Institute of
Policy Studies

ENGAGING MINDS, EXCHANGING IDEAS

POPS (4)
IPS Post-Election Survey 2011

Survey by the
Institute of Policy Studies, Singapore
May – June 2011

Last updated in September 2012

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Acknowledgement

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Tote Board and Singapore Pools

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Outline

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

Research Background and Objectives

Research Background & Objectives

POPS or 'Perception Of Policies in Singapore'

- An IPS survey series to inform policy discussion.
- Timely snap-shots of how stakeholders are responding to changes in the policy or political environment.
- Questions and analysis by IPS research team, fieldwork by third party survey firm.
- Random sample of about 2000 Singapore citizens of voting age, 21 years and above.

Research Objectives & Background

POPS (4) Post-Election Survey

May to June 2011.

- A re-run of a IPS Post-Election Survey conducted after the 6 May 2006 General Election (GE).
- This will allow us to understand the factors that might have shaped voters' decision-making on the 7 May 2011 GE and how these compare with the 2006 GE.

Research Objectives & Background

The Usual Assertions

The 'Singaporean Voter':

- 'Bread and Butter' issues trump all
- Pragmatic, so 'upgrading' is a big carrot
- Post-65ers are more 'liberal'
- Credentials matter
- Social class does not matter

Research Objectives & Background

The 2006 Findings

The ‘Singaporean Voter’:

- ‘Bread and Butter’ issues trump all

  Political ideals were also important
- Post-65ers are more ‘liberal’

  There was no clear distinction between pre- and post-Independence citizens
- Credentials matter

  Character mattered more
- Social class does not matter

  More ‘pluralists’ in the higher classes

Research Objectives & Background

The Burning Questions for 2011 Survey

- How do political ideals and the materialist concerns stack up against each other?
- Are the post-65ers and the rest more distinct or less so?
- Is the desire for political pluralism still closely related to social class
- Was this an Internet election?

Methodology

Methodology

- Polling day was on 7 May 2011 and fieldwork took place from 8 – 20 May 2011. All surveys were administered via telephone and all calls were made using XpressWorks' facilities.

- Weighted sample size is N=2080 adults aged 21 and above. Weight factors used were based on the proportions of the gender, race and age groups in the Singapore Citizen population (Census 2010) and are as follows:

MALES	Chinese	Malay	Indian	Others
21-29	0.99	0.66	0.83	0.62
30-39	1.27	0.91	1.01	2.10
40-49	1.18	1.13	0.53	0.32
50-59	1.41	1.07	1.04	0.62
60 and above	1.83	7.40	1.09	0.49

FEMALES	Chinese	Malay	Indian	Others
21-24	0.93	0.32	0.48	0.24
30-34	0.76	0.53	0.62	0.43
40-44	0.83	0.50	0.48	0.32
50-54	0.88	1.71	0.69	0.36
60 and above	1.74	3.04	1.31	0.50

Methodology - Weighted Sample Profile

Voted in May 7 election…	(N=2,080)
Yes	90%
No	10%

Gender	(N=2,080)
Male	49%
Female	51%

Employment status…	(N=2,063)
Employer	7%
Own account worker	5%
Employee	64%
Unpaid family worker	0%
Full-time homemaker	5%
Full-time student	3%
Retiree	10%
Unemployed	4%
Others	3%

Occupation of employee…		(N=1654)
Senior executives	**S**	54%
Professionals		
Technicians, supervisors		
Clerical workers	**I**	40%
Service workers		
Operators, semiskilled	**W**	5%
Unskilled workers		

S- Service Class I- Intermediate Class

W- Working Class

Housing type…	(N=2019)
HDB 1-3 room	18%
HDB 4 room	35%
HDB 5-6 room/Executive	31%
Private	16%

Methodology – Weighted Sample Profile

Ethnic group…	(N=2080)
Chinese	79%
Malay	13%
Indian	7%
Others	1%

Household income…	(N=1773)	
None - $1,999	22%	**L**
S$2,000 - $4,999	46%	**LM**
S$5,000 - $6,999	17%	**MM**
S$7,000 and above	15%	**UM**

L- Low LM-Low Middle
MM- Middle Middle UM- Upper Middle

Age group…	(N=2080)
21-29	16%
30-39	18%
40-54	36%
55-64	20%
65 & above	9%

Post-independence (21-44)	48%
Pre-independence (Above 45)	53%

Education level…	(N=2035)
PSLE or below	12%
Secondary	35%
Post secondary	10%
Diploma	21%
University/ Professional	22%

Methodology - Response Rate

Total calls: 19,298.

Calls found ineligible (like, non-citizens): 1,420.

Out 17,878 remaining calls, completed surveys: 2,084.

Refusals : 352

The rest:15,442

They were
- unanswered calls
- answered but interviewers asked to ring again (i.e. eligible residents are not home)
- survey was incomplete

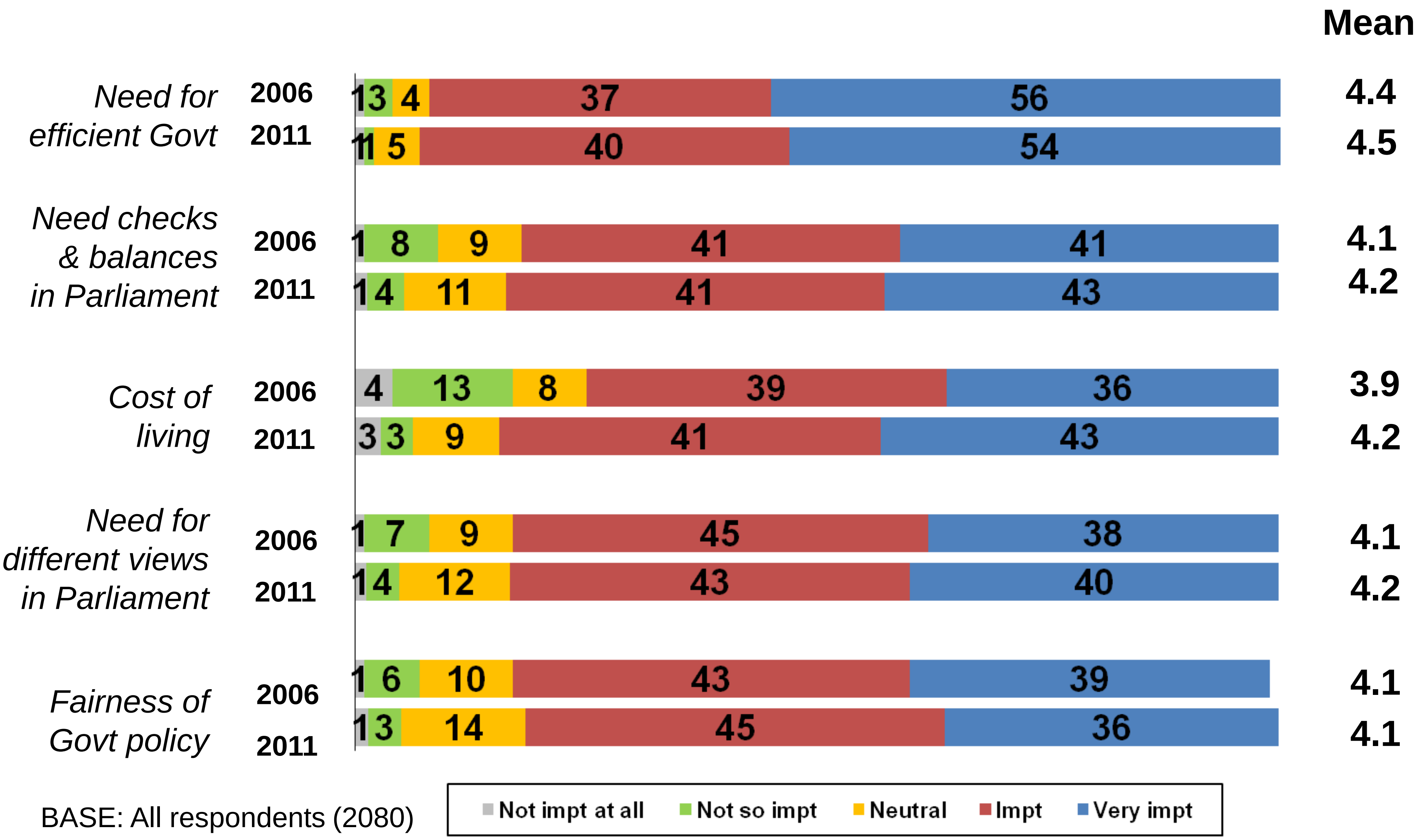
Key Findings

Issues

‘Cost of living’ among the top five concerns that include issues of political ideals;
not the case in 2006.

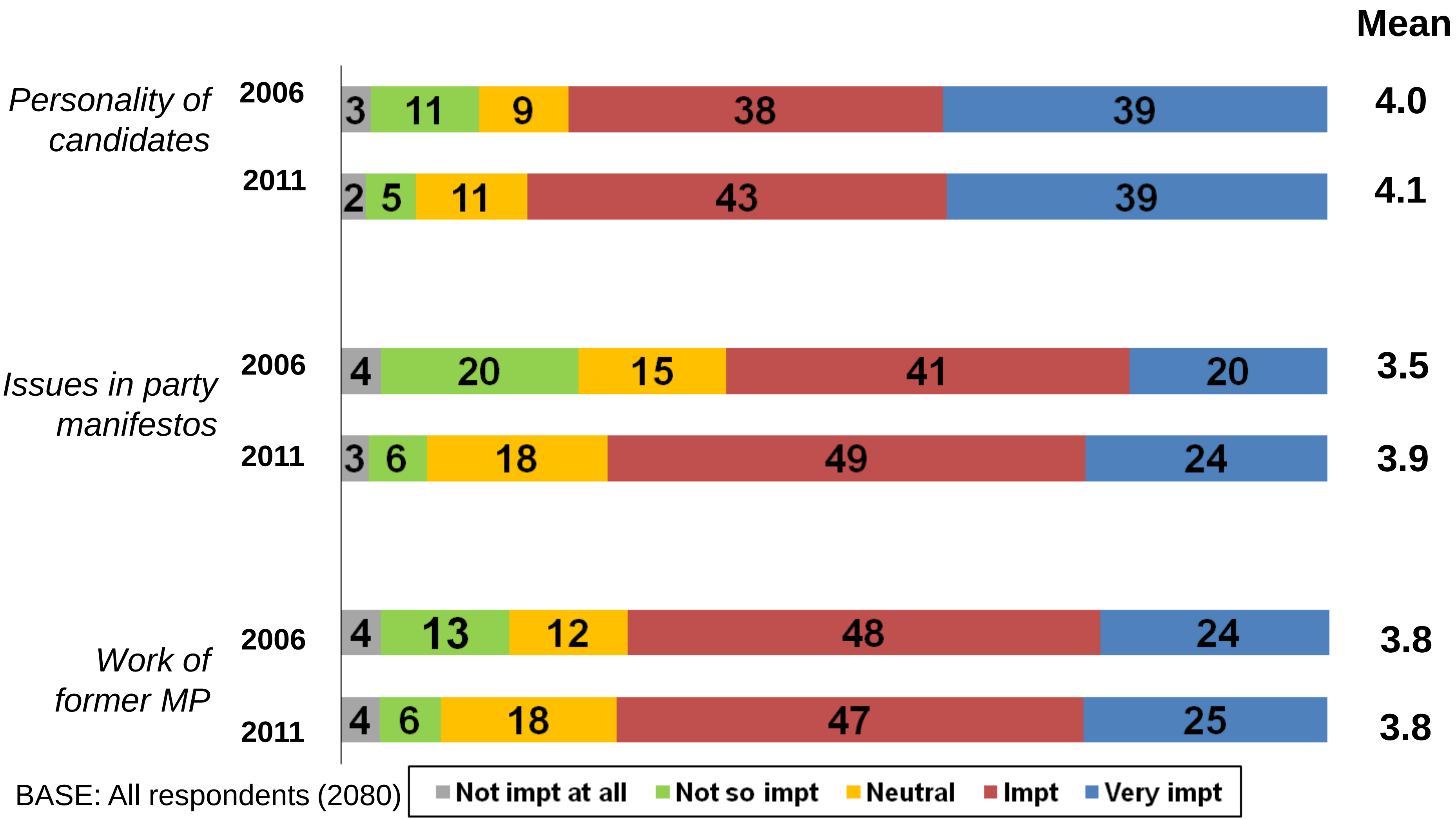
Scale 1 to 5
1: Not important at all
2: Not so important
3: Neutral
4: Important
5: Very important

Influence of Issues



BASE: All respondents (2080)

Influence of Issues



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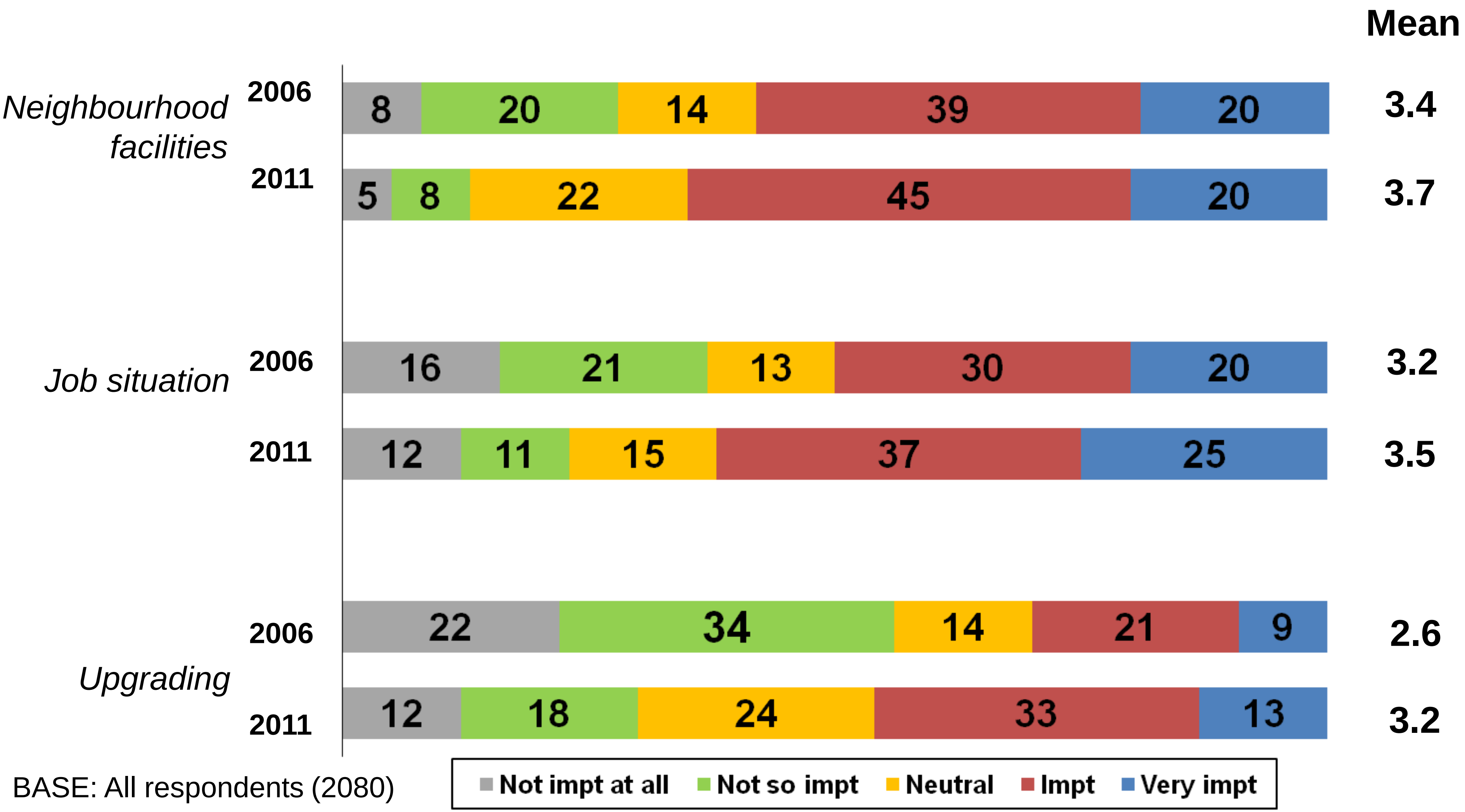
Influence of Issues



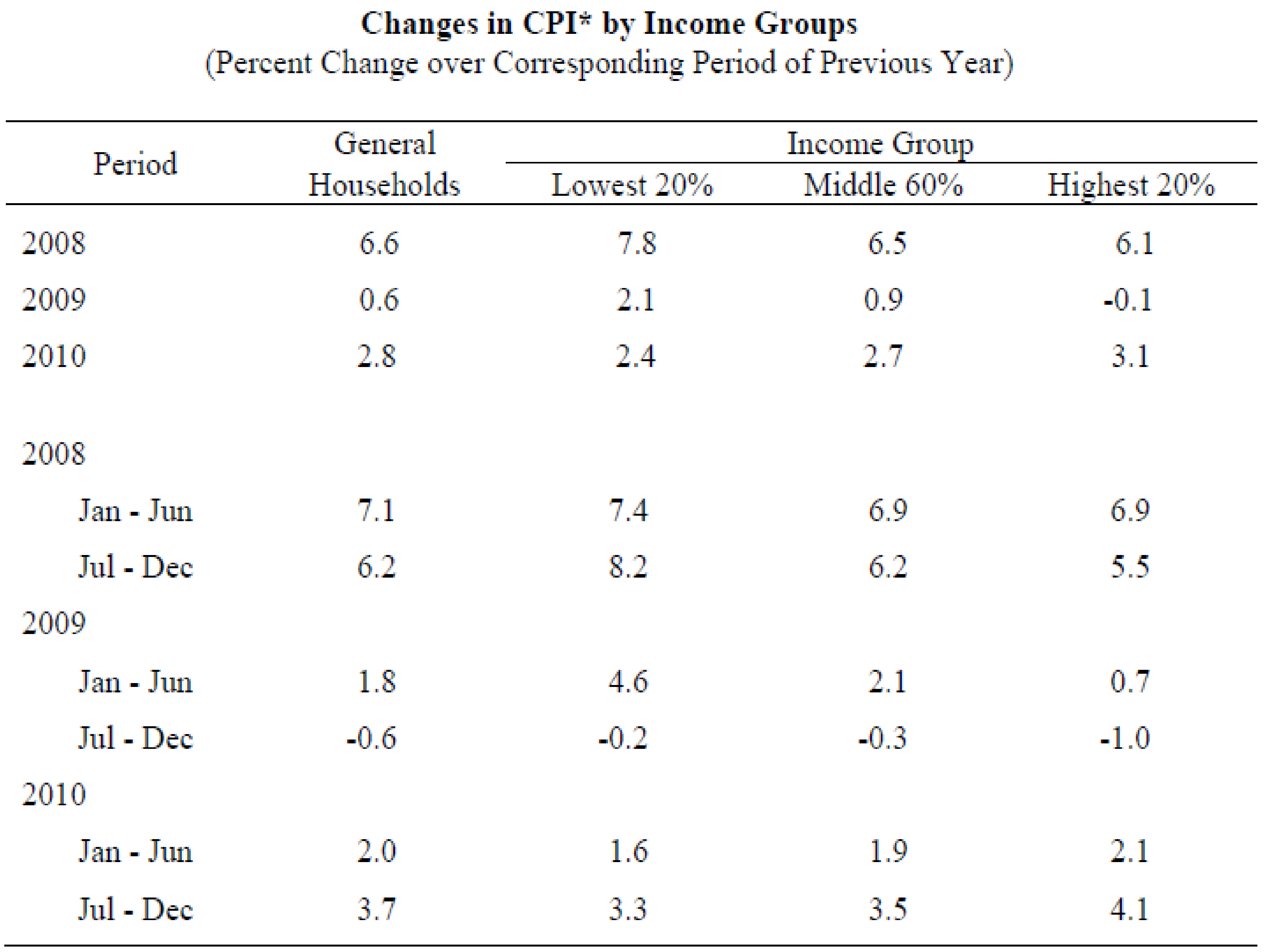
BASE: All respondents (2080)

Issues

- Efficient government, universal and perennial appeal.

- Need for checks and balances, need for different views and fairness of policy still high on agenda and especially for
  - 30-39 year old bracket
  - Middle-Middle income bracket
  - Service Class
  - Same as 2006

- Cost of living
  - 30-39 to 40-54 age bracket
  - Service Class



Changes in CPI* by Income Groups
(Percent Change over Corresponding Period of Previous Year)

Period	General Households	Income Group		
		Lowest 20%	Middle 60%	Highest 20%
2008	6.6	7.8	6.5	6.1
2009	0.6	2.1	0.9	-0.1
2010	2.8	2.4	2.7	3.1
2008				
Jan - Jun	7.1	7.4	6.9	6.9
Jul - Dec	6.2	8.2	6.2	5.5
2009				
Jan - Jun	1.8	4.6	2.1	0.7
Jul - Dec	-0.6	-0.2	-0.3	-1.0
2010				
Jan - Jun	2.0	1.6	1.9	2.1
Jul - Dec	3.7	3.3	3.5	4.1

Singapore Department of Statistics, Jan 2011

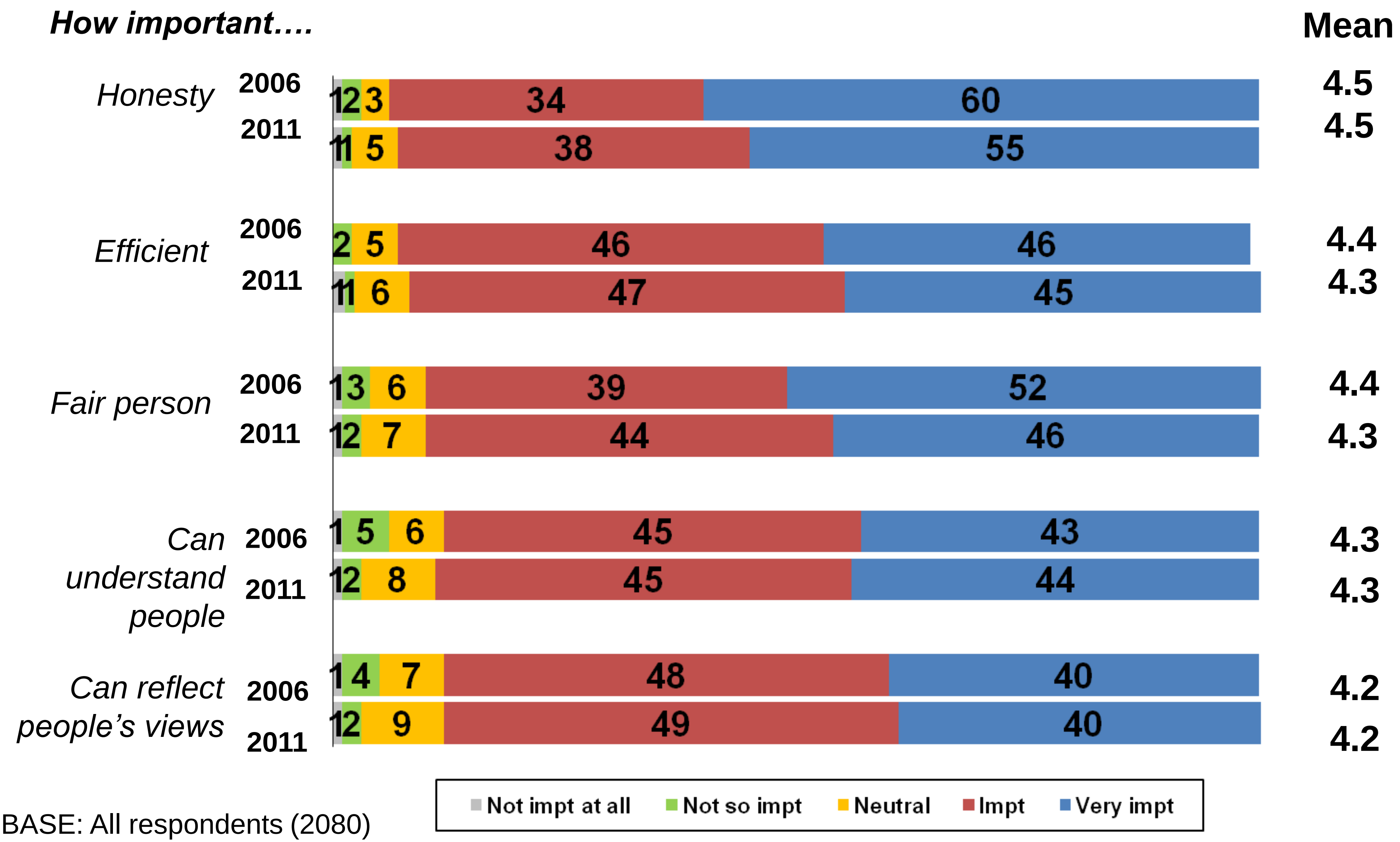
Candidates

Candidates

Credentials, grassroots experience and party still not as important as honesty, efficiency, fairness and empathy, like 2006

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

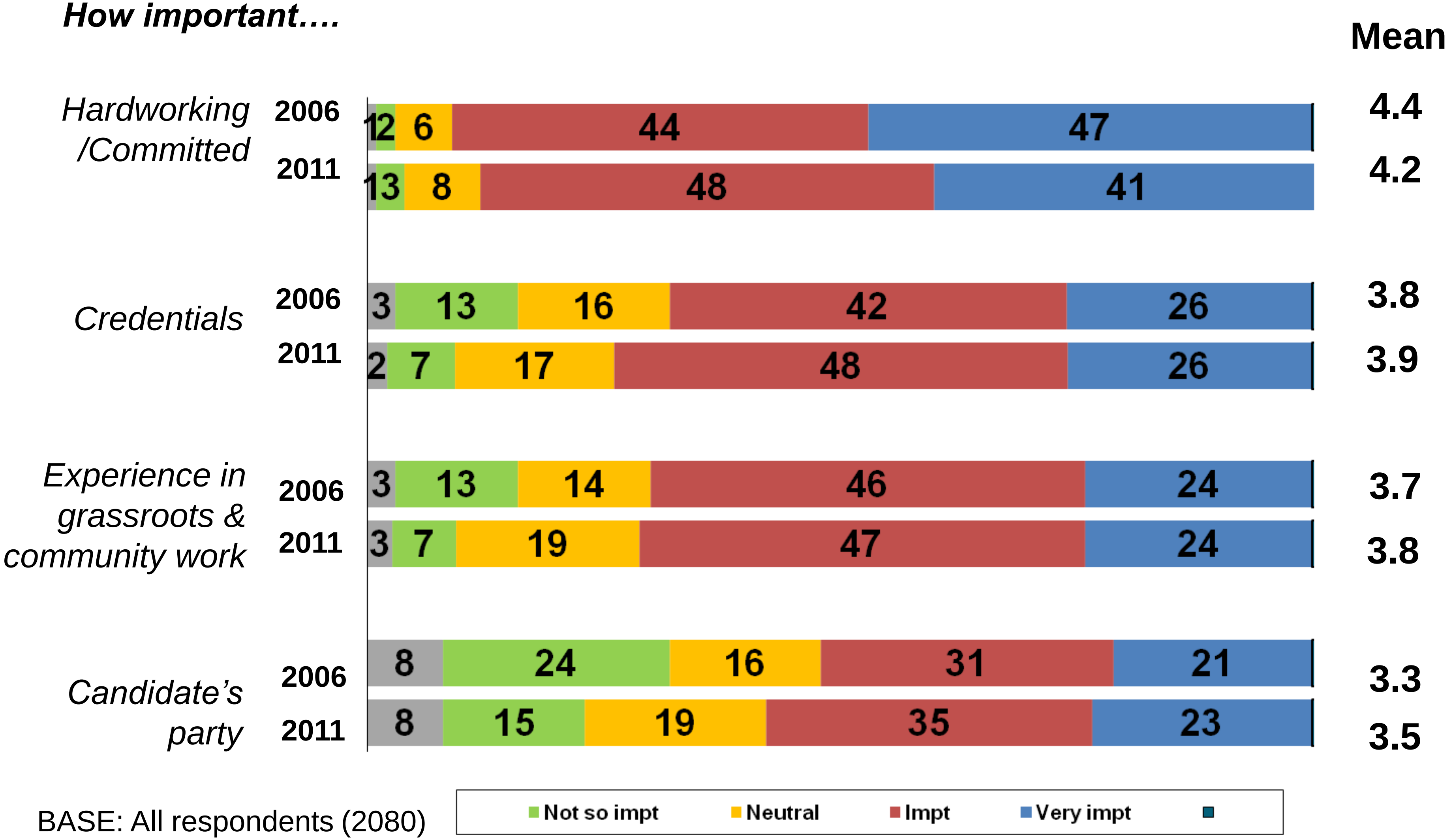
Influence of Candidates' Characteristics



BASE: All respondents (2080)

Influence of Candidates' Characteristics

How important….



BASE: All respondents (2080)

Candidates

- Four of top five characteristics were especially endorsed by those in the highest Service class.
- Credentials, grassroots experience and party did become more important relative to 2006, especially with the older pre-Independence voters.

Communication Channels

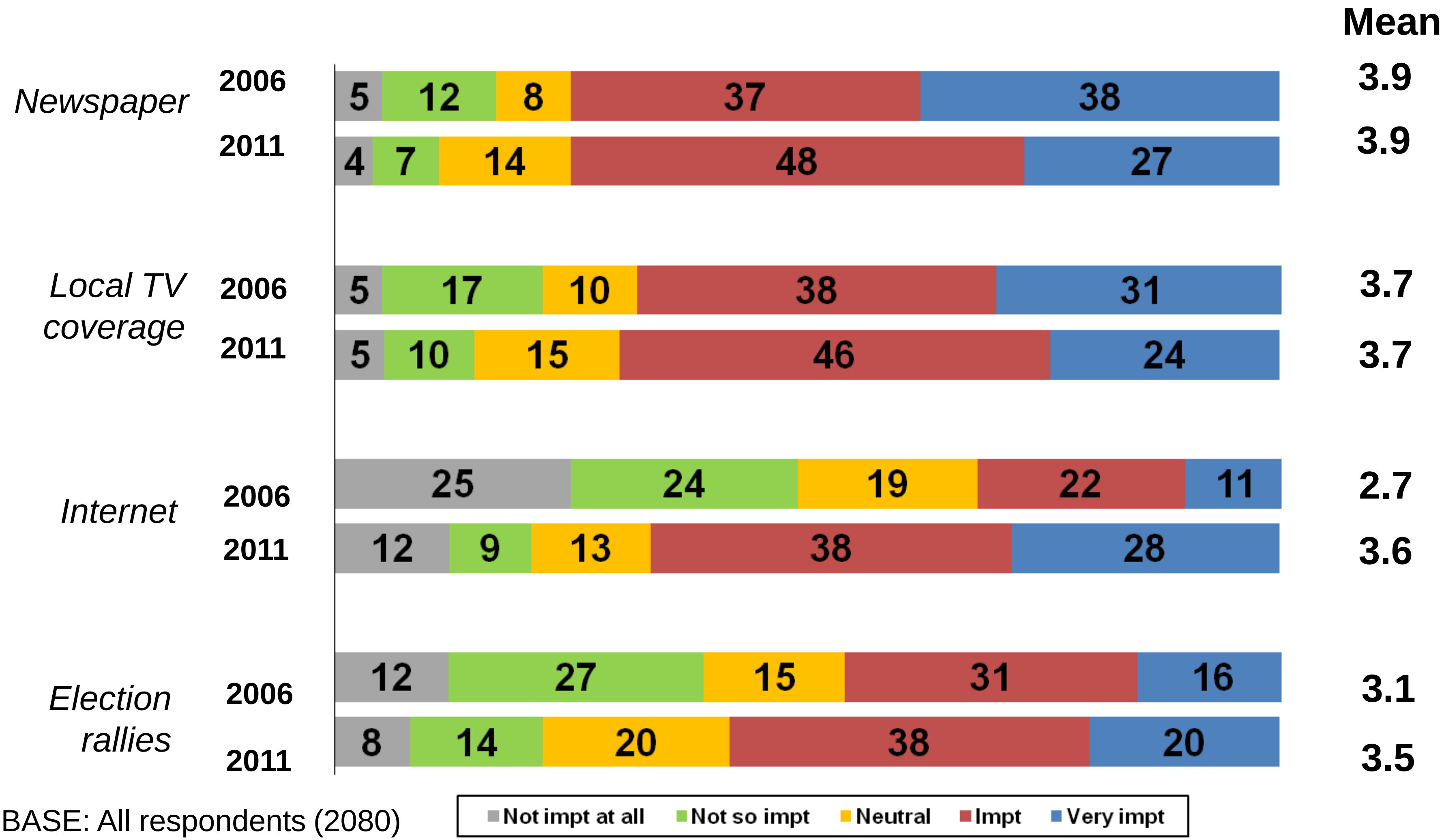
Communication Channels

Internet, just behind newspapers and TV as influential media, in contrast to 2006. Contact with grassroots workers more important too.

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

Influence of Communication Channel

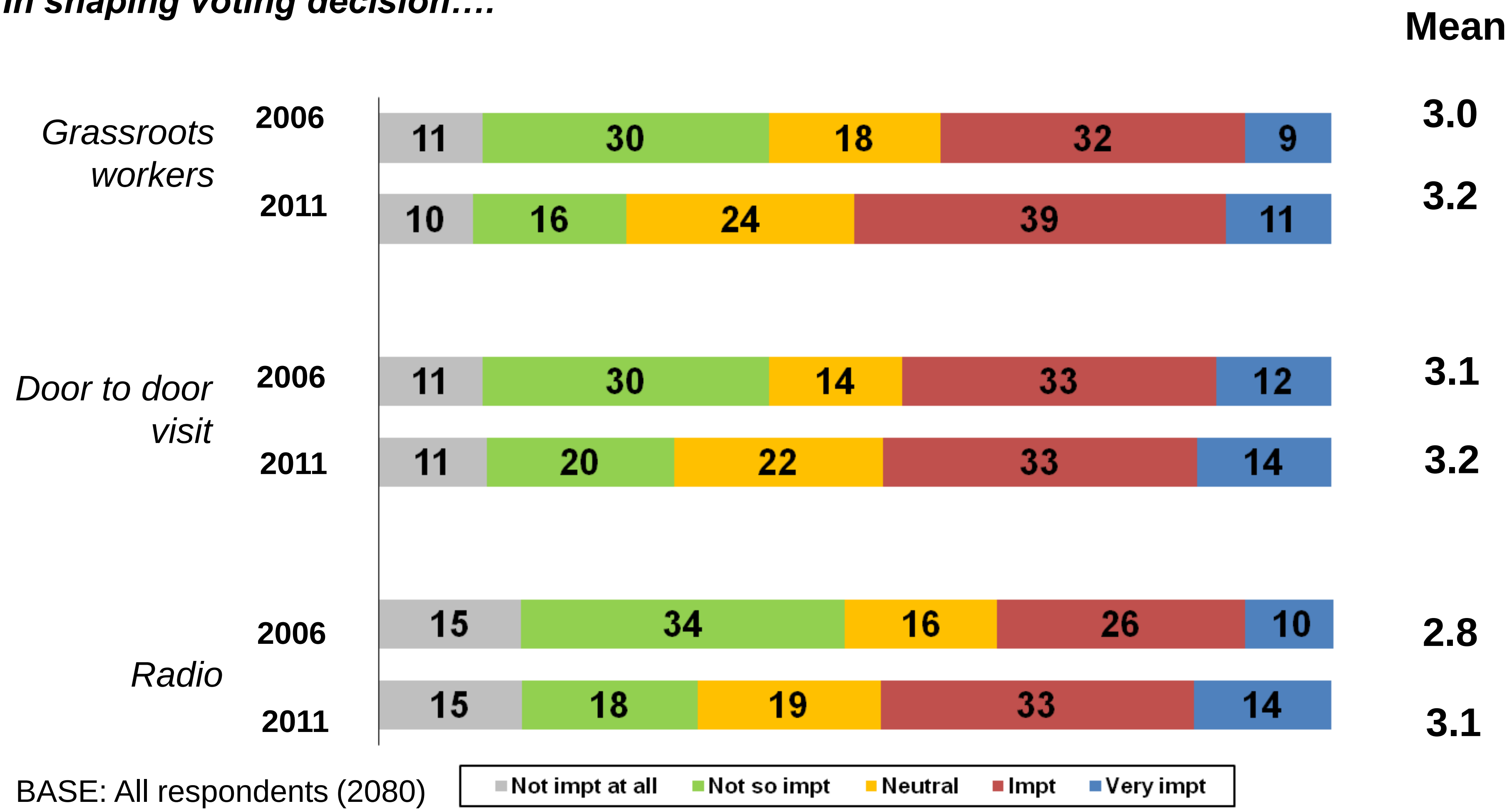
In shaping voting decision….



BASE: All respondents (2080)

Influence of Communication Channel

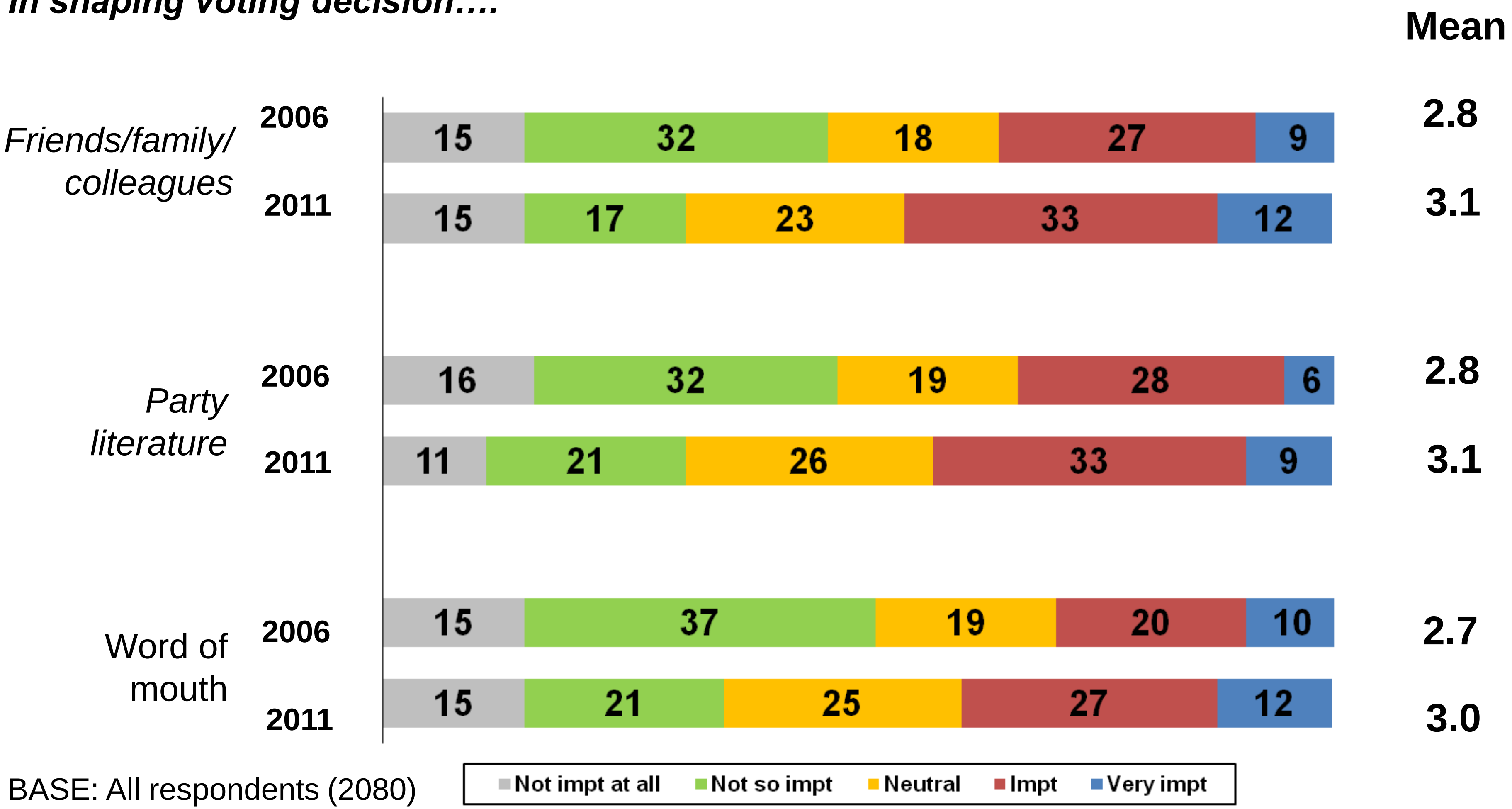
In shaping voting decision….



BASE: All respondents (2080)

Influence of Communication Channel

In shaping voting decision….



BASE: All respondents (2080)

Communication Channels

- Newspapers and TV still top but less so for
  - 21-29 year olds
  - Post-Independence voters
- Internet, more influential especially with
  - Post-Independence voters
  - Service Class
  - The higher the income, the more influential
  - The higher the occupational class, the more influential
- Gains were made by other forms too.

Credibility of Parties

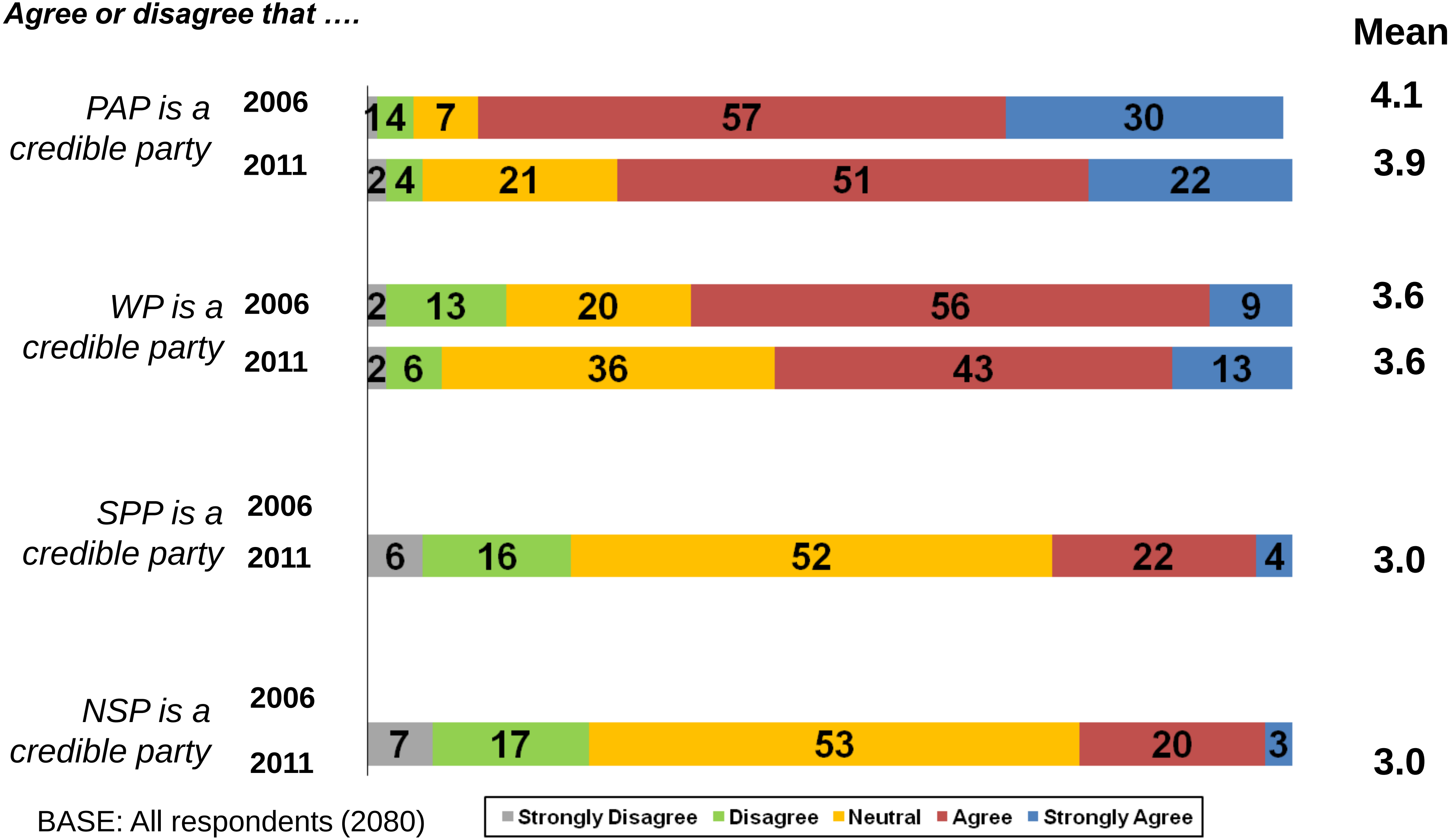
Credibility of Parties

Decline for all the parties except SDP, compared to 2006. Findings match ranking of parties based on the popular vote polled by Each in the 2011 GE.

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

Credibility of Political Parties

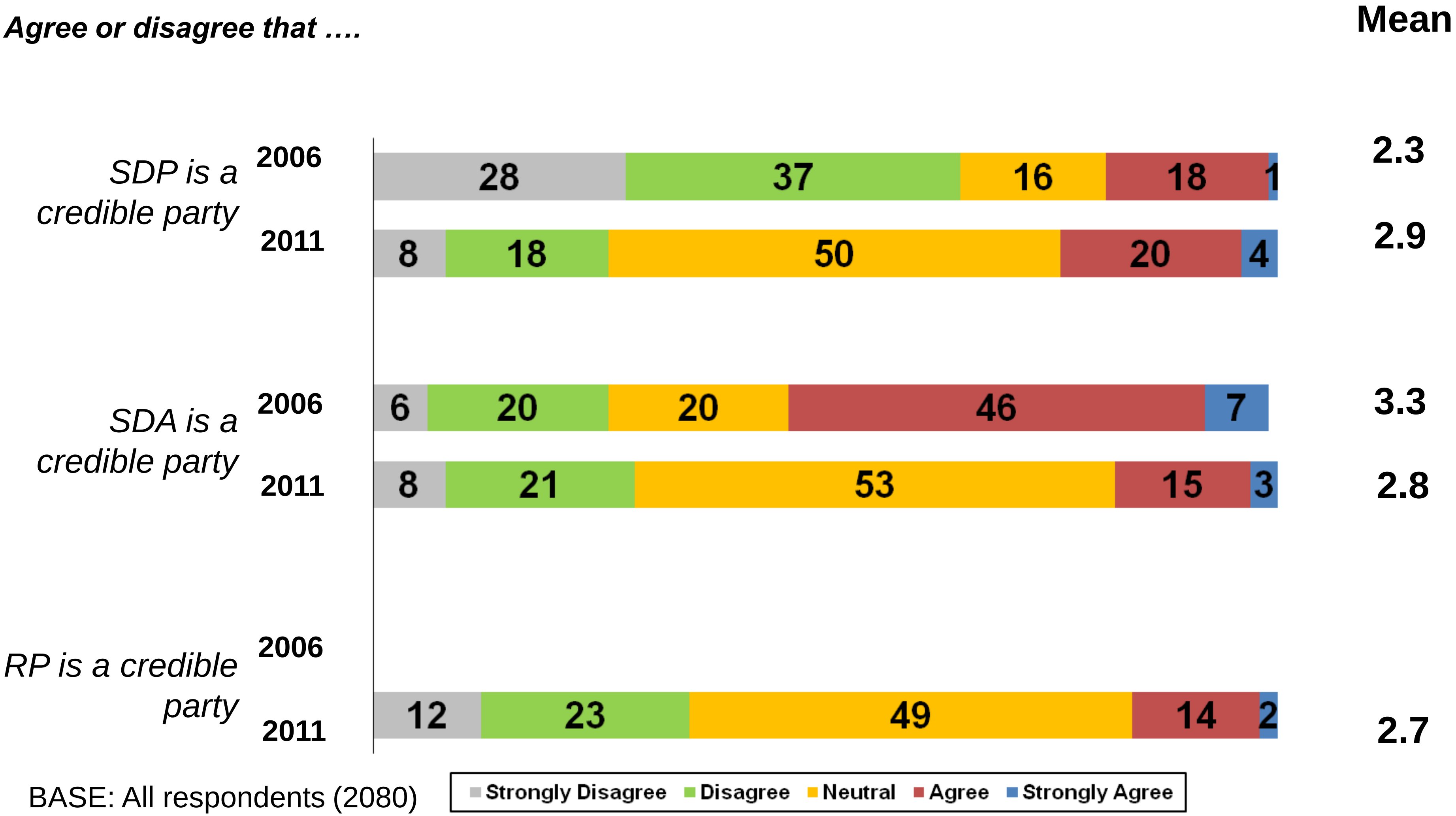
Agree or disagree that ….



BASE: All respondents (2080)

Credibility of Political Parties

Agree or disagree that ….



BASE: All respondents (2080)

Credibility of Parties

In 2011 survey:
The PAP was credible especially with
- the older respondents beyond 40 years old
- the Working Class

The WP was credible especially with
- the Service Class
- the most highly educated

The other opposition parties were more credible for
- post-Independence respondents
-Between 21 and 39 years

Credibility of Parties

Comparing mean scores between 2006 and 2011 - PAP:

Slight fall in scores across the board, especially among those in the Intermediate Class and incomes of $5000 and more.

The fall in score larger the younger the respondent.

Decrease ranges from -0.16 ‘Others’ to -0.29 for ‘Malays’.

Credibility of Parties

WP:

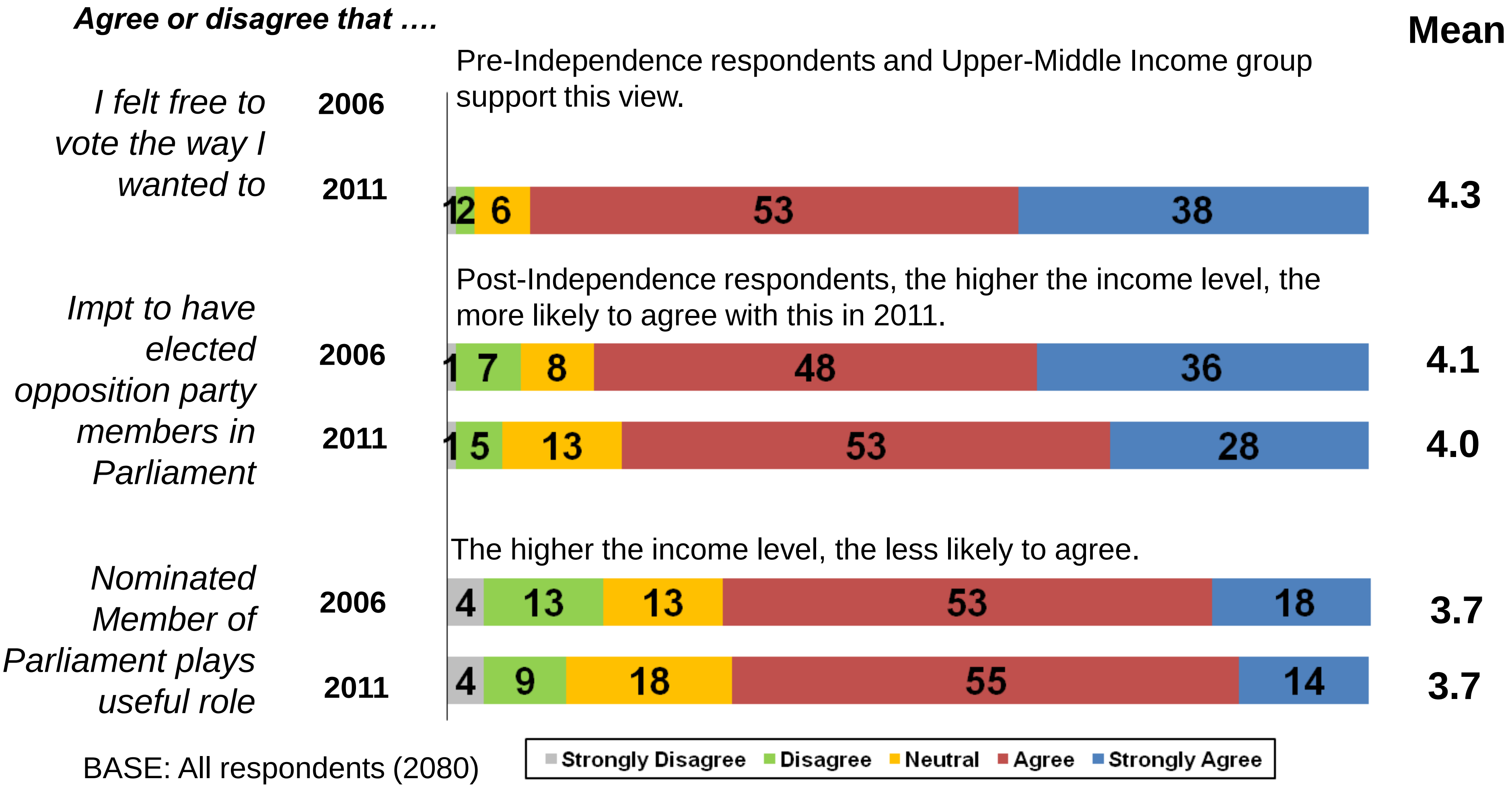
Stable with slight increases among Working Class. Increase ranges from 0.01 with ‘Chinese’ to 0.30 with ‘Others’.

SDP:

Rise in scores across the board, with increases among those 30 years old up, by increasing quantums the higher the income. Increase ranges from 0.37 for ‘Others’ and 0.59 for ‘Chinese’ and ‘Indians’.

Electoral System and Others

Election System and Others



Pre-Independence respondents and Upper-Middle Income group support this view.

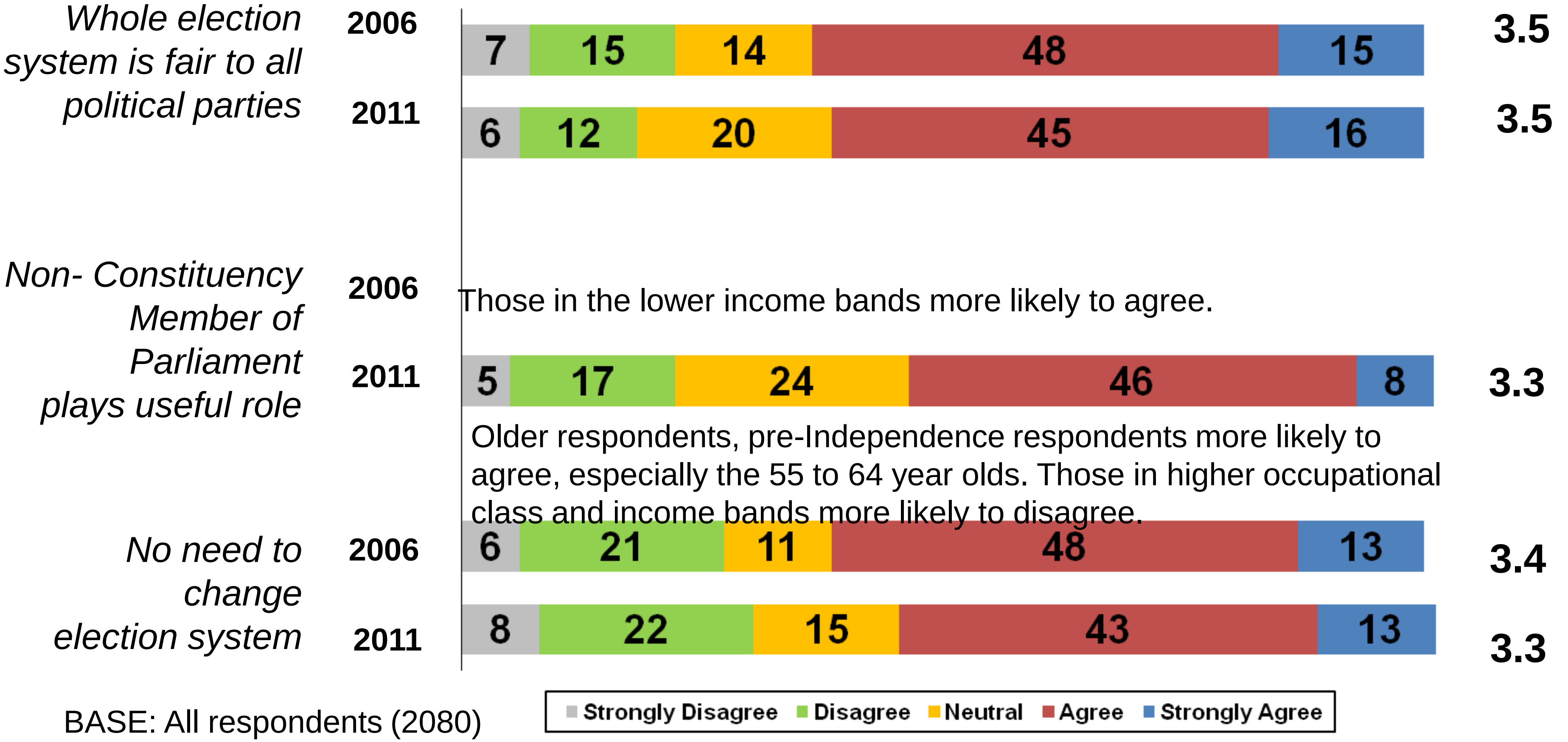
Post-Independence respondents, the higher the income level, the more likely to agree with this in 2011.

The higher the income level, the less likely to agree.

BASE: All respondents (2080)

Election System and Others

Agree or disagree that ….



Older respondents are more likely to agree, especially those older than 55 years and above in 2011. Those with higher income less likely to agree and even more so in 2011. Malays more likely to agree.

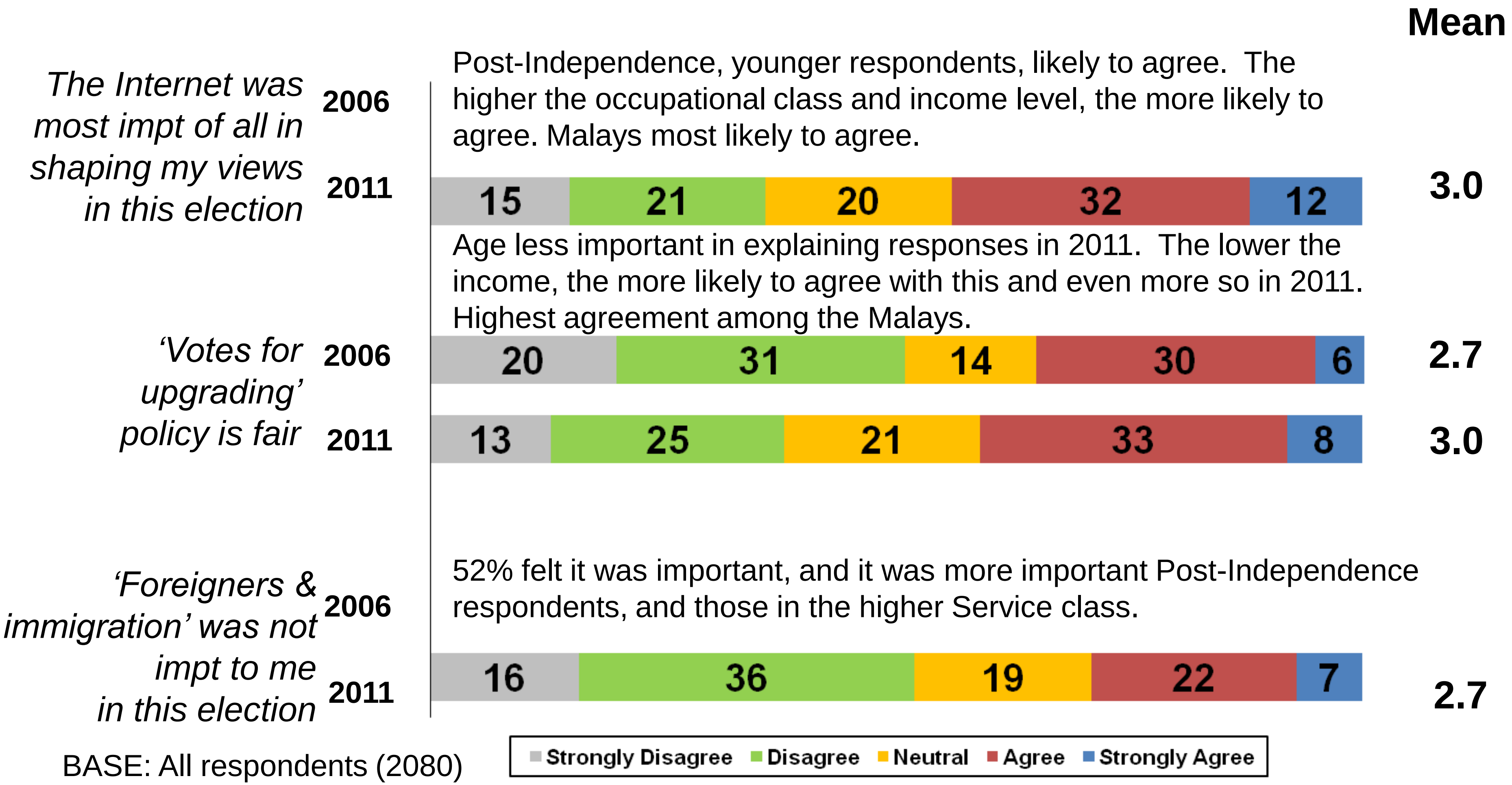
Those in the lower income bands more likely to agree.

Older respondents, pre-Independence respondents more likely to agree, especially the 55 to 64 year olds. Those in higher occupational class and income bands more likely to disagree.

BASE: All respondents (2080)

Election System and Others

Agree or disagree that ….



Post-Independence, younger respondents, likely to agree. The higher the occupational class and income level, the more likely to agree. Malays most likely to agree.

Age less important in explaining responses in 2011. The lower the income, the more likely to agree with this and even more so in 2011. Highest agreement among the Malays.

52% felt it was important, and it was more important Post-Independence respondents, and those in the higher Service class.

BASE: All respondents (2080)

Cluster Analysis

Cluster Analysis

Status quo (one-party dominance) or otherwise?

Cluster analysis to find out who wants greater pluralism.

- 6 variables
  - Need for checks and balances in Parliament.
  - Need for different views in Parliament.
  - The whole election system is fair to all political parties.
  - The votes for upgrading policy is fair.
  - There is no need to change the election system because it has served well.
  - It is always important to have elected opposition party members in Parliament.

Cluster Analysis (Age)

Conservative: Dips across the board with largest among 65 year olds and above.

Pluralist: Biggest increases in the 21-29 and 65 and above categories. Big dip in the 40-54 category.

Swing: Increase in overall proportion with the largest in the 40-54 years old category, with the exception of the 21-29 year olds.

More of the seniors and the youngest have become pluralists, and some in the 40-54 category have moved to the swing category from being pluralists.

Cluster Analysis (Age)

Political Orientation		Age (%)					
		21-29	**30-39**	**40-54**	**55-64**	**65 & above**	**Total**
Conservative	2006	24.8	21.8	24.9	30.3	46.5	26.5
	2011	21.7	17.0	23.7	28.3	28.0	23.3
Swing	2006	44.9	44.0	33.8	39.3	35.2	40.0
	2011	33.9	50.3	47.3	47.5	45.4	45.4
Pluralist	2006	30.4	34.1	41.3	30.3	18.3	33.5
	2011	44.4	32.7	29.0	24.2	26.6	31.3
Total	2006 n=951	100	100	100	100	100	100
	2011 n=1833	100	100	100	100	100	100

2006: Chi-square=30.2, df=8, p=0.000 sig.

2011: Chi-square=49.13, df=8, p=0.000 sig.

Cluster Analysis (Pre- and Post-Independence)

Conservative: A drop among the post-65ers.

Pluralist: A large drop in the proportion of pre-65ers and an increase of post-65ers

Swing: The largest proportion of the pre- and post-65ers were in the swing category, with a large proportion of pre-65ers moving into it.

The distinction between the pre- and post-65ers is clearer. Smaller percentage of pre-Independence respondents compared to post-Independence ones in the pluralist category.

Cluster Analysis
(Pre- and Post-Independence)

Political Orientation		**Age (%)**		
		Post-Independence	**Pre-Independence**	**Total**
Conservative	2006	23.2	29.7	26.5
	2011	19.8	26.9	23.3
Swing	2006	44.4	35.7	40.0
	2011	44.0	46.7	45.4
Pluralist	2006	32.4	34.6	33.5
	2011	36.1	26.4	31.3
Total	2006 n=951	100	100	100
	2011 n= 1834	100	100	100

2006: Chi-square=8.715, df=2, p=.013 sig.

2011: Chi-square=24.15, df=2, p=.000 sig.

Cluster Analysis (Class)

The support of political pluralism increases the higher the level of socio-economic status, similar to finding of 2006 survey.

Cluster Analysis (Class)

Political Orientation		**Housing Type (%)**				
		1-3 room Flats	**4 room flats**	**5-6 room/exec flats**	**Private**	**Total**
Conservative	2006	25.1	29.9	28.4	18.6	26.5
	2011	25.5	22.6	23.5	23.4	23.5
Swing	2006	45.3	45.1	33.8	34.9	40.0
	2011	50.7	44.6	46.9	39.8	45.6
Pluralist	2006	29.6	25.0	37.8	46.5	33.5
	2011	23.8	32.8	29.6	36.8	30.9
Total	2006 n=950	100	100	100	100	100
	2011 n=1787	100	100	100	100	100

2006: Chi-square=31.07, df=6, p=.000 sig
2011: Chi-square=14.21, df=6, p=.027 sig

Cluster Analysis (Class)

Political Orientation		Occupational Class (%)			
		Working Class	Intermediate Class	Service Class	Total
Conservative	2006	40.9	27.4	23.3	27.1
	2011	33.4	23.6	20.2	22.2
Swing	2006	35.5	46.2	37.4	39.5
	2011	39.1	48.9	45.5	46.6
Pluralist	2006	23.6	26.4	39.4	33.3
	2011	27.5	27.5	34.3	31.3
Total	2006 n=711	100	100	100	100
	2011 n=1475	100	100	100	100

2006: Chi-square=23.4, df=4, p=.000 sig

2011: Chi-square=12.87, df=4, p=.012 sig

Cluster Analysis (Class)

Political Orientation		**Education Type (%)**					
		Primary & below	**Sec.**	**Post-Sec.**	**Diploma**	**University/ Professional**	**Total**
Conservative	2006	35.6	26.9	24.4	21.6	23.9	26.5
	2011	37.7	22.5	23.8	21.9	16.1	23.5
Swing	2006	41.7	41.5	46.6	46.6	29.1	40.0
	2011	47.2	51.8	39.5	43.6	40.0	45.6
Pluralist	2006	22.7	31.6	29.0	31.8	47.0	33.5
	2011	15.1	25.7	36.7	34.5	43.9	30.9
Total	2006 n=951	100	100	100	100	100	100
	2011 n=1800	100	100	100	100	100	100

2006: Chi-square=31.13, df=8, p=.000 sig
2011: Chi-square=88.50, df=8, p=.000 sig

Cluster Analysis (Class)

Political Orientation		**Monthly Household Income (%)**				
		Low	**LM**	**MM**	**UM or High**	**Total**
Conservative	2006	32.2	26.1	21.4	25.6	26.5
	2011	33.9	23.4	18.9	17.3	23.7
Swing	2006	41.9	45.7	34.4	30.6	40.0
	2011	48.5	47.3	45.9	41.8	46.4
Pluralist	2006	26.0	28.2	44.3	43.8	33.5
	2011	17.6	29.3	35.2	40.9	29.9
Total	2006 n=951	100	100	100	100	100
	2011 n=1577	100	100	100	100	100

Note: ‘Low’ denotes monthly household income of 0 to $1999,
‘LM’ or ‘Lower Middle’ denotes income of $2000 to $4999,
‘MM’ or ‘Middle Middle’ denotes income from $5000 to $6999
‘UM or High’ or ‘Upper Middle or High’ denotes $7000 and above.
2006: Chi-square=31.54, df=6, p=.000 sig
2011: Chi-square=50.69 df=6, p=.000 sig

Cluster Analysis (Ethnicity)

Of all the groups -

the largest percentage of Pluralists is found among the Chinese,

the largest percentage of Conservatives is found among the Others category

the largest percentage of Swing respondents is found among the Malays.

Cluster Analysis (Ethnicity)

Political Orientation		**Ethnicity (%)**				
		Chinese	**Malay**	**Indian**	**Others**	**Total**
Conservative	2006	27.9	19.4	25.8	11.1	26.5
	2011	23.6	22.0	21.4	30.0	23.3
Swing	2006	37.3	56.5	38.7	44.4	40.0
	2011	43.0	56.0	50.4	50.0	45.4
Pluralist	2006	34.8	24.2	35.5	44.4	33.5
	2011	33.4	22.0	28.2	20.0	31.3
Total	2006 n=951	100	100	100	100	100
	2011 n=1833	100	100	100	100	100

2006: Chi-square=17.588, df=6, p=.007 sig
2011: Chi-square=19.79, df=6, p=.003 sig

Conclusion

Materialist considerations have emerged alongside political ideals, curiously among those in the higher Service class. Is this because they were less helped by the government or because they have a greater social consciousness? Did this add momentum against the status quo?

There is a shift among the seniors and the youngest towards the Pluralist category.

Nevertheless, there is a clearer distinction between the pre- and post-65 demographic groups.

Conclusion

The association of pluralist values with higher socio-economic status is still strong. Will support for pluralism reach a stable plateau or will it grow?

With change in rules, the Internet has become more important even with older Singaporeans, but more so with the young and the higher the socio-economic status. The mainstream media and government will need to inhabit the Internet space to maintain political influence.

Conclusion

The ranking of political parties based on mean scores on their credibility matches that based on popular vote polled. There has been a dip for the PAP, and a rise for the SDP.

The ‘Foreigners and Immigration’ issue was important to half of the voters, but especially so to the younger and better-off.

Analysis by Age

Influence of Issues

Mean Score	Total	A Post-I 21-44	B Pre-I 45 & above	Age Bands				
				C Young adults 21-29	D Adults 30-39	E Mid age 40-54	F Near old 55-64	G Old 65 & above
Need for good and efficient gov't	4.46	4.47	4.45	4.44	4.53	4.46	4.41	4.44
Need for checks and balances in Parliament	4.20	4.27^{B}	4.13^{A}	4.22	4.34^{F,G}	4.23^{FF}	4.06^{D,E}	4.04^{D}
Cost of living	4.18	4.24^{B}	4.13^{A}	4.18	4.29^{F}	4.23^{F}	4.06^{D,E}	4.09
Need for diff't views in Parliament	4.17	4.22^{B}	4.13^{A}	4.15	4.28^{G}	4.20	4.12	4.01^{D}
Fairness of gov't policy	4.11	4.14	4.09	4.12	4.20^{G}	4.12	4.09	3.95^{D}
(Base)		**(987)**	**(1093)**	**(338)**	**(383)**	**(740)**	**(423)**	**(196)**

A,B,C,D,E,F,G: Significantly different at .05 level.

Influence of Issues

Mean Score	Total	A Post-I 21-44	B Pre-I 45 & above	Age Bands				
				C Young adults 21-29	D Adults 30-39	E Mid age 40-54	F Near old 55-64	G Old 65 & above
Personality of candidates	4.10	4.10	4.09	4.00	4.16	4.16	4.04	4.03
Issues in party manifestos	3.86	3.91^{B}	3.82^{A}	3.78	3.95	3.92	3.78	3.78
Work of former MP	3.83	3.85	3.81	3.81	3.86	3.90^{F}	3.72^{E}	3.72
Neighbourhood facilities	3.66	3.66	3.66	3.59	3.75	3.62	3.65	3.81
Job situation	3.53	3.65^{B}	3.42^{A}	3.52^{G}	$3.68^{F,G}$	$3.66^{F,G}$	$3.35^{D,E}$	$3.11^{C,D,E}$
Upgrading	3.18	3.23	3.14	3.25	3.28	3.14	3.16	3.09
(Base)		**(987)**	**(1093)**	**(338)**	**(383)**	**(740)**	**(423)**	**(196)**

A,B,C,D,E,F,G: Significantly different at .05 level.

Influence of Candidates' Characteristics

Mean Score	Total	A Post-I 21-44	B Pre-I 45 & above	Age Bands				
				C Young adults 21-29	D Adults 30-39	E Mid age 40-54	F Near old 55-64	G Old 65 & above
Honesty	4.46	4.48	4.45	4.41	4.51	4.51^{F}	4.37^{E}	4.46
Efficient	4.33	4.37^{B}	4.30^{A}	4.36	4.39	4.33	4.25	4.36
Fair person	4.32	4.35^{B}	4.28^{A}	4.38	4.32	4.31	4.31	4.23
Can understand people	4.29	4.33^{B}	4.25^{A}	4.24	4.38	4.31	4.23	4.23
Can reflect people's views	4.25	4.31^{B}	4.19^{A}	4.23	4.35^{F}	4.28^{F}	4.15^{D,E}	4.20
Hardworking	4.24	4.25	4.23	4.25	4.27	4.26	4.22	4.14
Credentials	3.88	3.81^{B}	3.95^{A}	3.66^{D,E,F,G}	3.86^{C}	3.99^{C}	3.88^{C}	3.95^{C}
Experience in GR and community work	3.83	3.78^{B}	3.88^{A}	3.58^{D,E,F,G}	3.83^{C}	3.91^{C}	3.88^{C}	3.87^{C}
Candidate's party	3.50	3.40^{B}	3.59^{A}	3.16^{D,E,F,G}	3.54^{C}	3.56^{C}	3.55^{C}	3.67^{C}
(Base)		**(987)**	**(1093)**	**(338)**	**(383)**	**(740)**	**(423)**	**(196)**

A,B,C,D,E,F,G: Significantly different at .05 level.

Influence of Communication Channel

Mean Score				Age Bands				
	Total	A Post-I 21-44	B Pre-I 45 & above	C Young adults 21-29	D Adults 30-39	E Mid age 40-54	F Near old 55-64	G Old 65 & above
Newspapers	3.91	3.80^{B}	3.94^{A}	3.72^{E}	3.83	3.92^{C}	3.91	3.98
Local TV	3.76	3.67^{B}	3.81^{A}	$3.52^{E,F,G}$	3.72	3.78^{C}	3.81^{C}	3.87^{C}
Internet	3.72	3.99^{B}	3.28^{A}	$4.13^{E,F,G}$	$3.98^{E,F,G}$	$3.65^{C,D,F,G}$	$3.15^{C,D,E}$	$2.86^{C,D,E}$
Election rallies	3.57	3.61^{B}	3.37^{A}	$3.61^{F,G}$	$3.61^{F,G}$	3.57^{G}	$3.23^{C,D,E}$	$3.22^{C,D,E}$
Grassroots workers	3.38	3.15^{B}	3.33^{A}	$2.95^{D,E,F,G}$	3.21^{C}	3.33^{C}	3.33^{C}	3.29^{C}
Door to door visit	3.27	3.20	3.17	3.07	3.23	3.25	3.13	3.17
Radio	3.17	3.09	3.16	$2.92^{E,F}$	3.10	3.23^{C}	3.22^{C}	2.97
Friends and families	3.19	3.19^{B}	3.02^{A}	3.23^{G}	3.17^{G}	3.11	3.02	2.85
Party literature	3.20	3.08	3.06	3.06	3.07	3.12	3.00	3.07
Word of mouth	3.06	3.12^{B}	2.89^{A}	3.20^{G}	$3.11^{G,F}$	3.02^{F}	$2.79^{C,D,E}$	$2.79^{C,D}$
(Base)		**(987)**	**(1093)**	**(338)**	**(383)**	**(740)**	**(423)**	**(196)**

A,B,C,D,E,F,G: Significantly different at .05 level.

Credibility of Political Parties

Mean Score (The … is a credible party)				Age Bands				
	Total	A Post-I 21-44	B Pre-I 45 & above	C Young adults 21-29	D Adults 30-39	E Mid age 40-54	F Near old 55-64	G Old 65 & above
PAP	3.87	3.74^{B}	3.99^{A}	$3.65^{E,F,G}$	$3.73^{E,F,G}$	$3.95^{C,D}$	$3.97^{C,D}$	$4.04^{C,D}$
WP	3.60	3.60	3.60	3.64	3.64	3.55	3.65	3.49
SPP	3.03	3.08^{B}	2.97^{A}	3.15^{E}	3.11^{E}	$2.94^{C,D}$	3.02	2.91
NSP	2.95	3.04^{B}	2.86^{A}	$3.18^{E,F,G}$	3.06^{E}	$2.82^{C,D}$	2.91^{C}	2.82^{C}
SDP	2.93	3.01^{B}	2.84^{A}	$3.13^{E,F}$	3.01^{E}	$2.82^{C,D}$	2.87^{C}	2.87
SDA	2.82	2.88^{B}	2.75^{A}	2.95^{E}	2.89^{E}	2.72^{c}	2.80	2.85
RP	2.72	2.76	2.68	2.82	2.75	2.66	2.70	2.72
(Base)		**(987)**	**(1093)**	**(338)**	**(383)**	**(740)**	**(423)**	**(196)**

A,B,C,D,E,F,G: Significantly different at .05 level.

Views on Election System

Mean Score	Total	A Post-I 21-44	B Pre-I 45 & above	Age Bands				
				C Young adults 21-29	D Adults 30-39	E Mid age 40-54	F Near old 55-64	G Old 65 & above
I felt free to vote the way I wanted to	4.26	4.20^{B}	4.32^{A}	4.12^{E,F,G}	4.20	4.32^{C}	4.28^{C}	4.35^{C}
Important to have elected opposition party members in Parliament	4.01	4.06^{B}	3.97^{A}	4.09	4.06	3.99	3.96	3.98
Nominated Member of Parliament scheme plays a useful role	3.68	3.66	3.69	3.60	3.68	3.69	3.74	3.63
Election system is fair to all parties	3.53	3.35^{B}	3.70^{A}	3.16^{D,E,F,G}	3.42^{C,F,G}	3.56^{C,F}	3.77^{C,D,E}	3.78^{C,D}
Non-Constituency Member of Parliament scheme plays a useful role	3.33	3.37	3.29	3.36	3.41	3.31	3.28	3.26
(Base)		**(987)**	**(1093)**	**(338)**	**(383)**	**(740)**	**(423)**	**(196)**

A,B,C,D,E,F,G: Significantly different at .05 level.

Views on Election System

Mean Score				Age Bands				
	Total	A Post-I 21-44	B Pre-I 45 & above	C Young adults 21-29	D Adults 30-39	E Mid age 40-54	F Near old 55-64	G Old 65 & above
There is no need to change the election system	3.31	3.16^{B}	3.45^{A}	$2.91^{D,E,F,G}$	$3.19^{C,F}$	3.39^{C}	$3.54^{C,D}$	3.48^{C}
The internet was the most important of all in shaping my views in this election	3.05	3.29^{B}	2.81^{A}	$3.36^{E,F,G}$	$3.30^{E,F,G}$	$3.07^{C,D,F,G}$	$2.75^{C,D,E,G}$	$2.38^{C,D,E,F}$
'Votes for upgrading' policy is fair	2.97	2.98	2.97	2.96	3.03	2.92	2.99	3.02
‘Foreigners and immigrants’ was not important to me in this election	2.70	2.63^{B}	2.76^{A}	2.60^{F}	2.65	2.65^{F}	$2.87^{C,E}$	2.79
(Base)		**(987)**	**(1093)**	**(338)**	**(383)**	**(740)**	**(423)**	**(196)**

A,B,C,D,E,F,G: Significantly different at .05 level.

Analysis by Social Class and Monthly Household Income

Influence of Issues

		Occupation			Monthly H/H Income			
Mean Score	Total	A Working class	B Interme-diate class	C Service class	D Low \$0-\$1999	E Low middle \$2000-\$4999	F Middle middle \$5000-\$6999	G Upper middle \$7000 & above
Need for good and efficient gov't	4.46	4.49	4.39^{C}	4.53^{B}	$4.37^{F,G}$	$4.44^{F,G}$	$4.59^{D,E}$	$4.64^{D,E}$
Need for checks and balances in Parliament	4.20	4.09^{C}	4.11^{C}	$4.33^{A,B}$	$3.94^{E,F,G}$	$4.19^{D,G}$	4.32^{D}	$4.38^{D,E}$
Cost of living	4.18	$3.94^{B.C}$	4.19^{A}	4.28^{A}	4.17	4.23	4.26	4.16
Need for diff't views in Parliament	4.17	3.92^{C}	4.10^{C}	$4.28^{A,B}$	$4.01^{E,F,G}$	$4.16^{D,G}$	4.23^{D}	$4.36^{D,E}$
Fairness of gov't policy	4.11	3.97	4.08	4.15	4.04^{F}	4.12	4.24^{D}	4.18
(Base)		**(87)**	**(668)**	**(899)**	**(387)**	**(815)**	**(304)**	**(267)**

A,B,C,D,E,F,G: Significantly different at .05 level.

Influence of Issues

Mean Score	Total	Occupation			Monthly H/H Income			
		A Working class	B Interme-diate class	C Service class	D Low $0-$1999	E Low middle $2000-$4999	F Middle middle $5000-$6999	G Upper middle $7000 & above
Personality of candidates	4.10	4.01	4.06	4.16	4.03^{F}	4.07^{F}	$4.24^{D,E}$	4.21
Issues in party manifestos	3.86	3.80	3.85	3.89	3.86	3.86	3.90	3.90
Work of former MP	3.83	3.90	3.81	3.85	3.91	3.83	3.93	3.79
Neighbourhood facilities	3.66	3.92^{C}	3.78^{C}	$3.59^{A,B}$	$3.85^{F,G}$	3.71^{G}	3.55^{D}	$3.50^{D,E}$
Job situation	3.53	3.25^{C}	3.51	3.63^{A}	3.50	3.62	3.61	3.57
Upgrading	3.18	3.36	3.34^{C}	3.13^{B}	3.32^{G}	3.31^{G}	3.21^{G}	$2.84^{D,E,F}$
(Base)		**(87)**	**(668)**	**(899)**	**(387)**	**(815)**	**(304)**	**(267)**

A,B,C,D,E,F,G: Significantly different at .05 level.

Influence of Candidates' Characteristics

Mean Score	Total	Occupation			Monthly H/H Income			
		A Working class	B Interme-diate class	C Service class	D Low \$0-\$1999	E Low middle \$2000-\$4999	F Middle middle \$5000-\$6999	G Upper middle \$7000 & above
Honesty	4.46	4.50	4.39^{C}	4.52^{B}	$4.35^{F,G}$	$4.42^{F,G}$	$4.56^{D,E}$	$4.63^{D,E}$
Efficient	4.33	4.25	4.28^{C}	4.38^{B}	$4.24^{F,G}$	4.34^{G}	4.41^{D}	$4.49^{D,E}$
Fair person	4.32	4.41	4.25^{C}	4.36^{B}	$4.18^{E,F,G}$	$4.32^{D,G}$	4.43^{D}	$4.49^{D,E}$
Can understand people	4.29	4.27	4.25^{C}	4.37^{B}	$4.15^{E,F,G}$	4.31^{D}	4.39^{D}	4.43^{D}
Can reflect people's views	4.25	4.18	4.19^{C}	4.32^{B}	$4.17^{F,G}$	4.26	4.33^{D}	4.32^{D}
Hardworking	4.24	4.38	4.19^{C}	4.30^{B}	4.16^{G}	4.25	4.30	4.35^{D}
Credentials	3.88	4.00	3.87	3.88	3.99	3.85	3.92	3.89
Experience in GR and community work	3.83	4.03	3.87	3.79	3.93	3.84	3.79	3.74
Candidate's party	3.50	3.58	3.55	3.45	3.67^{F}	3.51	3.32^{D}	3.48
(Base)		**(87)**	**(668)**	**(899)**	**(387)**	**(815)**	**(304)**	**(267)**

A,B,C,D,E,F,G: Significantly different at .05 level.

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Influence of Communication Channel

Mean Score	Total	Occupation			Monthly H/H Income			
		A Working class	B Interme-diate class	C Service class	D Low $0-$1999	E Low middle $2000-$4999	F Middle middle $5000-$6999	G Upper middle $7000 & above
Newspapers	3.91	3.91	3.86	3.83	3.99	3.87	3.81	3.91
Local TV	3.76	3.83	3.76	3.73	3.90^{G}	3.76	3.79	3.61^{D}
Internet	3.72	2.78^{A}	3.51^{A}	$3.79^{B,C}$	$3.22^{E,F,G}$	3.69^{G}	3.87^{D}	$3.99^{D,E}$
Election rallies	3.57	3.49	3.42	3.52	3.41	3.55	3.48	3.52
Grassroots workers	3.38	3.50^{A}	3.37^{A}	$3.19^{B,C}$	$3.48^{F,G}$	3.32^{G}	$3.21^{D,G}$	$2.87^{D,E,F}$
Door to door visit	3.27	$3.50^{A,B}$	3.17^{C}	3.17^{C}	3.37^{G}	3.28^{G}	3.17	$2.99^{D,E}$
Radio	3.17	3.32	3.20	3.09	3.30^{G}	3.26^{G}	3.05	$2.85^{D,E}$
Friends and families	3.19	3.15	3.07	3.14	3.21	3.16	3.10	3.08
Party literature	3.20	3.27^{A}	3.06	3.03^{C}	3.28^{G}	3.10	3.04	2.96^{D}
Word of mouth	3.06	2.93	2.95	3.02	2.98	3.05	2.98	3.12
(Base)		**(87)**	**(668)**	**(899)**	**(387)**	**(815)**	**(304)**	**(267)**

A,B,C,D,E,F,G: Significantly different at .05 level.

Credibility of Political Parties

Mean Score (The … is a credible party)	Total	Occupation			Monthly H/H Income			
		A Working class	B Interme-diate class	C Service class	D Low $0-$1999	E Low middle $2000-$4999	F Middle middle $5000-$6999	G Upper middle $7000 & above
PAP	3.87	4.12^{B}	3.80^{A}	3.89	3.94	3.86	3.85	3.87
WP	3.60	3.62	3.51^{C}	3.69^{B}	3.48	3.59	3.66	3.66
SPP	3.03	3.05	3.04	3.04	2.92	3.05	3.03	3.07
NSP	2.95	2.69	2.97	2.97	2.84	3.00	3.01	2.88
SDP	2.93	2.85	2.97	2.90	2.79^{E}	2.99^{D}	2.94	2.88
SDA	2.82	2.84	2.88	2.77	2.79	2.90^{G}	2.83^{G}	$2.59^{E,F}$
RP	2.72	2.68	2.79	2.69	2.66	2.80^{G}	2.69	2.54^{E}
(Base)		**(87)**	**(668)**	**(899)**	**(387)**	**(815)**	**(304)**	**(267)**

A,B,C,D,E,F,G: Significantly different at .05 level.

Views on Election System

Mean Score	Total	Occupation			Monthly H/H Income			
		A Working class	B Interme-diate class	C Service class	D Low $0-$1999	E Low middle $2000-$4999	F Middle middle $5000-$6999	G Upper middle $7000 & above
I felt free to vote the way I wanted to	4.26	4.47^{B}	4.18^{A,C}	4.33^{B}	4.20^{G}	4.20^{G}	4.32	4.39^{D,E}
Important to have elected opposition party members in Parliament	4.01	4.01	3.95^{C}	4.09^{B}	3.85^{F,G}	3.99^{G}	4.06^{D}	4.16^{D,E}
Nominated Member of Parliament scheme plays a useful role	3.68	3.69	3.74	3.63	3.77^{G}	3.68	3.72	3.52^{E}
Election system is fair to all parties	3.53	3.70	3.60	3.47	3.74^{F,G}	3.56	3.48^{D}	3.38^{D}
Non-Constituency Member of Parliament scheme plays a useful role	3.33	3.55	3.40	3.28	3.37^{G}	3.38^{G}	3.36	3.14^{D,E}
(Base)		**(87)**	**(668)**	**(899)**	**(387)**	**(815)**	**(304)**	**(267)**

A,B,C,D,E,F,G: Significantly different at .05 level.

Views on Election System

Mean Score	Total	Occupation			Monthly H/H Income			
		A Working class	B Interme-diate class	C Service class	D Low $0-$1999	E Low middle $2000-$4999	F Middle middle $5000-$6999	G Upper middle $7000 & above
There is no need to change the election system	3.31	3.56^{C}	3.39^{C}	3.23^{A,B}	3.59^{E,F,G}	3.29^{D}	3.26^{D}	3.15^{D}
The internet was the most important of all in shaping my views in this election	3.05	2.73^{C}	3.02	3.16^{A}	2.92^{G}	3.13	3.14	3.20^{D}
'Votes for upgrading' policy is fair	2.97	2.84	3.12^{C}	2.89^{B}	3.21^{F,G}	3.08^{G}	2.92^{D}	2.69^{D,E}
‘Foreigners and immigrants’ was not important to me in this election	2.70	3.18^{B,C}	2.72^{A}	2.62^{A}	2.82	2.67	2.66	2.58
(Base)		**(87)**	**(668)**	**(899)**	**(387)**	**(815)**	**(304)**	**(267)**

A,B,C,D,E,F,G: Significantly different at .05 level.

Analysis by Education

Influence of Issues

Mean Score	Total	A PSLE or below	B Secondary	C Post – secondary	D Diploma level	E University/ Professional
Need for good and efficient gov't	4.46	$4.28^{B,D,E}$	$4.45^{A,E}$	4.41^{E}	4.48^{A}	$4.58^{A,B,C}$
Need for checks and balances in Parliament	4.20	$4.04^{D,E}$	$4.11^{D,E}$	4.15^{E}	$4.26^{A,B}$	$4.37^{A,B,C}$
Cost of living	4.18	$4.01^{C,D}$	4.23^{C}	4.13	4.27^{A}	4.14
Need for diff't views in Parliament	4.17	$3.99^{C,D,E}$	4.11	4.25^{A}	4.25^{A}	4.25^{A}
Fairness of gov't policy	4.11	4.01^{E}	4.10	3.96^{E}	4.16	4.22^{C}
(Base)		**(235)**	**(718)**	**(197)**	**(436)**	**(449)**

A,B,C,D,E: Significantly different at .05 level.

Influence of Issues

Mean Score	Total	A PSLE or below	B Secondary	C Post – secondary	D Diploma level	E University/ Professional
Personality of candidates	4.10	4.02	4.11	3.99	4.11	4.17
Issues in party manifestos	3.86	3.71	3.91	3.80	3.90	3.82
Work of former MP	3.83	3.77	3.86	3.69	3.86	3.86
Neighbourhood facilities	3.66	$3.82^{D,E}$	$3.75^{D,E}$	3.63	3.57	3.55
Job situation	3.53	3.53	3.47	3.53	$3.64^{A,B}$	$3.51^{A,B}$
Upgrading	3.18	3.13	3.33^{E}	3.08	3.20	3.03^{B}
(Base)		**(235)**	**(718)**	**(197)**	**(436)**	**(449)**

A,B,C,D,E: Significantly different at .05 level.

Influence of Candidates’ Characteristics

Mean Score	Total	A PSLE or below	B Secondary	C Post – secondary	D Diploma level	E University/ Professional
Honesty	4.46	$4.31^{D,E}$	4.41^{E}	4.49	4.51^{A}	$4.57^{A,B}$
Efficient	4.33	4.23^{E}	4.31^{E}	4.31	4.35	$4.43^{A,B}$
Fair person	4.32	$4.12^{A,B,C,D,E}$	4.29^{A}	4.37^{A}	4.36^{A}	4.40^{A}
Can understand people	4.29	4.14^{E}	4.29	4.20	4.32	4.36^{A}
Can reflect people’s views	4.25	4.20	4.22	4.18	4.30	4.31
Hardworking	4.24	4.16	4.22	4.16	4.27	4.32
Credentials	3.88	3.98^{D}	3.96^{D}	3.81	$3.76^{A,B}$	3.88
Experience in GR and community work	3.83	$4.00^{C,D,E}$	$3.95^{C,D,E}$	$3.72^{A,B}$	$3.69^{A,B}$	$3.75^{A,B}$
Candidate’s party	3.50	3.65^{E}	$3.63^{D,E}$	3.49	3.38^{B}	$3.35^{A,B}$
(Base)		**(235)**	**(718)**	**(197)**	**(436)**	**(449)**

A,B,C,D,E: Significantly different at .05 level.

Influence of Communication Channel

Mean Score	Total	A PSLE or below	B Secondary	C Post – secondary	D Diploma level	E University/ Professional
Newspapers	3.91	3.87	3.95	3.90	3.81	3.81
Local TV	3.76	3.79	3.86^{D,E}	3.64	3.68^{B}	3.65^{B}
Internet	3.72	2.72^{B,C,D,E}	3.43^{A,D,E}	3.71^{A}	3.99^{A,B}	3.97^{A,B}
Election rallies	3.57	3.49	3.38^{D}	3.50	3.60^{B}	3.53
Grassroots workers	3.38	3.58^{C,D,E}	3.39^{C,D,E}	3.07^{A,B}	3.15^{A,B}	3.02^{A,B}
Door to door visit	3.27	3.39^{E}	3.22	3.15	3.18	3.08^{A}
Radio	3.17	3.29^{E}	3.32^{C,E}	2.99^{B}	3.12^{E}	2.85^{A,B,E}
Friends and families	3.19	2.86^{A}	3.16^{A}	3.18	3.11	3.11
Party literature	3.20	3.24	3.07	2.97	3.12	3.00
Word of mouth	3.06	2.76^{D,E}	2.94^{E}	2.96	3.08^{A}	3.17^{A,B}
(Base)		**(235)**	**(718)**	**(197)**	**(436)**	**(449)**

A,B,C,D,E: Significantly different at .05 level.

Credibility of Political Parties

Mean Score (The … is a credible party)	Total	A PSLE or below	B Secondary	C Post – secondary	D Diploma level	E University/ Professional
PAP	3.87	3.94	3.92	3.95	3.77	3.83
WP	3.60	3.45^{E}	3.50	3.68	3.64	$3.72^{A,B}$
SPP	3.03	3.00	2.93^{D}	3.11	3.10^{B}	3.05
NSP	2.95	2.98	$2.83^{D,E}$	2.98	3.05^{B}	3.01^{B}
SDP	2.93	2.88	2.84^{D}	2.85	3.05^{B}	2.99
SDA	2.82	2.85	2.77	2.91	2.88	2.75
RP	2.72	2.77	2.70	2.68	2.78	2.67
(Base)		**(235)**	**(718)**	**(197)**	**(436)**	**(449)**

A,B,C,D,E: Significantly different at .05 level.

Views on Election System

Mean Score	Total	A PSLE or below	B Secondary	C Post – secondary	D Diploma level	E University/ Professional
I felt free to vote the way I wanted to	4.26	4.23	4.25	4.35	4.23	4.28
Important to have elected opposition party members in Parliament	4.01	3.78^{C,D,E}	3.96^{E}	4.12^{A}	4.05^{A}	4.12^{B}
Nominated Member of Parliament scheme plays a useful role	3.68	3.66	3.78^{E}	3.65	3.64	3.58^{B}
Election system is fair to all parties	3.53	3.83^{C,D,E}	3.74^{C,D,E}	3.41^{A,B}	3.36^{A,B}	3.31^{A,B}
Non-Constituency Member of Parliament scheme plays a useful role	3.33	3.42	3.37	3.30	3.25	3.30
(Base)		**(235)**	**(718)**	**(197)**	**(436)**	**(449)**

A,B,C,D,E: Significantly different at .05 level.

Views on Election System

Mean Score	Total	A PSLE or below	B Secondary	C Post – secondary	D Diploma level	E University/ Professional
There is no need to change the election system	3.31	$3.66^{C,D,E}$	$3.48^{D,E}$	3.24^{A}	$3.12^{A,B}$	$3.09^{A,B}$
The internet was the most important of all in shaping my views in this election	3.05	$2.31^{B,C,D,E}$	3.04^{A}	3.18^{A}	3.21^{A}	3.16^{A}
'Votes for upgrading' policy is fair	2.97	3.19^{E}	3.11^{E}	2.88	2.97^{E}	$2.72^{A,B,D}$
‘Foreigners and immigrants’ was not important to me in this election	2.70	$3.06^{B,C,D,E}$	$2.78^{A,D,E}$	2.66^{A}	$2.55^{A,B}$	$2.57^{A,B}$
(Base)		**(235)**	**(718)**	**(197)**	**(436)**	**(449)**

A,B,C,D,E: Significantly different at .05 level.

Analysis by Ethnicity

Influence of Issues

Mean Score	Total	Ethnicity A Chinese	 B Malay	 C Indian	 D Others
Need for good and efficient gov't	4.46	4.44	4.50	4.59	4.26
Need for checks and balances in Parliament	4.20	4.17	4.26	4.34	4.31
Cost of living	4.18	$4.14^{B,C}$	4.33^{A}	4.42^{A}	4.35
Need for diff't views in Parliament	4.17	4.14^{B}	4.32^{A}	4.23	4.35
Fairness of gov't policy	4.11	4.09	4.13	4.29	4.25

(Base) **(1632)** **(279)** **(145)** **(23)**

A,B,C,D: Significantly different at .05 level.

Influence of Issues

Mean Score	Total	Ethnicity			
		A Chinese	B Malay	C Indian	D Others
Personality of candidates	4.10	4.09	4.10	4.16	4.32
Issues in party manifestos	3.86	3.86	3.89	3.82	4.15
Work of former MP	3.83	3.80	3.87	3.99	4.16
Neighbourhood facilities	3.66	$3.57^{B,C}$	3.95^{A}	4.14^{A}	3.60
Job situation	3.53	3.45^{B}	3.93^{A}	3.67	3.65
Upgrading	3.18	$3.07^{B,C}$	3.63^{A}	3.60^{A}	3.32
(Base)		**(1632)**	**(279)**	**(145)**	**(23)**

A,B,C,D: Significantly different at .05 level.

Influence of Candidates' Characteristics

Mean Score	Total	Ethnicity			
		A Chinese	B Malay	C Indian	D Others
Honesty	4.46	4.44^{C}	4.48	4.65^{A}	4.72
Efficient	4.33	4.32	4.37	4.46	4.11
Fair person	4.32	4.29^{C}	4.39	4.50^{A}	4.07
Can understand people	4.29	4.26^{C}	4.32^{C}	$4.54^{A, B}$	4.46
Can reflect people's views	4.25	4.22	4.30	4.40	4.51
Hardworking	4.24	4.21^{B}	4.39^{A}	4.36	4.00
Credentials	3.88	3.83^{B}	4.14^{A}	4.00	3.87
Experience in GR and community work	3.83	3.78^{C}	$4.10^{A, D}$	3.91	3.54^{B}
Candidate's party	3.50	3.44^{B}	3.85^{A}	3.55	3.49
(Base)		**(1632)**	**(279)**	**(145)**	**(23)**

A,B,C,D: Significantly different at .05 level.

Influence of Communication Channel

Mean Score	Total	Ethnicity			
		A Chinese	B Malay	C Indian	D Others
Newspapers	3.91	3.83^{C}	3.99	4.14^{A}	4.06
Local TV	3.76	3.69^{B}	3.97^{A}	3.92	3.49
Internet	3.72	3.54$^{B, C}$	3.91^{A}	3.91^{A}	3.83
Election rallies	3.57	3.43^{B}	3.69^{A}	3.62	3.66
Grassroots workers	3.38	3.18^{B}	3.49^{A}	3.45	3.38
Door to door visit	3.27	3.13^{B}	3.44^{A}	3.35	2.95
Radio	3.17	3.04^{B}	3.60$^{A, C}$	3.24^{B}	2.94
Friends and families	3.19	3.00$^{B, C}$	3.55^{A}	3.33^{A}	3.26
Party literature	3.20	3.01^{B}	3.37^{A}	3.24	2.99
Word of mouth	3.06	2.96	3.08	3.23	3.53
(Base)		**(1632)**	**(279)**	**(145)**	**(23)**

A,B,C,D: Significantly different at .05 level.

Credibility of Political Parties

Mean Score (The … is a credible party)	Total	Ethnicity			
		A Chinese	B Malay	C Indian	D Others
PAP	3.87	3.85	3.88	4.00	4.06
WP	3.60	3.60	3.59	3.61	3.80
SPP	3.03	2.99	3.12	3.12	3.33
NSP	2.95	2.92^{B}	3.11^{A}	2.97	3.34
SDP	2.93	2.88^{B}	3.07^{A}	3.12	3.37
SDA	2.82	2.78	2.94	2.92	3.16
RP	2.72	$2.66^{B, C}$	2.89^{A}	2.92^{A}	2.98
(Base)		**(1632)**	**(279)**	**(145)**	**(23)**

A,B,C,D: Significantly different at .05 level.

Views on Election System

Mean Score	Total	Ethnicity			
		A Chinese	B Malay	C Indian	D Others
I felt free to vote the way I wanted to	4.26	4.26	4.22	4.38	4.25
Important to have elected opposition party members in Parliament	4.01	3.99	4.07	4.10	4.28
Nominated Member of Parliament scheme plays a useful role	3.68	3.66	3.80	3.71	3.50
Election system is fair to all parties	3.53	3.48^{B}	3.73^{A}	3.68	3.36
Non-Constituency Member of Parliament scheme plays a useful role	3.33	3.29^{C}	3.45	3.54^{A}	3.23
(Base)		**(1632)**	**(279)**	**(145)**	**(23)**

A,B,C,D: Significantly different at .05 level.

Views on Election System

Mean Score	Total	Ethnicity			
		A Chinese	B Malay	C Indian	D Others
No need to change the election system	3.31	3.27	3.44	3.45	3.46
The internet was the most important of all in shaping my views in this election	3.05	2.95$^{B, C}$	3.49^{A}	3.32^{A}	3.07
'Votes for upgrading' policy is fair	2.97	2.87$^{B, C}$	3.39^{A}	3.31^{A}	3.38
'Foreigners and immigrants' was not important to me in this election	2.70	2.70	2.63	2.74	2.73
(Base)		**(1632)**	**(279)**	**(145)**	**(23)**

A,B,C,D: Significantly different at .05 level.

Analysis by Voters/Non-Voters

Influence of Issues

Mean Score	Total	A+B Voters Sub-total	A Old voters	B New/first time voters	C Non-voters
Need for good and efficient gov't	4.46	4.46	4.45	4.49	4.45
Need for checks and balances in Parliament	4.20	4.20	4.19	4.25	4.14
Cost of living	4.18	4.19	4.18	4.21	4.16
Need for diff't views in Parliament	4.17	4.18	4.17	4.22	4.10
Fairness of gov't policy	4.11	4.12	4.12	4.14	4.03
Personality of candidates	4.10	4.09	4.10	4.07	4.13
Issues in party manifestos	3.86	3.86	3.86	3.88	3.86
Work of former MP	3.83	3.83	3.82	3.85	3.82
Neighbourhood facilities	3.66	3.63^{D}	3.63^{D}	3.63^{D}	$3.95^{A,B,C}$
Job situation	3.53	3.51^{D}	3.48	3.60	3.71^{A}
Upgrading	3.18	3.18	3.16	3.24	3.24
(Base)		**(1877)**	**(1445)**	**(432)**	**(203)**

A,B,C: Significantly different at .05 level.

Influence of Candidates' Characteristics

Mean Score	Total	A+B Voters Sub-total	A Old voters	B New/first time voters	C Non-voters
Honesty	4.46	4.46	4.46	4.46	4.44
Efficient	4.33	4.33	4.33	4.35	4.36
Fair person	4.32	4.32	4.30	4.39	4.24
Can understand people	4.29	4.29	4.28	4.30	4.28
Can reflect people's views	4.25	4.25	4.24	4.30	4.22
Hardworking	4.24	4.25	4.26	4.19	4.18
Credentials	3.88	3.88	3.92[C]	3.75[B]	3.93
Experience in GR and community work	3.83	3.83	3.87[C]	3.71[B]	3.81
Candidate's party	3.50	3.51	3.57[C]	3.34[B]	3.36
(Base)		**(1877)**	**(1445)**	**(432)**	**(203)**

A,B,C: Significantly different at .05 level.

Influence of Communication Channel

Mean Score	Total	A+B Voters Sub-total	A Old voters	B New/first time voters	C Non-voters
Newspapers	3.91	3.87	3.89	3.80	3.96
Local TV	3.76	3.73	3.77	3.63	3.82
Internet	3.72	3.60	3.48[B,C]	4.00[A]	3.77[A]
Election rallies	3.57	3.46	3.42[B,C]	3.59[A]	3.68[A]
Grassroots workers	3.38	3.23	3.27[B]	3.10[A,C]	3.36[B]
Door to door visit	3.27	3.19	3.20	3.13	3.19
Radio	3.17	3.13	3.17[B]	2.99[A]	3.17
Friends and families	3.19	3.09	3.04[B]	3.23[A]	3.23
Party literature	3.20	3.07	3.06	3.10	3.07
Word of mouth	3.06	3.00	2.92[B]	3.25[A]	3.00
(Base)		**(1877)**	**(1445)**	**(432)**	**(203)**

A,B,C: Significantly different at .05 level.

Credibility of Political Parties

Mean Score (The … is a credible party)	Total	A+B Voters Sub-total	A Old voters	B New/first time voters	C Non-voters
PAP	3.87	3.87	3.91^{B}	3.75^{A}	3.87
WP	3.60	3.59	3.59	3.60	3.64
SPP	3.03	3.02	3.00	3.09	3.05
NSP	2.95	2.95	2.91^{B}	3.06^{A}	2.99
SDP	2.93	2.91	$2.88^{B,C}$	3.02^{A}	3.10^{A}
SDA	2.82	2.80	2.78^{C}	2.86	3.01^{A}
RP	2.72	2.70	2.69^{C}	2.74	2.89^{A}
(Base)		**(1877)**	**(1445)**	**(432)**	**(203)**

A,B,C: Significantly different at .05 level.

Views on Election System

Mean Score	Total	A+B Voters Sub-total	A Old voters	B New/first time voters	C Non-voters
I felt free to vote the way I wanted to	4.26	4.27	4.28	4.23	4.16
Important to have elected opposition party members in Parliament	4.01	4.01	3.99	4.08	4.00
Nominated Member of Parliament scheme plays a useful role	3.68	3.67	3.68	3.66	3.74
Election system is fair to all parties	3.53	3.54	3.61^{B}	3.32^{A}	3.44
Non-Constituency Member of Parliament scheme plays a useful role	3.33	3.32	3.33	3.27	3.41
No need to change the election system	3.31	3.31	3.36^{B}	3.13^{A}	3.31
The internet was the most important of all in shaping my views in this election	3.05	3.03	$2.96^{B,C}$	3.25^{A}	3.20^{A}
'Votes for upgrading' policy is fair	2.97	2.99	3.00^{C}	2.97	2.77^{A}
‘Foreigners and immigrants’ was not important to me in this election	2.70	2.71	2.72	2.68	2.59
(Base)		**(1877)**	**(1445)**	**(432)**	**(203)**

A,B,C: Significantly different at .05 level.

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The End