



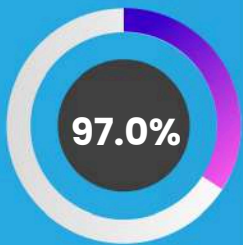
# National Family Month 2024: Exploring Public Views on Family Challenges



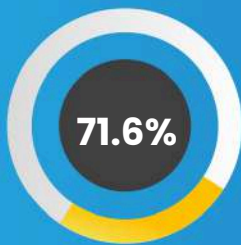
“KASIH Keluarga, Jiwa MADANI”

In conjunction with the National Family Month celebration in November 2024, themed “KASIH Keluarga, jiwa MADANI”, the Ministry of Women, Family and Community Development (KPWKM), through the National Population and Family Development Board (LPPKN), conducted an online public opinion survey on the family challenges in Malaysia from 7 to 30 November 2024. A total of 5,430 respondents, Malaysian aged 18 and above, participated in the survey.

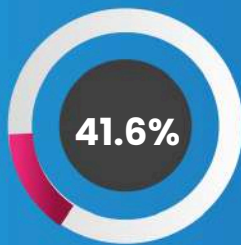
## Top 5 Challenges Faced by Malaysian Families Today



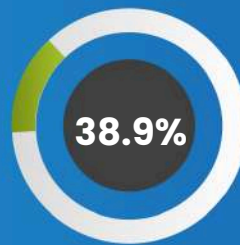
High cost of living



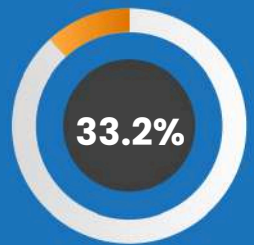
Rising cost of raising children



Less time for family activities



Having multiple jobs to improve family economy



Gadget addiction

## Decision Not to Have Children (Child-Free)



7.6%

believe that married couples have the right to choose not to have children

## Average Time Spent with Family

7.5 hour Weekdays

13.4 hour Weekends

## Family Values

70.5%

agreed that mutual affection is an important family value

67.9%

agreed that caring for physical and mental health is a shared responsibility

66.3%

agreed that education and knowledge are key to family harmony

71.0%

agreed that moral character plays an important role in family relationships

60.3%

agreed that a 10-second hug has a positive emotional impact

## Family Activities

61.3%

Eating together daily

51.6%

Spend time together daily

32.1%

Exercise together weekly



41.8%

feel family time is insufficient

## Challenges for Families in Spending Time Together

62.2%

Busy work schedules

16.5%

Time constraints

8.7%

Long distance relationship

## Government Support Expected by Families

77.1%

Affordable housing

Reduced tax rates for individuals and families

60.5%

59.4%

Targeted cash assistance schemes

Targeted subsidy schemes

56.8%

56.1%

Health care assistance for self and children



KEMENTERIAN PEMBANGUNAN WANITA, KELUARGA DAN MASYARAKAT



LEMBAGA PENYUJUK DAN PEMBANGUNAN KELUARGA NEGARA

For further information:

POPULATION AND FAMILY RESEARCH DIVISION  
NATIONAL POPULATION AND FAMILY DEVELOPMENT BOARD  
Ministry of Women, Family and Community Development

Publication: December 2024

<https://mprh.lppkn.gov.my>