

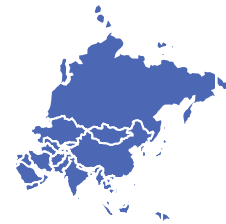
# Entertainment & Leisure in Malaysia

## MOST POPULAR LEISURE ACTIVITIES

-  Spending time with friends and family (68%)
-  Going to shopping malls (51%)
-  Hobbies - e.g. baking, cooking, reading (48%)
-  Dining out (44%)
-  Exercising/ Working out (36%)








**49%**  
Malaysians looking to travel overseas in the next 6 months



**81%**  
planning to travel overseas to Asia

## Media consumption in the past 3 months

|   |                        |            |
|---|------------------------|------------|
|  | <b>YouTube</b>         | <b>86%</b> |
|  | <b>Netflix</b>         | <b>49%</b> |
|  | <b>Television</b>      | <b>46%</b> |
|  | <b>Astro TV</b>        | <b>40%</b> |
|  | <b>Disney+ Hotstar</b> | <b>18%</b> |

## Favorite activities for travel

|   |                               |            |
|---|-------------------------------|------------|
|  | <b>Local food/ Delicacies</b> | <b>72%</b> |
|  | <b>Beach/ seaside</b>         | <b>60%</b> |
|  | <b>Walking tours</b>          | <b>50%</b> |
|  | <b>Historical sites</b>       | <b>46%</b> |
|  | <b>Theme parks</b>            | <b>44%</b> |