



# Citrine One

## Strategic Communications Survey

### 2019

SEA  
**PR Awards**  
**2017**  
**BRONZE** WINNER  
CRISIS MANAGEMENT

From : Citrine One Sdn Bhd  
 To : Communications practitioners, students, management,  
 government agencies  
 Date : 26/02/2019  
 Subject : Citrine One Strategic Communication Survey Full Report 2019

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## KEY FINDINGS

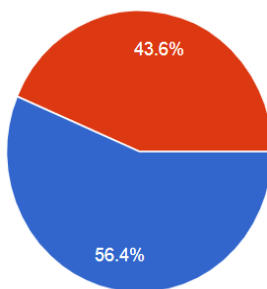
### SURVEY DESIGN SUMMARY

- Target group**  
 A sample target group of 321 respondents was collected comprising male and female aged below 18 to above 50 years old from various industry such as education, corporate, media, services, technology, government and student.
- Method**  
 The survey is a public opinion survey which was conducted purely online. Dissemination was done via our corporate and media contacts and to an independent database of Malaysians nationwide with online access from all walks of life.
- Questionnaire**  
 Questionnaire was fully structured, which included open and closed-ended questions.
- Duration of survey**  
 Public opinion survey was conducted from 22 January to 21 February 2019.

### PART A: DEMOGRAPHIC

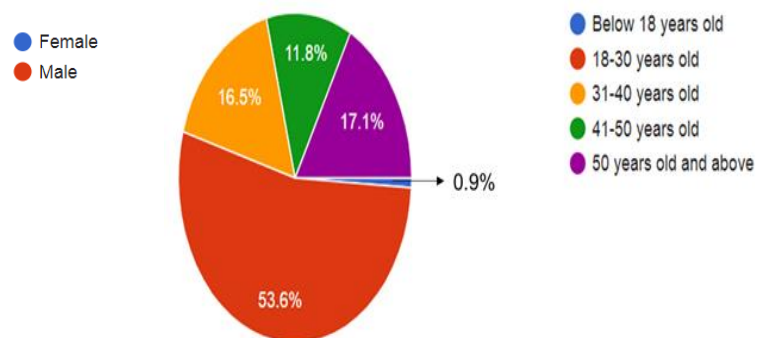
#### Gender

321 responses



#### Age Group

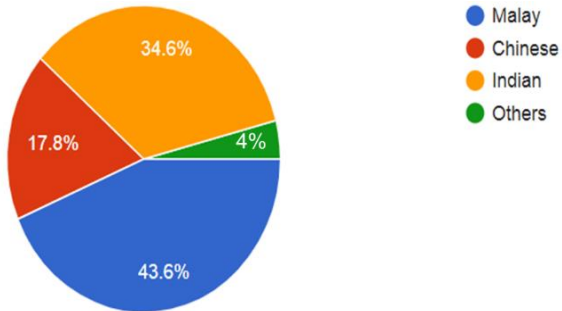
321 responses



- The results of the survey recorded **female as the highest number respondents** compared to the **male** with **56.4%** and **43.6%** respectively.
- When it comes to the age group, **18-30 years old** was the **highest number of respondents** with **53.6%** followed by the respondents **aged 50 and above (17.1%)**, **31-40 years old (16.5%)**, **41-50 years old (11.8%)** and last but not least those aged **18 years old and below** recorded as the **least number of respondents** with **0.9%**.

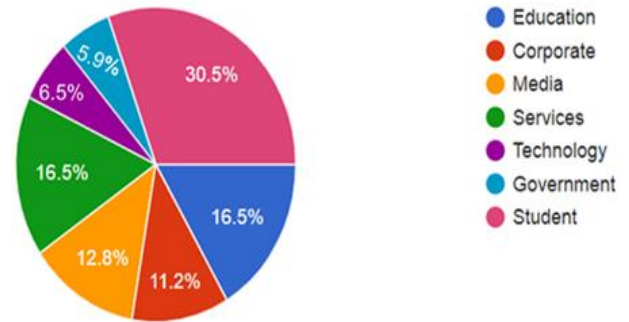
## Race

321 responses



## Industry

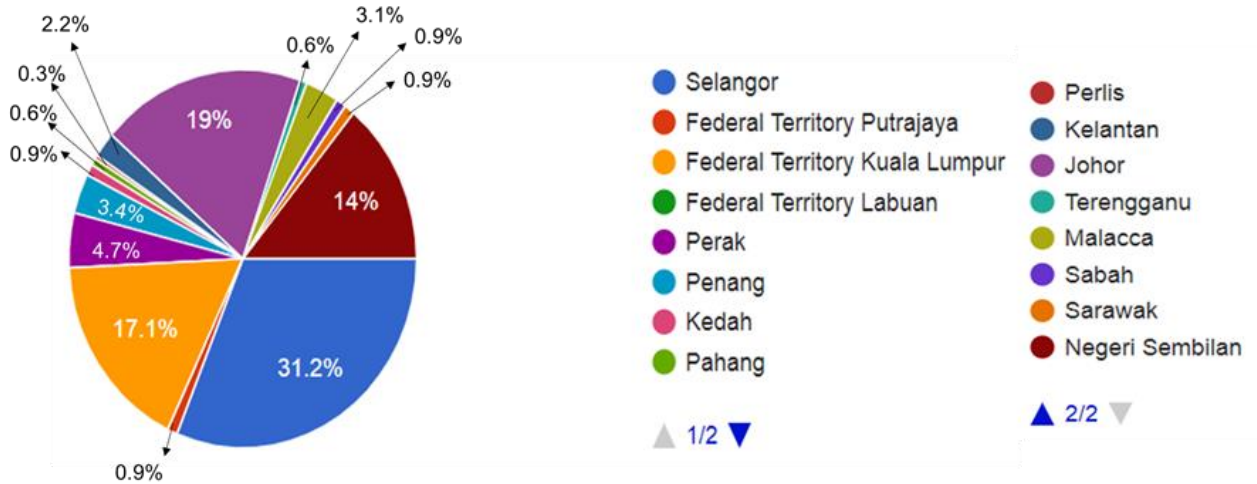
321 responses



- **Malays** recorded the **highest number of respondents** with **43.6%**. Surprisingly, **Indian** respondents was the **second highest** with the percentage of **34.6%** followed by **Chinese 17.8%** and **Others 4%**.
- In terms of industry, **students** was the **highest number of respondents** with **30.5%**. It is an interesting result indicating the youths are aware of the current happenings and political climate of Malaysia and it is aligned with the main target group of the Pakatan Harapan government. The **second highest** number of respondents was from **services** and **education** industries as both shared the same number of respondents with **16.5%** each respectively. Respondents from **media** industry was third with **12.8%** followed by **corporate (11.2%), technology (6.5%)** and **government (5.9%)**.

## State

321 responses



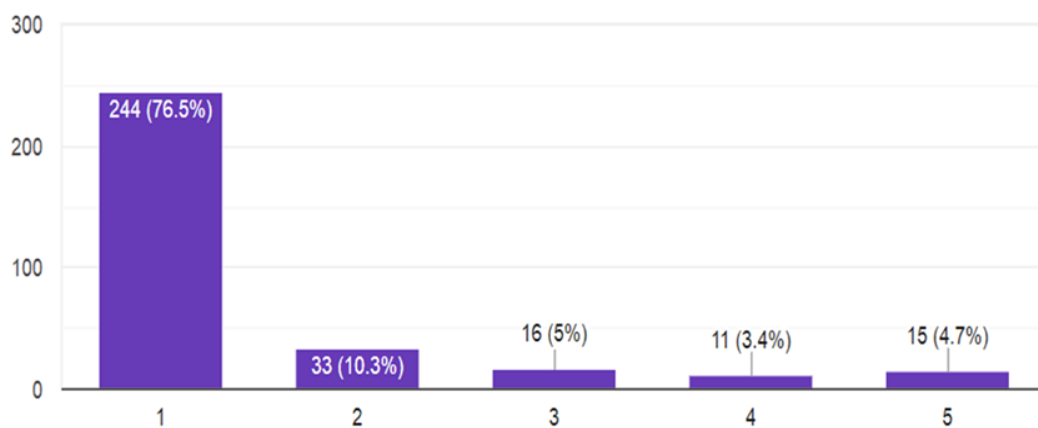
- Majority** of the respondents are from **Selangor** and **Johor** with **31.2%** and **19%** respectively. Respondents from **Kuala Lumpur** recorded as the **third highest** with **17.1%** from **total number of 321 respondents** followed by **Negeri Sembilan (14%)**, **Perak (4.7%)**, **Penang (3.4%)**, **Malacca (3.1%)**, and **Kelantan (2.2%)**. **Sabah**, **Sarawak**, **Putrajaya**, and **Kedah** recorded the **same number of respondents** with **0.9%**. **Terengganu** and **Pahang** made up **0.6%** of the respondents while the **least number of respondents** was recorded from **Perlis** with **0.3%**.

## PART B: ISSUES MANAGEMENT

**Q1: What are the key areas that you want the government to focus on and improve in the future:**

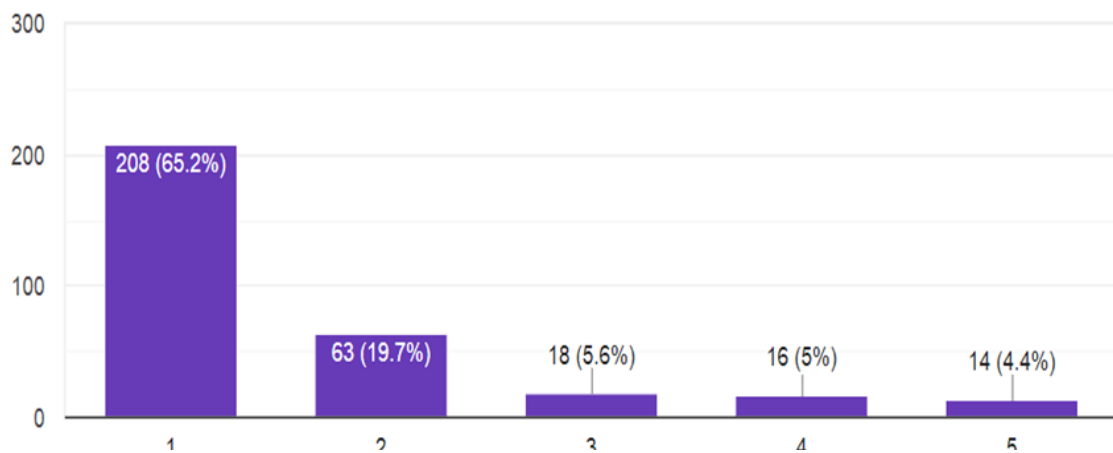
### Education

319 responses



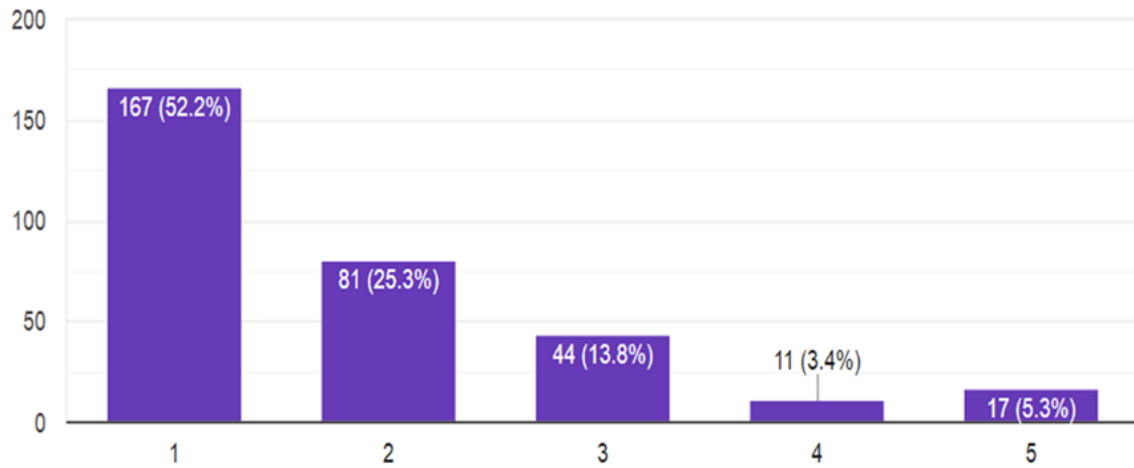
### Public Health

319 responses



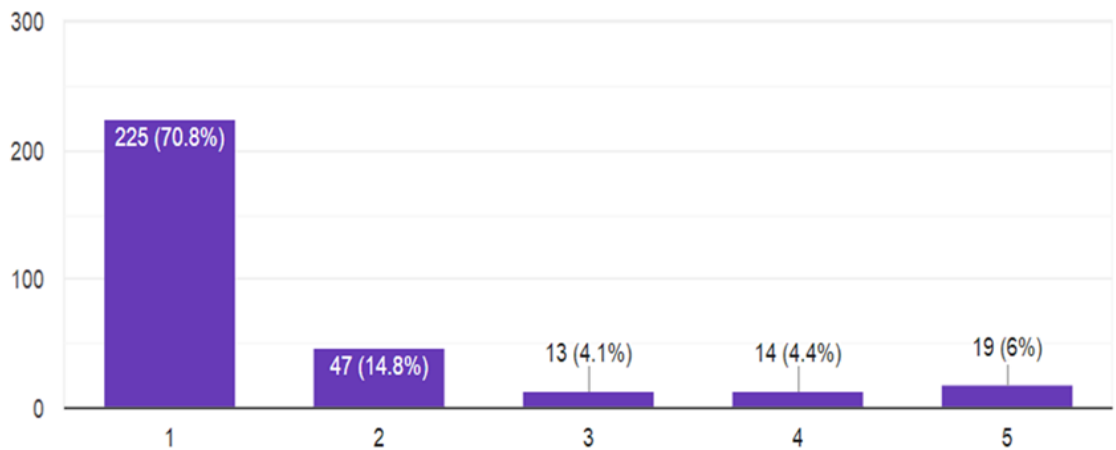
## Public Transportation

320 responses



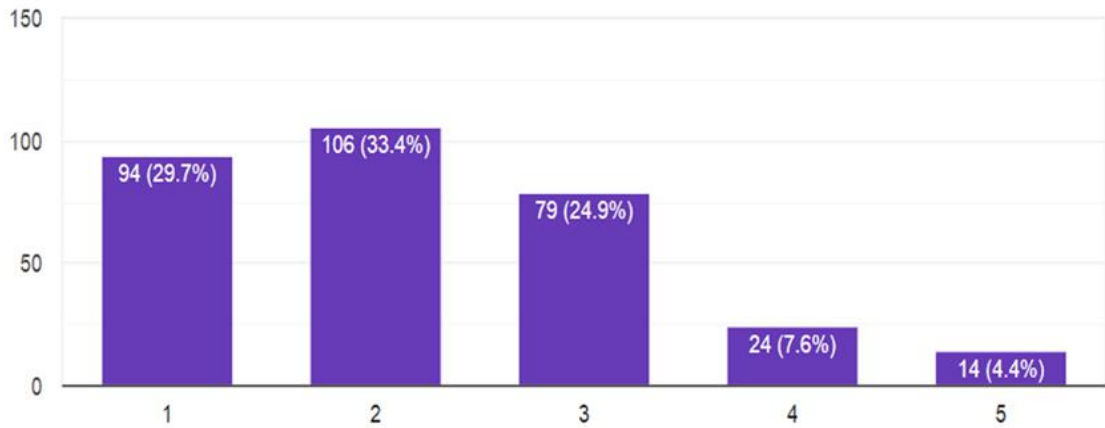
## Public Safety

318 responses



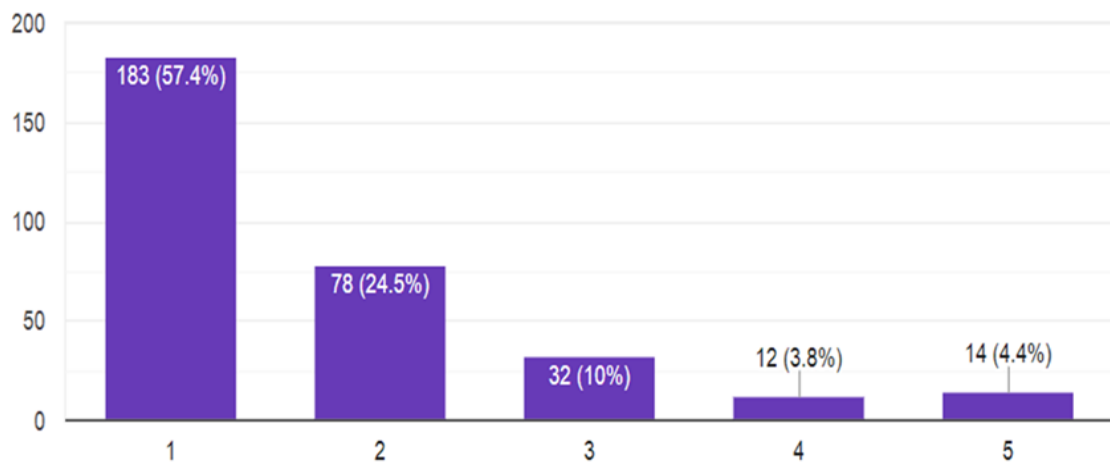
## Foreign Direct Investment

317 responses



## Economic Health

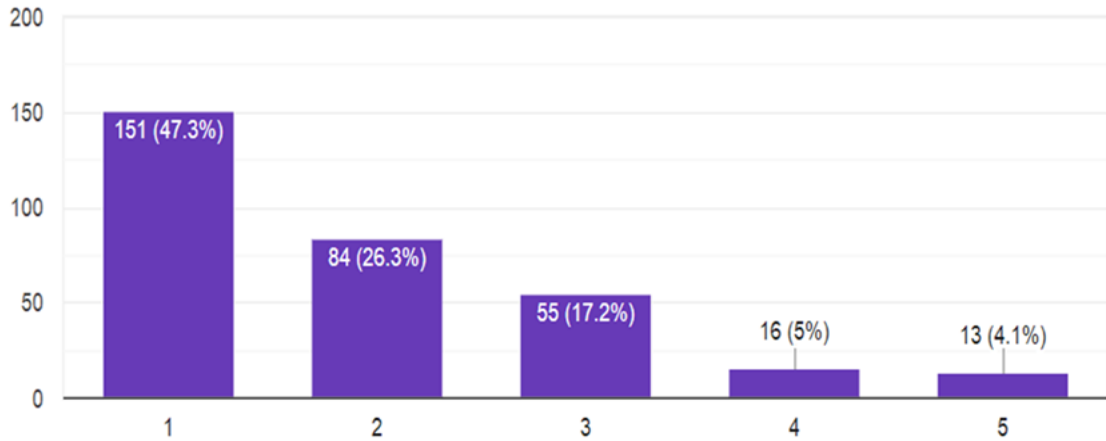
319 responses





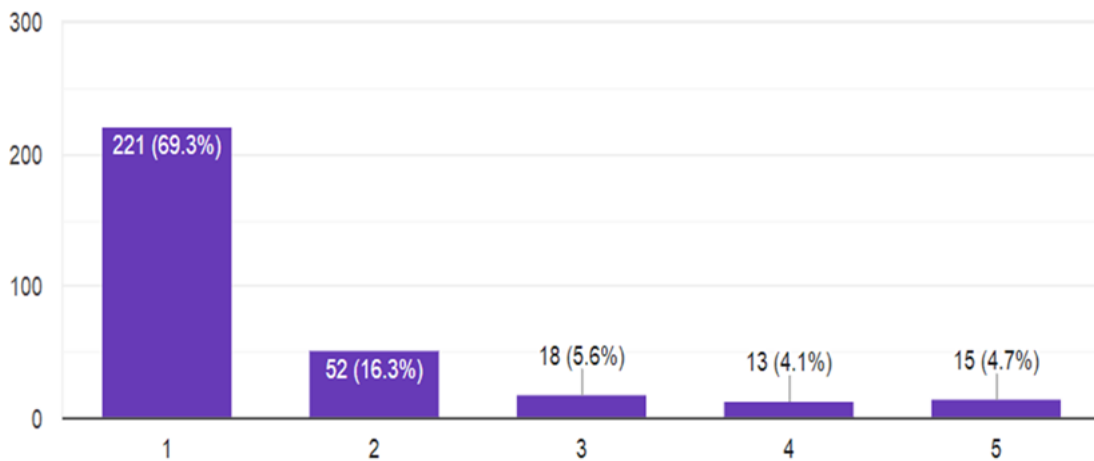
## Poverty Reduction

319 responses



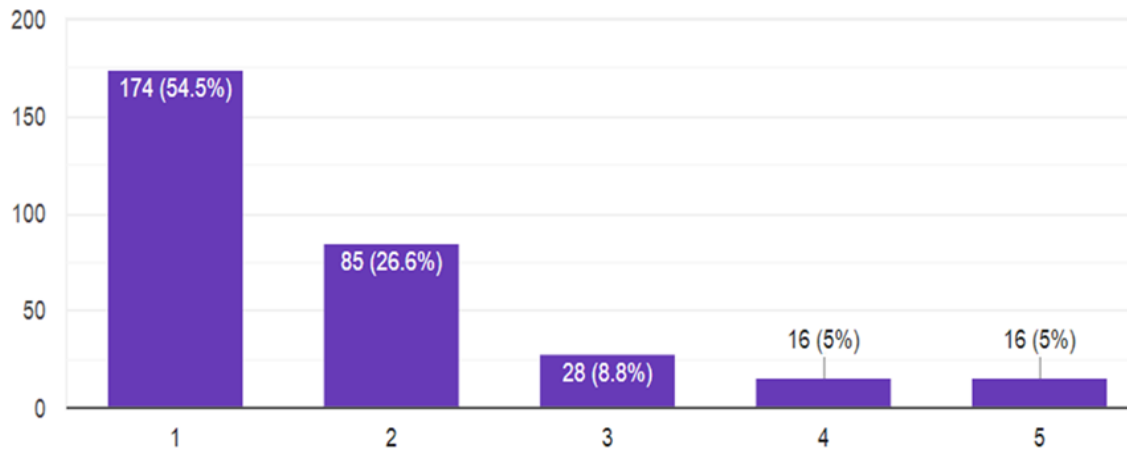
## Cost of living

319 responses



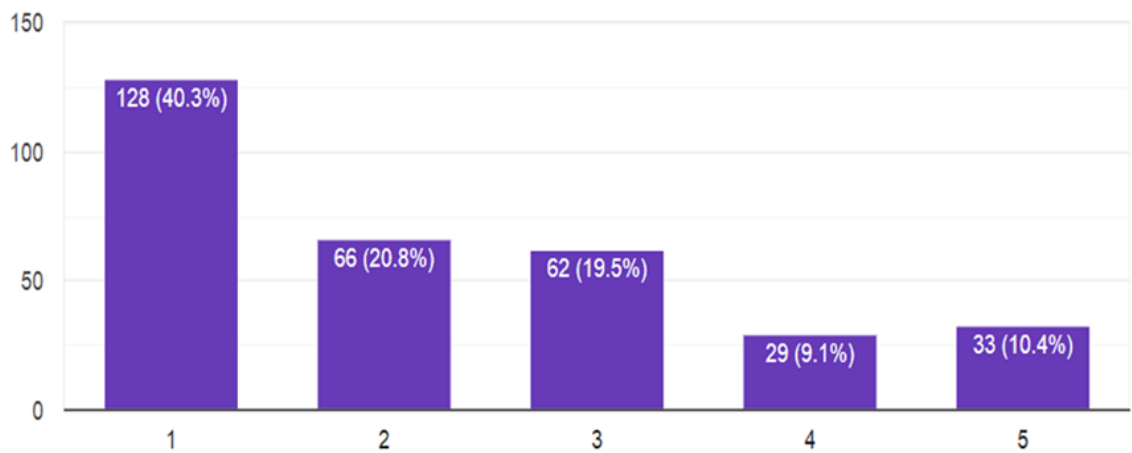
## Environmental Safety

319 responses



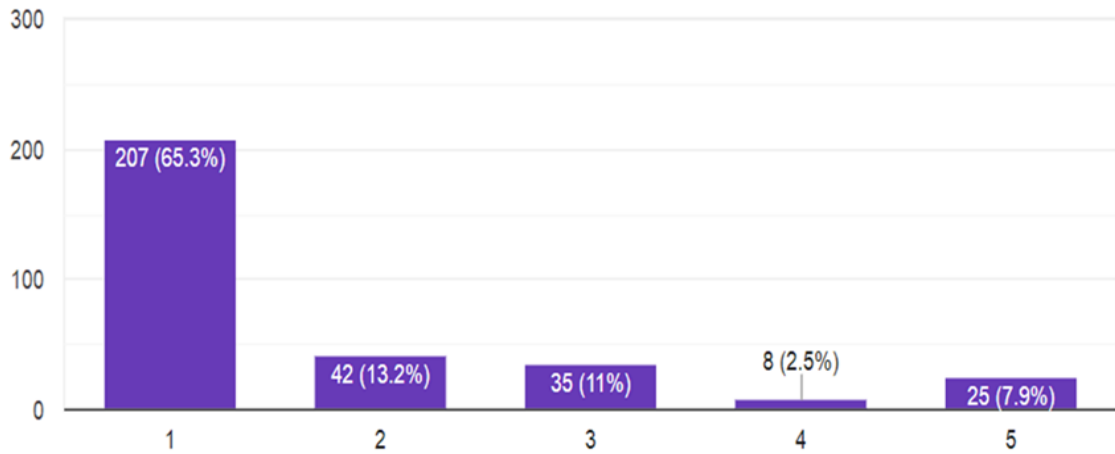
## Child Marriage

318 responses



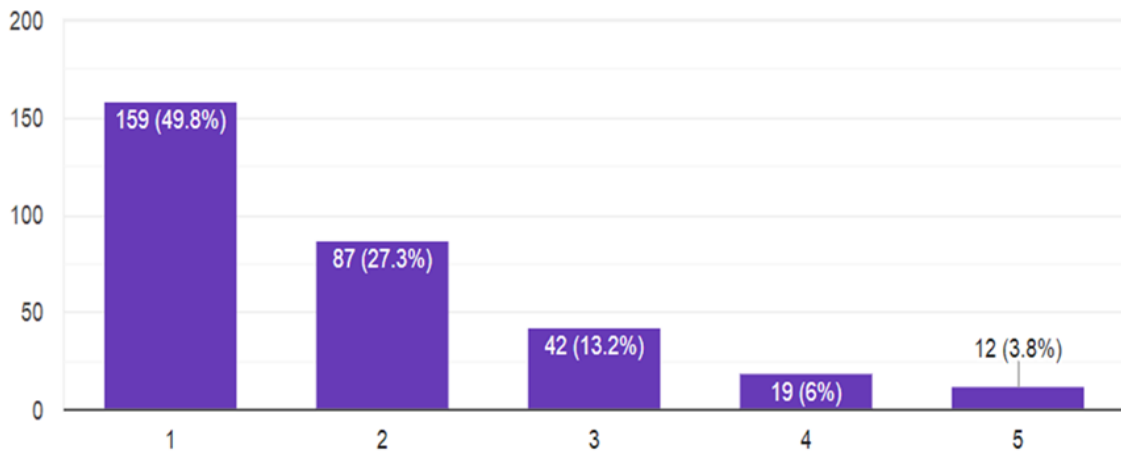
## Corruption

317 responses



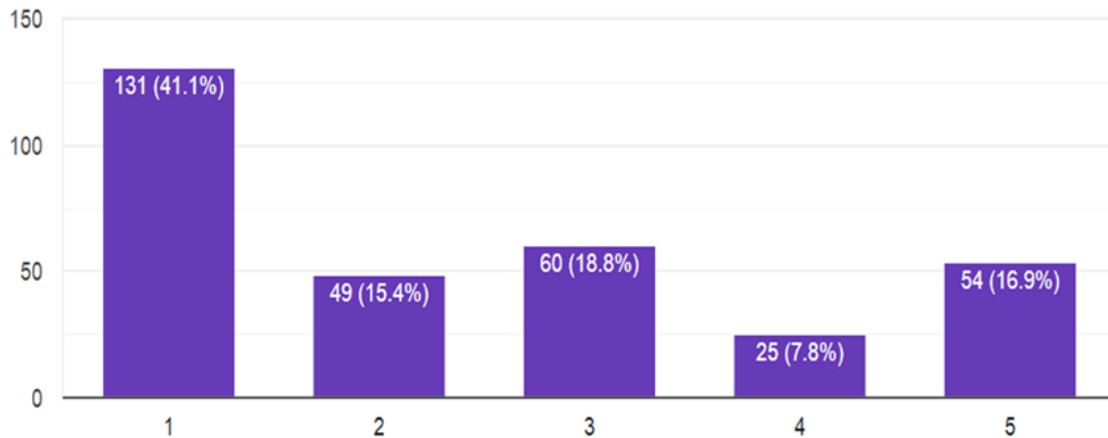
## Public Services Delivery

319 responses



## ICERD

319 responses

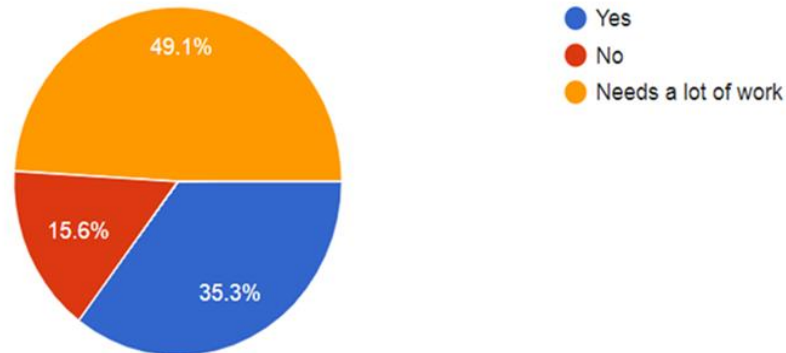


- **Education (76.5%), public safety (70.8%) and cost of living (69.3%) are key areas that the respondents felt the government should be focusing on and improve delivery of service.** Interestingly, **corruption (65.3%)** came in as a **close fourth place in the ranking**, implying the public may have moved on from the 1MDB issue and other high profile corruption cases.
- Public health recorded (65.2%) followed by economic health (57.4%), environmental safety (54.5%), public transport (52.2%), public services delivery (49.8%), poverty reduction (47.3%), ICERD (41.1%), child marriage (40.3%) and foreign direct investment was the least priority with 29.7%.

**Q2: Below are some key issues from 2018, please share your feedback on how it was managed and communicated.**

## a. Broadband price reduction – was it well planned and will it work?

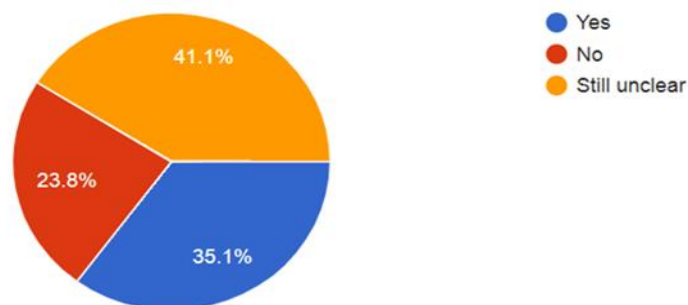
320 responses



**49.1%** of respondents felt that the broadband price reduction plan **still needs a lot of work**, while **35.3%** believed it was **well planned** while **15.6%** felt it **won't work at all**.

## b. Education system revamp (Eg: Compulsory swimming classes, usage of black shoes, no exams for lower primary, schooling opportunity for stateless children, no more clerical or administration work for the teachers and etc) . Do you think we are going in the right direction?

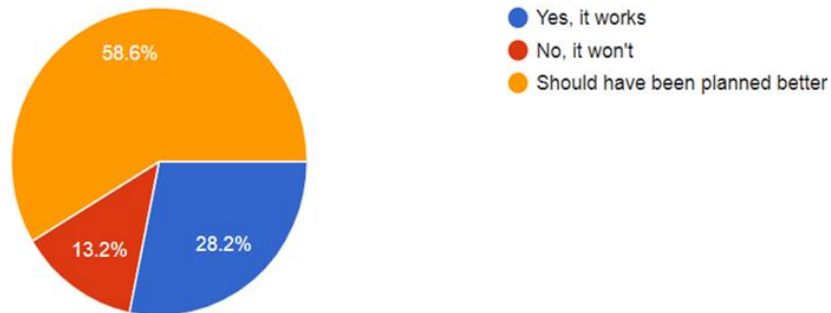
319 responses



**41.1%** of respondents were **unclear** about the overall direction of the education system. **35.1%** felt that we are **headed in the right direction** while **23.8%** do not think this is the **right way** to go in terms of education.

c. Do you think the PTPTN repayment schedules are workable and are the announcements consistent?

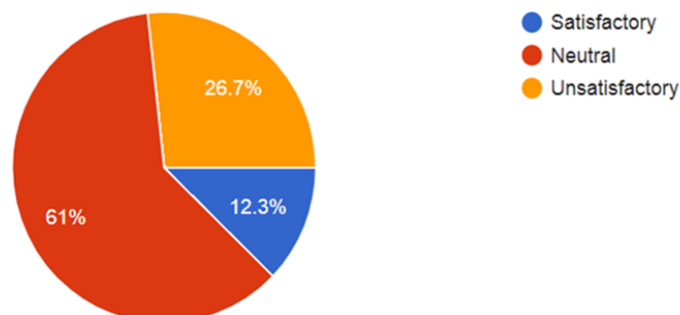
319 responses



**58.6%** of the respondents felt that the PTPTN repayment schedules **should have been planned better**. **28.2%** opined that the **current schedule works** while **13.2%** felt that it **won't work in the long run**.

d. Lynas waste issue, how is the government handling it?

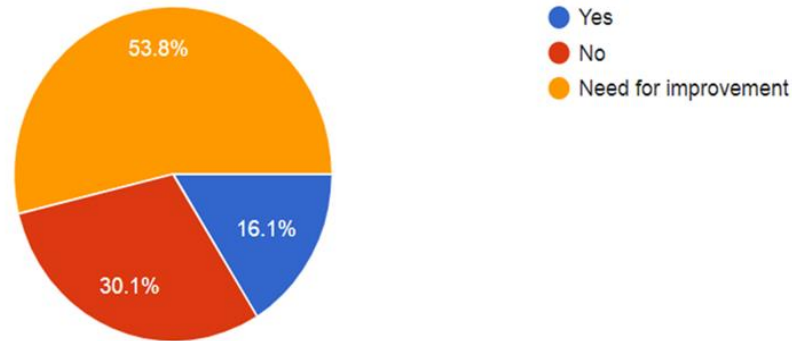
318 responses



**61%** of the respondents are **neutral** to the government's moves to manage the situation while **26.7%** are **unsatisfied** with the initiatives thus far. **12.3%** of respondents are **satisfied** with the actions of the government related to LYNAS.

e. Seafield temple issue, was the action plan and communications timely and effective?

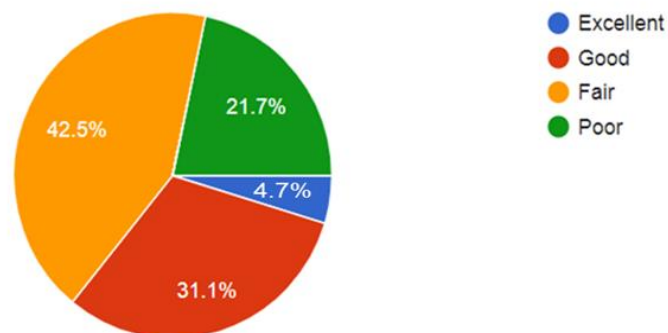
316 responses



**53.8%** felt that there is a **need for improvement** in the way the riot was managed, **30.1%** felt that the **actions of the government were not timely or effective**. **16.1%** of the respondents agreed that the **action plan by the government was effective**.

f. How well, do you think the national debt issue is being managed effectively?

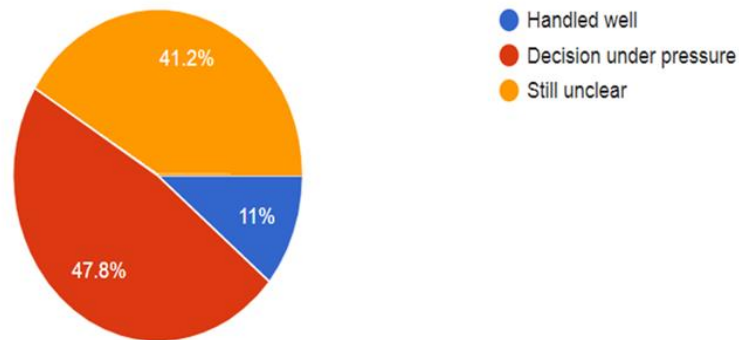
318 responses



**42.5%** think the government is doing a **fair** job while **31.1%** believe that it is **good** and **4.5%** ranked the efforts as **excellent**. **21.7%** on the other hand, felt that the government is doing a **poor** job in managing the debts.

g. Anti- ICERD issue, was the action plan and communications on ICERD handled well or was it just a reaction to public pressure?

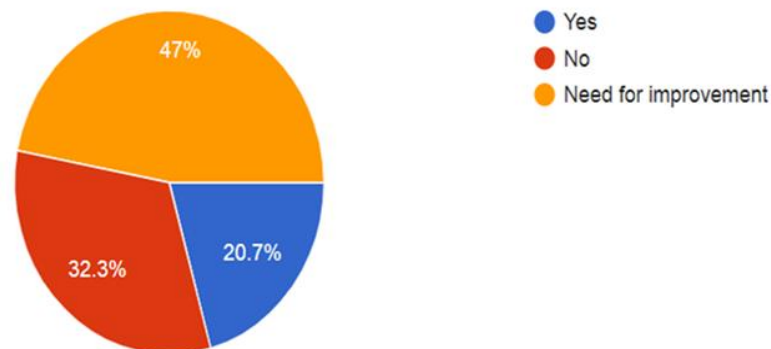
318 responses



**47.8%** of respondents felt that the government's **decision to decline ICERD was made under pressure** while **41.2%** stated that they were **unclear** about the issue as a whole. **11%** of respondents affirmed that the issue was **handled well** by the government.

h. Do you think issue of child marriages is being managed with a strong hand that come with the enforcement of law?

319 responses

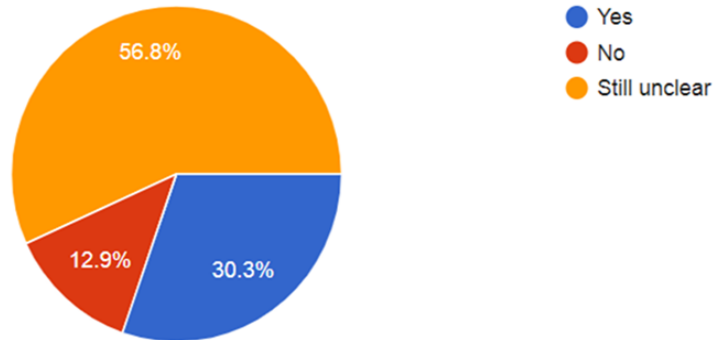


A total of **47%** of the respondents felt that there is a **need for improvement** in managing child marriages while **32.3%** shared that the issue was **not being managed with a strong hand**. Only **20.7%** felt that it is being **handled well**.



## i. Is the E-hailing policy workable in the long term?

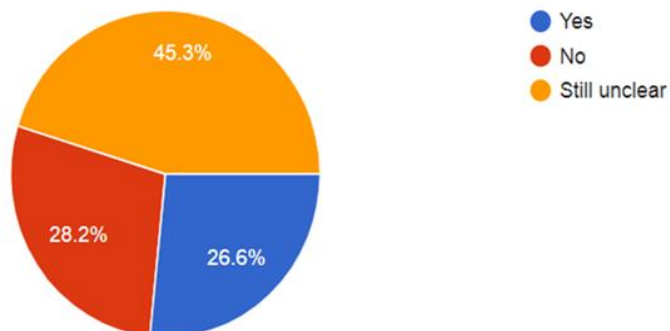
317 responses



A clear majority of **56.8%** are **unclear** about the E-hailing policy while **30.3%** felt that the **new policy will work**. **12.9%** of participants felt that this new policy **won't work in the long term**.

## j. Do you think the respective ministries came up with effective plans on managing the prices of commodities e.g oil palm, rubber, which fell recently so impact on the industries involved is manageable?

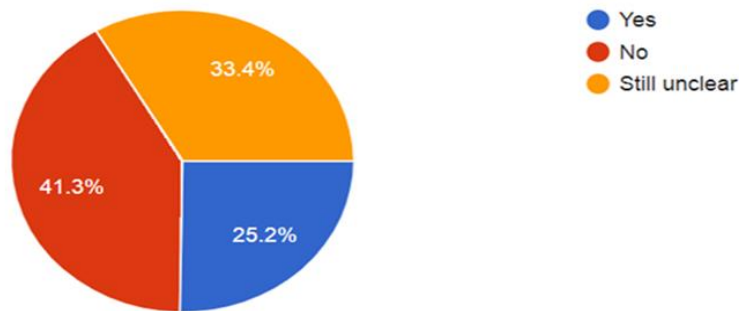
316 responses



**45.3%** of the respondents noted they were **still unclear** about this matter while **26.6%** felt that the **ministers have come up with effective plans**. **28.2%** **disagreed** to this statement.

k. Do you think the government has been vocal about sexual harassment in corporate organizations?

317 responses



A total of **41.3%** felt that the **government has not been vocal about workplace sexual harassment** while **33.4%** are **unclear** about the government's stand on the matter. **25.2%** felt that **the government has been vocal on the issue**.

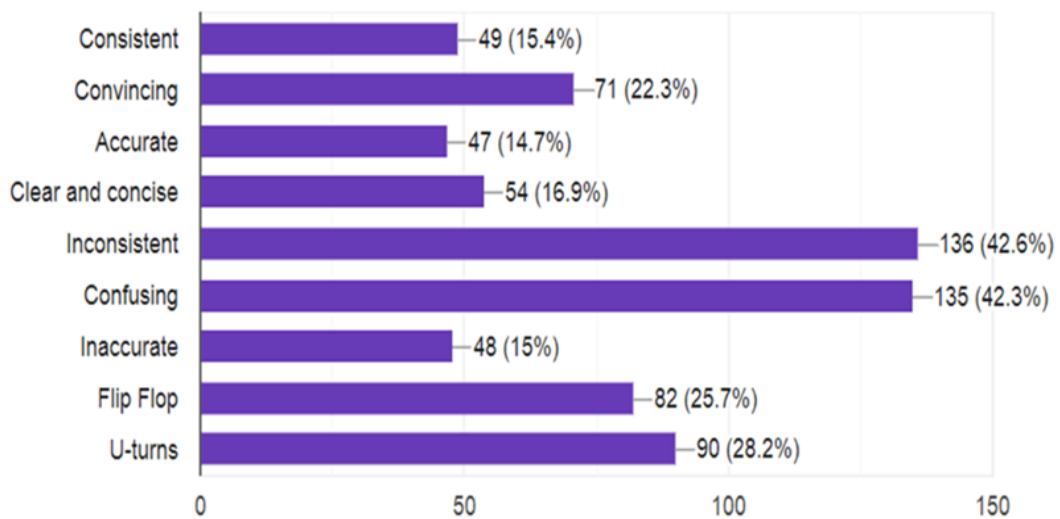
**In summary:**

The major issues that received highest feedback from respondents were **PTPTN repayment (58.6%)**, **E-hailing policy (56.8%)**, and **Seafeld temple issue (53.8%)**.

## PART B: COMMUNICATIONS EFFECTIVENESS

**Q3: How do you find the government's (ministers') communication strategy? (Tick more than one if applicable)**

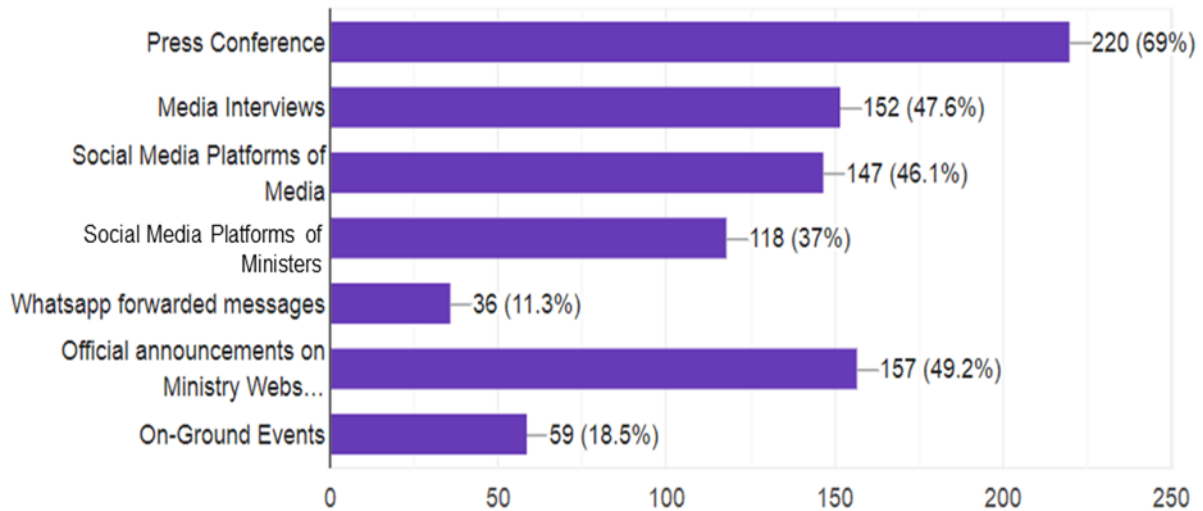
319 responses



- Higher percentage of respondents felt the current Ministers communications strategy were **inconsistent (42.6%)**, **confusing (42.3%)** with u-turns on decisions **(28.2%)**. **Flip flop** was another **top pick with 25.7%** while only **22.3%** of respondents found the Ministers **convincing**. **16.9%** of the respondents found the Ministers communications strategy **clear and concise** while **15.4 %** agreed that they are **consistent**. Least pick was **inaccurate** and **accurate** with **15%** and **14.7%** respectively.

**Q4: Which of the following are your preferred channels to receive official announcements from Ministers: (Tick top three preferences)**

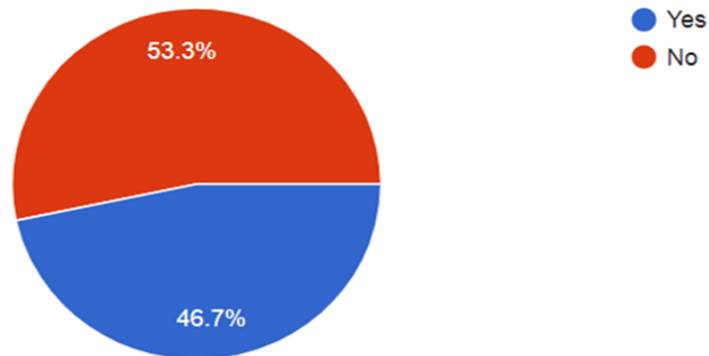
319 responses



- When asked about the preferred channels to receive official announcement from Ministers **220 respondents (69%)** mentioned press conference as their preferred channel followed by **official announcements on Ministry websites (49.2%)**, **media interviews (47.6%)**, **social media platforms of media (46.1%)**, and **social media platforms of Ministers (37%)**. **On-ground events** and **Whatsapp forwarded messages** were the **least preferred channels** of the respondents to receive announcement from Ministers with **18.5%** and **11.3%**. Press conference stated the highest ranking due to the accuracy and truth of the announcements.

## Q5: Do you think the announcements made by the Ministers in Malaysia have gone through due process including engagement with stakeholders?

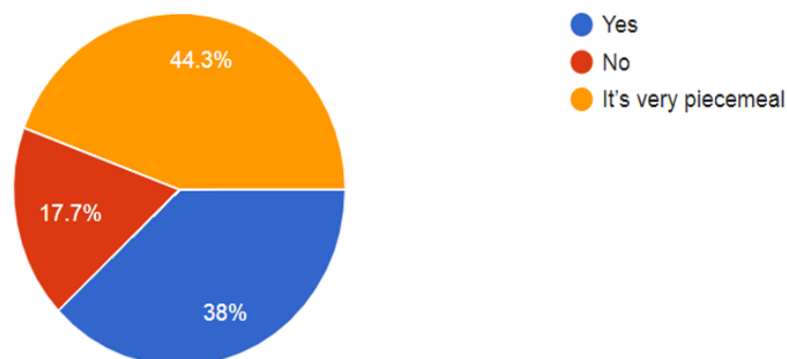
317 responses



- When asked if respondents felt the announcements made by the Ministers in Malaysia have gone through due process including engagement with stakeholders, 53.3% rated yes while 46.7% rated no.

## Q6: Do announcement on new policies or plans from Ministers have the following: challenge, objective, action plan and desired outcome?

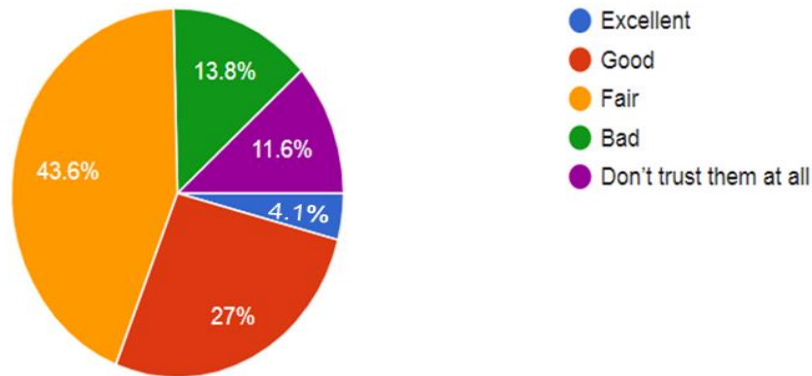
316 responses



- When asked if respondents felt Ministers have a communications strategy in place by identifying the challenge, objective, action plan and desired outcome, a higher percentage of respondents, 44.3% felt that what they see and hear is very piecemeal in nature in comparison to 38% who felt that there is a complete strategy. On the other hand 17.7% of respondents felt they don't see a strategy at all from the way the Ministers communicate.

**Q7: Rate the trustworthiness of our Ministers to act in the best interests of Malaysians like you and fulfill the promises as per their manifesto.**

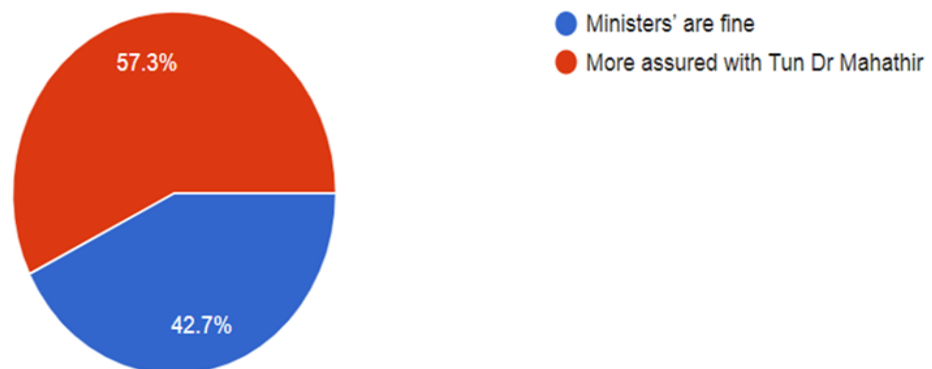
319 responses



- When asked to rate the **trustworthiness of the Ministers**, **43.6%** ranked them as **fair** while **27%** ranked them as **good**. **13.8%** rated their trustworthiness as **bad** while **11.6%** shared that they **don't trust them at all**. Only **4.1%** ranked the **trustworthiness of the Ministers** as **excellent**.

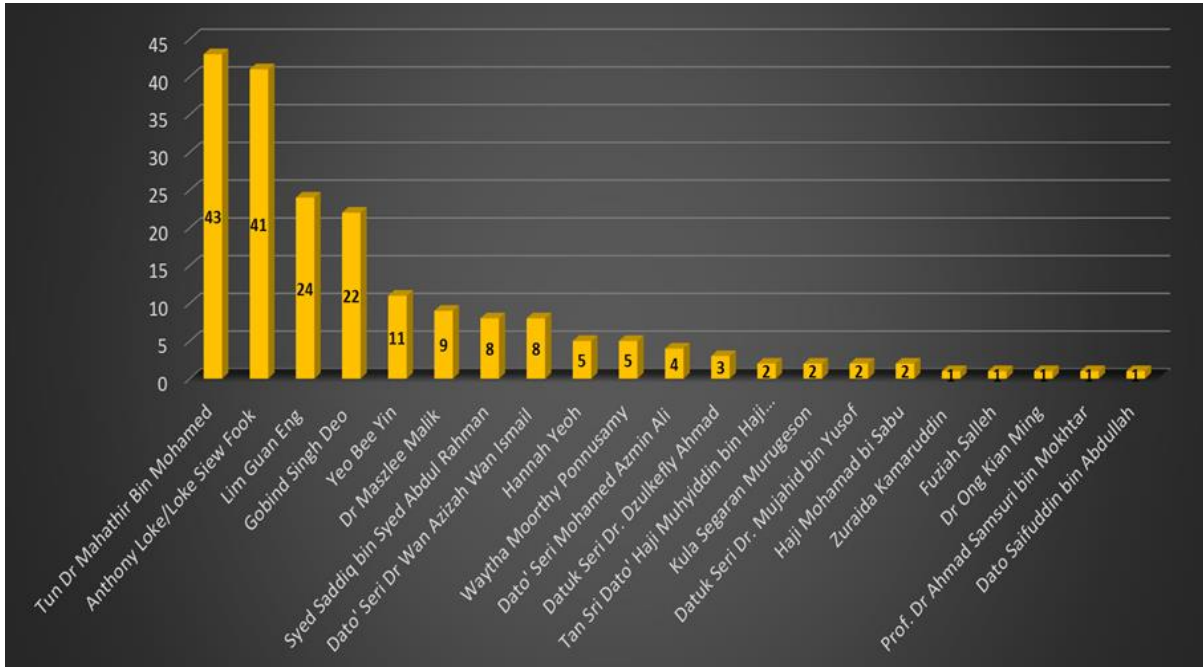
**Q8: Do you feel assured with the way our Ministers handle issues or do you still prefer to hear from Tun Dr Mahathir?**

314 responses



- Majority of the respondents, **57.3%** of them still **feel more assured to hear announcements from the Prime Minister, Tun Dr Mahathir Mohamad** compared to the respective Ministers.

## Q9: Which Minister communicate his/her policies best? Why do you think so?



- **Tun Dr Mahathir Mohamad** and **Anthony Loke Siew Fook**, Minister of Transport received the most votes as **Ministers who communicated their policies best** with **43** and **41** votes respectively followed by **Lim Guan Eng**, Minister of Finance with **24** votes and **Gobind Singh Deo**, Minister of Communications and Multimedia with **22** votes. The respondents further commented that Tun Dr Mahathir communicates with accurate and convincing facts, understanding the need of the general public.

### Comments by the respondents

#### GENERAL

Our ministers were merely announcing their plans rather than actually 'Communicating'. As the new government of Malaysia, our ministers should properly explain their policies based on a reliable roadmap to justify their position as a credible improvement from the previous government. So far this practice is absent.

NO	TUN DR MAHATHIR BIN MOHAMED	ANTHONY LOKE SIEW FOOK
1	His speech is precise and straight to the point	Clear and concise. No back tracking
2	Experience play an important role, with long years experiences, he has seen the other side and now he realized that for Malaysia to be in the forefront, we need to get new faces and new ideology to more forward	The most hard working minister who goes to the ground
3	Very good in decision making and precise	Precise, clear, objective, backed up with data/statistics, knows what he wants and so far he is not afraid to be bold
4	He has strong points that will convince the people	Well planned initiatives
5	Tun Mahathir because he has high credibility and people respect him	He is consistent and talks when it's necessary and don't talk unnecessarily
6	All his points are very clear cut. He really thinks about the needs and the problems of the public facing. The best minister ever.	Very clear and less politic
7	Accurate info	He actually goes to the ground and walk the talk. He used the public transport service and in tune with his constituent and public. I think he had responded to many issues since appointed as the Transport Minister
8	He has high credibility and people respect him	At least he goes down to the ground to find out the pulse of the society
9	Realistic with no u-turns in facts	Firm and consistent with good enforcement
10	He is going to make Malaysia as an advance country	He seems to work well so far as his messages followed by effective actions as promised
11	Communicate with facts	Clear explanation, outline of problems and outline of solutions
12	Has a very wide experience as a former Prime Minister	He knows his stuff with less political issues without opposition minded



NO	LIM GUAN ENG	GOBIND SINGH DEO
1	He manages all the finances issue well in our country	Ideas are good and clear
2	Vigorous	His mandate was crystal clear that he wants affordable broadband package. We can see the results as most of the telco companies and TM have massively reduced the broadband price
3	Analytic	He is clear and concise in his messages
4	He is clear on the objectives he would like to achieve	Have seen some results
5	Fight for the people using multiple languages and very open to communication without belittling others on social media	Well-progressed in the action plans implemented
6	Giving his best	Precise and no u turn
7	A bit of an alarmist but he is frank and straight to the point, which is what we need in this current climate	

NO	YEO BEE YIN	DR MASZLEE MALIK
1	Clear and with consistent explanation	He knows what he explain and his strategies are easier for everyone to understand and implement
2	She thinks things from all angles at the first place before presenting her views	Straight to the point
3	Smart, knowledgeable with high integrity	Accurate
4	Puts her words into action	Clear and straight forward
5	Message is clear	

NO	SYED SADDIQ BIN SYED ABDUL RAHMAN	DATO' SERI DR WAN AZIZAH WAN ISMAIL
1	He knows the purpose when he communicate with people	She's the best minister for now.
2	I can see his objectives in his plans	
3	He manages to create the new Malaysia meanwhile others were not so focusing on the country's outcome at the most.	
4	As he is young he able to communicate with the teenagers very easily	
5	He explains all his policies clearly	
6	He speaks eloquently and he knows his subject matter	

NO	HANNAH YEOH	WAYTHA MOORTHY PONNUSAMY
1	No u-turns	He is politically knowledgeable person
2	Straight to the point	
3	Logic	
4	Fight for the people using multiple languages and very open to communication without belittling others on social media	

NO	DATO' SERI MOHAMED AZMIN ALI	DATUK SERI DR. DZULKEFLY AHMAD
1	Less controversy & no u-turn in statements	Banning smoking in the public places

NO	TAN SRI DATO' HAJI MUHYIDDIN BIN HAJI MUHAMMAD YASSIN	DATUK SERI DR. MUJAHID BIN YUSOF
1	Has a very wide experience serviced as a minister before	A Muslim liberal man became the religion minister

NO	FUZIAH SALLEH	DR ONG KIAN MING
1	Action speaks	Okay but statements are too safe

NO	PROF. DR AHMAD SAMSURI BIN MOKHTAR	DATO SAIFUDDIN BIN ABDULLAH
1	He try to make all his manifesto be clear as his promise	He practiced open foreign policy and never waived the rights and interests of Malaysians.

### Q10: Do you think there is consistency in our Ministers' announcements or speech?

YES	NO	NEUTRAL	OTHERS	TOTAL
48 (22.9%)	97 (46.4%)	10 (4.8%)	54 (25.8%)	209

- **97 respondents (46.1%)** also felt that there was **no consistency in the Ministers announcements** with additional comments from selected participants that there has not been much planning and thoughts put forth about the outcome of certain announcements and also that the Ministers lack finesse and diplomatic skills especially in handling crisis.

### Comments by the respondents

NO	OTHERS	NO	OTHERS
1	To early to tell!	15	Need improvement and guidance
2	Need for improvement	16	Speech
3	Action does not replicate their words	17	A little bit
4	Confusing	18	Not sure
5	Not sure	19	Not aligned at times
6	For certain times	20	It looks like the ministers don't discuss things at cabinet meeting as they can go and give contradicting statements. Try to reduce public talks and let ministry officials talk about any policy or news about their ministry
7	Nil	21	Don't know
8	Tun M	22	All announcements or speeches should be already well prepared before delivering to the public
9	Maybe	23	Maybe
10	Giving importance to the 'Rakyat'		
11	No idea		
12	Only the ministers mentioned above		
13	Not exactly		
14	Depends on their ideas		

24	Not all of them consistent in their announcements @ speech	31	Maybe... Some ministers are mediocre. We need leaders with brains that think, speak and act in a manner that's convincing the 'rakyat'. Azmin Ali is quite good in this
25	No comment	32	Somewhat consistent
26	Sometimes	33	I wouldn't call it consistent. It's clear but there have been many times where they backtrack on their words
27	Announcements	34	Yeah kinda. Except for DPM maybe
28	Transport Minister. Don't mince his word. Very clear in statements and stay focused	35	Some ministers
29	Not always as it should be	36	Much need to be improved
30	Our ministers were merely announcing their plans rather than actually 'Communicating'. As the new government of Malaysia, our ministers should properly explain their policies based on a reliable roadmap to justify their position as a credible improvement from the previous government. So far this practice is absent.	37	Not always

## QUESTIONNAIRE

# Communications Survey – Malaysia 2019

This is a study to measure the public perception about the communications strategy used by Ministers in Malaysia. This survey will be closed on 22<sup>nd</sup> February 2019.

### PART A: DEMOGRAPHIC

#### Gender

Female  Male

#### Age Group

Below 18 years old  18-30 years old  31-40 years old  
 41-50 years old  50 years old and above

#### Race

Malay  Chinese  Indian  Others: \_\_\_\_\_

#### Industry

Education  Corporate  Media  Services  
 Technology  Government  Student

#### State

Selangor  Perak  Perlis  Malacca  
 Federal Territory Putrajaya  Penang  Kelantan  Sabah  
 Federal Territory Kuala Lumpur  Kedah  Johor  Sarawak  
 Federal Territory Labuan  Pahang  Terengganu  Negeri Sembilan

## PART B: ISSUES MANAGEMENT

1. What are the key areas that you want the government to focus on and improve in the future:

(1 as top priority, 5 as least priority)

Education	1	2	3	4	5
Public Health	1	2	3	4	5
Public Transportation	1	2	3	4	5
Public Safety	1	2	3	4	5
Foreign Direct Investment	1	2	3	4	5
Economic Health	1	2	3	4	5
Poverty Reduction	1	2	3	4	5
Cost of living	1	2	3	4	5
Environmental Safety	1	2	3	4	5
Child Marriage	1	2	3	4	5
Corruption	1	2	3	4	5
Public Services Delivery	1	2	3	4	5
ICERD	1	2	3	4	5

2. Below are some key issues from 2018, please share your feedback on how it was managed and communicated.

a. Broadband price reduction – was it well planned and will it work?

Yes       No       Needs a lot of work

b. Education system revamp (Eg: Compulsory swimming classes, usage of black shoes, no exams for lower primary, schooling opportunity for stateless children, no more clerical or administration work for the teachers and etc) . Do you think we are going in the right direction?

Yes       No       Still unclear

c. Do you think the PTPTN repayment schedules are workable and are the announcements consistent?

Yes, it works       No, it won't       Should have been planned better

d. Lynas waste issue, how is the government handling it?

Satisfactory       Neutral       Unsatisfactory

e. Seafield temple issue, was the action plan and communications timely and effective?

Yes       No       Need for improvement

f. How well, do you think the national debt issue is being managed effectively?

Excellent     Good     Fair     Poor

g. Anti- ICERD issue, was the action plan and communications on ICERD handled well or was it just a reaction to public pressure?

Handled well     Decision under pressure     Still unclear

h. Do you think issue of child marriages is being managed with a strong hand that come with the enforcement of law?

Yes     No     Need for improvement

i. Is the E-hailing policy workable in the long term?

Yes     No     Still unclear

j. Do you think the respective ministries came up with effective plans on managing the prices of commodities e.g oil palm, rubber, which fell recently so impact on the industries involved is manageable?

Yes     No     Still unclear

k. Do you think the government has been vocal about sexual harassment in corporate organizations?

Yes     No     Still unclear

## PART C: COMMUNICATION EFFECTIVENESS

3. How do you find the government's (ministers') communication strategy? (Tick more than one if applicable)

Consistent

Convincing

Accurate

Clear and concise

Inconsistent

Confusing

Inaccurate

Flip Flop

U-turns

4. Which of the following are your preferred channels to receive official announcements from Ministers: (Tick top three preferences)

Press Conference

Media Interviews

Social Media Platforms of Media

Social Media Platforms of Ministers

Whatsapp forwarded messages

Official announcements on Ministry Websites

On-Ground Events

5. Do you think the announcements made by Ministers in Malaysia have gone through due process including engagement with stakeholders?

Yes  No

6. Do announcement on new policies or plans from Ministers have the following: challenge, objective, action plan and desired outcome?

Yes  No  It's very piecemeal

7. Rate the trustworthiness of our Ministers to act in the best interests of Malaysians like you and fulfil the promises as per their manifesto.

Excellent  Good  Fair  Bad  Don't trust them at all

8. Do you feel assured with the way our Ministers handle issues or do you still prefer to hear from Tun Dr Mahathir?

Ministers' are fine  More assured with Tun Dr Mahathir

9. Which Minister communicate his/her policies best? Why do you think so?

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10. Do you think there is a consistency in our Ministers' announcements or speech?

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-Thank you -