

Malaysia State Elections 2023 Voter Survey Highlights

11 August 2023



Disclaimer

The information from this report is confidential and intended solely for the use of the individual or entity to whom it is addressed. Merdeka Center is not responsible for any errors or omissions, or for the results obtained from the use of this report.

Methodology & Respondent Profiles

- A total of 6,179 voters aged 18 and above were interviewed via telephone in **Selangor, Kedah, Penang, N.Sembilan, Kelantan** and **Terengganu** on the following corresponding dates.

Selangor : 26/7 – 11/8
 Negeri Sembilan : 03/7 – 14/7
 Penang : 02/8 – 04/8;
 10/08 – 11/08
 Kedah : 12/7 – 02/8
 Kelantan : 04/8 – 08/8
 Terengganu : 08/8 – 09/8

- Voters were selected through random stratified sampling method along the lines of ethnicity, gender, age groups and state assembly constituencies.
- Respondents were interviewed in their own language of preference
- Survey margin of error for each survey is included in the table.
- The survey conducted via computer assisted telephone interviews and a small proportion of minority voters (in Selangor) were interviewed via a representative online panel.

		All Respondents			Malay Only			
Demography		Selangor	Negeri Sembilan	Kedah	Penang	Kelantan	Terengganu	
Total Respondents		2,966	1,005	501	702	501	504	
Margin of Error		±1.80%	±3.09%	±4.38%	±3.70%	±4.38%	±4.37%	
Ethnic	Malay	53%	57%	100%	100%	100%	100%	
	Chinese	33%	27%	-	-	-	-	
	Indian	15%	16%	-	-	-	-	
Gender	Male	50%	50%	50%	50%	50%	50%	
	Female	50%	50%	50%	50%	50%	50%	
Age Group	Below 25	13%	5%	6%	5%	6%	5%	
	26-35	24%	25%	34%	34%	33%	33%	
	35-55	41%	46%	43%	40%	40%	45%	
	Above 55	22%	25%	17%	21%	21%	16%	
Household Income	Less than RM2,000	18%	21%	33%	28%	43%	39%	
	RM2,000-RM3,999	30%	35%	32%	34%	30%	33%	
	RM4,000-RM6,999	21%	25%	17%	18%	13%	12%	
	More than RM7,000	19%	13%	7%	9%	5%	8%	
	Unsure/Refuse	11%	6%	11%	11%	9%	8%	
Occupation	Public sector	6%	11%	12%	11%	13%	11%	
	Private sector	42%	41%	30%	43%	30%	32%	
	Self Employed	15%	17%	23%	13%	22%	20%	
	*Others	36%	31%	35%	32%	35%	37%	

* Retired, lost ability to work, homemaker and still studying (students)

State Voter Profile

	Selangor	Penang	Kedah	Terengganu	Negeri Sembilan	Kelantan
Total Voters	3,719,089	1,237,022	1,592,073	932,328	862,511	1,419,142
Male	50%	49%	49%	50%	50%	50%
Female	50%	51%	51%	50%	50%	50%
Malay	53%	38%	77%	96%	56%	94%
Chinese	31%	49%	14%	2.9%	26%	3%
Indian	14%	12%	7%	0.2%	15%	0.3%
Others	3%	1%	2%	1%	3%	2%
18 - 20	5%	4%	5%	5%	4%	5%
21 - 25	13%	10%	12%	13%	11%	13%
26 - 30	13%	11%	12%	13%	12%	13%
31 - 35	11%	10%	11%	13%	11%	13%
36 - 40	10%	10%	11%	12%	11%	12%
41 - 45	9%	9%	9%	10%	9%	9%
46 - 50	8%	9%	8%	8%	8%	8%
51 - 55	8%	8%	7%	7%	7%	7%
56 - 60	7%	8%	7%	6%	7%	6%
61+	16%	23%	18%	14%	20%	15%

A total of 9.76 million voters will have the right to cast their ballots on 12 August 2023. The estimated profile of the electorate in the six states based on the electoral roll to be used on polling day is listed here.

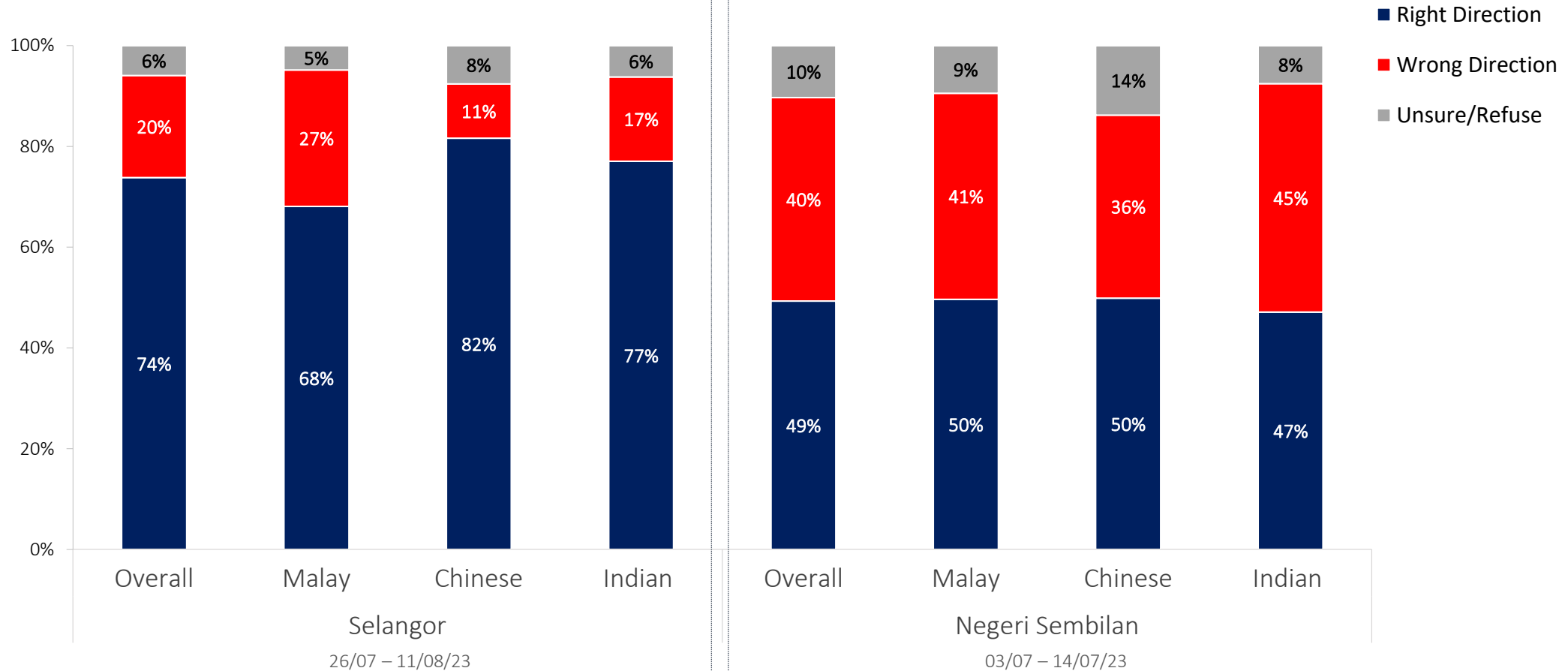
Our surveys in Kedah, Penang, Terengganu and Kelantan and Terengganu focused only on the Malay electorate.



Survey Highlights

Perceived Direction of the State

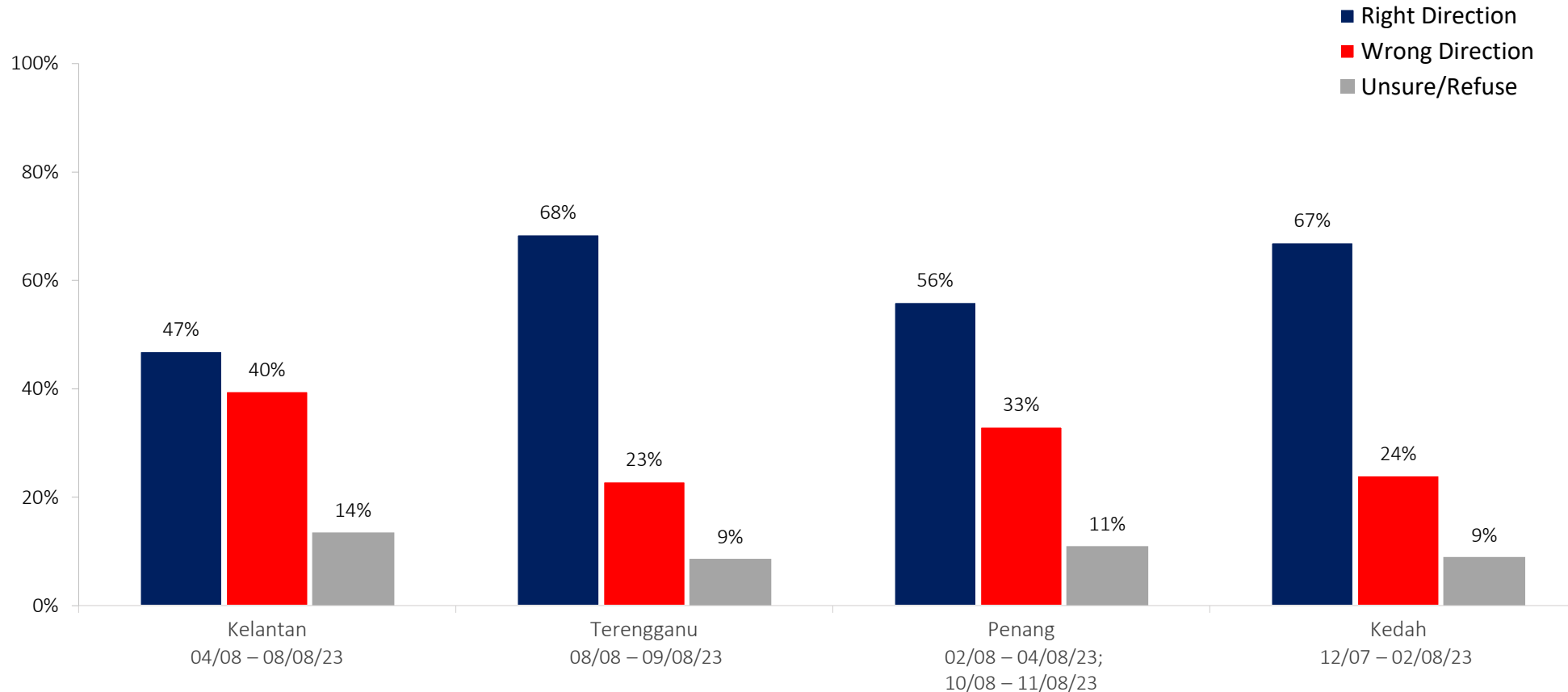
Overall Ethnicity



Q: Considering the condition in the state today, would you say that things are heading in the right direction or wrong direction?

Perceived Direction of the State

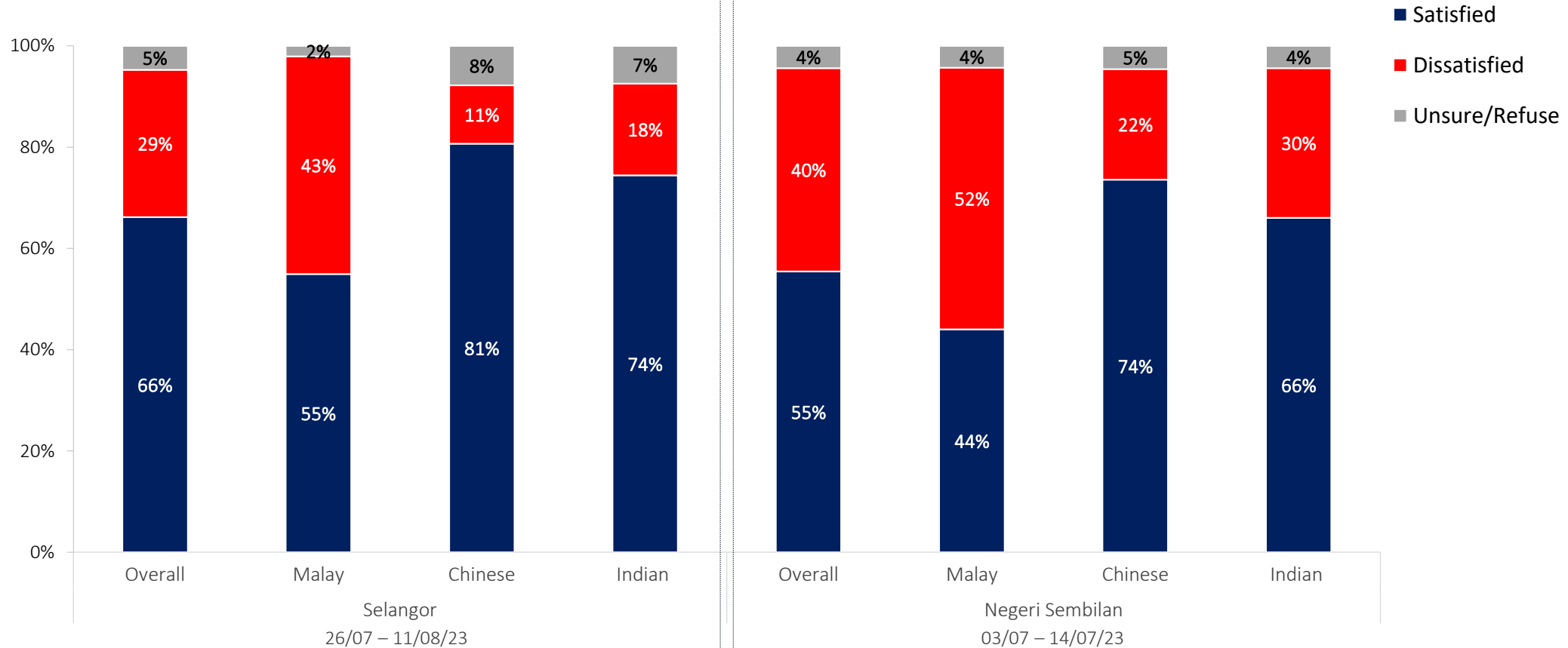
Malay Respondents only



Q: Considering the condition in the state today, would you say that things are heading in the right direction or wrong direction?

Satisfaction with Federal Govt Performance

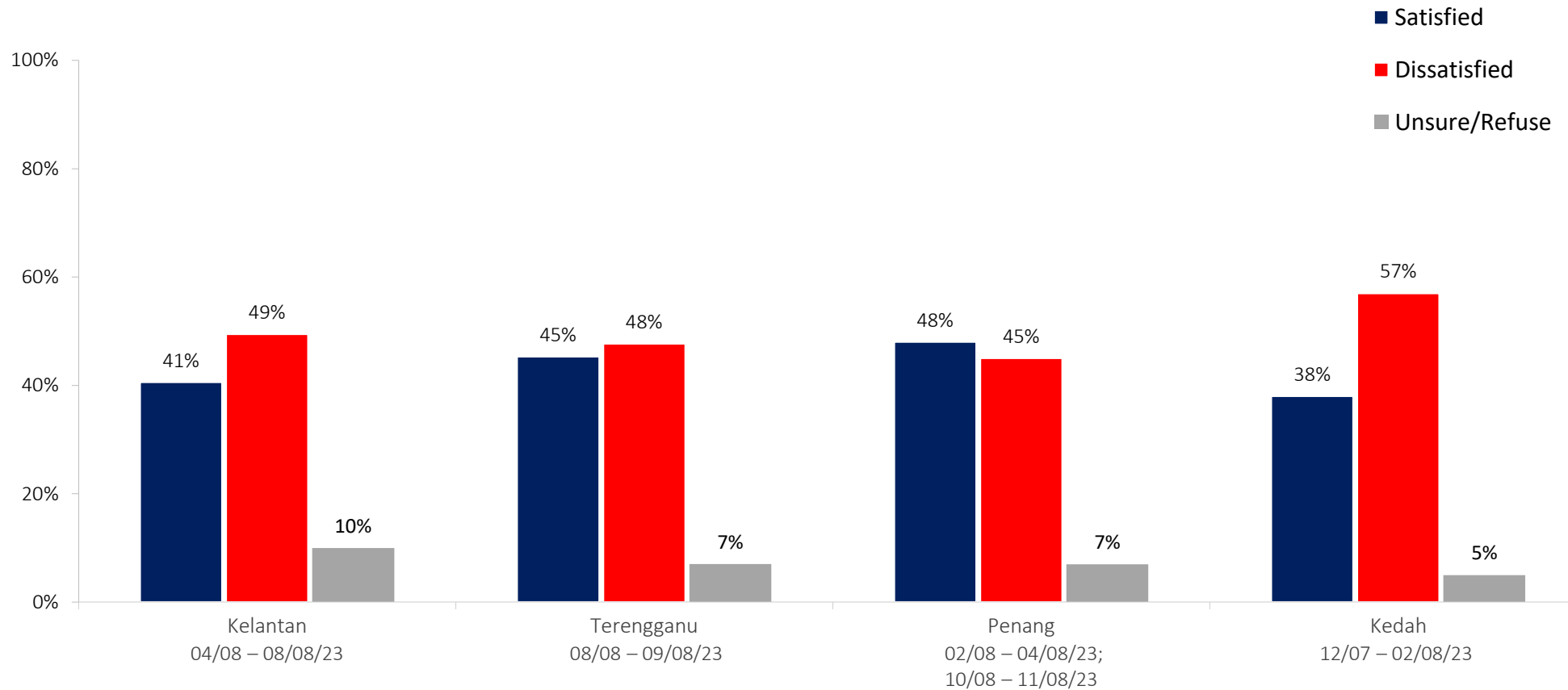
Overall Ethnicity



Q: How satisfied or dissatisfied are you with the performance of Federal Government at present?

Satisfaction with Federal Govt Performance

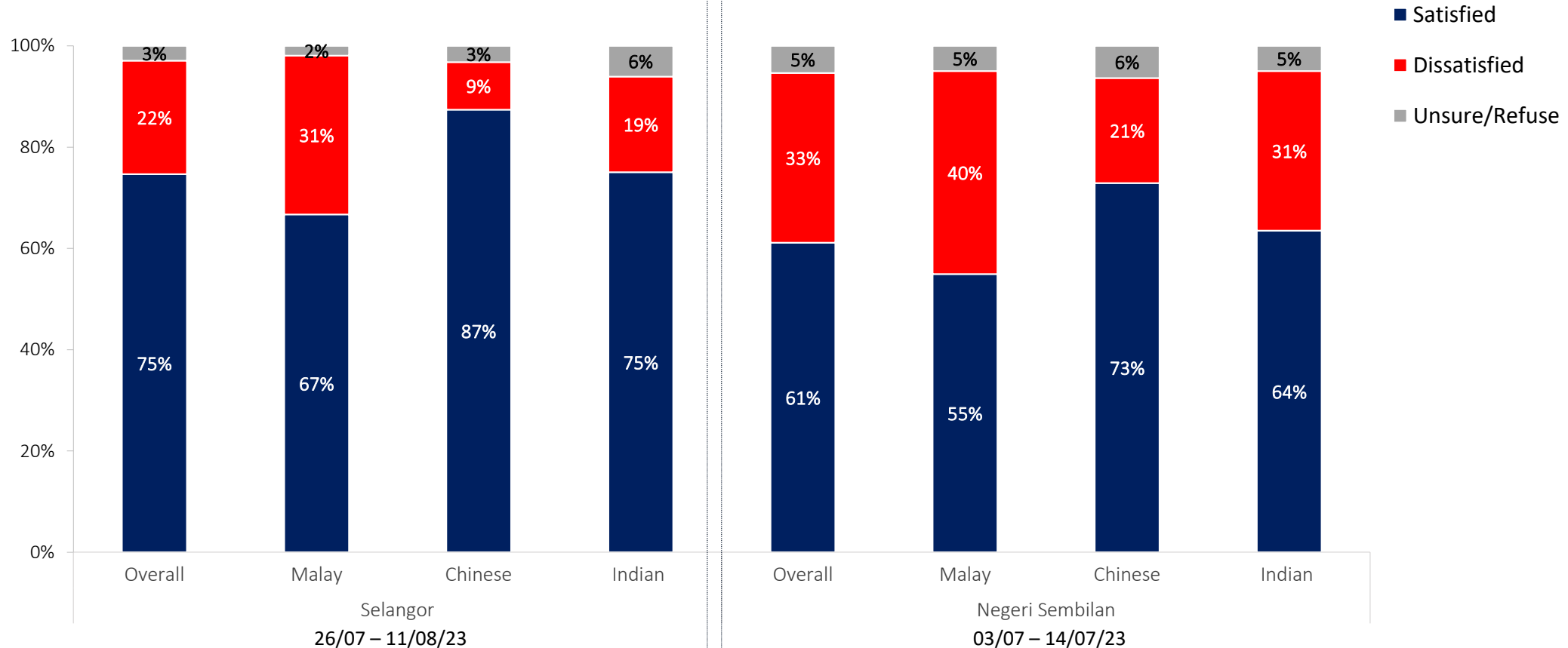
Malay Respondents Only



Q: How satisfied or dissatisfied are you with the performance of Federal Government at present?

Satisfaction with State Govt Performance

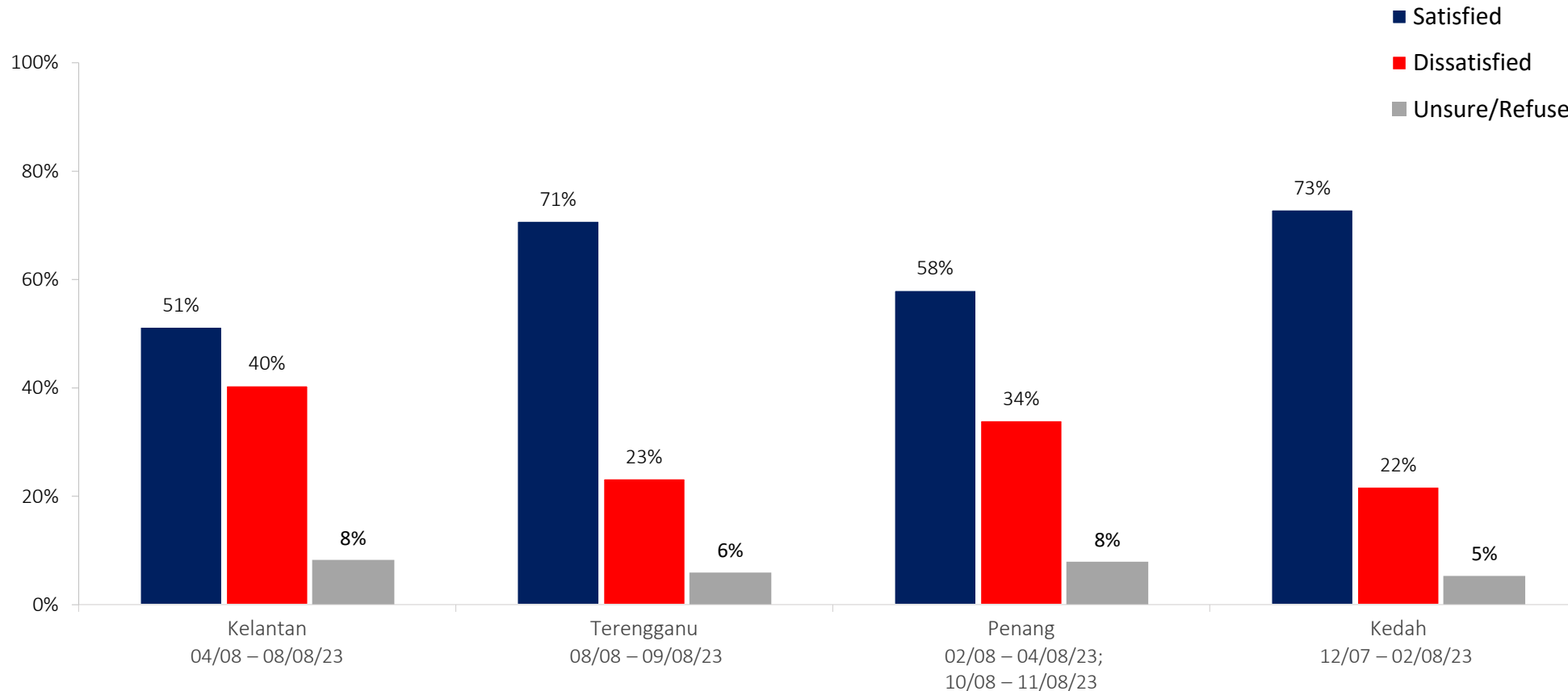
Overall Ethnicity



Q: How satisfied or dissatisfied are you with the performance of the ...State Government at present?

Satisfaction with State Govt Performance

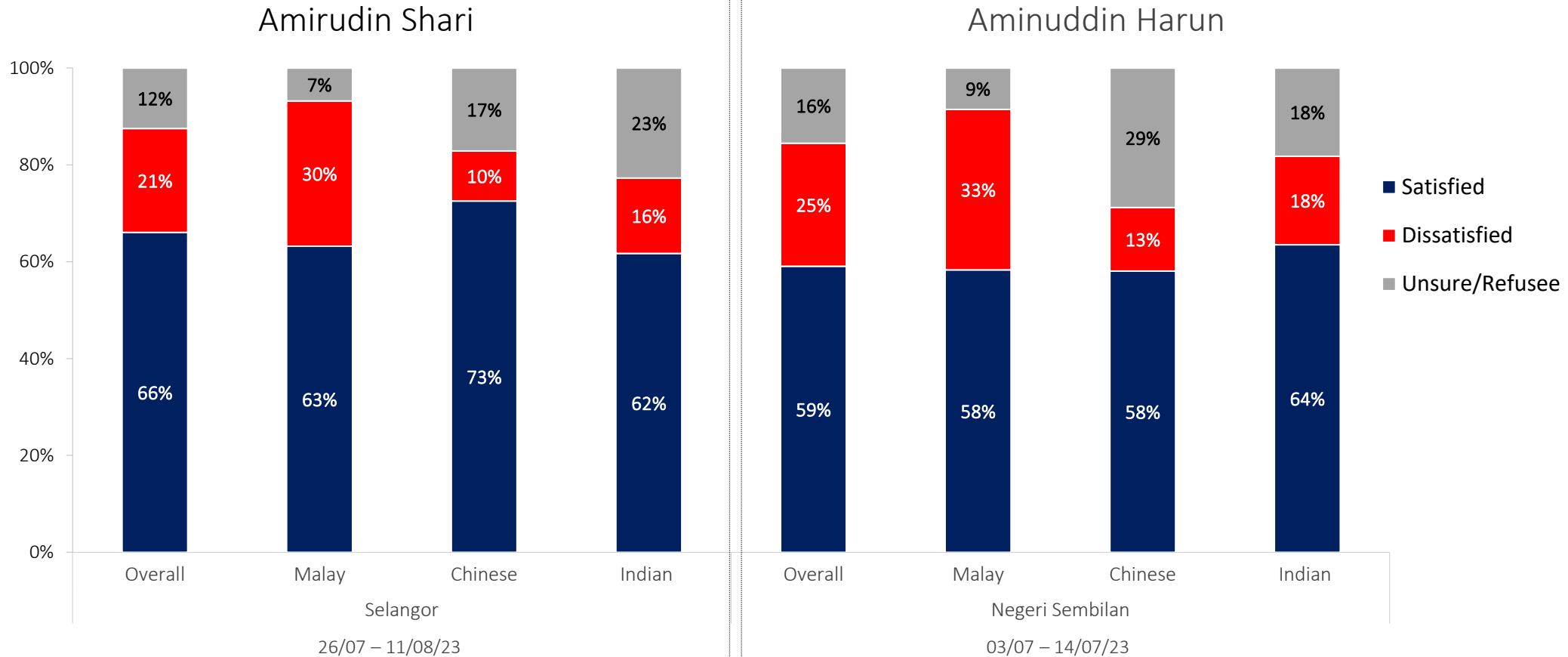
Malay respondents only



Q: How satisfied or dissatisfied are you with the performance of the ... State Government at present?

Chief Minister Performance

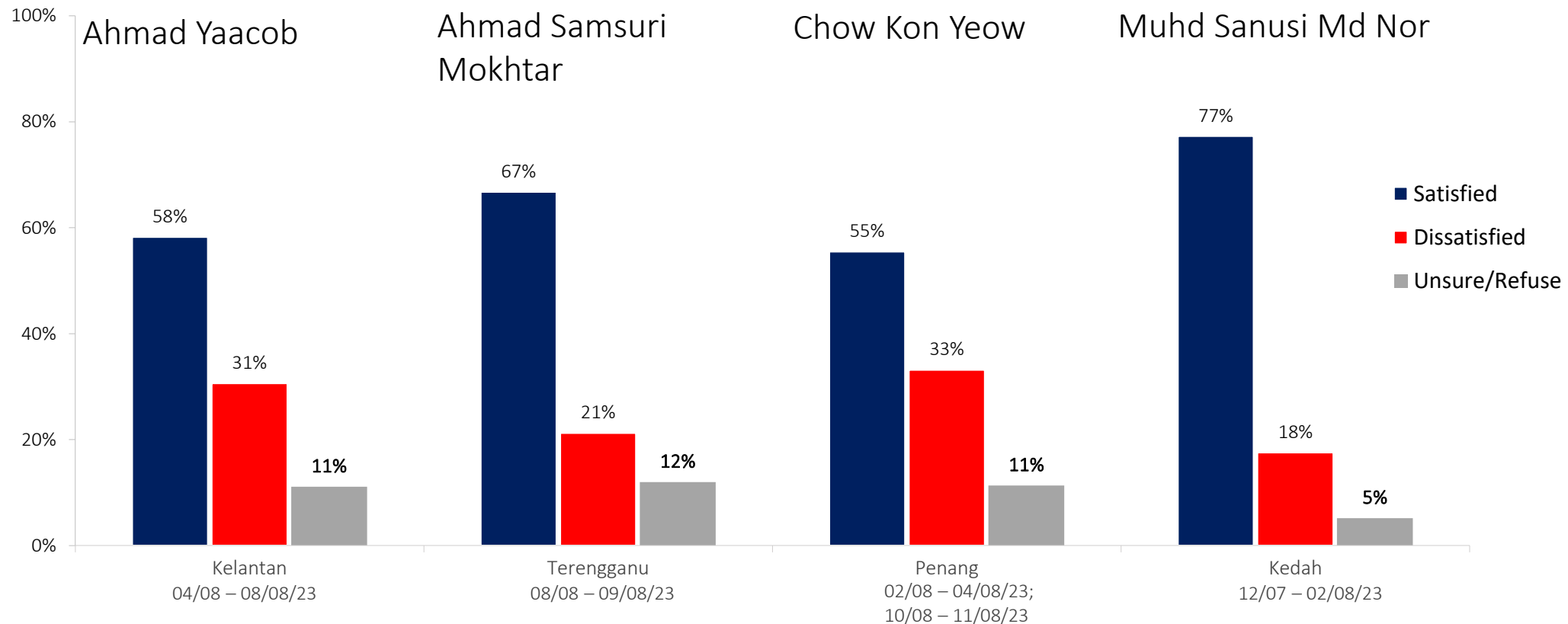
Overall, Ethnicity



Q: How satisfied or dissatisfied are you with the way _____ is performing his job as the Chief Minister?

Chief Minister Performance

Malay Respondents Only



Q: How satisfied or dissatisfied are you with the way _____ is performing his job as the Chief Minister?

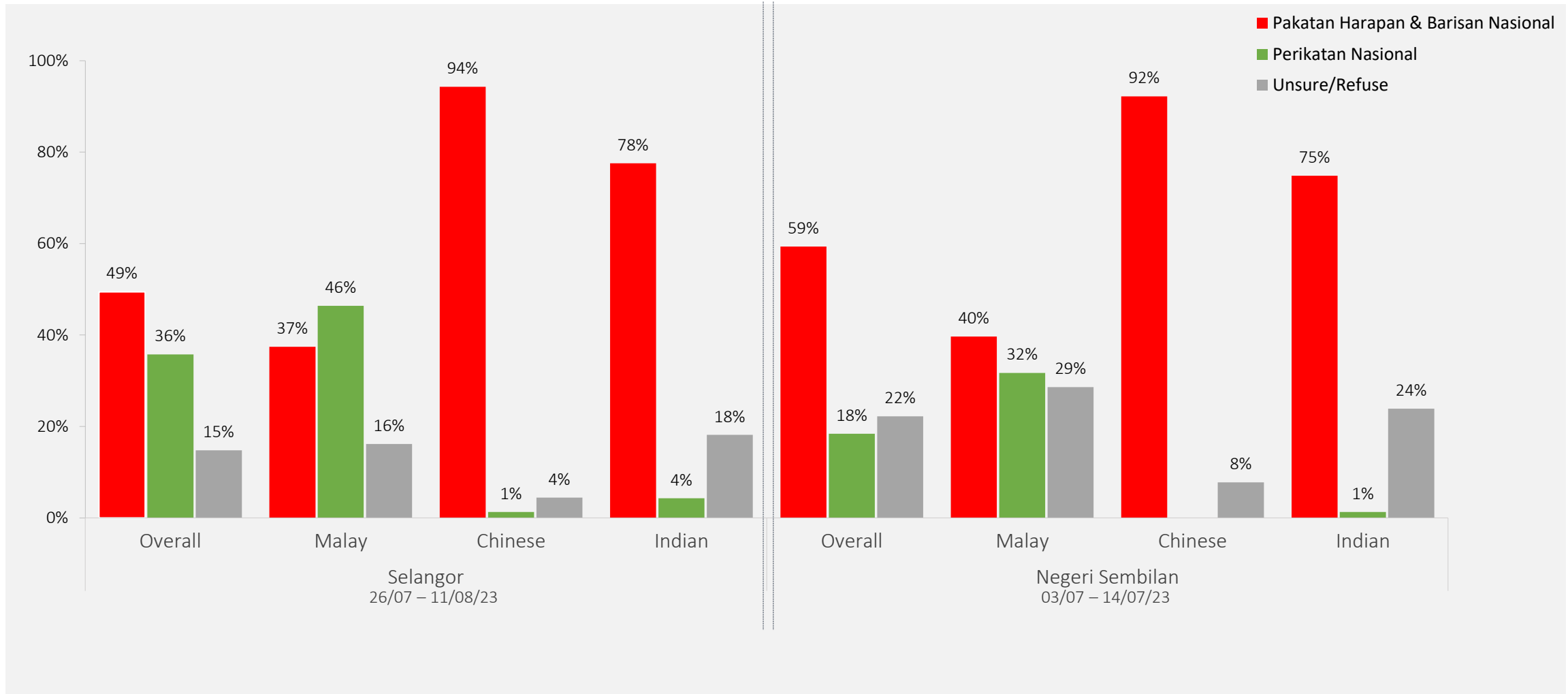
Issues of Voter Concern

Overall

Issues	All Ethnic		Malay Only				Average
	Selangor	Negeri Sembilan	Kelantan	Penang	Terengganu	Kedah	
Inflation & cost of living	52.2%	56.8%	52.3%	59.5%	64.9%	61.5%	57.9%
State Water management	3.2%	-	9.3%	0.9%	0.4%	5.1%	3.8%
Employment issues	3.1%	-	6.7%	1.4%	5.4%	5.0%	4.3%
Economic growth	5.9%	9.1%	6.1%	4.7%	5.2%	5.6%	6.1%
People's welfare	6.0%	-	4.0%	4.1%	4.5%	3.4%	4.4%
Corruption	5.1%	6.6%	3.3%	7.4%	3.0%	2.4%	4.6%
Political instability	2.0%	3.6%	3.6%	1.5%	2.0%	3.3%	2.7%
Local government services	3.6%	2.3%	1.2%	1.0%	-	0.5%	1.7%
Infrastructure development	0.6%	3.1%	1.8%	4.7%	1.2%	1.7%	2.2%
Maintaining position of Islam	1.1%	-	0.2%	2.7%	1.8%	-	1.5%
Social Issues e.g. drugs, crime	0.6%	1.0%	1.4%	0.4%	0.4%	2.5%	1.1%
Malay rights/Equal treat among races	2.5%	3.5%	0.8%	5.7%	0.8%	0.9%	2.4%
Flood mitigation	1.0%	-	1.2%	0.2%	1.6%	-	1.0%
Affordable Housing	1.9%	2.1%	0.4%	4.6%	1.9%	2.0%	2.2%

Preferred Coalition

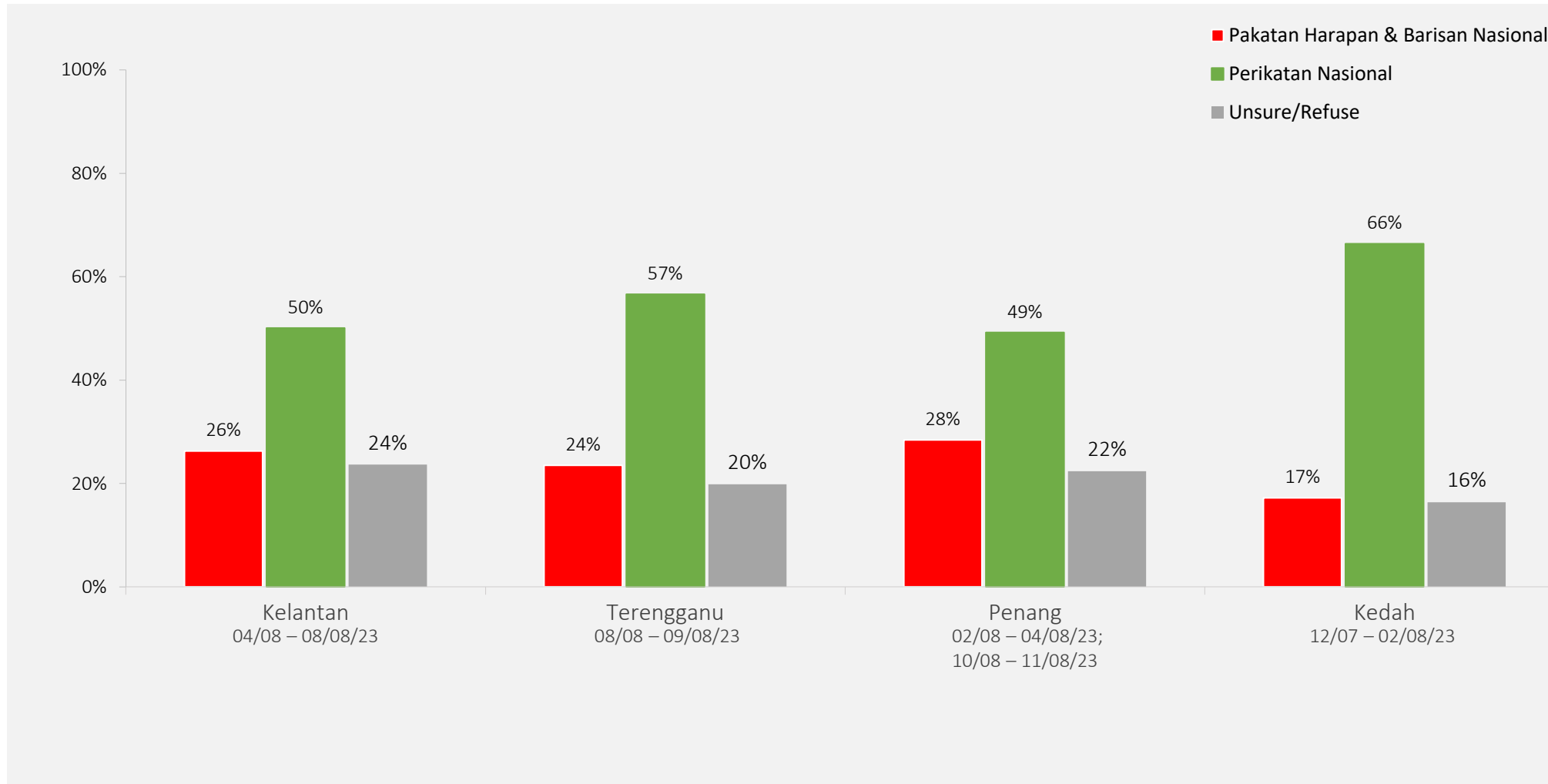
Overall, Ethnicity



Q: Which between the two coalitions would you choose as the next state government?

Preferred Coalition

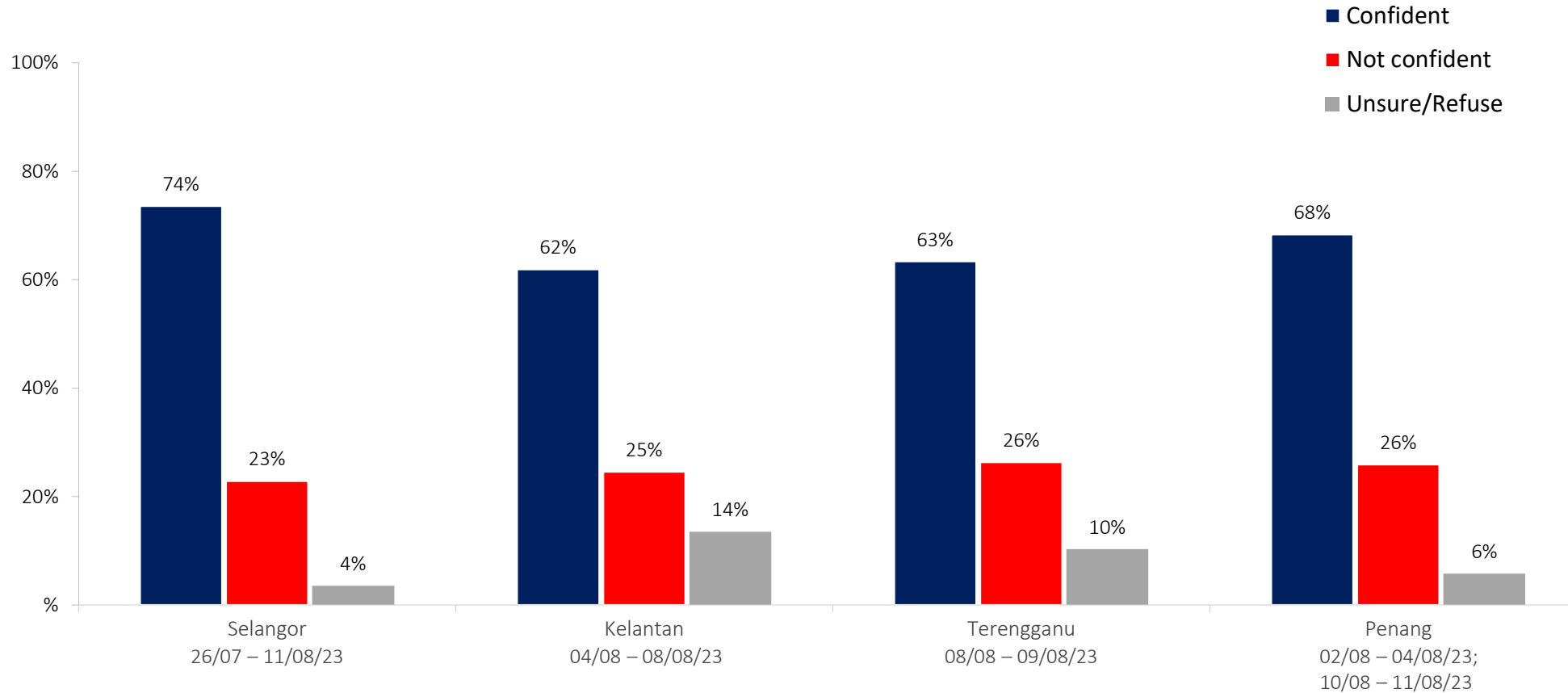
Malay Respondents Only



Q: Which between the two coalitions would you choose as the next state government?

Confidence towards the Election Commission

Malay Respondents Only



Q: How much would you say that you are confident or not confident that Election Commission will be able to conduct the elections in a fair and impartial manner?

Thank you