Base Audience:

Audiences:

All internet users



Next Vehicle Fuel Type : Hybrid

Attributes	Index	0	185 370
Brand Discovery Ads heard on the radio	113.8		
	202.9		
	107.1		
Brand Discovery Ads in magazines or newspapers	134.4		
	0		
	115.9		
Brand Discovery Ads on billboards or posters	141.1		
	99.2		
	110.2		
Brand Discovery Ads seen at the cinema	150.9		
	140.7		
	111.3		
Brand Discovery Ads seen before online videos or TV shows start to play	130.2		
	0		

GWI.

Base Audience: Audiences:



Next Vehicle Fuel Type : EV

: EV Next Vehicle Fuel Type : Hybrid

Answer Option		Index
Brand Discovery Ads seen before online videos or TV shows start to play	110.9	
Brand Discovery Ads seen on mobile or tablet apps	133.5	
	128.4	
	107.8	
Brand Discovery Ads seen on public transport	160.2	
	270.9	
	99.9	
Brand Discovery Ads seen on social media	107.9	
	0	
	109.1	
Brand Discovery Ads seen on TV	114.5	
	61.5	
	107.1	
Brand Discovery Ads seen on websites	112.1	
	-	0 185 370



Base Audience: Audiences:





Answer Option		Index
Brand Discovery Ads seen on websites	117.9	
	104.4	
Brand Discovery Brand / product websites	143.3	
	52.2	
	113.3	
Brand Discovery Consumer review sites	115.5	
	186.6	
	108.1	
Brand Discovery Emails or letters / mailshots from companies	137.5	
	0	
	112.5	
Brand Discovery Endorsements by celebrities or an influencer	137.2	
	0	
	106.2	
		0 185 370



Base Audience: Audiences:



Next Vehicle Fuel Type : EV Next Vehicle Fuel Type : Hybrid

Answer Option		Index
Brand Discovery In-store product displays or promotions	123.1	
	72.2	
	109.2	2
Brand Discovery Online retail websites	122.4	
	53.4	
	106.8	3
Brand Discovery Personalized purchase recommendations on websites	117.8	3
	0	
	110.1	
Brand Discovery Posts or reviews from expert bloggers	133.8	3
	265.8	3
	108.3	
Brand Discovery Product brochures / catalogues	117.6	
	0	
		0 185 370



Base Audience: Audiences:



Next Vehicle Fuel Type : EV Next Vehicle Fuel Type : Hybrid

Answer Option		Ir	ndex	
Brand Discovery Product brochures / catalogues	112.6			
Brand Discovery Product comparison websites	138			
	0			
	108.2			
Brand Discovery Product samples or trials	90.6			
	370			
	105.1			
Brand Discovery Recommendations / comments on social media	115.3			
	110.7			
	109.2			
Brand Discovery Search engines	131.9			
	92.3			
	107.8			
Brand Discovery Stories / articles in printed editions of newspapers or magazines	145			
		0	185	370



All internet users

Base Audience:

Next Vehicle Fuel Type : EV Next Vehicle Fuel Type : Hybrid

Answer Option			Index	
Brand Discovery Stories / articles in printed editions of newspapers or magazines	144.9			
	114.9			
Brand Discovery Stories / articles on newspaper or magazine websites	154.4			
	0			
	111.3			
Brand Discovery TV shows / films	118.6			
	0			
	103.2			
Brand Discovery Updates on brands' social media pages	124.8			
	0			
	115.3			
Brand Discovery Vlogs	122.1			
	138			
	108.9			
	(0	185	370



Answer Option		Index
Brand Discovery Word-of-mouth recommendations from friend or family members	114.4	
	77.6	
	105.7	
Favorite Social Media / Messaging Service LinkedIn	145.1	
	0	
	104	
Favorite Social Media / Messaging Service Facebook	98.2	
	0	
	113.3	
Favorite Social Media / Messaging Service TikTok	95.4	
	120.6	
	107.7	
		0 185 370

udiences l	Locations	Waves
ext Vehicle Fuel Type : EV	Malaysia	Q4 2023, Q3 2023, Q2 2023, Q1
ext Vehicle Fuel Type : Hybrid		2023
ext Vehicle Fuel Type : Petrol		
use audience:		
l internet users		
•×	t Vehicle Fuel Type : Hybrid t Vehicle Fuel Type : Petrol e audience:	t Vehicle Fuel Type : Hybrid t Vehicle Fuel Type : Petrol e audience: