

Vodus Insights
Report:

IMPACT OF COVID-19 ON MALAYSIAN CONSUMERS

Work pattern, Sentiment, Lifestyle, Media consumption and Shopping behavior

Understanding People during Challenging Times

VODUS



Content

1. Work pattern
2. Sentiment
3. Lifestyle
4. Media Consumption
5. Shopping behaviour

Methodology

This report is based on a sample of 16,000 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.

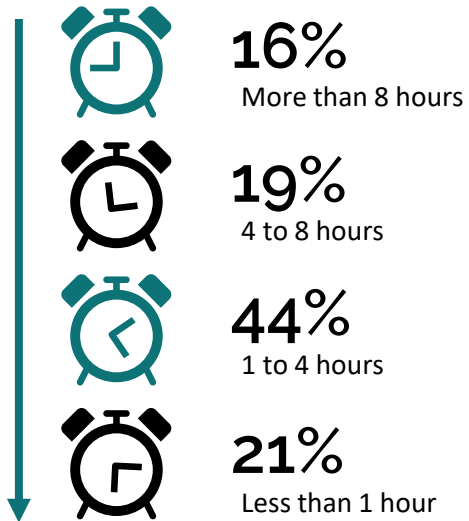
This is an online methodology which uses low disruption survey method pioneered by Vodus..

The fieldwork is done from 31st March to 4th April 2020.

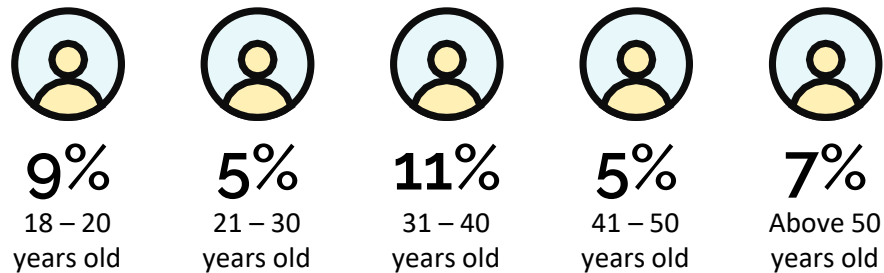


How has Malaysian's work pattern changed?

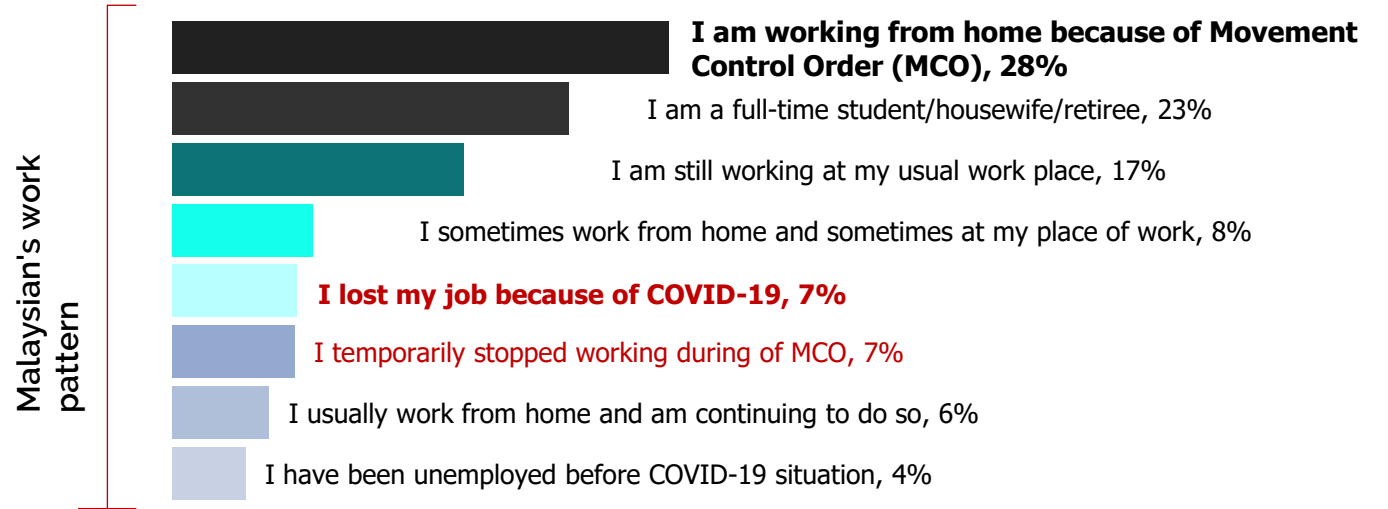
Productivity is affected due to majority of Malaysians spending less than 4 hours working over the Internet



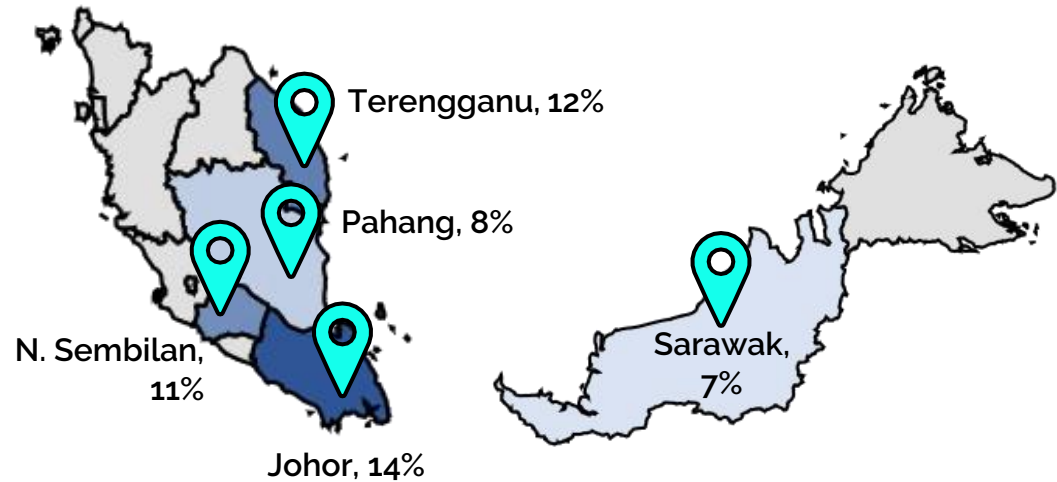
Unemployment due to COVID-19 (National average: 7%)



Job loss due to COVID-19 still remains low at 7%

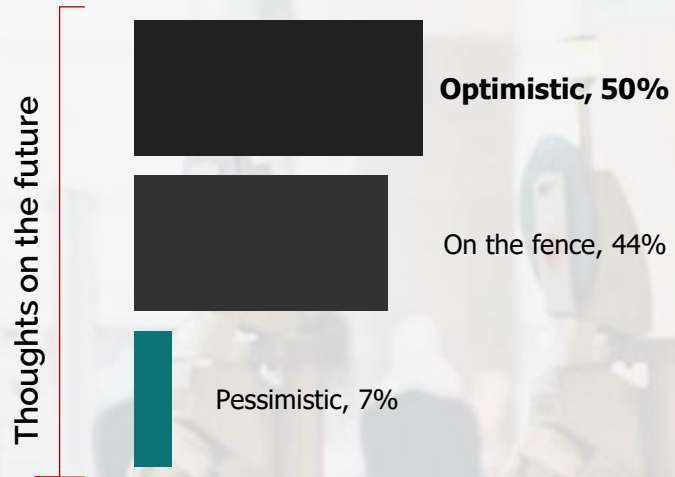


Unemployment due to COVID-19 – Top 5 states (National average: 7%)

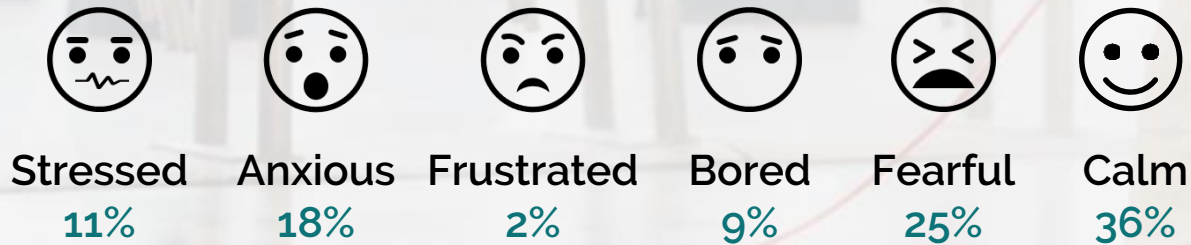




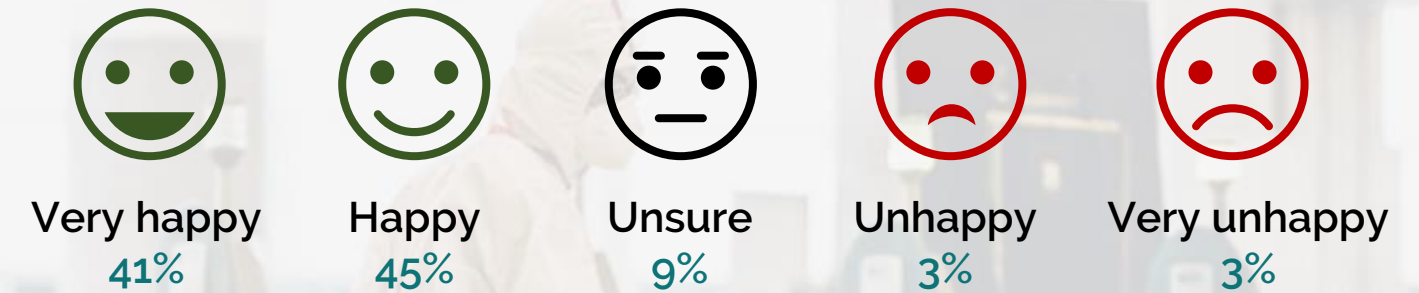
How are Malaysians feeling towards the COVID-19 pandemic?



Malaysians are having a mixed feelings towards the pandemic: stressed, anxious, fearful and calm. They are definitely not bored or frustrated.



How do Malaysians feel about the Government's response towards the COVID-19 pandemic?



86% Malaysians are happy with the Government's response in handling this pandemic

Large proportion of Malaysians have had to change their plans



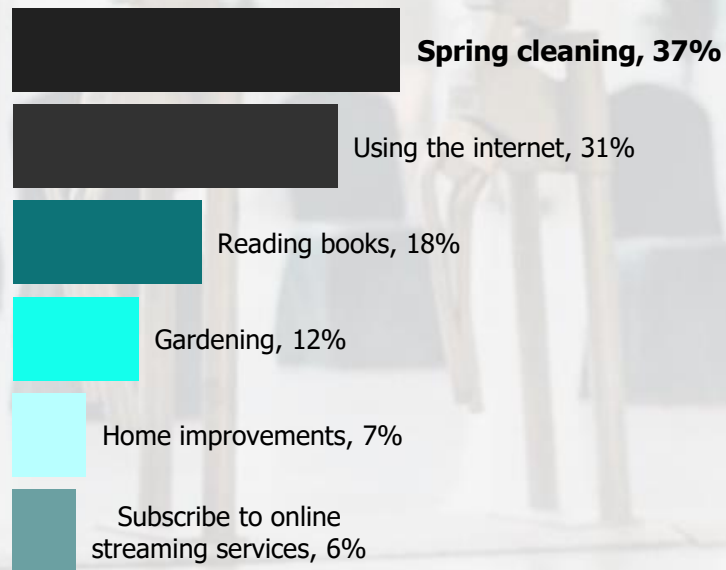
- 21%** Other travel plans
- 19%** Going on holiday
- 12%** Social plans
- 7%** Wedding
- 5%** Buying a car
- 3%** Buying a house



How has Malaysian's lifestyle changed?

Many Malaysians are using their extra time at home to conduct spring cleaning and spending time on the Internet and watching TV.

Activities that Malaysians are doing MORE FREQUENTLY during MCO



To stay healthy, they are also doing more on:



41%

Eating heathy

35%

Exercising

17%

Consuming supplements and vitamins

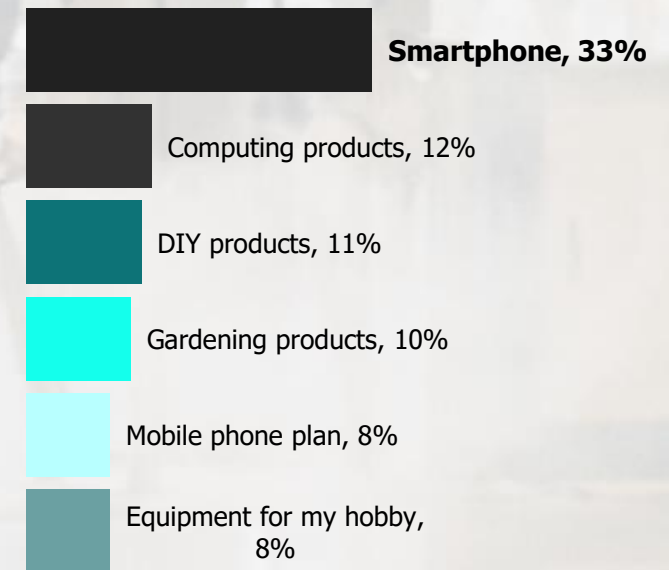
10%

Meditation and stretching

Media that Malaysians are consuming MORE during MCO



Most USEFUL product at home during MCO





Since MCO started, how has Malaysian's media consumption habit changed?

Majority of TV and Radio audience have watched more TV during MCO than before. Similar trend is also observed among the audience of new media (online movie/drama series and music streaming platforms) where 40% have watched more TV during MCO.

Digital



Among Online movie/ drama series streaming audience:

- **64%** streamed more movies/drama series
- **39%** watched more TV
- **37%** read more online news and lifestyle content



Among Online music streaming audience:

- **50%** streamed more movies/drama series
- **48%** read more online news and lifestyle content
- **40%** watched more TV

Traditional



Among TV audience:

- **65%** watched more TV
- **38%** read more online news and lifestyle content
- **25%** read more newspapers



Among Radio audience:

- **57%** watched more TV
- **41%** listened to more radio
- **33%** streamed more movies/drama series



Since MCO started, how has Malaysian's media consumption habit changed?

A large majority of online news/lifestyle portal and podcast audience are spending more time on online news/lifestyle portals during MCO to keep up with the latest news. Conversely, newspaper and magazine readers are choosing to spend more time at home reading newspapers instead.

Digital



Among Online news/lifestyle portal consumers:

- **75%** read more online news and lifestyle content
- **32%** watched more TV
- **12%** streamed more movies/drama series



Among Podcast audience:

- **58%** read more online news and lifestyle content
- **43%** watched more TV
- **43%** listened to more radio

Traditional



Among Newspaper readers:

- **52%** read more newspapers
- **46%** read more online news and lifestyle content
- **39%** watched more TV



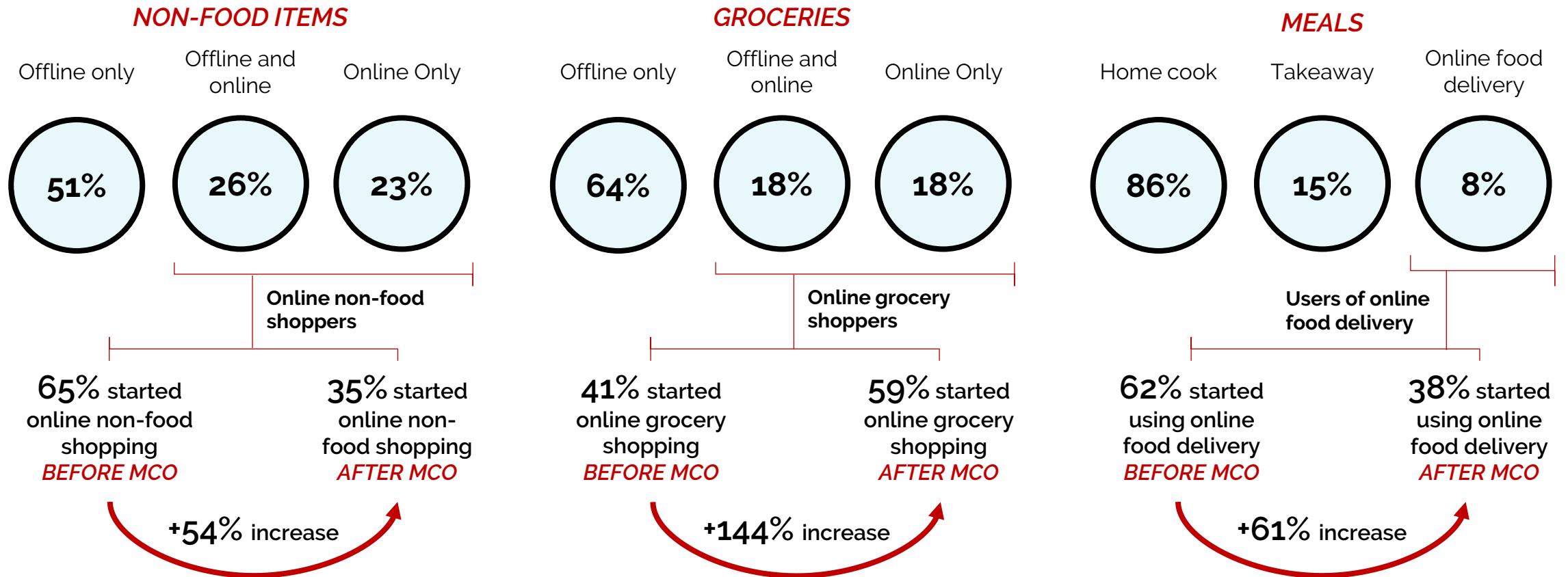
Among Magazine readers:

- **38%** read more newspapers
- **27%** read more online news and lifestyle content
- **27%** watched more TV



How has MCO impacted shopping behaviour?

Majority of Malaysians are still using traditional channels for their shopping.



However, strong growth trends on online channels. Noticeably for online grocery shopping due to higher incidence of home cooking.



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://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. Instant Insights (*Consumer U&A, market validation*)
2. Brand Health Tracker

Insights Driven Advertising Solutions:

1. Construct audience persona of your target market
2. Ad Creative Impact Test
3. Brand lift survey

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