

IIUM study: BN popularity on the rise
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The people's support for the BN has increased of late compared to during the 2008 general election, according to a recent study conducted by the International Islamic University of Malaysia (IIUM).

The study shows that BN's popularity increased by four per cent to 55 percent from 51 percent during the 2008 general election, while only 37 percent of Malaysians are willing to vote for Pakatan Rakyat, a drop of 12 percent from 49 percent in the same period.

Eight percent of the 1,367 respondents in the survey said they were unsure which party they would vote for if elections were to be called tomorrow.

The same study was done in August 2009 involving 1,458 respondents.

According to the latest study, Malay support for BN has increased by three per cent to 61 percent in August 2010 from 58 percent in August 2009. Chinese support for BN is still low but has increased by two per cent from 40 percent previously.

Drop in Indian support

However, support from the Indian community has dropped from 63 percent to 59 percent because 14 percent of them chose not to support any party.

The study was done from Aug 1 to 18 nationwide to obtain the views of respondents aged 21 and above, on current issues.

The 1,367 respondents comprised Malays/Bumiputeras, Chinese, Indians and Malaysians of other races.

The study was headed by Azrul Hisyam Wakichan and supervised by Prof Syed Arabi Idid, senior lecturer of the university's Communications Department.

According to the study, BN's increased popularity is due to several factors, including the effectiveness of the government's programmes and that the BN component parties have recovered from their internal problems, as well as Prime Minister Najib Abdul Razak's leadership.

Pakatan's popularity, on the other hand, has taken a dip due to the internal squabbles among party members and between its component parties, and its failure to fulfil the promises made in the last general election.