Malaysian Voter Values Survey 2010

Political Typology

PRESENTATION
13TH July 2010
Boulevard Hotel, KL
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Making the Typology

These typologies are defined by 5 value orientations (or 9 questions), each of which is reflected in the survey questions. They are as follows:

• **Identity**: Attitude in self-identification whether they would choose to be identify as a Malaysian, follower of a religion or according to ethnicity
• **Self-efficacy**: capability of bringing change, urgency to see these changes take place
• **Attitudes towards government**: trust in government ability to solve problems, confidence in government aid reaching the needy, and belief in government spending on public fund
• **Attitudes towards politics**: Interest in politics, whether they feel empowered politically
• **Social and economic value**: satisfaction towards economic condition at present

A statistical cluster analysis was used to classify respondents into groups on the basis of the 5 value orientations. After performing the cluster analysis, we were able to identify seven distinct groups that went along shared attitudes and values.
Voters Typology
True Believers

Description
Socially conservative and would refer themselves as Muslim/ follower of a religion, very politically conscious and shows strong distrust towards government. They also feel that the country is getting more divided. The only group does not agree that Malays/ Bumiputra should be united under UMNO.

Defining Values:
Very strong distrust towards the government; government programs only benefit the rich and politically connected; strongly believe that main threat to Malay political position is corruption among its leaders; strong mistrust of other races; Islamic law and practices should be upheld and agree that Hudud law should be imposed in the country.
Demography

13% of the electorate

- Rural: 33%
- Urban: 67%

- Bumiputra: 74%
- Non-Bumiputra: 26%

- > 40: 52%
- < 40: 48%

- Male: 58%
- Female: 42%

- > RM 3000: 44%
- < RM 3000: 56%

- Executive: 25%
- Non-executive: 17%
- Others: 40%
- Self-employed: 13%
- Unemployed: 5%

- Diploma & above: 51%
- Secondary school & below: 49%
True Believers

Social Values

- Socially conservative, staunch believers of their religion.
- 71% said religion is very important to them; 82% thought *hudud* law should be implemented in this country

Economic outlook

- 77% feel that government programs mostly benefited the rich and politically connected.
- Comparatively, 33% agreed assistance doesn’t help the Malays/Bumiputra in long run as it makes them dependent.
- 91% were dissatisfied with national economy & 76% were not confident it will recover.

Implementing Hudud law

- 82% Yes
- 14% No
- 5% Don't know

Benefit ordinary people

- 53% Yes
- 13% No
- 9% Don't know

Benefit the rich & well connected

- 22% Yes
- 24% No
- 1% Don't know

DK/NR

- 1%
True Believers

Political orientation

• Politically conscious (57% say they are interested in politics)
• Follows news on national politics most closely (30.9%) & news about economy and finance (16.1%)
• 66% disagreed that Malays/Bumiputra should be united under just UMNO saying more room should be given to other parties.

Attitude towards government

• Believes that the real threat to Malay/Bumi political position is corruption among its leaders.
• 90% were not confident government can solve problems; 99% not confident government aid reach the needy; 98% disagreed government spent prudently.
Accommodative Working Class

Description
Socially conservative, many are civil servants, identify themselves as Malaysians (93.5%) and believe in 1Malaysia concept. High satisfaction towards national leadership (overwhelmingly satisfied with the PM, 83%).

Defining Values:
Religion is very important to them. They are optimistic in the future of the national economy, a small majority believe that government programs benefits ordinary people, believe that 1Malaysia is a sincere effort to unite all Malaysians, at the same time, those from minority groups feel that they should not make much demands and all Malays / Bumiputra should be united under UMNO.
Demography

Accommodative Working Class

15% of the electorate

- Non-bumiputra: 23%
- Bumiputra: 77%
- Rural: 35%
- Urban: 65%
- > 40: 38%
- < 40: 62%
- Male: 50%
- Female: 50%
- > RM 3000: 68%
- < RM 3000: 32%
- Self-employed: 11%
- Non-executive: 22%
- Executive: 22%
- Others: 38%
- Unemployed: 9%
- Diploma & above: 47%
- Secondary school & below: 53%
Social Values

- Socially conservative, identify themselves as Malaysians (93.5%) and believe in 1 Malaysia.
- 83% thought religion is very important; 81% disagreed to co-habitation.
- 51% felt being fairly treated and not discriminated.

Economic outlook

- Only slightly more than half (54%) were satisfied with national economy but 74% are confident in it in one year time
- 78% were secured with jobs
- Split over beneficiaries of government programs
Accommodative Working Class

**Political view**
- 51% are not interested in politics
- 6.9% follow news on current issues (compared to 3.3% of population), more people (22.1%) follow national political news only once a week or less compare to other groups
- Comparatively, 19% feels that minority shall not make much demands on the majority
- 50% (Malays/Bumiputras) thought that Malay/Bumiputra hold on the political leadership is firm and unshakeable

**Attitude towards government**
- Confident that government could solve problems but not confident that government aid truly reaches the needy (61%)
- 56% agreed government spends in prudence
- 82% were optimistic that corruption problem can be fixed

Ability of federal government in solving problems that confront our society despite challenges..

Security towards Malays’ political position...

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Disgruntled White Collar

Description
More liberal in social values, basically unhappy with the condition in the country and feel unfairly treated. They do not think individually they can bring changes but are politically empowered because they disagreed to the statement “it doesn’t matter which party in power, in the end things go on much the same”.

Defining Values:
Feel strongly that they are discriminated and unfairly treated, very low trust in government, strongly disagree that government is spending public money prudently. Religion is less important to them and it is not necessary to be religious to be moral and have good values; it is alright for couple to live together without intention to marry.
**Disgruntled White Collar**

16% of the electorate

- **Non-Bumiputra** 57%
- **Bumiputra** 43%
- **Rural** 32%
- **Urban** 68%
- **Diploma & above** 39%
- **Secondary school & below** 61%
- **Male** 51%
- **Female** 49%
- **> RM 3000** 51%
- **< RM 3000** 49%
- **Executive** 27%
- **Non-exec** 16%
- **Self employed** 9%
- **Others** 39%
- **Unemployed** 8%
- **< 40** 56%
- **> 40** 44%

**Demography**
Disgruntled White Collar

**Social Values**
- Majority non-Bumiputera
- More liberal in social values, basically unhappy with conditions in the country and feel unfairly treated.
- Compare to Accommodative Working Class, religion is less important to them (33% stated not important)
- 43% thought it is alright for unmarried couple to live together

**Economic outlook**
- 72% dissatisfied with national economy at present
- 59% not confident that economy will be better
- 56% invested in financial assets (e.g. stocks & unit trusts)

You feel your community is being ....

National economy one year from now....
Values

Disgruntled White Collar

**Political view**

- 54% expressed lack of interest in politics while there were 36% followed national political news most closely, 17% followed news on finance & economy.
- All of them felt that it matters much which party in power.
- Voting affiliation: lean to Pakatan Rakyat. Voting behaviour is based on party (40%)

**Attitude towards government**

- Very low trust in government
- 69% were not confident in government ability in solving problems
- 91% disbelieved government spent prudently
- 86% not confident government aids reached the needy

**Main consideration when you vote...**

- 40% Party
- 28% Candidate
- 27% Issue

**Government is spending public fund prudently...**

- 91% Agree
- 56% Disagree
- 34% Disgruntled White Collar
Insecure Underclass

Description
Expresses political anxiety towards minorities. Rather sceptical towards other races thinking that the non-Malays are trying to take over the country. Low income, low education but have high trust in government to solve problems. They want Bumiputras to continue be accorded with special rights. At the same, they feel politically powerless.

Defining Values:
Insecure on Malay’s hold on political position, agree that Malays should be accorded the special rights, think that demands from other races is the threat to Malay economic goals, trust in government and believe that government is spending money prudently.
Insecure Underclass

11% of the electorate

Demography
## Insecure Underclass

### Social Values

Among Malay / Bumiputra respondents:
- 65% felt that they should continue to be accorded with special rights & privileges
- 74% agreed to implement Hudud law in Malaysia.

Among non-Malay/Bumiputra respondents:
- 53% believed in 1Malaysia is a sincere effort.
- 53% thought their community is being fairly treated.

### Economic outlook

- 56% were satisfied with current economy in contrast to 44%
- 67% felt making ends meet is a struggle and 70% were secure with their job
- 56% had nothing extra to invest in financial asset.
- Comparatively, 34% said it’s ok to receive help from friends in high government position.
- 70% Malay respondents believed threat to Malay / Bumiputra economy is the demands from other races.
Insecure Underclass

Political orientation

• All of them agreed that things are going to be the same no matter which party is in power.
• 50% Malays in this group felt that the Chinese & Indians are trying to take over the country
• 58% of them thought Malays should be united under UMNO while there were 33% opined more rooms should be given to other parties.
• Affiliation: Slightly lean BN but many undecided and undisclosed.

Attitude towards government

• 81% felt government had the ability to solve problems but they were not sure government’s help is reaching the needy
• 56% of them thought that government is spending money prudently, among them only 17% stated “strongly agree”

Security towards Malays’ political position...

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Government is spending public fund prudently...

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<td>56%</td>
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Pro-establishment Working Class

Description
Religious identity and religious values strongly define them. High trust in government ability in solving problems but less confident that government aid is reaching the needy. Think that the Malays/ Bumiputra should continue be accorded with special rights and privileges. Views on whether the country is more united or divided are almost spilt. Feel strongly empowered politically.

Defining Values:
Religion is very important to them (highest among all groups) ; confident in government in solving problems; Malay/ Bumiputra should continue be accorded with special rights; strongly agree that Malays/ Bumiputra should be united under UMNO.
Pro-establishment Working Class

17% of the electorate

- Male: 49%
- Female: 51%
- Urban: 51%
- Rural: 49%
- Non-Bumi putra: 2%
- Bumi putra: 98%

Demography

- < 40: 53%
- > 40: 46%
- < RM 3000: 65%
- > RM 3000: 35%

- Executive: 19%
- Non-exec: 15%
- Self-employed: 13%
- Others: 41%
- Secondary school & below: 58%
- Diploma & above: 41%
- Unemployed: 11%
Social Values

- Predominantly Malay
- 96% identified themselves according to religious identity
- 89% non-Malays felt that religion is very important
- 69% agreed that Malays should continue to be accorded with special rights

Economic outlook

- Slightly more than half were not satisfied with national economy at present but confident it will improve in one year time (64%).
- Slightly more than half also felt that government programs typically benefit ordinary people.
- Comparatively, there were 40% stated that they have more than they need to make ends meet.

Government programs generally benefits...

- Benefit ordinary people: 52%
- Benefit the rich & well connected: 44%
- DK/NR: 3%

Religion is important: 73%
Religion is not important: 27%
Pro-establishment Working Class

Political orientation

Among Malay respondents:
- 54% were insecure
- 64% felt Malays/ Bumiputra should be united under UMNO
- Disagreed that “which party is in power… things go on much the same.”
- Lean BN while many undisclosed

Attitude towards government

- Federal government will be able to solve problems in the country despite challenges (85%)
- 72% did not think government aid reach the needy
- Views on government spending in prudence is almost split (52% positive, 44% negative)
- 82% felt that the corruption problem in the country can be fixed

Malays should be ...

Corruption problems in this country .........
Partisan Underclass

Description
Dependent Underclass is the least race-conscious and identifies themselves as Malaysians (75.6%). Although they belong to the lowest income group but they are confident that the national economy will improve. They feel strongly that they are incapable of bringing change. Unlike Pro-establishment Working Class, they feel the country is getting more united (58.5%).

Defining Values:
Don't feel being discriminated & feel there should be greater religious freedoms. They feel the Malay/ Bumiputra hold on politics is firm and unshakeable. They believe that One Malaysia is a sincere effort to unite all Malaysians and confident that government aid reach the needy. They have high trust in government and believe that government spent public money prudently. Of course, they think that Malays / Bumiputra should be united under UMNO/BN.
The Partisan Underclass

13% of the electorate

- Bumiputra: 93%
- Non-Bumiputra: 7%
- Secondary school & below: 73%
- Diploma & above: 27%
- > RM 3000: 30%
- < RM 3000: 70%
- Urban: 52%
- Rural: 48%
- Male: 55%
- Female: 45%
- Executive: 11%
- Self employed: 14%
- Others: 46%
- Non-exec: 17%

Unemployed: 12%
The Partisan Underclass

Social Values

- 65% of Bumiputra in this group felt followers of all religion to practice their faith freely
- 71% felt their community are fairly treated and not discriminated
- 87% stated religion as important & it is necessary to be religious in order to be moral and have good values
- 78% agreed 1Malaysia is a sincere effort to unite all races

Economic outlook

- 76% satisfied with national economy, 82% optimistic about the economy next year.
- 81% felt secure with their job
- Like Insecure Underclass, 33% thought it’s ok to seek help from friends in high government position.

Job status

- Secure: 81%
- Insecure: 14%
- DK: 5%

One Malaysia is.....

- Sincere effort: 49%
- Political gimmick: 10%
- DK/NR: 13%
The Partisan Underclass

Political view

- Interest in politics was split (50:50)
- 69% thought Malays’ political leadership is firm and unshakeable.
- 80% felt all Malays should be united under UMNO

Attitude towards government

- High trust in government
- 96% agreed government spends public fund prudently
- 82% agreed government aid reach the needy
- 91% confident in government ability

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<th>Interest in politics</th>
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<tr>
<td>Interested</td>
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<th>Government is spending public fund prudently...</th>
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<td>Agree</td>
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<td>Disagree</td>
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Values
Disenchanted Bystanders

Description
Same as Disgruntled White Collar, they feel that they have been unfairly treated but the difference is they tend not to have opinion in some issues or take milder position, such as views on 1 Malaysia (don’t know 14.5%) although mildly sceptical, almost split on their views on the direction of the country but many state “don’t know” (9.8% compared to 6% of general population). They also do not feel politically empowered.

Defining Values:
Strongly feels that they are being unfairly treated and think NEP only help the rich Malays/Bumiputra. They do not trust in government in solving problems, government aid reaching the needy and spending money prudently. Also pessimistic towards solving corruption problems in the country and feel that the country is more divided.
Disenchanted Bystanders

16% of the electorate

Demography

Unemployed 7%
Executives 17%
Self-employed 10%
Non-exec 20%
Others 45%

> RM 3000 44%
< RM 3000 56%

Diploma & above 38%
Secondary school & below 62%

> 40 44%
< 40 55%

Rural 39%
Urban 61%
Disenchanted Bystanders

Social Values

- There were 30% who stated religion as not important among the non-Malays
- 57% did not believe in 1 Malaysia
- 73% felt they were unfairly treated.

Economic outlook

- Generally dissatisfied with national economy but mixed views about the future of the economy split (48% negative, 46% positive)
- Struggle in making ends meets & 52% did not have investment

Confident in national economy in one year time.....
Disenchanted Bystanders

**Political view**
- The Malays / Bumiputra members of the group felt Malay political position is firm.
- Agreed that no matter what party in power, things are going to be the same
- Least interested in politics
- Slightly lean PR and many undecided.

**Attitude towards government**
- Less trust in government although 55% felt that government had the ability to solve problems
- Over 80% not confident in government aid reaching the needy and prudence public spending
- There were 37% of them thought corruption is too serious and cannot be fixed.

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Ability of federal government in solving problems that confront our society despite challenges

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