

# IPS-CNM Survey on Media Use in GE2025 (II)

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# Two key research questions



How did voters engage with political parties and candidates using different media platforms?



What are the types of expressive, informational and relational engagement via social media platforms in GE2025?

# Analysing non-legacy media



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



Social Networking Sites (e.g. Instagram, Facebook, X)



Instant Messaging Platforms (e.g. WhatsApp, Telegram, Facebook Messenger)



Online discussion forums/portals (Hardwarezone, Reddit)



\*TikTok



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

*\*New additions to this year's survey*

# Measures

## Political engagement

- Using different media to learn about and interact with political candidates/parties

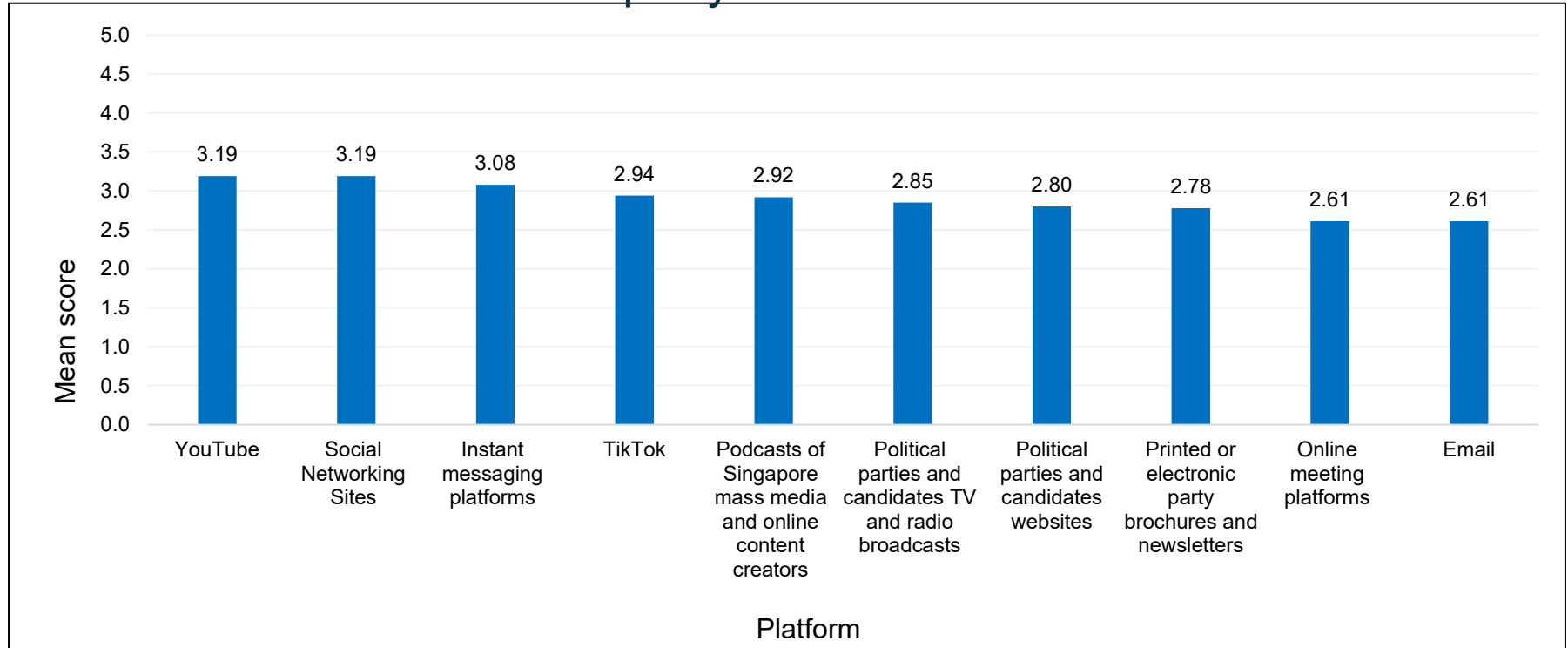
## Expressive/Informational/Relational Engagement

- Composites of various items measuring engagement on different social media platforms (specifically YouTube, online forums, social networking sites, IM platforms, TikTok, podcasts)

Reliability of Composites ( $\alpha$ )			
Type of engagement	2015	2020	2025
Expressive	.93	.86	.92
Informational	.91	.87	.87
Relational	.90	.88	.92

# Overall Political Engagement

# How voters learned about or interacted with political parties and candidates: Social media more frequently used than traditional party channels



Q21: How often did you use the following platforms to **learn more about or interact with political parties and candidates**?

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=207

1

YouTube and TikTok were top two most frequently used media by 21-34yo.  
 YouTube and SNS were top two most frequently used media by 35-59yo.  
 60yo and above used traditional party platforms more than other age groups.

Media use to for political engagement (by age group)										
MEDIA PLATFORMS										
	YouTube	Social networking sites	Instant messaging platforms	TikTok	Podcasts of Singapore mass media and online content creators	Political parties and candidates TV and radio broadcasts	Political parties and candidates websites	Printed or electronic party brochures and newsletters	Online meeting platforms	Email
Overall	40.9%	39.9%	37.3%	37.9%	33.8%	33.1%	33.2%	29.0%	27.5%	26.9%
21-34 yo	40.7%	38.5%	35.5%	40.7%	31.6%	27.1%	27.7%	28.5%	24.0%	24.8%
35-59 yo	43.5%	42.5%	40.1%	37.3%	34.6%	33.6%	32.3%	26.5%	27.4%	26.4%
60 yo and above	37.7%	37.6%	35.3%	36.8%	34.4%	36.6%	38.2%	32.4%	30.1%	28.9%

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

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

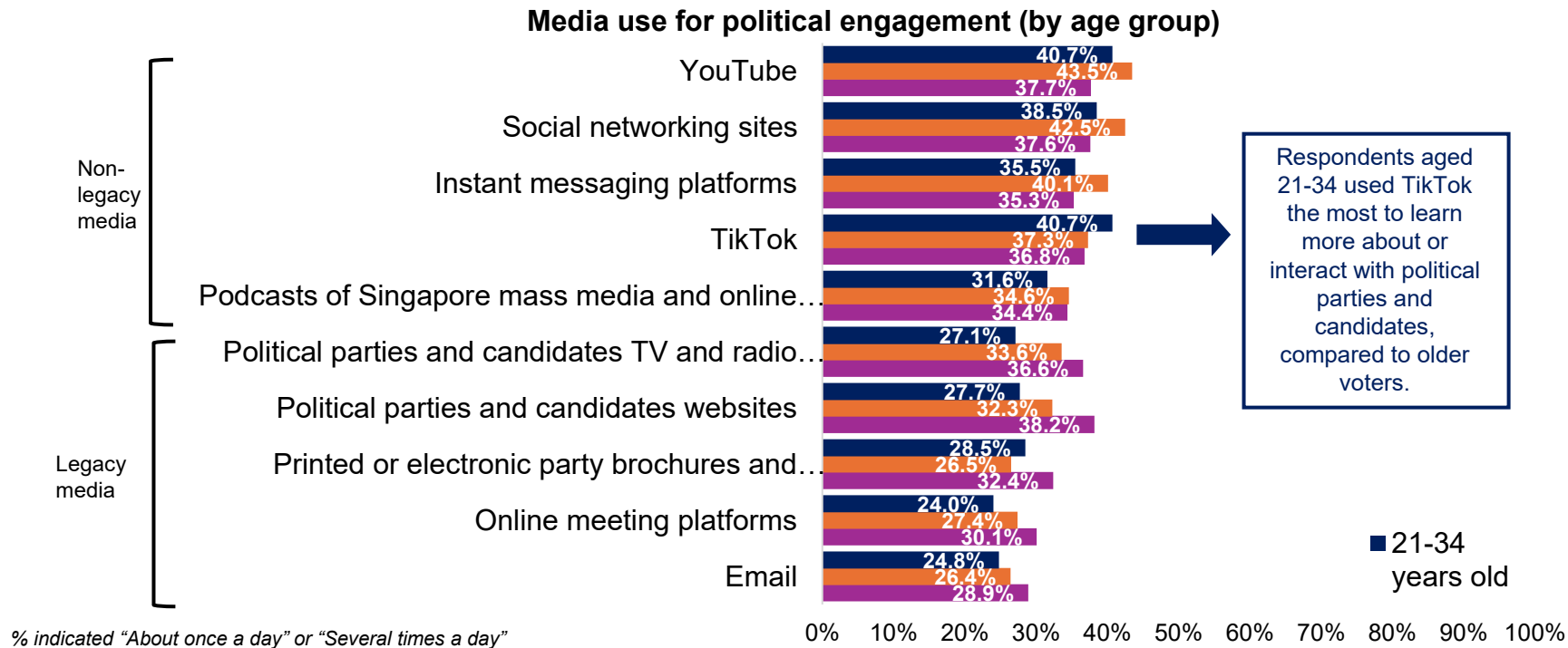
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n=207  
1



# Low engagement among no-income group across all media and channels

Media use to for political engagement (by household income)										
	MEDIA PLATFORMS									
	YouTube	Social networking sites	Instant messaging platforms	TikTok	Podcasts of Singapore mass media and online content creators	Political parties and candidates TV and radio broadcasts	Political parties and candidates websites	Printed or electronic party brochures and newsletters	Online meeting platforms	Email
Overall	40.9%	39.9%	37.3%	37.9%	33.8%	33.1%	33.2%	29.0%	27.5%	26.9%
No household income	16.5%	17.2%	20.3%	10.0%	10.4%	11.0%	11.0%	7.3%	3.0%	0.0%
\$1-\$3,999	39.8%	43.6%	40.1%	42.4%	33.8%	35.5%	36.3%	30.9%	26.1%	32.4%
\$4,000-\$7,999	39.9%	34.5%	34.8%	35.6%	31.6%	27.0%	30.1%	24.1%	24.2%	23.2%
\$8,000 and above	42.3%	42.1%	38.3%	38.6%	35.6%	36.0%	34.5%	31.5%	30.2%	27.9%

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

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

Q21. How often did you use the following platforms to learn more about or interact with political parties and candidates?

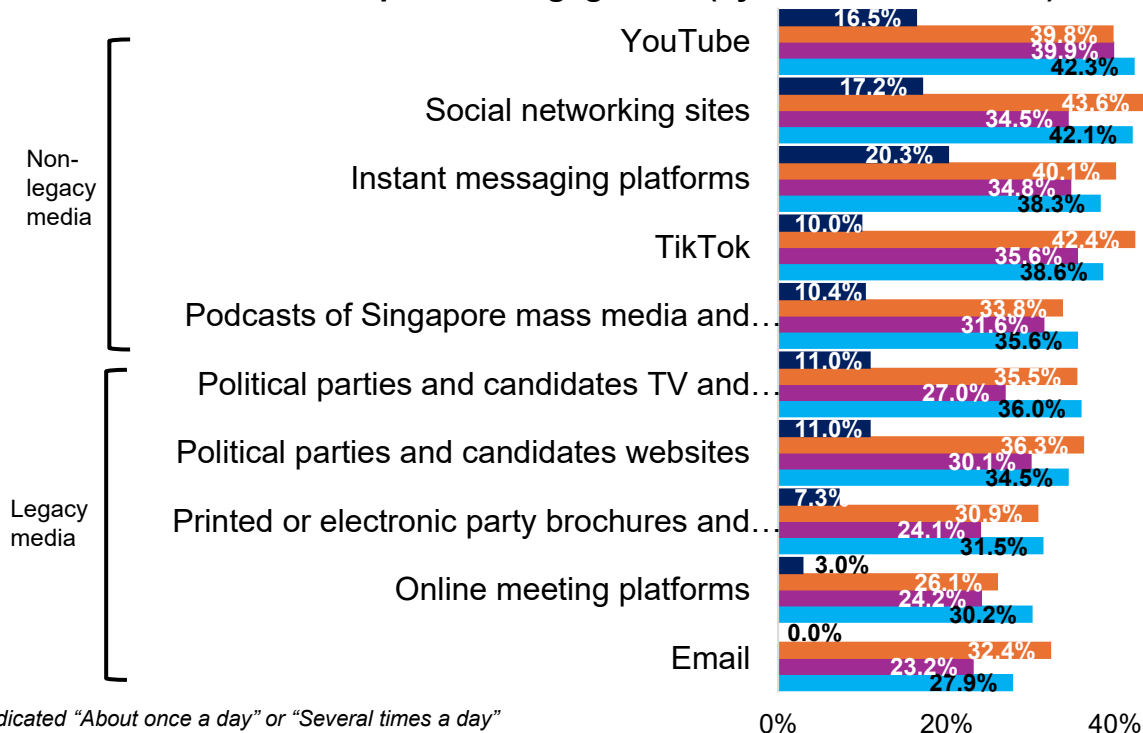
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n=207

1

# Low engagement among no-income group across all media and channels

**Media use for political engagement (by household income)**



YouTube, SNS and TikTok were top three most frequently used media by households earning \$8,000 and above.

YouTube and TikTok were top two most frequently used media by those earning \$4,000-\$7,999.

SNS and TikTok were top two media by those earning less than \$4,000.

■ No household income  
■ \$1-\$3,999

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

**Q21.** How often did you use the following platforms to learn more about or interact with political parties and candidates?

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

YouTube and SNS were top two most frequently used media by degree holders and above.

TikTok, SNS and YouTube were top three most frequently used media by post-sec, secondary and below voters.

Media use to for political engagement (by education level)										
MEDIA PLATFORMS										
	YouTube	Social networking sites	Instant messaging platforms	TikTok	Podcasts of Singapore mass media and online content creators	Political parties and candidates TV and radio broadcasts	Political parties and candidates websites	Printed or electronic party brochures and newsletters	Online meeting platforms	Email
Overall	40.9%	39.9%	37.3%	37.9%	33.8%	33.1%	33.2%	29.0%	27.5%	26.9%
Secondary and below	35.6%	35.7%	33.7%	36.3%	33.5%	34.2%	36.5%	31.1%	30.9%	26.6%
Post-secondary	41.3%	41.6%	39.7%	42.9%	36.7%	34.7%	36.5%	31.0%	27.8%	29.4%
Degree and above	44.0%	41.0%	37.4%	34.0%	31.2%	30.8%	27.8%	25.6%	24.8%	24.5%

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

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

Q21. How often did you use the following platforms to learn more about or interact with political parties and candidates?

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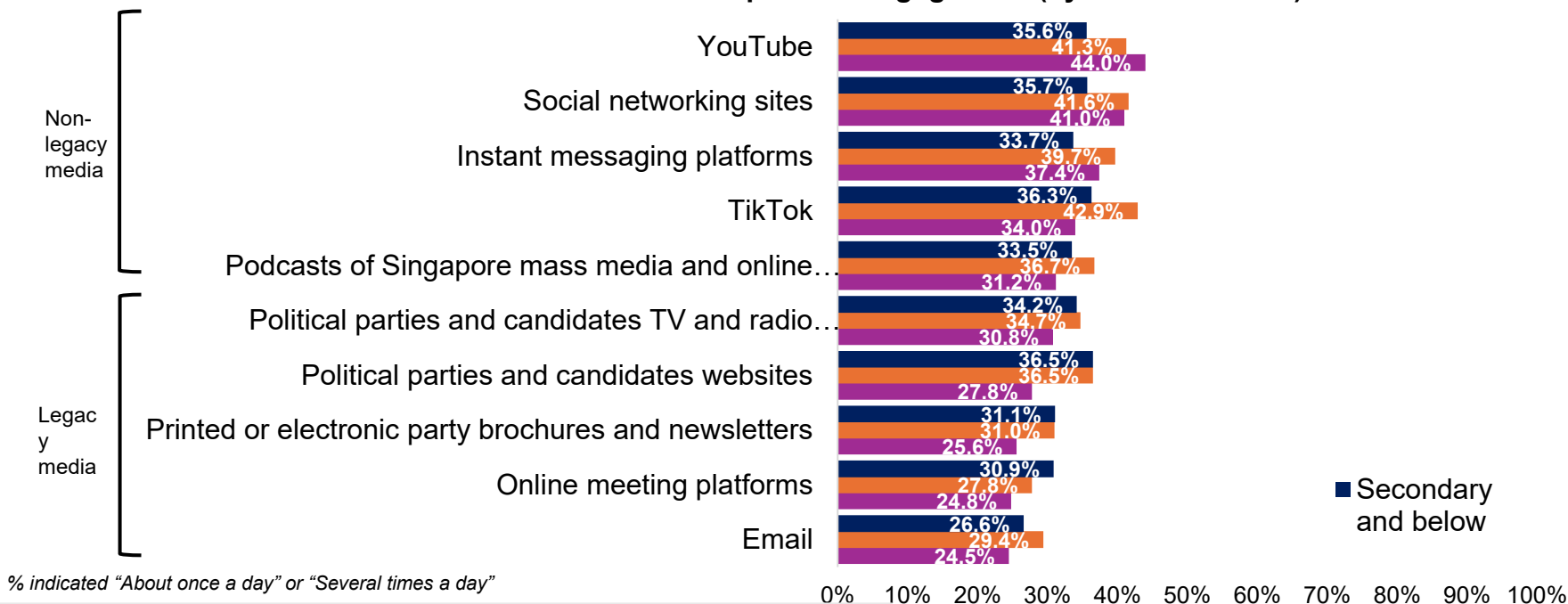
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Media use for political engagement (by education level)



Q21. How often did you use the following platforms to learn more about or interact with political parties and candidates?

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n=2071

# Expressive, Informational and Relational Engagement

# Three Types of Social Media Engagement

## Expressive Engagement

- **Wrote a post or made a video expressing my opinions** on a candidate, political party, the election, and/or issue
- **Commented** on a page, post or video on a candidate, political party, the election, and/or issue
- **Started or participated in a discussion** on a candidate, political party, the election, and/or issue

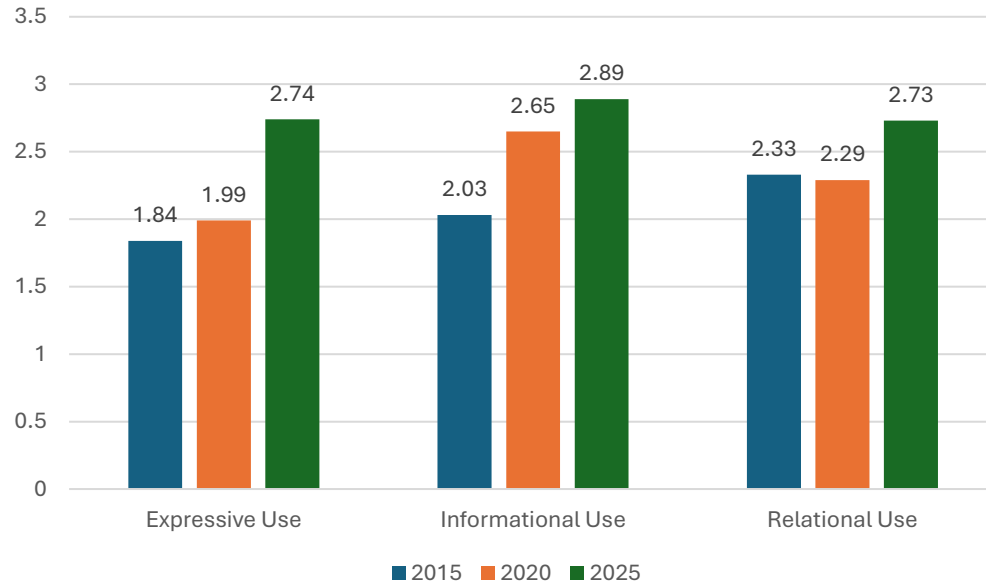
## Informational Engagement

- **Shared relevant information and/or political commentary** related to a post/video/discussion thread
- **Followed a thread** discussing a candidate, political party, the election, and/or issue
- Shared information and/or political commentary with people
- **Sought/asked for information** about a candidate, political party, the election, and/or issue

## Relational Engagement

- **Followed a blogger or YouTuber's postings** on a candidate, political party, the election, and/or issue
- **Followed someone in my social network's postings** about a candidate, political party, the election, and/or issue
- Used social networking sites to **learn more about my family members', friends', colleagues', fellow Singaporeans' views** on the election
- Used social networking sites to **connect with people** I already know or new people related to my interests in the election

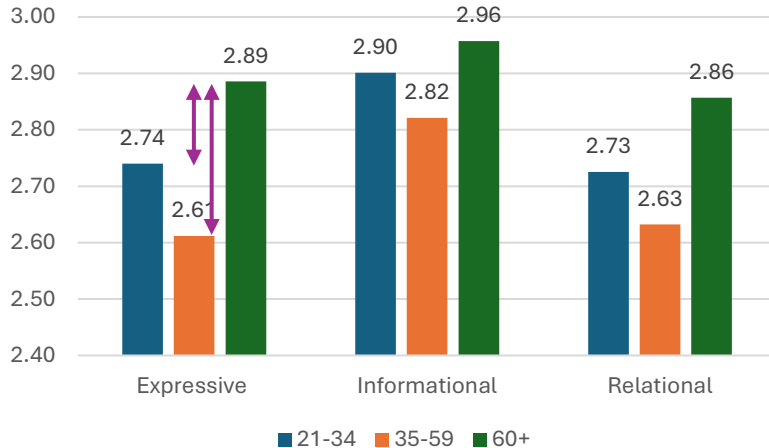
# Informational use remains the highest; biggest increase comes from expressive use



- All three types of non-legacy media use increased; biggest increase in expressive use
- More platforms with expressive affordances + shifts in political culture?

# SNS, TikTok, Instant Messaging were most frequently used for expression.

## Podcasts, SNS, TikTok most used by those aged 60+ for expression



- Significant differences observed between those aged 35-59 and 60 years old and above - for all 3 usage (expressive, informational and relational)
- No differences between voters aged 21-34 and 60+

How often did you use the following platforms to express your opinions on a candidate, political party, the election, and/ or issue?						
Non-Legacy Media platforms						
	YouTube	SNS	Discussion forums	Instant Messaging	Podcasts	TikTok
Overall	30.22	33.36	29.23	32.88	31.24	33.20
21-34 yo	29.7	34.1	26.1	33.7	28.3	34.7
35-59 yo	28.9	32.1	28.9	32.7	29.2	32.3
60 yo and above	32.3	34.3	31.8	32.5	35.8	33.2

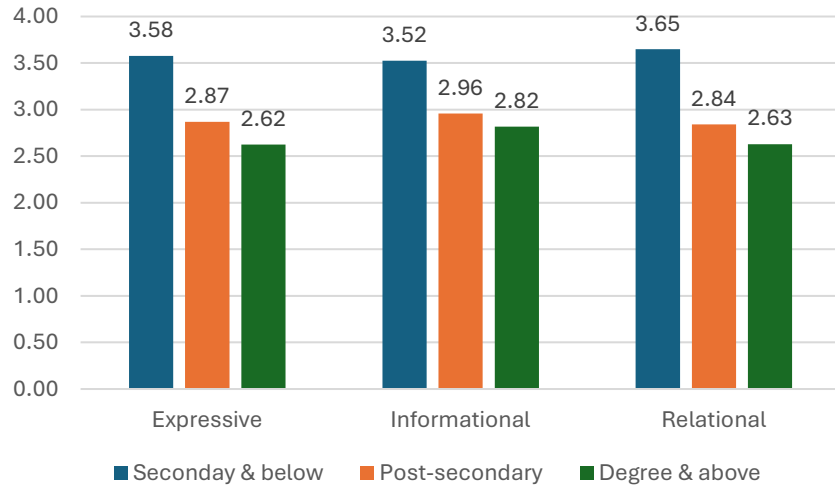
% indicated "About once a day" or "Several times a day"

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



Expressive, informational and relational engagement highest for secondary & below voters.

SNS, Instant Messaging, and TikTok are top platforms for relational use; but there are differences between groups.



- Significant differences observed between all educational levels - for expressive, informational and relational

How often did you use the following platforms to follow or connect to someone because of his/ her postings about a candidate, political party and/ or issue during the election?						
Non-Legacy Media platforms						
	YouTube	SNS	Discussion forums	Instant Messaging	Podcasts	TikTok
Overall	30.76	33.22	29.19	33.07	29.16	31.71
Secondary & below	54.20	63.70	57.50	57.60	59.70	61.00
Post-secondary	32.40	34.00	31.00	30.90	29.30	31.50
Degree & above	28.90	31.50	26.90	33.20	27.80	30.50

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

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

Informational engagement is highest for voters with \$1-\$3,999 and \$8,000 groups (no sig diff between them)

Social Networking Sites the top platform for seeking/sharing information across all income groups



- Significant differences observed between voters with no household income and all other groups for expressive, informational and relational engagement

How often did you use the following platforms to seek or share information about the election?						
	Non-Legacy Media platforms					
	YouTube	SNS	Discussion forums	Instant Messaging	Podcasts	TikTok
Overall	33.63	38.81	28.89	36.04	31.57	35.66
No HH income	6.70	27.20	10.40	14.10	17.10	13.10
\$1-\$3,999	36.10	40.10	31.30	36.90	37.10	36.90
\$4,000-\$7,999	31.20	36.40	25.00	30.20	26.60	34.20
\$8,000 and above	34.90	40.00	30.60	39.20	32.80	36.70

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

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

# Summary

- Amidst a diverse media landscape, social media is consistently used more frequently than traditional party channels
- Growth in expressive engagement – significant effect especially for those aged 60 and above, secondary and below voters, and those with the highest household income
- Prioritise the development of active citizenship that is informed and positive
- Differences in platform use and engagement type provide a deeper, nuanced understanding, but other online behaviours are emerging (e.g. development of derivative content cross-platforms, curation of algorithmic feeds)
- Was it a ‘podcast election’? Yes – but only for some voters

# Extra slides

# SNS and TikTok were top two platforms used by voters for expression – except for secondary & below voters who used TikTok and discussion forums

How often did you use the following platforms to express your opinions on a candidate, political party, the election, and/ or issue?						
	Non-Legacy Media platforms					
	YouTube	SNS	Discussion forums	Instant Messaging	Podcasts	TikTok
Overall	30.22	33.36	29.23	32.88	31.24	33.20
Secondary & below	52.10	56.10	62.90	57.40	54.00	64.30
Post-secondary	31.90	33.50	31.70	32.00	32.70	33.00
Degree & above	28.40	32.30	26.40	32.30	29.40	32.00

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

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

# SNS is top choice for expression, except for voters with \$1-\$7,999 household income – who use TikTok as their top platform

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\$1-\$3,999	30.00	35.00	32.10	33.20	32.50	38.00
\$4,000-\$7,999	27.50	28.90	25.30	28.50	29.50	30.00
\$8,000 and above	32.20	35.40	31.00	35.30	32.40	34.10

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

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

# Voters aged 60+ used YouTube as a platform for relational connections, followed by SNS and discussion forums.

How often did you use the following platforms to follow or connect to someone because of his/ her postings about a candidate, political party and/ or issue during the election?

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35-59 yo	28.90	33.10	27.40	34.60	29.80	32.00
60 yo and above	35.20	33.30	32.10	31.70	30.70	32.10

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

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

# SNS and Instant Messaging platforms were top two choices for relational engagement

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\$8,000 and above	32.90	34.70	30.00	34.40	31.80	32.60

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

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



Social Networking Sites is top platform for seeking/sharing information for all voters except for those aged 21-34yo (who used TikTok as their top platform for informational engagement)

How often did you use the following platforms to seek or share information about the election?						
Non-Legacy Media platforms						
	YouTube	SNS	Discussion forums	Instant Messaging	Podcasts	TikTok
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% indicated "About once a day" or "Several times a day"

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

# Social Networking Sites, Instant Messaging and TikTok are top platforms for seeking/sharing information for all voters except for those with secondary education and below

How often did you use the following platforms to seek or share information about the election?						
Non-Legacy Media platforms						
	YouTube	SNS	Discussion forums	Instant Messaging	Podcasts	TikTok
Overall	33.63	38.81	28.89	36.04	31.57	35.66
Secondary & below	58.90	41.10	63.20	49.00	65.30	50.50
Post-secondary	33.70	38.50	29.10	34.80	32.20	34.70
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