POPS (12)
IPS Post-Election Survey 2025

Survey by the Institute of Policy Studies, Singapore

Lee Kuan Yew School of Public Policy
National University of Singapore

iPS Institute of Policy Studies

‣ **Content**

- Research Background and Objectives
- Methodology
- Key Findings
- Cluster Analysis
- Conclusion

‣ **Summary**

The effects of a liberalising middle class were balanced by a significant rise in materialist concerns and concerns about qualities of governance. There was a rise in support for the political status quo among 21–39 year olds; and a rise in support for political pluralism among those 40 years and above.

Voters rated the qualities of honesty, efficiency, as well as credentials and experience in grassroots and community work higher than ever.

Credibility ratings, by mean scores, of the PAP and WP moved closer to each other, while that of the PSP fell below SDP.

Research Background and Objectives

▸ **Research Background & Objectives**

POPS or Perception Of Policies in Singapore Survey Series

- An IPS survey series that takes snapshots of how stakeholders are responding to changes in the policy or the political environment. The IPS Post-Election Surveys are part of this series.

- The IPS Post-Election Survey 2025 or POPS(12) polled voting age Singapore citizens through an online, self-administered survey, from a pool of 154,000 respondents on YouGov's Singapore panel. Important to consider the type of individual, especially among the older demographics, who would be willing to be part of an online panel. "Neutral" answer option now made explicit in online questionnaire.

- Questions by IPS research team, fieldwork by YouGov, analysis by joint team.

Research Background & Objectives – IPS Post-Election Surveys Series

Year	Methodology
2006	Survey using landlines, 985 citizens, 21 years and above, random systematic sampling with interlocking quotas for age and average monthly household income. Conducted on 8 to 20 May 2006.
2011	Survey using random sampling of landlines, weighted sample (for age, gender and race) of 2,080 citizens 21 years and above. Conducted on 8 to 20 May 2011, as POPS(4).
2015	Survey using random sampling of landlines, weighted sample (for age, gender and race) of 2,015 citizens 21 years and above. Conducted on 12 to 26 September 2015, as POPS(8).
2020	Survey using random sampling of landlines, 2,001 citizens, 21 years and above; 1,002 on mobile phones and 1,026 online survey via Degree Census panel. Total mixed method sample of 4,027. Conducted 11 July to 21 Aug as POPS(10).
2025	Survey using online panel of YouGov, weighted sample (for age, gender, race and housing type) of 2,056 citizens, 21 years and above. Conducted on 22 May to 1 June as POPS(12).

▶ **Research Background & Objectives**

The Burning Questions of the 2025 Survey

- What were the top issues that shaped the vote in GE2025?

- What were the top qualities voters wanted in candidates?

- How credible were the different parties in voters' eyes?

- How have political attitudes changed since 2020? What is the level of support for political pluralism?

Methodology

▸ **Methodology**

- Polling conducted in English, Mandarin, Malay, and Tamil.

- 2025 survey was conducted in online mode only.

- Over-sampling: Invitations were sent out to more than the ideal 2,000 respondents to account for dropouts, bad actors, and meet quota requirements.

- Profile of respondents were checked against statistics in Population Trends, 2024 (Department of Statistics) for citizens on gender, age, ethnicity, and residents for the housing categories.

- Achieved data were weighted to account for shortfalls or oversampling, with a margin of error of +/-2.2% at 95% confidence level. **The weighted sample size is 2,056**. The weight factors are on the next slide.

- **On the Findings slides, please note that the figures shown are subject to rounding error, and also that the 2025 data takes into account non-responses ("Don't know", "Prefer Not to Say", "Not Applicable"), different from the data of previous years.**

Methodology – Weighting

Weighted sample size is n=2,056 citizens aged 21 and above. Weight factors used were based on the proportions of the gender, age, ethnicity in the Singapore Citizen population (DOS, Annual 2024) and housing type in Singapore Resident population are as follows:

Gender	DOS, Annual 2024
Male	49%
Female	51%

Age	DOS, Annual 2024
20 - 29	15%
30 - 39	17%
40 - 54	25%
55 - 64	18%
65 and above	25%

Race	DOS, Annual 2024
Chinese	77%
Malay	14%
Indian	7%
Others	1%

Note: Citizens aged 20 in 2024 are assumed to have reached the voting age of 21 by 2025. The tables include only citizens aged 20 and above as of 2024.

Source: M810671 - Singapore Citizens By Age Group, Ethnic Group And Sex, End June, Annual 2024

Methodology – Weighting

(Continued from previous slide)

Housing Type	DOS, Annual 2024
HDB 1-3 room	19%
HDB 4 room	33%
HDB 5-6 room/Executive	25%
Private	22%
Other types of dwelling	1%

Note: Data for Singapore citizens only not available. The table includes Singapore residents aged 20 and above as of 2024.

Source: M810381 - Residents By Age Group & Type Of Dwelling, Annual 2024.

Methodology – Weighting Factors

Gender	Weight Factor
Male	0.94
Female	1.07

Age	Weight Factor
20 - 29	1.03
30 - 39	1.00
40 - 54	1.00
55 - 64	0.97
65 and above	1.01

Race	Weight Factor
Chinese	0.94
Malay	1.24
Indian	1.18
Others	1.03

Housing Type	Weight Factor
HDB 1-3 room	0.92
HDB 4 room	1.01
HDB 5-6 room/Executive	0.99
Private	1.05
Other types of dwelling	2.27

Demographic Profile (Natural Fallout)

Proportions of other demographic variables after weighting the four variables:

Age	Definition	Achieved after weighting	DOS, Annual 2024
Pre-Independence	Born 1965 and earlier	34%	34%
Post-Independence	Born 1966 or later	66%	66%

DOS Source: M810671 - Singapore Citizens By Age Group, Ethnic Group And Sex, End June, Annual 2024

Income Group	Definition	Achieved after weighting	DOS, Annual 2024
Low	None - $1999	13%	19%
Low-Middle	$2000 - $4999	24%	12%
Middle-Middle	$5000 - $6999	16%	8%
Upper-Middle	$7000 and above	47%	60%

DOS Source: Table 8. Resident Households by Monthly Household Employment Income (Including Employer CPF Contributions), 2024
Note: The Income proportions were not used for weighting.

Demographic Profile (Natural Fallout)

(Continued from previous slide)

Occupation	Definition	Breakdown	Achieved after weighting	DOS, Annual 2024
Service	Senior executives	13%	69%	64%
	Professionals	35%		
	Technicians, supervisors	16%		
Intermediate	Clerical workers	15%	26%	19%
	Service workers	9%		
Working	Operators, semiskilled workers	2%	5%	15%
	Unskilled workers	3%		

Note on census data: No data for Singapore citizens only. The data includes only residents aged 20 and above as of 2024.
DOS Source: M182171 - Employed Residents Aged 15 Years And Over By Occupation And Age Group, (June), Annual 2024.
Note: These demographic profiles were not used for weighting.

▸ **Language**

The breakdown of respondents by survey language is as follows:

Language	Percent	N
English	97%	1989
Chinese	3%	66
Malay	0%	1
Tamil	0%	0

Note: These demographic profiles were not used for weighting.

About YouGov panel

YouGov's panel size for Singapore Citizens aged 21 and above as of Jan 2025: 154,000

Maximum Number of Surveys a YouGov Panelist can take per day 1	**Average Cooperation Rate** 21%
Best in Industry Recontact Rates 60%-80%	**Range of Honorariums** $0.25-$100

YouGov implements several levels of quality checks from panel recruitment stage to data collection. A panelist cannot respond to the same survey more than once.

Key Findings

Issues

Key Highlights – Issues

Top four election issues:

- **"Cost of living"** was the top concern, as 74% said it was "very important" as an election issue – the highest ever. This shift reflects heightened focus on other materialist concerns like "job situation", "facilities in the neighbourhood" and "upgrading of flats" also.

- **"Need for a good and efficient government"** was on par with "Cost of living" as a top issue by mean score and as 69% said it was "very important" as an election issue – the highest ever.

- **"Affordability of homes for Singaporeans",** a new item in POPS (12), was among top concerns, as 61% said it was "very important".

- **"Fairness in government policy"** was among the top four issues, as 57% said it was "very important" – the highest ever.

Key Highlights – Issues

Items related to political pluralism had the same mean scores as 2020, with agreement levels for "need for checks and balances" and "need for different views" being relatively stable.

The **largest rises in proportion of respondents saying an issue was "very important" compared to 2020**:

- "Cost of Living" (increase of 27%)

- "Facilities in the neighbourhood" (increase of 17%)

- "Upgrading of flats and estate" (increase of 14%)

- "Fairness of government policy" (increase of 11%)

- "Your job situation" (increase of 11%)

Scale 1 to 5
1: Not important at all
2: Not so important
3: Neutral
4: Important
5: Very important

Influence of Issues

Mean Scores

Cost of Living

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	4	13	8	39	36	3.9
2011	3	3	9	41	43	4.2
2015	2	7	1	52	38	4.2
2020	2	5	6	41	47	4.3
2025			3	22	74	4.7

More important to old / returning voters. Least important to ages 21-29, and new / first time voters.

Need for a good and efficient government

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	1	3	4	37	56	4.4
2011	1	1	5	40	54	4.5
2015			1	40	58	4.5
2020	1	2		37	60	4.6
2025			4	25	69	4.7

More important to Chinese, and those living in HDB 5-6 room/executive.

Legend: ■ Not Impt at all ■ Not Impt ⋯ Neutral ■ Impt ■ Very Impt

BASE: All respondents (2,056)

Influence of Issues

Mean Scores

Affordability of homes for Singaporeans*

Year				
2006				
2011				
2015				
2020				
2025	1	6	30	61

4.5

More important to those living in private housing. Least important to males, and ages 55-64 years old.

Fairness of govt policy

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	1	6	10	43	39	4.1
2011	1	3	14	45	36	4.1
2015	1	3	1	55	39	4.3
2020	1	2	6	46	46	4.4
2025			5	35	57	4.5

More important to those living in private housing, university/professional degree holders, and service class. Least important to ages 21-29, from upper-middle class, and new/first time voters.

■ Not Impt at all ■ Not Impt · Neutral ■ Impt ■ Very Impt

*New question in 2025

BASE: All respondents (2,056)

Influence of Issues

Amount of govt help for the needy

Year		Mean
2006		
2011		
2015	1 3 1 — 56 — 40	4.3
2020	1 2 6 — 50 — 41	4.3
2025	2 9 — 40 — 46	4.3

More important to pre-independence respondents, especially ages 65 and above, Malays, from low-middle class, and old / returning voters. Least important to post-independence respondents, especially ages 21-39 years old, university / professional degree holders, and from service class.

Need checks & balances in Parliment

Year		Mean
2006	1 8 9 — 41 — 41	4.1
2011	1 4 11 — 41 — 43	4.2
2015	1 7 3 — 52 — 37	4.2
2020	1 4 7 — 43 — 44	4.3
2025	1 2 13 — 34 — 46	4.3

More important to males, pre-independence respondents, especially ages 65 and above, Indians, living in private housing, from upper-middle class, university / professional degree holders, from service class, and old / returning voters. Least important to ages 21-29, Chinese, and new/first time voters.

■ Not Impt at all ■ Not Impt ⋯ Neutral ■ Impt ■ Very Impt

BASE: All respondents (2,056)

Influence of Issues

Mean Scores
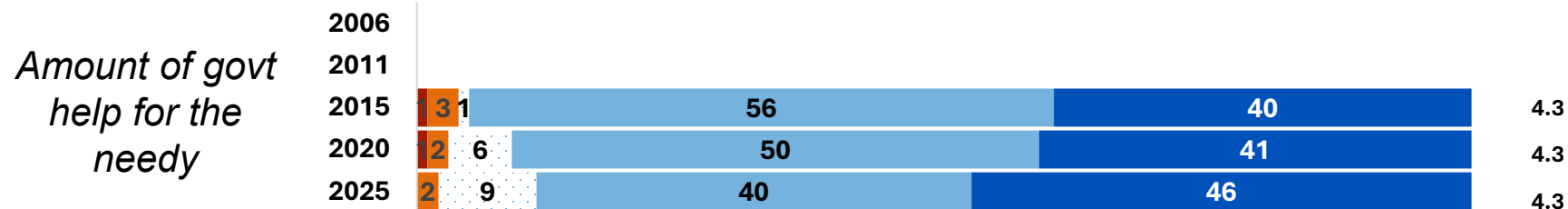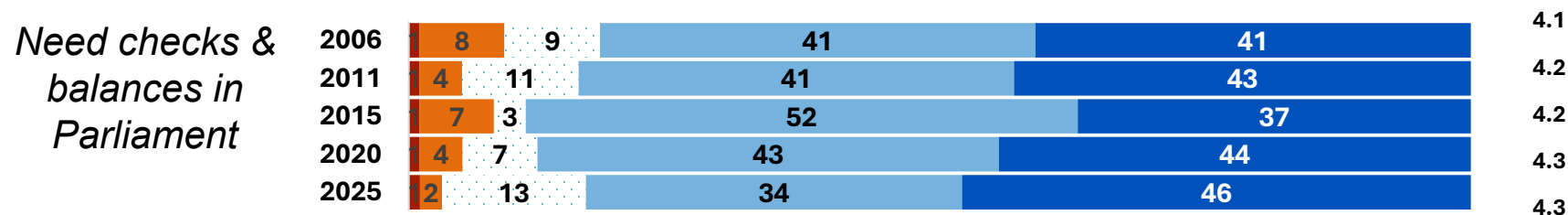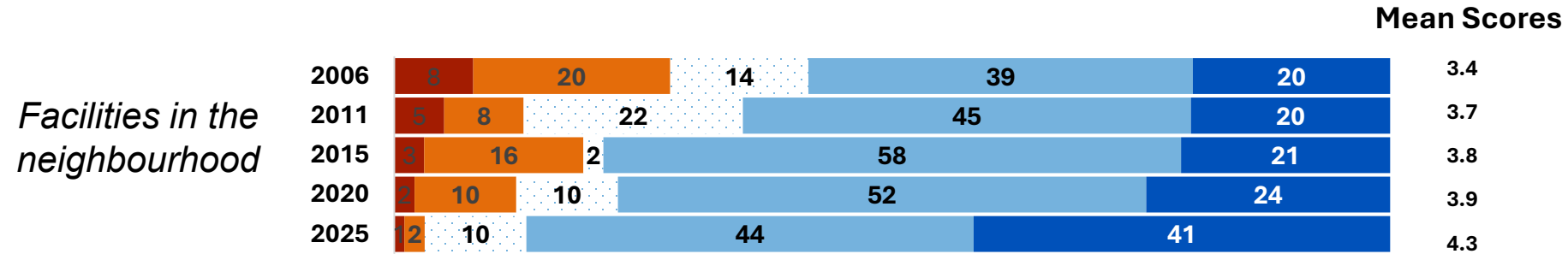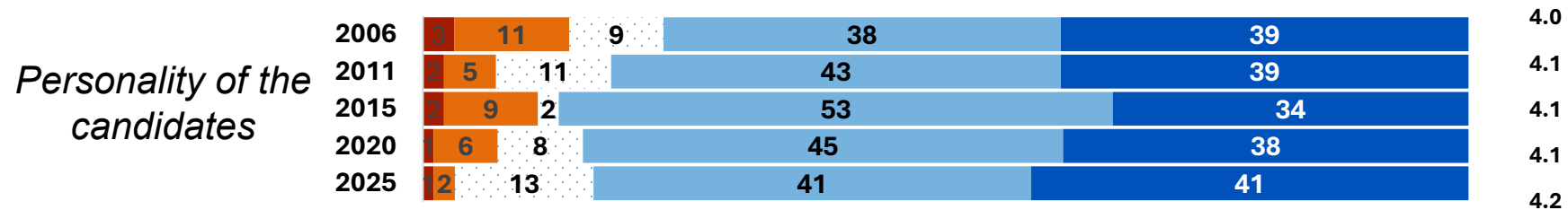
Facilities in the neighbourhood

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	8	20	14	39	20	3.4
2011	5	8	22	45	20	3.7
2015	3	16	2	58	21	3.8
2020	2	10	10	52	24	3.9
2025	1	2	10	44	41	4.3

More important to pre-independence respondents, ages 55 and above, living in HDB 5-6 room/executive, and old / returning voters. Least important to post-independence respondents, especially ages 21-39, university / professional degree holders, and from service class.

Personality of the candidates

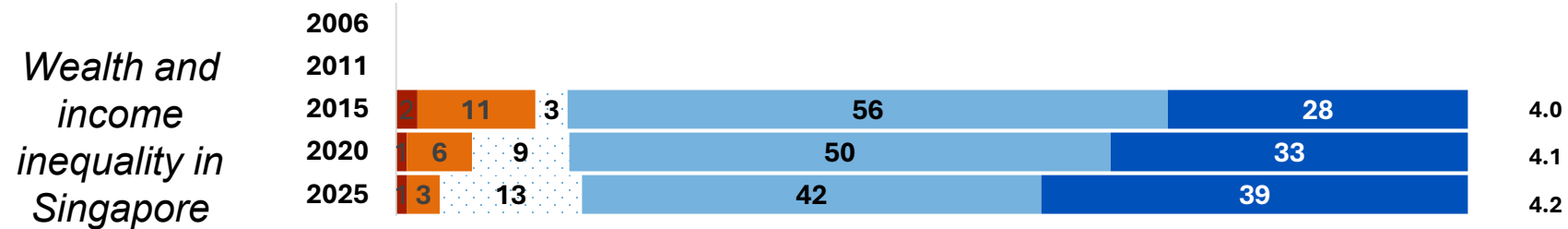| Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	3	11	9	38	39	4.0
2011	2	5	11	43	39	4.1
2015	2	9	2	53	34	4.1
2020	1	6	8	45	38	4.1
2025	1	2	13	41	41	4.2

More important to females, pre-independence respondents, especially 65 and above years old, living in private housing, and old / returning voters. Least important to ages 21-29, under 'others' ethnicity, university / professional degree holders, and from service class.

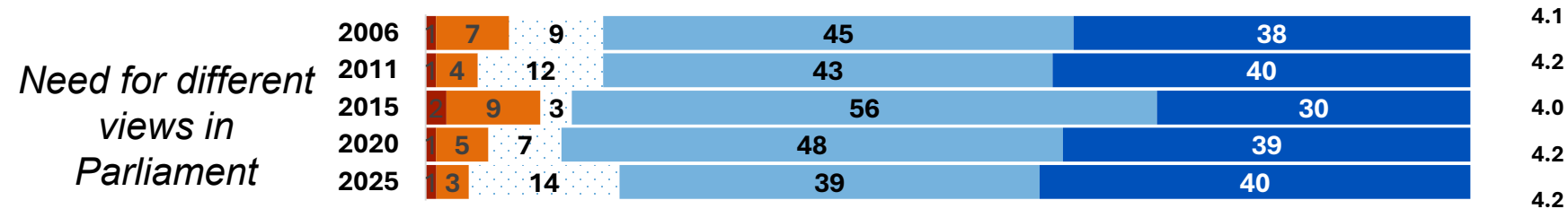■ Not Impt at all   ■ Not Impt   ⋯ Neutral   ■ Impt   ■ Very Impt

BASE: All respondents (2,056)

Influence of Issues

Mean Scores

Wealth and income inequality in Singapore

Year						Mean
2006						
2011						
2015	2	11	3	56	28	4.0
2020	1	6	9	50	33	4.1
2025	1	3	13	42	39	4.2

More important to Malays and Indians, living in HDB 4 room, and citizens from birth. Least important to males, from service class, living in private housing, new/first time voters, and naturalised citizens.

Need for different views in Parliament

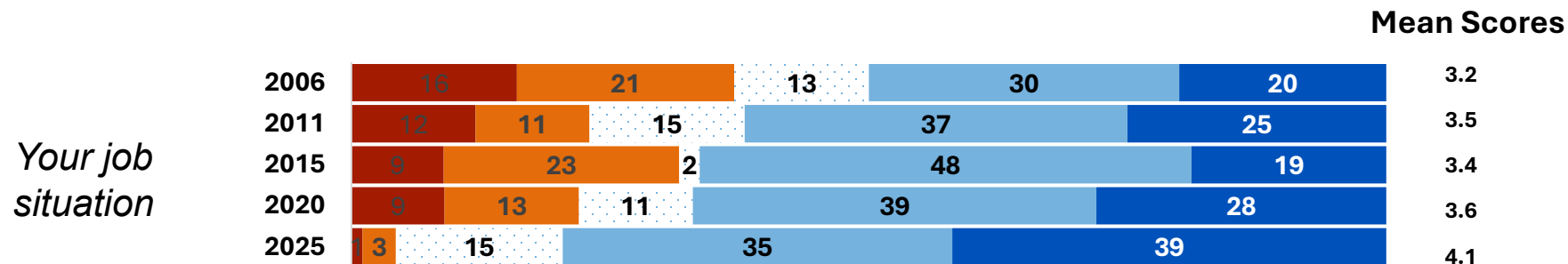| Year						Mean
2006	1	7	9	45	38	4.1
2011	1	4	12	43	40	4.2
2015	2	9	3	56	30	4.0
2020	1	5	7	48	39	4.2
2025	1	3	14	39	40	4.2

More important to pre-independence respondents, especially ages 65 and above. Least important to males, living in HDB 5-6 room/executive.

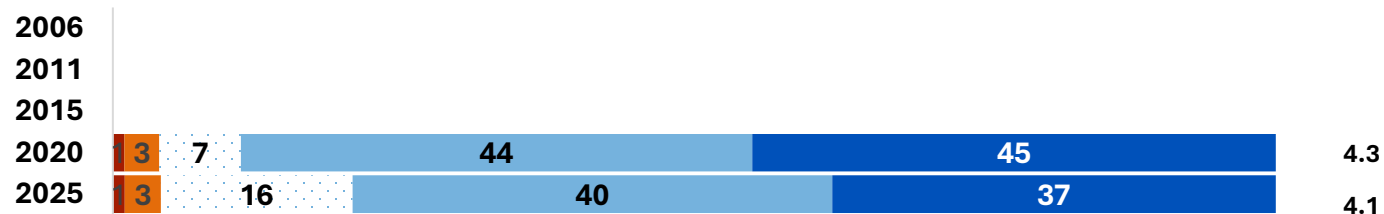■ Not Impt at all ■ Not Impt ∴ Neutral ■ Impt ■ Very Impt

BASE: All respondents (2,056)

Influence of Issues

Mean Scores

Your job situation

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	16	21	13	30	20	3.2
2011	12	11	15	37	25	3.5
2015	9	23	2	48	19	3.4
2020	9	13	11	39	28	3.6
2025	1	3	15	35	39	4.1

More important to post-independence respondents, especially ages 40-54, Indians, from upper-middle income group, and living in HDB 4 room. Least important to pre-independence respondents, especially ages 65 and above, university/professional degree holders, from service class, and living in private housing.

The way the PAP Government handled the COVID-19 pandemic

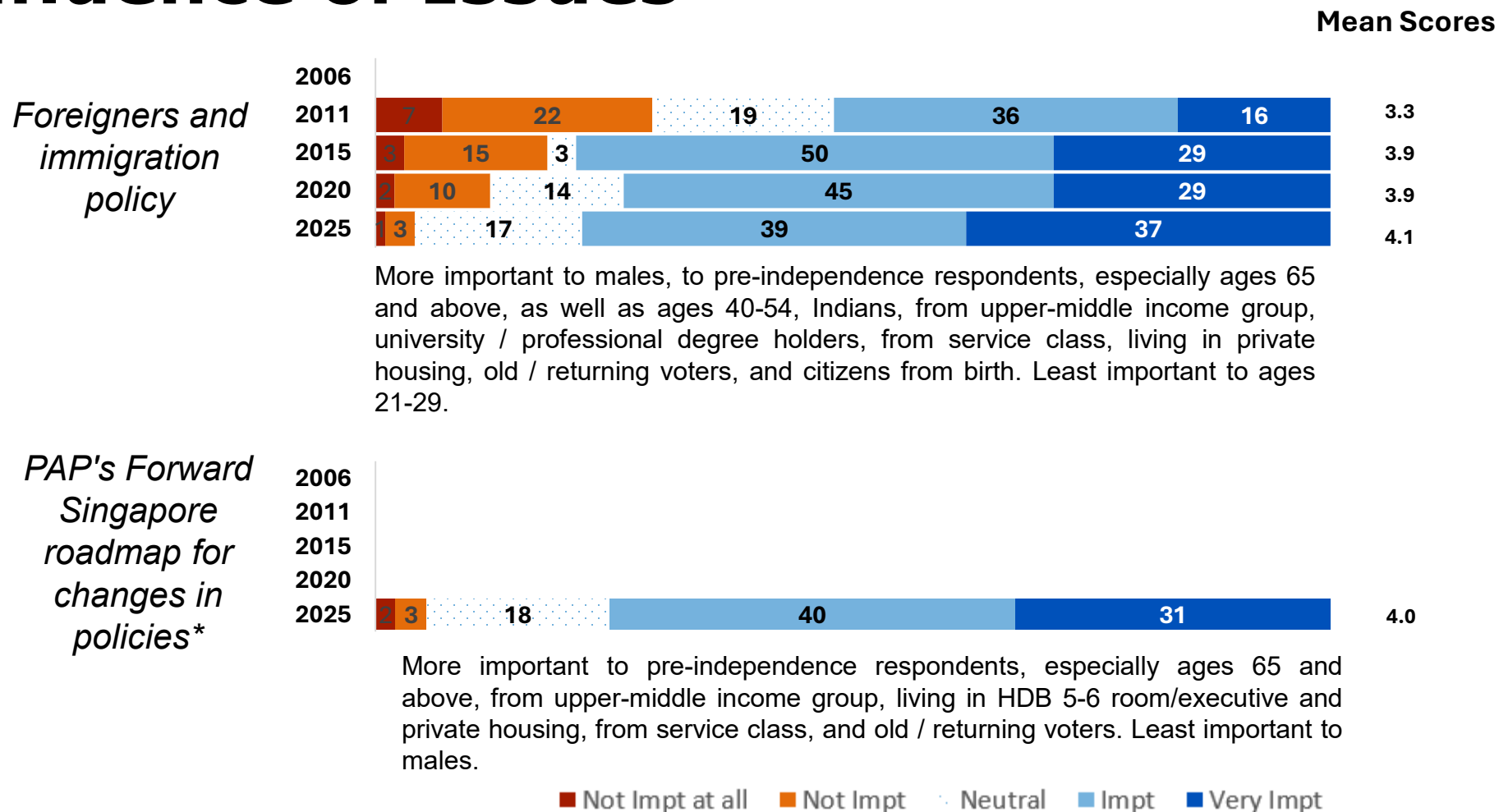| Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006						
2011						
2015						
2020	1	3	7	44	45	4.3
2025	1	3	16	40	37	4.1

More important to pre-independence respondents, especially ages 65 and above, Chinese, had secondary and below education, and old / returning voters. Least important to males, post-independence respondents, especially ages 21-39 years old, Malays, from upper-middle income group, university/professional degree holders, and from service class.

■ Not Impt at all ■ Not Impt ⋯ Neutral ■ Impt ■ Very Impt
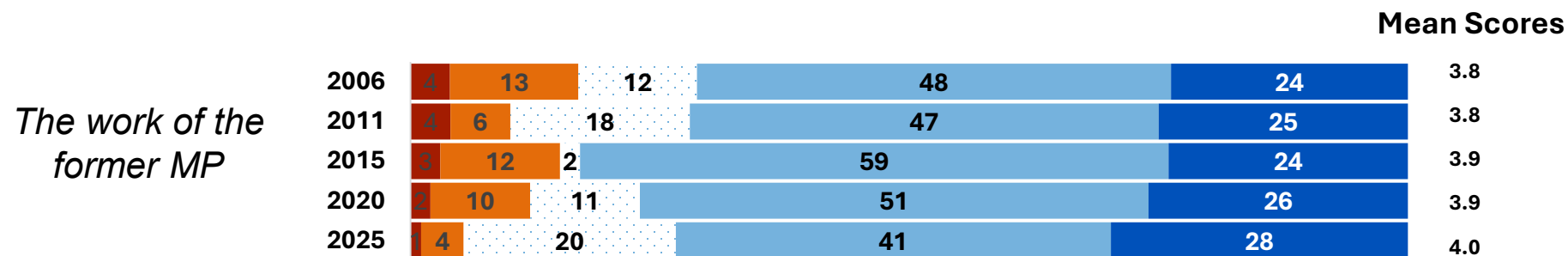
BASE: All respondents (2,056)
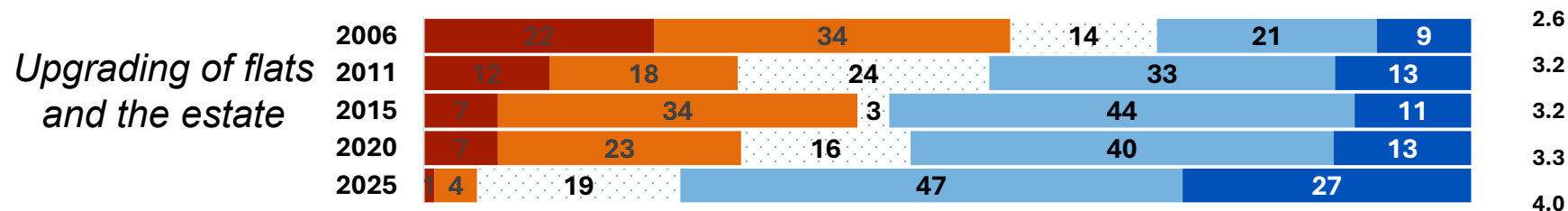
Influence of Issues

Mean Scores

Foreigners and immigration policy

Year						Score
2006						
2011	7	22	19	36	16	3.3
2015	3	15	3	50	29	3.9
2020	2	10	14	45	29	3.9
2025	1 3	17	39	37		4.1

More important to males, to pre-independence respondents, especially ages 65 and above, as well as ages 40-54, Indians, from upper-middle income group, university / professional degree holders, from service class, living in private housing, old / returning voters, and citizens from birth. Least important to ages 21-29.

PAP's Forward Singapore roadmap for changes in policies*

Year						Score
2006						
2011						
2015						
2020						
2025	2 3	18	40	31		4.0

More important to pre-independence respondents, especially ages 65 and above, from upper-middle income group, living in HDB 5-6 room/executive and private housing, from service class, and old / returning voters. Least important to males.

■ Not Impt at all　■ Not Impt　∙ Neutral　■ Impt　■ Very Impt

*New question in 2025

BASE: All respondents (2,056)

Influence of Issues

Mean Scores

The work of the former MP

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	4	13	12	48	24	3.8
2011	4	6	18	47	25	3.8
2015	3	12	2	59	24	3.9
2020	2	10	11	51	26	3.9
2025	1	4	20	41	28	4.0

More important to pre-independence respondents, especially ages 65 and above, living in private housing, from upper-middle income group, university / professional degree holders, and from service class. Least important to males, living in HDB 5-6 room/executive flats.

Upgrading of flats and the estate

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	22	34	14	21	9	2.6
2011	12	18	24	33	13	3.2
2015	7	34	3	44	11	3.2
2020	7	23	16	40	13	3.3
2025	1	4	19	47	27	4.0

More important to pre-independence respondents, especially ages 65 and above, living in HDB 4 room, had secondary and below education, and old / returning voters. Least important to university / professional degree holders, and those living in private housing.

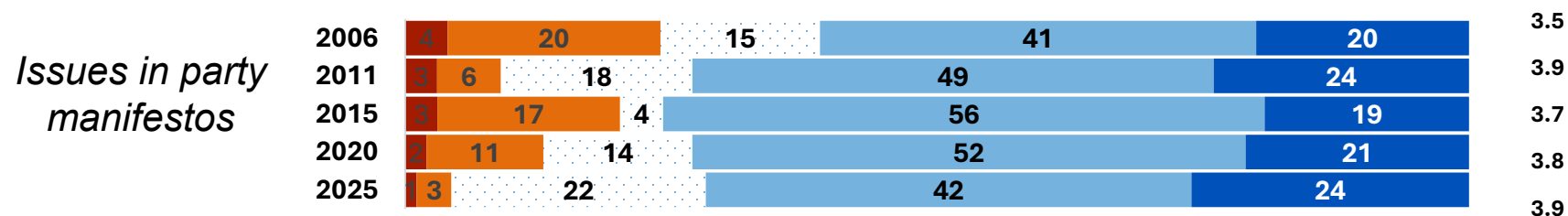■ Not Impt at all ■ Not Impt ⬚ Neutral ■ Impt ■ Very Impt

BASE: All respondents (2,056)

Influence of Issues

Mean Scores

Depreciating value of older HDB flats*

Year				
2006				
2011				
2015				
2020				
2025	2	5	20	35	31	→ **3.9**

More important to males, pre-independence respondents, especially ages 55 and above, living in HDB 5/6 room flats, and old / returning voters. Least important to ages 21-29, from upper-middle income group, university / professional degree holders, from service class, and living in private housing.

Issues in party manifestos

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	4	20	15	41	20	3.5
2011	3	6	18	49	24	3.9
2015	3	17	4	56	19	3.7
2020	2	11	14	52	21	3.8
2025	1	3	22	42	24	3.9

More important to pre-independence respondents, especially ages 65 and above, Indians, from upper-middle income group, and from service class. Least important to males, university / professional degree holders.

Legend: ■ Not Impt at all ■ Not Impt ⋯ Neutral ■ Impt ■ Very Impt

*New question in 2025
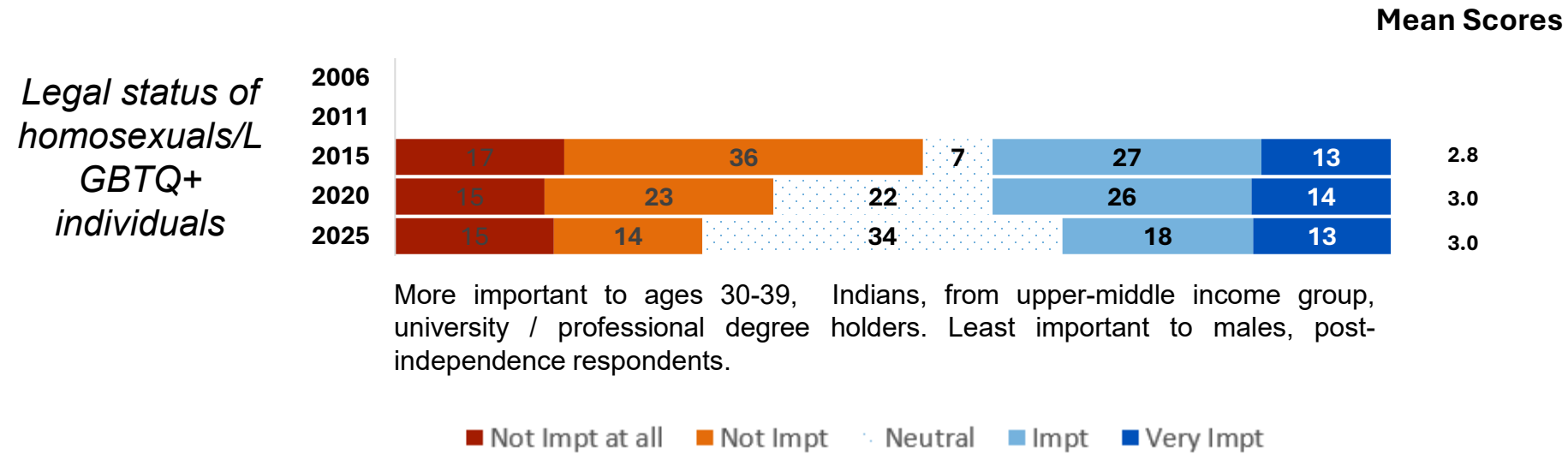
BASE: All respondents (2,056)

Influence of Issues

Mean Scores

The reassignment of MPs to other constituencies at short notice*

2006	
2011	
2015	
2020	
2025	4 9 29 30 18

3.5

More important to Indians, from upper-middle income group, university / professional degree holders, and old / returning voters. Least important to males, from service class, and those living in private housing.

The goal of ensuring the PAP wins less than two-thirds of the seats in Parliament*

2006	
2011	
2015	
2020	
2025	8 11 29 21 19

3.4

More important to males, Indians, from upper-middle income group, and living in HDB 4 room. Least important to post-independence respondents, especially ages 21-29, Chinese, university / professional degree holders, from service class, and those living in private housing.

■ Not Impt at all   ■ Not Impt   ⋯ Neutral   ■ Impt   ■ Very Impt

*New question in 2025

BASE: All respondents (2,056)

Influence of Issues

Mean Scores

Legal status of homosexuals/LGBTQ+ individuals

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006						
2011						
2015	17	36	7	27	13	2.8
2020	15	23	22	26	14	3.0
2025	15	14	34	18	13	3.0

More important to ages 30-39, Indians, from upper-middle income group, university / professional degree holders. Least important to males, post-independence respondents.

■ Not Impt at all   ■ Not Impt   Neutral   ■ Impt   ■ Very Impt

BASE: All respondents (2,056)

▸ **Issues**

Summarising the top issues and who they were important to:

- "Cost of living" emerged as the top concern in 2025, with the largest increase in "very important" rating. It was more important for
  - old / returning voters

- "Need for an efficient government" remained one of the top concerns especially for
  - Chinese
  - Those living in HDB 5-6 room/executive flats

- "Affordability of homes", a new item in 2025 survey, ranked third and was more important for
  - Those living in private housing

- "Fairness of government policy " was more important for
  - Those living in private housing
  - University / Professional degree holders
  - Service class

Candidates

Key Highlights - Candidates

"Honesty", "fairness", "hardworking / committed" and "efficient" continued to be the top characteristics, with proportions saying they were "very important" at the highest levels they have ever been.

The **largest rises in proportion of respondents saying an issue was "very important" compared to 2020**:

- "Honesty" (rise of 12%)

- "Efficient" (rise of 10%)

- "Experience in grassroots and community work" (rise of10%)

- "Credentials" (rise of 9%).

Scale 1 to 5
1: Not important at all
2: Not so important
3: Neutral
4: Important
5: Very important

Candidates' Characteristics

How important...

Mean Scores

Honesty

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	1	2	3	34	60	4.5
2011	1	1	5	38	55	4.5
2015	1	1		40	57	4.5
2020	1	2		35	63	4.6
2025		2		22	75	4.7
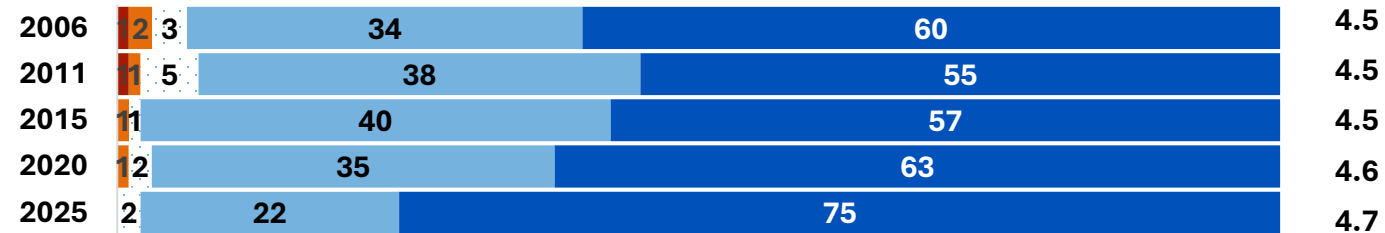
More important to ages 55-64, those living in private housing. Least important to males, Indians, from low income group, and naturalised citizens.

Fair person
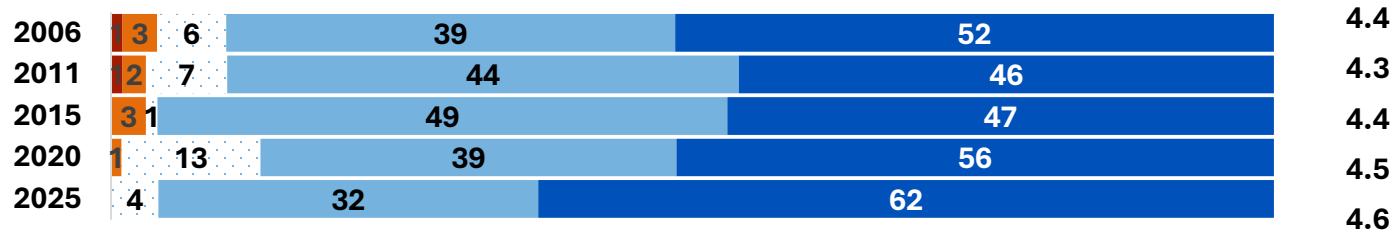
Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	1	3	6	39	52	4.4
2011	1	2	7	44	46	4.3
2015		3	1	49	47	4.4
2020		1	13	39	56	4.5
2025			4	32	62	4.6

More important to university / professional degree holders, and those living in private housing. Least important to naturalised citizens.
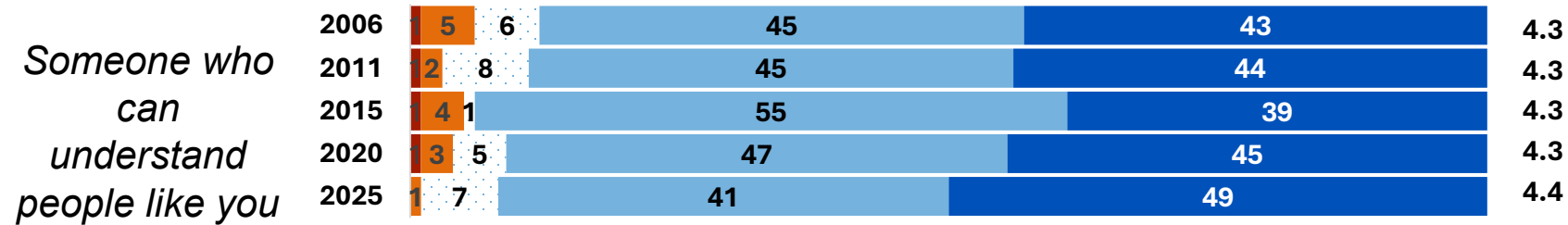
■ Not Impt at all   ■ Not Impt   · Neutral   ■ Impt   ■ Very Impt
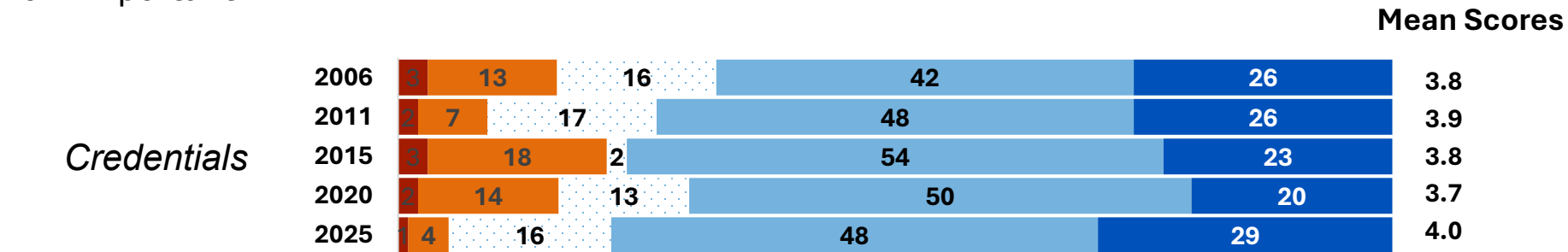
BASE: All respondents (2,056)

Candidates' Characteristics

How important…

Mean Scores

Hardworking/ Committed

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	1	2	6	44	47	4.4
2011	1	3	8	48	41	4.2
2015		2		50	47	4.4
2020	1	3		46	50	4.4
2025			4	37	57	4.5
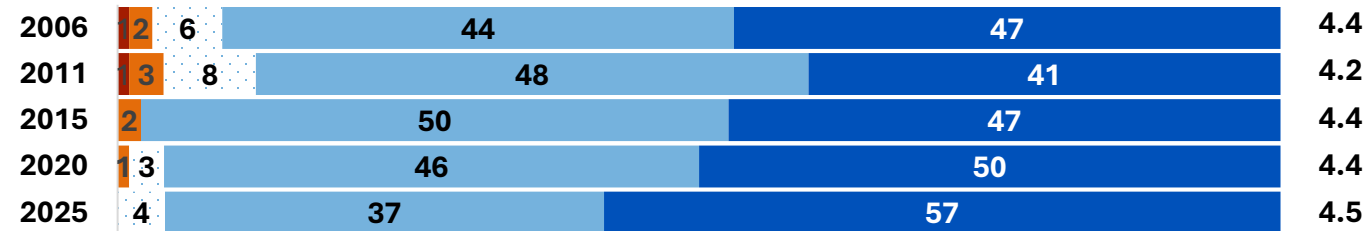
More important to those living in private housing. Least important to ages 21-29.

Efficient
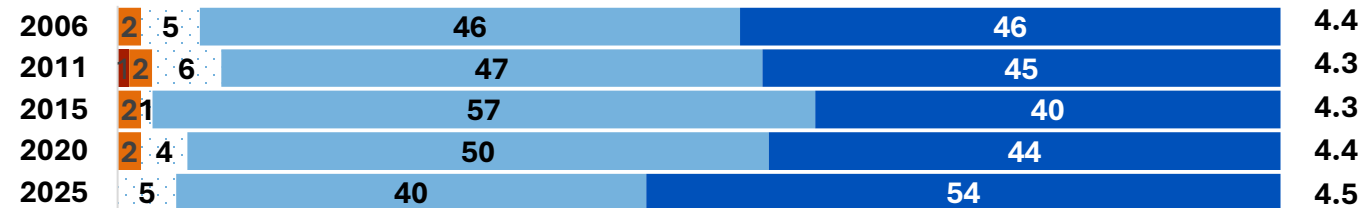
Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006		2	5	46	46	4.4
2011	1	2	6	47	45	4.3
2015	2	1		57	40	4.3
2020	2		4	50	44	4.4
2025			5	40	54	4.5

More important to pre-independence respondents, especially ages 65 and above, as well as ages 55-64, diploma holders, and those living in private housing.

Legend: ■ Not Impt at all ■ Not Impt Neutral ■ Impt ■ Very Impt

BASE: All respondents (2,056)

Candidates' Characteristics

How important...

Someone who can understand people like you

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	1	5	6	45	43	4.3
2011	1	2	8	45	44	4.3
2015	1	4	1	55	39	4.3
2020	1	3	5	47	45	4.3
2025	1		7	41	49	4.4

More important to Malays, university / professional degree holders, those living in private housing, and citizens at birth. Least important to males, Indians, new /first time voters, and naturalised citizens.
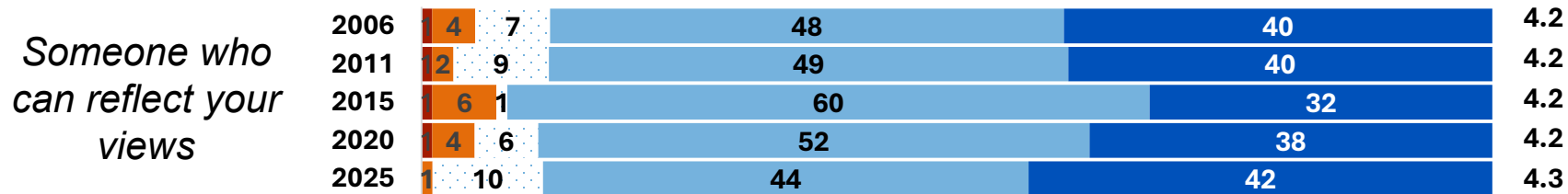
Someone who can reflect your views

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	1	4	7	48	40	4.2
2011	1	2	9	49	40	4.2
2015	1	6	1	60	32	4.2
2020	1	4	6	52	38	4.2
2025	1		10	44	42	4.3

More important to university / professional degree holders, those living in private housing, and old / returning voters. Least important to Indians, from upper-middle income group.

■ Not Impt at all ■ Not Impt · Neutral ■ Impt ■ Very Impt

BASE: All respondents (2,056)

Candidates' Characteristics

How important…

Mean Scores
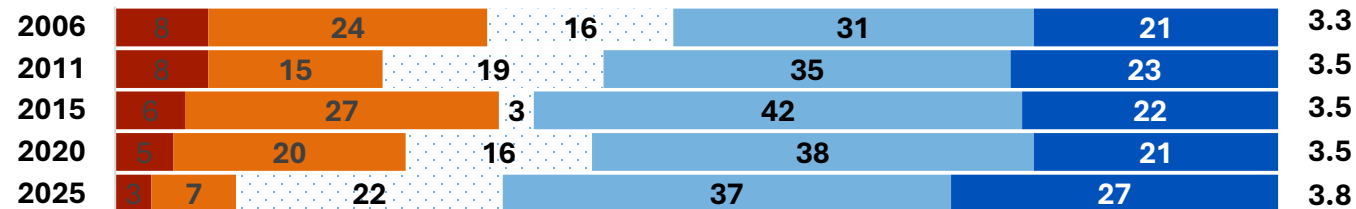
Credentials

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	3	13	16	42	26	3.8
2011	2	7	17	48	26	3.9
2015	3	18	2	54	23	3.8
2020	2	14	13	50	20	3.7
2025	1	4	16	48	29	4.0

More important to university / professional degree holders, living in private housing, and old / returning voters. Least important to service class.

Experience in grassroots and community work

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	3	13	14	46	24	3.7
2011	3	7	19	47	24	3.8
2015	2	18	3	56	21	3.8
2020	2	13	14	51	20	3.7
2025	1	4	19	43	30	4.0

More important to pre-independence respondents, especially ages 65 and above, and Malays. Least important to males, Chinese, university / professional degree holders, and from service class.

Legend: ■ Not Impt at all ■ Not Impt ∴ Neutral ■ Impt ■ Very Impt

BASE: All respondents (2,056)

Candidates' Characteristics

How important...

Mean Scores

Eloquent speaker

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006						
2011						
2015	3	22	4	54	18	3.6
2020	2	16	16	50	17	3.6
2025	1	5	21	47	23	3.9
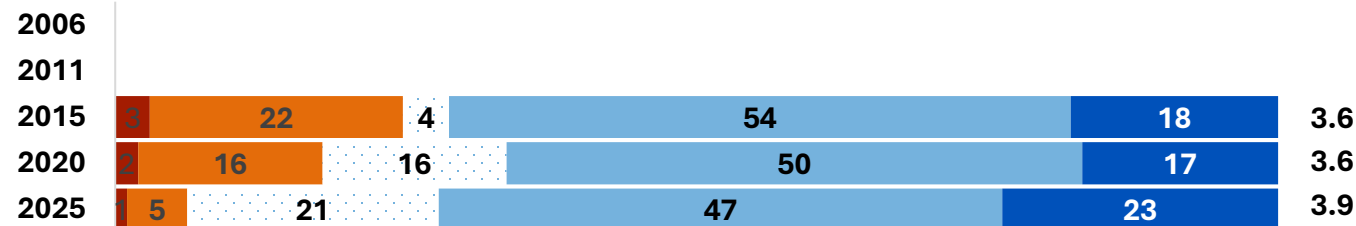
More important to Malays and Indians, from upper-middle income group, and those living in private housing. Least important to males, university / professional degree holders, and from service class.

The party the candidate(s) belongs to

Year	Not Impt at all	Not Impt	Neutral	Impt	Very Impt	Mean
2006	8	24	16	31	21	3.3
2011	8	15	19	35	23	3.5
2015	6	27	3	42	22	3.5
2020	5	20	16	38	21	3.5
2025	3	7	22	37	27	3.8

More important to pre-independence respondents, especially ages 65 and above, Indians, from upper-middle income group, university / professional degree holders, from service class, those living in private housing, and old / returning voters. Least important to males, and ages 21-29.

■ Not Impt at all ■ Not Impt ⋯ Neutral ■ Impt ■ Very Impt

BASE: All respondents (2,056)

Candidates

- Top characteristic, "honesty" endorsed especially by
    - Ages 55-64
    - Those living in private housing

- Being "a fair person" mattered more to
    - University / professional degree holders
    - Those living in private housing

- Being "hardworking/committed" was more important to those living in private housing.

Credibility of Parties

Credibility of Parties

- PAP and WP converged in overall mean scores on credibility; PAP saw a dip in mean score, while WP's was stable, compared to the 2020 mean scores.

- PSP dropped in ratings compared to those of 2020, with its overall mean score falling below that of SDP.

- PAR and RDU were new parties, included in the survey series for the first time, with mean scores that were lower than the other parties.

Scale 1 to 5
1: Not important at all
2: Not so important
3: Neutral
4: Important
5: Very important

Credibility of Parties

Agree or disagree that ....

Mean Scores

PAP is a credible party.

Year	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
2006	1	4	7	57	30	4.1
2011	2	4	21	51	22	3.9
2015	1	3	4	63	30	4.2
2020	1	4	9	57	29	4.1
2025	3	4	18	43	26	3.9
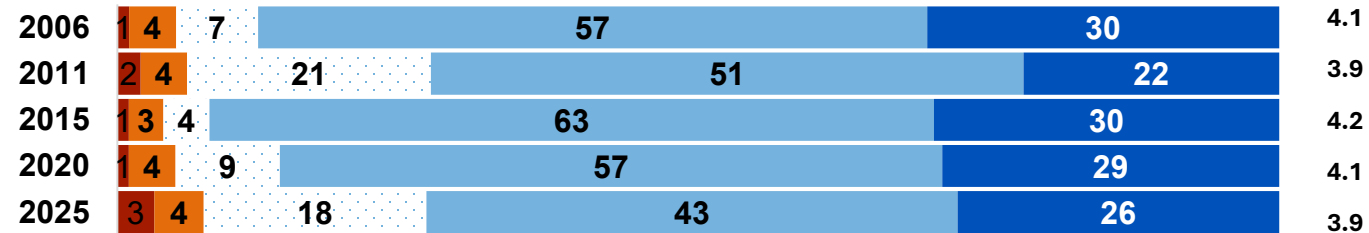
More credible to pre-independence respondents, especially ages 65 and above, living in private housing, from upper-middle income group, university/professional degree holders, and from service class. Least credible to males, post-independence respondents, and from low-middle class.

WP is a credible party.

Year	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
2006	2	13	20	56	9	3.6
2011	2	6	36	43	13	3.6
2015	2	17	10	63	8	3.6
2020	1	6	14	59	20	3.9
2025	2	4	22	41	24	3.9
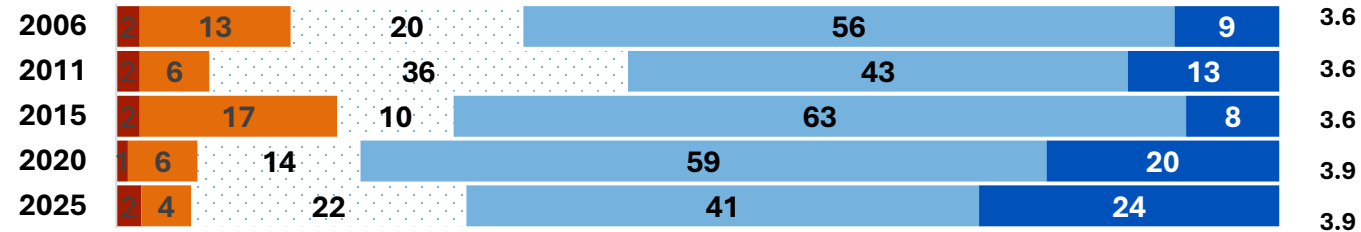
More credible to ages 21-29, males, Malays & Indians, living in private housing, from middle-middle and upper-middle income groups, university / professional degree holders, and from service class. Least credible to old / returning voters.

■ Strongly Disagree ■ Disagree · Neutral ■ Agree ■ Strongly Agree

BASE: All respondents (2,056)

Credibility of Parties

Agree or disagree that ….

Mean Scores

SDP is a credible party.

Year	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
2006	28	37	16	18	1	2.3
2011	8	18	50	20	4	2.9
2015	5	38	11	42	4	3.0
2020	5	24	27	39	6	3.2
2025	6	9	34	25	11	3.3
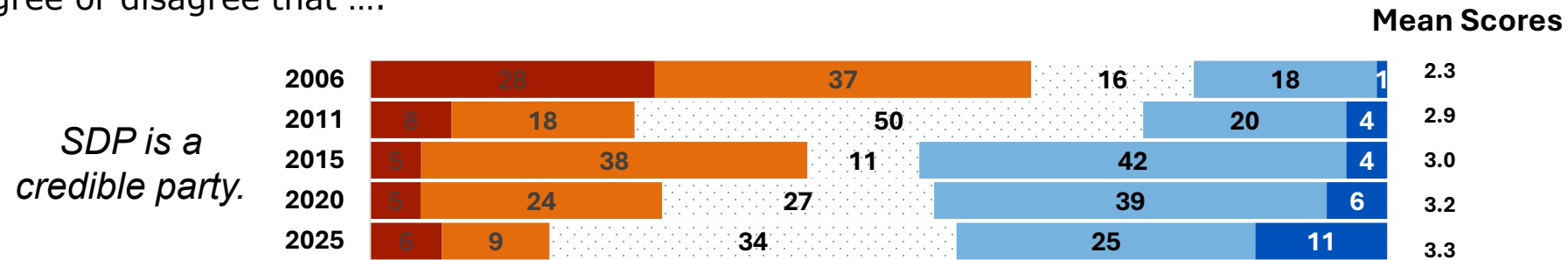
More credible to males, pre-independence respondents, Malays and Indians, living in private housing, from upper-middle income group, university/professional degree holders, and from service class. Least credible to Chinese.

PSP is a credible party.

Year	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
2006						
2011						
2015						
2020	3	15	22	49	11	3.5
2025	6	11	33	25	9	3.2
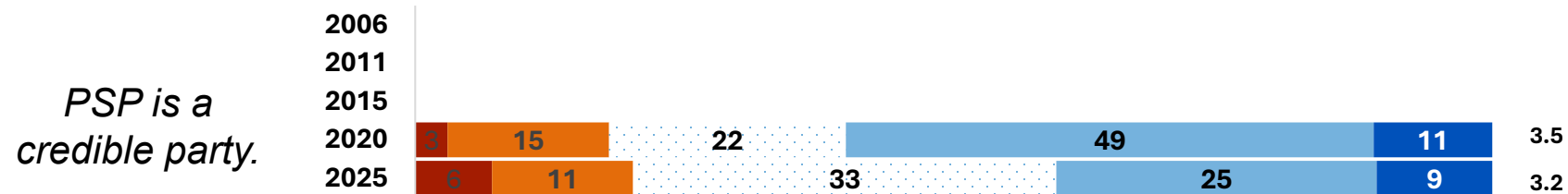
More credible to males, ages 21-29, Malays and Indians, living in private housing, from upper-middle income group, university/professional degree holders, from service class. Least credible to Chinese.

■ Strongly Disagree ■ Disagree · Neutral ■ Agree ■ Strongly Agree

BASE: All respondents (2,056)

Credibility of Parties

Agree or disagree that ….

Mean Scores

PAR is a credible party.*

2006	
2011	
2015	
2020	
2025	13 16 33 13 5 → 2.8
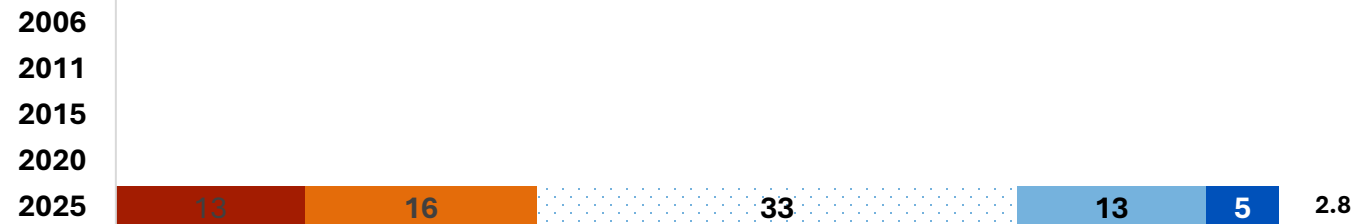
More credible to ages 21-39, Malays and Indians. Least credible to males, Chinese, living in private housing, from upper-middle income group, university/professional degree holders, and from service class.

RDU is a credible party.*

2006	
2011	
2015	
2020	
2025	12 17 35 12 5 → 2.8

More credible to ages 21-39, Malays and Indians, from upper-middle income group, had post secondary and below education, from service class. Least credible to males, Chinese, living in private housing, university / professional degree holders.

■ Strongly Disagree ■ Disagree · Neutral ■ Agree ■ Strongly Agree

*New question in 2025

BASE: All respondents (2,056)

Credibility of Parties

- The PAP received higher ratings from:
  - Pre-independence respondents, especially ages 65 and above
  - Those living in private housing
  - From upper-middle income group
  - University / professional degree holders
  - From service class

- The WP received higher ratings from:
  - Males
  - Malays and Indians
  - Those living in private housing
  - From middle and upper-middle income groups
  - University / professional degree holders
  - From service class

Credibility of Parties

- The SDP received higher ratings from:
    - Malays and Indians
    - Those living in private housing
    - From upper-middle income group
    - University/professional degree holders
    - From service class

Electoral System and Others

Electoral System and Others

- 84% of respondents "agreed" and "strongly agreed" with the statement "I felt free to vote the way I wanted to", with a slight increase in those taking the neutral position compared to 2020.

- 74% of respondents "agreed" and "strongly agreed" with the statement, it is "Important to have an elected opposition in Parliament", while the mean score was the same as in 2020.

- An increasing proportion of respondents took the neutral position in their response to the statements, "The election system is fair to all political parties that want to contest in the elections" and "There is no need to change the election system because it has served Singaporeans well", from 2015 to 2020 to 2025.

Scale 1 to 5
1: Strongly disagree
2: Disagree
3: Neutral
4: Agree
5: Strongly Agree

Electoral System and Others
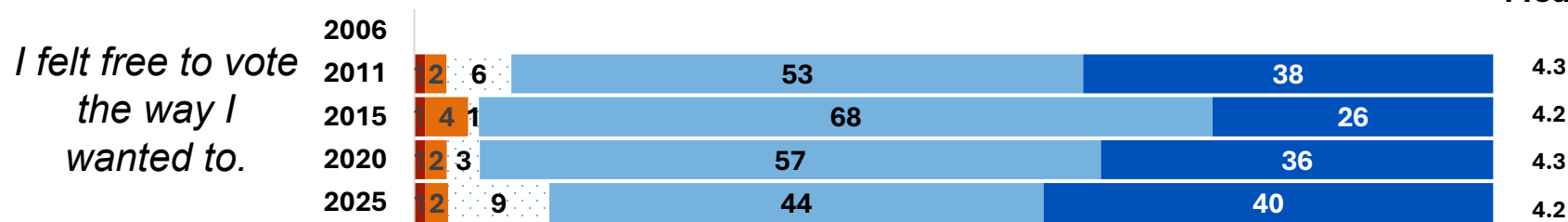
Agree or disagree that ....

Mean Scores

I felt free to vote the way I wanted to.

Year	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
2006						
2011	1	2	6	53	38	4.3
2015	1	4	1	68	26	4.2
2020	1	2	3	57	36	4.3
2025	1	2	9	44	40	4.2

More likely to be agreed with by pre-independence respondents, especially ages 65 and above, living private housing, from upper-middle income group, from service class, and old / returning voters. Least likely to be agreed with by post-independence respondents, especially ages 21-29, living in HDB 1-3 room and Malays.
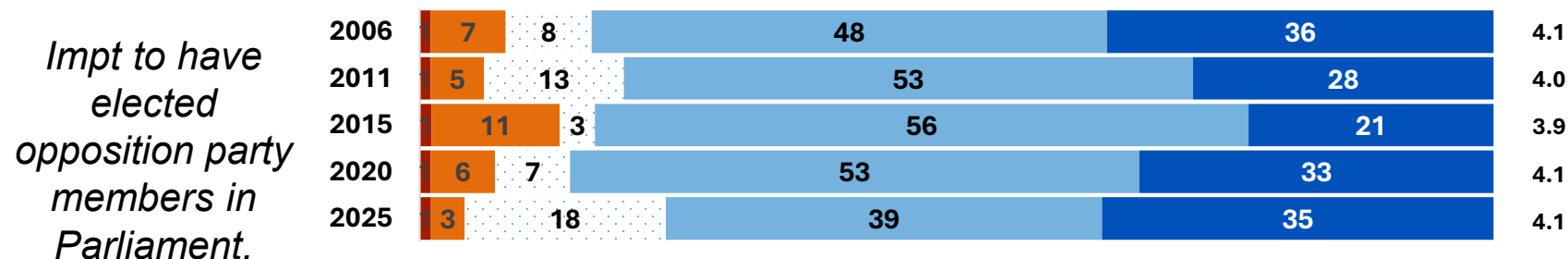
Impt to have elected opposition party members in Parliament.

Year	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
2006	1	7	8	48	36	4.1
2011	1	5	13	53	28	4.0
2015	1	11	3	56	21	3.9
2020	1	6	7	53	33	4.1
2025	1	3	18	39	35	4.1

More likely to be agreed with by males, Indians and Others, from upper-middle income group, university / professional degree holders, and from service class. Least likely to be agreed with by those living in private housing.

■ Strongly Disagree   ■ Disagree   ⋅ Neutral   ■ Agree   ■ Strongly Agree

BASE: All respondents (2,056)

Electoral System and Others

Agree or disagree that ….

Mean Scores

Ethnicity of the candidate(s) I chose was not an impt consideration.
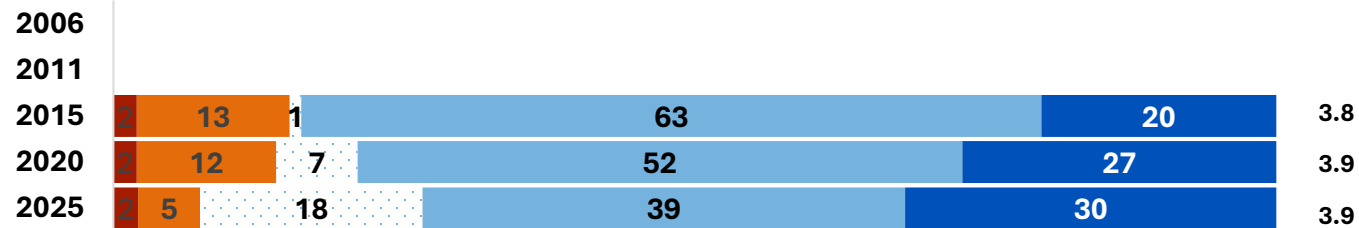
Year					Mean
2006					
2011					
2015	2	13	1	63	20	3.8
2020	2	12	7	52	27	3.9
2025	2	5	18	39	30	3.9

More likely to be agreed with by pre-independence respondents, especially ages 65 and above, living in private housing, from upper-middle income group, University / Professional degree holder, and from service class. Least likely to be agreed with by ages 40-54, had secondary and below education, from working class, and naturalised citizens.

Opposition MPs should be the grassroots advisors for PA related work.*

Year					Mean
2006					
2011					
2015					
2020					
2025	2	3	30	33	22	3.8

More likely to be agreed with by males, pre-independence respondents, especially ages 65 and above, from upper-middle income group, university / professional degree holders, from service class, old / returning voters. Least likely to be agreed with by ages 55-64, and Chinese.
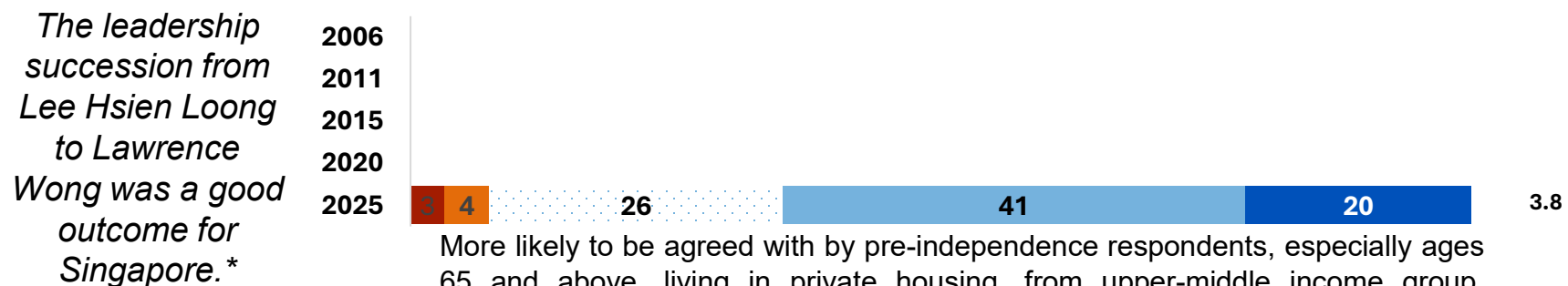
*New question in 2025
BASE: All respondents (2,056)
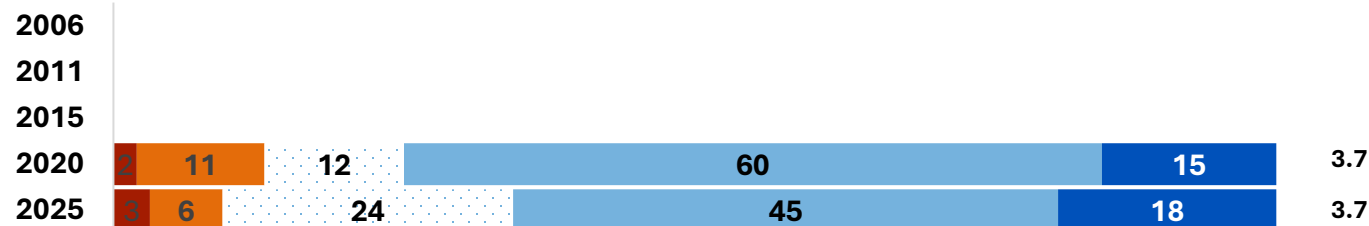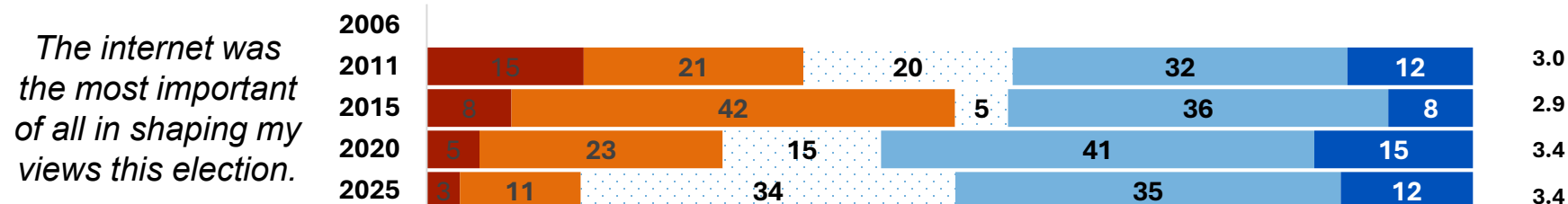
■ Strongly Disagree ■ Disagree · Neutral ■ Agree ■ Strongly Agree

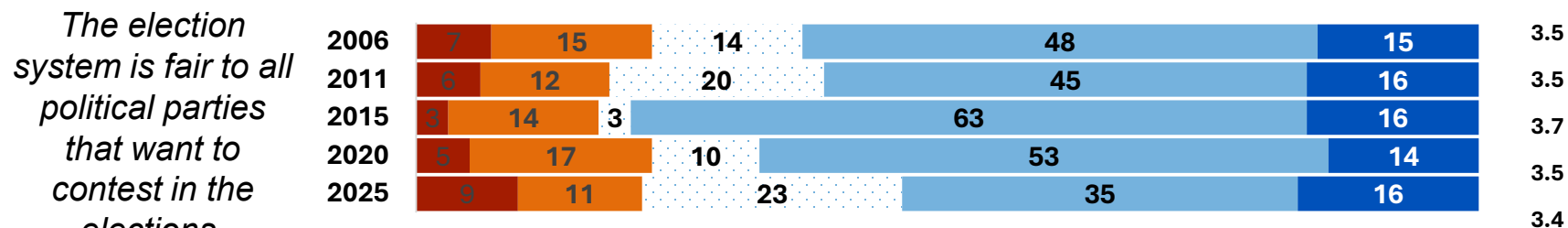# Electoral System and Others

Agree or disagree that ….

Mean Scores

The leadership succession from Lee Hsien Loong to Lawrence Wong was a good outcome for Singapore.*

Year					
2006					
2011					
2015					
2020					
2025	8	4	26	41	20

3.8

More likely to be agreed with by pre-independence respondents, especially ages 65 and above, living in private housing, from upper-middle income group, university/professional degree holder, and from service class. Least likely to be agreed with by males, post-independence respondents, especially ages 55-64, living in HDB 1-3 room, and from low-middle income group.

There was a good range of candidates in this election.*

Year					
2006					
2011					
2015					
2020					
2025	8	7	21	47	18

3.7

More likely to be agreed with by males, pre-independence respondents, especially ages 65 and above, those living in private housing, from upper-middle income group, university/professional degree holders, and from service class. Least likely to be agreed with by post-independence respondents, especially ages 21 -29

■ Strongly Disagree   ■ Disagree   · Neutral   ■ Agree   ■ Strongly Agree

*New question in 2025

BASE: All respondents (2056)

Electoral System and Others

Agree or disagree that ….

Singapore has been governed well since the last general election in 2020.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
2006						
2011						
2015						
2020	2	11	12	60	15	3.7
2025	3	6	24	45	18	3.7

More likely to be agreed with by pre-independence respondents, especially ages 65 and above, those living in private housing, from upper-middle income group, had post secondary and below education level, as well as university/professional degree holders, and from service class. Least likely to be agreed with by males, post-independence respondents, and from low-middle income group.

Overall, the outcome of the 2025 general election was a good one for Singapore.*

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
2006						
2011						
2015						
2020						
2025	4	8	24	38	19	3.6

More likely to be agreed with by ages 55 and above, living in private housing, from upper-middle income group, university / professional degree holders, and old / returning voters. Least likely to be agreed with by males, post-independence respondents, especially ages 30-39, and those lived in HDB 1-3 room.

■ Strongly Disagree   ■ Disagree   · Neutral   ■ Agree   ■ Strongly Agree

*New question in 2025

BASE: All respondents (2,056)

Electoral System and Others

Agree or disagree that ….

Mean Scores

The internet was the most important of all in shaping my views this election.

Year	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
2006						
2011	15	21	20	32	12	3.0
2015	8	42	5	36	8	2.9
2020	5	23	15	41	15	3.4
2025	3	11	34	35	12	3.4

More likely to be agreed with by for ages 21-39, Malays, from upper-middle income group, university / professional degree holders, new / first time voters, and citizens from birth. Least likely to be agreed with by pre-independence respondents, ages 55-64, from low-middle income group, and old / returning voters.

The election system is fair to all political parties that want to contest in the elections.

Year	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
2006	7	15	14	48	15	3.5
2011	6	12	20	45	16	3.5
2015	3	14	3	63	16	3.7
2020	5	17	10	53	14	3.5
2025	9	11	23	35	16	3.4

More likely to be agreed with by pre-independence respondents, especially ages 65 and above, Malays, and those living in private housing. Least likely to be agreed with by males, Chinese, from upper-middle income group, university/professional degree holders, and from service class.

■ Strongly Disagree ■ Disagree · Neutral ■ Agree ■ Strongly Agree

BASE: All respondents (2,056)

Electoral System and Others

Agree or disagree that ….

Mean Scores

There is no need to change the election system because it has served Singaporeans well.

Year	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
2006	6	21	11	48	13	3.4
2011	8	22	15	43	13	3.3
2015	3	21	4	58	13	3.5
2020	7	25	11	47	10	3.3
2025	8	15	25	32	14	3.3
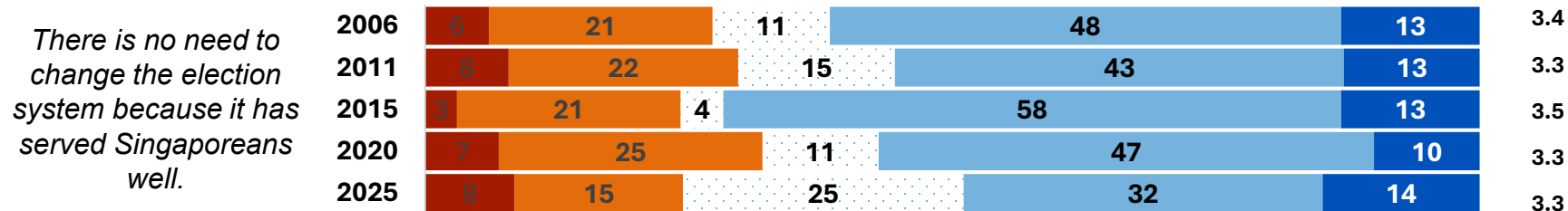
More likely to be agreed with by pre-independence respondents, especially ages 65 and above, those living in private housing, from upper-middle income group, and old / returning voters. Least likely to be agreed with by males, post-independence respondents, university/professional degree holders, and from service class.
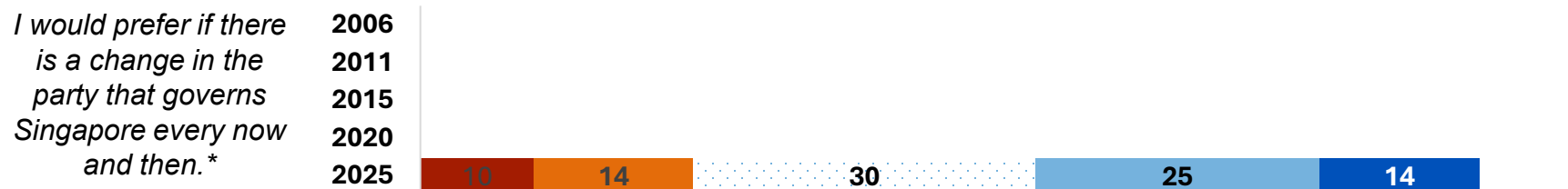
I would prefer if there is a change in the party that governs Singapore every now and then.*

Year	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
2006						
2011						
2015						
2020						
2025	10	14	30	25	14	3.2

More likely to be agreed with by males, post-independence respondents, especially ages 21-39, Malays and Indians, those lived in HDB 4 room, from upper-middle income group, university/professional degree holders, and citizens from birth. Least likely to be agreed with by pre-independence respondents, ages 55 and above, Chinese, those lived in HDB 5-6 room/executive & private housing, and from service class.

*New question in 2025

BASE: All respondents (2,056)

■ Strongly Disagree   ■ Disagree   · Neutral   ■ Agree   ■ Strongly Agree

Electoral System and Others

- "I felt free to vote the way I wanted to" was more likely to be agreed with by:
  - Pre-independence respondents, especially ages 65 and above
  - Those living in private housing
  - From upper-middle income group
  - From service class
  - Old / returning voters

- "It is important to have elected opposition party members" was more likely to be agreed with by:
  - Males
  - Indians and Others
  - From upper-middle income group
  - University / professional degree holders
  - From service class

Cluster Analysis

Cluster Analysis

Cluster analysis to find out who wants greater political pluralism.

- 5 variables*
  – Need for checks and balances in Parliament.
  – Need for different views in Parliament.
  – It is always important to have elected opposition party members in Parliament.
  – The whole election system is fair to all political parties.
  – There is no need to change the election system because

  - it has served well.

*Changed from calculating it based on six items in the 2006 and 2011 survey.

‣ **Cluster Analysis**

Explanation of terms:

• "Conservatives" – responses generally suggest **support for the political status quo compared to the other groups**, but the precise ratings on these attitudes can vary with each survey.

• 'Pluralists" - responses generally suggest **support for greater political pluralism and change in the electoral system compared to the other groups**, but again, the precise ratings on these attitudes can vary with each survey.

• "Swing" – is the group that has an eclectic mix of views.

▸ Cluster Analysis

What is the level of support for political pluralism?

Based on mean scores, the internal characteristics of the clusters change with each survey.

- Those in the 2025 Pluralist cluster were more likely to agree that it is important to have elected opposition Members of Parliament, to have checks and balances and different views in Parliament, compared to those in previous years.
  - Gauging from proportions in the Pluralist cluster in variables where the differences were statistically significant, the increases were among those 40 years and older, and the lower-middle income group.

- Those in the 2025 Conservative cluster were more likely to agree that it is important to have different views and checks and balances in Parliament, compared to those in previous years.
  - Gauging from proportions in the Conservative cluster in variables where the differences were statistically significant, the increases were among the 21-39 year olds, and the low-income group.

Cluster Analysis

- Conservative: Larger proportion of 2025 respondents were comfortable with the political status quo compared to 2020 group – 19% in 2020 to 25% in 2025.

- Pluralist: Slightly larger proportion of 2025 respondents were supportive of electoral reform and greater pluralism compared to 2020 group – 22% in 2020 to 27% in 2025.

- Swing: Reduced proportion of 2025 respondents in this group that has an eclectic mix of views compared to 2020 group – 59% in 2020 to 48% in 2025.

Cluster Size

Year	Conservative	Swing	Pluralist
2006	23%	44%	34%
2011	22%	43%	36%
2015	45%	37%	18%
2020	19%	59%	22%
2025	25%	48%	27%

■ Conservative ■ Swing ■ Pluralist
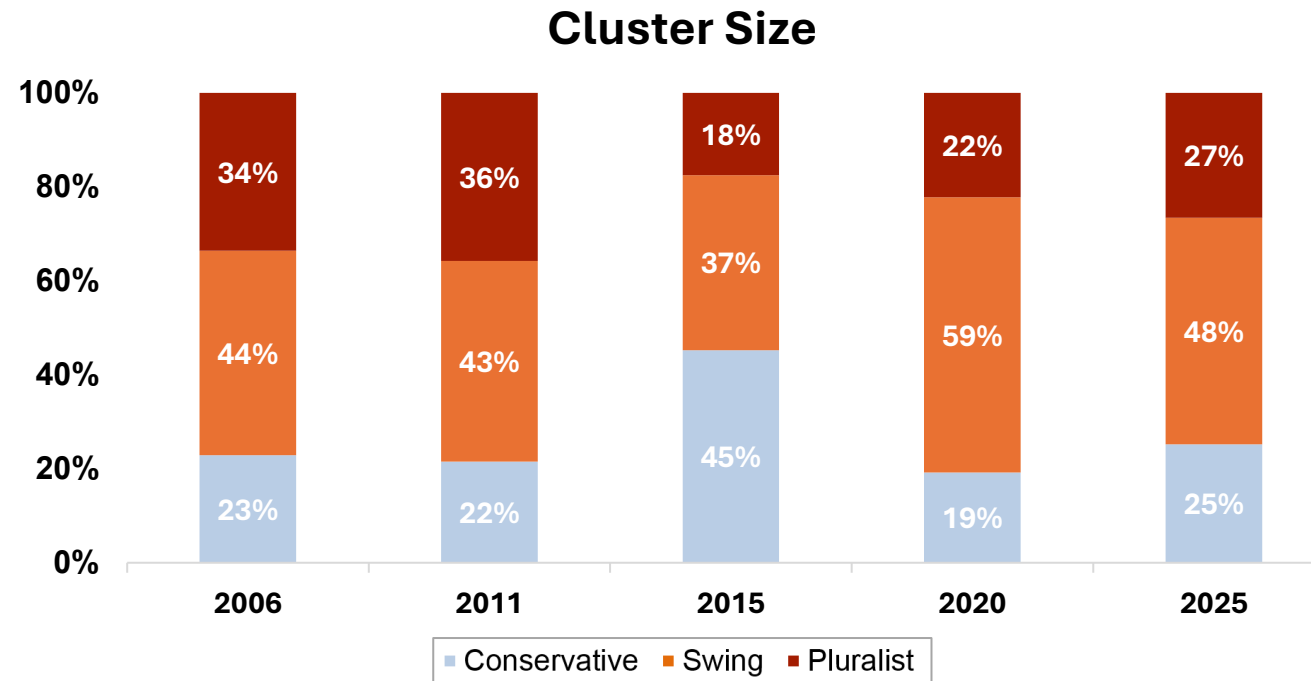
Cluster Analysis

Based on a comparison of the mean scores, Pluralists among the 2025 respondents were more likely to agree with the statement "Need for checks and balances in Parliament" than those in the other clusters and Pluralists of previous years.

		Conservative	Swing	Pluralist
Need checks and balances in Parliament (Mean scores)	2006	3.05	4.43	4.52
	2011	3.17	4.50	4.55
	2015	3.62	4.67	4.55
	2020	3.15	4.48	4.63
	2025	3.35	4.51	4.79

Cluster Analysis

Based on a comparison of mean scores, the Pluralists among the 2025 respondents were even more likely to agree with the statement "Need for different views in Parliament" than those in the other clusters, and Pluralists of previous years.

		Conservative	Swing	Pluralist
Need for different views in Parliament (Mean scores)	2006	3.08	4.37	4.57
	2011	3.16	4.45	4.52
	2015	3.51	4.55	4.47
	2020	3.10	4.40	4.62
	2025	3.24	4.39	4.75

▸ Cluster Analysis

Based on a comparison of mean scores, the Pluralists among the 2025 respondents were more likely to agree with the statement that it is "Important to have elected opposition members in Parliament" than those in the same category of previous years.

Conservatives among the 2025 respondents, similar to the 2020 respondents, were less likely to agree with the statement than those in the same category of 2006, 2011 and 2015.

		Conservative	Swing	Pluralist
Important to have elected opposition party members in Parliament (Mean scores)	2006	3.23	4.31	4.39
	2011	3.29	4.24	4.22
	2015	3.50	4.31	4.32
	2020	3.17	4.28	4.50
	2025	3.17	4.26	4.72

Cluster Analysis

Based on a comparison of mean scores, the Pluralists among the 2025 respondents were least likely to agree that "the whole election system is fair to all parties" compared to the other clusters and similar to Pluralists in 2020 and almost similar to the 2015 group.

Even the Conservatives among the 2025 respondents were less likely to agree with the statement than the Conservatives of 2020 and 2015.

		Conservative	Swing	Pluralist
Whole election system is fair to all political parties (Mean scores)	2006	3.79	4.14	2.46
	2011	3.70	4.16	2.60
	2015	4.06	4.20	1.93
	2020	4.03	3.96	1.95
	2025	3.78	4.03	1.95

Cluster Analysis

Based on a comparison of mean scores, the Pluralists among the 2025 respondents were least likely to agree with the statement that there is "no need to change the electoral system" than the other clusters.

The Conservatives among the 2025 respondents were similar in their response to this statement as the 2020 cluster but lower in their agreement to it than the 2015 cluster.

		Conservative	Swing	Pluralist
No need to change election system (Mean scores)	2006	3.67	4.09	2.32
	2011	3.68	4.04	2.12
	2015	4.02	3.63	2.23
	2020	3.79	3.68	1.81
	2025	3.80	3.81	1.92

Cluster Analysis (Age)

Compared to 2020, and difference among segments at the level of statistical significance:

Across all age groups, there were sharp drops of proportions in the Swing cluster, except those aged 65 and above where the decline was more gradual.

Among the **younger age groups**, from 21-39 years old, there were rises in proportion of those in the Conservative cluster.
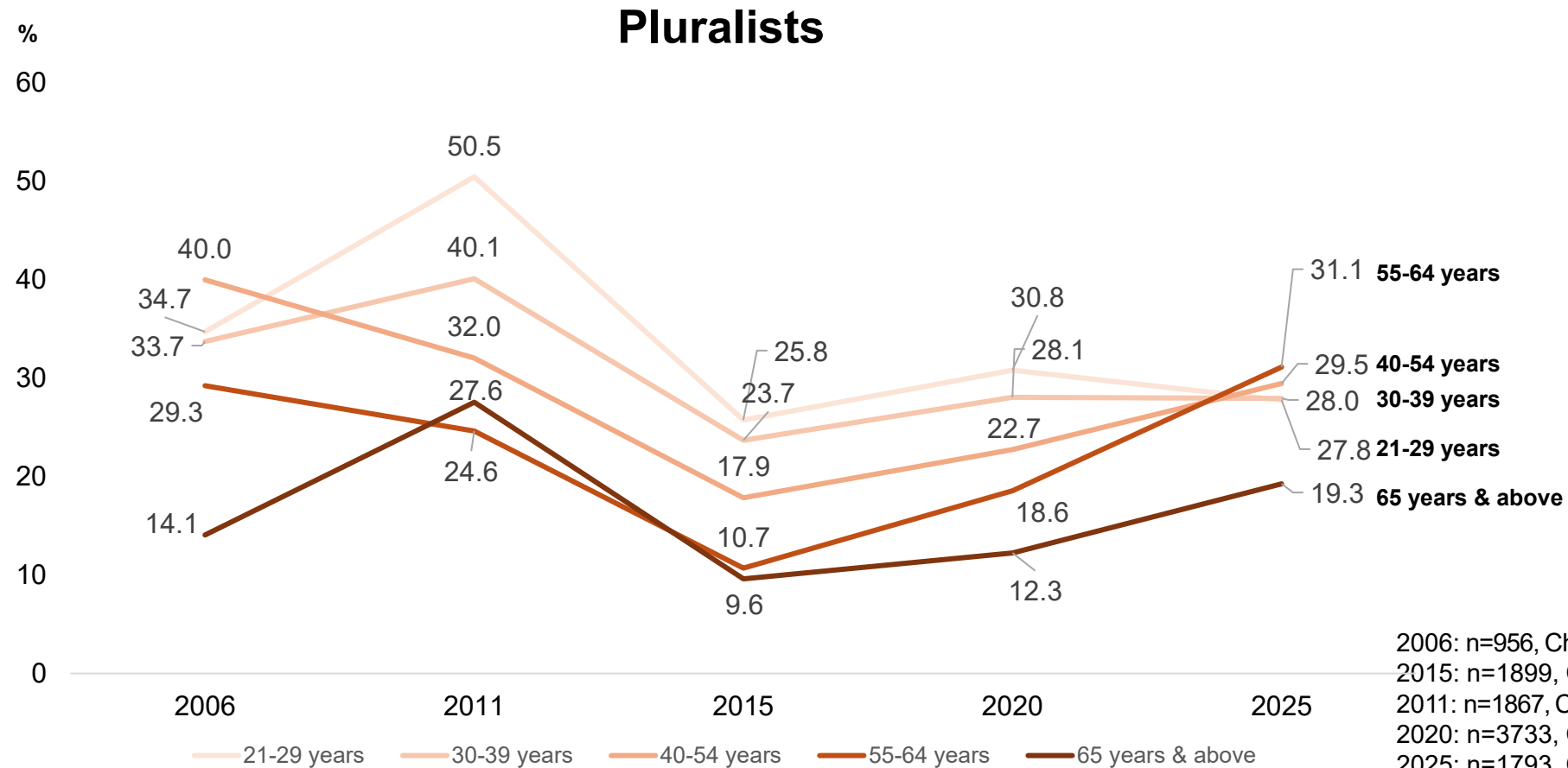
Among the **middle-aged group** of 40-64 years old, there were somewhat similar increases in proportion of those in the Conservative and Pluralist clusters, but with a slightly higher proportion of those in the Pluralist cluster among the 55-64 years category.

Among **those aged 65 and above**, there was a fall in proportion in the Conservative cluster and an increase in proportion in the Pluralist one.

Cluster Analysis (Age)

21-29 Years
- 41.7, 50.5, 38.8, 55.9, 43.7
- 35.5, 30.8, 28.6 (conservative)
- 34.7, 28.0, 25.8, 13.3, 27.8 (pluralist)
- 23.6, 21.5

30-39 Years
- 48.8, 43.5, 40.9 (conservative), 56.9, 46.4
- 35.4 (swing), 28.1, 28.0
- 33.7, 40.1, 23.7, 15.0, 25.7
- 17.5, 16.4

40-54 Years
- 42.6 (swing), 58.3, 43.4
- 40.0 (pluralist), 45.7, 39.5, 29.5
- 38.1 (swing), 32.0, 22.7, 27.1
- 21.9, 22.3, 17.9, 19.0

55-64 Years
- 54.9, 59.8
- 45.6, 48.4, 26.9, 21.6, 43.1
- 29.3, 34.4, 31.1
- 25.2, 24.6, 10.7, 18.6, 25.7

65 Years and Above
- 59.3, 61.7, 59.7
- 46.5, 44.9, 26.1, 21.0
- 39.4, 27.6, 31.1, 19.3
- 14.1, 27.6, 9.6, 12.3

Legend:
- Conservative
- Swing
- Pluralist

2006: n=956, Chi-square=28.362, df=8, p=.000 sig.
2015: n=1899, Chi-square=82.892, df=8, p=.000 sig.
2011: n=1867, Chi-square=71.552, df=8, p=.000 sig.
2020: n=3733, Chi-square=106.276, df=8, p=.000 sig.
2025: n=1793, Chi-square=37.171, df=8, p=.000 sig

Cluster Analysis (Age)

Pluralists

%

60

50

40

30

20

10

0

| | 2006 | 2011 | 2015 | 2020 | 2025 |

21-29 years: 34.7, 50.5, 25.8, 30.8, 27.8
30-39 years: 33.7, 40.1, 23.7, 28.1, 28.0
40-54 years: 40.0, 32.0, 17.9, 22.7, 29.5
55-64 years: 29.3, 27.6, 10.7, 18.6, 31.1
65 years & above: 14.1, 24.6, 9.6, 12.3, 19.3

31.1 **55-64 years**
29.5 **40-54 years**
28.0 **30-39 years**
27.8 **21-29 years**
19.3 **65 years & above**

Legend: ─── 21-29 years ─── 30-39 years ─── 40-54 years ─── 55-64 years ─── 65 years & above

2006: n=956, Chi-square=28.362, df=8, p=.000 sig.
2015: n=1899, Chi-square=82.892, df=8, p=.000 sig.
2011: n=1867, Chi-square=71.552, df=8, p=.000 sig.
2020: n=3733, Chi-square=106.276, df=8, p=.000 sig.
2025: n=1793, Chi-square=37.171, df=8, p=.000 sig

Cluster Analysis (Age) (Pre- and Post-independence)

Compared to 2020, and difference among the segments at the level of statistical significance:

For both groups, the Swing cluster declined in proportion where there was a sharper drop among the Post-Independence respondents.

Among the Pre-Independence respondents, there was a drop in proportion of respondents who were in the Conservative cluster and a rise in the proportion in the Pluralist cluster. The proportions of both were the same.

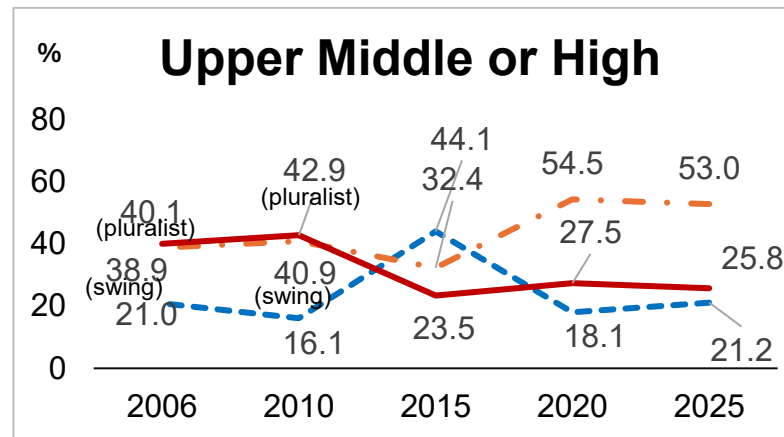Among the younger Post-Independence respondents, there was a rise in the proportion in the Conservative and Pluralist clusters where the shift was larger in the Conservative one.

Cluster Analysis
(Pre- and Post-independence)

Pre-Independence

%
- 80
- 60
- 40
- 20
- 0

2006   2010   2015   2020   2025

41.6^   46.2   54.6   60.7   54.9
33.0^   28.2   34.4   23.8   22.7 (pluralist)
25.4^   25.6   11.0   15.5   22.4 (conservative)

Post-Independence

%
- 80
- 60
- 40
- 20
- 0

2006   2010   2015   2020   2025

45.5^   41.8   (swing) 39.7   57.2   44.5
34.2^   39.0   (conservative) 37.4   26.5   28.7
20.3^   19.1   22.9   16.3   26.8

- - - - Conservative
— · — Swing
——— Pluralist
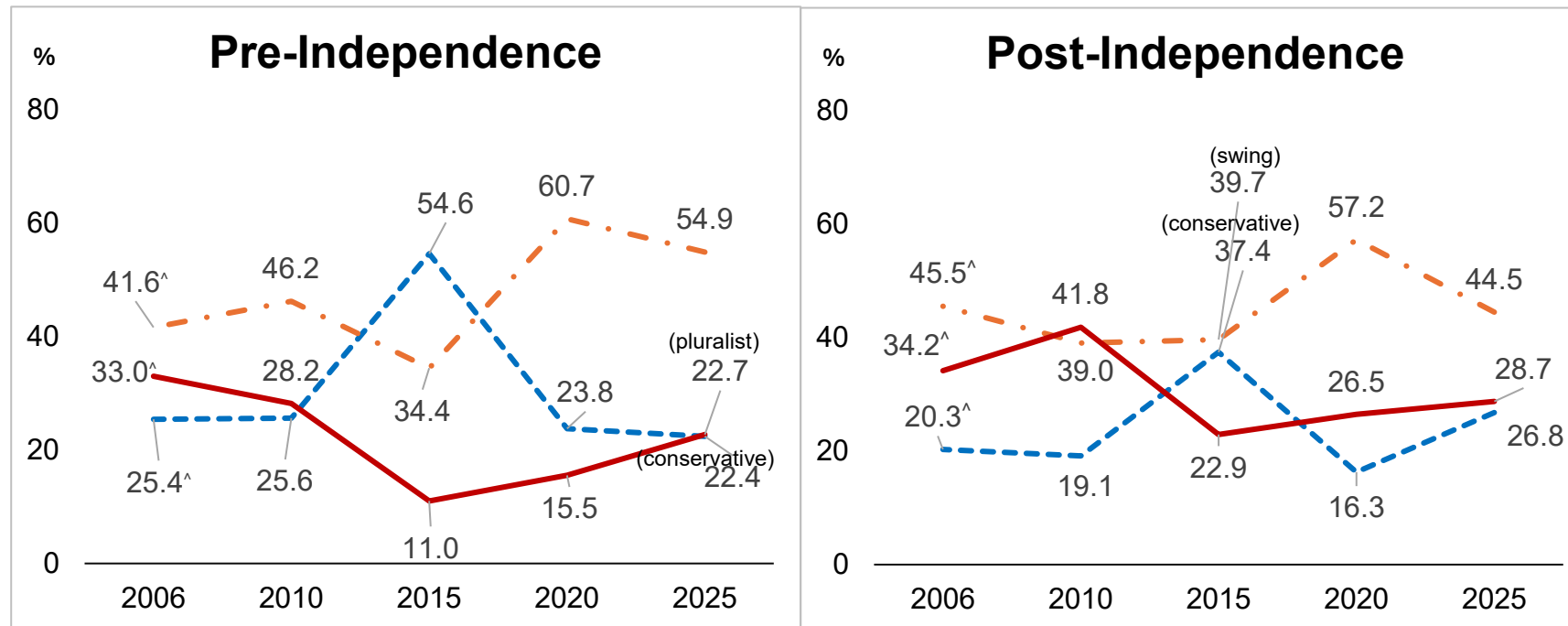
2006: n=956, Chi-square=3.667, df=2, p=.160 ns.
2011: n=1868, Chi-square=39.135, df=2, p=.000 sig.
2015: n=1897, Chi-square=72.192, df=2, p=.000 sig.
2020: n=3733, Chi-square=75.714, df=2, p=.000 sig.
2025: n=1796, Chi-square=17.913, df=2, p=.000 sig.
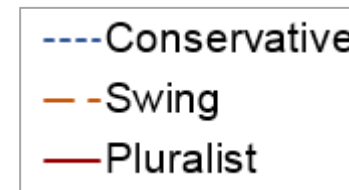
Cluster Analysis (Class)

Differences in proportions among the segments of respondents were **of statistical significance only for segmentation by Household Income**, and not for Housing, Education and Occupation variables.

There were falls in proportion of respondents in the Swing category across all the Household Income categories.
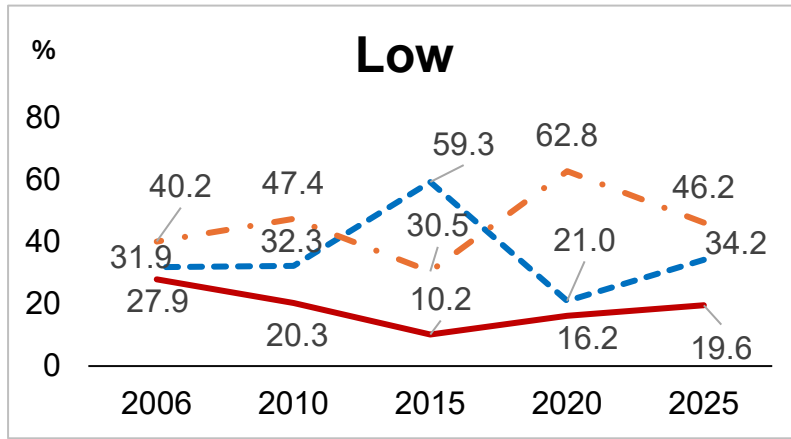
Among **Low-Income respondents**, there was a rise in proportion in both the Conservative and Pluralist clusters. The size of that increase and overall proportion of those in the Conservative cluster were higher than the Pluralist cluster.

Among **Lower-Middle Income respondents**, the rise in proportion of both Conservatives and Pluralists, and actual proportions of both were almost similar.

Among the **Middle-Middle Income respondents**, the rises in proportion of the Conservative and Pluralist clusters were similar, with the Pluralist cluster being marginally larger than the Conservative cluster.

Among the **Upper-Middle to High Income respondents**, there was a slight increase in proportion of those in the Conservative cluster, but the proportion in the Pluralist cluster was marginally larger than the Conservative cluster.
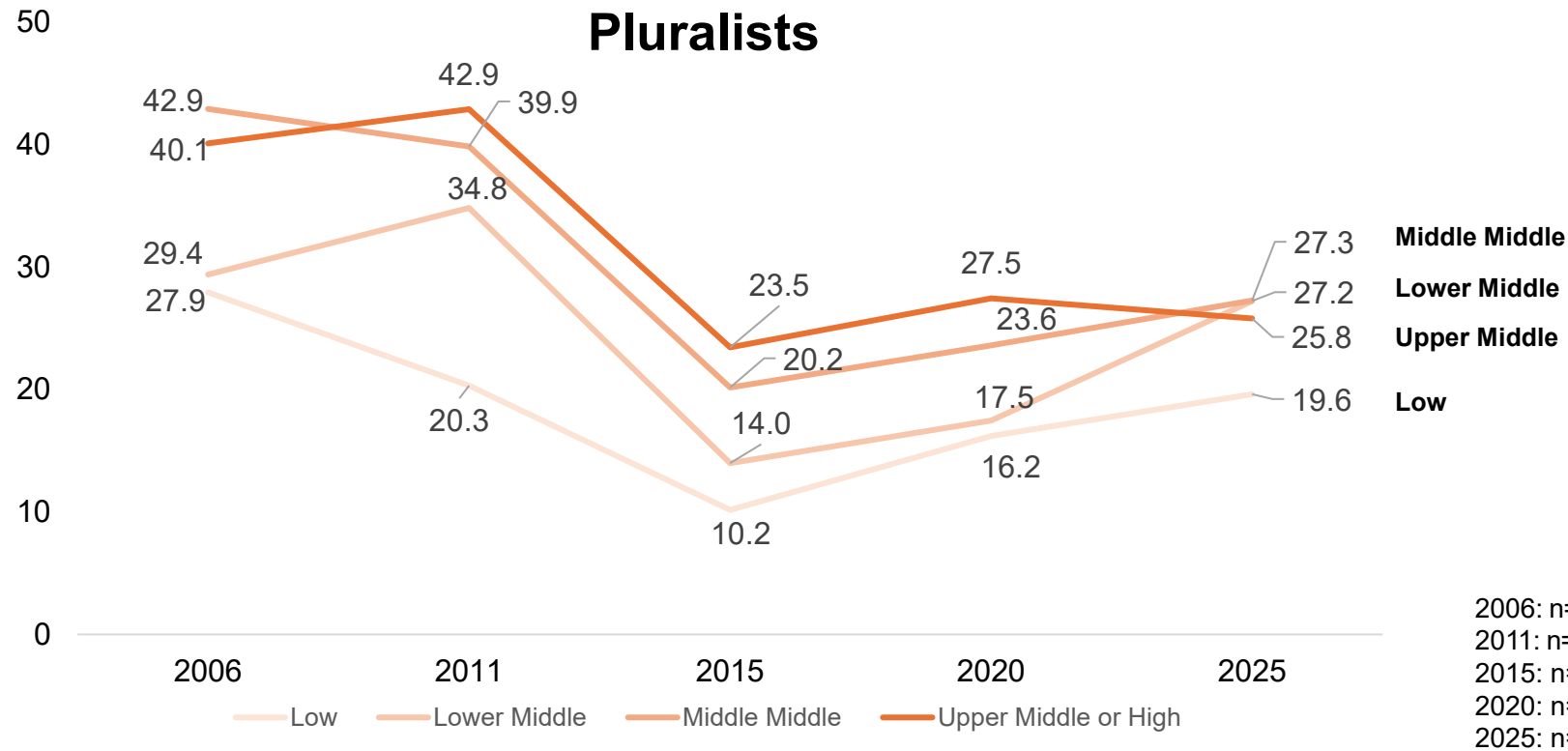
Cluster Analysis (Class: Household Income)

Low

Year	2006	2010	2015	2020	2025
Swing	40.2	47.4	30.5	62.8	46.2
Conservative	31.9	32.3	59.3	21.0	34.2
Pluralist	27.9	20.3	10.2	16.2	19.6

Lower Middle

Year	2006	2010	2015	2020	2025
Swing	49.2	43.0	43.5 (swing) / 42.5 (conservative)	61.7	43.9
Pluralist	29.4	34.8	14.0	20.8	28.9
Conservative	21.4	22.2		17.5	27.3

Middle Middle

Year	2006	2010	2015	2020	2025
Pluralist	42.9	41.6	42.1	60.0	49.6
Swing	40.3	39.9	37.8	23.6	27.3
Conservative	16.8	18.6	20.2	16.4	23.1

Upper Middle or High

Year	2006	2010	2015	2020	2025
Pluralist	40.1 (pluralist)	42.9 (pluralist)	44.1	54.5	53.0
Swing	38.9 (swing)	40.9 (swing)	32.4	27.5	25.8
Conservative	21.0	16.1	23.5	18.1	21.2

----Conservative — Swing —Pluralist

2006: n=956, Chi-square=27.586, df=6, p=.000 sig.
2011: n=1604, Chi-square=47.377, df=6, p=.000 sig.
2015: n=1842, Chi-square=60.850, df=6, p=.000 sig.
2020: n=3540, Chi-square=51.353, df=6, p=.001 sig.
2025: n=1592, Chi-square=21.518, df=6, p=.001 sig.

Cluster Analysis (Class: Household Income)

Pluralists

Chart data points:

- **Upper Middle or High** (dark orange): 2006: 40.1, 2011: 42.9, 2015: 23.5, 2020: 27.5, 2025: 25.8 (Upper Middle)
- **Middle Middle**: 2006: 42.9, 2011: 39.9, 2015: 20.2, 2020: 23.6, 2025: 27.3 (Middle Middle)
- **Lower Middle**: 2006: 29.4, 2011: 34.8, 2015: 14.0, 2020: 17.5, 2025: 27.2 (Lower Middle)
- **Low**: 2006: 27.9, 2011: 20.3, 2015: 10.2, 2020: 16.2, 2025: 19.6 (Low)

Y-axis: 0, 10, 20, 30, 40, 50
X-axis: 2006, 2011, 2015, 2020, 2025

Legend: Low — Lower Middle — Middle Middle — Upper Middle or High

2006: n=956, Chi-square=27.586, df=6, p=.000 sig.
2011: n=1604, Chi-square=47.377, df=6, p=.000 sig.
2015: n=1842, Chi-square=60.850, df=6, p=.000 sig.
2020: n=3540, Chi-square=51.353, df=6, p=.001 sig.
2025: n=1592, Chi-square=21.518, df=6, p=.001 sig.

Cluster Analysis (Ethnicity)

Compared to 2020, and difference among the segments at the level of statistical significance:

There was a dip in the proportion of respondents in the Swing cluster among the Chinese, Malays, and Indians, and a rise among the "Others".

Among **Chinese respondents**, there was a rise in the proportions in the Conservative and Pluralist clusters and the proportions were the same.

Among the **Malay respondents**, there was a rise in the proportion in the Conservative cluster and proportion was similar to that in the Pluralist cluster.

Among the **Indian respondents**, there was a rise in the proportion in the Pluralist cluster, which was more than twice that of the Conservative cluster which saw close to no change in 2025.

Among the small group of respondents in the **Others** category, there was a rise in the proportion who were in the Swing cluster, a dip in the other clusters where the proportion of those in the Pluralist cluster was higher than the Conservative.

Cluster Analysis (Ethnicity)
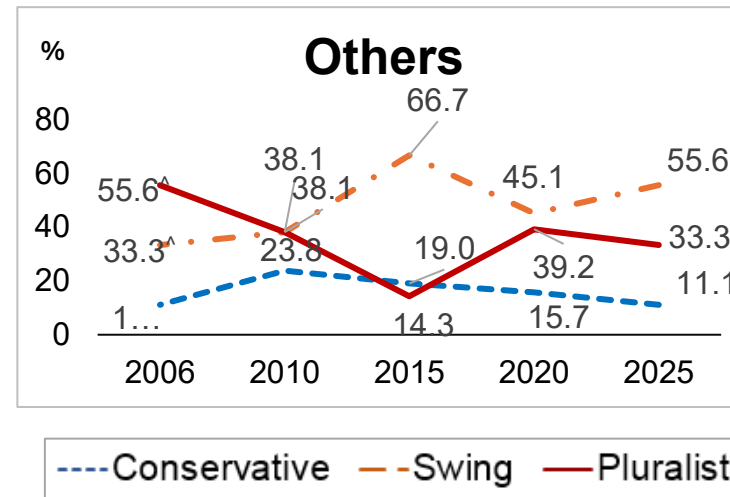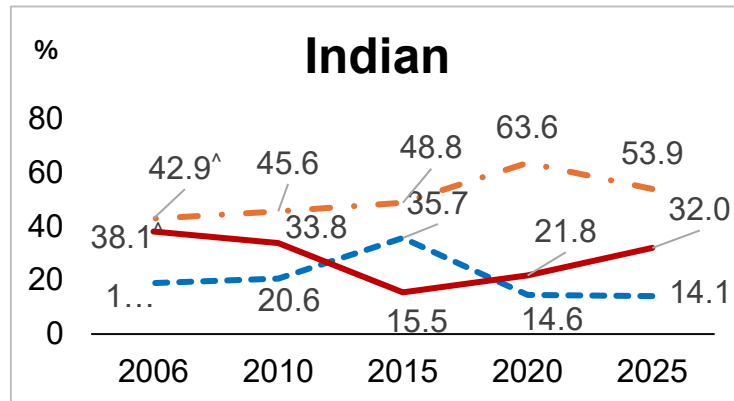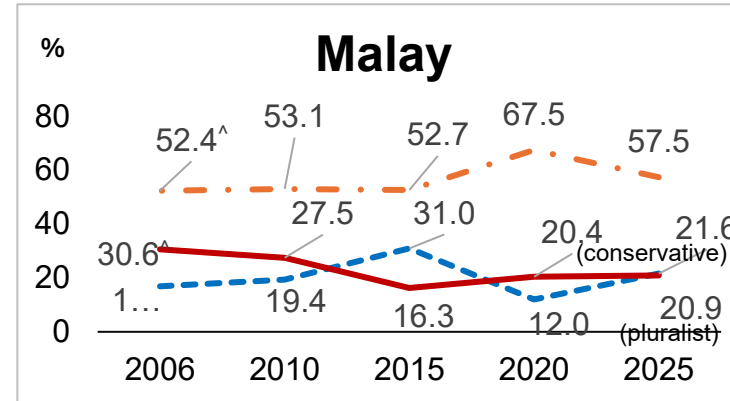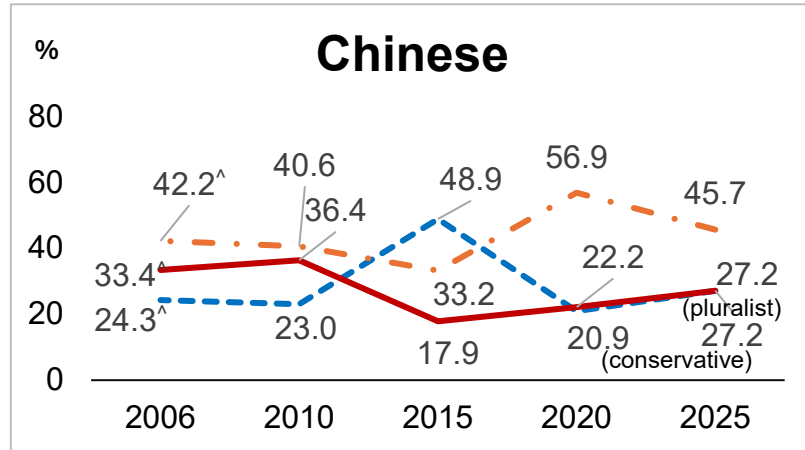
2006: n=956, Chi-square=8.336, df=6, p=.215 ns.
2011: n=1869, Chi-square=15.017, df=6, p=.020 sig.
2015: n=1897, Chi-square=54.937, df=6, p=.000 sig.
2020: n=3733, Chi-square=39.579, df=6, p=.000 sig.
2025: n=1795, Chi-square=23.948, df=6, p=.001 sig.

Conclusion

Conclusion

While the support for the liberal ideals was stable, the materialist and good governance concerns about the cost of living, the efficiency and fairness of government, facilities in the neighbourhood, upgrading of flats and the job situation rose in importance compared to 2020 and even higher than other years prior to that.

The proportion of Pluralists tended to be higher, the higher the household income level, with the exception of the Upper Middle + High Income groups in 2006 and 2025.

With some exceptions, the proportion of Pluralists tended to be higher, the younger the age of the respondent.

The proportion of Pluralists was always higher than that of Conservatives among the Middle-Middle income group and those above that, with the exception of the 2015 survey. However, these proportions are converging.

‣ **Conclusion**

The mean scores of credibility ratings for the PAP and WP are converging. Compared to 2020, the proportion of those who "agreed" and "strongly agreed" PAP is credible dipped by 17% to 69% in total, while proportion of those who "agreed" and "strongly agreed" that the WP is credible dipped by 14% to 65% in total.

On age, the PAP attracted the somewhat older demographic groups while the WP, 21-39 year olds.

On household income, the PAP attracted especially those in the upper-middle income group while the WP attracted that group but also the middle-middle income group.

Finally, the ethnic minorities were likely to rate the WP and other opposition parties as being more credible than the other respondents.

The End

The POPS(12) Research Team:

Dr Gillian Koh, Senior Research Fellow
Dr Teo Kay Key, Research Fellow
Dr Tan Ern Ser, Adjunct Principal Research Fellow
Mr Cheow Jin Jie, Research Assistant

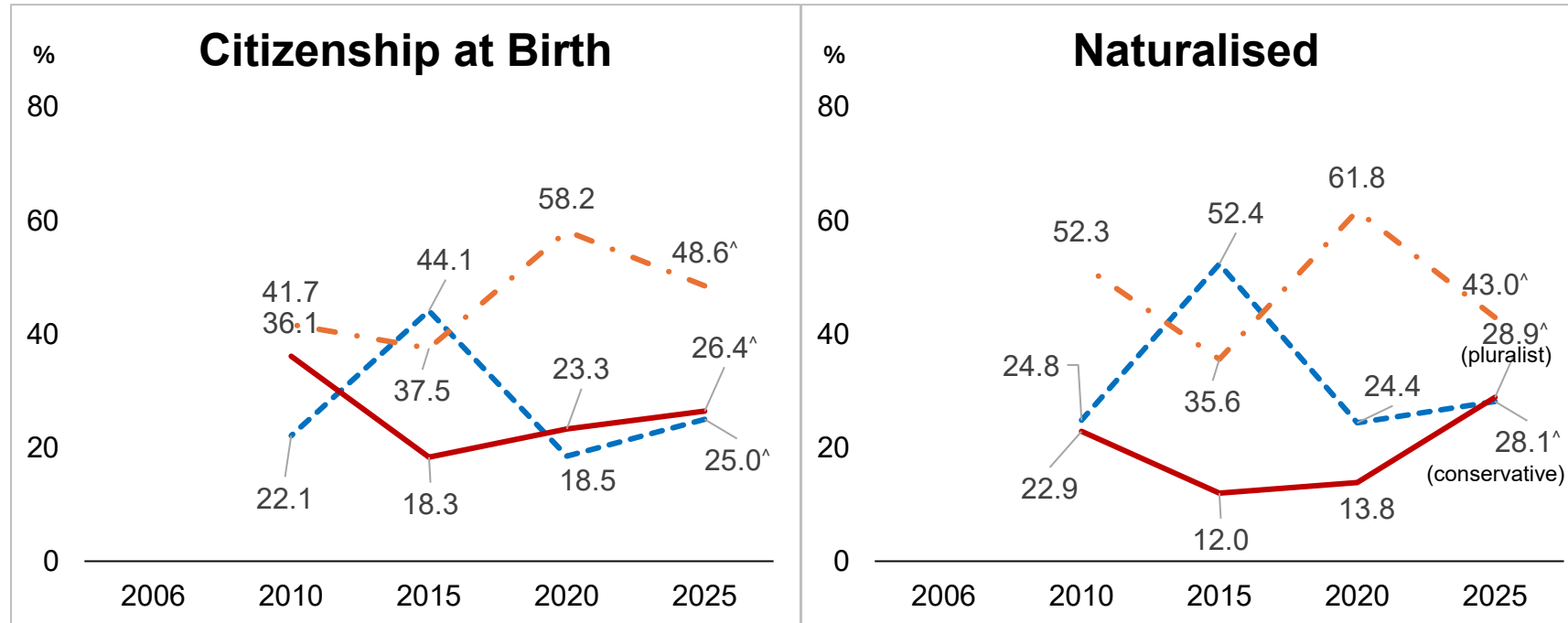# Cluster Analysis (Naturalised citizens)

Compared to 2020, but **not** at the level of statistical significance:

For both local-born and naturalised citizens, was a dip in the proportions in the Swing category.

For the local-born citizens, there was a rise in the proportions in both the Conservative and Pluralist clusters, with the former being larger, both landing at similar levels.

For the naturalised citizens, there was a rise in the proportions of both the Conservative and Pluralist clusters, with that for the latter being larger but both landing at the same level.

Cluster Analysis (Naturalised citizens)

Citizenship at Birth

%

80

60

40

20

0

41.7
36.1
44.1
37.5
58.2
48.6^
23.3
26.4^
22.1
18.3
18.5
25.0^

2006   2010   2015   2020   2025

Naturalised

%

80

60

40

20

0

52.3
52.4
61.8
43.0^
24.8
35.6
24.4
28.9^ (pluralist)
22.9
12.0
13.8
28.1^ (conservative)

2006   2010   2015   2020   2025

^ percentages are not significantly different at 0.05 level

- - - - Conservative   — - Swing   —— Pluralist

2011: n=1869, Chi-square=11.177, df=2, p=.004 sig.
2015: n=1897, Chi-square=8.468, df=2, p=.014 sig.
2020: n=3733, Chi-square=24.195, df=2, p=.000 sig.
2025: n=1796, Chi-square=1.581, df=2, p=.454 ns.