

Swing Voters in GE2020

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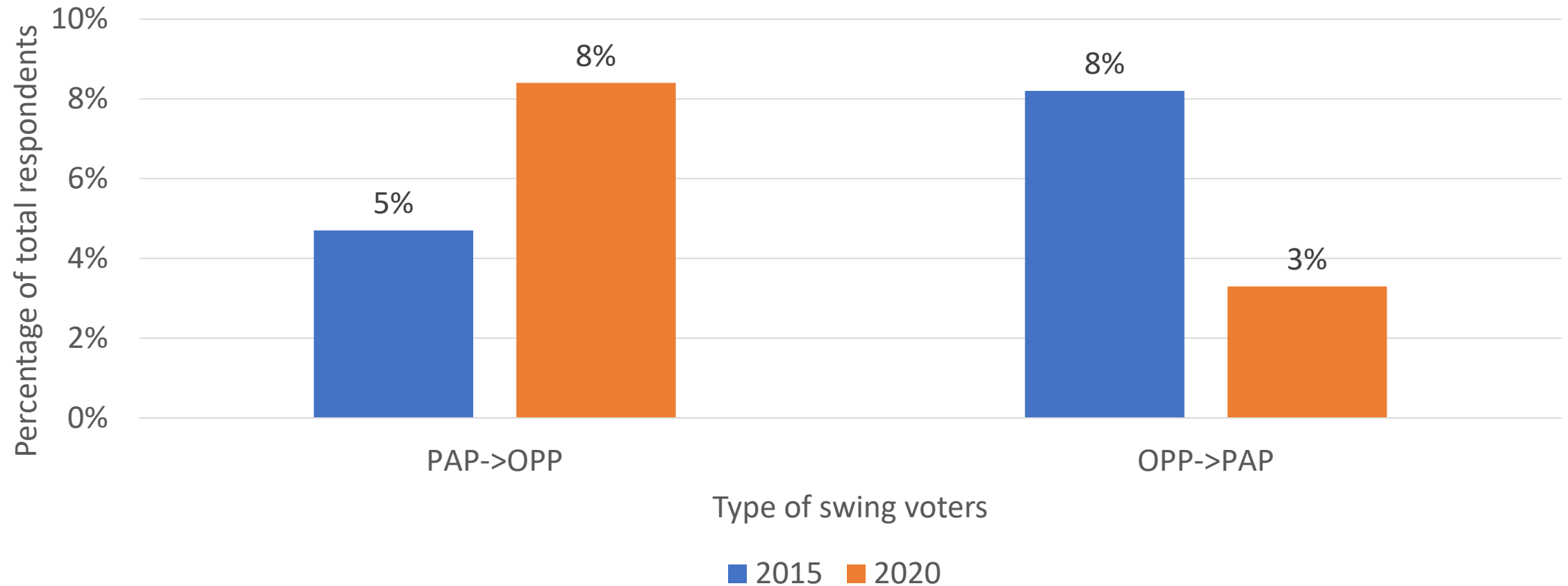
Definition of Swing Voters

- Those who voted for one party in 2015 and another party in 2020
- PAP->OPP: from PAP to opposition (n=75)
- OPP->PAP: from opposition to PAP (n=30)
- Non-swing voters (n=787)
- **Cautions: Self-reported! Missing data (low sample sizes)!**

Who were the swing voters and what influenced their swing?

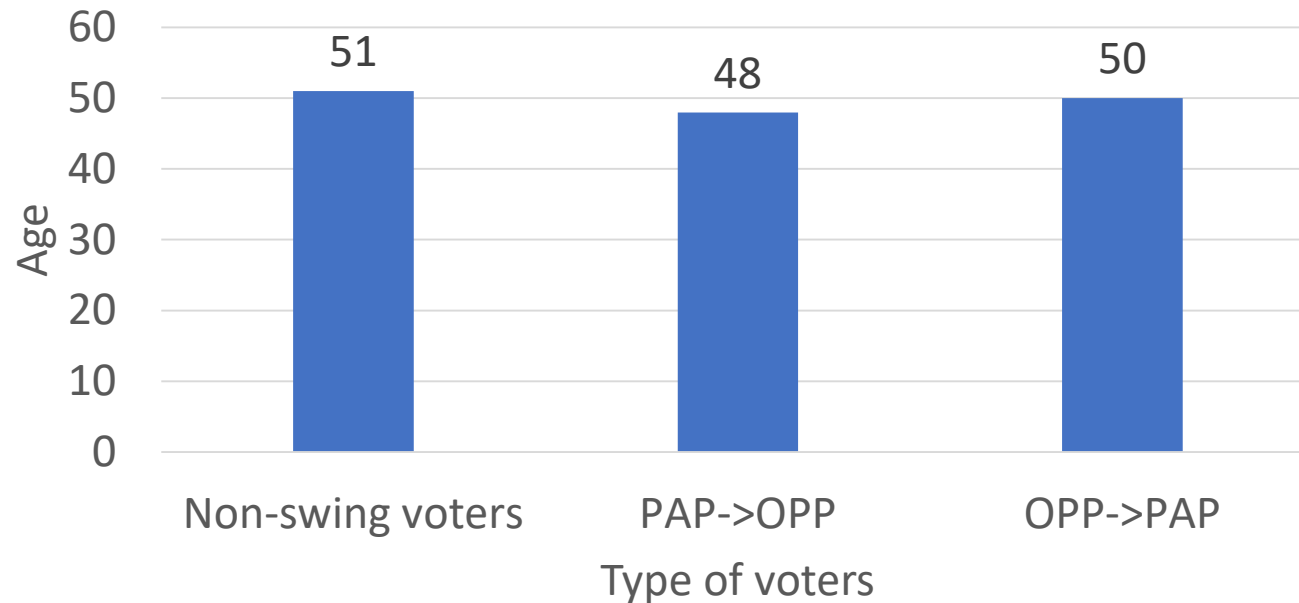
1. Swing voters did not differ from non-swing voters in most demographics, except that the PAP->OPP group was more likely to be male.
2. The PAP->OPP group was most likely to have signed a petition in the last six months and attended opposition e-rallies; this group trusted newspapers and radio the least, and was most concerned about having alternative views in Parliament.
3. The OPP->PAP group was least interested in elections, attended e-rallies the least, and was most concerned about quality of candidates.
4. Swing voters did not differ from non-swing voters in their use of mass media and social media. What influenced their swing had more to do with wanting alternative views in Parliament, and little to do with using social media.

Larger percentage of swing voters voted for opposition in 2020; reverse of 2015

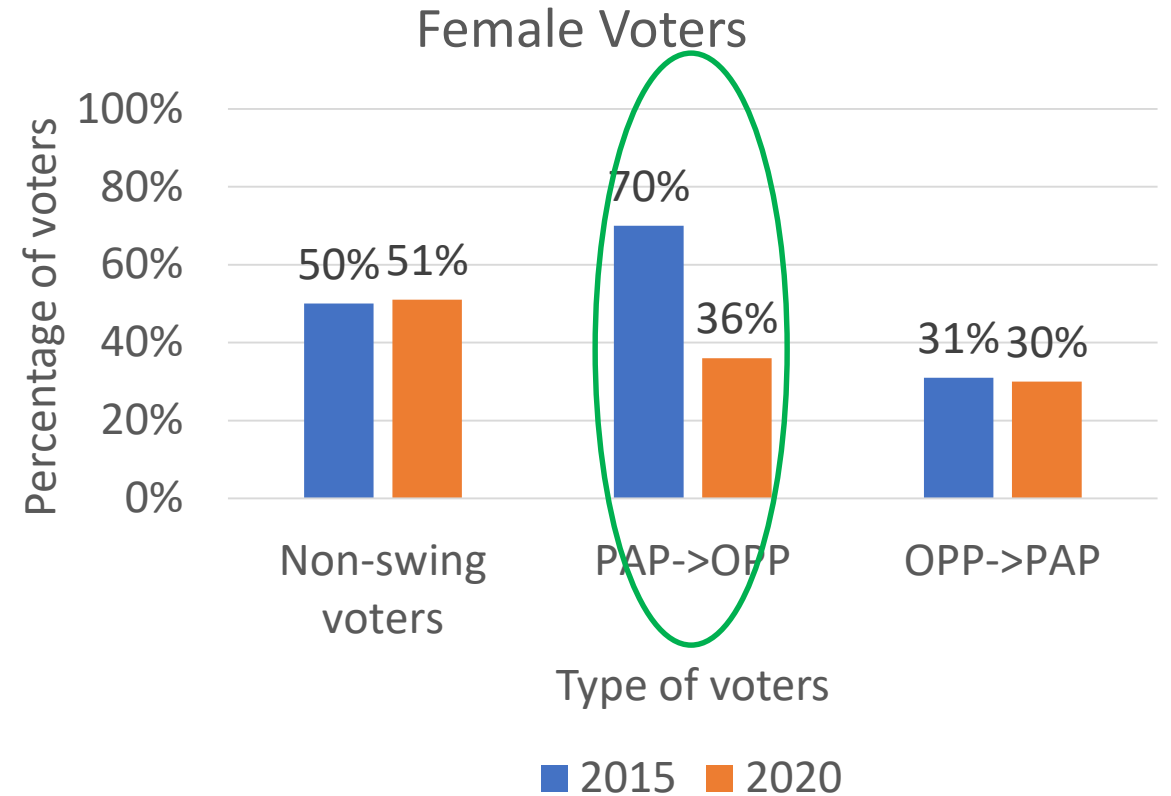
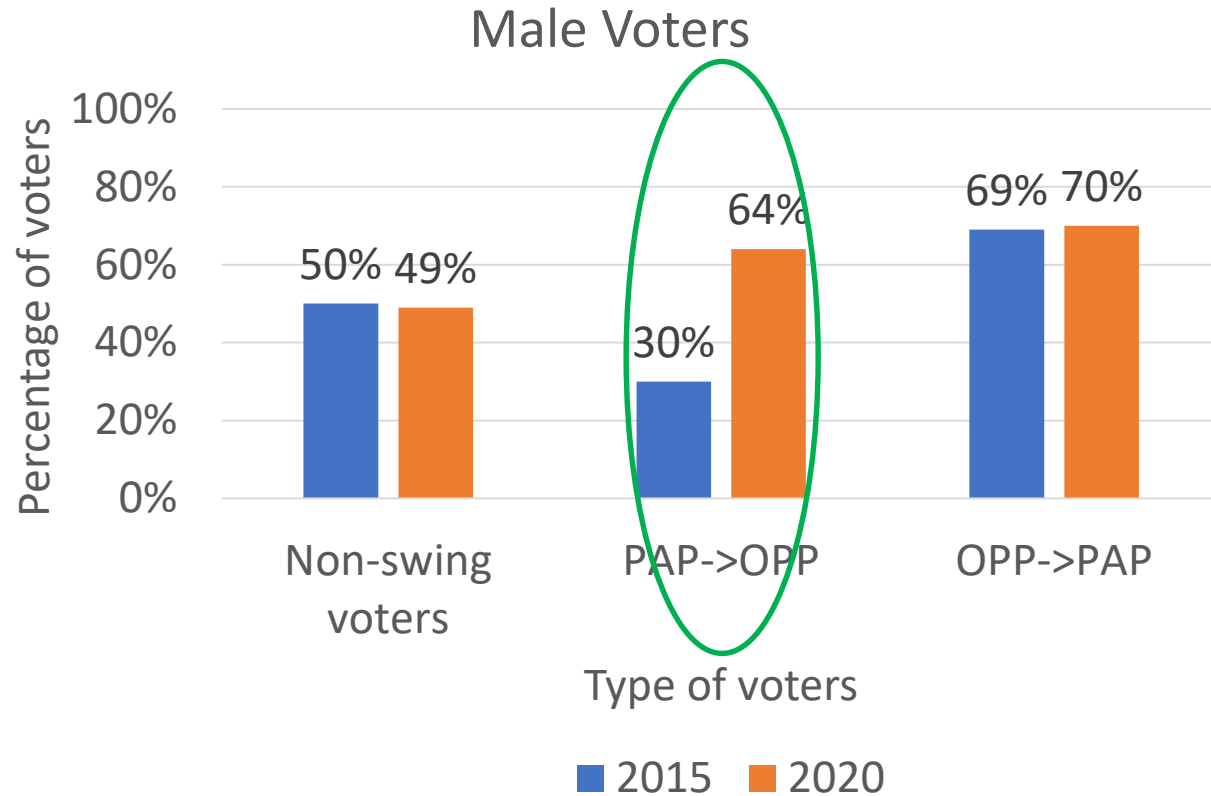


Average Age in 2020

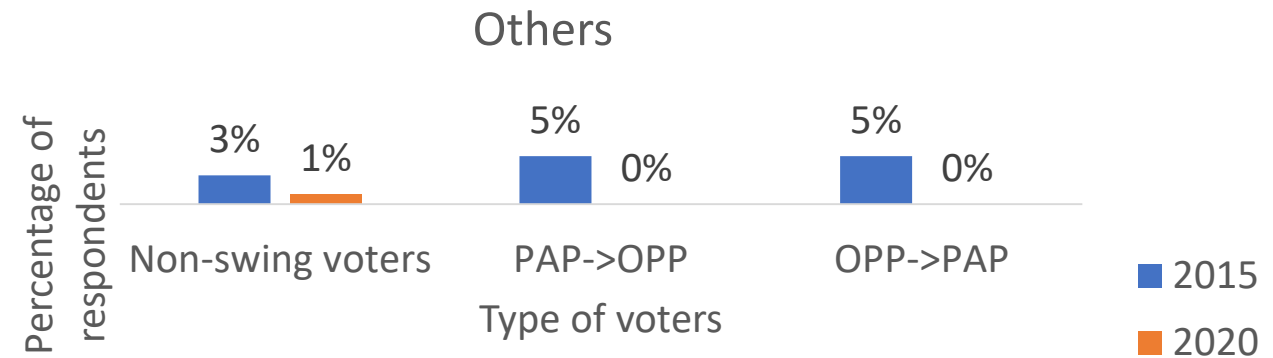
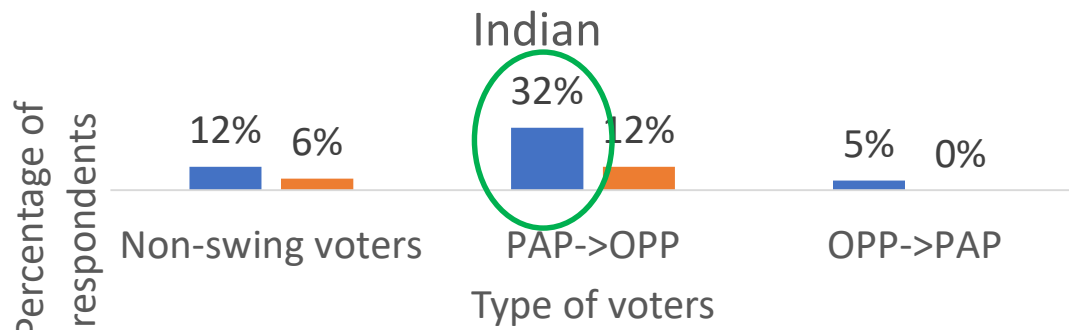
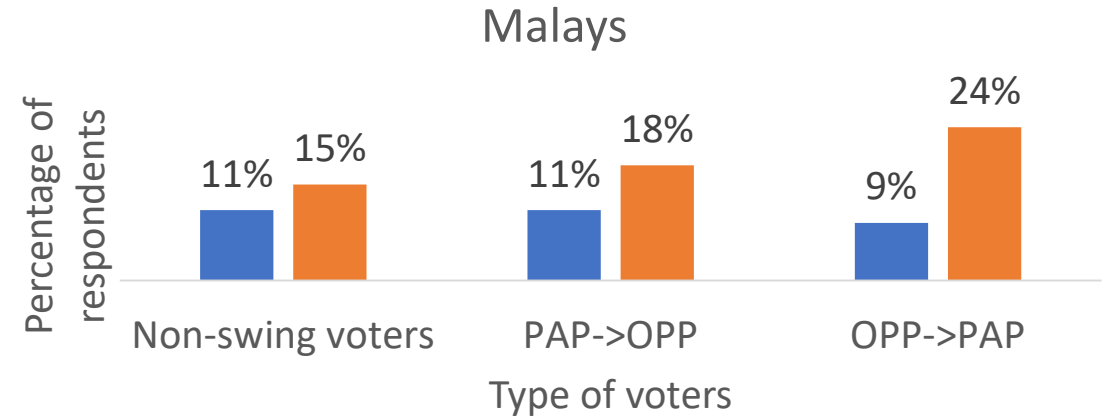
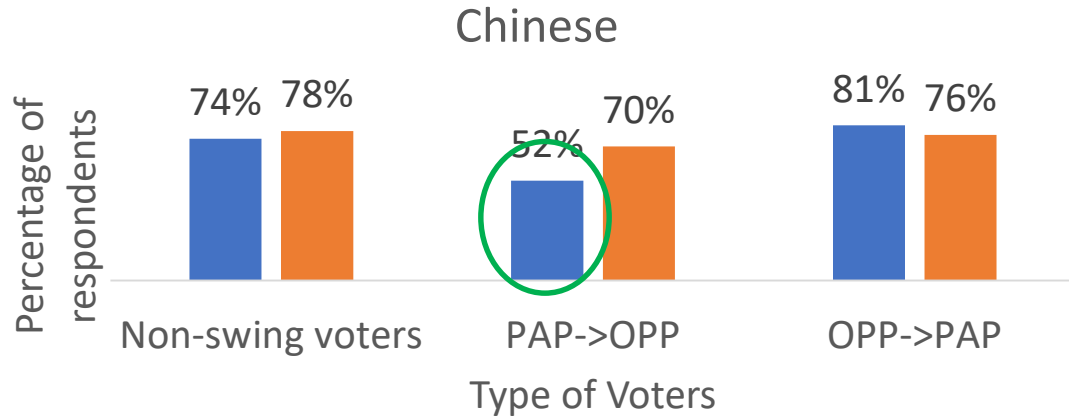
- Use non-swing voters as a baseline
- No significant differences in terms of average age/generation groups



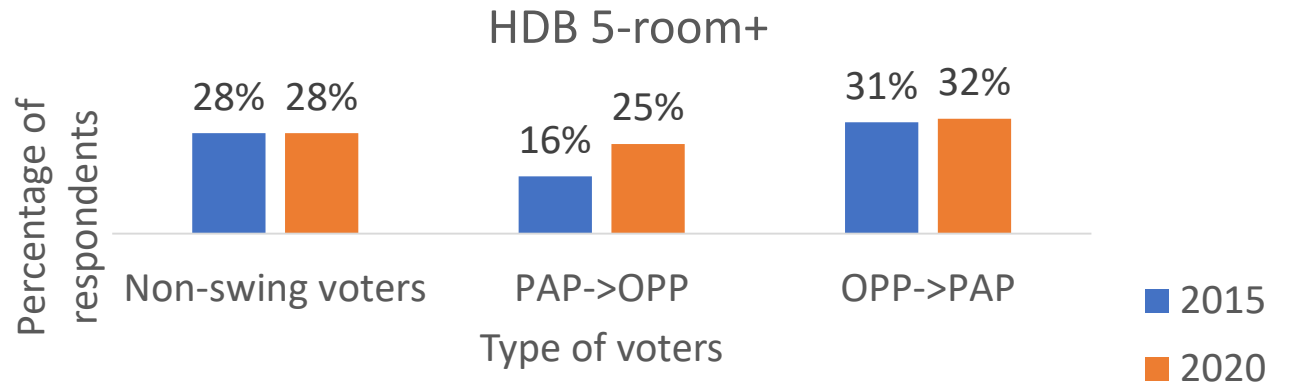
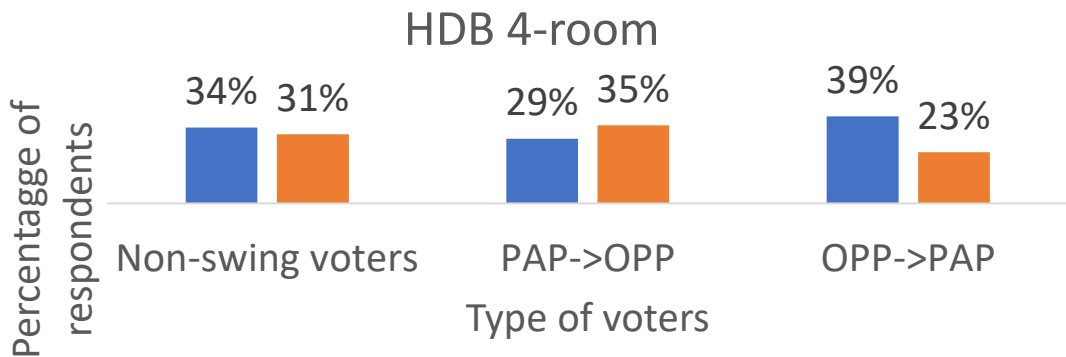
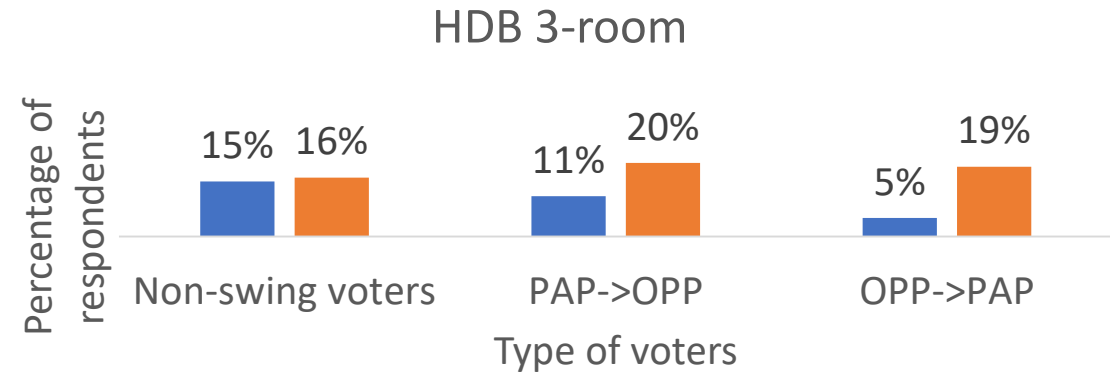
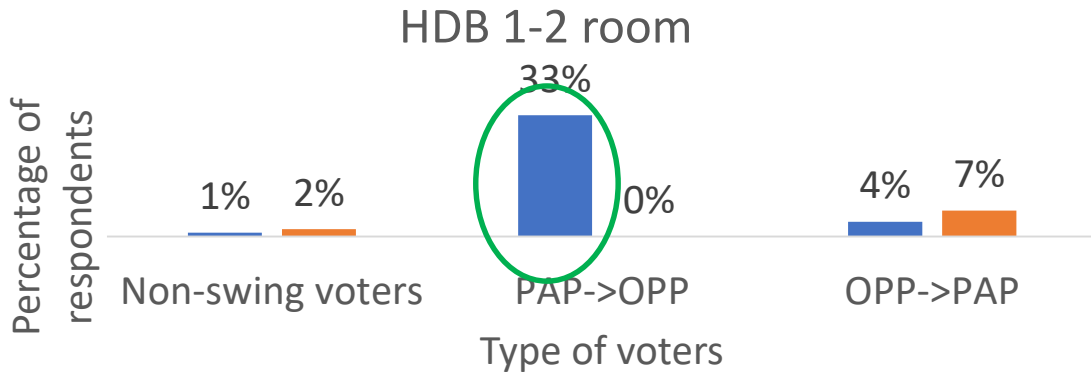
Gender in Percentages**



Ethnicity in Percentages



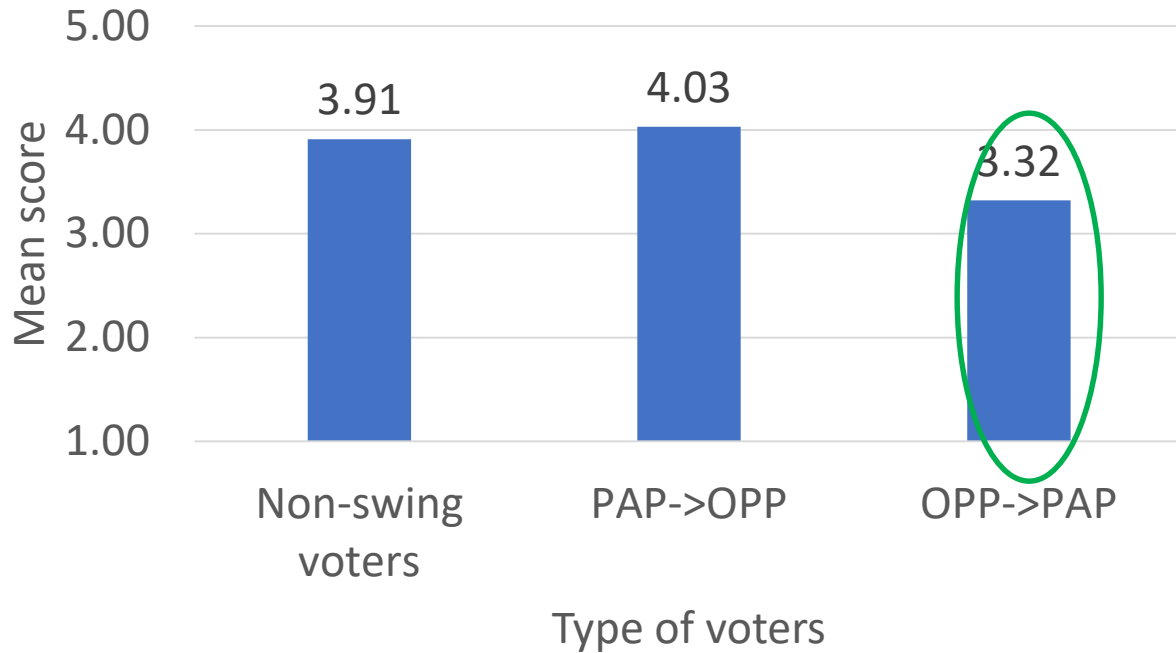
Housing Type in Percentages



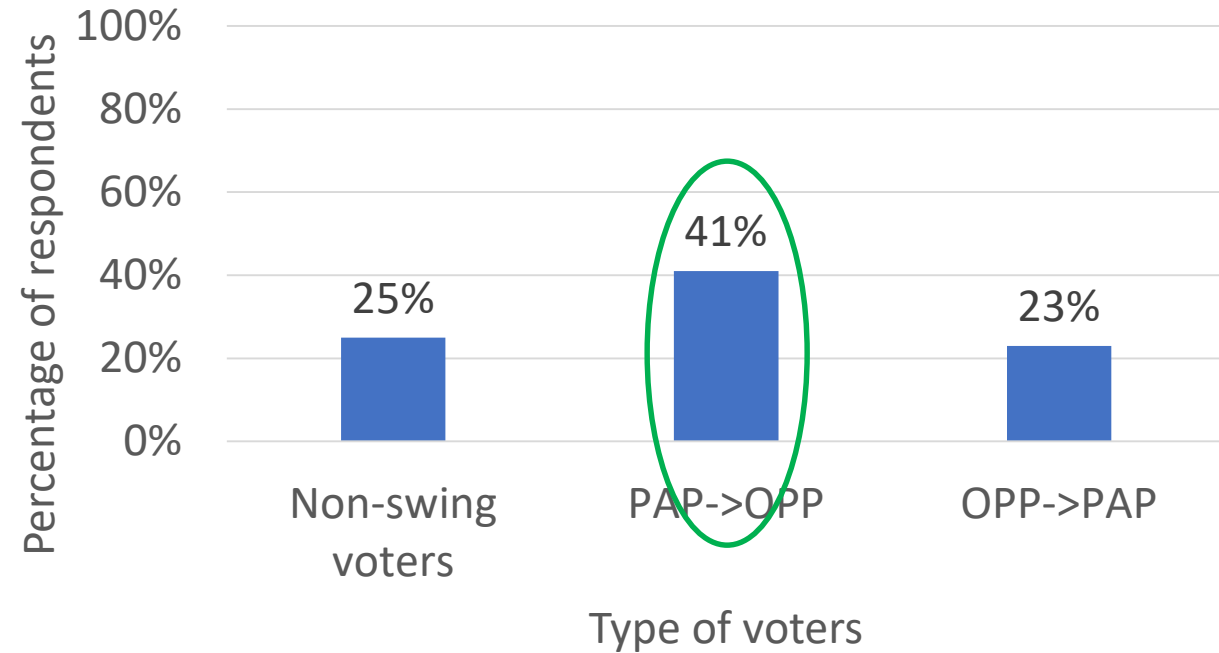
No overall significant differences were found
in Education

Political Traits**

Interest in elections



Signed a petition in the last 6 months



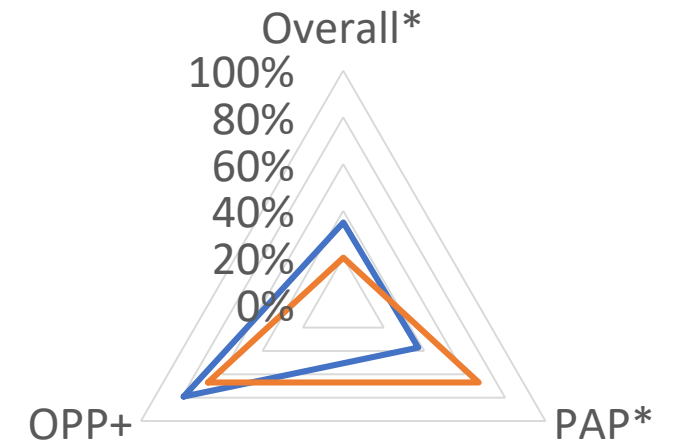
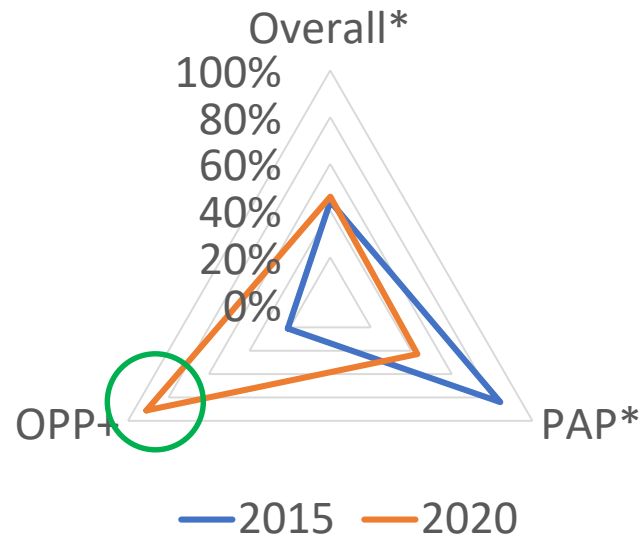
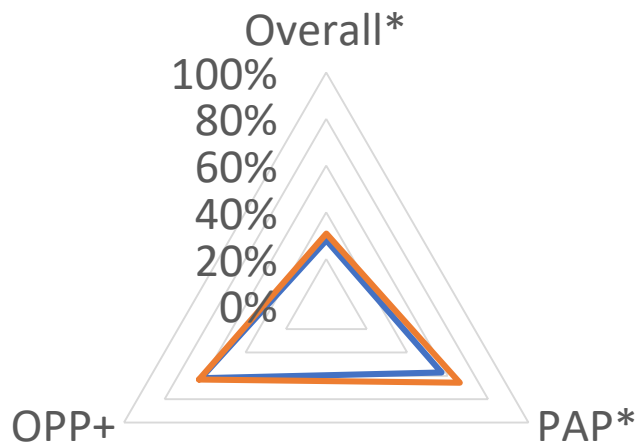
No sig differences in other forms of political participation.

Rally Participation in Percentages*

Non-swing voters

PAP -> OPP

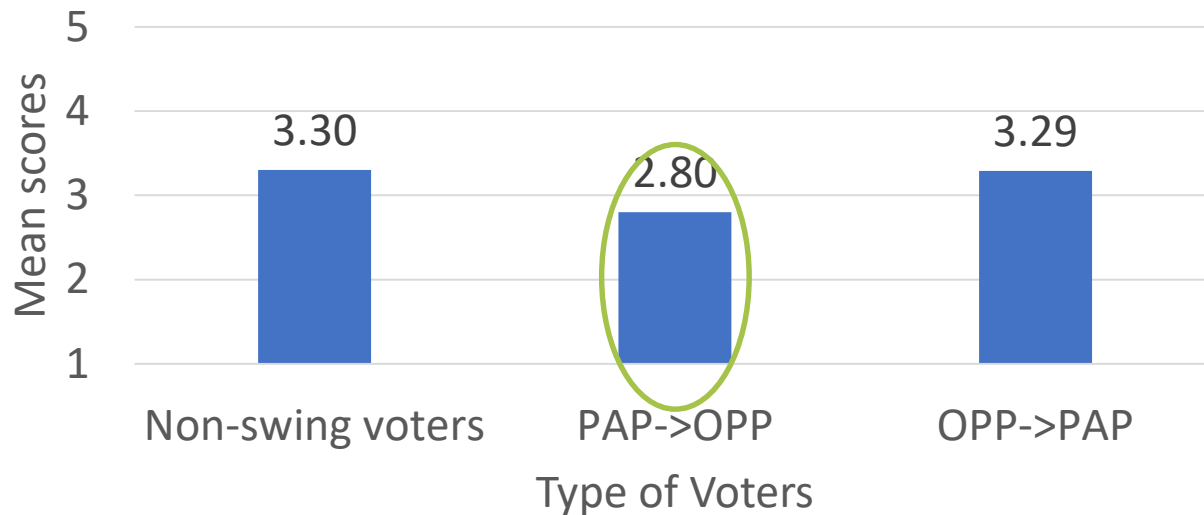
OPP -> PAP



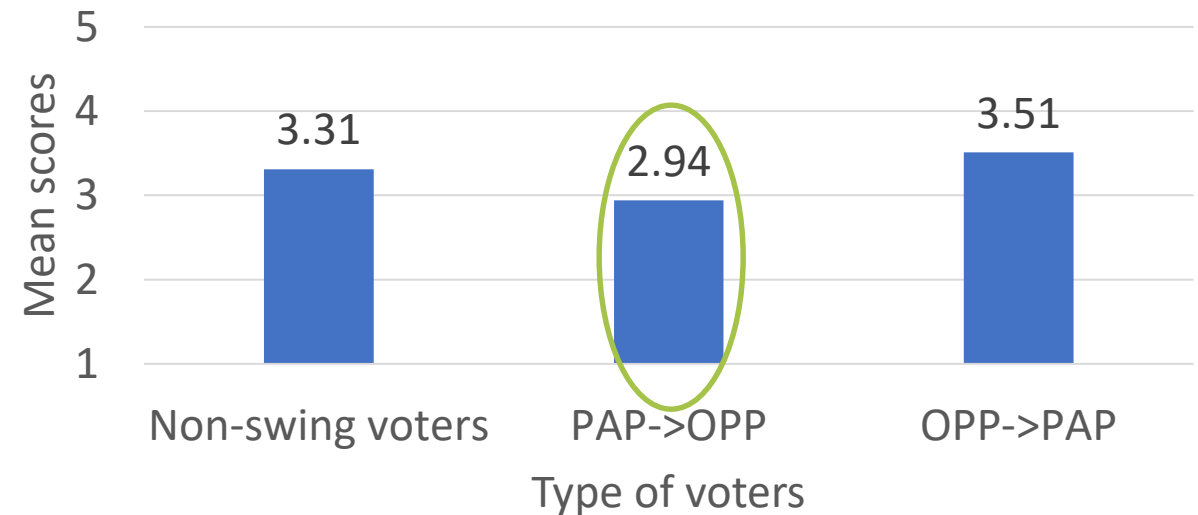
Mass Media Usage**

- No sig differences in using mass media such as newspaper, television, radio (including their online versions), foreign mass media and SG online-only news and information websites.
- Sig differences found only in level of trust towards print newspapers and radio

Media Trust - Print newspapers



Media Trust - Radio



No significant differences in using various **social media** platforms and for different purposes (inform, express, connect)

No significant differences in **interacting with political candidates** via all kinds of media.

Voting Reasons**

- Compared to both non-swing voters and OPP->PAP, PAP->OPP are least concerned about quality of candidates, party's track record, and management of Covid-19; but they are most concerned about having different voices in parliament (same as in 2015).
- “Satisfaction” and “emotion” regarding various voting issues: PAP->OPP were less satisfied and more emotionally negative than non-swing voters.

Predicting the Swing

- Logistic regressions using demographics, political traits, media use, and voting reasons as predictors
- Most mass and social media use do not matter, **except that using online versions of newspapers, radio, and TV made people less likely to swing.**
- What matters is the voting reason, especially **wanting to have alternative views in parliament.**

2020 PAP->OPP were TYPICAL

- This year's PAP->OPP tended to be males, a drastic change from 2015.
- Compared to the other two groups, PAP->OPP signed a petition within last six months the most; attended WP's e-rallies the most; trusted newspapers and radio the least; and were most concerned about having alternative views in parliament.
- In conclusion, this year's PAP->OPP were politically active and preferred alternative views.

2020 OPP->PAP were **UNIQUE**

- This year's OPP->PAP were **least interested in elections, attended e-rallies the least, and were most concerned about quality of candidates.**
- In conclusion, this year's OPP->PAP were politically uninterested and inactive.

An Internet election that is not?

- **An Internet election** makes all kinds of voters rely on social media at an equal level, compared to 2015 when PAP->OPP used online party sources more.
- **BUT**
- **Mass media use** was also at an equal level among all kinds of voters.
- What **influenced** the swing had little to do with using the Internet, especially social media.

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Thank you!