

# Advocacy with Opinion Poll: Projek SAMA's Ethnic Relations Survey

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For Knowledge Hub

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Public Opinion Survey on

## **Ethnic Relations in West Malaysia**

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2024 Q4

# Opinion Survey in General

# **INFERENCE:** to learn about autumn from a leaf

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**Randomness:**  
Equal  
opportunity in  
the statistical  
sense

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<https://media.giphy.com/media/Ps8XflhsT5EVa/giphy.gif>



# Survey v Census – why sometimes sample is the only way to get things done



**Variation**  
(cross-sectional)

**Trend**  
(longitudinal)

**Dimensions**  
(conceptual)

**Causality**  
(cause and effect)

**Correlation**  
(vector patterns)

# Why surveys?

To prove

To share

To persuade

# Why measurements?

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To study  
the **unknown**  
- Discovery

To **present**  
the known  
- Evidence

# Methodological considerations

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- Questionnaires – wording, sequence
- Sampling frame, sample size and sampling method
- Interview Methods: Face-to-Face, Phone, online
- Avoidance of biases:
  - Selection
  - Response
  - Interviewer
  - Conformity
- Execution



# Commissioning Surveys

## Purpose-Built

- Freedom to choose
  - Questions
  - Sample size
  - Sampling frame
  - Interview methods
- More expensive

## Rider

- Most parameters fixed in some existing surveys, possible variations:
  - Additional questions
  - Over-sampling for certain groups
- Much cheaper



# Ethnic Relations Survey

By Projek SAMA

# How it started



**#MZB365**

Maaf Zahir Batin Hari-Hari

# Primary Purpose: Discovery (1)

- How prejudicial we are?
    - Bad driver (Q1)
    - Bad worker (Q2)
  - How diverse is your circle? (Q3)
  - Public attitude towards free speech and violence:
    - Against 3R discussions **[sensitive issues]** (Q4)
    - Against **hate speech** in 3R discussions (Q5)
    - Against **violence**, 3R or not (Q6)
- Correlation:  
Less contact (Q3),  
more prejudices (Q1-Q2)?*

# Primary Purpose: Discovery (2)

- Global politics (Q7)
  - We are the world
  - Muslims threatened by Kafirs
  - China, India bullied by the West
- Respect for Islam v Respect for Multiculturalism (Q8)
- Government Fairness (Q9)
  - Fair to everybody
  - Siding the other race
  - Siding the rich and powerful
- Likely greater support for a hardliner party (G10) on
  - Dress code
  - Halal food
  - Gender Segregation
  - Alcohol
  - Gambling

# Methodology

## ***Methodology***

The survey was undertaken by established pollster, Invoke, covering 611 Malaysian adults aged 18 residing in West Malaysia (306 Malays, 200 Chinese and 105 Indians) during 1-28 October 2024. This yielded the respective margins of error at 95% confidence interval: Malays – 5.60%, Chinese – 6.95%, and Indians – 9.56%.

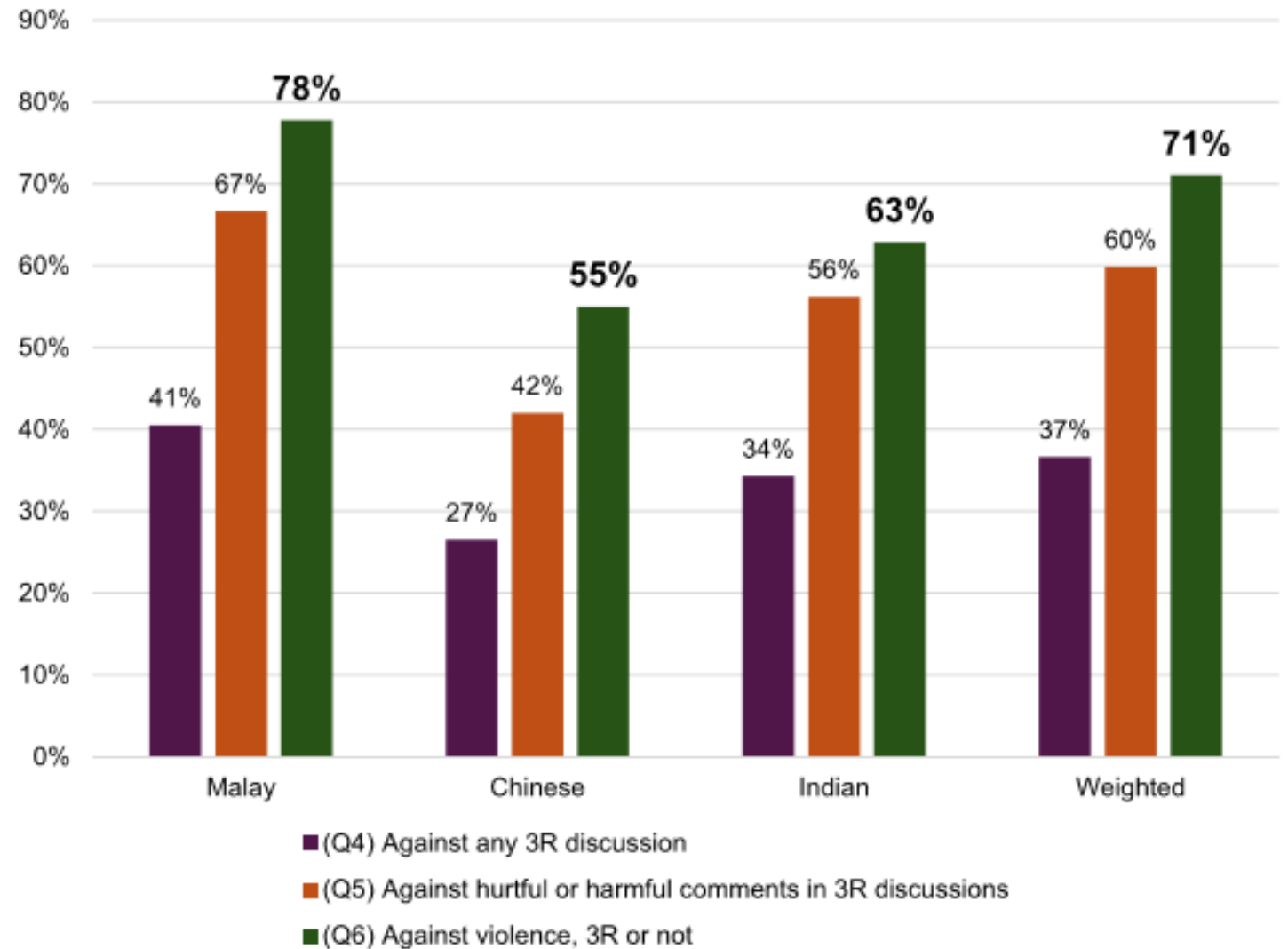
In simple English, for example, if 60% of the Malay respondents answered “yes” on a particular question, there is a 95% chance that between 54.76% and 65.24% [60% +/- 5.24%] of the West Malaysian Malay population answered “yes”. The smaller the margin error, the more accurate the estimate, but this requires the sample size to be larger, incurring a higher cost.

The sampling method was “stratified random sampling” on two criteria: ethnicity and gender. The survey questions were available in three languages: Malay, English and Chinese.

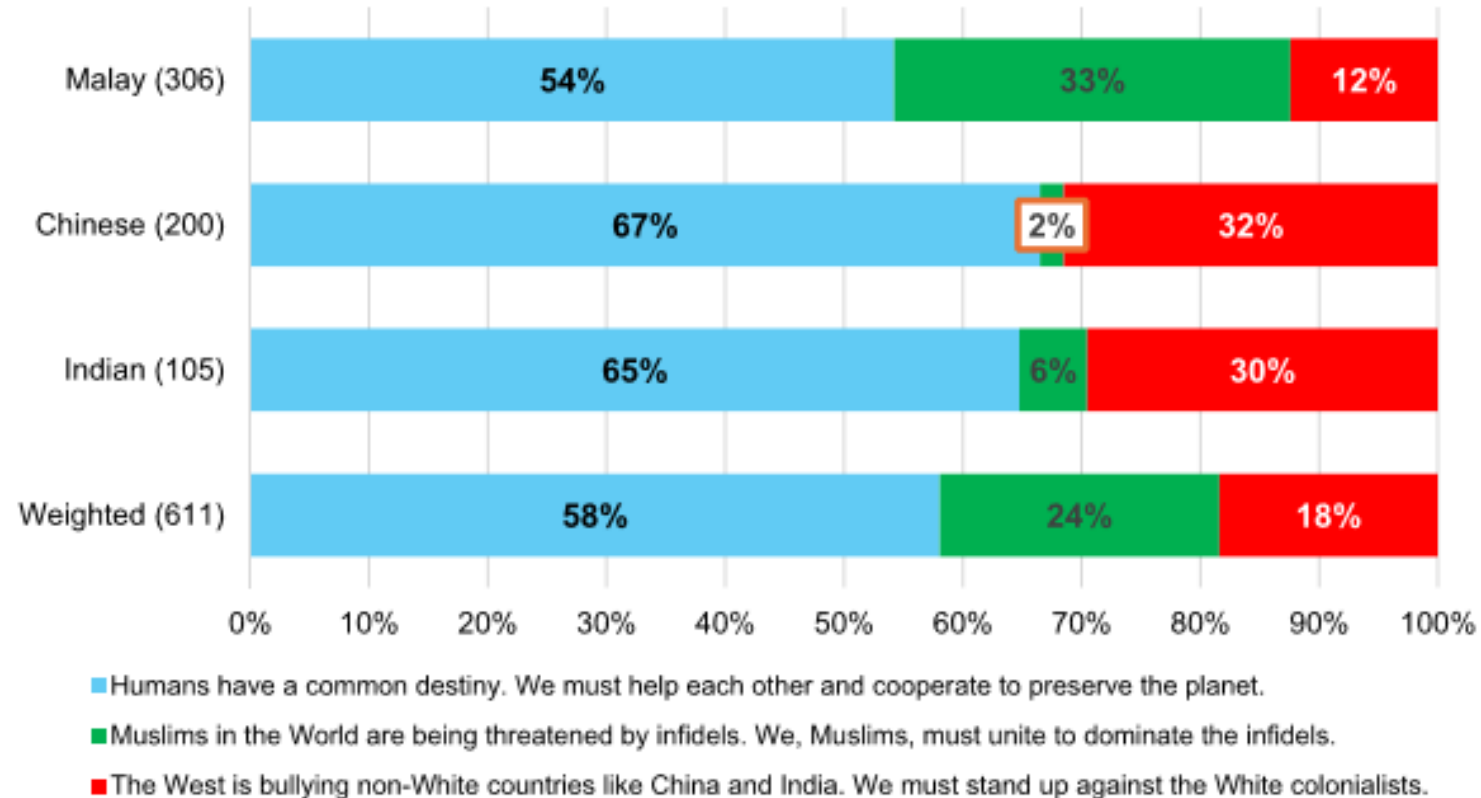


# 1. Know your aims

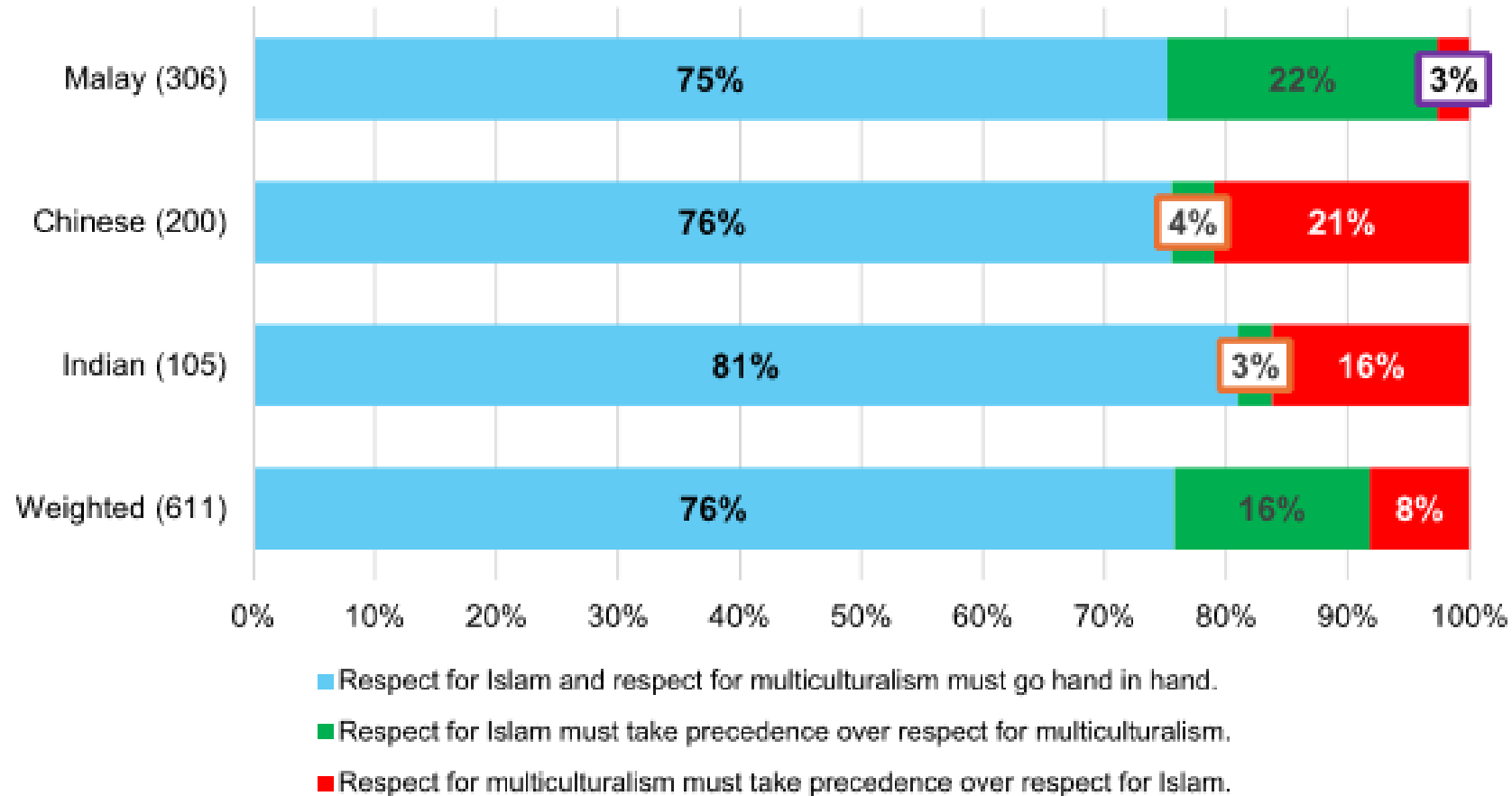
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## 2. Provide Structured Options



### 3. Question wording matters



## 4. Highlight the unexpected

