

# National Youth Survey 2008

13<sup>th</sup> November – 9<sup>th</sup> December 2008



**Supported by**

**The Asia Foundation**

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# Introduction

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## Objectives

- The objectives of this survey was to get young adults in Malaysia to speak for themselves (rather than others who speak on their behalf) on issues pertaining to their participation in community activities and politics as well as their views towards lifestyles and values held.
- This is the third consecutive years the Merdeka Center for Opinion Research has conducted this survey with the funding support from the Asia Foundation.

Important events during survey period :

Barack Obama elected US president, Kuala Terengganu seat fell vacant following the death of incumbent, starting of JERIT cycling campaign, Bukit Antarabangsa landslide.

## Methodology

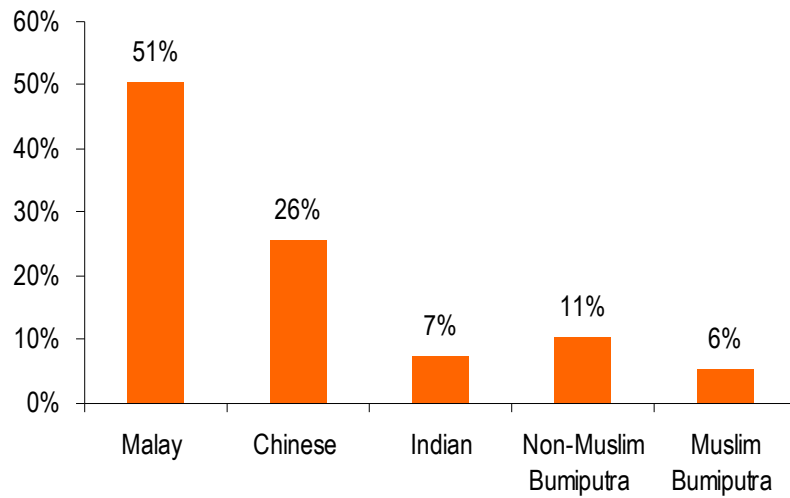
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1. The survey was conducted utilizing Merdeka Center's Household Telephone Database whereby interview calls are distributed throughout Malaysia.
2. In total, 2518 respondents provided completed feedback using a structured questionnaire instrument. Each respondent is defined as a youth aged 20 until 35 years old.
3. A structured random probability sampling was used to select the sample involving the following stages:
  - Selection of state-based telephone blocks from Merdeka's National Household Telephone Database
  - Random selection of respondents from each state; and
  - Listing of all sampled households and contacting the respondents for interviews.
  - The poll was conducted between 13<sup>th</sup> November to 9<sup>th</sup> December 2008.

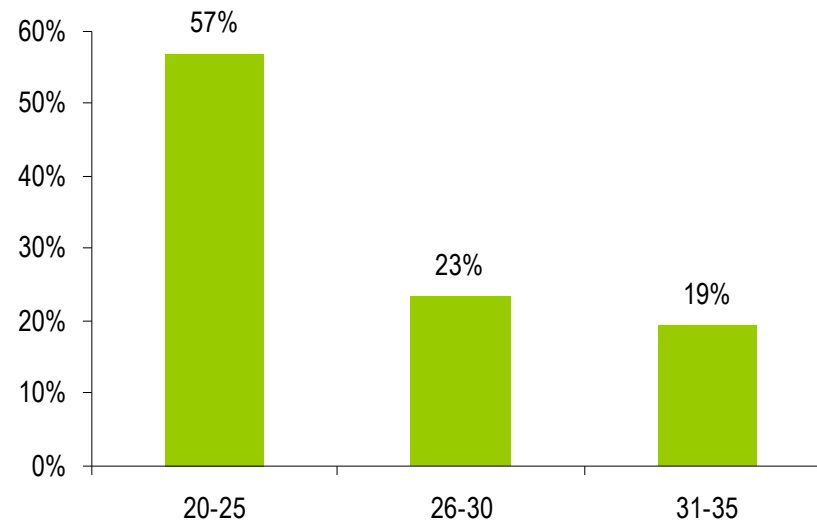
The qualitative survey is carried out via **8 focus groups** amongst youths, engaged and not engaged in civil society work in the Klang Valley, Taiping during February 2009, and in Kota Kinabalu and Kuching during the month of April 2009.

## Respondent Profile pt. 1

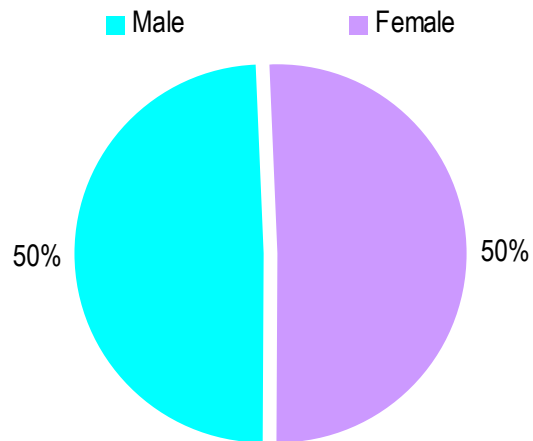
Ethnicity



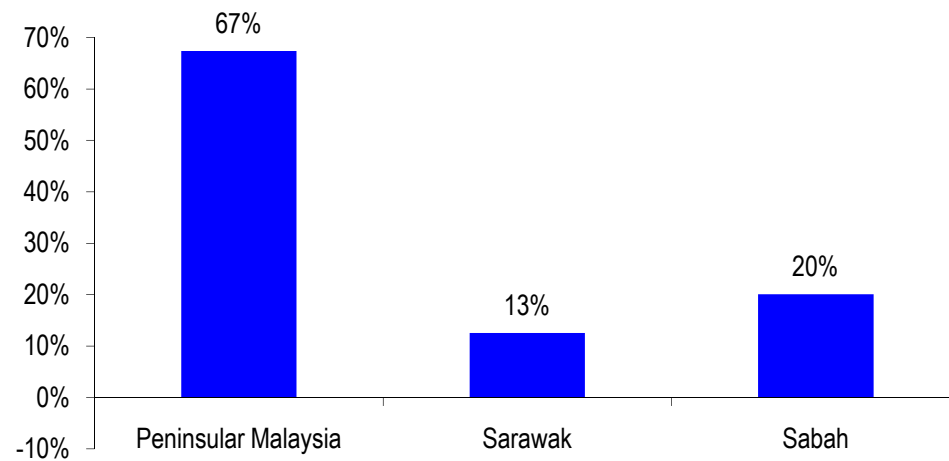
Age



Gender

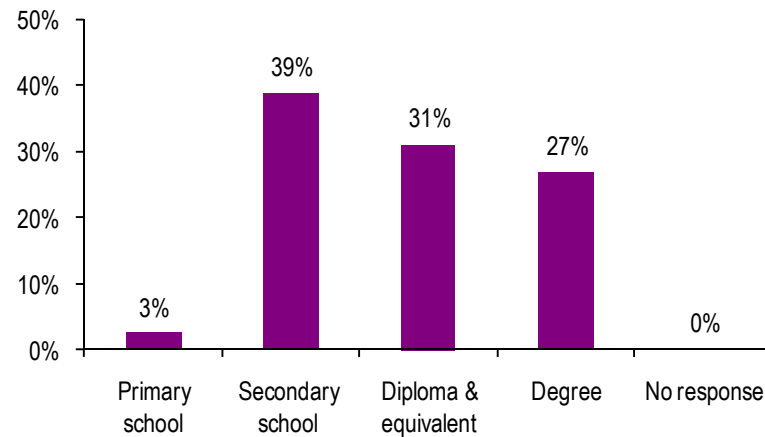


Location

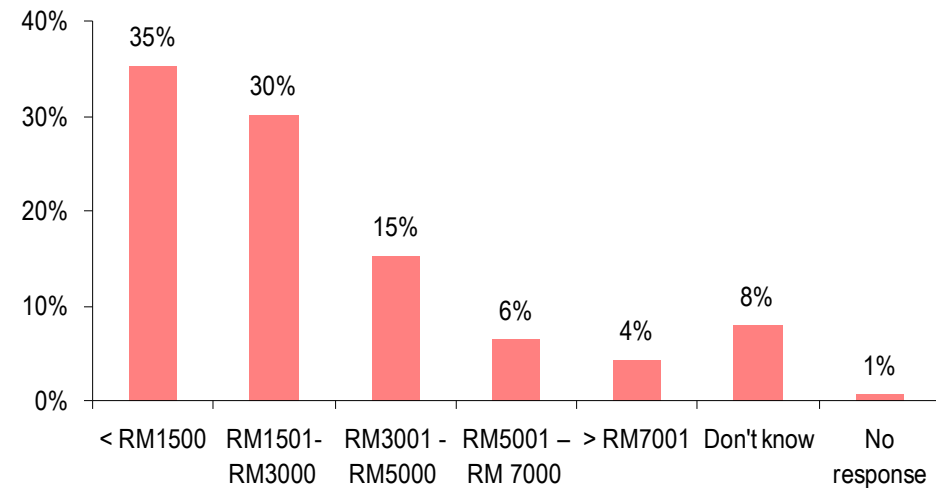


## Respondent Profile pt. 2

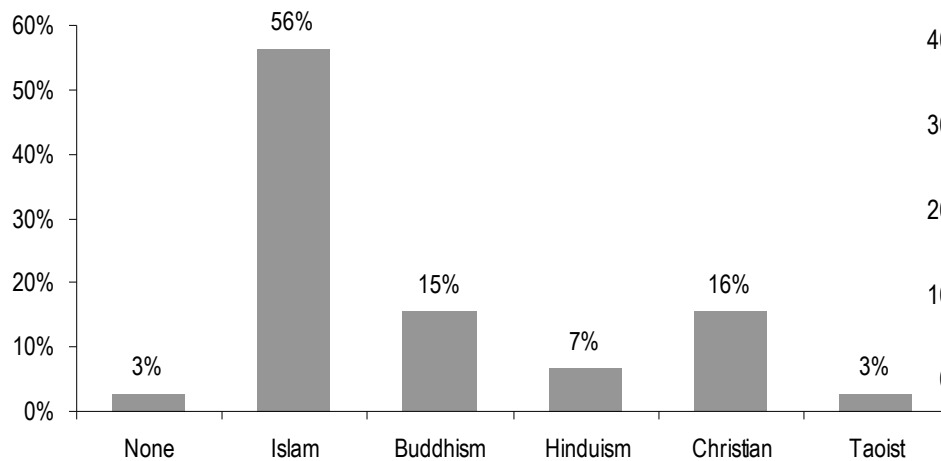
Level of education



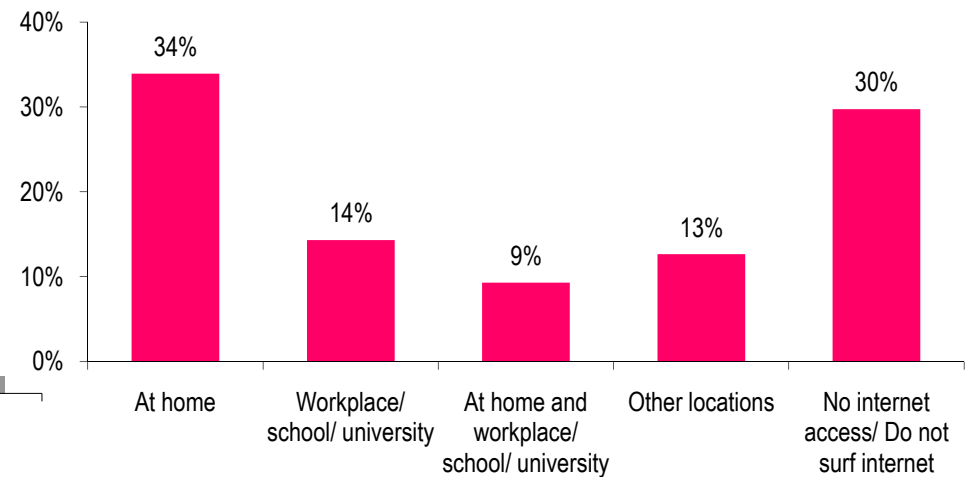
Total monthly household income



Religion



Internet access



# MEDIA CONSUMPTION

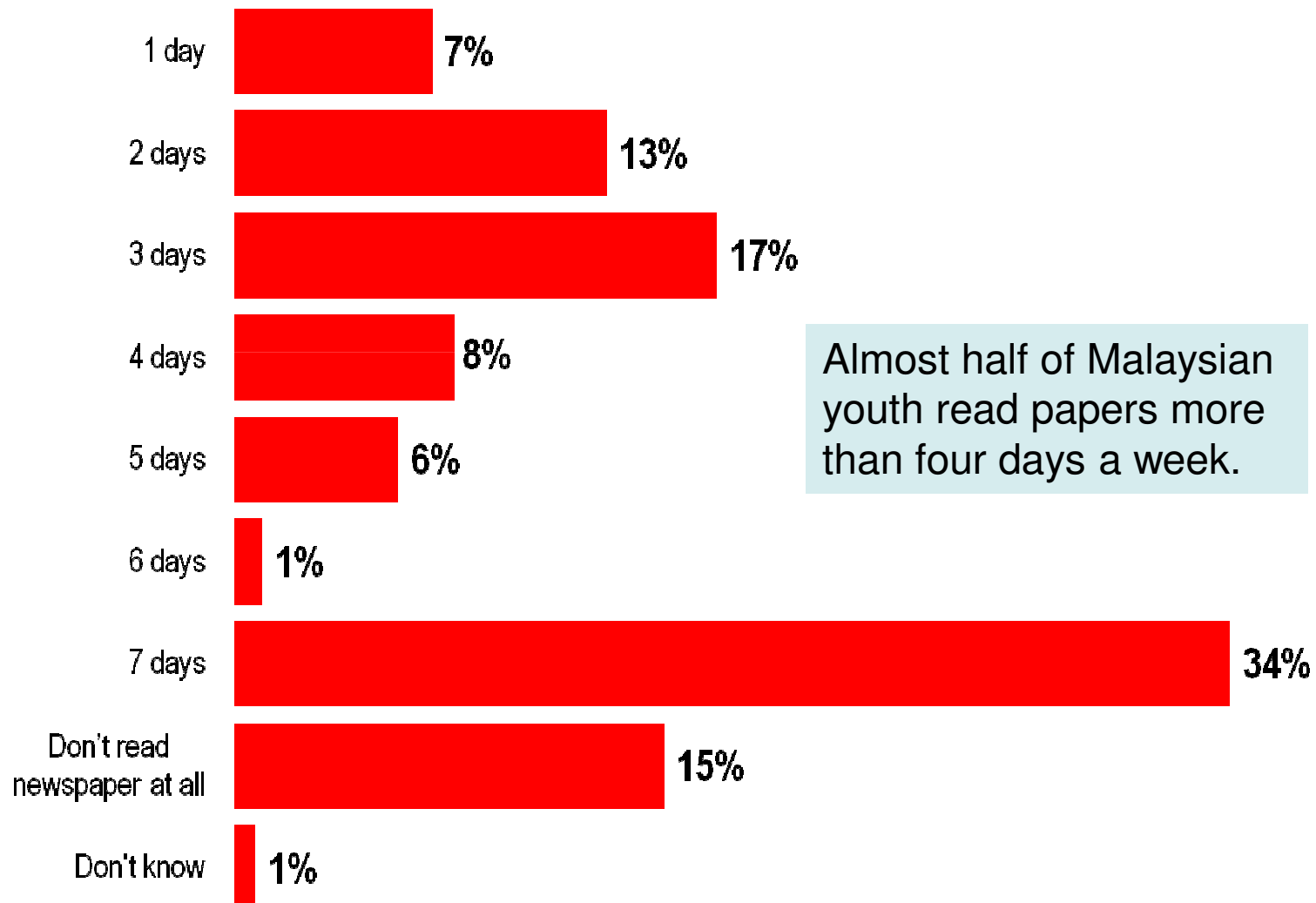


Young Malaysians are generally well informed. High rate of internet usage, large numbers use it for news.

Skeptical over news offerings by the mainstream and the internet

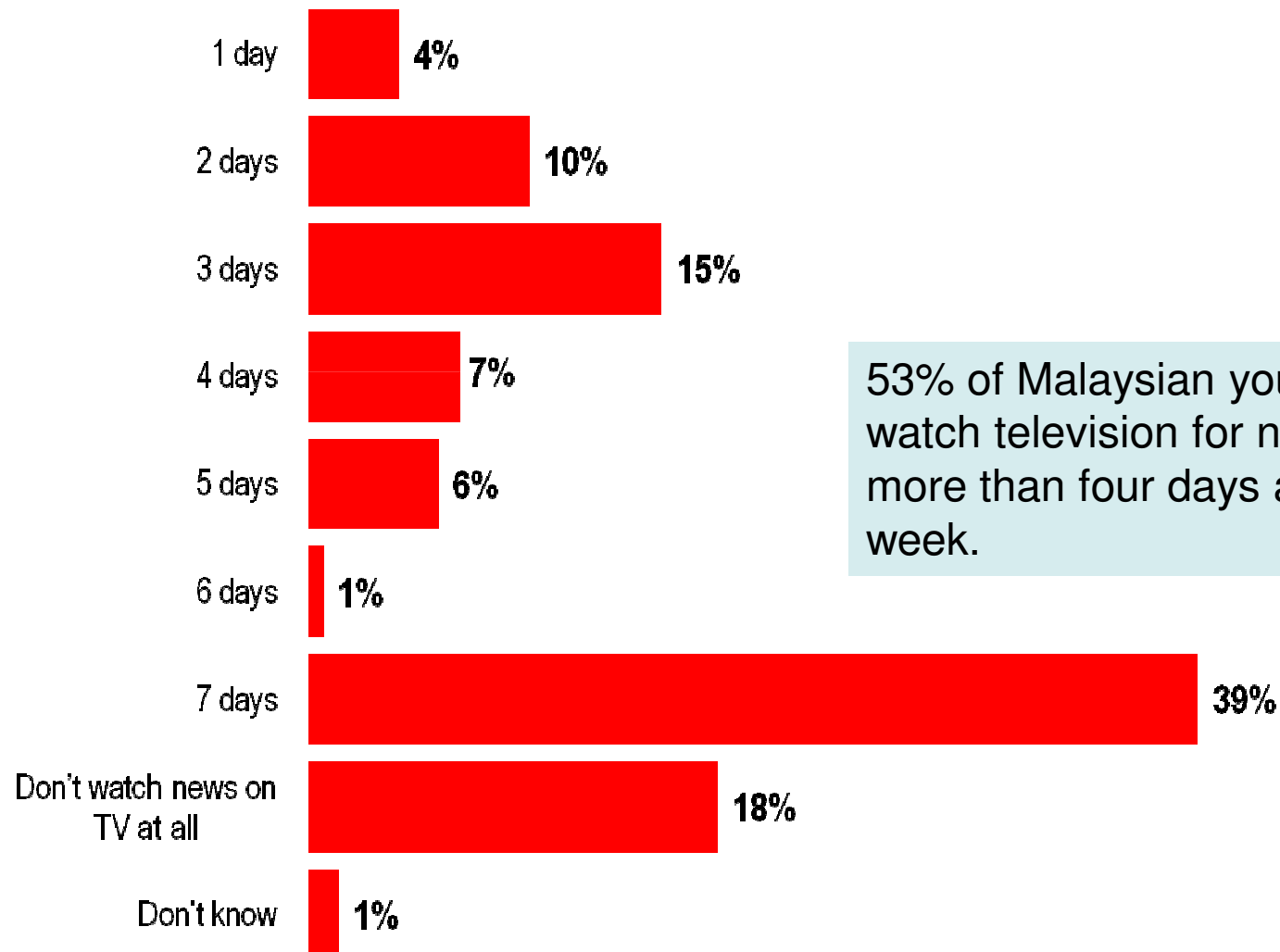
## Newspapers

**Thinking about the past week, please just tell me how many days have you read a newspaper?** / Dalam seminggu yang lepas, sila nyatakan berapa hari kah anda membaca suratkhabar?



## Television

**Thinking about the past week, please tell me how many days have you watched the news on television?** / Dalam seminggu yang lepas, sila nyatakan berapa harikah anda menonton berita di televisyen?

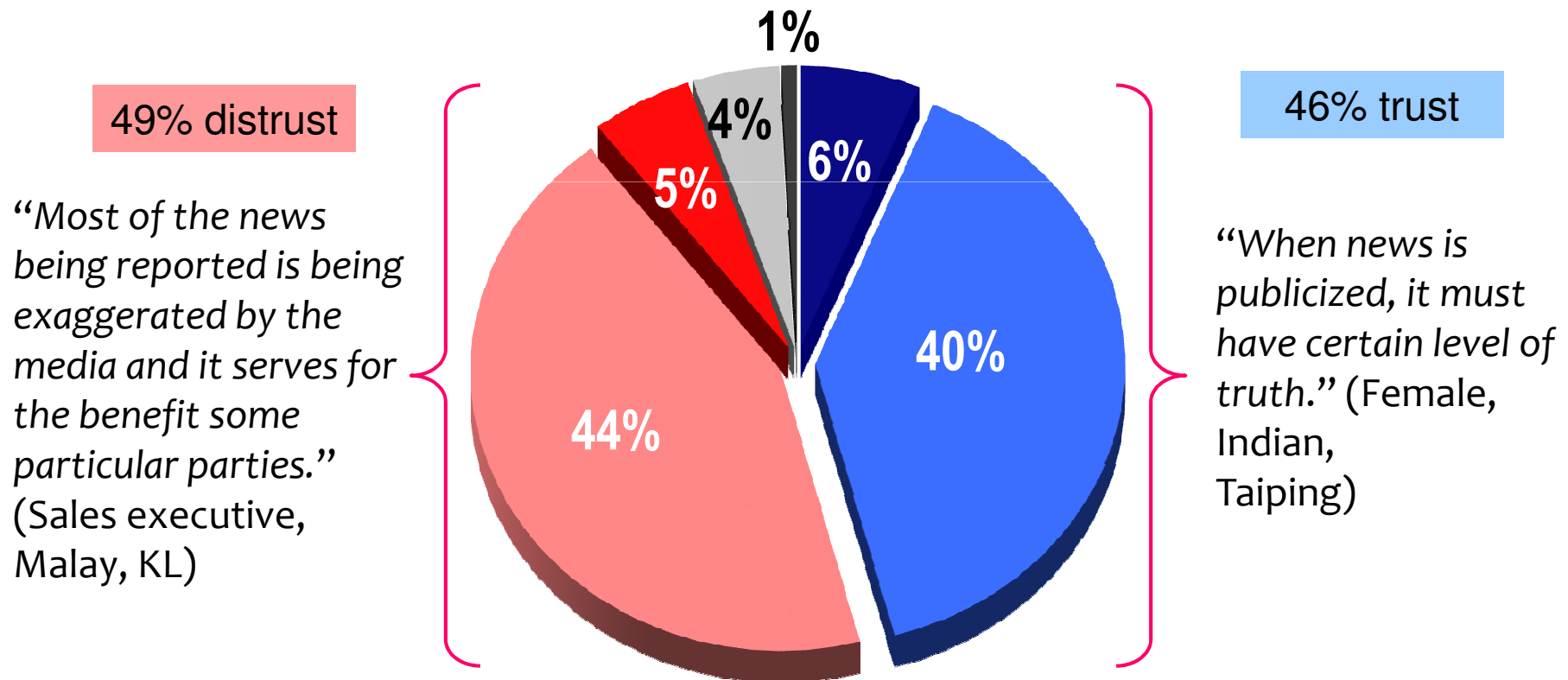


53% of Malaysian youth watch television for news more than four days a week.

## Split in trust towards mainstream media

**How strongly do you trust or distrust the mainstream media in terms of its reporting on political and current issues?** / *Sejauhmanakah anda percaya atau tidak percaya dengan media arus perdana dalam melaporkan isu-isu politik dan semasa?*

- Strongly trust
- Somewhat trust
- Somewhat distrust
- Strongly distrust
- Don't know
- No response

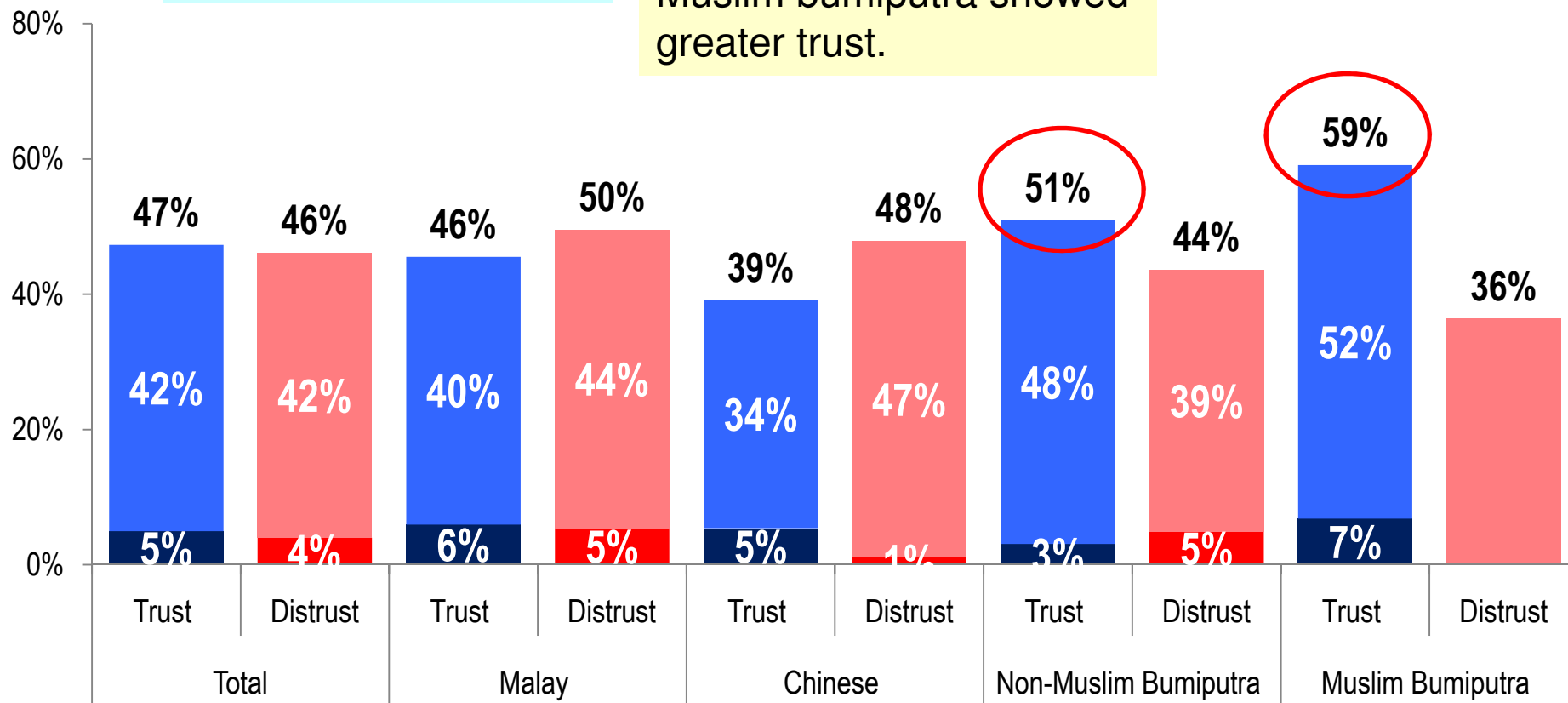


Split in trust towards mainstream media

**How strongly do you trust or distrust the mainstream media in terms of its reporting on political and current issues?** / Se jauhmanakah anda percaya atau tidak percaya dengan media arus perdana dalam melaporkan isu-isu politik dan semasa?

Sarawak, n = 501

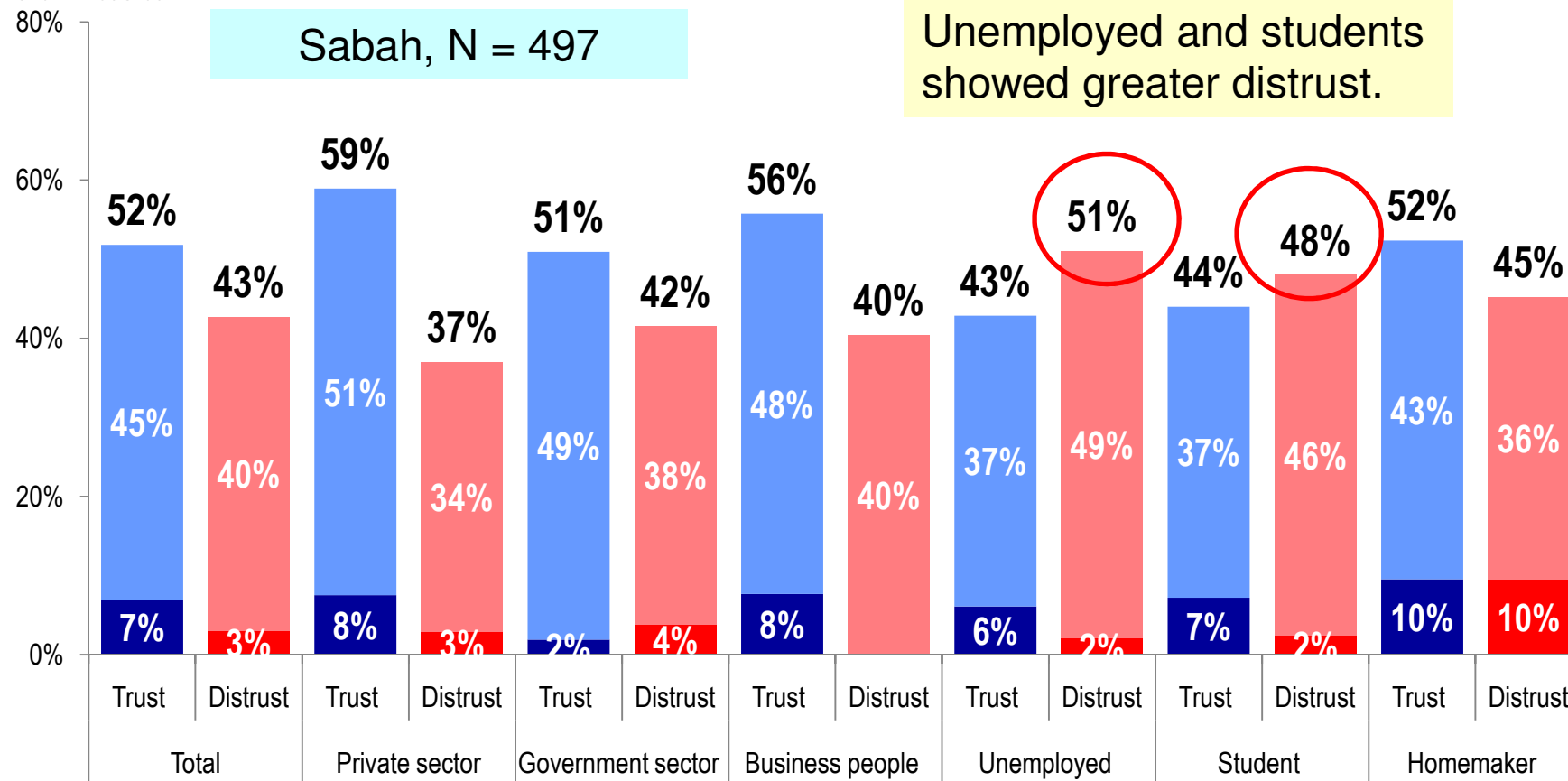
Non-Muslim bumiputra & Muslim bumiputra showed greater trust.



“40% trust in the ‘federal’ news and trust 100% on the local social news.” (Male, Lemanak area, Batang Ai)

Sabahans trust mainstream media more

**How strongly do you trust or distrust the mainstream media in terms of its reporting on political and current issues?** / Se jauhmanakah anda percaya atau tidak percaya dengan media arus perdana dalam melaporkan isu-isu politik dan semasa?

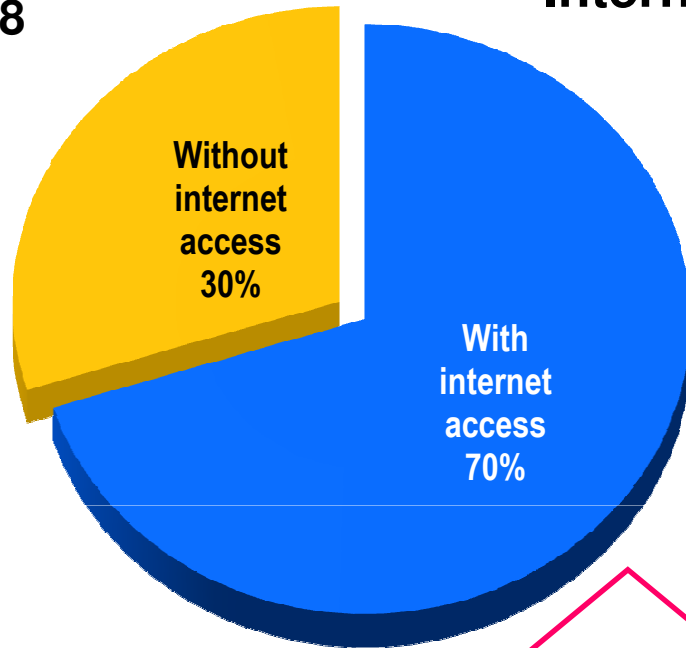


*“Kampong folks largely depend on radio. There are no stable supply of electricity so villagers can only get more news when they go to town.” (Female, Kadazan, Penampang)*

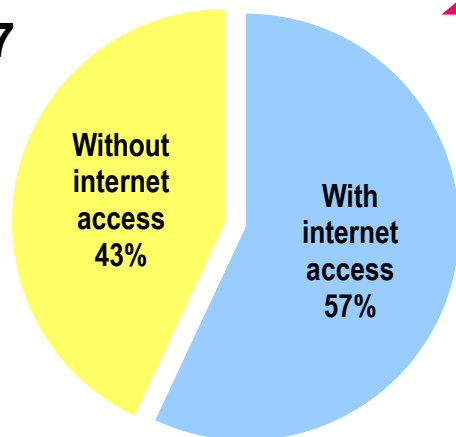
Youth access to internet is high

Internet access / Melayari internet

2008

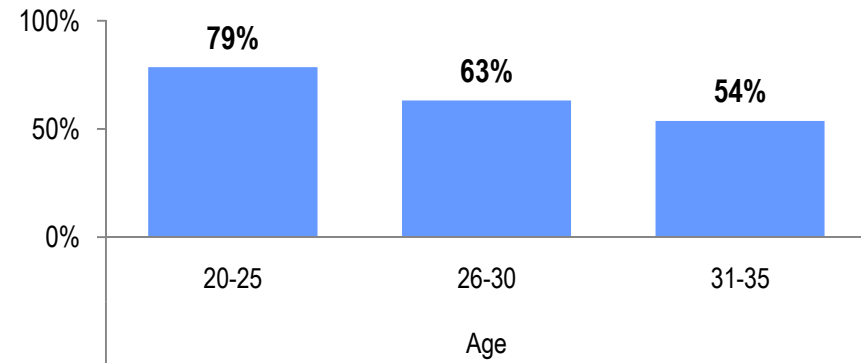


2007

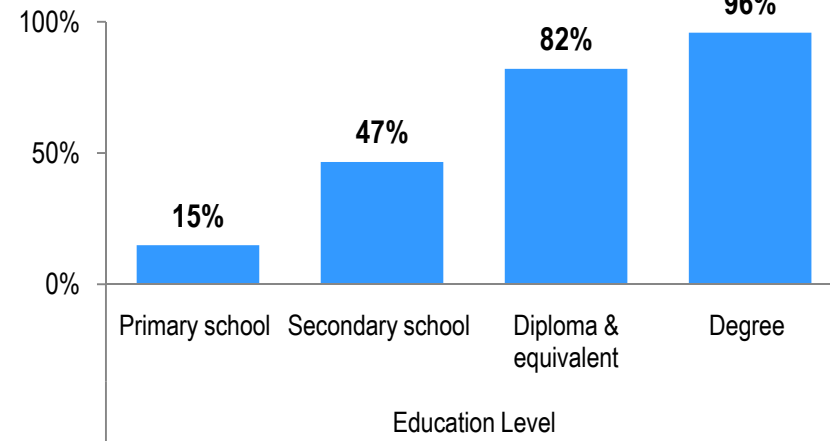


An increase of 13% from 2007

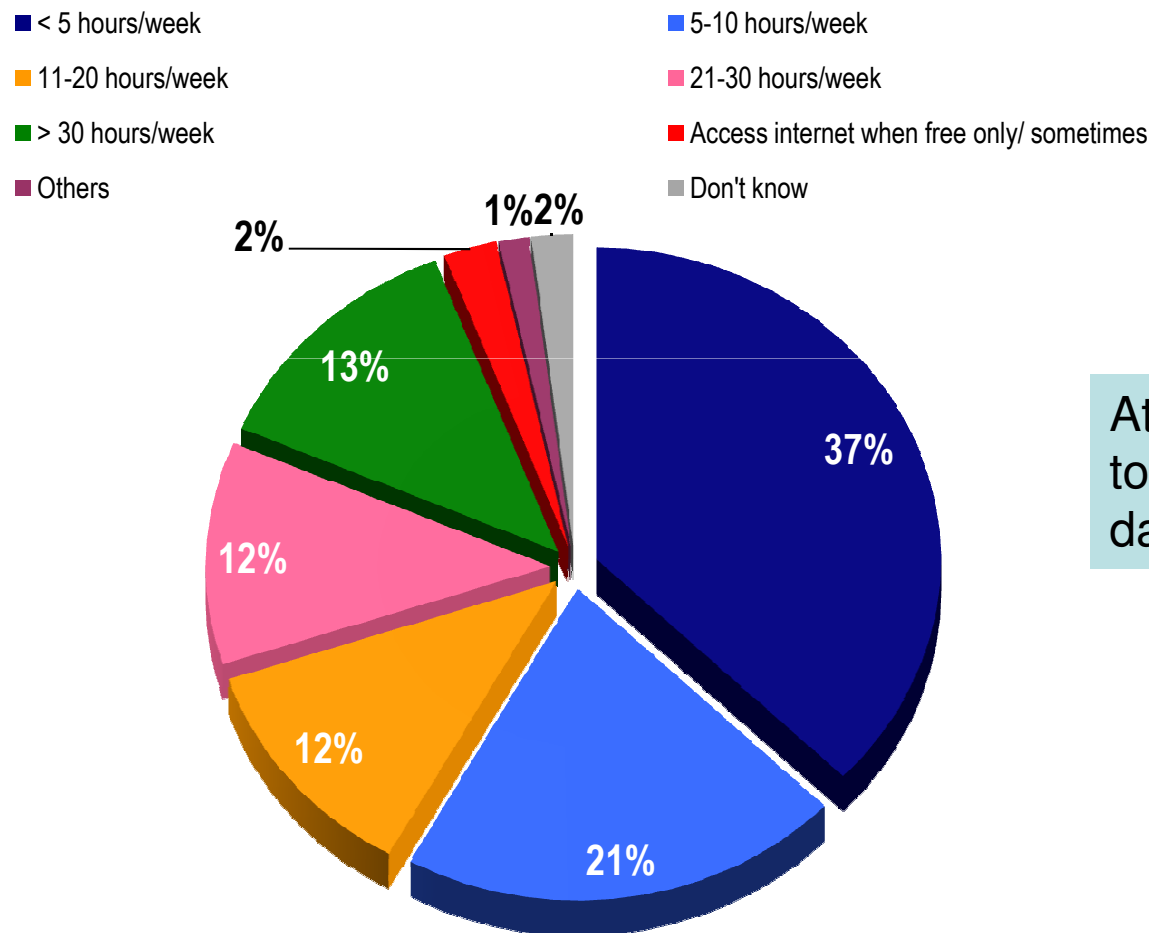
Younger



Higher educated



**If YES to internet access, how many hours per week, on average, would you say you spend on the Internet?** / Jika anda mempunyai akses kepada internet, secara purata, dalam seminggu berapakah masa yang digunakan untuk mengakses internet?

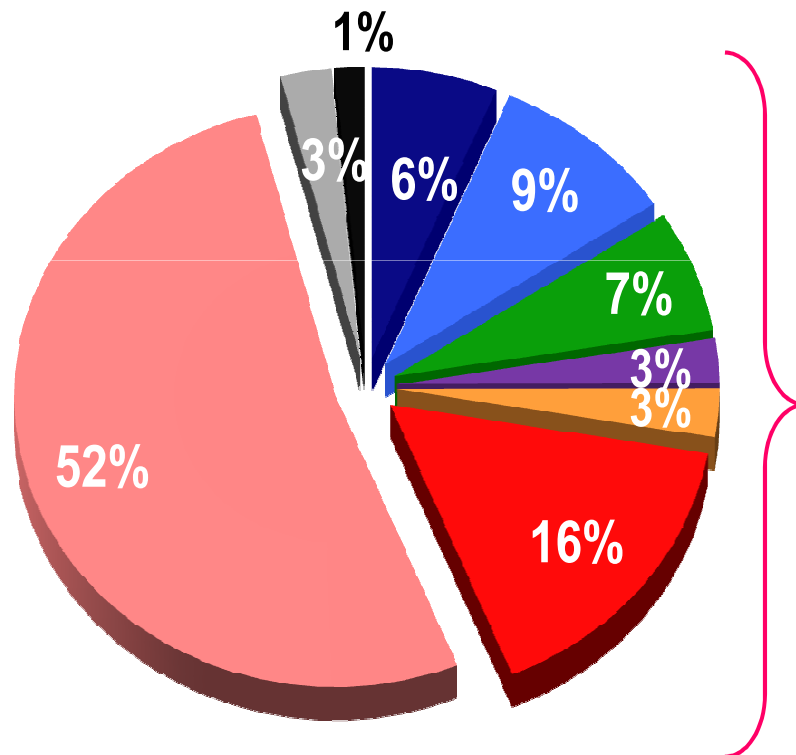


At least 45 minutes to 2 hours online daily.

44% of users surf the internet for news

**How frequent do you surf the internet to get news & what sites you surf? / Berapa harikah anda mengakses internet untuk mendapatkan berita & laman web yang dilayari?**

- 1 day
- 2 days
- 3 days
- 4 days
- 5 days
- 7 days
- Do not surf internet for news
- Don't know
- No response



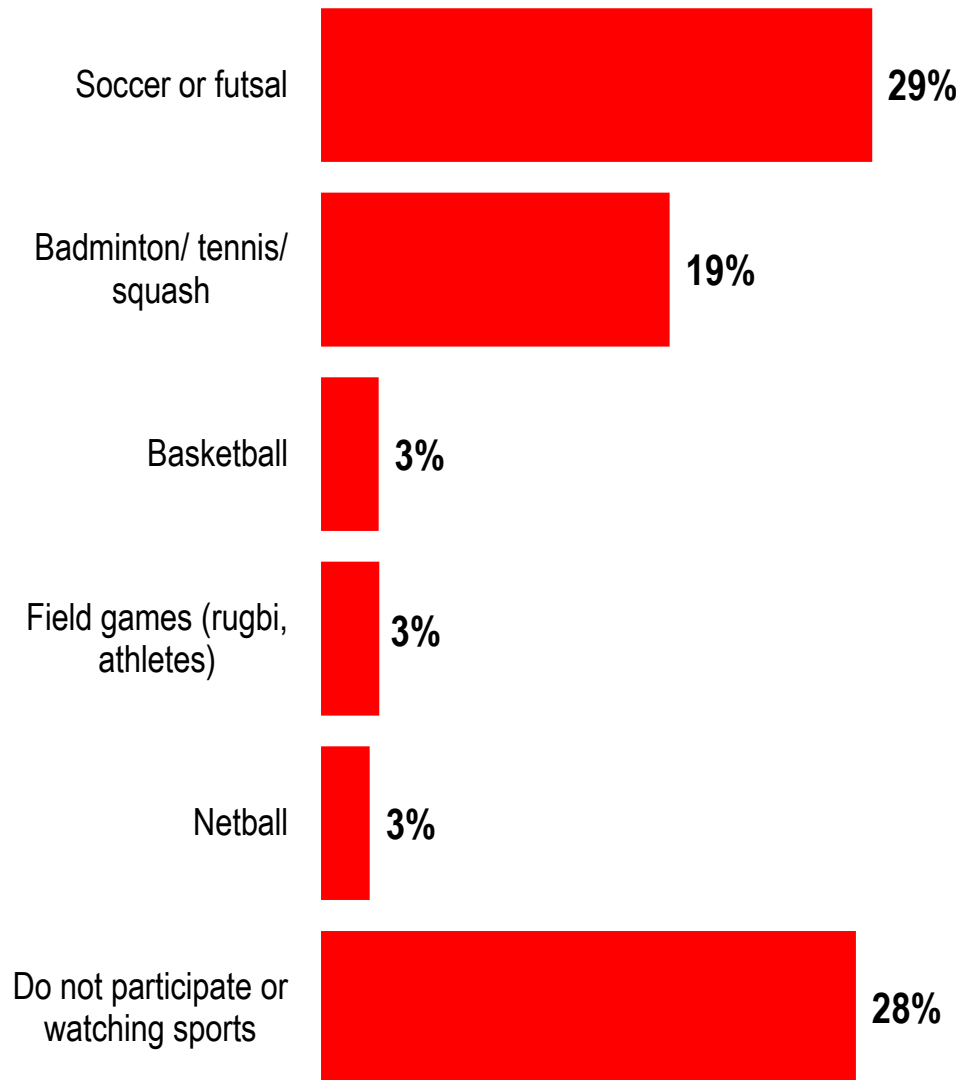
Q12A. Which sites do you go to get news? Please name 3 sites.	First mentioned	Second mentioned
Local mainstream Malay press (bharian, utusan, bernama etc)	39%	17%
International English & Chinese news portal (cnn, time, bbc.co.uk, asiaone, aseannews, espn, baidu, sogou, yahoo, youtube etc)	17%	9%
Other Malay news portal (hmetro.com, sinarharian.com, kosmo.com etc)	9%	10%
Local mainstream English press (thestar.com, nst.com, dailyexpress.com, Borneo post etc)	9%	5%
Local alternative news portal (malaysiakini, merdekareview, malaysianinsider, harakahdaily, agendadaily etc)	9%	3%
Local mainstream Chinese press (sinchew.com, nanyang.com, chinapress.com, guangming.com etc)	8%	4%
Local entertainment news portal and blogs (tranungkite, gua.com, lowyat.net, Chedet, Malaysia-today etc)	5%	5%
Others	2%	3%
No response	2%	44%

# Lifestyle



## Soccer and MU are the top favourites

### Top 5 favourite sports / 5 sukan paling diminati

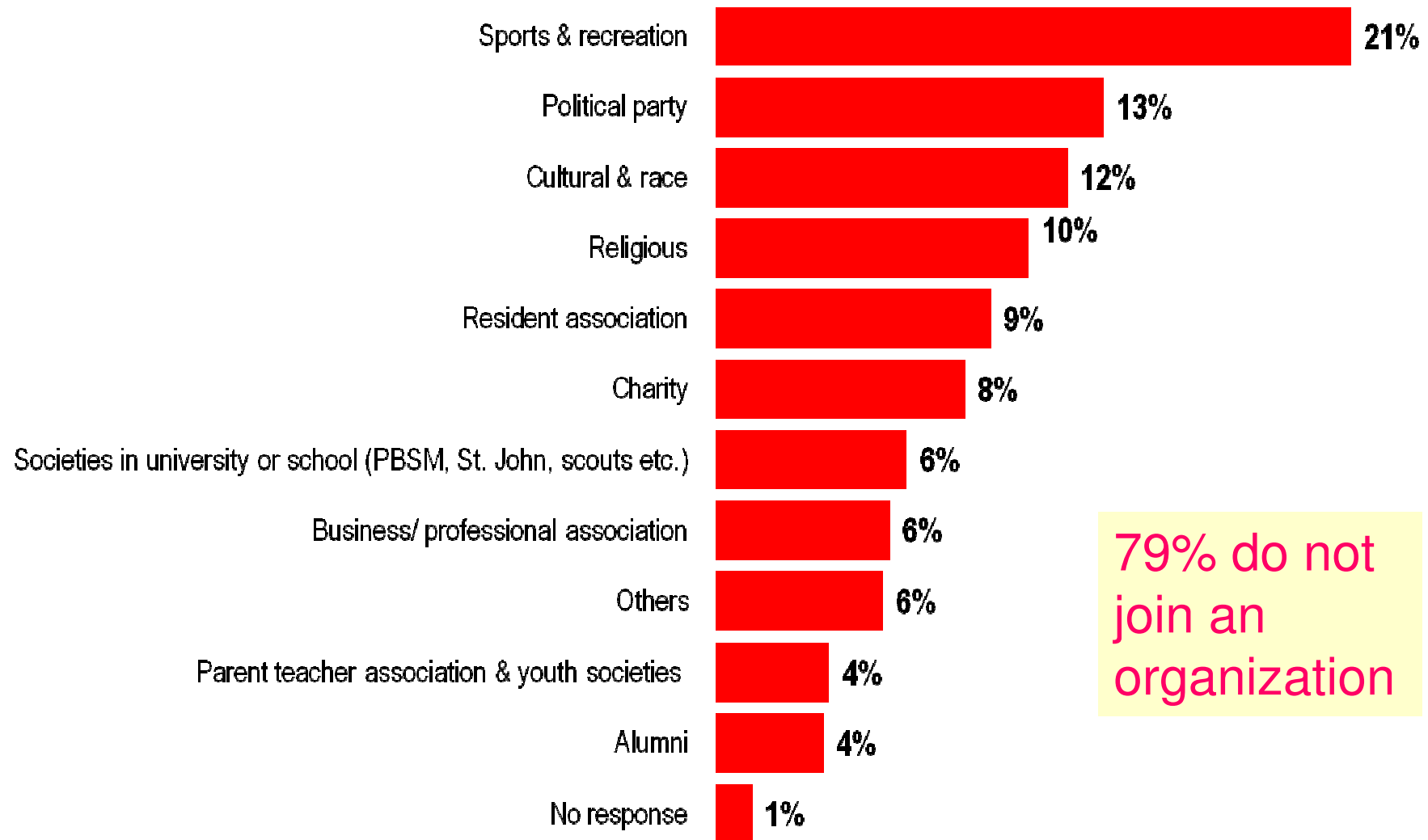


Manchester United	36%
Liverpool	15%
Chelsea	12%
Malaysian team	11%

### Top 4 favourite FC

## Most of the youth are non-joiners

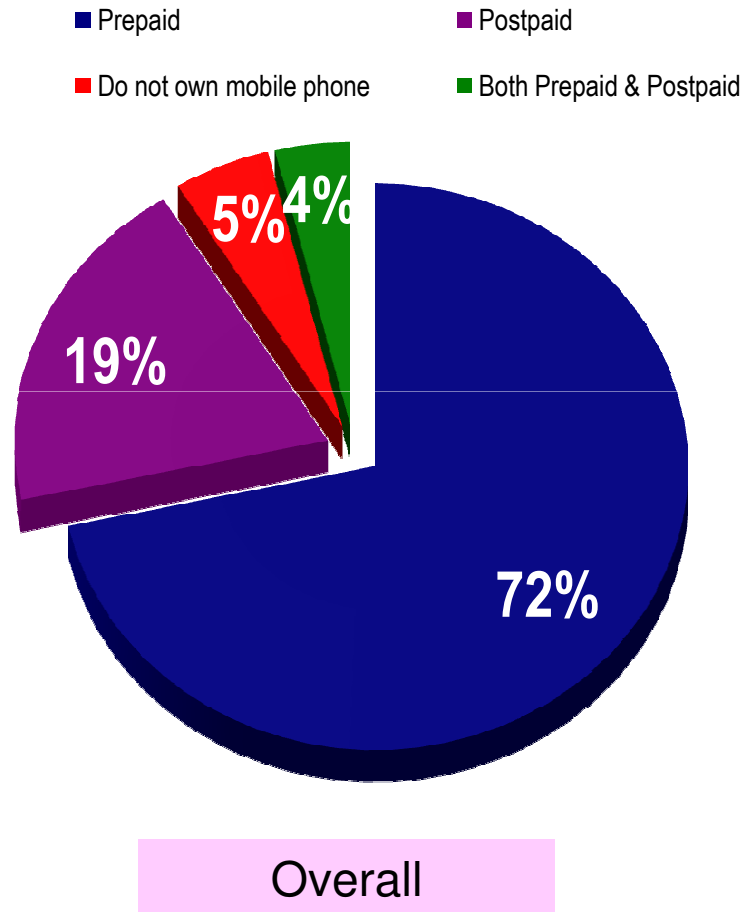
### What kind of group do you belong to? / Apakah pertubuhan tersebut?



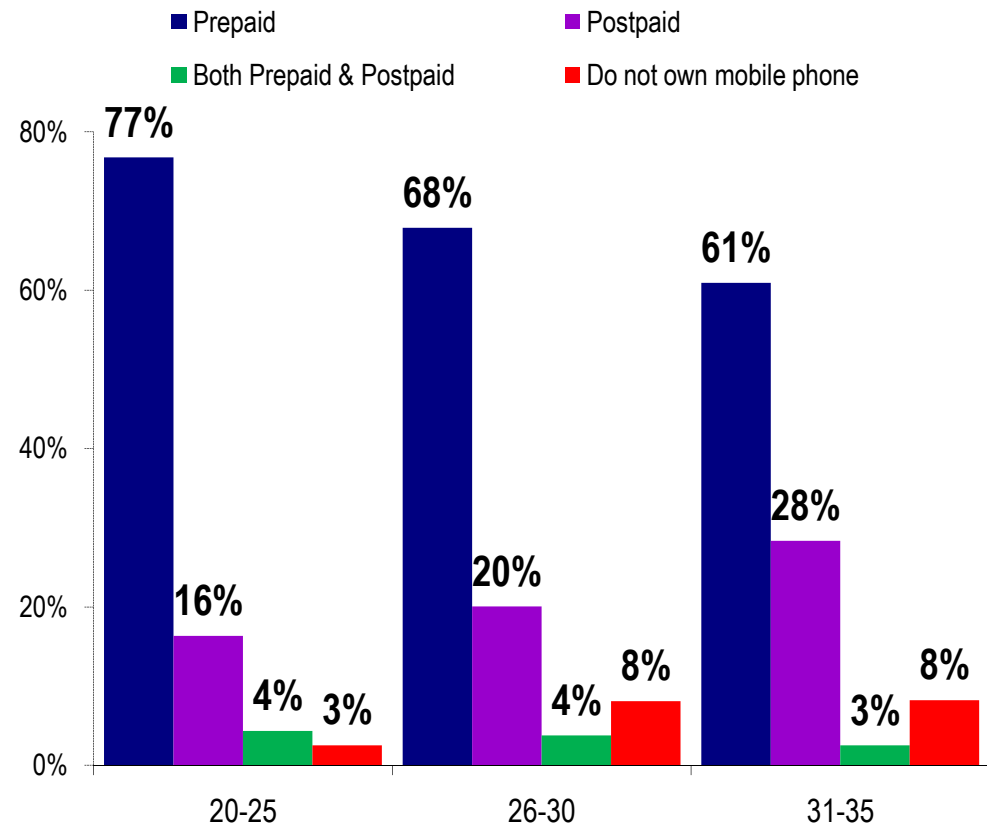
79% do not join an organization

95% own one or more mobile phones

**What kind of mobile phone service do you use? / Apakah jenis perkhidmatan telefon mudah alih yang anda gunakan?**

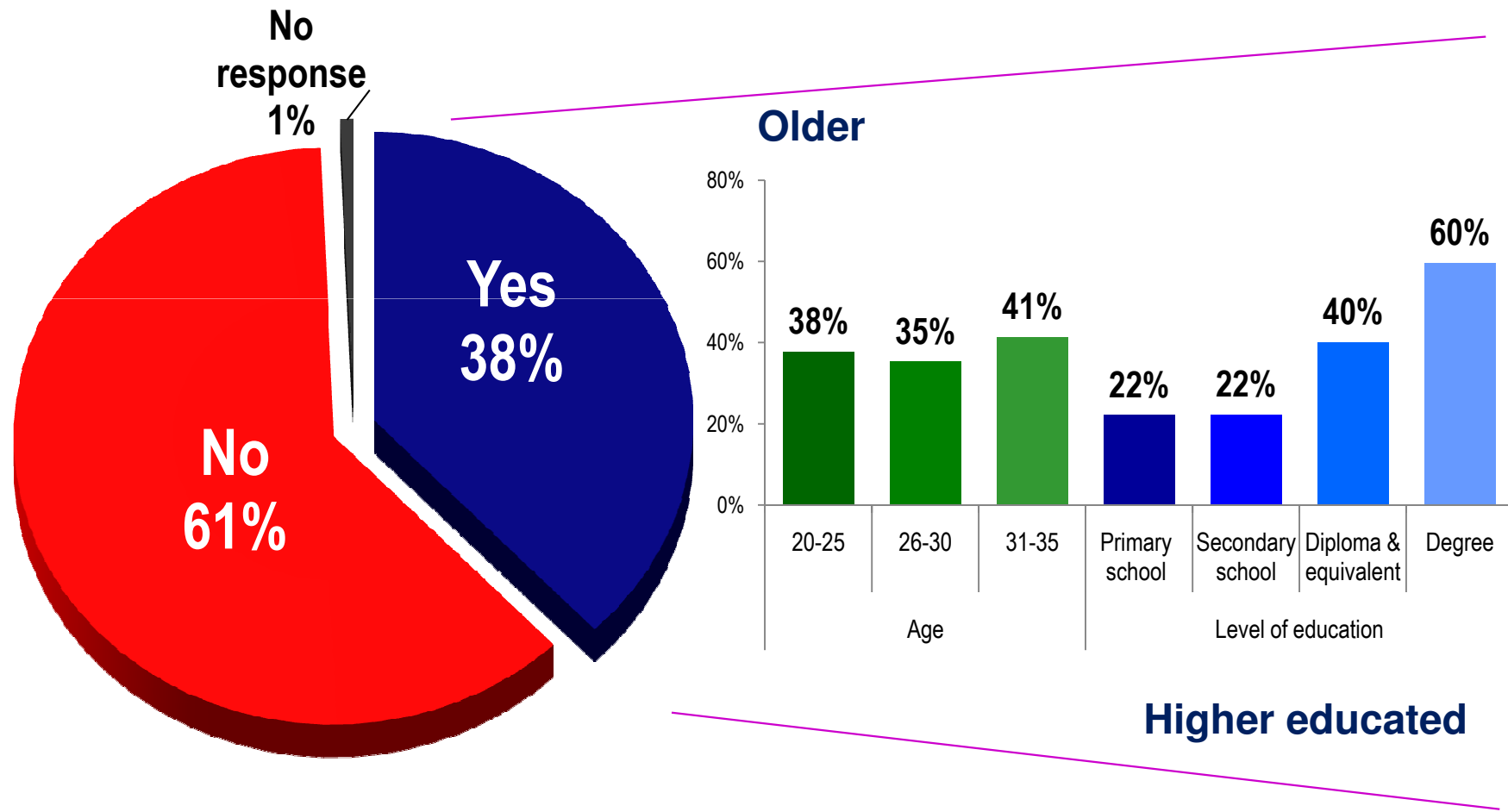


By age



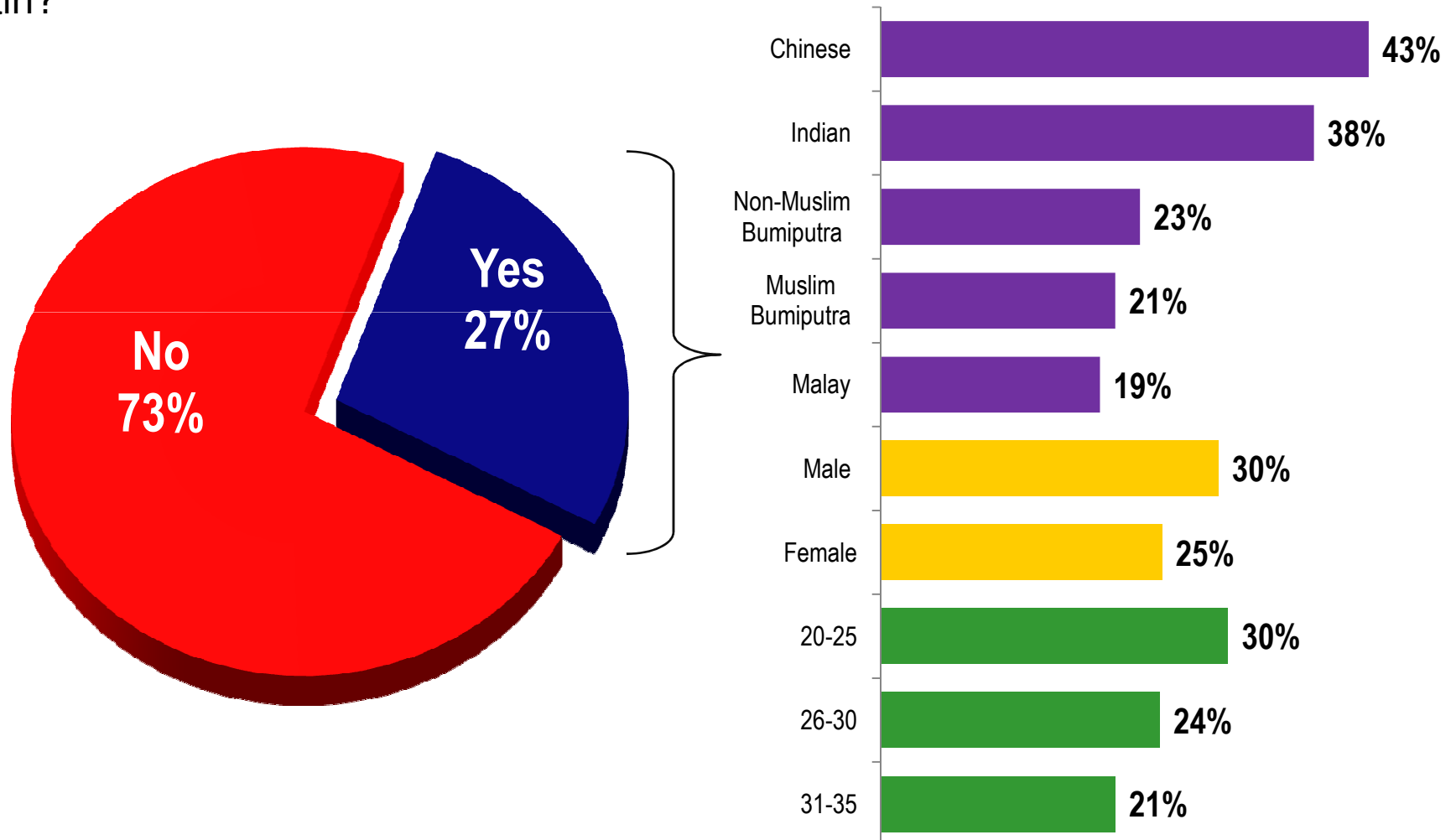
One in three youth has financial obligations

**Do you presently have any type of obligations to a private or public financial institution?** / Pada masa sekarang, adakah anda meminjam wang dari institusi kewangan swasta atau awam?



## One in four youth thought of residing elsewhere

**Have you ever thought of leaving Malaysia and living in another country? /  
Adakah anda pernah berfikir untuk meninggalkan Malaysia dan menetap di negara  
lain?**





Split over the country's direction – unhappy over political bickering and economic concerns but grateful that country is at peace and there is more democratic competition

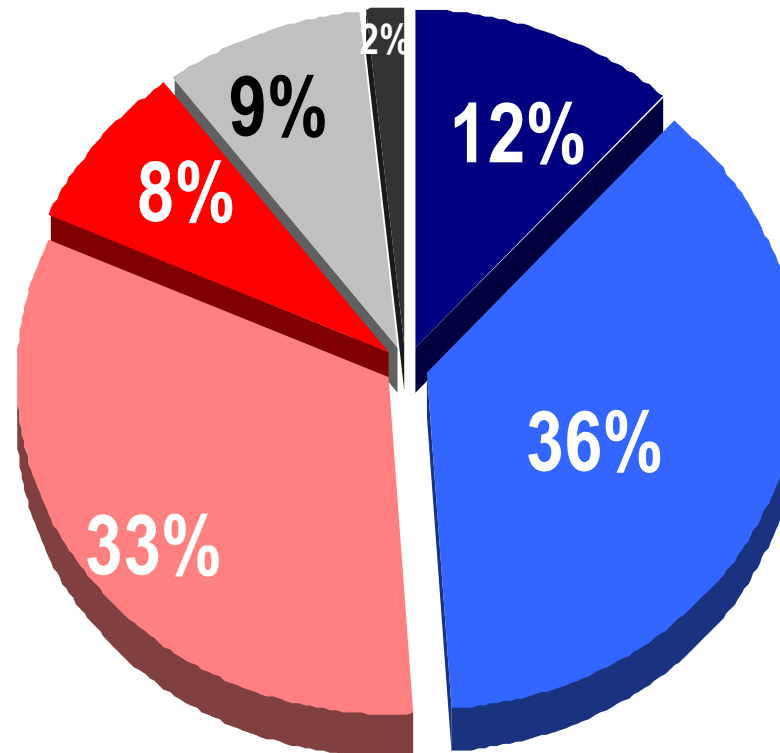
## Split over country's direction

**Considering how conditions are in the country today, would you say that things are generally headed in the right direction or wrong direction? / Melihat keadaan dalam negara sekarang, sejauh manakah anda rasa bahawa negara kita menuju ke arah yang betul atau tidak betul?**

- Strongly of the right direction
- Somewhat of the right direction
- Somewhat of the wrong direction
- Strongly of the wrong direction
- Don't know
- No response

**Wrong track : 41%**

*“There are weak governance, lack of transparency and efficiency among the leadership team. Weak leaders are not capable to govern a multiracial country well.”*  
(Lecturer, Malay, KL)

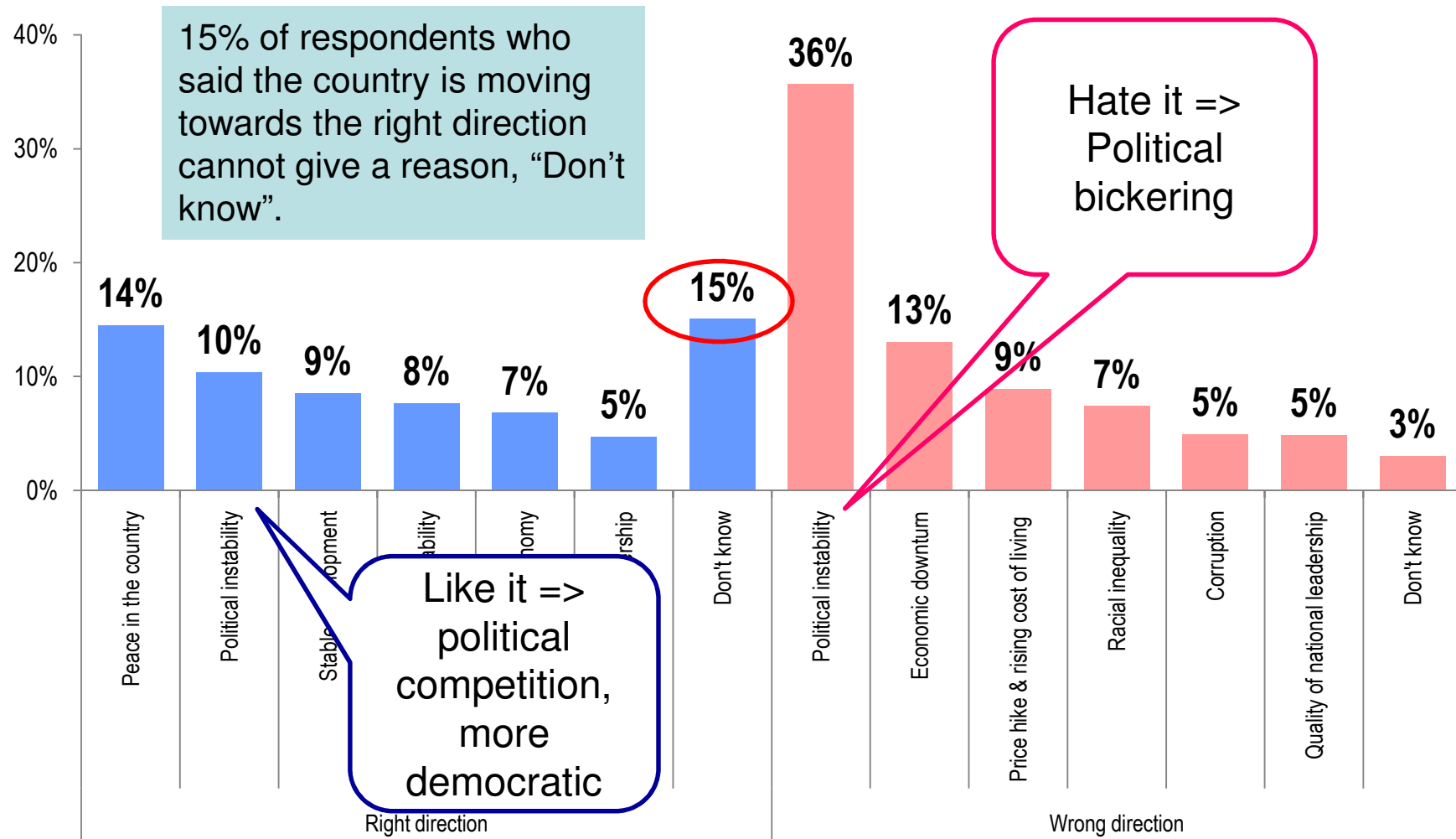


**Right track : 48%**

*“Our country is moving in the right direction because of the changes within the society. People now can evaluate and they are more educated.”* (Male, Bajau, KK)

**And what would you say is the issue that is the main reason for your answer?**  
/ Apakah isu yang menyebabkan anda berkata demikian?

Top 6 reasons



# Social values



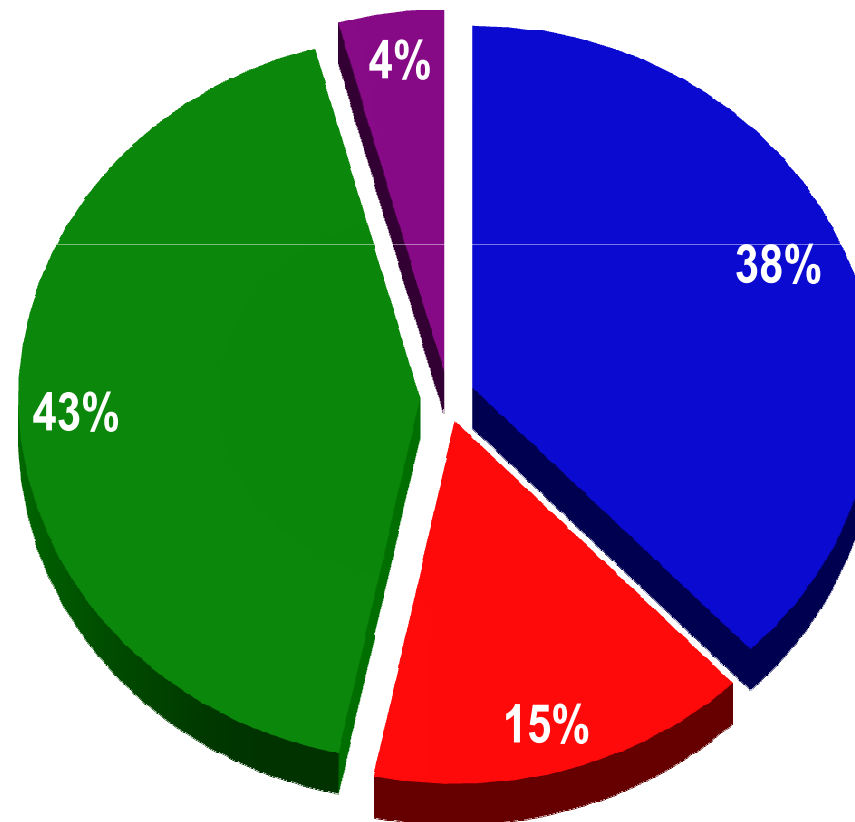
Ethnicity and religion remains an important factor in influencing views on whether women or minorities can hold top positions in the country

## Religious identity is important

**If you can only choose one identity, would you say that you are...? / Jika anda hanya boleh memilih satu identiti sahaja, anda mahu dikenali sebagai....**

■ Follower of a religion ■ Member of a particular ethnic group ■ Malaysian ■ Others

*“Ethnic identification is mainly cultural based and is being politicized by politicians.”  
(Male, 28, Kuching)*



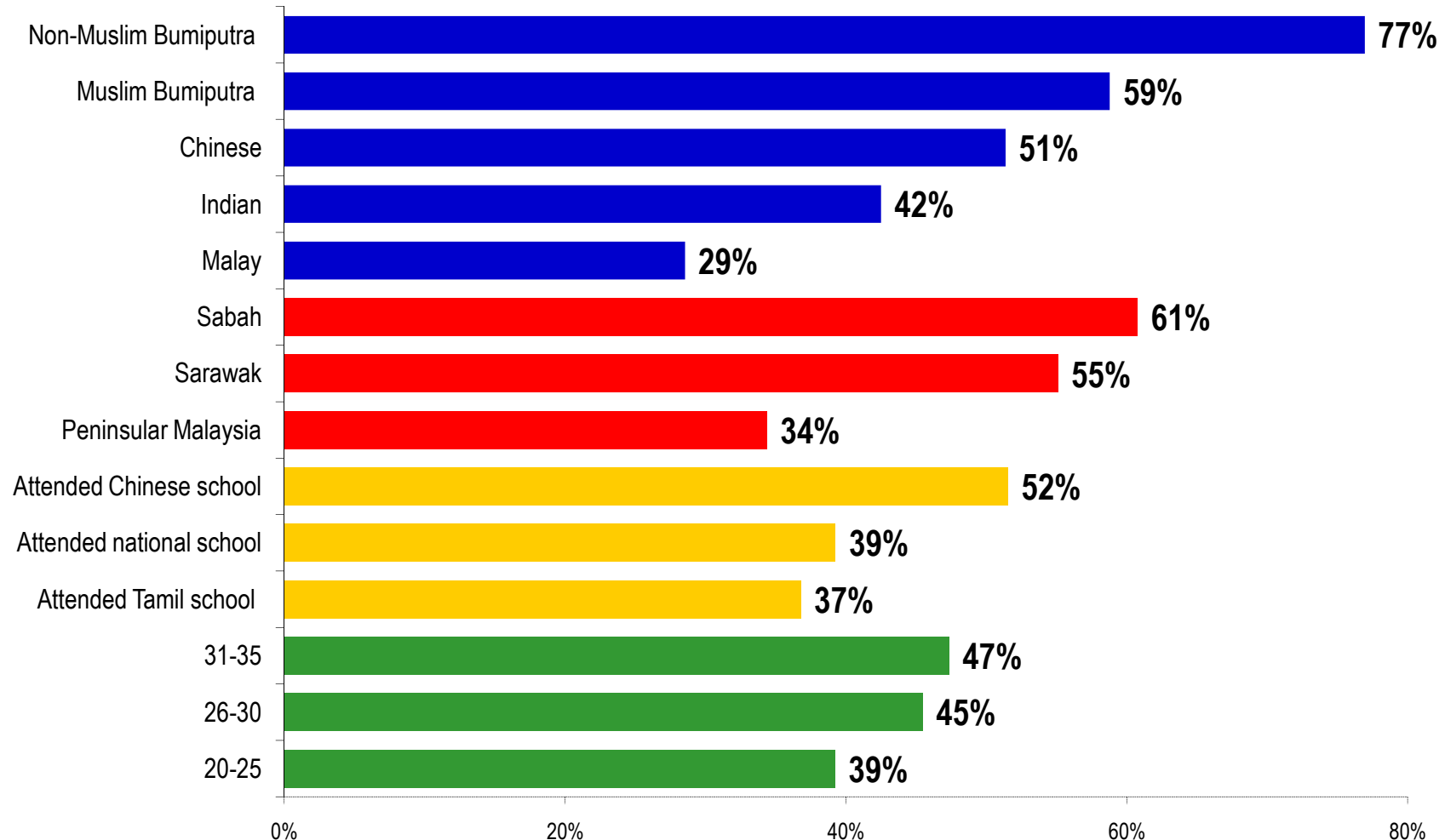
*“There is no point to be a Malay or Malaysian if we are not Muslim.”  
(Male, student, Kota Kinabalu)*

## More Sabahans and Sarawakians see themselves as Malaysian first

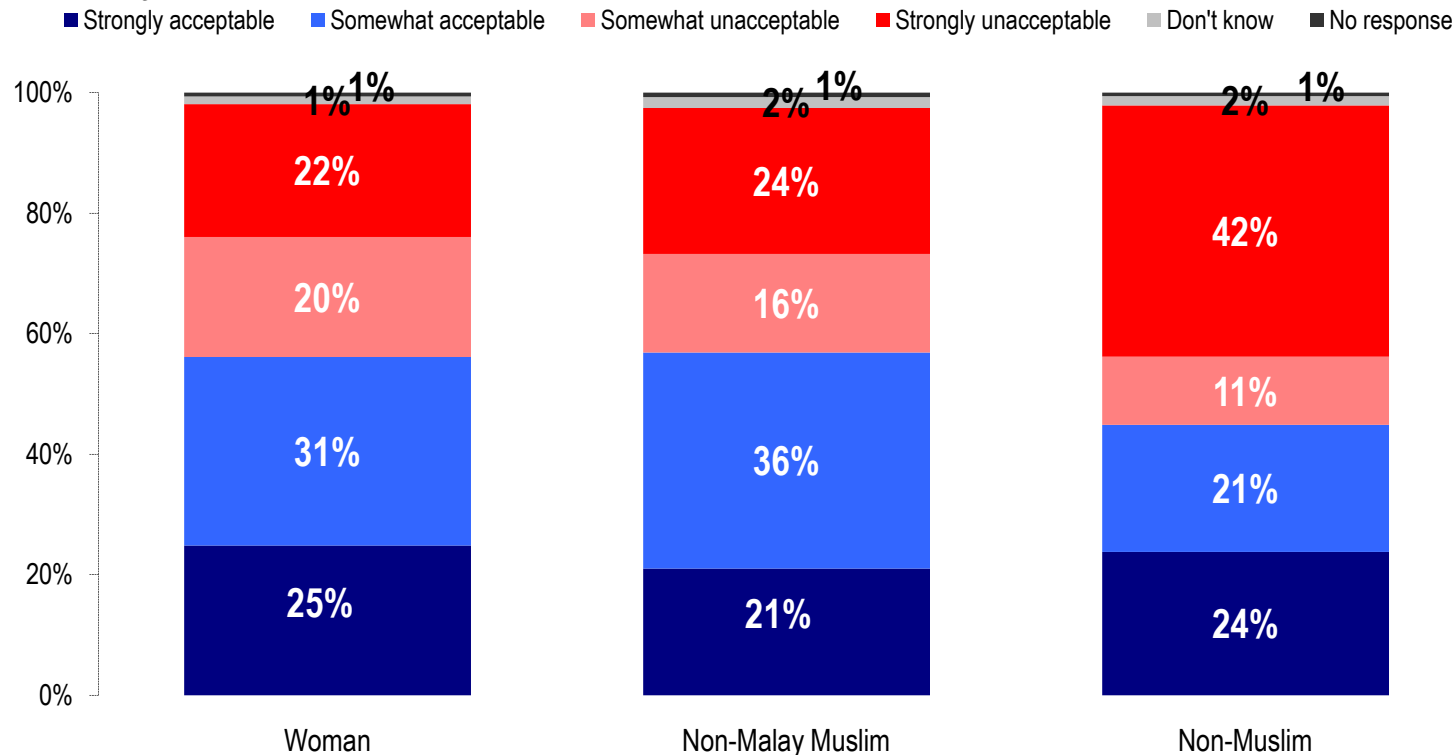
National Youth Survey  
13th Nov – 9th Dec 2008

**If you can only choose one identity, would you say that you are...? / Jika anda hanya boleh memilih satu identiti sahaja, anda mahu dikenali sebagai....**

### First choose Malaysian, n = 1083



## How strongly would you accept or not accept a .... as Prime Minister in Malaysia? / Sejauhmanakah anda terima atau tidak terima .... menjadi Perdana Menteri Malaysia?



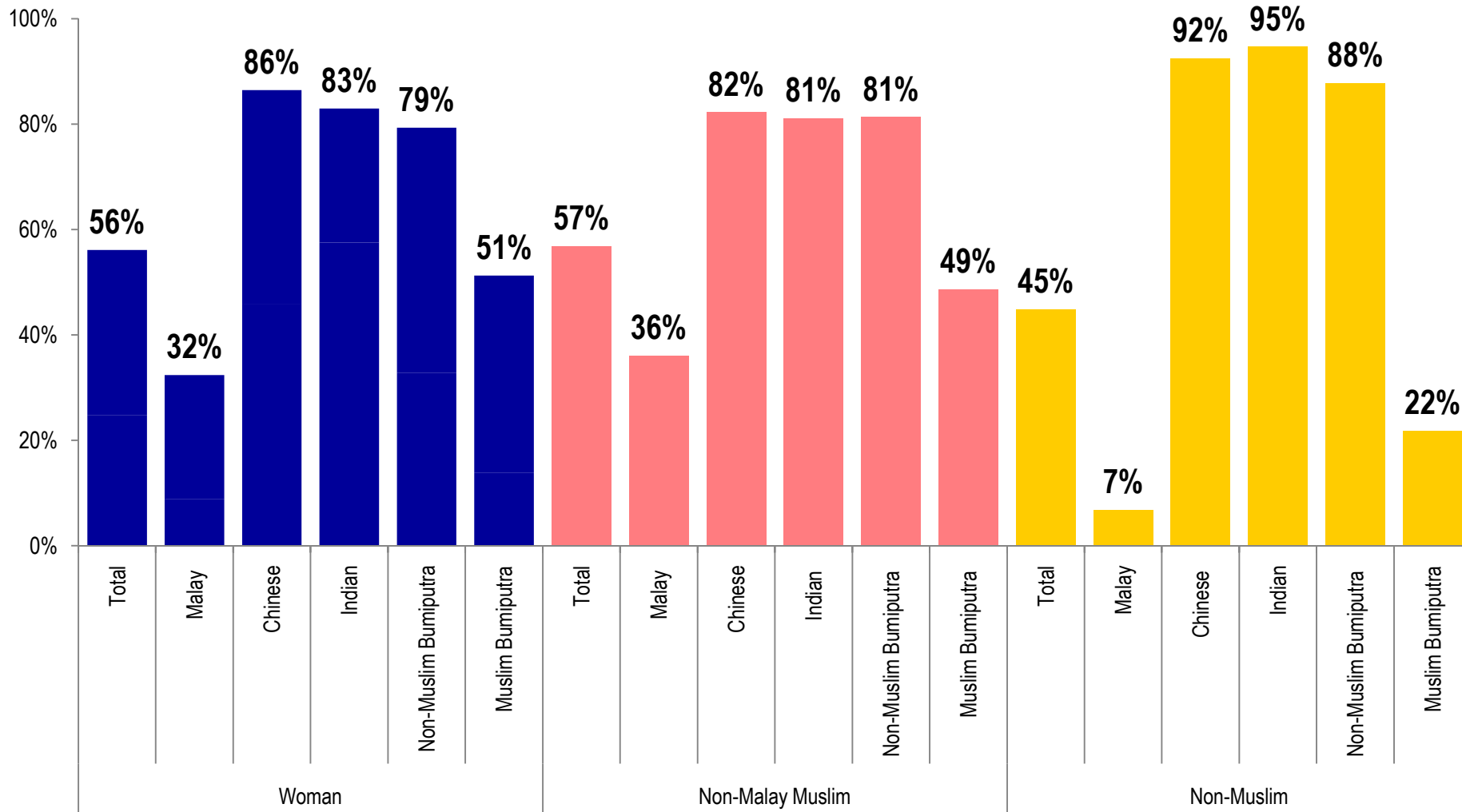
*“National leadership should be given to whomever that has caliber. The ability to lead is of utmost importance.”*  
(Female, Chinese, clerk, Taiping)

*“Our constitution stated that Islam is the official religion of Malaysia so the PM should be a Muslim and also a Malay.”* (Male, Malay, Taiping)

*“The official religion of the country is Islam and the majority of this country are Muslim. Therefore, a non-Muslim will not be able to address certain issues concerning Muslim well-being.”* (Male, Dusun Muslim, KK)

*\*Indicating acceptance*

**How strongly would you accept a .... as Prime Minister in Malaysia? /  
Sejauhmanakah anda terima atau tidak terima .... menjadi Perdana Menteri  
Malaysia?**

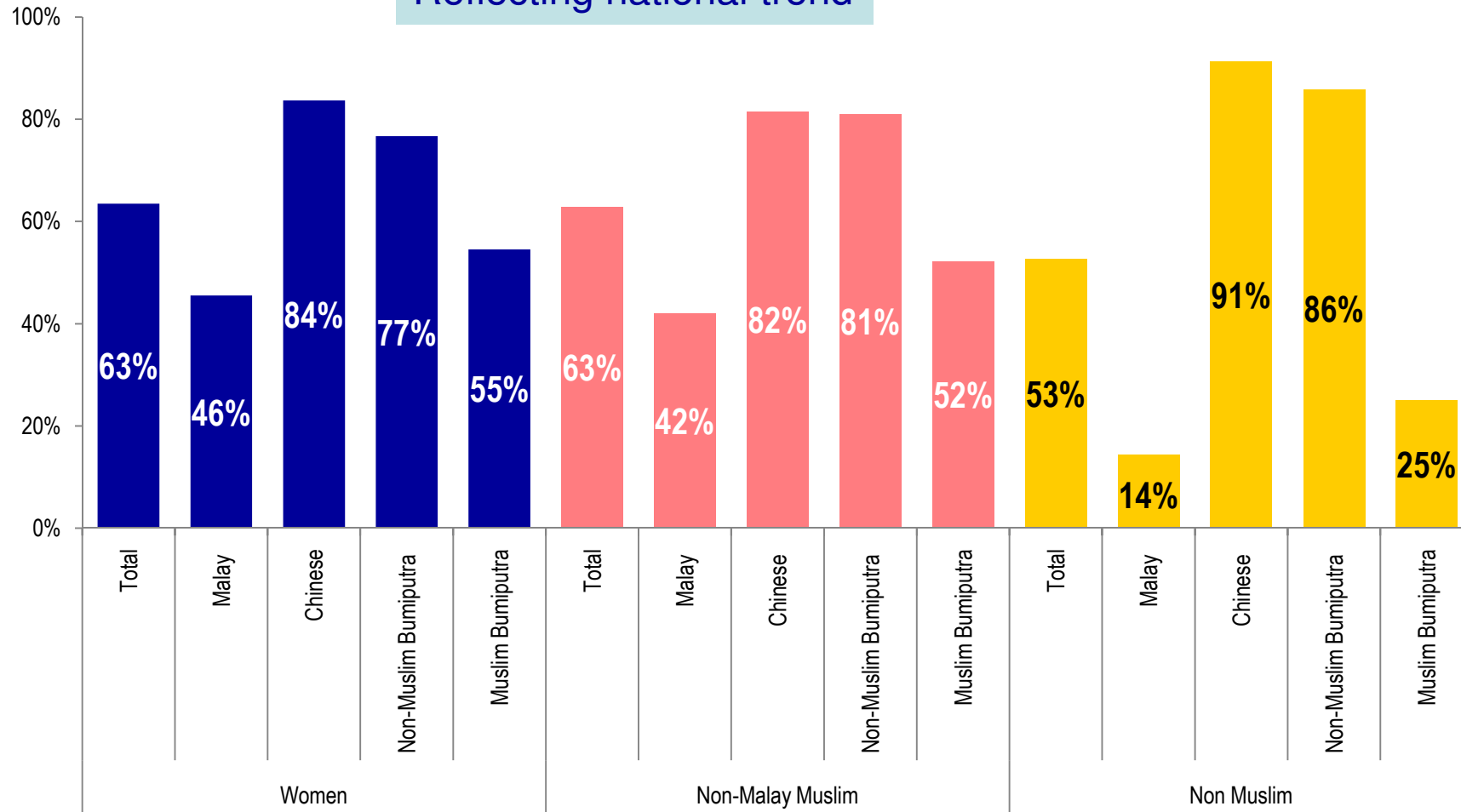


**National, n = 2518**

*\*Indicating acceptance*

**How strongly would you accept a .... as Prime Minister in Malaysia? /  
Sejauhmanakah anda terima atau tidak terima .... menjadi Perdana Menteri  
Malaysia?**

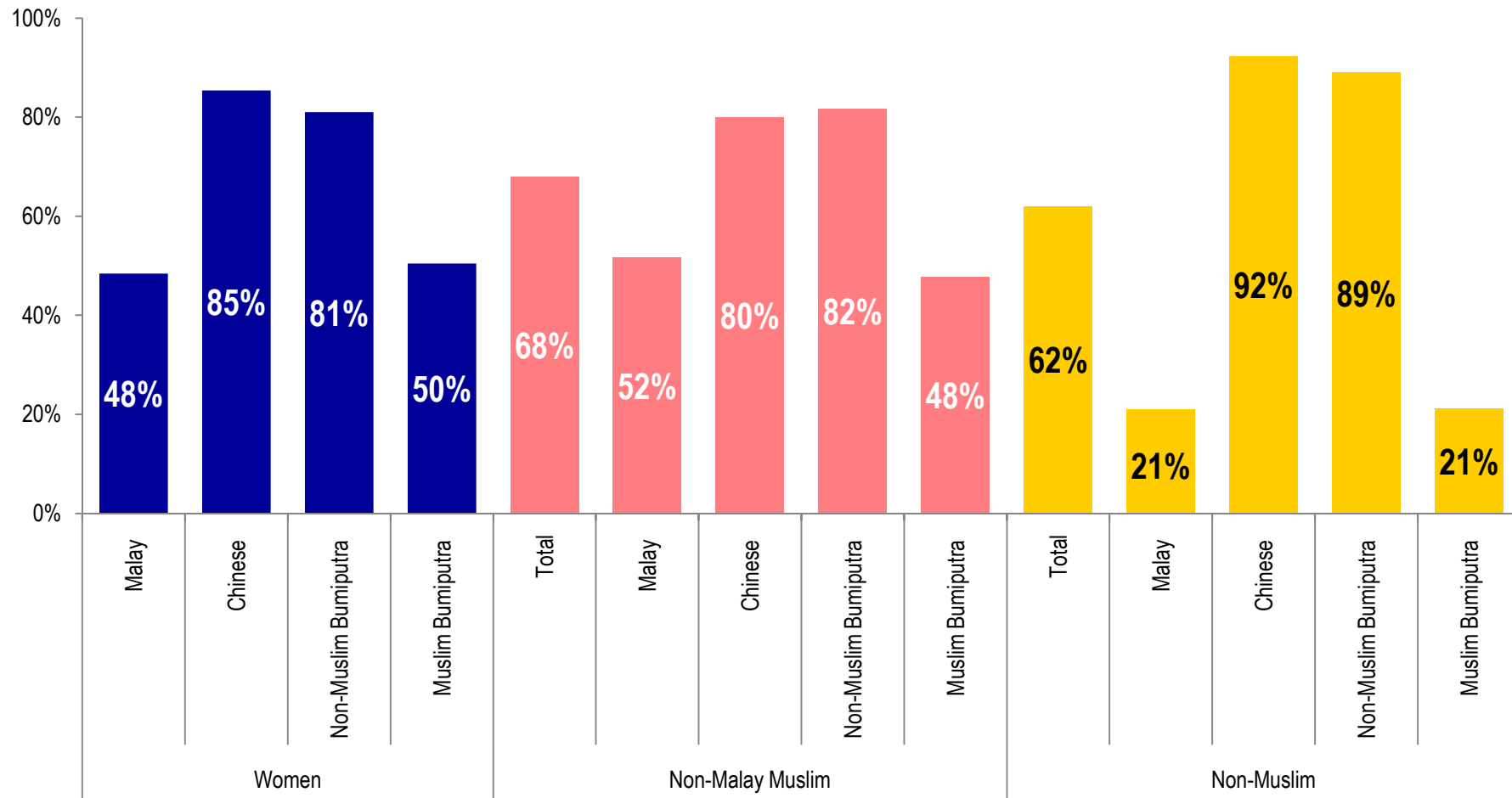
Reflecting national trend



*\*Indicating acceptance*

**How strongly would you accept or not accept a .... as Prime Minister in Malaysia? / Sejauhmanakah anda terima atau tidak terima .... menjadi Perdana Menteri Malaysia?**

Reflecting national trend



Sabahan, n = 497

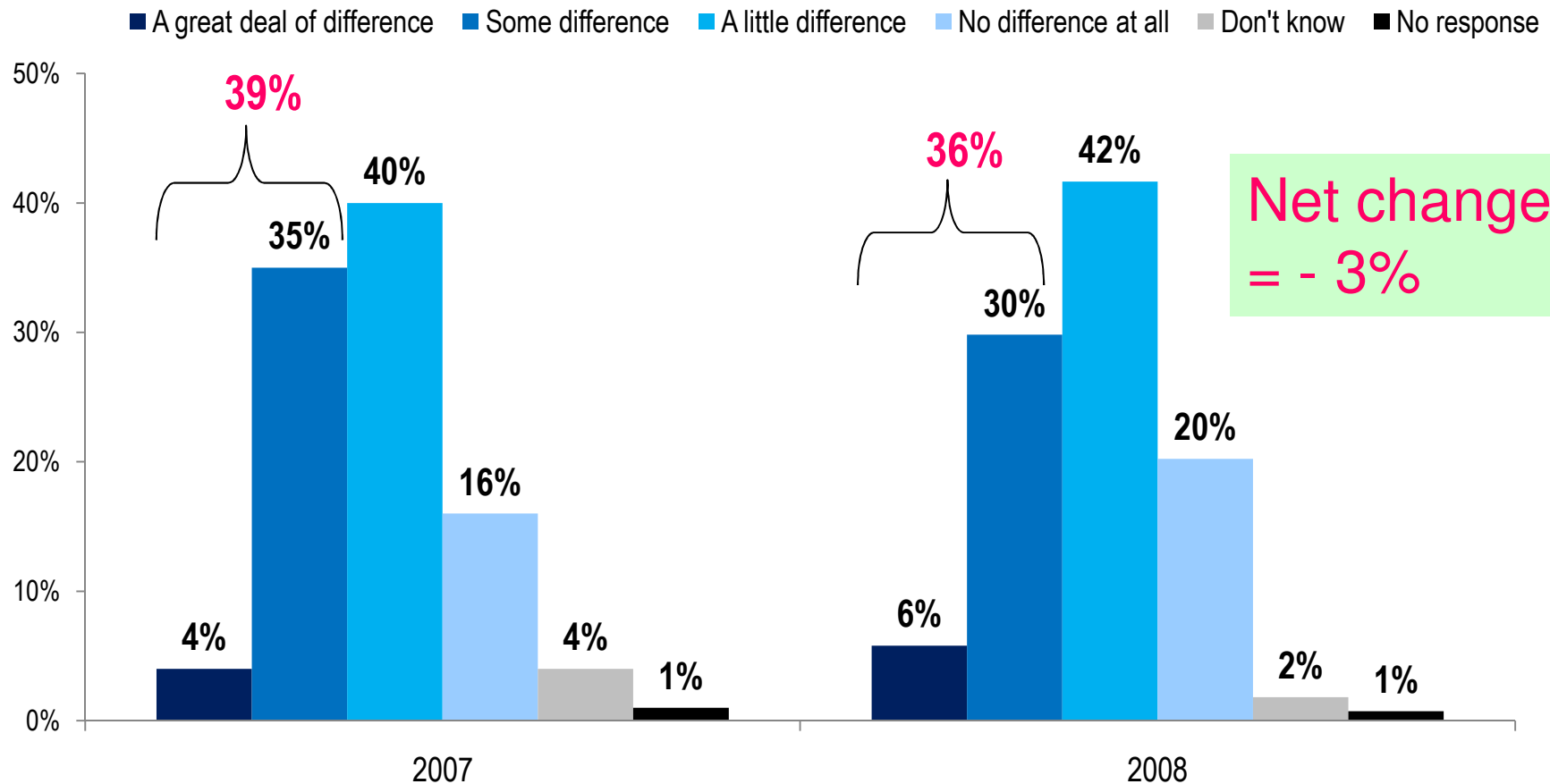


**Political efficacy**

Political efficacy declined – a signal that the youth voice has not been heard enough? Or change is not taking place at desired pace?

Self efficacy decreased by 3%

**Thinking about the problems you see in your community, how much difference do you think you can make in solving the problem? / Apabila anda melihat masalah yang berlaku dalam masyarakat anda, adakah anda mampu untuk menyelesaikan masalah itu?**

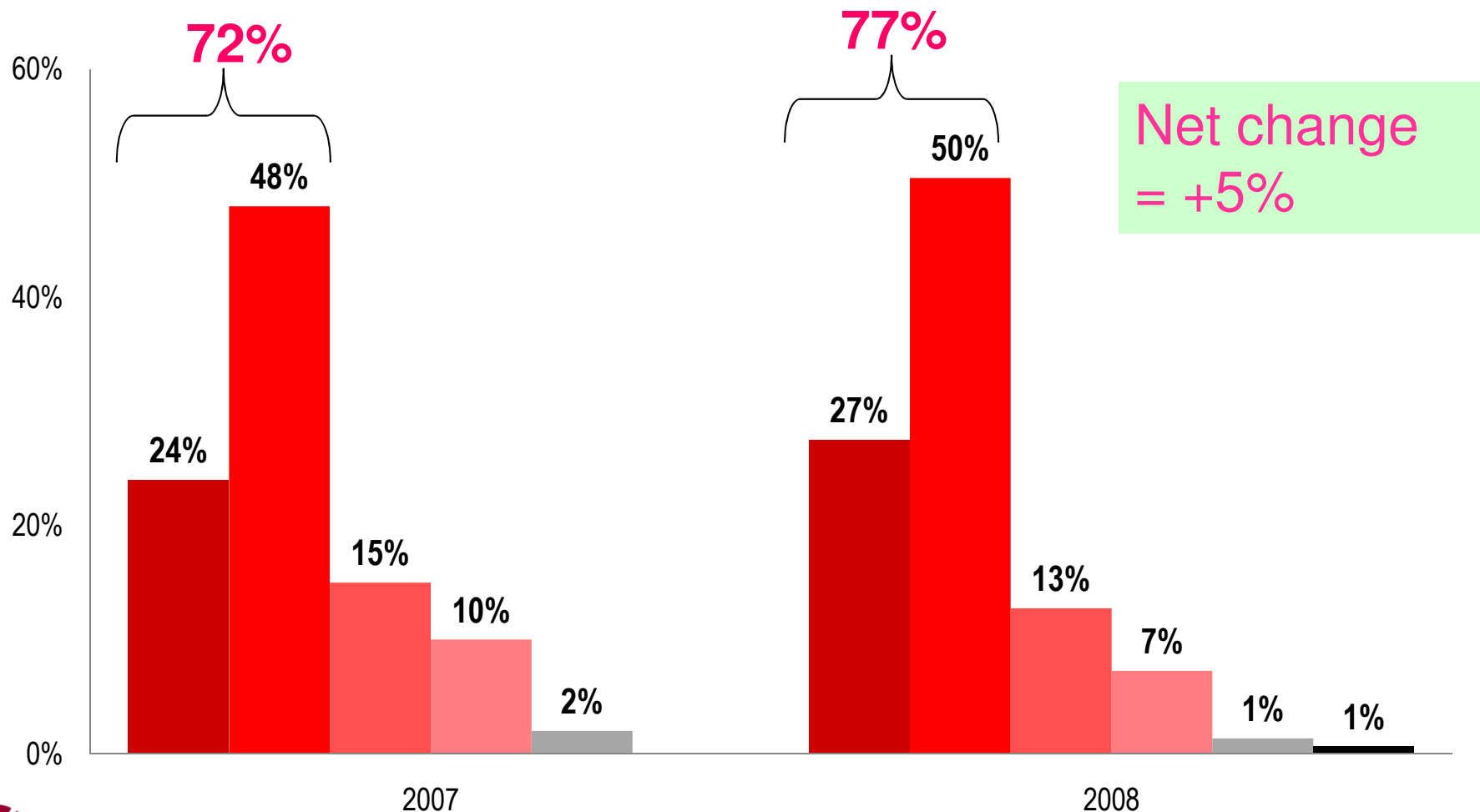


*“Many young people are naïve, living in suburban areas and there are many problems at home, with friends and in school. They are powerless.” (Male, KK)*

Increased government presence by 5%

**How much of an impact would you say government decisions have on your daily life?** / Setakat manakah keputusan yang dibuat oleh kerajaan memberi kesan terhadap kehidupan anda?

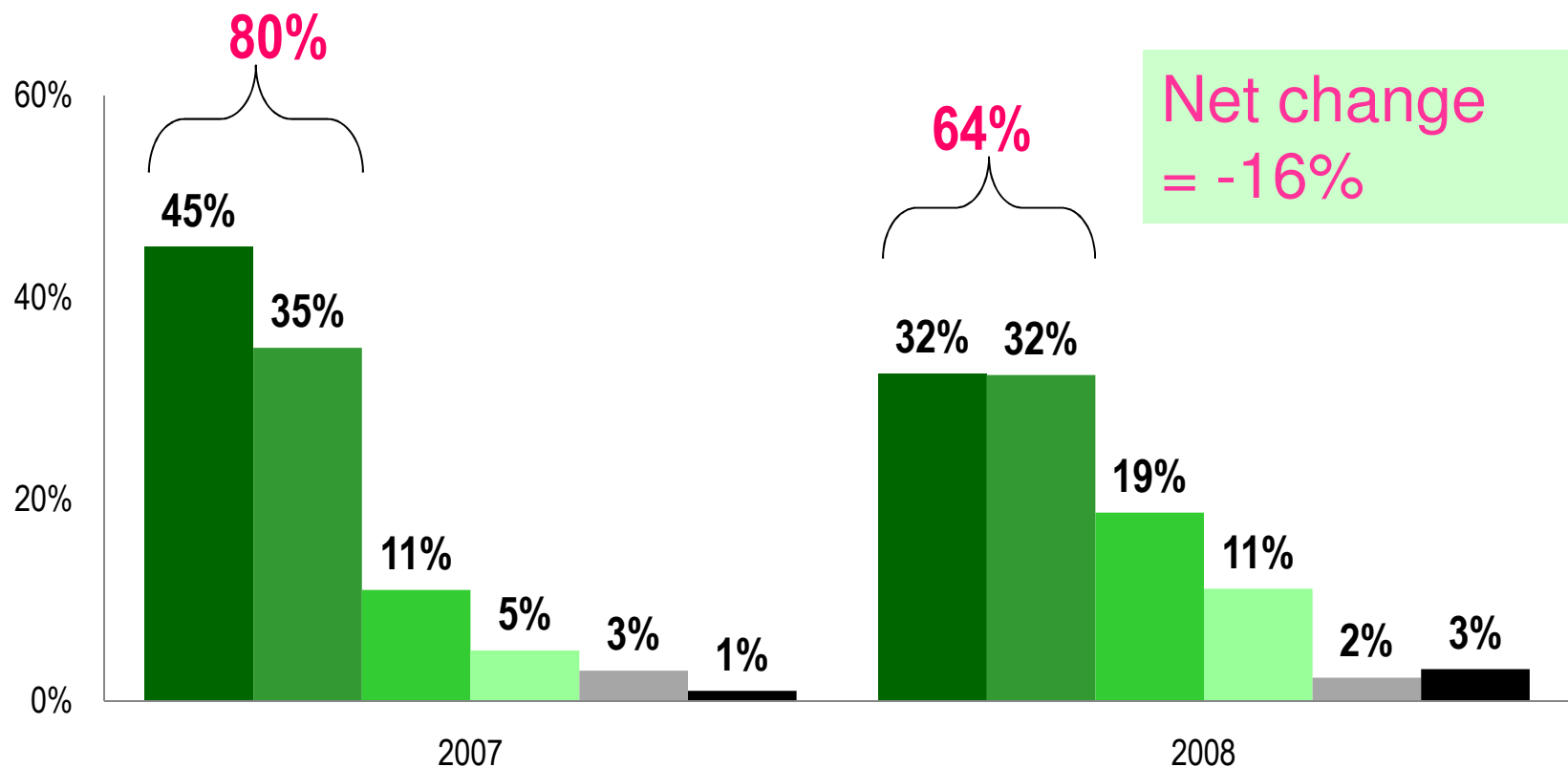
■ A lot ■ Some ■ A little ■ None ■ Don't know ■ No response



## Decreased confidence in election

**How much of a difference do you think your vote makes in influencing the government?** / Sejauh manakah undi anda boleh mempengaruhi apa yang dilakukan oleh kerajaan?

■ A great deal of difference ■ Some difference ■ A little difference ■ No difference at all ■ Don't know ■ No response



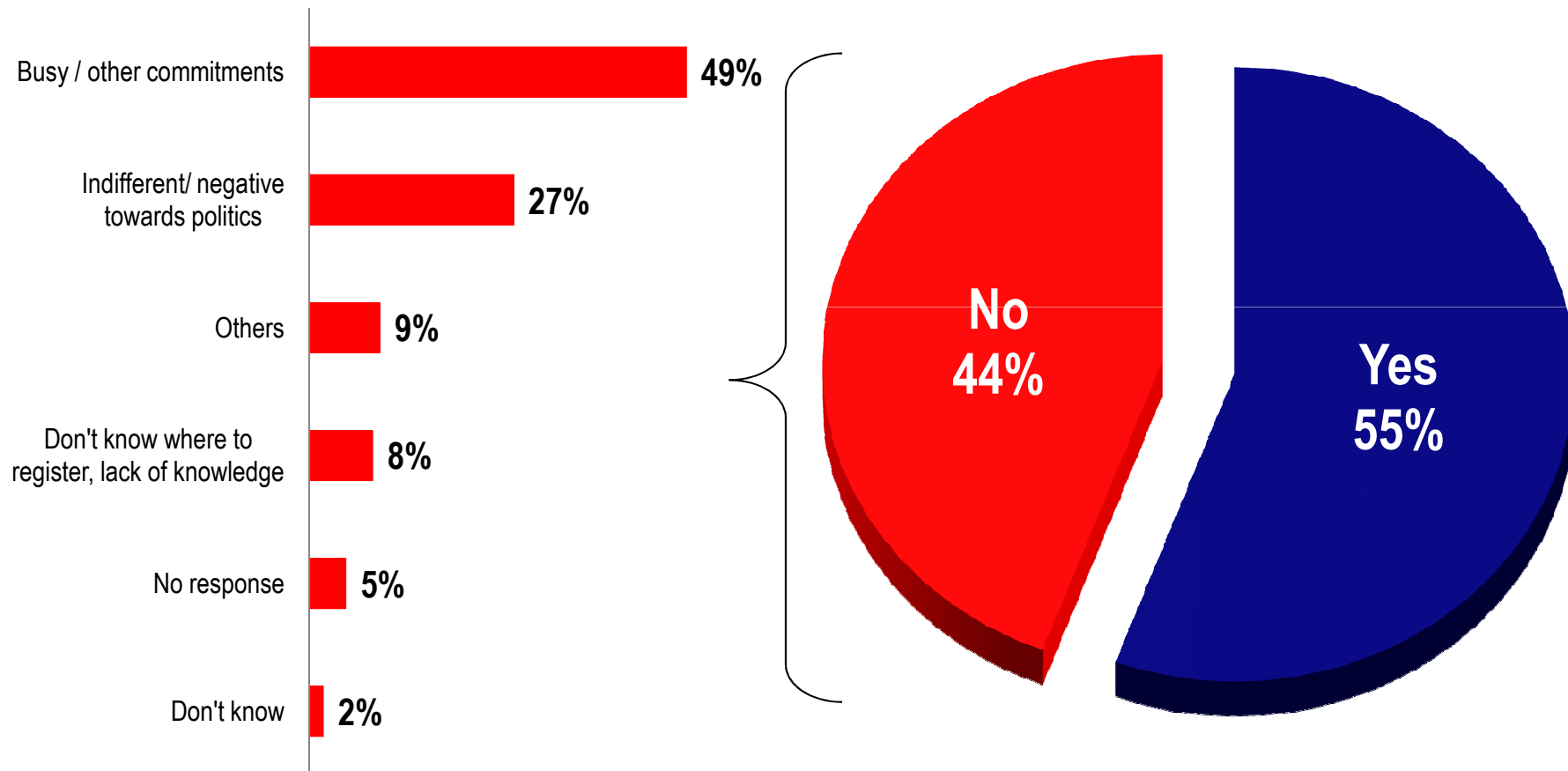
*"I don't see changes even after so many terms the politicians are elected." (Male, Dusun, Penampang)*

# Electoral participation



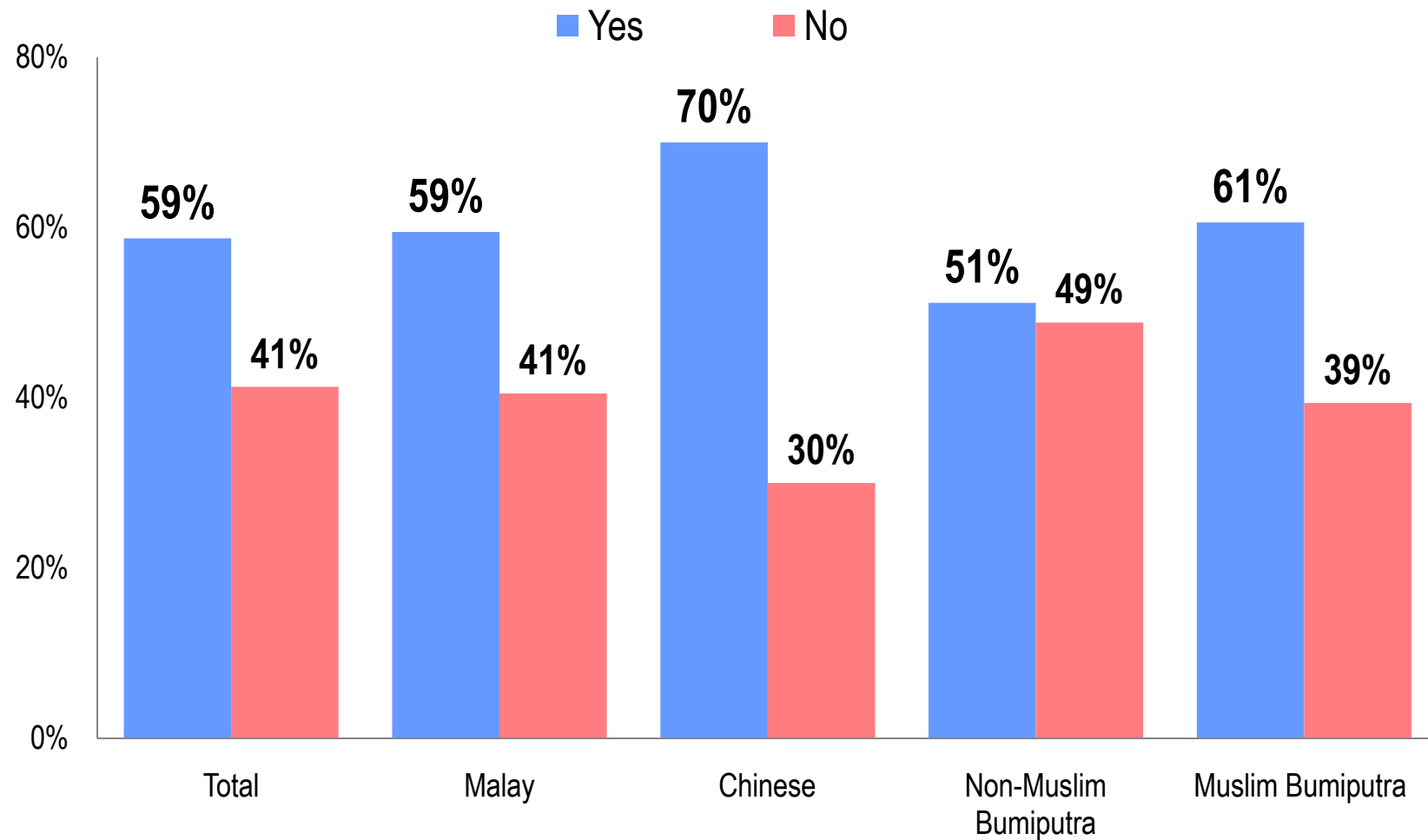
Nearly one-half (44%) remains unregistered to vote. Voting not being seen as high priority in their lives.

**Are you a registered voter? / Adakah anda seorang pengundi berdaftar?**



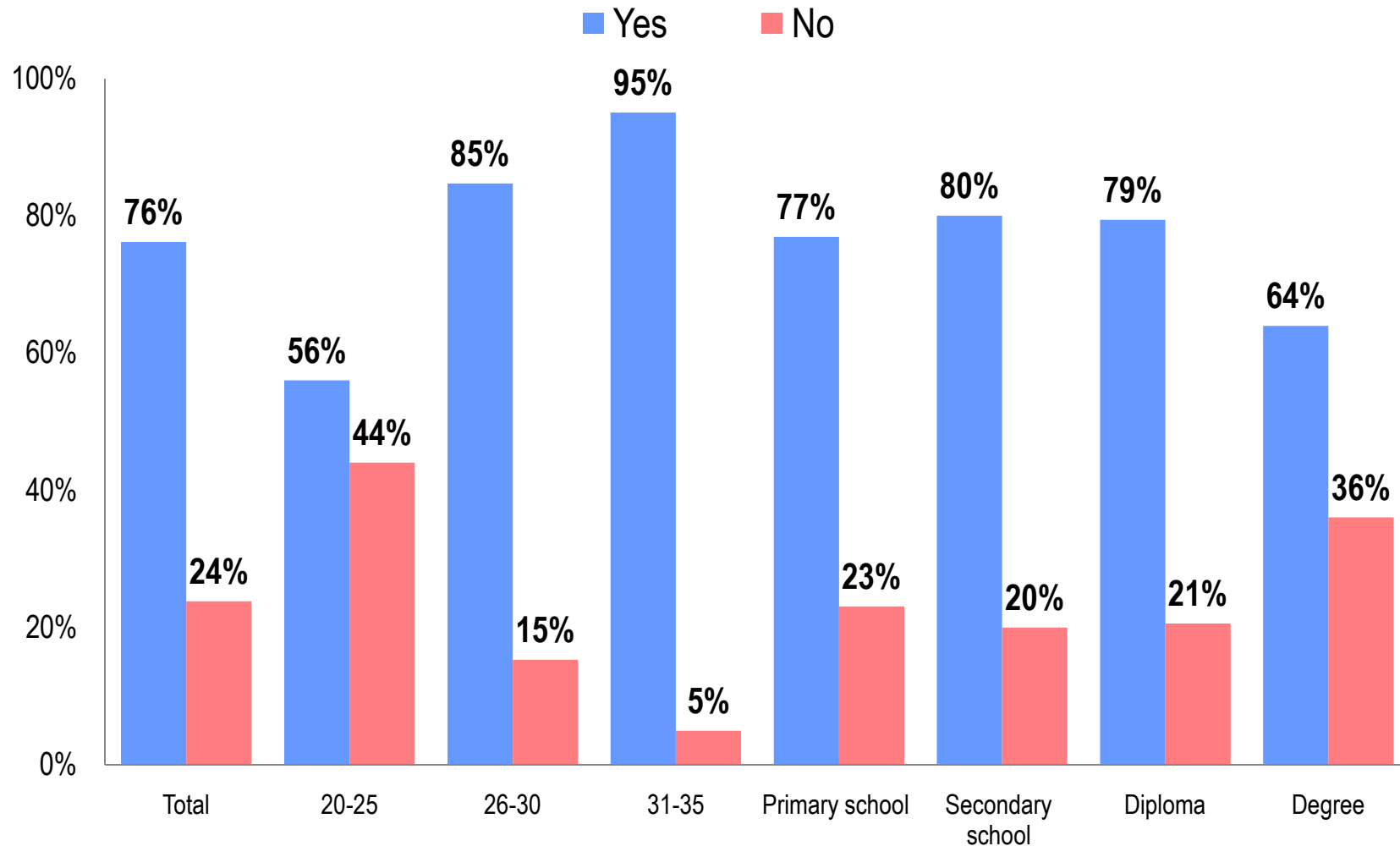
## Non-Muslim Bumiputra less likely to register

**Are you a registered voter? / Adakah anda seorang pengundi berdaftar?**



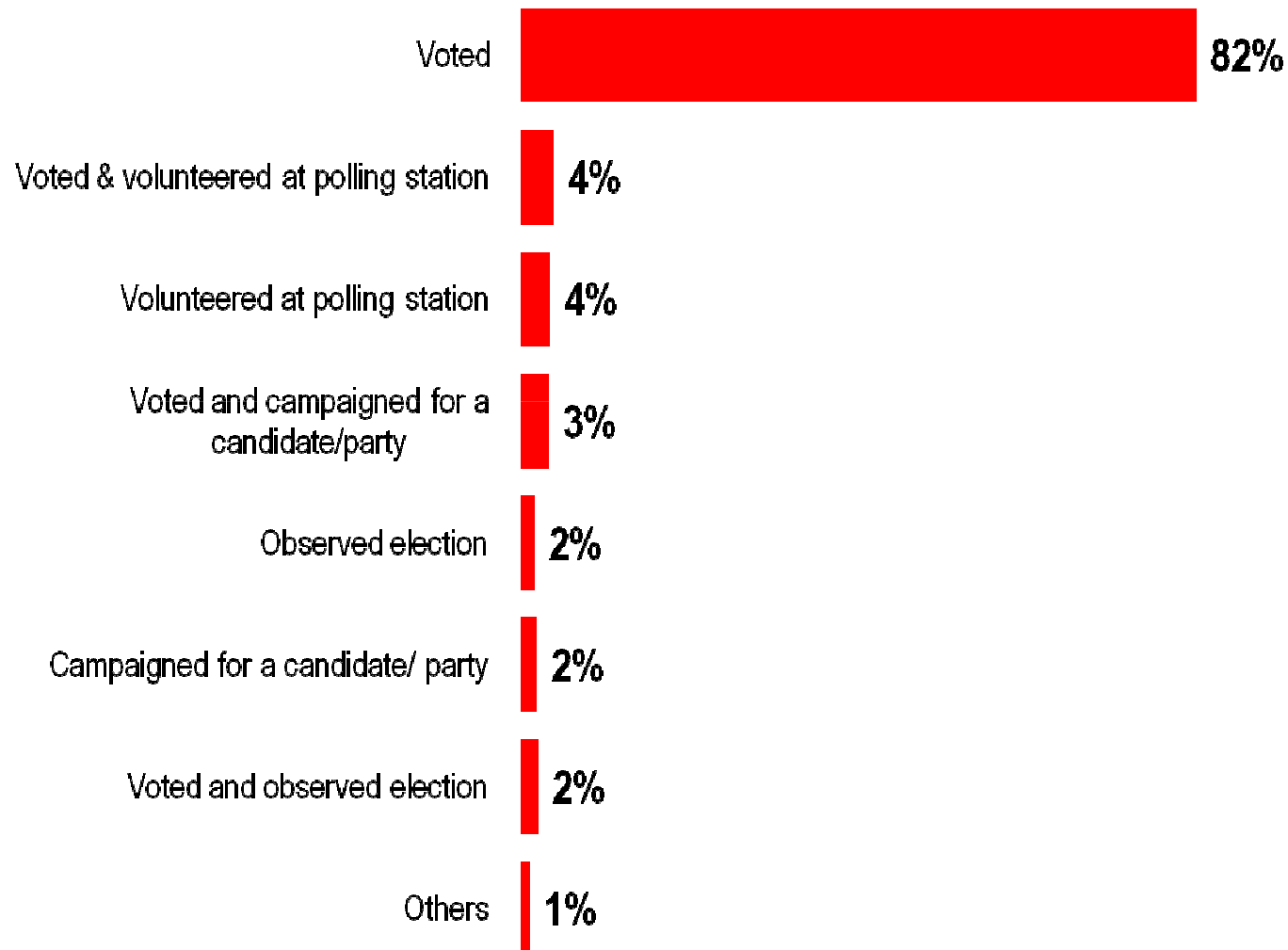
Older people more likely to register.

**Are you a registered voter? / Adakah anda seorang pengundi berdaftar?**



Sabah eligible respondents, n = 389

**What were your roles during the March 8th general election? / Apakah peranan anda dalam Pilihanraya Umum (PRU) pada 8 Mac yang lalu?**



## Characteristics of Eligible Non-voters (21%)

### Demographic characteristic

- Youngest group (27%) – the numbers decline as age gets higher.
- Unmarried (24%)
- Educational level:
  - Least educated (26%- primary school)
  - Highly educated (27% - degree) – mostly because they are young & “still studying”
- 22% of eligible urban youth, 25% Non-Muslim Bumiputra and 32% of Sarawak youth are not register.

### Reasons not registered

- Busy or have other commitments (49%)
- Indifferent / negative views towards politics (27%)
- 8% said they “don’t know where to register”.

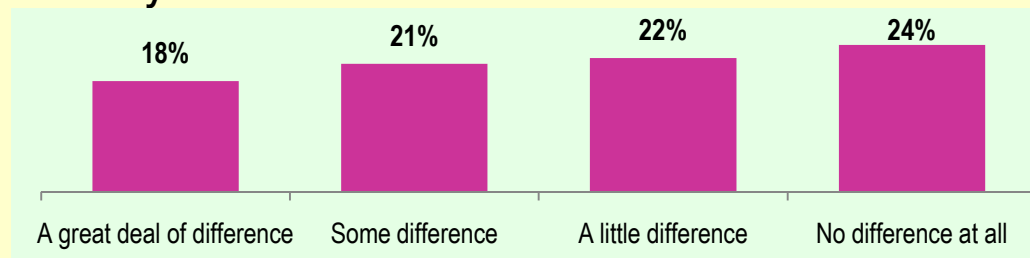
### Social characteristic

- Less active in organization (23% not joining any organization)
- Those who said involved in organizations mostly joined sports, cultural, alumni and school societies, less likely to join political parties.

### Socio-political values

- Preferred multiracial party (84%) vs. single race party (18%)
- Think their votes will not have much influence : number of non-voters increases as sense of self-efficacy decreases.

No. of eligible non-voters vs. how much influence their vote can make



- Among them, 53% thinks UUCA (AUKU) is necessary.
- Among them whose level of education is degree, 49% of them think UUCA is necessary.

# What do they want?

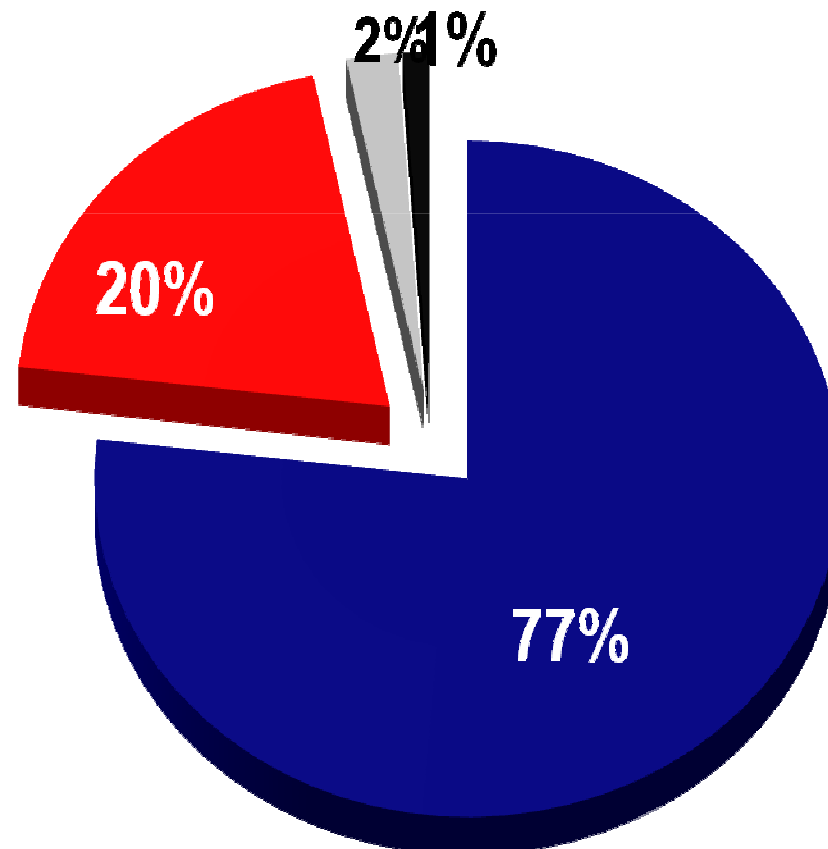


Politically, want multiracial parties that can manage the economy well, fight corruption and take the time to listen to them and bring development to the grassroots (community)

## Multiracial parties most favored, including BN

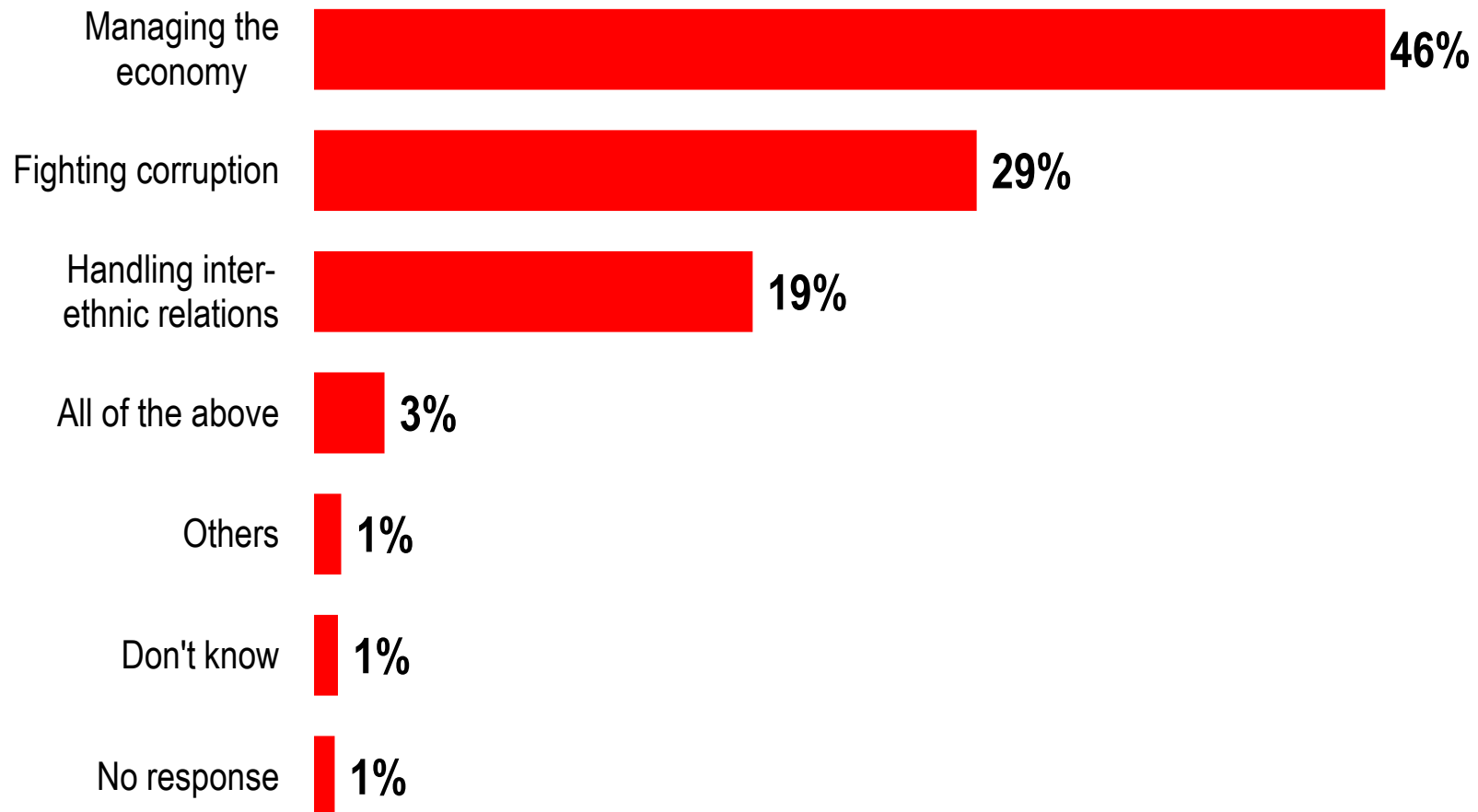
**When choosing a party, which one is most important to you?** Apabila memilih sesebuah parti, yang manakah paling penting bagi anda?

- A multi-racial party that represents the interests of all Malaysians regardless of ethnicity or religion
- A political party that represents the interests of your ethnic/religious community
- Don't know
- No response



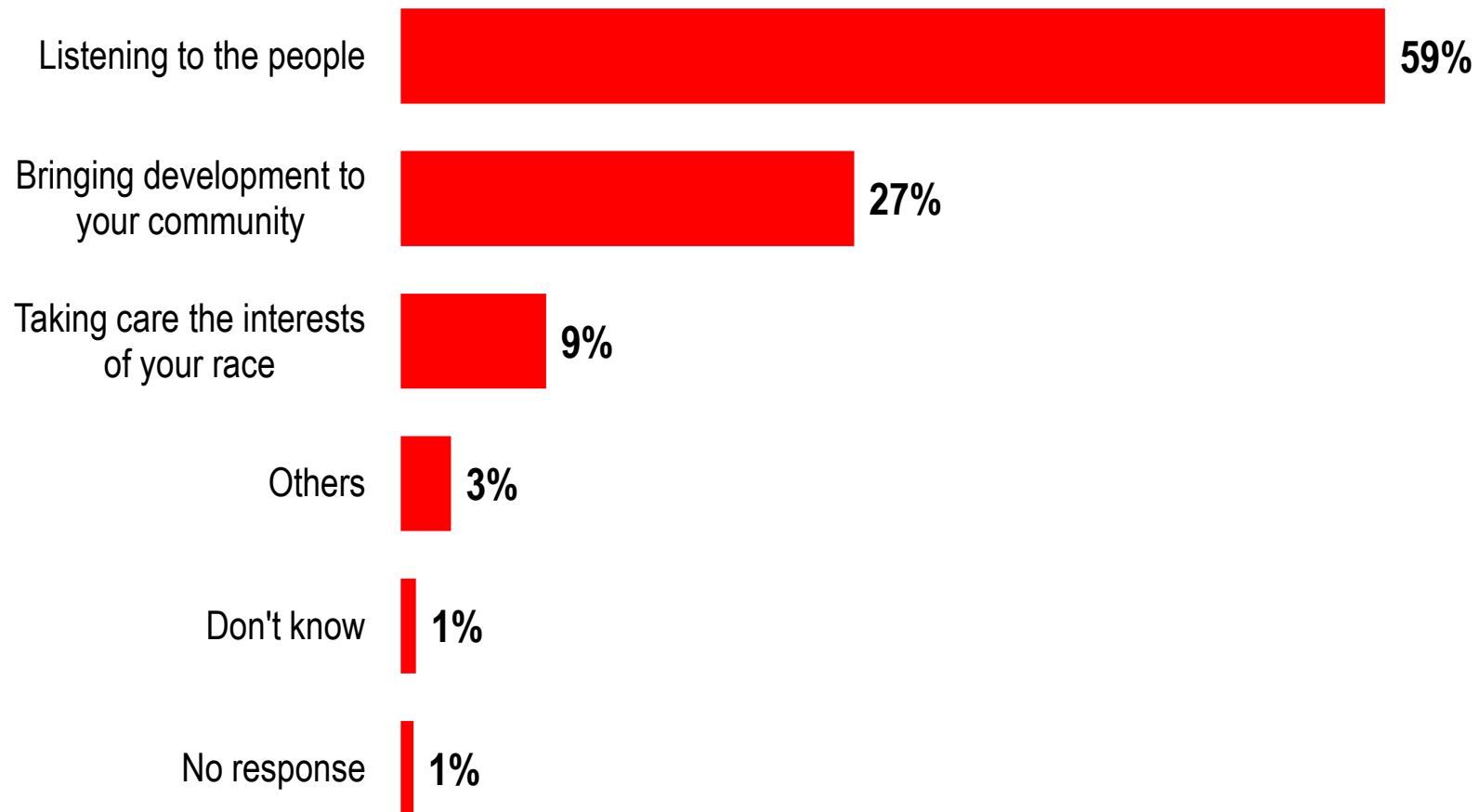
**What kind of causes do you want political parties to fight for you? Please choose ONE (1) which is most important to you?/ Apakah isu/ perkara yang anda mahu parti politik suarakan untuk kepentingan anda? Sila pilih SATU (1) yang paling penting bagi anda.**

For the nation



**What kind of causes do you want political parties to fight for you? Please choose ONE (1) which is most important to you?/ Apakah isu/ perkara yang anda mahu parti politik suarakan untuk kepentingan anda? Sila pilih SATU (1) yang paling penting bagi anda.**

For the community



# Conclusions



## Level of self-efficacy

Level of self-efficacy	Low	Moderate	High
Percentage	34%	40%	26%
Characteristics	<ul style="list-style-type: none"> <li>◆ Mostly Chinese, attended Chinese primary school, mandarin speaking and primary school leavers. There are some who are English speaking.</li> </ul> <p>*From the survey, we found out that there is a sudden drop in self-efficacy for those have higher income.</p> <ul style="list-style-type: none"> <li>◆ Among this group, 43% would first identify themselves as Malaysian.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Mostly Malay and other Bumiputras, from rural areas and attended national school.</li> </ul>	<ul style="list-style-type: none"> <li>◆ Mostly Indians, attended Tamil primary school, speak Tamil or Tamil dialects, lower income group, and believe in Hinduism.</li> <li>◆ Those who said they joined an organizations (31%).</li> <li>◆ Among this group, 45% identified themselves as follower of a religion first and 42% said they are Malaysians.</li> </ul>

\* Those who are high in household income but low in self-efficacy are identified as younger, urban, white collar or students (from well-to-do family) Malay and Chinese who are contented or ignorant towards politics. A closer breakdown showed the group consisted 44% Malay, 36% Chinese, 72% urban, 71% Peninsular Malaysians, 64% aged 20 – 25 years old, 35% with degree and 31% diploma holders (31%), 55% work in private sector (55%) and 18% students.

## **Desired future**

- What the youth really want?
  1. Multiracial party.
  2. For the nation – To manage the economy well and fight corruption.
  3. For the community – “Listen to us!!” And bring development

## **Internet access**

- Increase usage from 2007 to 2008.
- Internet will continue to shape the lives of youth.
- Half internet users surf the net for news although usually they surf online version of mainstream papers.