



Pulse of the Nation

Kuala Lumpur, Sept 23rd 2008 – Global markets have been in a tailspin throughout the week, with major investment banks collapsing, the US dollar plummeting, and oil prices increasing at record levels in a single day. A recent study closer to home gauged how such economic factors are affecting the Malaysian public.

When asked about the soaring price of energy, 89% of households are becoming much more energy conscious, and 58% having adopted new modes of transport when commuting to work.

When asked about travel habits, 50% mentioned that they will travel less, with 81% opting to fly with Air Asia if travelling by air.

A staggering 74% of Malaysian households plan to decrease spending and tighten their belts for the foreseeable future, with only 16% who plan to purchase a new vehicle and 29% opting to upgrade or purchase a new mobile phone.

About the Study

The 'PULSE OF THE NATION' survey was conducted amongst n=1,000 Malaysians throughout major market centres, using the Internet as the main data-collection methodology.

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ENQUIRIES:

PULSE GROUP PLC
SHEIH ZAIN AL-HUSSEIN, HEAD OF MARKETING
TELEPHONE: +6 (03) 2167 6666
EMAIL: sheikh.zain@pulse-group.com