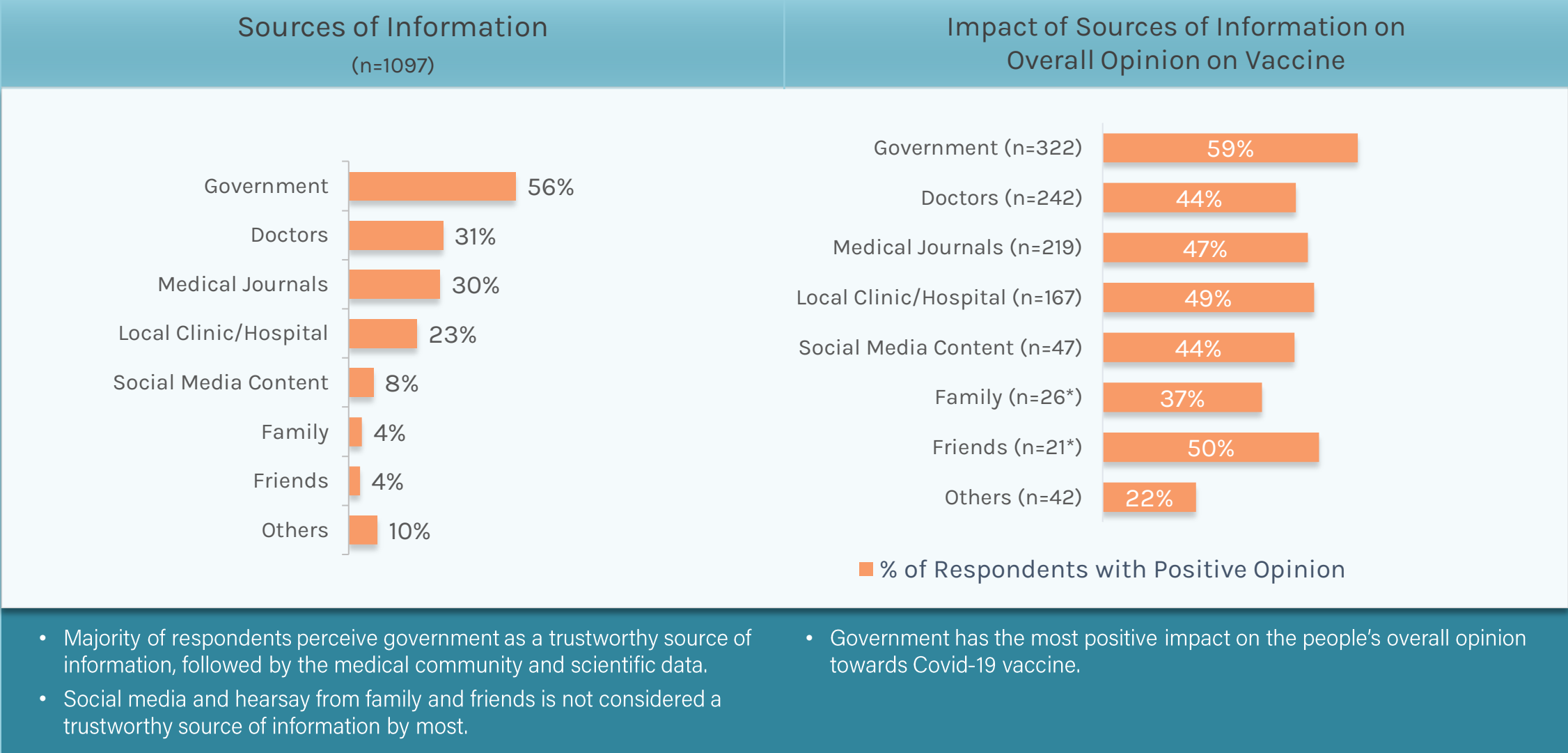
# Impact of Opinion of the disease, vaccine and prior vaccination on the Likelihood to get vaccinated



\*Figures are %Top 2 Box scores (Extremely Like + Likely to vaccinate)



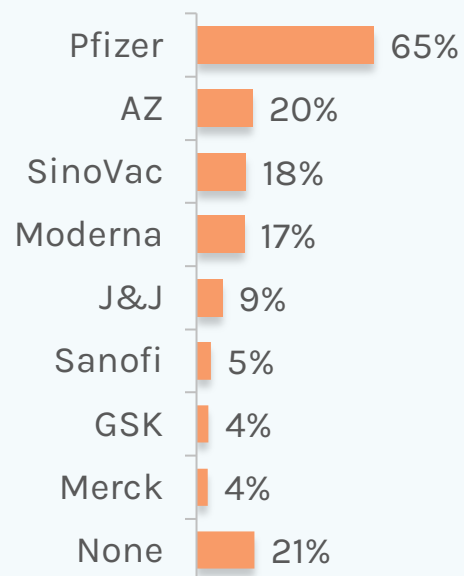
# Which sources do Malaysian's consider trustworthy for Covid-19 related information?



# Awareness and Perception of Vaccine manufacturer among Malaysians

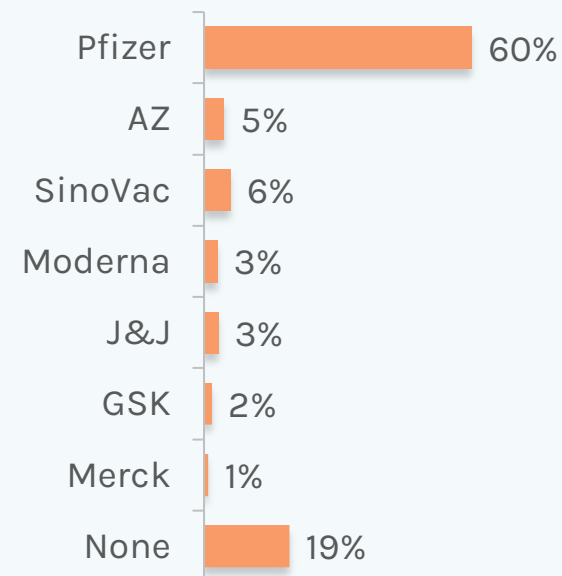
## Awareness

(n=2,467)



## Trustworthy Manufacturers

(n=1,083)



- Most respondents are aware of Pfizer. This may be due to it having the first mover advantage.
- Low awareness is seen for others such as AstraZeneca, SinoVac, Moderna.

- Pfizer is the most trusted vaccine manufacturer among the Malaysians without any close competitors.

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**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

# Want to learn more about us?

Vodus pioneers the effortless One-question Media Tracking Online Survey (OMTOS) methodology that enables 17 million Malaysians to be surveyed across the online media network of the largest media groups in Malaysia (Astro, Media Prima, The Star) to obtain market insights that are faster, more representative, accurate and cost effective.

For more information please visit:

<https://insights.vodus.com>

# Questionnaire

1. Have you been vaccinated before for other diseases?
2. Have you gotten your children vaccinated for other diseases?
3. What is your level agreement with the following statements?
  - a. Vaccines are a safe and effective way for the prevention of disease
  - b. Vaccine will be effective in controlling the outbreak of Covid-19
  - c. Covid-19 infection is life threatening and dangerous
4. What's your likelihood of getting vaccinated if ...
  - a. The Covid-19 vaccination is free
  - b. You have to pay for Covid-19 vaccination
  - c. Taking the vaccine will exempt you from MCO restrictions
5. What is your level agreement with the following statements?
  - a. More testing is needed to establish the efficacy and safety of the Covid-19 vaccines
  - b. The Covid-19 vaccine will end the Covid-19 pandemic
  - c. Covid-19 vaccine is safe
  - d. The hearsay has negatively affected my perception of the Covid-19 vaccine
6. Overall, what is your opinion about the Covid-19 vaccine based on what you have heard or read about it?
7. Which of these are trustworthy sources of information about Covid-19 Vaccine?
8. How likely are you to get your children / family members vaccinated for Covid-19?
9. Which of the below manufacturers of Covid-19 vaccine are you aware of?
10. Which one of these would be your most trustable source/manufacture for Covid-19 vaccine?