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THE VOTERS' CHOICE AND HOPE IN THE 14TH MALAYSIAN GENERAL ELECTION

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ABSTRACT

The 14th Malaysian General Elections (GE14) result has proven to be a good platform of democracy after the opposition coalition party successfully topple down the ruling coalition party since the first election. This paper discusses a survey conducted within four days before GE14 nomination day announcement to measure the voters' views and interest. The main two objectives are (i) to measure the voters' preference of candidates' characteristics; (ii) to examine the issues that are concerned by the voters; and (iii) to discuss voting inclination before GE14. The methodology used is a cross-sectional survey conducted from 24 April until 25 April 2018 using Google survey and distributed through WhatsApp and Facebook. This survey received an overwhelming response and managed to gather 1331 respondents. The survey has 21 items in four sections – demography, candidate characteristics, issues, and opinion on Malaysian politics. The findings portray that candidate characteristics have slightly changed from party-based voting to candidate personality.

Keywords: General Election, Voter, Choice, Hope