

Umno Veterans Still Relevant, Says Ahmad Zahid

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KUALA LUMPUR, May 10 (Bernama) -- Umno has not forgotten the contribution by veteran members and will still count on them to gain new supporters for the party, says its vice president Datuk Seri Dr Ahmad Zahid Hamidi.

"However, they have to remain relevant by adjusting to the current political landscape where 60 per cent of voters are now concentrated in the urban areas.

"We have to acknowledge that the population demography, mindset and voting pattern have changed.

"Urbanisation has effected changes either horizontally or vertically via social mobility," he said while opening the 6th Malaysian Umno Veterans' annual general meeting here Saturday.

He cited non-verbal communication which now made up 87 per cent of the preferred medium of interaction by the urban masses.

Ahmad Zahid who is also Home minister noted that urban dwellers would rather look to the social media for information than rely on the mainstream media.

"In the past, mainstream newspapers had been instrumental in leading the voters' decision. No doubt, newspapers still play an important role, but the voting pattern among the population is now being influenced by the social media..so the approach by Umno must change.

"We as veterans must make ourselves relevant to the target group," he said.

According to him, the next general election would potentially see 3.6 million first-time voters with possibly differing mindsets.

Hence, he said, the involvement of about 800,000 Umno veterans comprising 40 per cent of the 3.4 million party members was crucial, as they had the knowledge

and experience to face the new demography.

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