



# Malaysia's Upcoming Elections: The State of Play

Merdeka Center

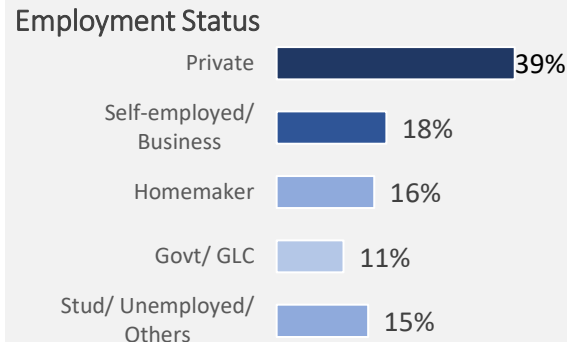
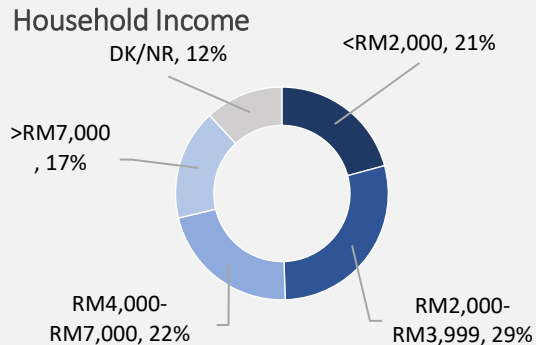
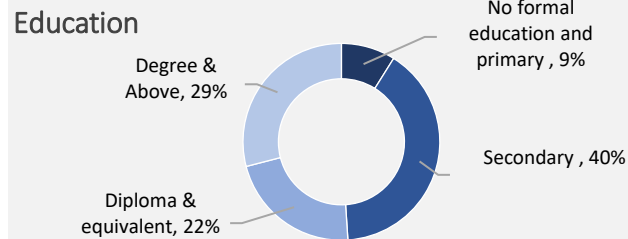
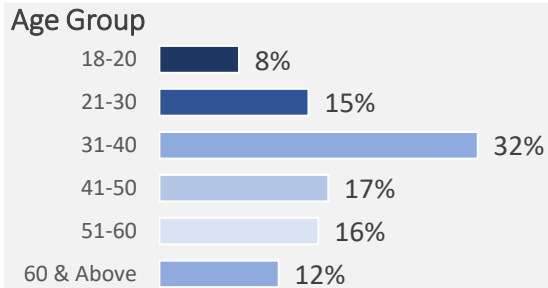
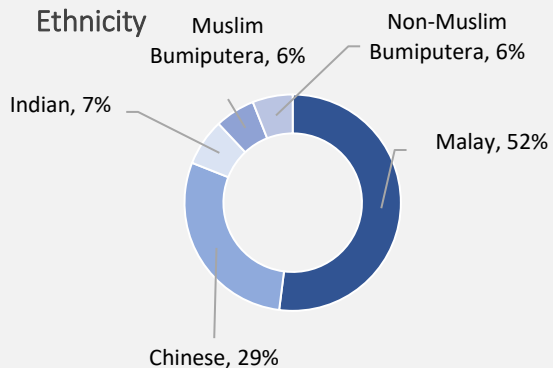
Survey Date: 28 Oct 2022

## Disclaimer

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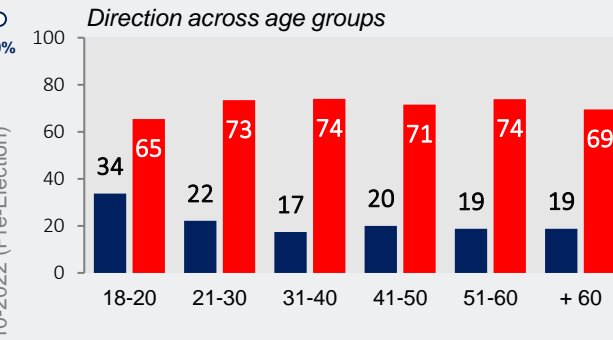
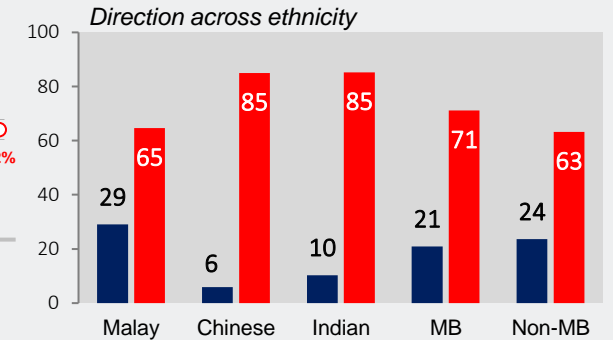
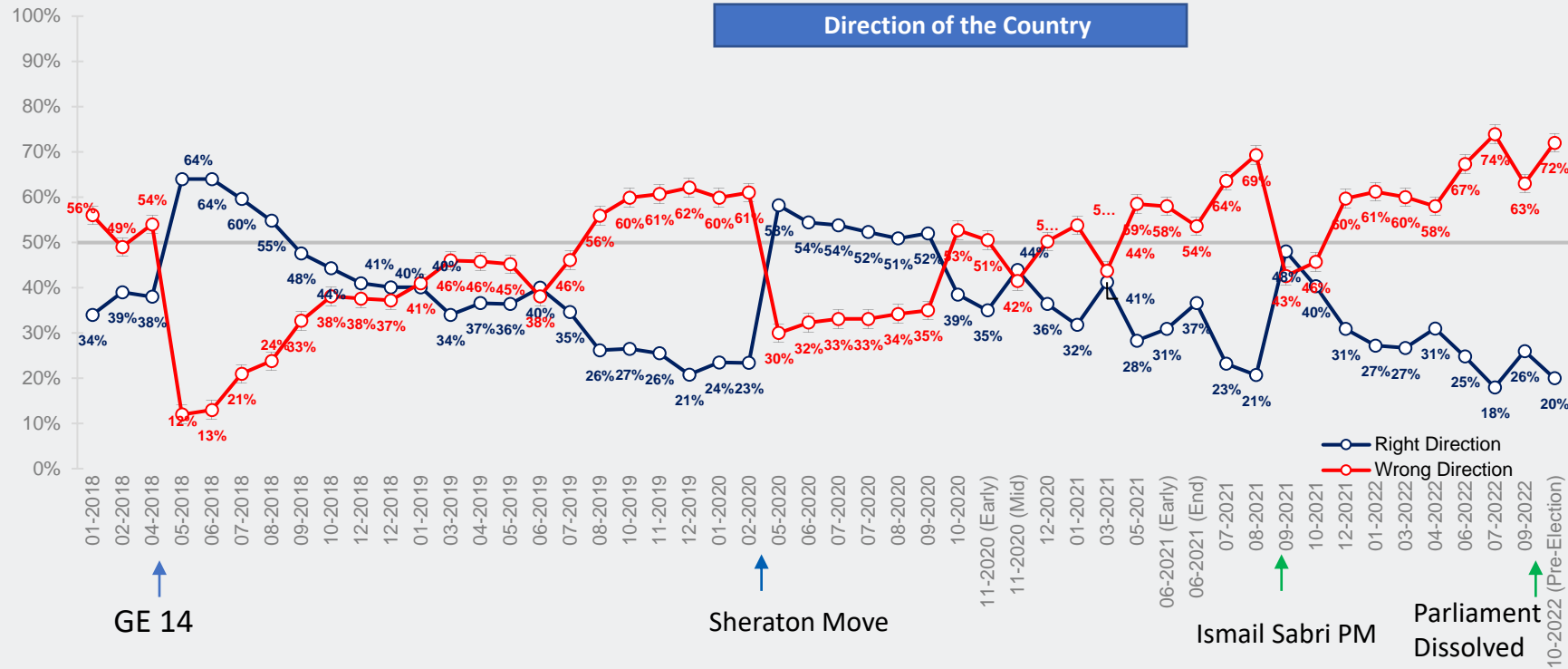
# Profile & Methodology

- **1,209** respondents aged 18 and above were interviewed via telephone (fixed and mobile lines)
- The survey respondents are from all states across Peninsular Malaysia includes Sabah and Sarawak
- Respondents were selected through random stratified sampling method along the lines of ethnicity, gender, age and states.
- All of the constituencies (**14 states and across 222 parliament constituencies**) were surveyed and the selection of the respondents is proportional with respect to the population in each parliament constituency.
- Respondents were interviewed in their own language of preferences
- Survey margin of error estimated at **±2.82%**
- The survey was conducted on **19 October – 28 October 2022**.



# Direction, Issues and Ratings

# Public Sentiments: Direction of the Country as at 28 Oct 2022



Economic concerns	32%
Political instability	27%
Poor and inefficient administration	12%
Bad quality of leadership/ No welfare	8%
Racial issue	3%

Favourable Economy	13%
Good national/state administration	11%
Good quality of leadership/ Welfare to the people	8%
Social & public safety	5%
Good development & infrastructure	1%

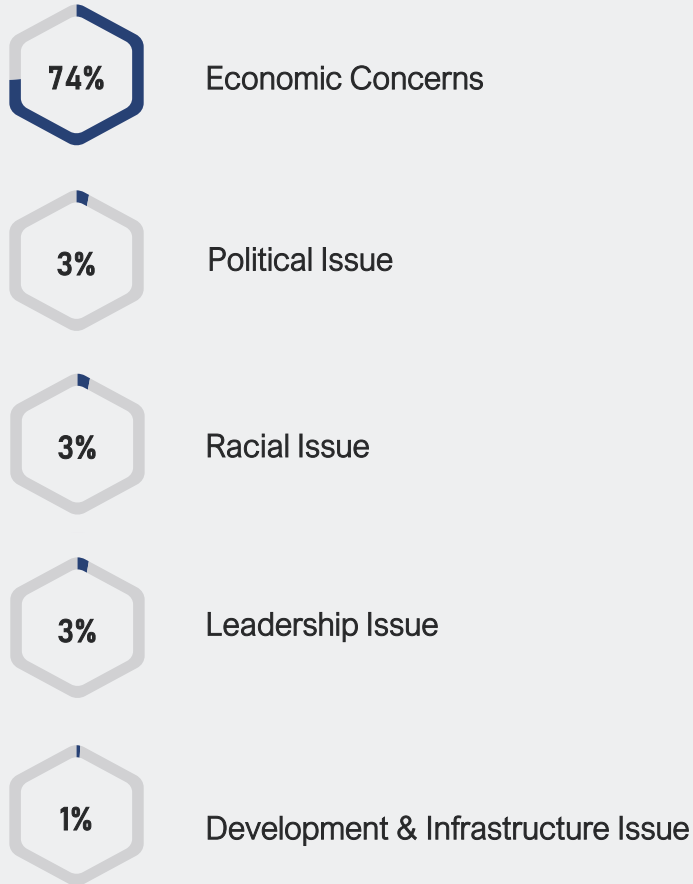
Views on national direction declined after parliament was dissolved.

Concerns over political instability rising from 24% previous survey (Oct 2, 2022)

Q: Why do you say so?

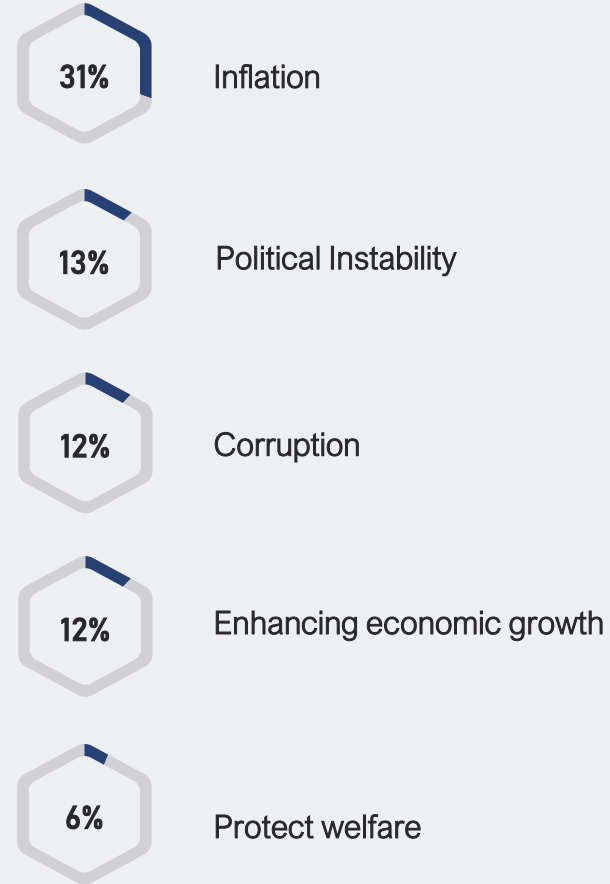
# Political Drivers: Issues and Problems

## Country's Biggest Problem



Q: Being as specific as you can, what is the number one problem facing the people of this country today?

## Top 5 Voter Concerns Issues

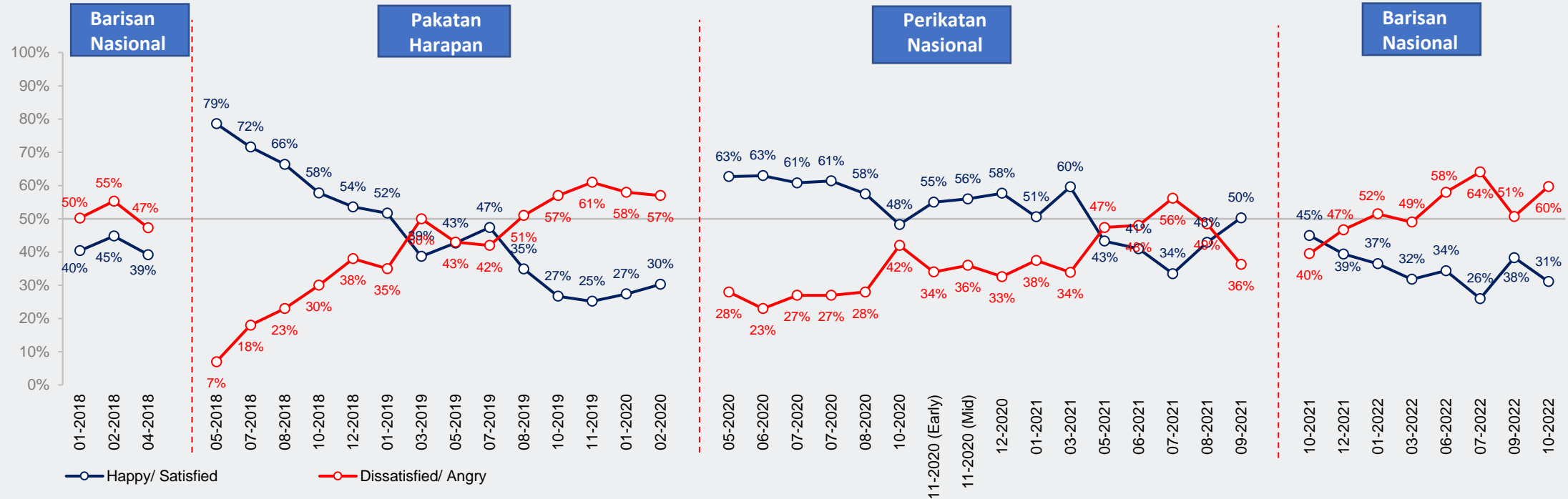


Q: From the following, please choose two (2) current issues that are most important to you at present?

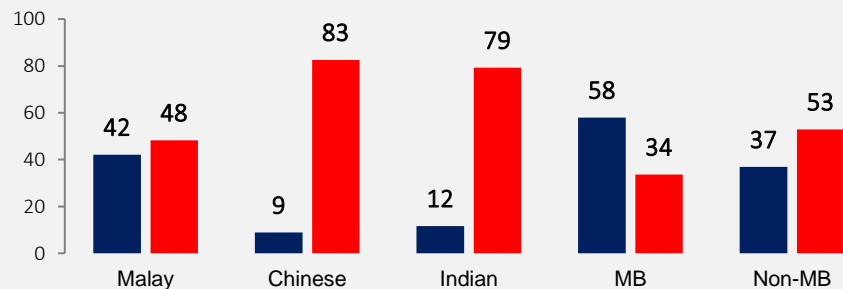
Issues driving voter motivations are fairly universal: the economy and inflation.

But we now see voters genuinely concerned over political uncertainty, as it may mean that public priorities take a back seat compared to leaders' efforts to stay or gain power.

# Government Approval Rating



Q: Some people say they are happy with ..., while others are dissatisfied and others say they are angry? Which one best describes how you feel?

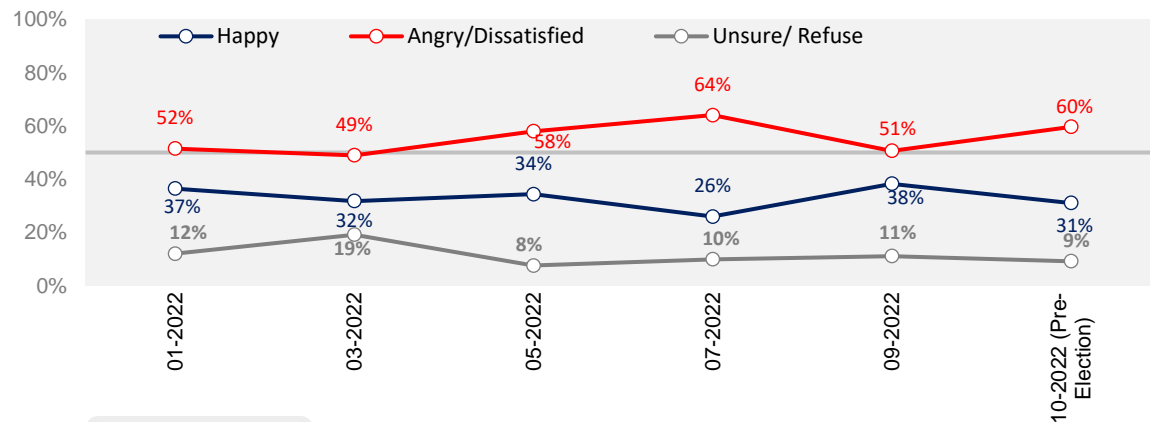


Impending election has increased negative sentiments, perhaps due to rise in uncertainty.

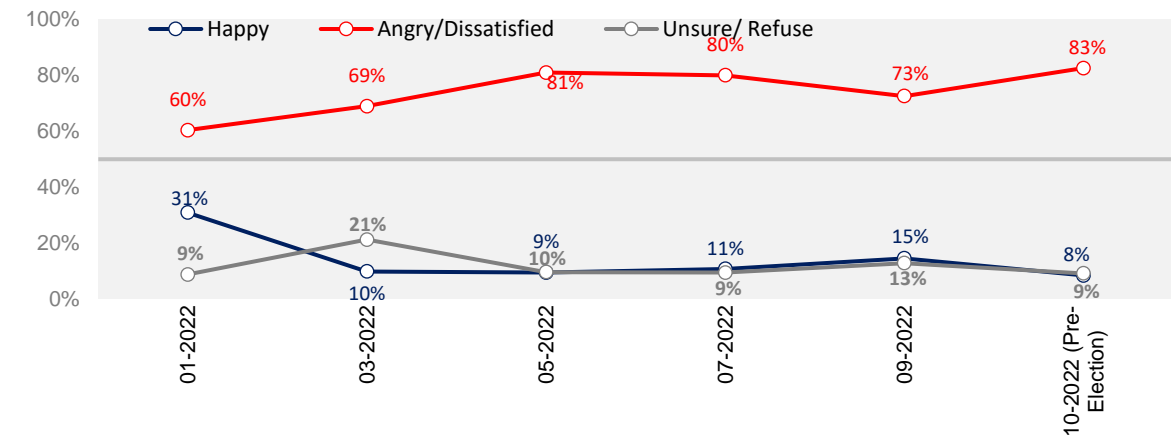
Government approval rating across ethnic groups,  
28 Oct 2022

# Government Approval Rating as at Jan – Oct 2022

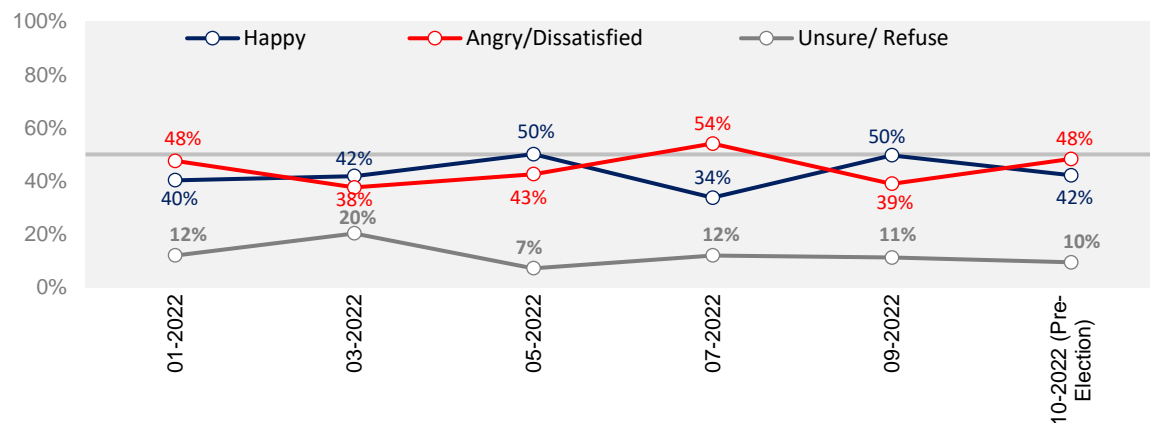
## OVERALL



## NON-MALAY



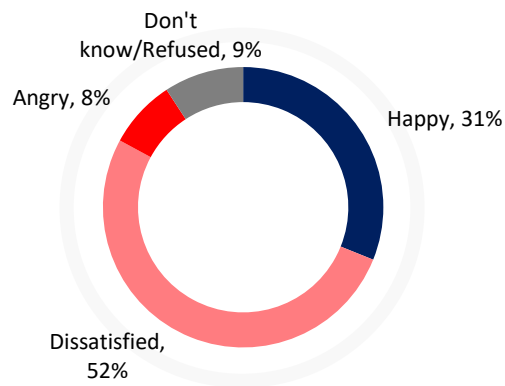
## MALAY



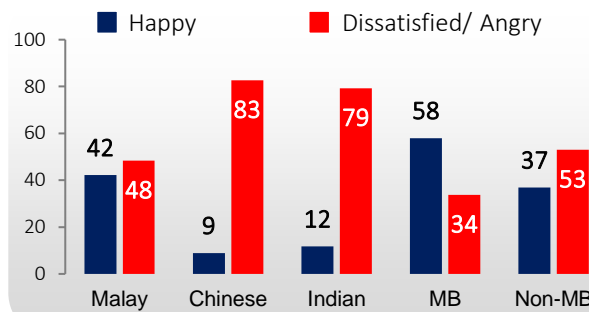
Q: Some people say they are happy with ..., while others are dissatisfied and others say they are angry? Which one best describes how you feel?



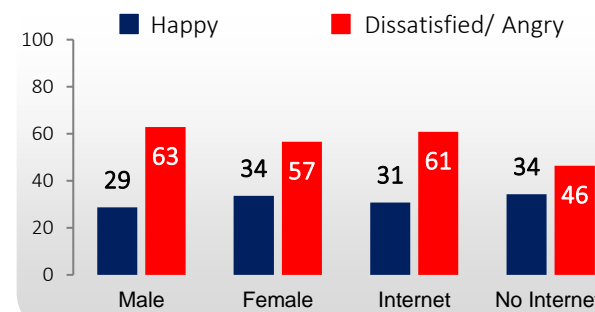
# Government Approval Rating as at 28 Oct 2022, across multiple variables



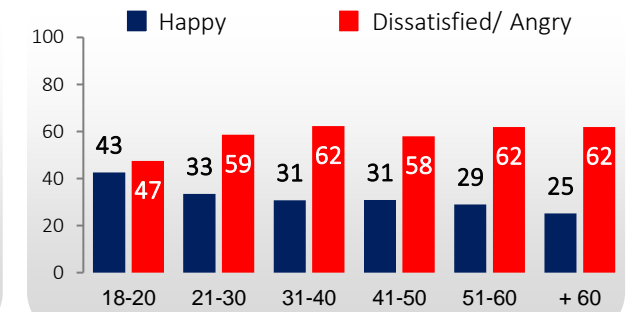
**Ethnicity**



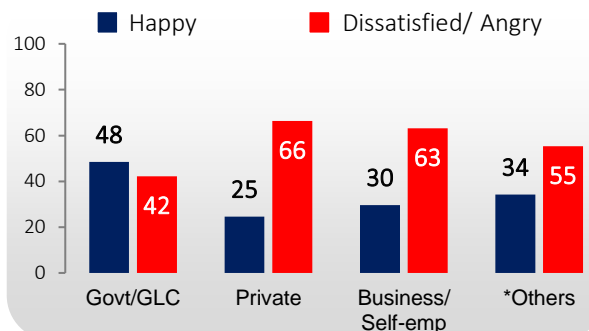
**Gender/ Internet Access**



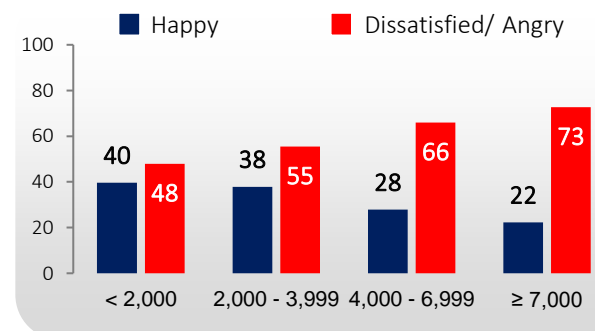
**Age groups**



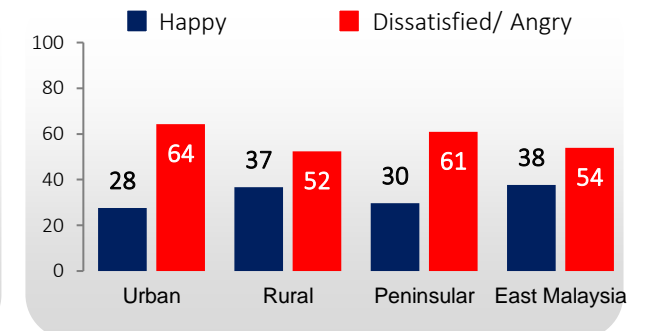
**Occupation**



**Household Income (RM)**



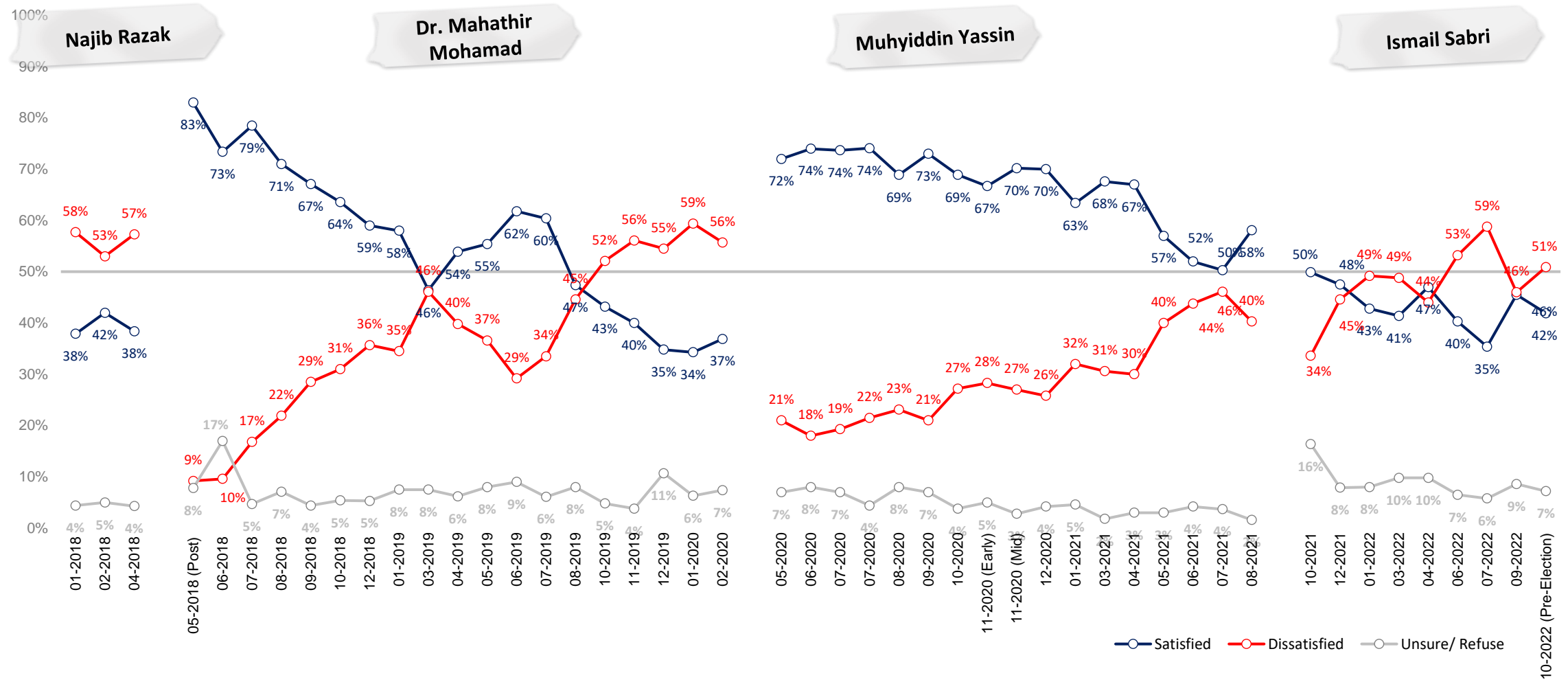
**Settlement/ Region**



\* Homemaker, Retired, Students, Unemployed

Q: Some people say they are happy with ..., while others are dissatisfied and others say they are angry? Which one best describes how you feel?

# Prime Minister Approval Rating

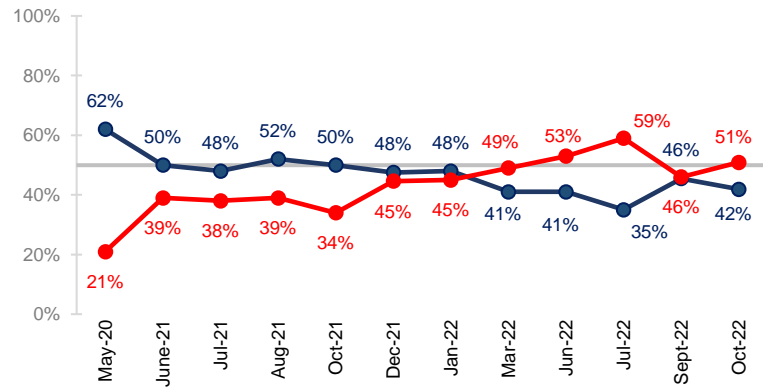


Q: How satisfied or dissatisfied are you with the performance of ... ? - Ismail Sabri Yaakob as 9th Prime Minister of Malaysia

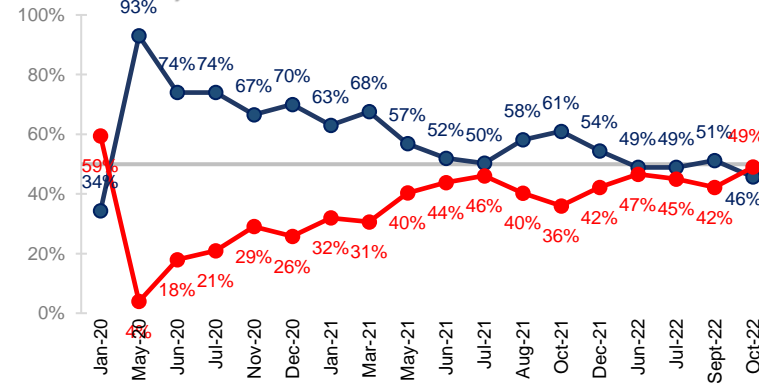
# Leader Ratings as at 28 Oct 2022

## Overall

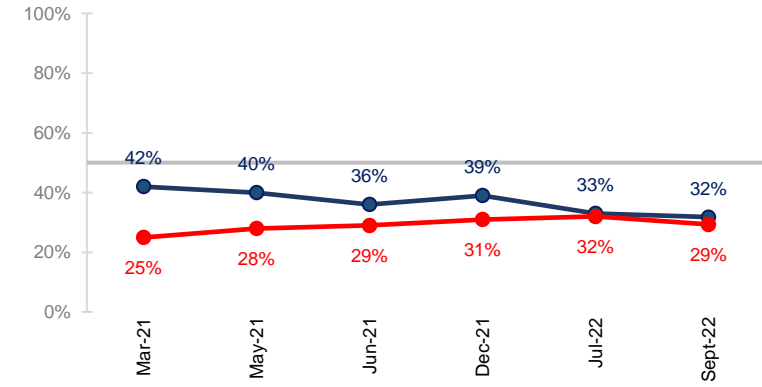
**DS Ismail Sabri**



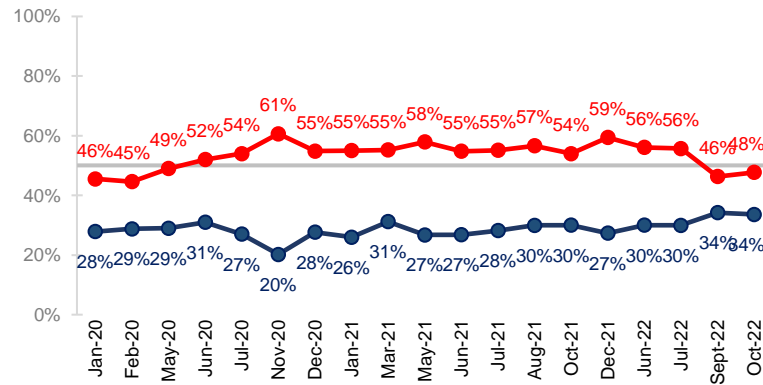
**TS Muhyiddin Yassin**



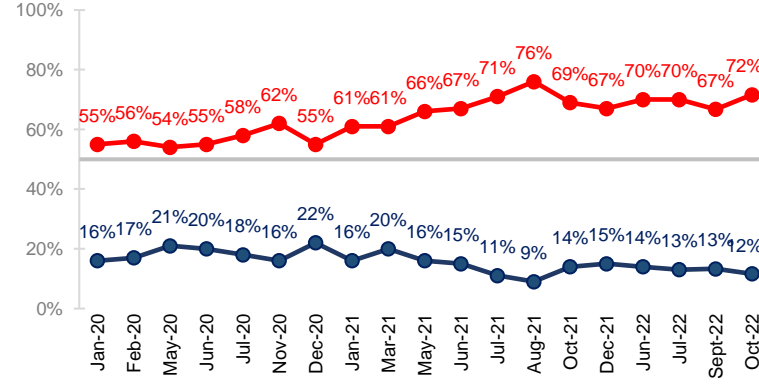
**DS Mohamad Hassan**



**DS Anwar Ibrahim**



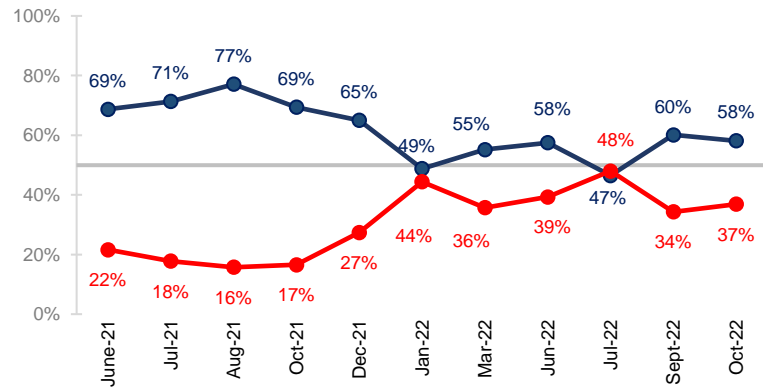
**DS Zahid Hamidi**



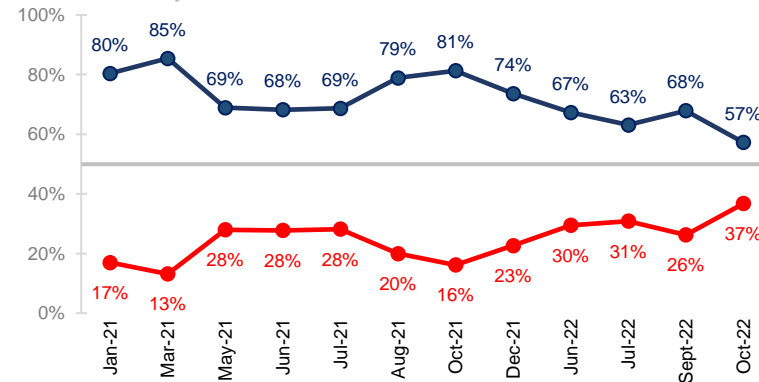
# Leader Ratings as at 28 Oct 2022

## Malay voters

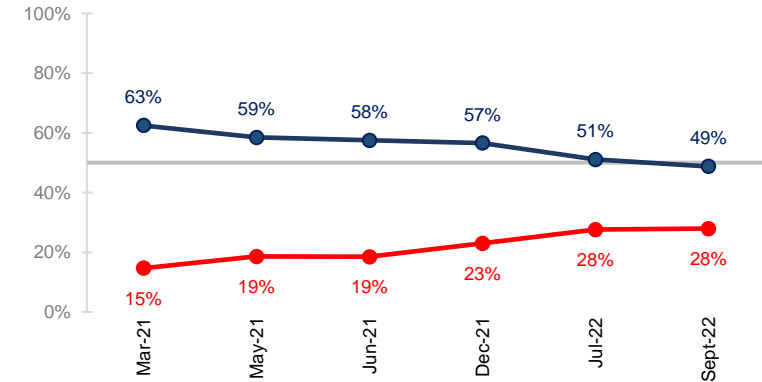
**DS Ismail Sabri**



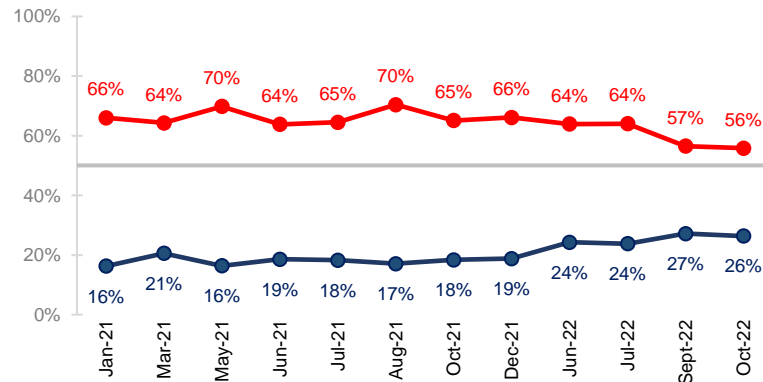
**TS Muhyiddin Yassin**



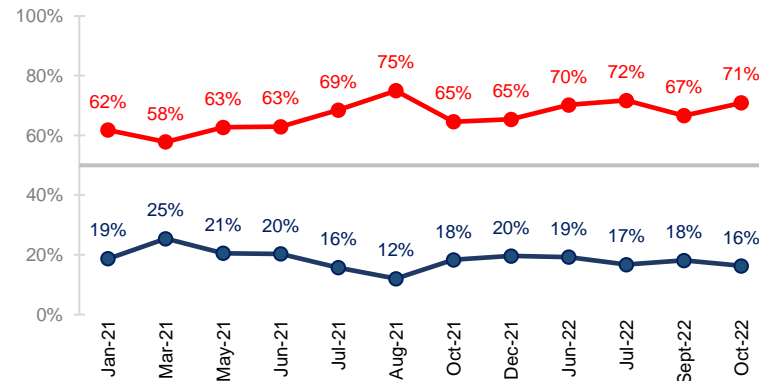
**DS Mohamad Hassan**



**DS Anwar Ibrahim**



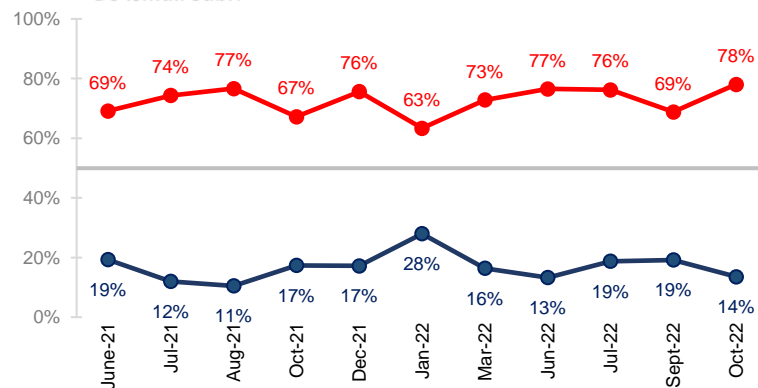
**Ds Zahid Hamidi**



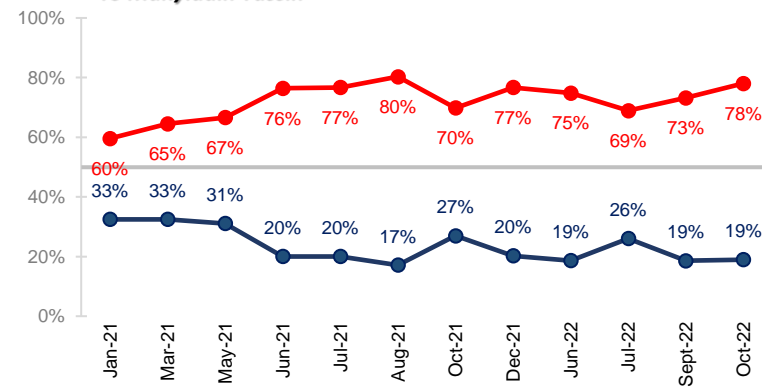
# Leader Ratings as at 28 Oct 2022

## Non-Malay

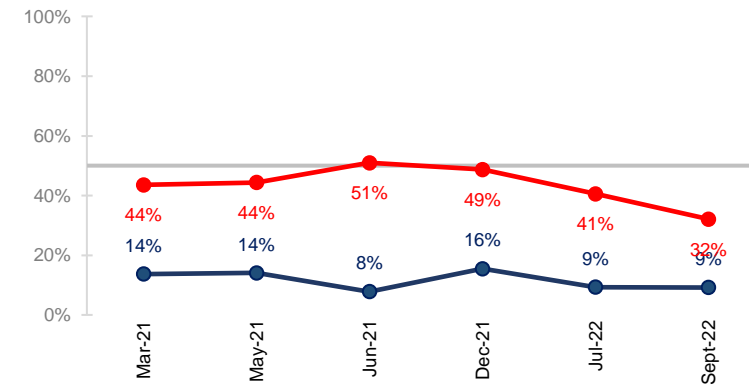
**DS Ismail Sabri**



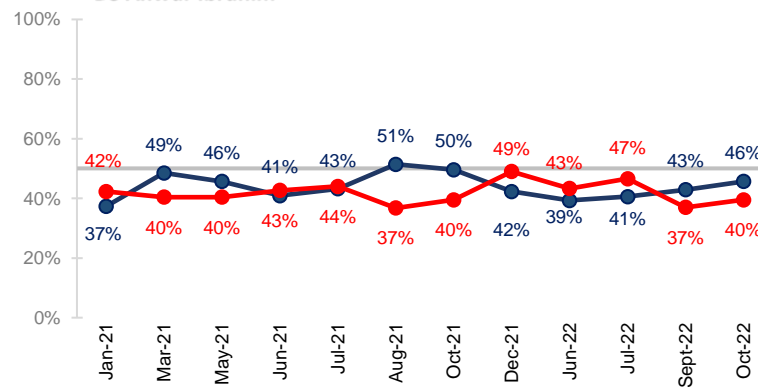
**TS Muhyiddin Yassin**



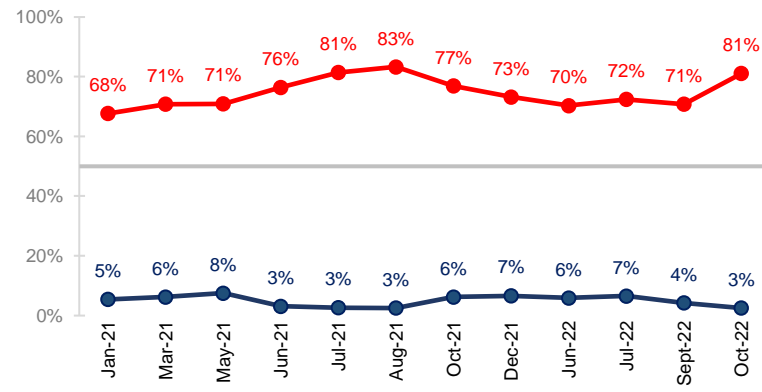
**Mohamad Hassan**



**DS Anwar Ibrahim**



**Zahid Hamidi**



# Voting Factors, Turnout and Inclination

# Voting Factors

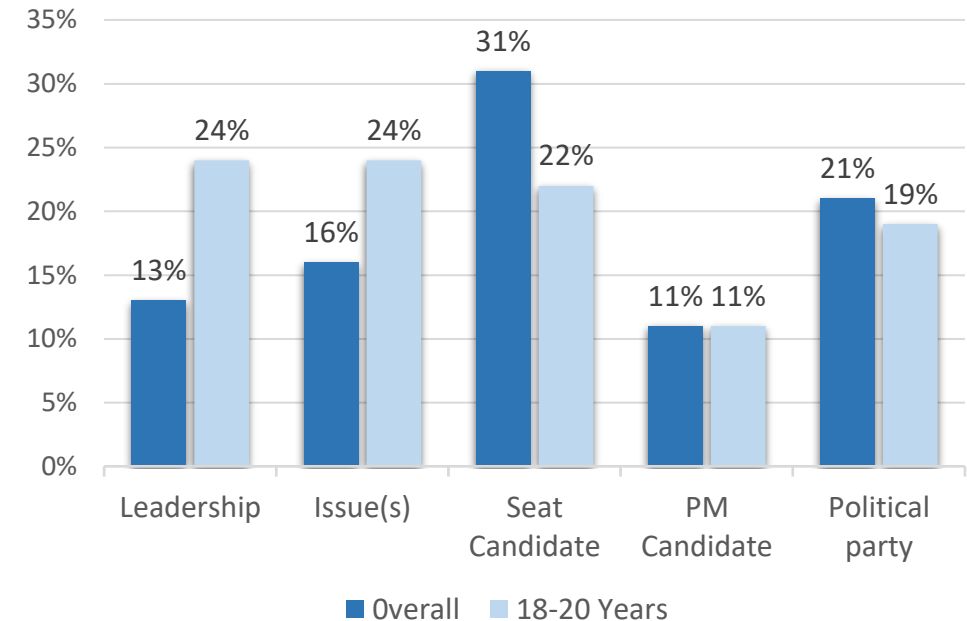
	Issue(s)	Seat candidate	PM Candidate	Leadership	Political party	UNSURE/DK	REFUSE/NR
<b>TOTAL</b>	<b>16%</b>	<b>31%</b>	<b>11%</b>	<b>13%</b>	<b>21%</b>	<b>6%</b>	<b>1%</b>
Malay	20%	29%	12%	13%	19%	5%	-
Chinese	9%	38%	5%	13%	26%	7%	2%
Indian	9%	22%	33%	14%	14%	9%	-
MB	25%	26%	11%	14%	17%	6%	-
NMB	16%	41%	10%	11%	17%	6%	-
Male	16%	31%	11%	12%	24%	6%	1%
Female	17%	32%	12%	15%	18%	6%	1%
18-20	24%	22%	11%	24%	19%	1%	-
21-40	20%	31%	13%	13%	17%	6%	-
40 above	12%	34%	10%	12%	25%	7%	1%

Q: Which of the following is the main factor influencing you in making your voting choice?

## Key takeaways:

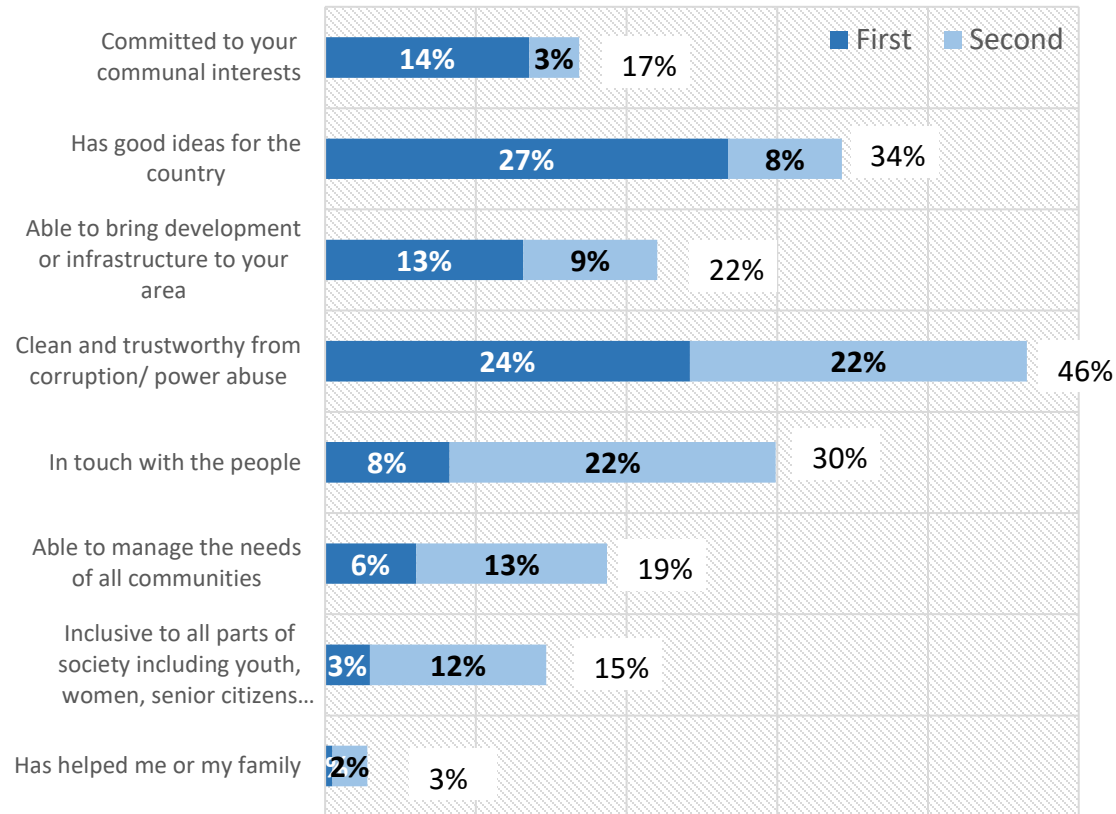
- Focus have shifted to political parties and local candidates
- Yet younger voters remain focused on leadership as compared to parties

## OVERALL vs 18 – 20 years



# Preferred Candidate Characteristics

## OVERALL



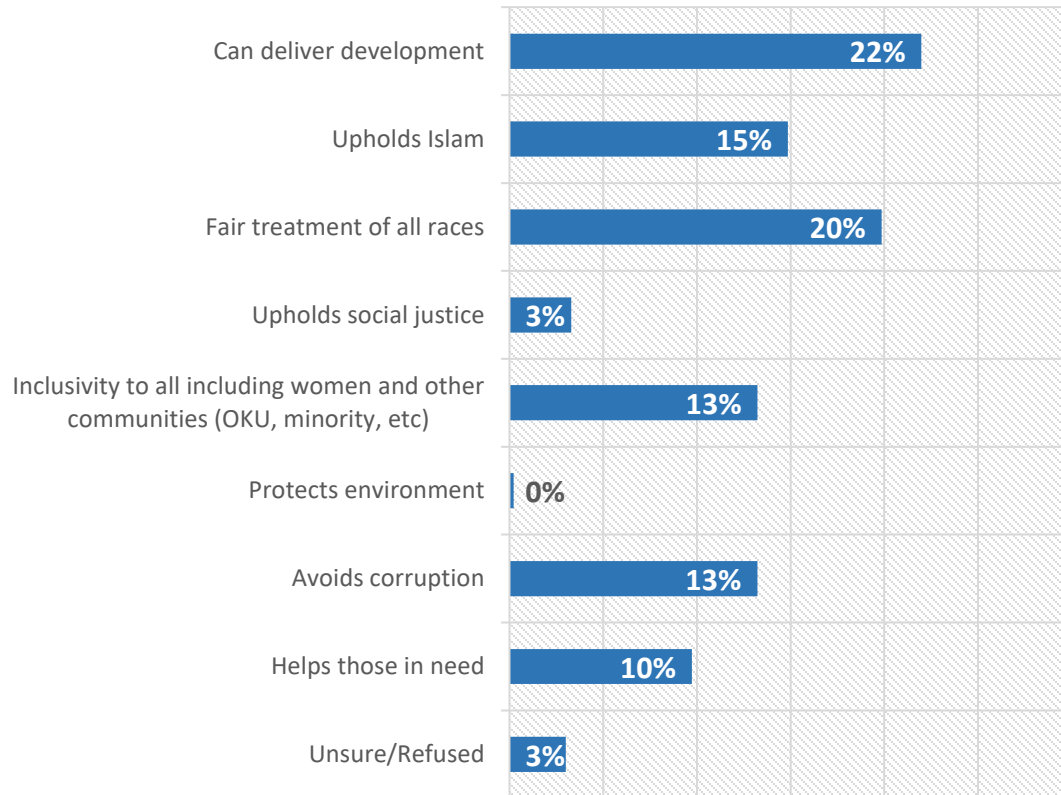
## BASED ON FIRST MENTION

	Committed to your communal interests	Has good ideas for the country	Able to bring development or infrastructure to your area	Clean and trustworthy from corruption/ power abuse	In touch with the people	Able to manage the needs of all communities	Inclusive to all parts of society including youth, women, senior citizens and others
<b>TOTAL</b>	<b>14%</b>	<b>27%</b>	<b>13%</b>	<b>24%</b>	<b>8%</b>	<b>6%</b>	<b>3%</b>
Male	13%	27%	13%	24%	7%	6%	3%
Female	14%	26%	13%	24%	9%	6%	3%
Malay	16%	25%	10%	29%	9%	5%	3%
Chinese	12%	29%	19%	17%	7%	4%	3%
India	12%	32%	7%	18%	14%	17%	
MB	7%	27%	18%	24%	4%	11%	8%
NMB	13%	23%	20%	26%	8%	6%	5%
18-20	15%	36%	4%	34%	8%	2%	1%
21-40	13%	27%	15%	24%	8%	5%	4%
Above 40	14%	25%	13%	23%	9%	8%	2%
BN	20%	21%	13%	23%	9%	8%	3%
PN	16%	20%	11%	28%	12%	6%	3%
PH	8%	38%	13%	20%	7%	7%	2%
GTA	15%	7%		49%		21%	8%
Other Party	31%			29%			19%
Undecided Voters	13%	26%	15%	26%	8%	4%	3%

Q: In choosing a candidate to represent you in the parliament, which two of the following characteristics are closest to your preference?



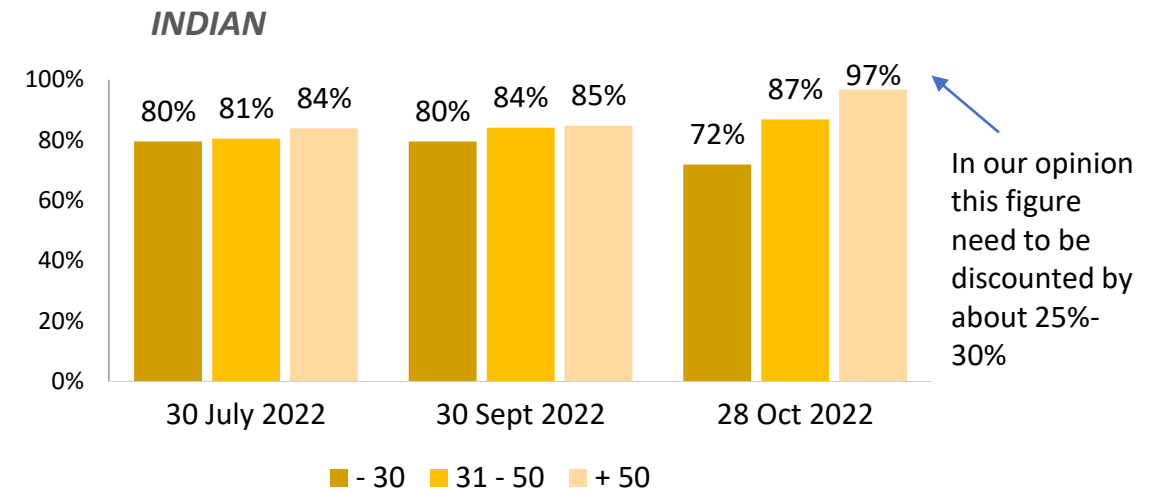
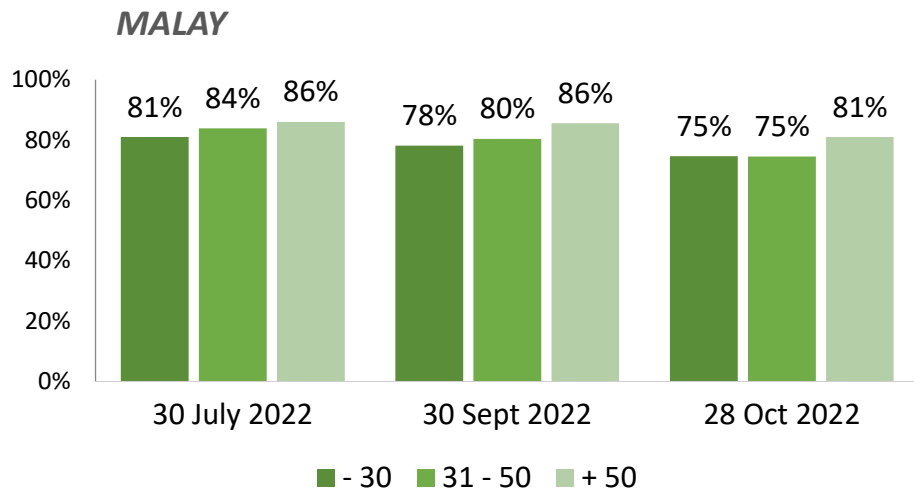
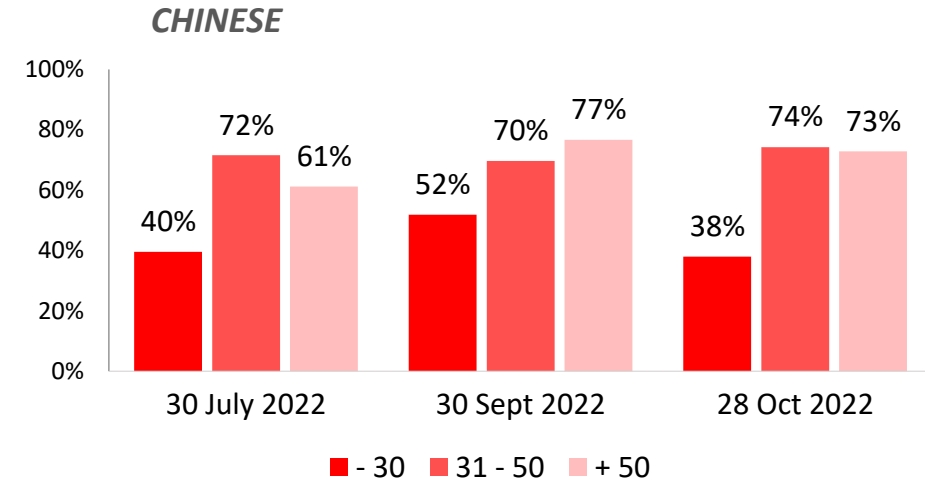
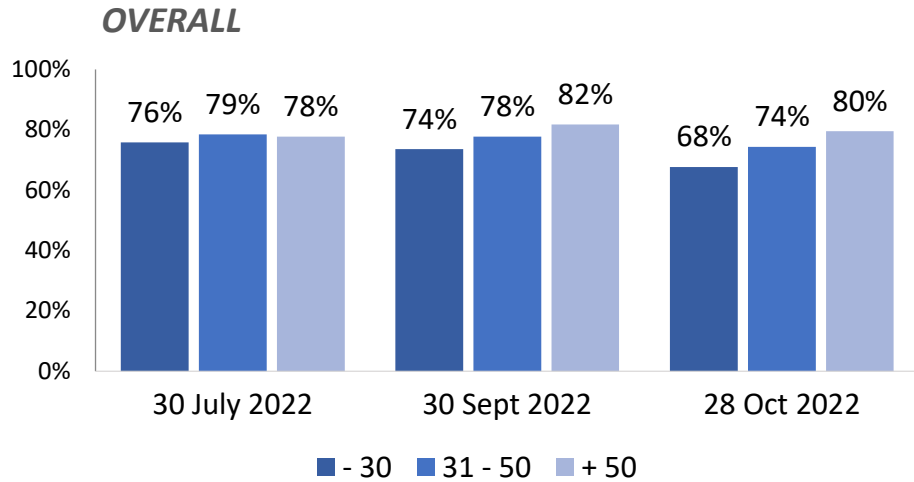
# Party Characteristics



	Can deliver development	Upholds Islam	Fair treatment of all races	Upholds social justice	Inclusivity to all including women and other communities (OKU, minority, etc)	Fights corruption	Helps those in need	Unsure/Refused
<b>TOTAL</b>	<b>22%</b>	<b>15%</b>	<b>20%</b>	<b>3%</b>	<b>13%</b>	<b>13%</b>	<b>10%</b>	<b>3%</b>
Male	26%	15%	19%	4%	11%	12%	8%	4%
Female	18%	15%	20%	3%	15%	14%	12%	2%
Malay	18%	26%	11%	3%	15%	14%	9%	4%
Chinese	29%	0%	27%	3%	9%	18%	10%	3%
India	15%		45%	2%	16%	12%	9%	1%
MB	23%	17%	28%	4%	16%	1%	9%	2%
NMB	35%		29%	10%	7%	1%	16%	2%
18-20	15%	26%	20%	3%	15%	14%	6%	1%
21-40	24%	15%	18%	4%	15%	12%	9%	3%
Above 40	21%	12%	22%	3%	11%	14%	12%	4%
BN	24%	17%	16%	4%	16%	7%	13%	2%
PN	14%	35%	19%	0%	11%	10%	6%	3%
PH	27%	3%	24%	5%	12%	20%	7%	1%
GTA	15%	15%	13%		23%	22%	12%	
Other Party	37%	13%	13%		19%	18%		
Undecided Voters	19%	15%	19%	3%	12%	14%	11%	6%

Q: In your opinion, what leads you to support party. Among the following features of political parties, which one is most likely to lead you to choose one?

# Turnout Likelihood (by age groups)

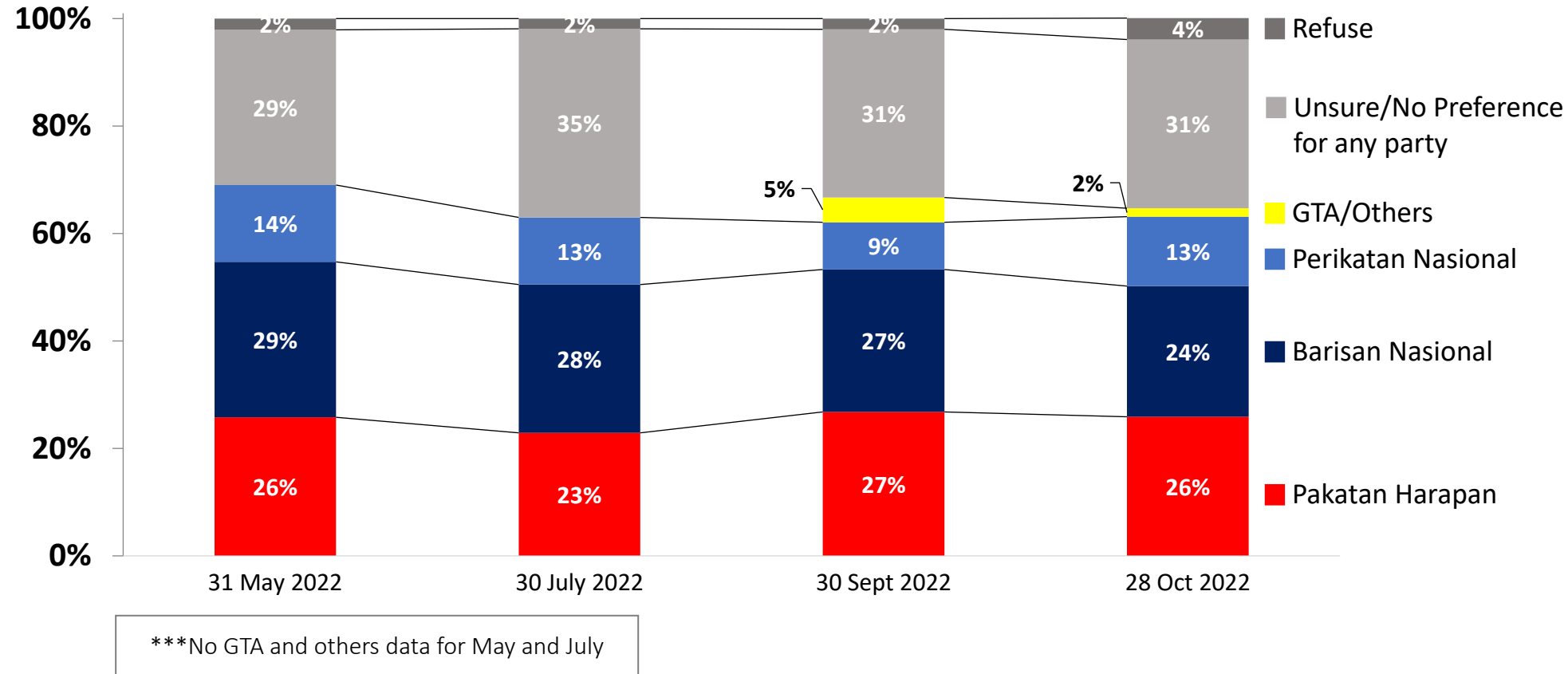


Q (30/7/2022 & 30/9/2022): How likely are you going to vote in the next general election?

Q (28/10/2022): Between score 0 to 10 where 0 very unlikely to vote and 10 very likely to vote, how likely are you going to vote in the upcoming GE15?

# Voting Inclination

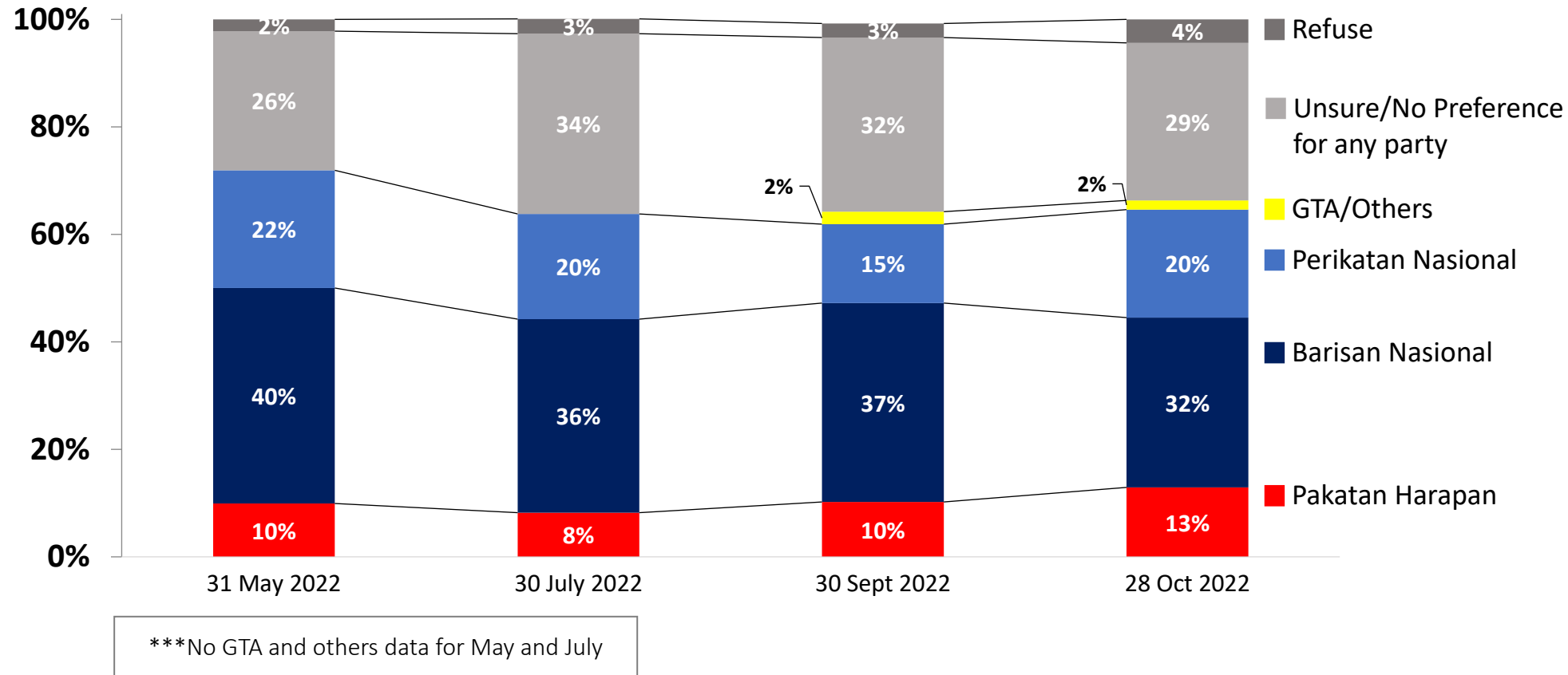
PH vs BN vs PN vs GTA +Other Contestants  
Overall Voters as at 28/10/2022



Q: Between Pakatan Harapan, Barisan Nasional, Perikatan Nasional (PAS+BERSATU), Gerakan Tanah Air (coalition party led by Dr. Mahathir Mohamad) which party do you prefer to represent you?

# PH vs BN vs PN vs GTA + Other Contestants

## Malay Voters as at 28/10/2022



Q: Between Pakatan Harapan, Barisan Nasional, Perikatan Nasional (PAS+BERSATU), Gerakan Tanah Air (coalition party led by Dr. Mahathir Mohamad) which party do you prefer to represent you?

# BN vs PN vs PH vs GTA+Others (Survey Period 19-28/10/2022)

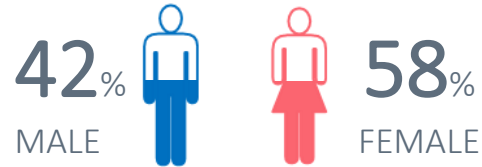
	Barisan Nasional	Perikatan Nasional	Pakatan Harapan	Gerakan Tanah Air	Other party	Not preferring any party	Unsure	Refuse
<b>TOTAL</b>	<b>24%</b>	<b>13%</b>	<b>26%</b>	<b>1%</b>	<b>1%</b>	<b>15%</b>	<b>16%</b>	<b>4%</b>
Malay	32%	20%	13%	1%	0%	15%	15%	4%
Chinese	5%	1%	47%	1%	2%	18%	23%	3%
Indian	32%	1%	51%	-	-	2%	6%	8%
Muslim Bumi	45%	14%	11%	-	-	19%	8%	2%
Non Muslim Bumi	21%	21%	22%	-	-	21%	11%	4%
Male	22%	14%	33%	1%	1%	14%	12%	4%
Female	27%	12%	19%	1%	0.5%	17%	20%	5%
Internet access	23%	14%	27%	1%	1%	15%	15%	4%
No Internet access	34%	5%	14%	3%	-	17%	25%	1%
18 – 20	28%	24%	30%	2%	-	10%	7%	-
21 – 40	21%	14%	26%	1%	0.4%	16%	17%	5%
Above 40	27%	10%	24%	1%	1%	16%	16%	4%

Q: Between Barisan Nasional (UMNO/MCA/MIC), Perikatan Nasional (BERSATU/PAS/GERAKAN), Pakatan Harapan (PKR/DAP/AMANAH), Gerakan Tanah Air (coalition party led by Dr Mahathir Mohamad) and other party?

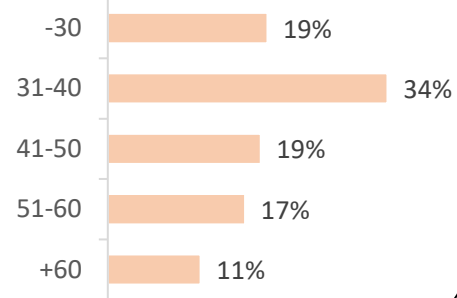
# Undecided Voters Profile as at 28<sup>th</sup> Oct 2022

**Overall (n=428)**

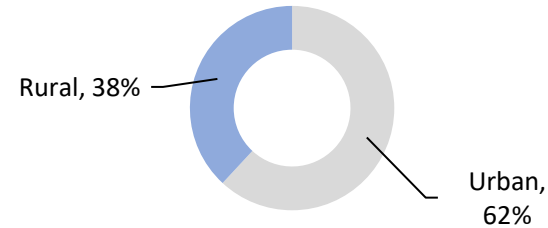
## Gender



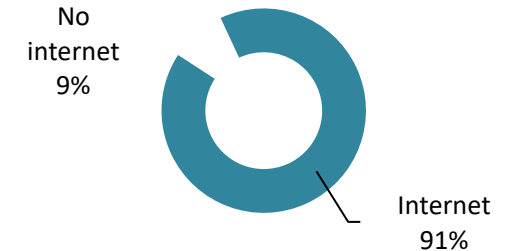
## Age Group



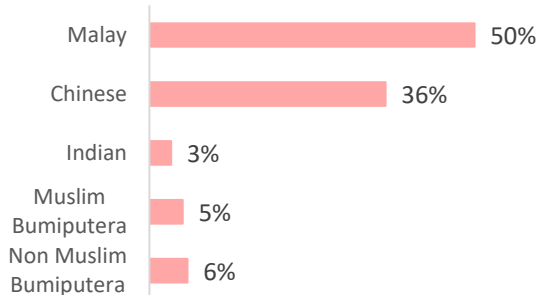
## Settlement



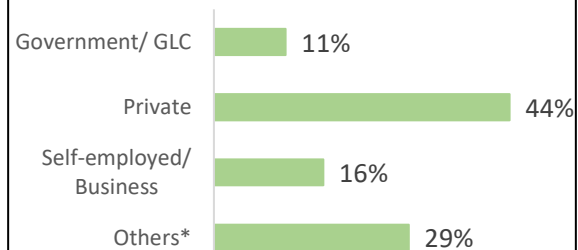
## Internet



## Ethnicity

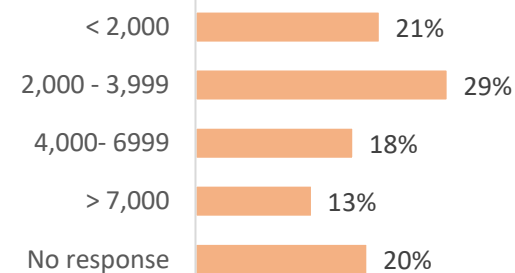


## Occupation

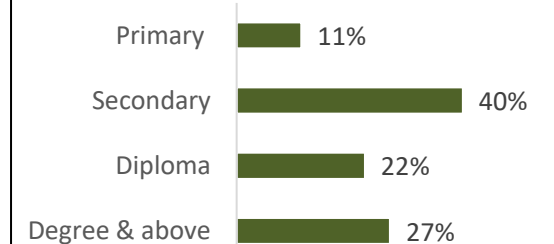


*\*Homemaker, Retired, Students, Unemployed*

## Household Income (RM)



## Education



Out of 1,209 respondents, undecided voters breakdown as below:

- Malay (33.7%, 213 respondents)
- Chinese (44.5%, 154 respondents)
- Indian (16.1%, 14 respondents)
- Muslim Bumiputera (29.2%, 22 respondents)
- Non Muslim Bumiputera (35.6%, 25 respondents)