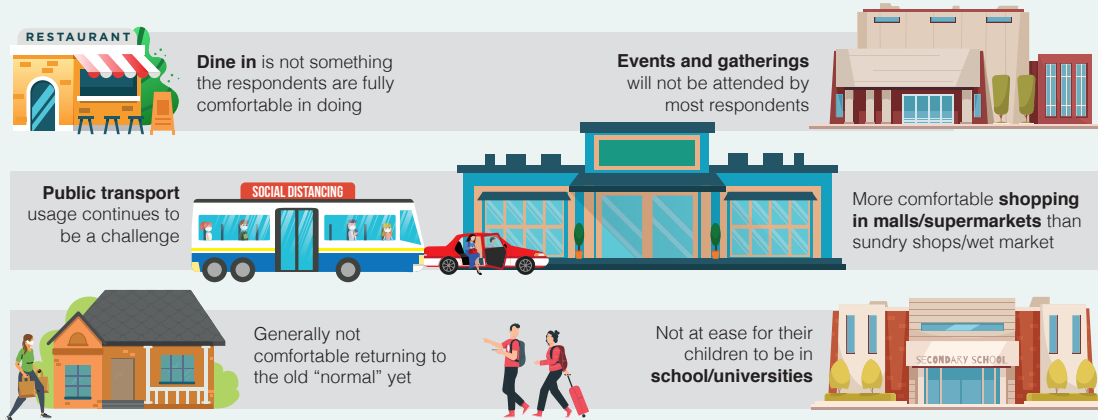


HOW READY ARE MALAYSIANS TO RETURN TO NORMAL?

As the anticipation of further easing of the Movement Control Order (MCO) is upon us, organisations & people are facing challenges to operate and behave in the new environment.

We asked: "How ready are Malaysians to return to normal?"

A short survey was conducted between 25th to 29th May, asking the public how comfortable they are to return to selected "normal" behaviours. The following are some of the key takeaways. The Malaysian respondents are:



HOW COMFORTABLE ARE MALAYSIANS* TO DO THE FOLLOWING

● Not very comfortable/Not comfortable ● Very comfortable/Fairly comfortable



*based on 4000 adults surveyed
Source: MIGHT

A COMPARISON WITH A SIMILAR SURVEY DONE IN THE UK SHOWS MALAYSIANS ARE MORE CAUTIOUS AND NOT READILY COMFORTABLE TO RETURN TO THE OLD "NORMAL"



*Slight difference to allow context
Source: MIGHT, IPSOS

OTHER NOTES ON THE SURVEY...

Although **focusing on Malaysia**, the survey has attracted responses from **15 other countries**

93% of respondent answered via the use of **mobile phones** & took a little more than **one minute** to complete

Those in **Klang Valley** are the most comfortable to go to **their workplaces**

The **Northerners** are the **least comfortable** amongst respondents almost across all questions

The **Southerners** are the ones most uncomfortable to attend **large events & gatherings**

People in the **east coast** are the most comfortable to **meet friends or family outside** their household as well as go to their **place of worship**

Amongst the respondents in Klang Valley, those in **Putrajaya** are more comfortable to do **"normal"** than others in Kuala Lumpur & Selangor

Source: MIGHT

MOVING FORWARD: HOW DO WE ENSURE THE PUBLIC IS COMFORTABLE?

Organisations need to create trust, enabling "comfort" feeling that requires demonstration of the following

Maintaining Cleanliness & Hygiene
Maintaining good environmental cleanliness & hygiene reduces the risk of infection and is a necessary element of due diligence in terms of protecting both employees, customers and the public. This could mean using technologies to disinfect environment or minimise the need to touch common surfaces.

Enabling Social Distancing
Social distancing is the most recommended means of preventing the spread of COVID-19. Organisations must use tools, process procedures that help reduce interactions or minimise the need for physical presence. For organisations looking to operate during COVID-19 times, finding ways to enforce social distancing will be key.

Monitoring of Workers' & Customers' Health
The use of tools to monitor employees, customers and the public for signs of infection. No one solution is optimal, so organisations should be prepared to use a combination of solutions for maximum effectiveness.

MOVING FORWARD: THERE ARE TECHNOLOGY SOLUTIONS

However when deploying technology solutions, organisations need to be mindful of the following:

- Use "fit for purpose" solutions to obtain the best results in terms of both workers' & customers' safety
- Solutions selected are better suited to target population, size of organisation, public engagement etc
- Solutions that claim protection against COVID-19 are leveraging its ability against viruses in general. While such general purpose solutions is valuable, they need to be validated
- Claims of regulatory compliance that do not apply to the current crisis, unrelated to COVID-19
- With all the marketing hype and jargon, questions still remain around which of these technologies are mature, scalable, and cost effective
- There are proposed evaluation criteria*:
 - COVID-19 efficacy
 - Any virus validity
 - Cost
 - Regulatory recommendations
 - Population fit
 - Solution maturity
 - Scalability

Source: MIGHT/Lux Research
"How ready are Malaysians to return to normal?" survey by MIGHT, May 2020.



For more info please download here:
<https://www.might.org.my/download/how-ready-are-malaysian-return-to-normal/>
This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License