

Total	Income Group			Marital Status						
	Lower income (Below RM 4,000)	Medium income (RM 4,000 - 6,999)	Higher income (RM 7,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

Highest Education Level - Malaysia

Base	1000	415	227	192	481	26	47	6	13	2	425
USPR	1%	2%	1%	-	2%	-	-	-	-	-	1%
PT3, LCE, PBSMR, PMR	1%	2%	1%	-	1%	3%	-	-	-	-	1%
SPM, GCE O Level, GCSE	14%	20%	8%	5%	17%	-	7%	-	27%	-	12%
STPM, Matriculation, GCE A level, SAM, others	10%	11%	8%	6%	8%	3%	12%	17%	-	-	12%
Diploma or vocational education	21%	23%	24%	15%	24%	15%	16%	-	22%	-	20%
University degree (e.g. BA, BSc, B.Ed)	40%	35%	44%	49%	37%	66%	47%	69%	16%	48%	42%
University higher degree (Masters, MBA, PhD)	9%	5%	11%	17%	7%	12%	12%	14%	35%	52%	9%
Professional higher education (e.g. to qualify as a lawyer, accountant)	3%	2%	3%	7%	4%	-	5%	-	-	-	3%
None of these	1%	1%	-	0%	1%	-	-	-	-	-	1%

Social networks - member of

Base	1000	415	227	192	481	26	47	6	13	2	425
Facebook	89%	89%	92%	89%	88%	85%	83%	79%	83%	100%	90%
Facebook Messenger	-	-	-	-	-	-	-	-	-	-	-
Twitter	36%	40%	33%	36%	27%	23%	40%	33%	50%	-	46%
LinkedIn	28%	22%	30%	41%	27%	18%	29%	17%	34%	52%	28%
Google+	52%	56%	50%	51%	53%	42%	44%	31%	45%	52%	53%
MySpace	5%	4%	6%	5%	5%	-	-	-	17%	-	6%
Pinterest	14%	14%	13%	18%	11%	7%	17%	-	-	-	18%
Tumblr	10%	10%	9%	11%	5%	-	14%	17%	8%	-	14%
Instagram	54%	61%	50%	49%	42%	49%	55%	48%	46%	-	69%
Vine	1%	1%	1%	2%	1%	-	-	-	-	-	2%
Snapchat	6%	5%	4%	8%	3%	-	8%	17%	-	-	9%
WeChat	47%	51%	48%	41%	41%	36%	51%	32%	38%	52%	54%
Line	-	-	-	-	-	-	-	-	-	-	-
Vimeo	-	-	-	-	-	-	-	-	-	-	-
Tinder	-	-	-	-	-	-	-	-	-	-	-
Mindtalk	-	-	-	-	-	-	-	-	-	-	-
Path	-	-	-	-	-	-	-	-	-	-	-
Bebo	-	-	-	-	-	-	-	-	-	-	-
BeeTalk	-	-	-	-	-	-	-	-	-	-	-
Skype	-	-	-	-	-	-	-	-	-	-	-
Whatsapp	-	-	-	-	-	-	-	-	-	-	-
Sina Weibo	-	-	-	-	-	-	-	-	-	-	-
Other	11%	13%	9%	10%	12%	15%	8%	15%	-	-	10%
Don't Know	2%	1%	0%	-	1%	3%	4%	21%	-	-	2%
Not applicable - I am not currently a member of any social networks	2%	2%	1%	2%	2%	4%	2%	-	17%	-	2%

	Gender		Age Group			Highest Education Level - Malaysia									
	Male	Female	18-34	35-54	55+	USPR	PT3, LCE, PBSMR, PMR	SPM, GCE O Level, GCSE	STPM, Matriculation, GCE A level, SAM.	Diploma or vocational education	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters)	Professional higher education (e.g. to	None of these	
Race															
Base	1000	540	460	570	370	60	11	10	137	98	212	402	90	33	7
Chinese	28%	28%	28%	25%	29%	53%	-	19%	20%	40%	26%	28%	28%	52%	37%
Malay	65%	65%	64%	70%	63%	31%	83%	72%	73%	56%	69%	65%	61%	39%	49%
Indian	6%	5%	7%	4%	7%	15%	8%	9%	6%	4%	5%	6%	10%	3%	14%
Others	1%	1%	1%	1%	1%	2%	8%	-	1%	-	-	1%	2%	6%	-
State Malaysia															
Base	1000	540	460	570	370	60	11	10	137	98	212	402	90	33	7
Johor	7%	6%	8%	7%	7%	3%	-	12%	3%	14%	10%	7%	2%	-	15%
Kedah	5%	6%	3%	4%	6%	6%	12%	-	6%	4%	4%	5%	3%	-	-
Kelantan	3%	3%	3%	4%	3%	2%	11%	10%	5%	5%	0%	3%	2%	-	-
Malacca	3%	3%	2%	2%	3%	2%	9%	19%	2%	4%	3%	2%	2%	-	19%
Negeri Sembilan	5%	7%	3%	4%	6%	5%	-	10%	6%	4%	4%	5%	6%	3%	-
Pahang	3%	3%	3%	3%	3%	5%	-	-	7%	3%	4%	1%	2%	-	27%
Perak	5%	5%	5%	5%	5%	-	9%	-	3%	9%	4%	4%	4%	4%	-
Perlis	1%	1%	1%	1%	1%	-	-	10%	-	-	1%	1%	3%	-	-
Penang (Pulau Pinang)	6%	7%	6%	6%	5%	11%	8%	-	3%	6%	6%	7%	9%	12%	-
Sabah	4%	3%	4%	5%	2%	3%	-	-	5%	4%	5%	4%	1%	-	-
Sarawak	8%	8%	9%	8%	9%	6%	-	-	9%	11%	7%	8%	6%	20%	12%
Selangor	31%	28%	34%	30%	29%	47%	38%	21%	40%	20%	31%	29%	40%	36%	14%
Terengganu	2%	3%	2%	2%	3%	-	12%	-	4%	1%	2%	2%	-	-	-
Kuala Lumpur	17%	16%	17%	17%	18%	10%	-	9%	5%	14%	15%	22%	17%	27%	-
Labuan	0%	0%	0%	0%	-	-	-	9%	-	-	0%	-	-	-	-
Putrajaya	1%	1%	1%	1%	1%	-	-	-	1%	-	3%	0%	-	-	-
Other	0%	0%	0%	0%	-	-	-	-	-	-	-	0%	1%	-	12%

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Race	Base	1000	415	227	192	481	26	47	6	13	2	425
	Chinese	28%	21%	30%	26%	26%	27%	39%	46%	21%	52%	29%
	Malay	65%	71%	64%	63%	66%	52%	52%	54%	72%	48%	67%
	Indian	6%	7%	6%	10%	8%	18%	8%	-	-	-	3%
	Others	1%	1%	-	2%	1%	3%	2%	-	8%	-	1%
State Malaysia	Base	1000	415	227	192	481	26	47	6	13	2	425
	Johor	7%	5%	10%	7%	7%	10%	4%	37%	15%	-	6%
	Kedah	5%	5%	5%	3%	5%	3%	2%	-	-	-	5%
	Kelantan	3%	4%	4%	1%	3%	4%	2%	-	-	-	4%
	Malacca	3%	5%	1%	1%	2%	-	-	15%	-	-	3%
	Negeri Sembilan	5%	6%	4%	4%	6%	-	6%	14%	10%	-	4%
	Pahang	3%	4%	2%	1%	4%	-	-	-	-	-	3%
	Perak	5%	6%	3%	2%	5%	-	2%	-	10%	-	5%
	Perlis	1%	0%	1%	1%	0%	-	-	-	-	-	2%
	Penang (Pulau Pinang)	6%	5%	5%	10%	6%	16%	6%	-	7%	-	6%
	Sabah	4%	5%	2%	2%	3%	-	8%	-	-	-	4%
	Sarawak	8%	9%	7%	7%	7%	7%	10%	-	15%	-	9%
	Selangor	31%	31%	33%	29%	33%	35%	28%	34%	20%	48%	29%
	Terengganu	2%	3%	2%	3%	3%	-	-	-	-	-	2%
	Kuala Lumpur	17%	11%	18%	29%	15%	25%	29%	-	23%	52%	16%
	Labuan	0%	0%	0%	-	0%	-	-	-	-	-	-
	Putrajaya	1%	2%	1%	-	1%	-	-	-	-	-	1%
	Other	0%	-	-	-	-	-	2%	-	-	-	0%