

IPS-CNM Survey on Media Use in GE2025 (I)

Dr Carol Soon
Associate Professor (Practice)
Deputy Head
Department of Communications and New Media, NUS

Samantha Quek
Research Assistant
Institute of Policy Studies
Lee Kuan Yew School of Public Policy, NUS

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Research Questions

1

The media landscape has become more fragmented since the last General Election, with Tik Tok and new formats like podcasts gaining greater prominence.

What role did media play during GE 2025? How did different groups of voters use media during the election?

2

Political parties and candidates have taken to social media and new formats to communicate with voters directly. Traditional media have changed the way they report by adopting new formats online.

What role did different media play in people's voting behaviour?

3

Leading up to the election, there were concerns over digitally manipulated content and the potential impact on election integrity.

What were voters' experiences with AI-manipulated content during the election?

Media Categories

Legacy media: Traditional mass media which existed before the digital age. They typically involve one-way communication and are controlled by a limited number of organisations. Today, most legacy media have digital formats such as websites and apps.

Examples: Print newspapers, TV, radio;

Websites, apps and podcasts of Singapore mass media (e.g., The Straits Times, Lianhe Zaobao, CNA);

Websites, apps and podcasts of foreign mass media (e.g., South China Morning Post, New York Times, BBC, CNN, Guardian)

Non-legacy media: Interactive digital platforms like social media, podcasts and online forums. Digital platforms allow for user-generated content, multi-way communication, and more user participation.

Examples: Websites, apps or podcasts of digital-only news platforms in Singapore (e.g., Rice Media, Mothership.SG, The Online Citizen);

Video sharing platforms like YouTube and TikTok

Podcasts of online content creators (e.g., Political Prude, Yah Lah BUT, The Daily Ketchup);

Online discussion forums (e.g., Reddit, HardwareZone);

YouTube accounts of individuals or groups (e.g., Inconvenient Questions, Teh Tarik With Walid, mrbrown, SGAG)

Methodology: Online Survey

Breakdown of survey response rates					
Number of respondents sent the survey link	Response rate	Screened out responses	Drop-out rate	Post-fieldwork quality check removal rate	Final number of respondents
n=6668	68% (n=4534)	13% (n=590)	29% (n=1321)	12% (n=552)	n=2071

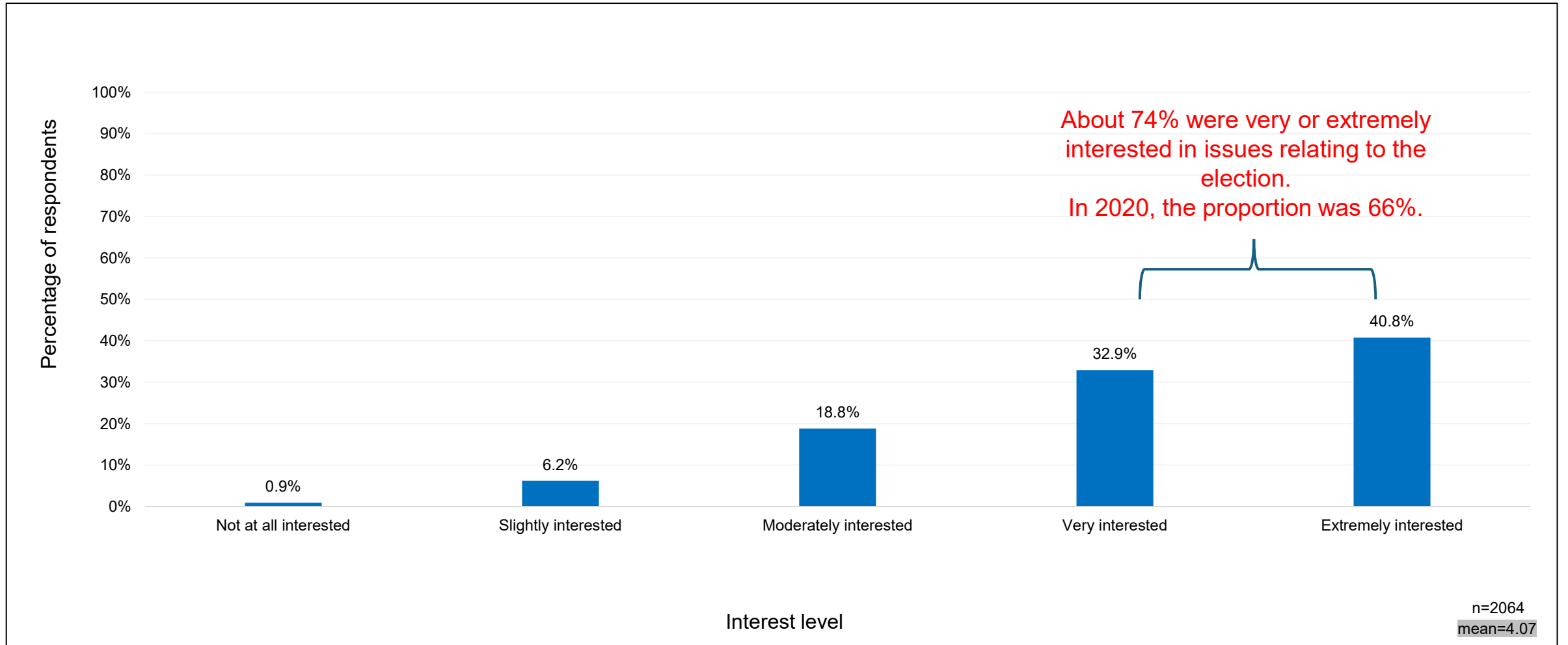
Details of survey	Survey duration	Median time taken to complete questionnaire
	5 May 2025 to 20 May 2025 (Polling Day: 3 May 2025)	18 minutes

Devices used to complete survey	Smartphone	Tablet / PC
	48% (n=984)	52% (n=1087)

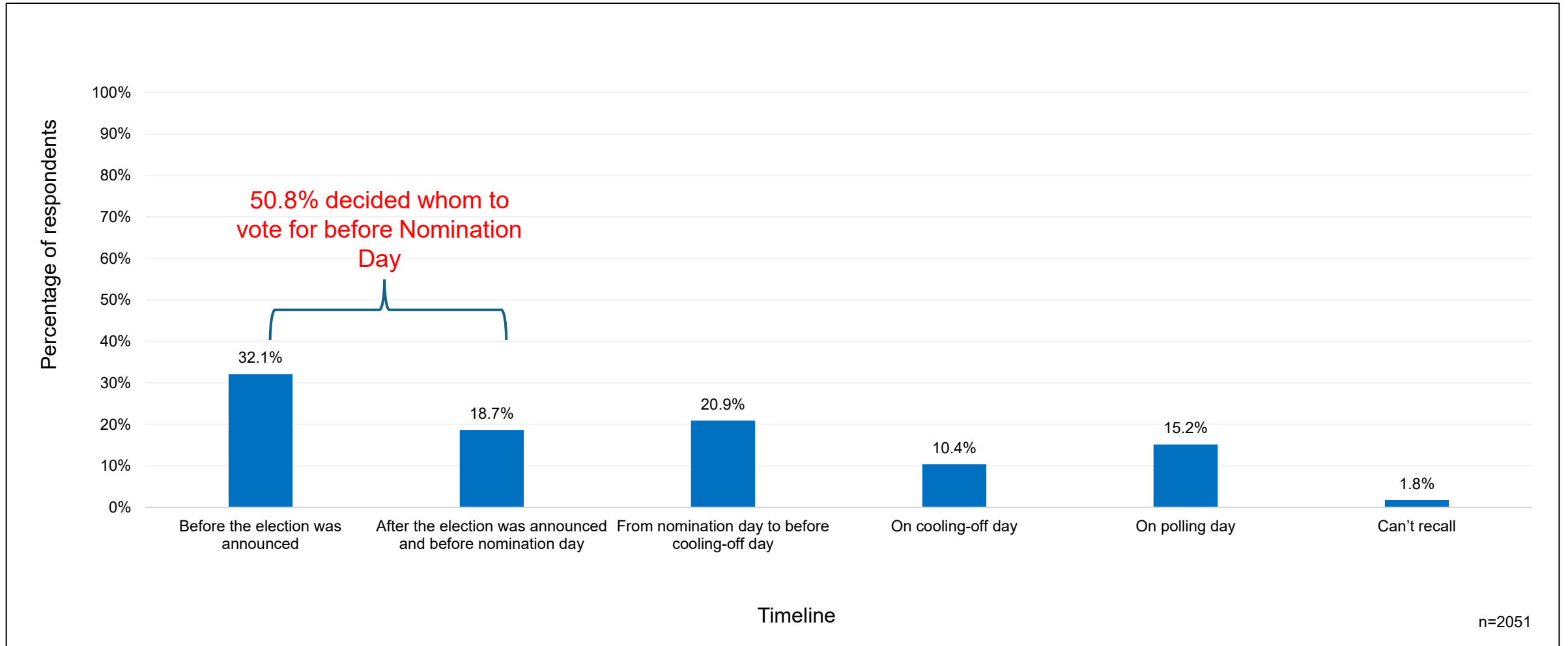
Fieldwork was conducted by IPS Social Lab.

Dataset weighted for age, race and gender from *Population in Brief 2024* to ensure representativeness of Singapore Citizen population.

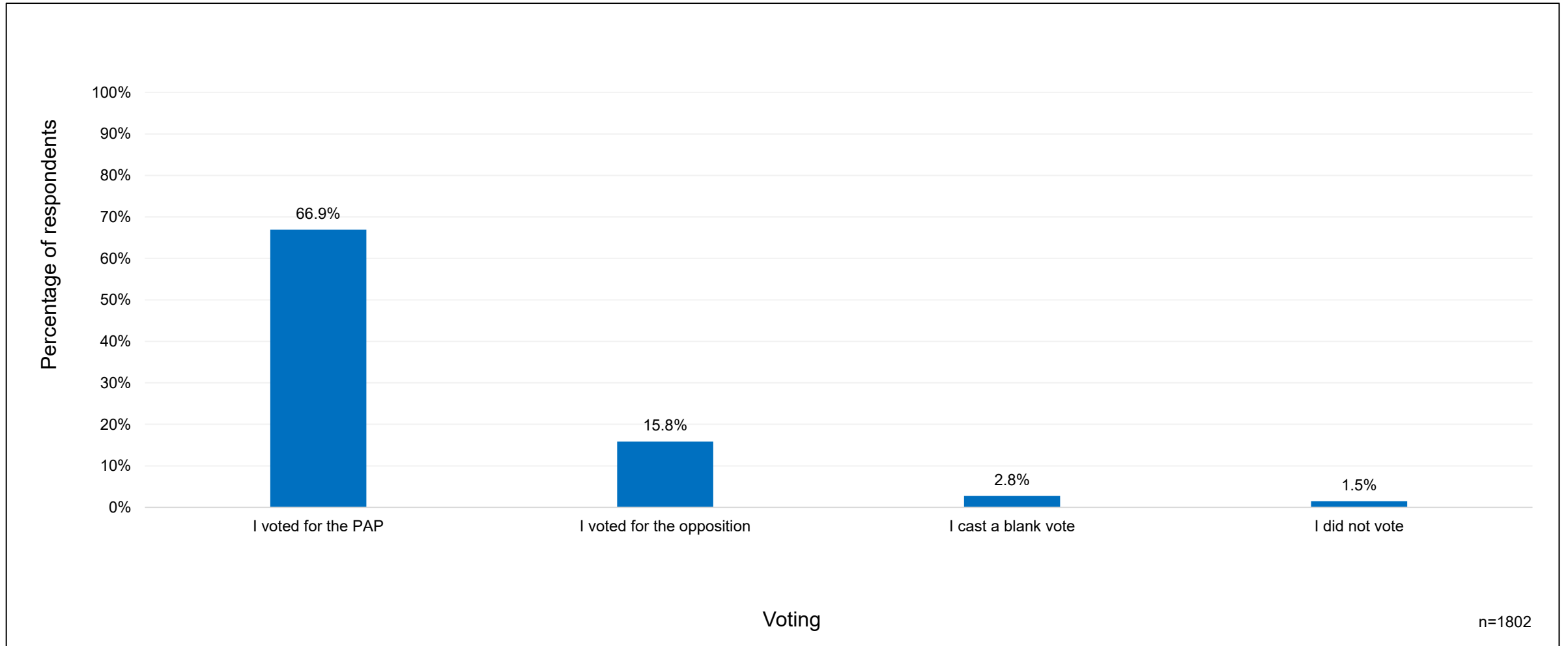
Interest in election issues



When did people decide whom to vote for

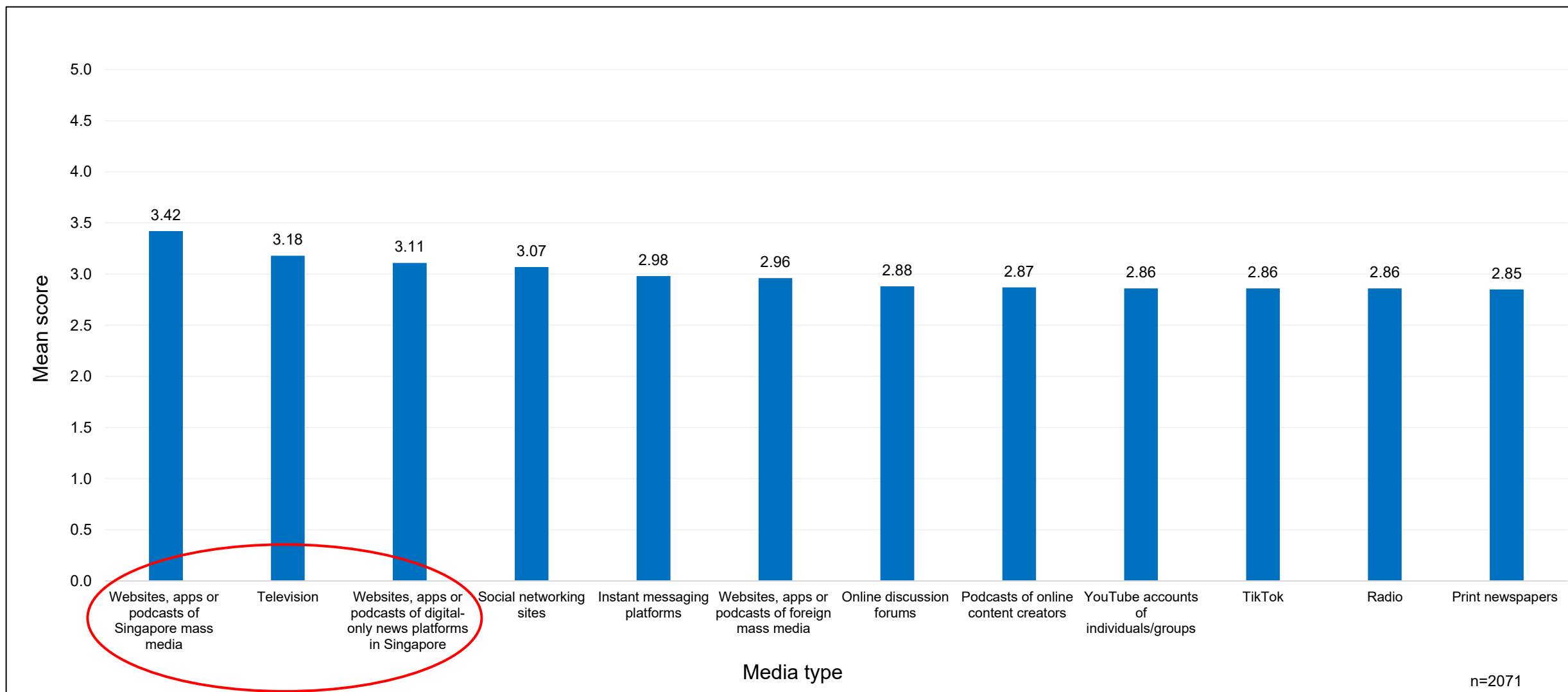


How respondents voted during GE2025



Q34: Which party did you vote for in this election (i.e., General Election 2025)?

Media use for information seeking and sharing



Q20: How often did you access the following sources of information during the election?

Q22: How often did you use the following platforms to seek or share information about the election?

Options: (1) Never, (2) Once a week or less, (3) A few days a week, (4) About once a day, (5) Several times a day

Top 3 most frequently used media for information seeking the same as GE2020.

All media saw increased usage during GE2025.

Media Use for GE2020

1. Online websites of SG mass media (3.17)
2. Television (3.07)
3. SG online-only news and information websites (2.92)
4. Social networking sites (2.84)
5. Instant messaging platforms (2.79)
6. Online websites of foreign mass media (2.43)
7. Print newspapers (2.35)
8. YouTube sites of individuals/groups (2.21)
9. Radio (2.19)
10. *Party and candidate websites (1.94)
11. *Printed party brochures and newsletters (1.87)
12. Online forums (1.81)

* removed options for GE2025

n=2018

Media Use for GE2025

1. Online websites of SG mass media (3.42)
2. Television (3.18)
3. SG online-only news and information websites (3.11)
4. Social networking sites (3.07)
5. Instant messaging platforms (2.98)
6. Online websites of foreign mass media (2.96)
7. Online forums (2.88)
8. **Podcasts of online content creators (2.87)
9. YouTube accounts of individuals/groups (2.86)
10. **TikTok (2.86)
11. Radio (2.86)
12. Print newspapers (2.85)

** New items for GE2025

n=2071

Q20. How often did you access the following sources of information during the election?

Q22. How often did you use the following platforms to seek or share information about the election?

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Digital formats of Singapore legacy media most frequently used media by all age groups.

TV was second most frequently used media by adult voters.

TikTok was second most frequently used media by 21-34yo.

Media use to seek information (by age group)												
MEDIA PLATFORMS												
	Websites, apps or podcasts of Singapore mass media	Television	Websites, apps or podcasts of digital-only news platforms in Singapore	Social networking sites	Instant messaging platforms	Websites, apps or podcasts of foreign mass media	Online discussion forums	Podcasts of online content creators	YouTube accounts of individuals / groups	TikTok	Radio	Print newspapers
Overall	49.0%	43.5%	39.0%	38.8%	36.0%	35.4%	36.0%	32.7%	33.6%	35.7%	35.2%	35.3%
21-34 yo	46.5%	36.8%	36.6%	39.3%	35.6%	36.6%	35.1%	28.7%	28.3%	41.1%	23.6%	32.3%
35-59 yo	54.7%	48.6%	42.8%	40.0%	36.2%	35.8%	33.7%	34.5%	36.0%	32.6%	40.0%	36.4%
60 yo and above	43.8%	41.9%	36.1%	36.9%	36.1%	33.9%	39.4%	33.2%	34.5%	35.6%	37.5%	36.1%

% indicated "About once a day" or "Several times a day"

Green boxes: top three most frequently accessed media platform per age group

Q20. How often did you access the following sources of information during the election?

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Options: (1) Never, (2) Once a week or less, (3) A few days a week, (4) About once a day, (5) Several times a day

Digital formats of Singapore legacy media most frequently used media by all income-earning households, followed by TV. Households with no income used TV most frequently.

Media use to seek information (by household income)												
MEDIA PLATFORMS												
	Websites, apps or podcasts of Singapore mass media	Television	Websites, apps or podcasts of digital-only news platforms in Singapore	Social networking sites	Instant messaging platforms	Websites, apps or podcasts of foreign mass media	Online discussion forums	Podcasts of online content creators	YouTube accounts of individuals / groups	TikTok	Radio	Print newspaper
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No household income	34.7%	46.3%	30.3%	27.2%	14.1%	10.5%	11.1%	19.8%	6.7%	13.1%	21.0%	24.7%
\$1-\$3,999	48.8%	46.6%	37.9%	40.1%	36.9%	36.6%	33.2%	35.5%	36.1%	37.0%	42.3%	35.0%
\$4,000-\$7,999	44.3%	38.4%	34.4%	36.4%	30.2%	34.0%	31.0%	28.4%	31.2%	34.2%	28.4%	30.9%
\$8,000 and above	51.8%	45.1%	41.8%	40.0%	39.2%	36.4%	39.7%	34.3%	34.9%	36.6%	37.1%	37.9%

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Green boxes: top three most frequently accessed media platform per income group

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Digital formats of Singapore legacy media most frequently used media by all education groups, followed by TV. TikTok was third most frequently used media by those in the post-sec group.

Media use to seek information (by education level)												
MEDIA PLATFORMS												
	Websites, apps or podcasts of Singapore mass media	Television	Websites, apps or podcasts of digital-only news platforms in Singapore	Social networking sites	Instant messaging platforms	Websites, apps or podcasts of foreign mass media	Online discussion forums	Podcasts of online content creators	YouTube accounts of individuals / groups	TikTok	Radio	Print newspaper
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Secondary and below	41.9%	39.0%	34.7%	37.0%	34.1%	34.6%	36.4%	34.4%	34.2%	31.8%	36.0%	32.8%
Post-secondary	49.2%	44.3%	40.4%	41.9%	38.2%	38.9%	37.9%	34.2%	35.5%	42.7%	36.8%	36.4%
Degree and above	53.6%	45.7%	40.6%	36.9%	35.1%	32.4%	33.8%	30.0%	31.4%	31.3%	33.2%	36.1%

% indicated "About once a day" or "Several times a day"

Green boxes: top three most frequently accessed media platform per education level

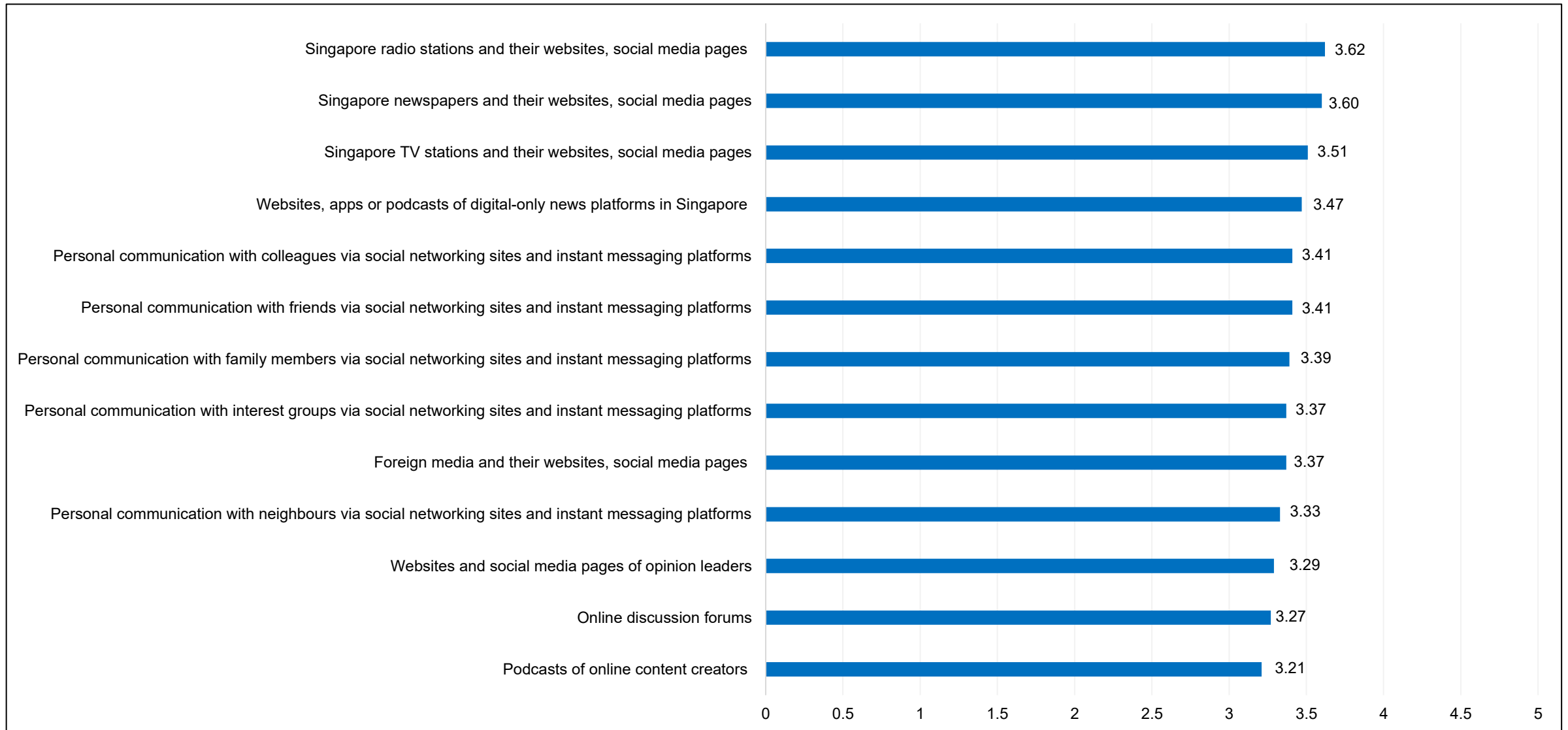
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n=2071

Trust in different sources of election information



Q26: How **trustworthy or untrustworthy** was each of the following for you as a source of information about the election? Options: (1) Very trustworthy, (2) A little trustworthy, (3) Moderately trustworthy, (4) Trustworthy, (5) Very trustworthy n=2071

Trust in all communication channels increased from GE2020, with SG legacy media being more trusted than personal communication, opinion leaders and content creators

Media Trust for GE2020

1. SG TV stations and their websites, social media pages (3.29)
2. Personal communication via IM with family (3.26)
3. SG radio stations and their websites, social media pages (3.20)
4. SG newspapers and their websites, social media pages (3.16)
5. Personal communication via IM with friends (3.08)
6. Foreign mass media, websites, social media pages (3.02)
7. Personal communication via IM with colleagues (2.94)
8. Personal communication via IM with interest groups (2.86)
9. Websites and social media pages of opinion leaders (2.80)
10. Personal communication via IM with neighbours (2.76)

n=2018

Media Trust for GE2025

1. SG radio stations and their websites, social media pages (3.62)
2. SG newspapers and their websites, social media pages (3.60)
3. SG TV stations and their websites, social media pages (3.51)
4. ****Websites, apps or podcasts of digital-only news platforms in SG (3.47)**
5. Personal communication via SNS and IM with colleagues (3.41)
6. Personal communication via SNS and IM with friends (3.41)
7. Personal communication via SNS and IM with family (3.39)
8. Personal communication via SNS and IM with interest groups (3.37)
9. Foreign mass media, websites and social media pages (3.37)
10. Personal communication via SNS and IM with neighbours (3.33)
11. Websites and social media pages of opinion leaders (3.29)
12. ****Online discussion forums (3.27)**
13. ****Podcasts of online content creators (3.21)**

**** New items for GE2025**

n=2071

Q26. How **trustworthy or untrustworthy** was each of the following for you as a source of information about the election?
Options: (1) Very trustworthy, (2) A little trustworthy, (3) Moderately trustworthy, (4) Trustworthy, (5) Very trustworthy

SG newspapers and radio plus their digital formats were among the top three most trusted media among all age groups. Seniors trusted personal communication the most.

Media trust (by age group)													
MEDIA PLATFORMS													
	Singapore radio stations and their websites, social media pages	Singapore newspapers and their websites, social media pages	Singapore TV stations and their websites, social media pages	Websites, apps or podcasts of digital-only news platforms in Singapore	Personal communication via SNS/IM with colleagues	Personal communication via SNS/IM with friends	Personal communication via SNS/IM with family	Personal communication via SNS/IM with interest groups	Foreign media and their websites, social media pages	Personal communication via SNS/IM with neighbours	Websites and social media pages of opinion leaders	Online discussion forums	Podcasts of online content creators
Overall	57.0%	59.0%	53.1%	51.6%	50.6%	49.9%	47.3%	46.9%	47.7%	47.5%	46.3%	44.5%	43.4%
21-34 yo	51.7%	53.8%	47.4%	46.5%	45.3%	48.8%	43.2%	39.5%	42.9%	41.7%	44.9%	39.9%	37.8%
35-59 yo	56.8%	61.0%	56.8%	49.3%	44.2%	45.2%	44.2%	43.0%	43.0%	42.6%	42.4%	39.4%	39.9%
60 yo and above	61.0%	60.3%	52.6%	58.1%	62.2%	56.4%	53.9%	56.8%	56.8%	57.7%	52.0%	54.2%	51.8%

% indicated "Trustworthy" or "Very trustworthy"

Green boxes: top three most trusted media platforms per age group

Q26. How **trustworthy** or **untrustworthy** was each of the following for you as a source of information about the election?
Options: (1) Very trustworthy, (2) A little trustworthy, (3) Moderately trustworthy, (4) Trustworthy, (5) Very trustworthy

n=2071

SG newspapers, radio and TV, plus their digital formats were top three most trusted media for almost all income groups.
No household income group had lowest trust in all other media and personal communication, compared to other income groups.

Media trust (by household income)													
MEDIA PLATFORMS													
	Singapore radio stations and their websites, social media pages	Singapore newspapers and their websites, social media pages	Singapore TV stations and their websites, social media pages	Websites, apps or podcasts of digital-only news platforms in Singapore	Personal communication via SNS/IM with colleagues	Personal communication via SNS/IM with friends	Personal communication via SNS/IM with family	Personal communication via SNS/IM with interest groups	Foreign media and their websites, social media pages	Personal communication via SNS/IM with neighbours	Websites and social media pages of opinion leaders	Online discussion forums	Podcasts of online content creators
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No household income	56.3%	66.1%	61.8%	24.1%	17.3%	19.7%	30.7%	6.8%	14.7%	6.8%	17.0%	11.0%	9.7%
\$1-\$3,999	65.2%	61.3%	57.2%	56.1%	48.8%	52.6%	48.2%	46.6%	50.0%	49.0%	49.2%	46.3%	44.3%
\$4,000-\$7,999	54.9%	57.4%	47.0%	49.4%	47.4%	48.7%	42.7%	43.1%	45.5%	45.2%	45.4%	42.5%	39.9%
\$8,000 and above	55.9%	59.0%	54.8%	52.2%	53.5%	50.6%	49.7%	49.8%	49.0%	49.4%	46.7%	45.9%	45.8%

% indicated "Trustworthy" or "Very trustworthy"

Green boxes: top three most trusted media platforms per income group

Q26. How **trustworthy** or **untrustworthy** was each of the following for you as a source of information about the election?
Options: (1) Very trustworthy, (2) A little trustworthy, (3) Moderately trustworthy, (4) Trustworthy, (5) Very trustworthy

n=2071

SG newspapers and radio plus their digital formats were among the top three most trusted media among all education groups. Secondary and below had highest trust in all media including personal communication.

Media trust (by education level)													
MEDIA PLATFORMS													
	Singapore radio stations and their websites, social media pages	Singapore newspapers and their websites, social media pages	Singapore TV stations and their websites, social media pages	Websites, apps or podcasts of digital-only news platforms in Singapore	Personal communication via SNS/IM with colleagues	Personal communication via SNS/IM with friends	Personal communication via SNS/IM with family	Personal communication via SNS/IM with interest groups	Foreign media and their websites, social media pages	Personal communication via SNS/IM with neighbours	Websites and social media pages of opinion leaders	Online discussion forums	Podcasts of online content creators
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Secondary and below	64.1%	62.1%	57.3%	60.9%	63.5%	59.8%	58.0%	58.0%	57.7%	60.9%	57.4%	56.9%	53.3%
Post-secondary	55.1%	59.7%	48.5%	54.2%	51.4%	50.7%	46.2%	45.9%	47.2%	47.4%	45.3%	44.0%	45.0%
Degree and above	54.0%	56.2%	54.8%	42.7%	40.9%	42.2%	40.9%	40.1%	41.2%	38.4%	39.5%	36.5%	35.1%

% indicated "Trustworthy" or "Very trustworthy"

Green boxes: top three most trusted media platforms per education level

Q26. How **trustworthy** or **untrustworthy** was each of the following for you as a source of information about the election?
Options: (1) Very trustworthy, (2) A little trustworthy, (3) Moderately trustworthy, (4) Trustworthy, (5) Very trustworthy

n=2071

Both PAP voters and Opposition voters used legacy media more frequently than non-legacy media.
 Opposition voters were more engaged with the election across different media than PAP voters.

Media use and partisanship	LEGACY MEDIA (mean score)	NON-LEGACY MEDIA (mean score)	LEGACY MEDIA Vs NON-LEGACY MEDIA
PAP voter (n=1386)	2.75	2.38	***
Opposition voter (n=328)	3.17	3.04	***

*** $p < 0.001$

Q34. Who did you vote for in GE2025?

(1) I voted for the PAP, (2) I voted for the opposition, (3) I cast a blank vote, (4) I did not vote because I was not eligible to do so, (5) I did not vote because of other reasons, (99) Refuse to answer

Options: (1) Never, (2) Once a week or less, (3) A few days a week, (4) About once a day, (5) Several times a day

Proportion of loyal voters versus swing voters

Type of voter	LOYAL VOTER	SWING VOTER
	92.8% (n=1423)	7.2% (n=110)

Loyal voter: Voted for the same party in GE2020 and GE2025.

Swing voter: Voted for different parties in GE2020 and GE2025.

Comparison between **Q34** and **Q35**.

Q34. Whom did you vote for in GE2025?

Q35. Whom did you vote for in GE2020?

(1) I voted for the PAP, (2) I voted for the opposition, (3) I cast a blank vote, (4) I did not vote because I was not eligible to do so, (5) I did not vote because of other reasons, (99) Refuse to answer

Loyal voters used legacy media more while swing voters have a more balanced use of both types of media

Media use and voting behaviour	LEGACY MEDIA (mean score)	NON-LEGACY MEDIA (mean score)	LEGACY MEDIA Vs NON-LEGACY MEDIA
Loyal voter (n=1423)	3.11	2.98	***
Swing voter (n=110)	3.10	3.00	ns

*Loyal voter: Voted for the same party in GE2020 and GE2025.
Swing voter: Voted for different parties in GE2020 and GE2025.*

*** $p < 0.001$
ns = no significant difference

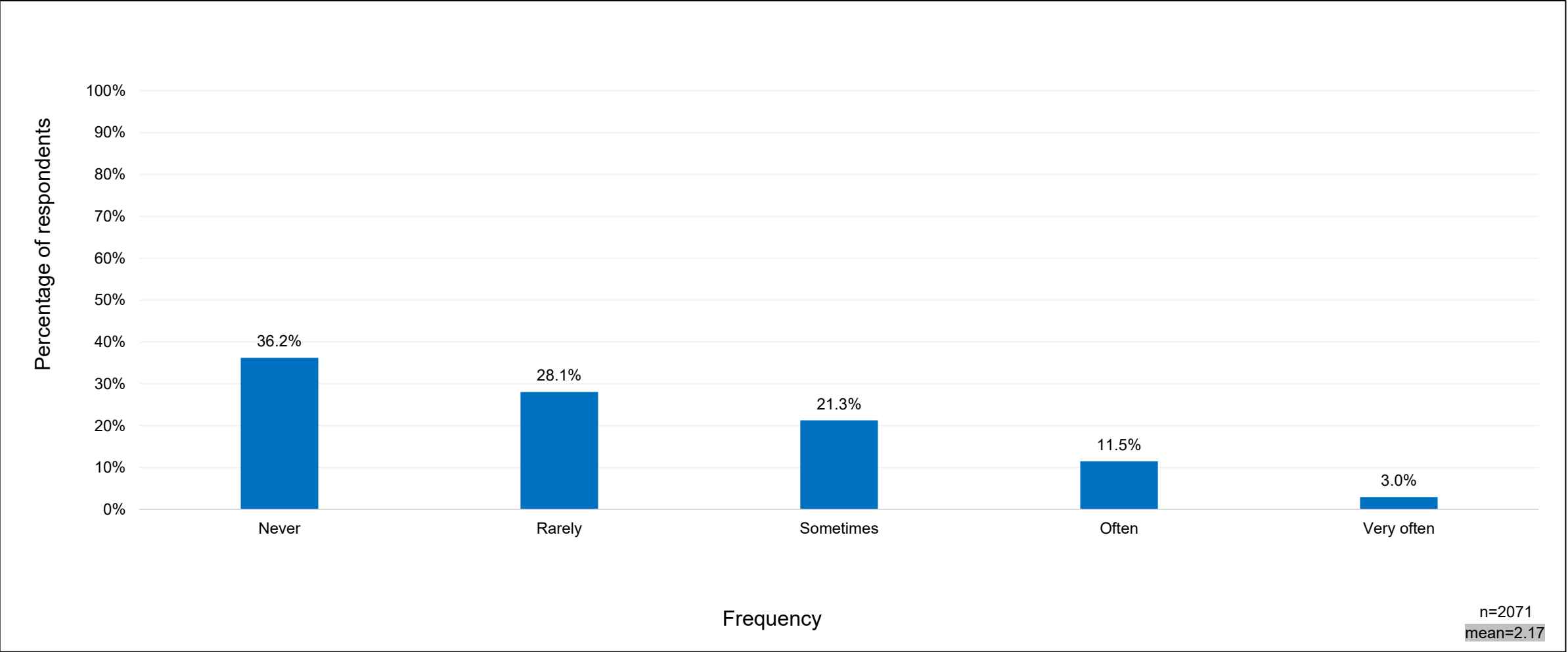
Comparison between **Q34** and **Q35**.

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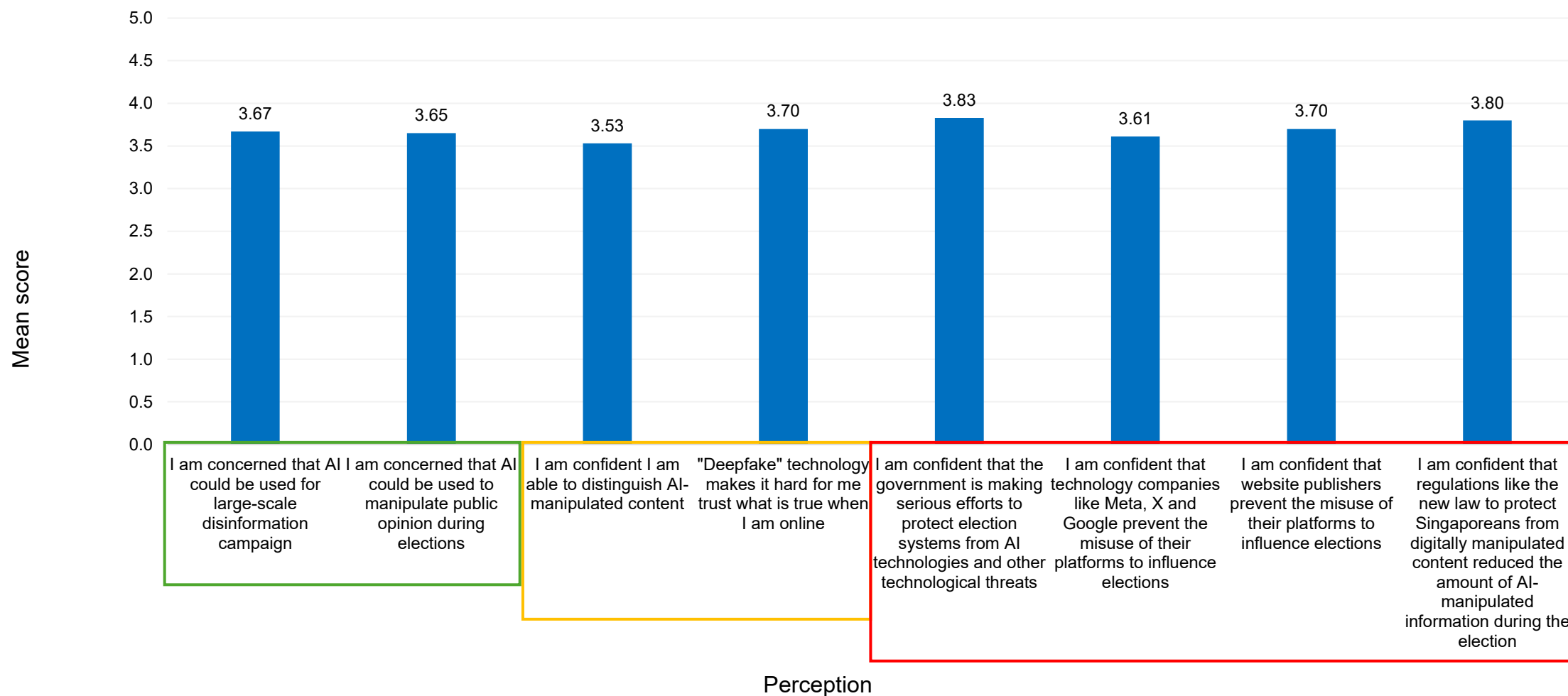
Q35. Who did you vote for in GE2020?

(1) I voted for the PAP, (2) I voted for the opposition, (3) I cast a blank vote, (4) I did not vote because I was not eligible to do so, (5) I did not vote because of other reasons, (99) Refuse to answer

Encounter with AI-manipulated content: About one-third had encountered such content sometimes to very often. The majority never or rarely encountered such content during the election.



Attitudes towards AI-manipulated content



n=2071

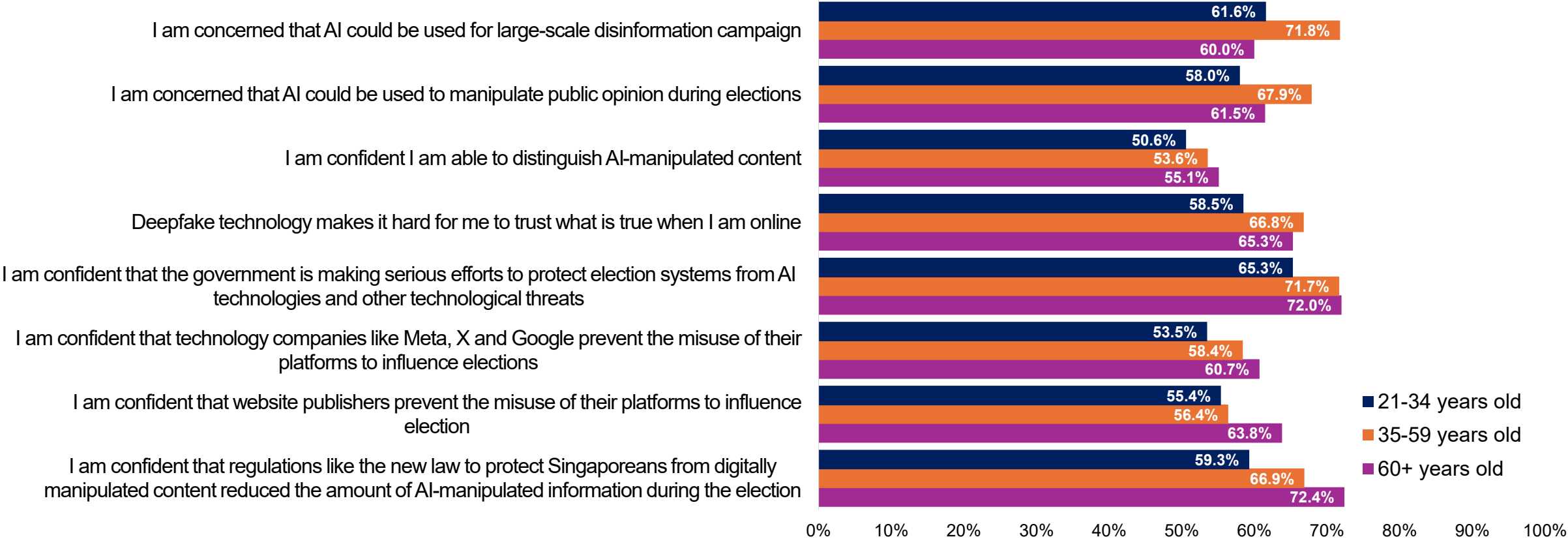
Q29: To what extent do you agree or disagree with the following statements on Artificial Intelligence (AI)?

(1) Strongly disagree, (2) Disagree, (3) Neither agree nor disagree, (4) Agree, (5) Strongly agree

Older voters had most confidence in regulations and existing measures by website publishers.

Middle-aged voters most concerned about misuse of AI.

Perceptions of AI (by age group)



% indicated "Agree" or "Strongly agree"

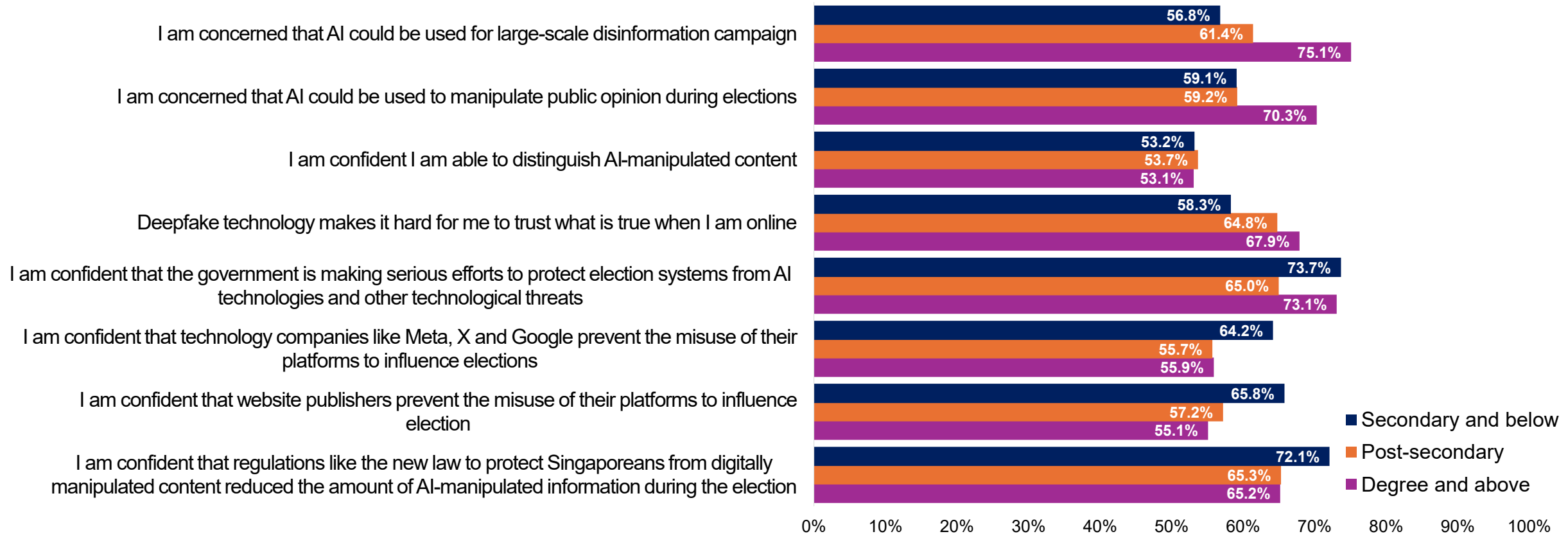
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Degree holders and above most concerned about misuse of AI and most distrustful of online content.

Secondary ed and below had most confidence in existing measures that guard against the misuse of AI.

Perceptions of AI (by education levels)



% indicated "Agree" or "Strongly agree"

Q29. To what extent do you agree or disagree with the following statements on Artificial Intelligence (AI)?
(1) Strongly disagree, (2) Disagree, (3) Neither agree nor disagree, (4) Agree, (5) Strongly agree

n=2071

Summary (1)

1. Media use during election increased in the last five years: Singapore voters were more interested in election issues and used media more frequently to seek information.
2. Digital formats of Singapore legacy media emerged to be key player in GE2025 as a “all rounder”. First, it was the main staple of election information for all age groups, education groups and income groups. Digital transformation and innovation pays: Singapore legacy media have been adopting wide range of formats to reach out to audiences and voters, catching up with non-legacy media.
3. Second, Singapore legacy media and its digital formats were also more trusted than non-legacy media and personal communications. Third, it was used more frequently (than non-legacy media) by both PAP voters and Opposition voters, and loyal voters.
4. TV’s prominence has remained constant in the past three elections: its reach was comparable to that of digital formats of legacy media.

Summary (2)

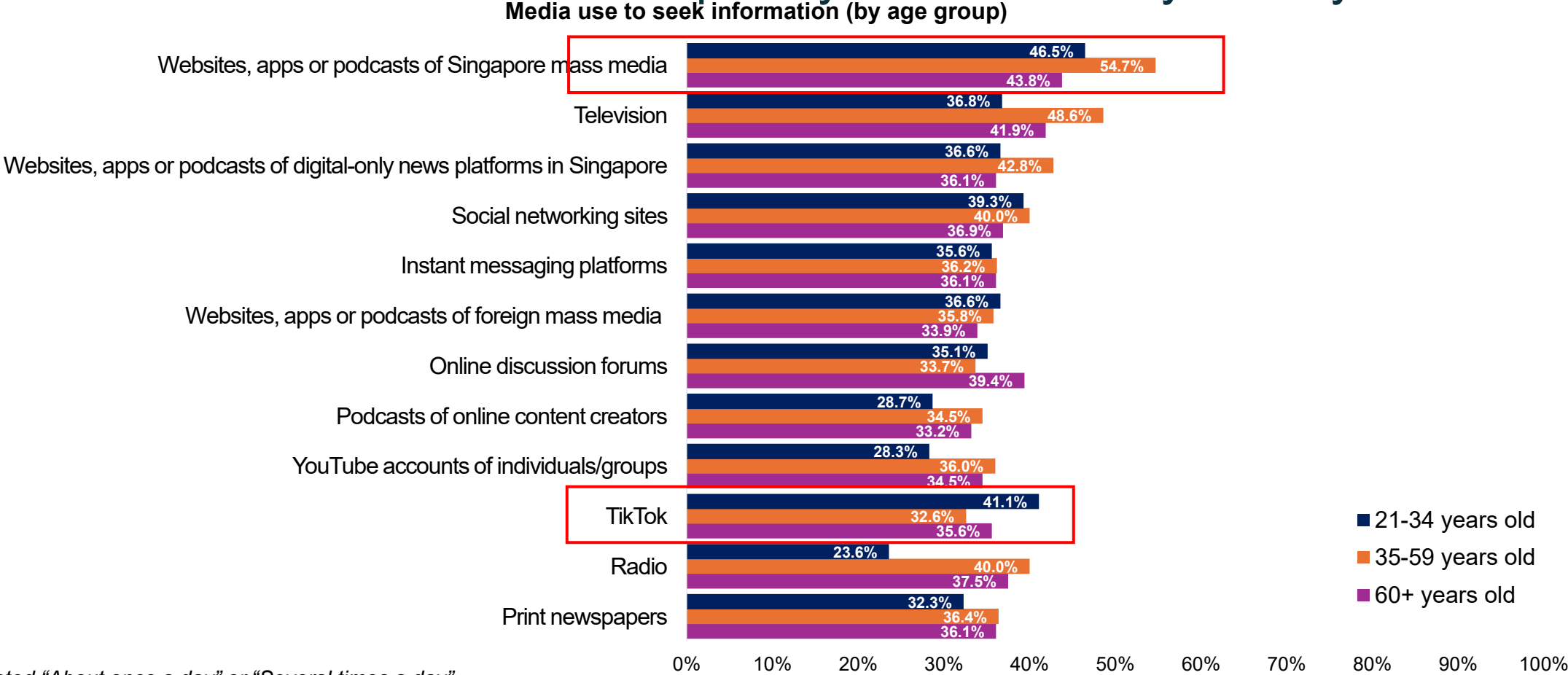
5. Non-legacy media important communication channels to reach Opposition voters and Swing voters.
6. Podcasts is the new kid on the block and not all video formats are equal: Youth's usage of TikTok, YouTube and podcasts points to TL;DW ("too long; didn't watch") and highlights the importance for communicators to re-purpose content for shorter videos
7. Cautious adoption of online forums: its increase in use as a source of election-information was accompanied by lower trust compared to other communication channels. Online forums formed an important part of seniors' (60yo and above) information diet during the election and received higher trust among this age group, compared with other age groups.
8. Low encounter with AI-manipulated content during the election due to minimal/low abuse, or ELIONA as a possible deterrent.

Appendixes

Digital formats of Singapore legacy media most frequently used media by all age groups.

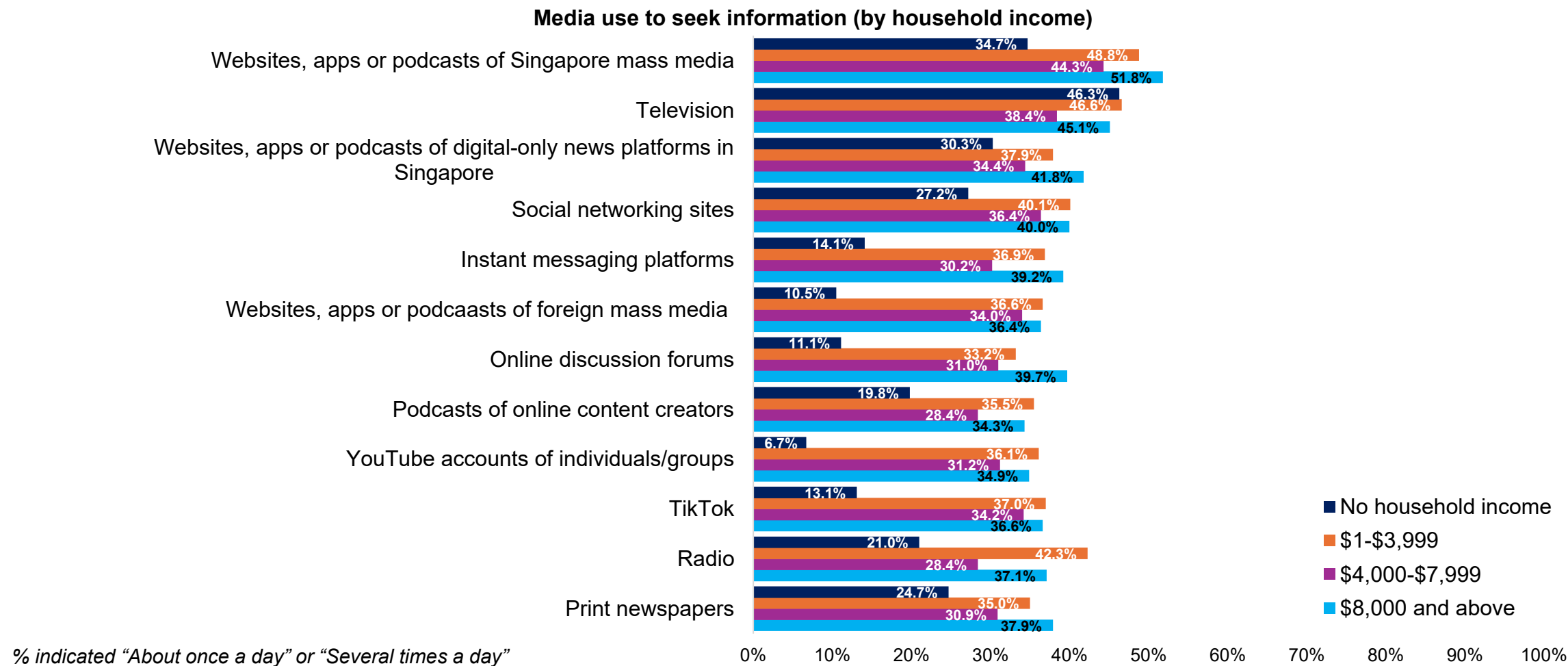
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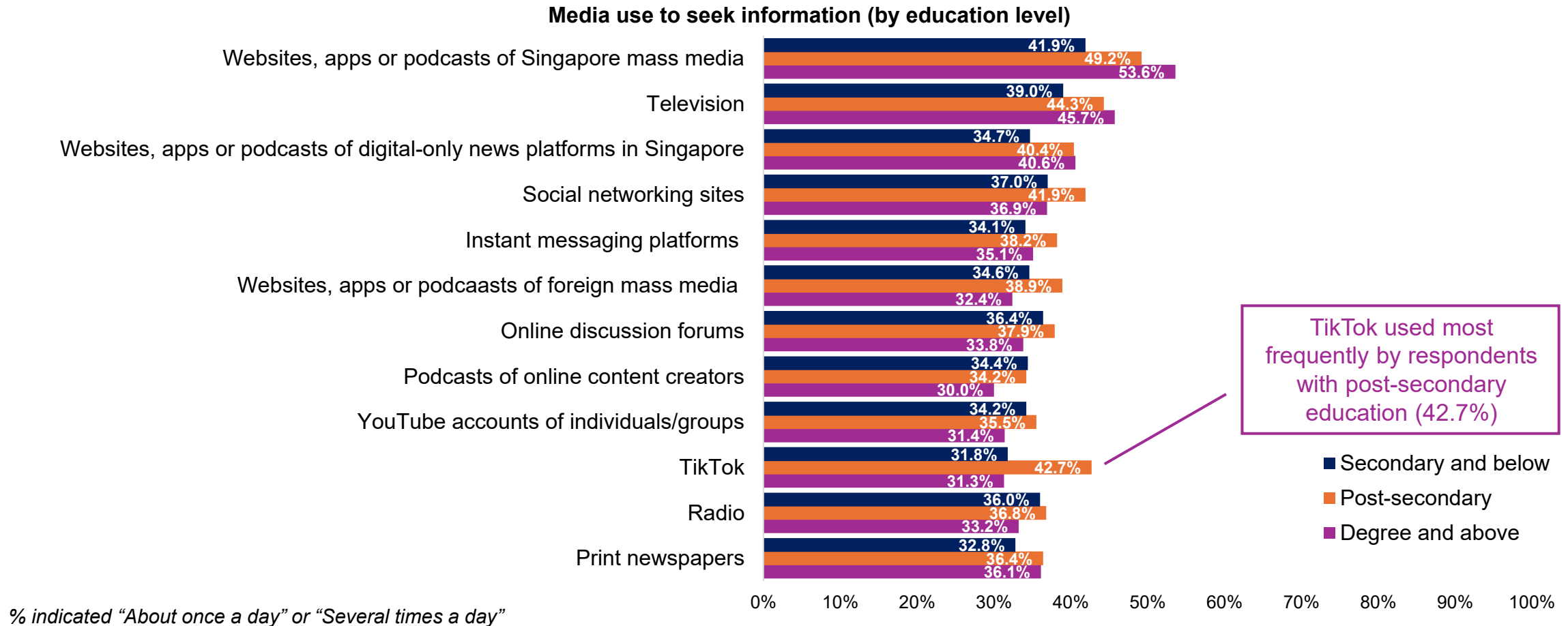
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Options: (1) Never, (2) Once a week or less, (3) A few days a week, (4) About once a day, (5) Several times a day

Digital formats of Singapore legacy media most frequently used media by all education groups, followed by TV.

TikTok was third most frequently used media by those in the post-sec group.



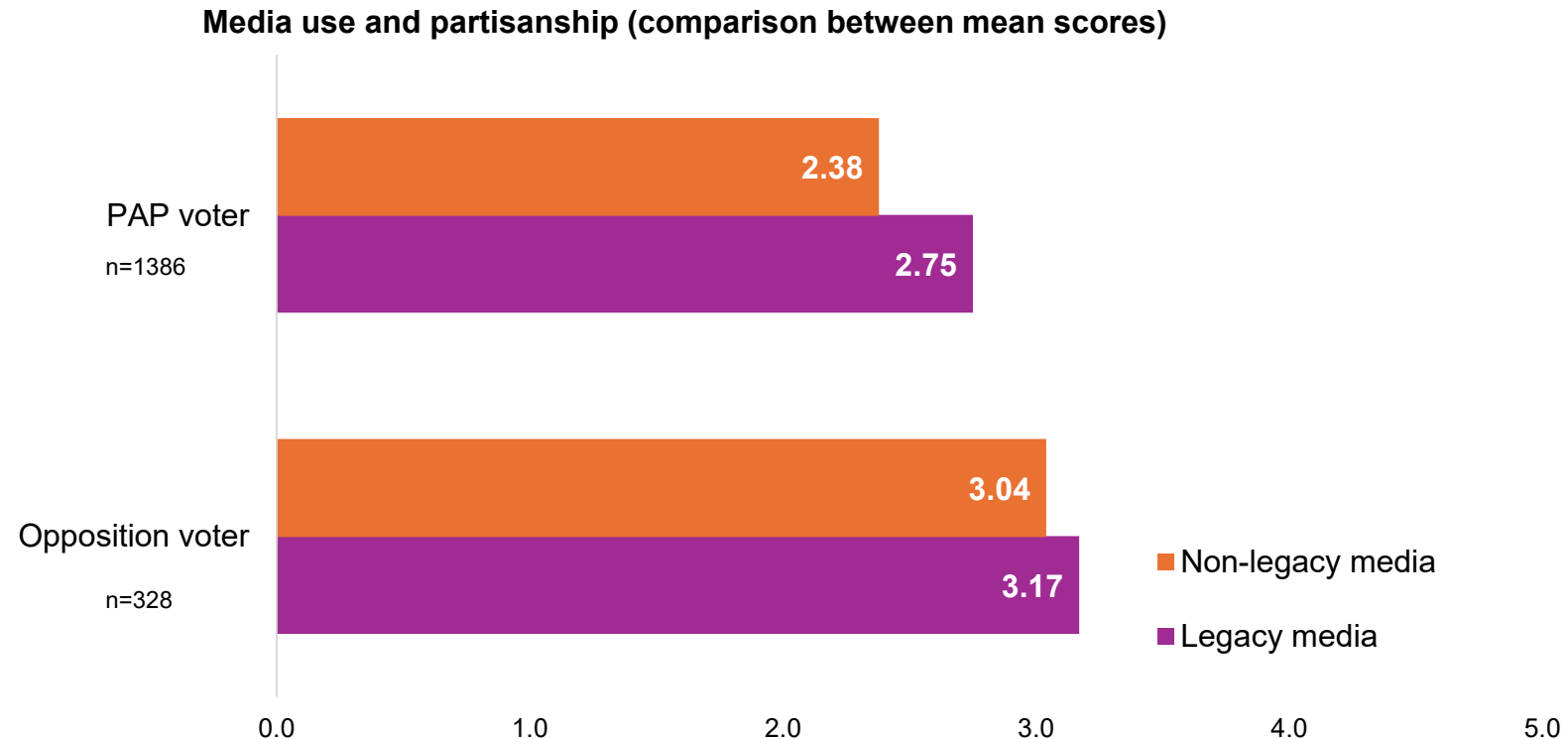
Q20. How often did you access the following sources of information during the election?

Q22. How often did you use the following platforms to seek or share information about the election?

Options: (1) Never, (2) Once a week or less, (3) A few days a week, (4) About once a day, (5) Several times a day

n=2071

Both PAP voters and Opposition voters used legacy media more frequently than non-legacy media.
Opposition voters were more engaged with the election across different media than PAP voters.

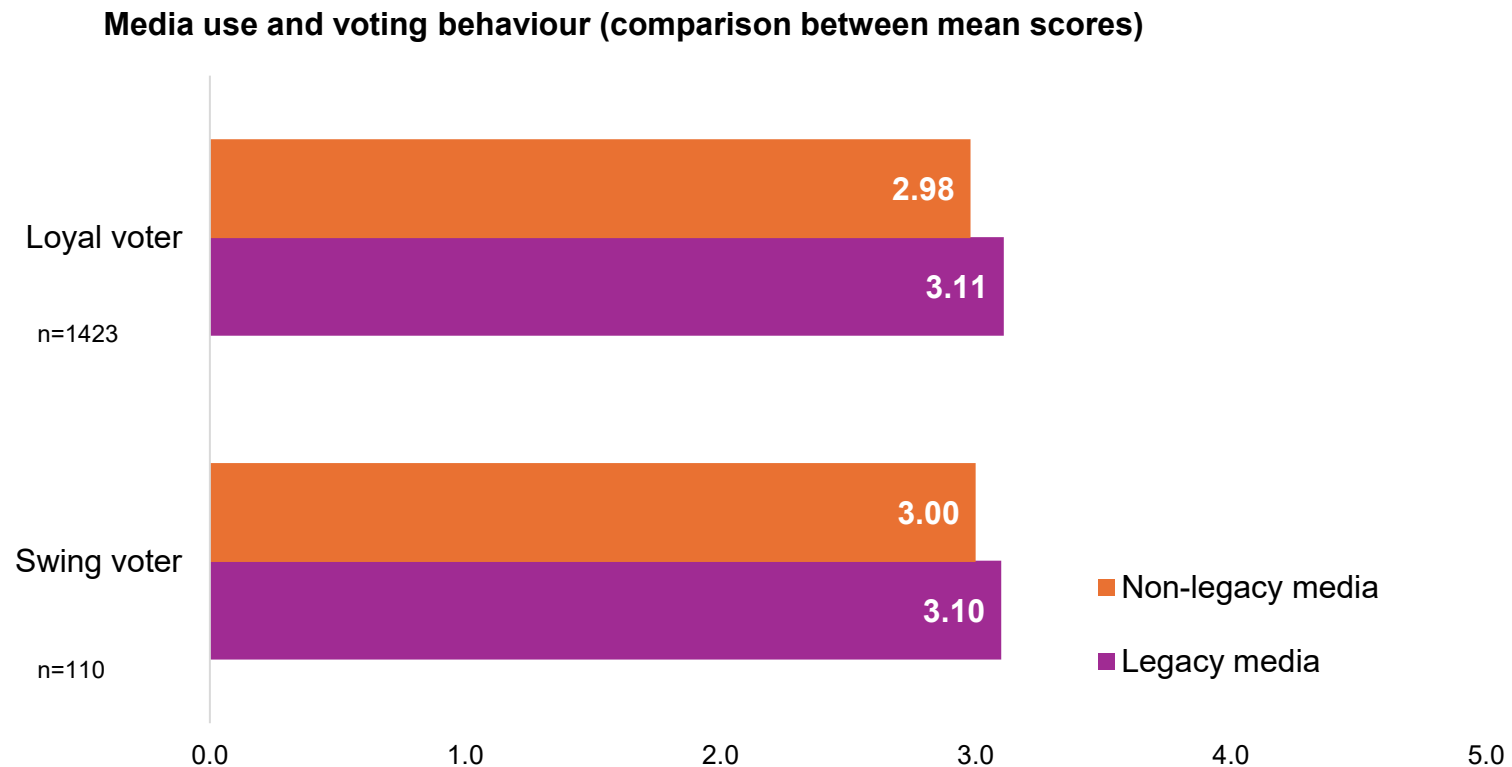


Q34. Who did you vote for in GE2025?

(1) I voted for the PAP, (2) I voted for the opposition, (3) I cast a blank vote, (4) I did not vote because I was not eligible to do so, (5) I did not vote because of other reasons, (99) Refuse to answer

Options: (1) Never, (2) Once a week or less, (3) A few days a week, (4) About once a day, (5) Several times a day

Loyal voters preferred legacy media while swing voters have a more balanced use of both types of media



Loyal voter: Voted for the same party in GE2020 and GE2025.

Swing voter: Voted for different parties in GE2020 and GE2025.

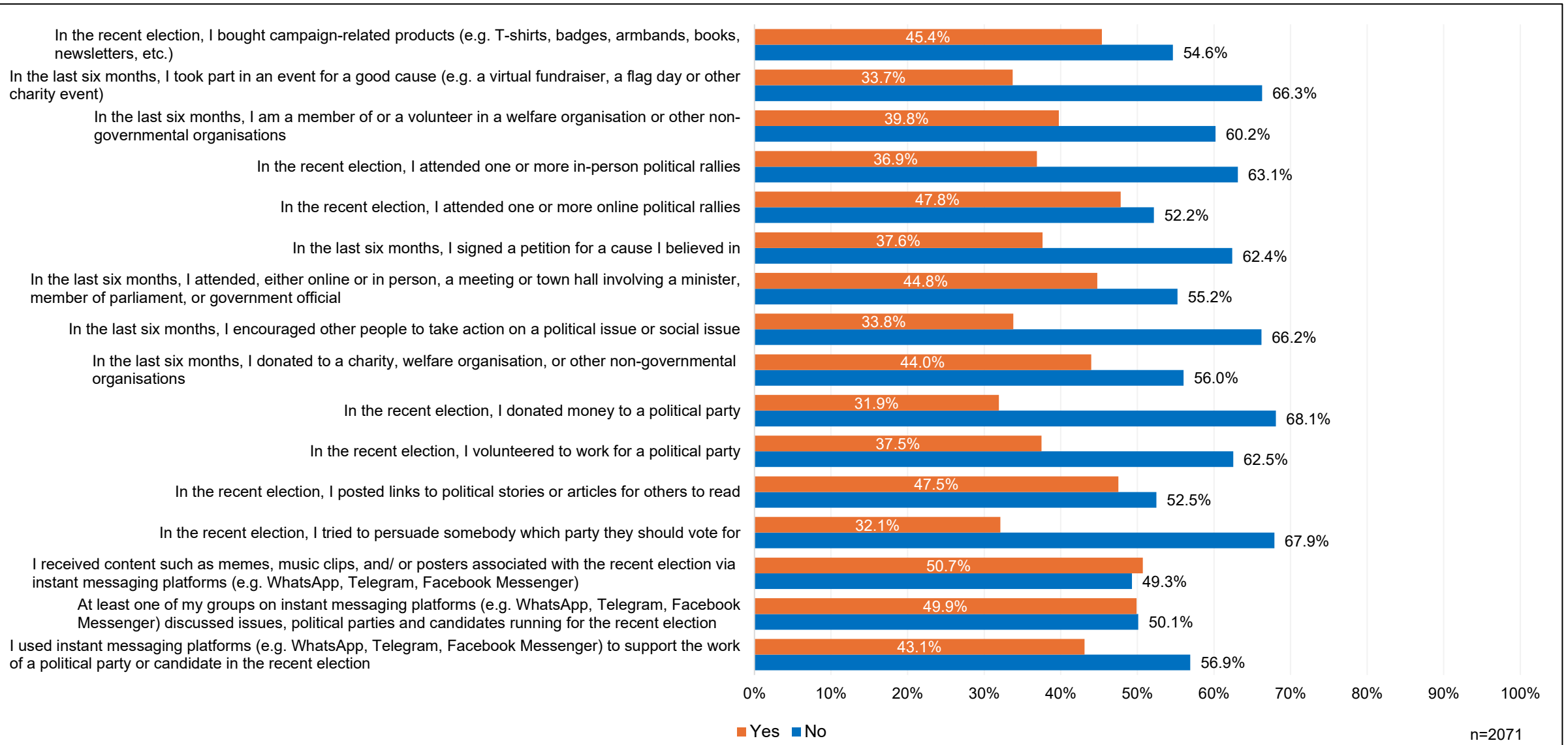
Comparison between **Q34** and **Q35**.

Q34. Who did you vote for in GE2025?

Q35. Who did you vote for in GE2020?

(1) I voted for the PAP, (2) I voted for the opposition, (3) I cast a blank vote, (4) I did not vote because I was not eligible to do so, (5) I did not vote because of other reasons, (99) Refuse to answer

Political participation



Q30: For each statement below, select the applicable option.