IPS Survey on Internet and Media Use during GE2020

Digital and generational divides

Carol Soon, Senior Research Fellow

Is it true that …

- … GE 2020 was an "Internet election"?
- … youth and first-time voters behaved differently from other voters?
- … the older generation was digitally excluded?
- … there was a generational divide in issues that mattered and voting behaviour?

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Research Questions

1. How were the Internet and media used during GE 2020? What developments have there been since GE 2015?

2. With the migration of political campaigning online, how did people engage with political parties and candidates?

3. Were there differences in Internet and media use among different generations?

4. What else mattered for the voting outcomes?

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Engaging Minds, Exchanging Ideas

Topline Findings

1. Digital platforms rose in importance for information seeking; traditional mass media, such as TV, print and radio, fell in importance.

2. Social networking sites and instant messaging were the two most popular modes of political engagement.

3. While older voters accessed traditional mass media more frequently than younger voters, digital platforms were popular across the electorate.

4. Boomers used instant messaging the most to learn more about political parties and candidates. They also used instant messaging as much as other generations when seeking information on the election.

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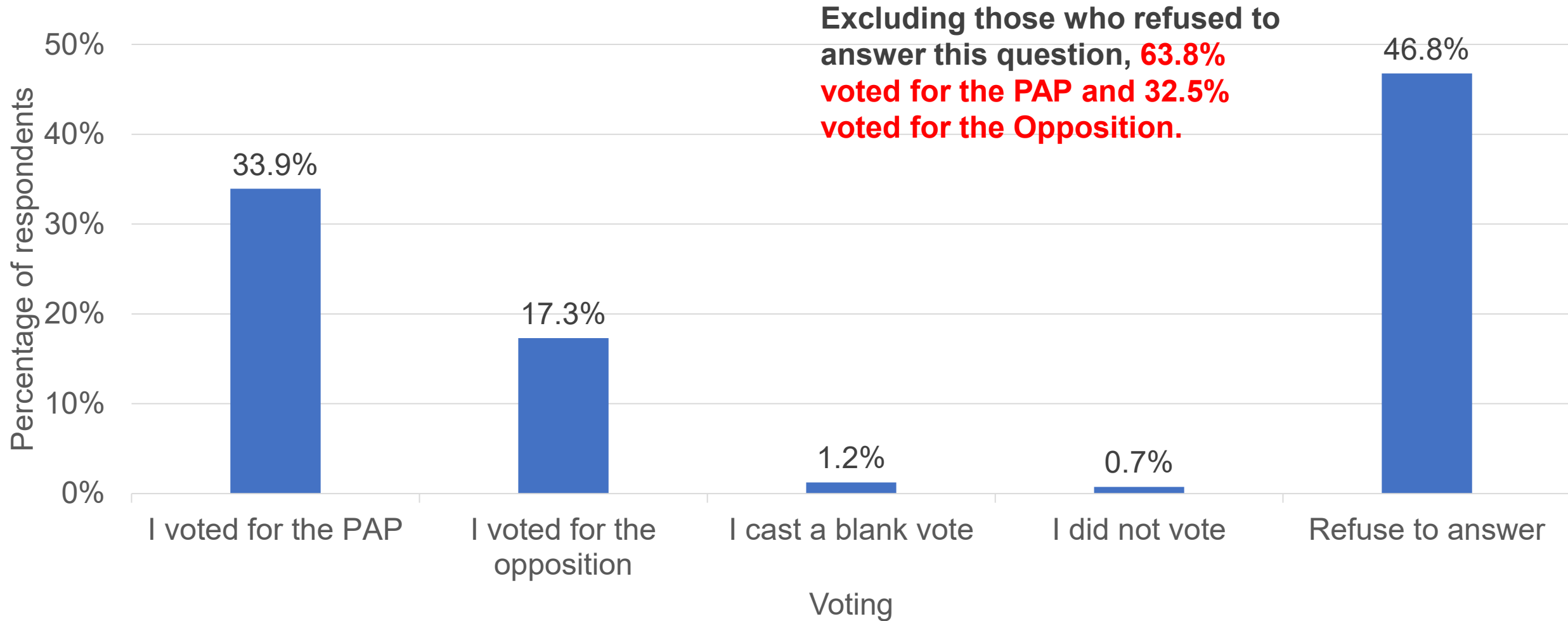
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Topline Findings

5. Voting behaviour was influenced by Internet use, but factors such as people's primary reasons for voting and their satisfaction with how the government handled different issues mattered as well.

6. People's primary reasons for voting were the strongest predictor of how they voted. Primary reasons "I always voted for the same party" and "party's track record" mattered more to people who voted for the PAP. Primary reasons "having alternative views in parliament" and "dislike for one party (beyond reasons listed above)" mattered more to people who voted for the Opposition.

7. Online websites of Singapore mass media mattered more to people who voted for the PAP, while engaging with political parties/candidates via social networking sites and via their websites mattered more to people who voted for the Opposition.

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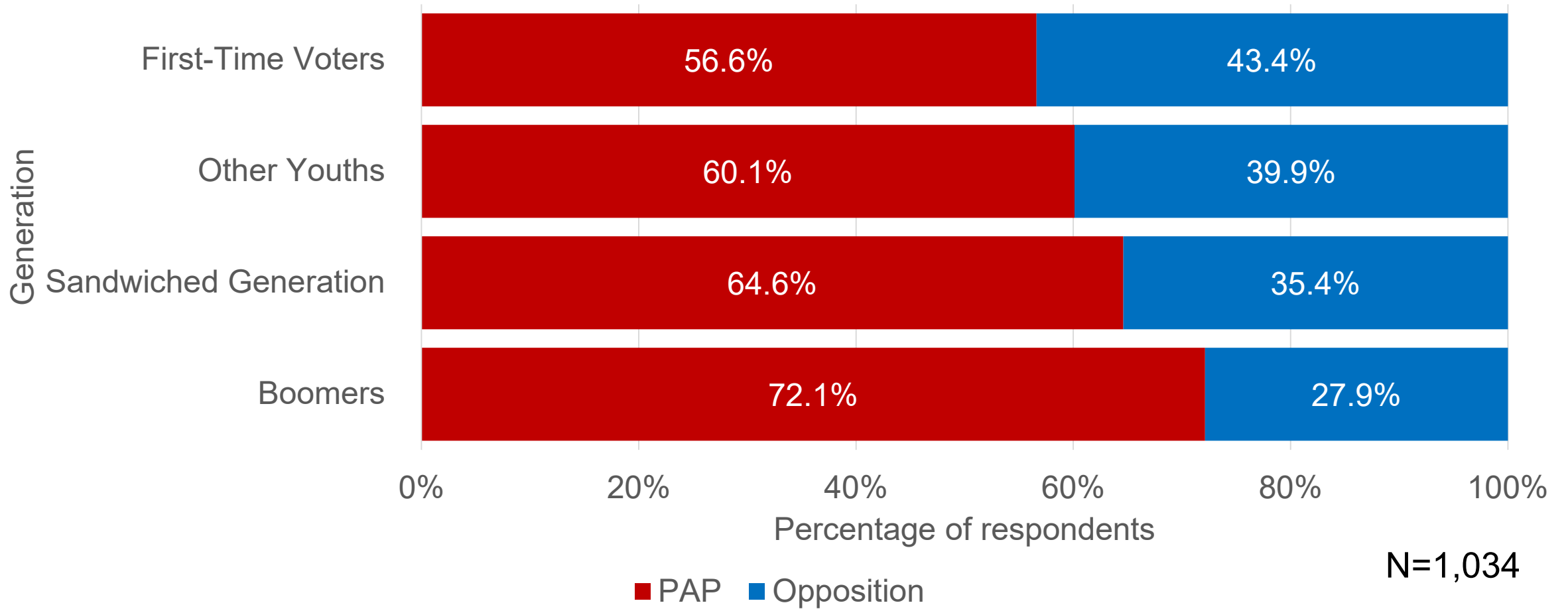
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Methodology

- A survey was conducted with 2,018 citizens aged 21 years and above by YouGov from 13 - 21 July 2020. (The first three presentations on this panel are based on the IPS survey.)

- Respondents were asked via an online survey for their demographics, media use, political traits (e.g., political participation and political talk) and voting behaviour.

- The data was weighted based on the proportions of gender, race and age groups in the Singapore Citizen population (Department of Statistics, 2019).

- Analysis:

  - **First-time voters: 21 to 26 years old**

  - **Other youths: 27 to 35 years old**

  - **Sandwiched generation: 36 to 55 years old**

  - **Boomers: 56 years old and above**

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How People Voted During GE 2020

Excluding those who refused to answer this question, 63.8% voted for the PAP and 32.5% voted for the Opposition.

Percentage of respondents vs Voting

- I voted for the PAP: 33.9%
- I voted for the opposition: 17.3%
- I cast a blank vote: 1.2%
- I did not vote: 0.7%
- Refuse to answer: 46.8%

N=2,018

How Different Generations Voted

Chart: Percentage of respondents by Generation (PAP vs Opposition)

- First-Time Voters: PAP 56.6%, Opposition 43.4%
- Other Youths: PAP 60.1%, Opposition 39.9%
- Sandwiched Generation: PAP 64.6%, Opposition 35.4%
- Boomers: PAP 72.1%, Opposition 27.9%

N=1,034

X^2 (3, N=1034) = 12.720, p = 0.005

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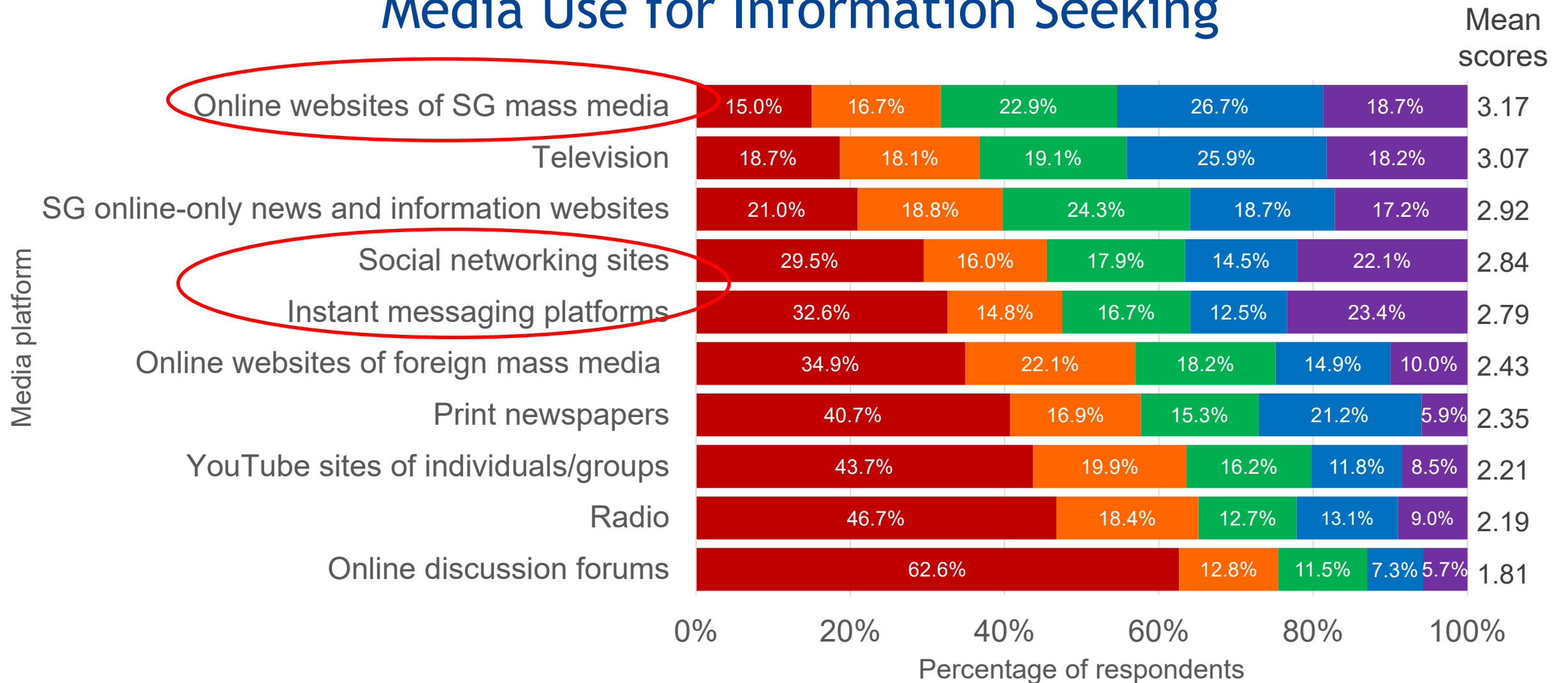
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Media Types

- Mass media
  - Print newspapers (e.g., The Straits Times, Lianhe Zaobao, Berita Harian)
  - Television
  - Radio
  - Online websites of Singapore mass media (e.g., The Straits Times, Today, The New Paper, Lianhe Zaobao, Yahoo!News, Channel News Asia)
  - Online websites of foreign mass media (e.g., South China Morning Post, New York Times, BBC, CNN, Guardian)
  - SG online-only news and information websites (e.g., Rice Media, Mothership, TheSmartLocal, Independent.sg, The Online Citizen, TR Emeritus)

- Social media
  - Social networking sites (e.g., Facebook, Twitter, Instagram)
  - YouTube sites of individuals/groups (e.g., mrbrown, political parties, wah!banana, SGAG)
  - Instant messaging platforms (e.g., WhatsApp, Telegram, Facebook Messenger)
  - Online discussion forums/portals (e.g., Hardwarezone, Reddit, Quora)

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Media Use for Information Seeking

Mean scores

Media platform	Never	Once a week or less	A few days a week	About once a day	Several times a day	Mean scores
Online websites of SG mass media	15.0%	16.7%	22.9%	26.7%	18.7%	3.17
Television	18.7%	18.1%	19.1%	25.9%	18.2%	3.07
SG online-only news and information websites	21.0%	18.8%	24.3%	18.7%	17.2%	2.92
Social networking sites	29.5%	16.0%	17.9%	14.5%	22.1%	2.84
Instant messaging platforms	32.6%	14.8%	16.7%	12.5%	23.4%	2.79
Online websites of foreign mass media	34.9%	22.1%	18.2%	14.9%	10.0%	2.43
Print newspapers	40.7%	16.9%	15.3%	21.2%	5.9%	2.35
YouTube sites of individuals/groups	43.7%	19.9%	16.2%	11.8%	8.5%	2.21
Radio	46.7%	18.4%	12.7%	13.1%	9.0%	2.19
Online discussion forums	62.6%	12.8%	11.5%	7.3%	5.7%	1.81

Percentage of respondents

Legend: ■ Never ■ Once a week or less ■ A few days a week ■ About once a day ■ Several times a day

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N=2,018

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Increased popularity of digital sources since GE2015, traditional forms of mass media dropped in usage

Media Use for GE2015

1. Television (3.35)
2. Print newspapers (2.92)
3. Online websites of SG mass media (2.91)
4. Social networking sites (2.82)
5. Instant messaging platforms (2.59)
6. Radio (2.43)
7. Party and candidate websites/SNS (2.40)
8. Blogs and YouTube (2.20)
9. Printed party brochures and newsletters (1.96)
10. Online forums (1.77)

N=2,000

Media Use for GE2020

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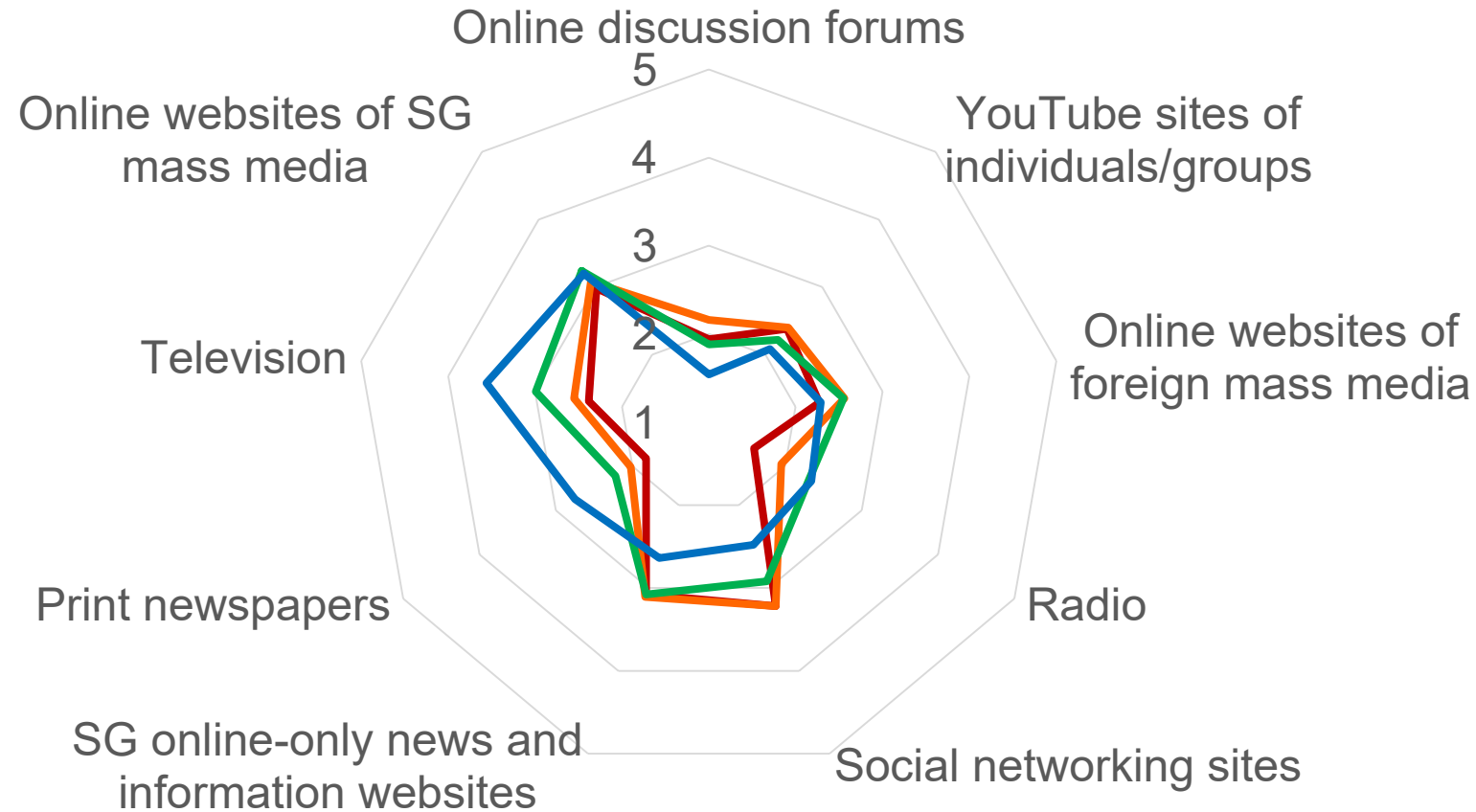12. Online forums (1.81)

N=2,018

(Ranking based on mean scores)

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Top Three Media Platforms By Generation in GE 2020

Media Platform	First-Time Voters	Other Youths	Sandwiched Generation	Boomers
1	Social networking sites (3.22) (2015: Social networking sites, 3.29)	Social networking sites (3.22) (2015: Social networking sites, 3.29)	Online websites of SG mass media (3.24) (2015, Television, 3.32)	Television (3.56) (2015: Television, 3.77)
2	SG online-only news and information websites (3.08) (2015: Television, 2.95)	SG online-only news and information websites (3.11) (2015: Television, 2.90)	SG online-only news and information websites (3.08) (2015: Online websites of SG mass media, 2.93)	Online websites of SG mass media (3.2) (2015: Print newspapers, 3.37)
3	Online websites of SG mass media (2.98) (2015: Online websites of SG mass media, 2.84)	Online websites of SG mass media (3.08) (2015: Online websites of SG mass media, 2.84)	Television (2.99) (2015: Print newspapers, 2.90)	Instant messaging platforms (2.86) (2015, Online websites of SG mass media, 2.96)

(Ranking based on mean scores)   N=2,018

Generational differences in Internet and media usage for information seeking

Radar chart axes (clockwise from top): Online discussion forums, YouTube sites of individuals/groups, Online websites of foreign mass media, Radio, Social networking sites, SG online-only news and information websites, Print newspapers, Television, Online websites of SG mass media. Scale 1 to 5.

Legend: First-Time Voters, Other Youths, Sandwiched Generation, Boomers

N=2,018

- **Boomers used traditional forms of mass media platforms (print newspapers, TV and radio) more frequently than other generations.**

- **Youths used social media platforms (social networking sites and YouTube) more frequently than older voters.**

- **No difference between generations for use of instant messaging platforms.**

- **Reliance on digital platforms among older voters.**

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Platforms voters used to learn about and interact with political parties and candidates

Mean scores

| Media platform	Never	Once a week or less	A few days a week	About once a day	Several times a day	Mean score
Social networking sites	28.0%	19.5%	18.9%	14.2%	19.4%	2.78
Instant messaging platforms	38.9%	14.8%	16.2%	11.5%	18.5%	2.56
Political parties and candidates TV and radio broadcasts	31.6%	23.7%	20.6%	18.3%	5.8%	2.43
YouTube	36.7%	20.8%	18.7%	13.5%	10.4%	2.40
Political parties and candidates websites	52.1%	20.0%	14.0%	9.1%	4.8%	1.94
Political party brochures and newsletters	44.5%	34.0%	13.3%	6.2%	1.9%	1.87
Email	71.7%	9.4%	7.0%	6.5%	5.4%	1.65
Online meeting platforms (e.g. Zoom)	75.5%	10.0%	7.1%	5.4%	2.0%	1.48

Percentage of respondents

Legend: ■ Never ■ Once a week or less ■ A few days a week ■ About once a day ■ Several times a day

N=2,018

Generational differences for only IM, SNS, and parties' and candidates' TV and radio broadcasts

Online meeting platforms, emails, YouTube, political parties' brochures and newsletters, and political parties' and candidates' websites show no significant generational difference

Legend: First-Time Voters · Other Youths · Sandwiched Generation · Boomers

N=2,018
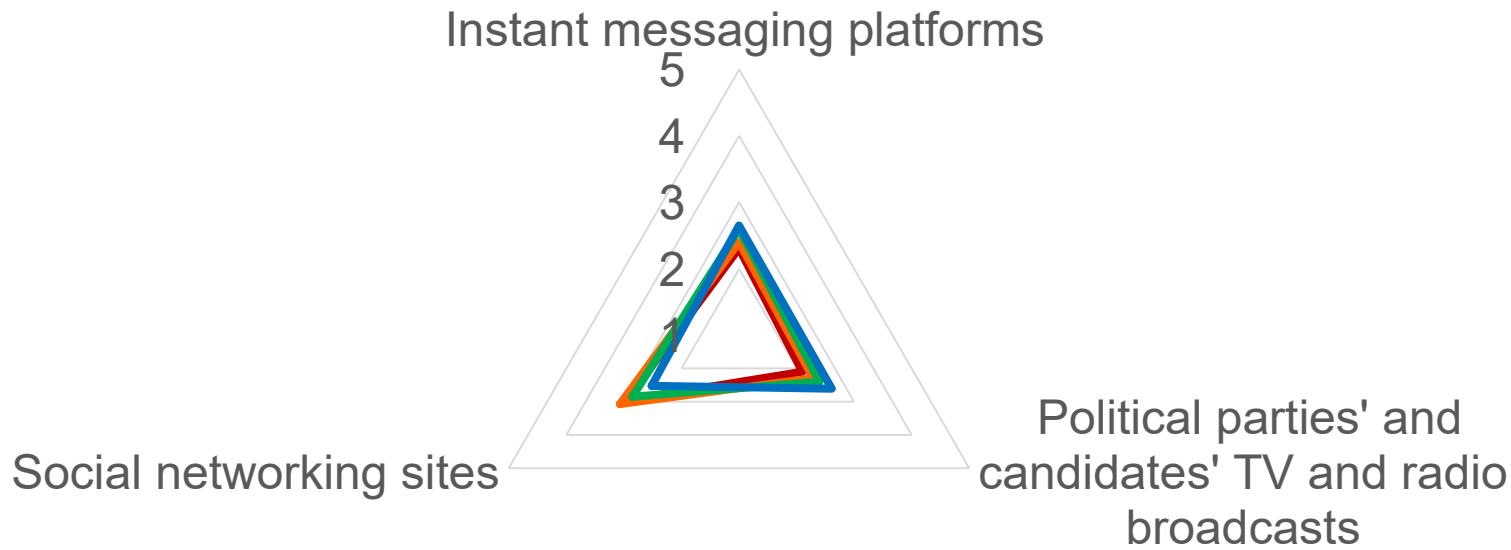
- **Youths used social networking sites more frequently than older voters to learn more about/interact with parties and candidates.**

- **Boomers used political parties' and candidates' TV and radio broadcasts most frequently, compared to the sandwiched generation, other youths and first-time voters.**

- **Boomers used instant messaging platforms more frequently than all other generations.**

Primary reasons behind people's votes
"Which of the following was the primary reason behind your vote this election?"

Primary Reason for Voting	Percentage of respondents
Quality of the candidates	21.4%
Having alternative views in Parliament	19.3%
Parties' track record	11.8%
I always vote for the same party	8.3%
Management of COVID-19	7.2%
Parties' positions on specific issues	5.2%
Parties' ideology in general	5.0%
Having a one-party majority in Parliament	3.8%
Dislike for one party beyond the reasons listed above	2.8%
Preference for one party beyond the reasons listed above	2.0%
Others	1.7%
Refuse to answer	11.6%

N=2,018

Top Three Primary Reasons By Generation

| Primary Reason for Voting	First-Time Voters	Other Youths	Sandwiched Generation	Boomers
1	Quality of the candidates (22.5%)	Quality of the candidates (25.8%)	Quality of the candidates (24.1%)	Having alternative views in Parliament (26.0%)
2	Having alternative views in Parliament (17.7%)	Having alternative views in Parliament (17.7%)	Having alternative views in Parliament (20.5%)	Quality of the candidates (23.9%)
3	Parties' track record (11.2%)	Parties' track record (12.0%)	Parties' track record (12.8%)	Parties' track record (14.9%)

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N=1,785

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People's satisfaction with how the government is handling issues relating to...

Mean scores

Issue	Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied	Mean
Education	6.3%	16.3%	28.2%	38.7%	10.6%	3.31
Transportation	6.6%	17.0%	26.4%	39.6%	10.3%	3.30
Healthcare	7.8%	18.9%	24.1%	37.3%	12.0%	3.27
Personal mobility devices (PMDs)	9.8%	17.2%	32.8%	30.4%	9.9%	3.14
COVID-19	12.3%	18.3%	24.5%	34.9%	10.0%	3.12
Environment	7.4%	17.1%	40.3%	29.7%	5.6%	3.09
Deliberate online falsehoods	12.7%	18.2%	39.0%	25.0%	5.1%	2.92
Housing	17.5%	27.0%	26.2%	24.0%	5.2%	2.72
Work-life harmony	20.0%	26.7%	27.9%	21.2%	4.2%	2.63
Population growth	20.9%	26.1%	32.5%	17.4%	3.1%	2.56
Cost of living	28.1%	32.9%	24.2%	12.9%	1.9%	2.28

Percentage of respondents

Legend:
- ■ Very dissatisfied
- ■ Somewhat dissatisfied
- ■ Neither satisfied nor dissatisfied
- ■ Somewhat satisfied
- ■ Very satisfied

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N=2,018

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Generational differences in satisfaction for 8 issues

No significant difference found for cost of living, deliberate online falsehoods, and personal mobility devices.

Legend: First-Time Voters · Other Youths · Sandwiched Generation · Boomers
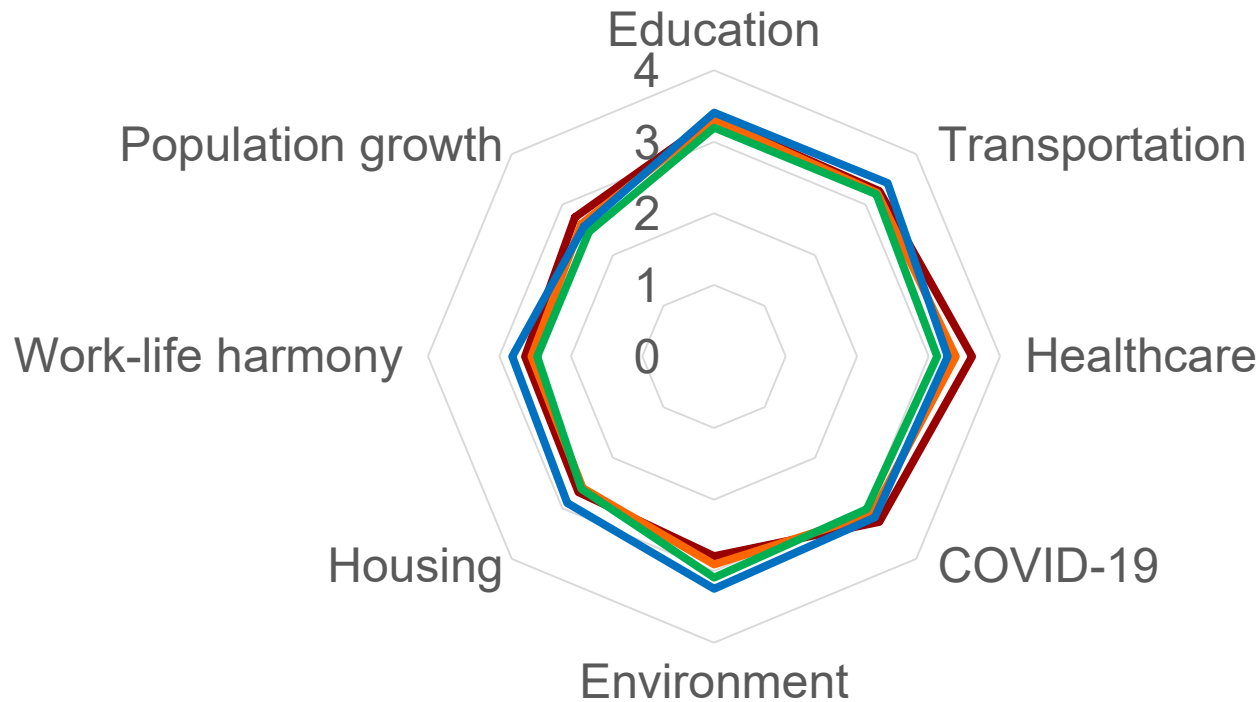
- **Boomers were most satisfied with transportation, housing, education, work-life harmony and the environment.**

- **Youths were most satisfied with population growth, healthcare and COVID-19.**

- **In general, Sandwiched Generation is the least satisfied group.**

N=2,018

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Internet use, primary reasons for voting and issue satisfaction explained generational differences in voting

Media use	Odds Ratio	
	Likely to vote PAP	Likely to vote opp
General usage of online websites of SG mass media	1.23*	0.81*
Engagement with political parties and candidates via social networking sites	0.74**	1.36**
Engagement with political parties and candidates via their websites	0.74*	1.35*

Issue satisfaction	Odds Ratio	
	Likely to vote PAP	Likely to vote opp
Population growth	1.33*	0.75*
Cost of living	1.33*	0.75*
Deliberate online falsehoods	1.39*	0.72**
COVID-19	1.27*	0.79*

Primary reasons for voting	Odds Ratio	
	Likely to vote PAP	Likely to vote opp
Quality of candidates	2.34**	0.43**
Having alternative views in Parliament	0.14**	7.03**
Having a one-party majority in Parliament	0.32**	3.15**
Parties' track record	4.83**	0.21**
I always vote for the same party	5.84**	0.17**
Dislike for one party beyond reasons listed above	0.23**	4.27**

Note: R^2 = .46 (Cox & Snell), .63 (Nagelkerke). Model χ^2 (42) = 614.50, $p < .001$
* $p < .05$, ** $p < .01$, *** $p < .001$.
For non-significant variables in the model, please see Appendix.

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Internet use, primary reasons for voting and issue satisfaction explained generational differences in voting

- People's primary reasons for voting were the strongest predictor of how they voted. People whose primary reasons were "I always voted for the same party" and "party's track record" were 5.84 times and 4.84 times as likely to vote for the PAP, respectively. People's whose primary reasons were "having alternative views in parliament" and "dislike for one party (beyond reasons listed above)" were 7.03 times and 4.27 times as likely to vote for the Opposition, respectively.

- People's satisfaction with how the government handled population growth, cost of living, COVID-19 and deliberate online falsehoods predicted how they voted. Those who were satisfied with how the government handled these issues were 1.27 times to 1.39 times as likely to vote for the PAP.

- The media platforms that predicted how people voted were all Internet-based. People who used online websites of Singapore mass media were 1.23 times as likely to vote for PAP. People who engaged with political parties/candidates via social networking sites and via their websites were 1.36 times and 1.35 times as likely to vote for the Opposition.

Recap of Findings

1. Digital platforms rose in importance for information seeking; traditional mass media, such as TV, print and radio, fell in importance.

2. Social networking sites and instant messaging were the two most popular modes of political engagement.

3. While older voters accessed traditional mass media more frequently than younger voters, digital platforms were popular across the electorate.

4. Boomers used instant messaging the most to learn more about political parties and candidates. They also used instant messaging as much as other generations when seeking information on the election.

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Recap of Findings

5. Voting behaviour was influenced by Internet use, but factors such as people's primary reasons for voting and their satisfaction with how the government handled different issues mattered as well.

6. People's primary reasons for voting were the strongest predictor of how they voted. Primary reasons "I always voted for the same party" and "party's track record" mattered more to people who voted for the PAP. Primary reasons "having alternative views in parliament" and "dislike for one party (beyond reasons listed above)" mattered more to people who voted for the Opposition.

7. Online websites of Singapore mass media mattered more to people who voted for the PAP, while engaging with political parties/candidates via social networking sites and via their websites mattered more to people who voted for the Opposition.

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Conclusion

- GE 2020 was an "Internet election" given its role in information dissemination, political engagement and its influence on voting behaviour.

- Fears of a digital divide were unfounded? Levelling of access but need to address higher level divide.

- Will the next election be an "IM election"? Instant messaging both a boon and a bane, poses challenges for information integrity and political engagement.

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Please contact Dr Carol Soon at
carol.soon@nus.edu.sg or 6516-8372 if you have
any questions.

Appendices

Demographics of Respondents (weighted)

Gender	Frequency	%
Male	989	49.0
Female	1029	51.0

Age	Frequency	%
21-24	106	5.3
25-29	186	9.2
30-34	190	9.3
35-39	208	10.3
40-44	201	10.0
45-49	119	5.9
50-54	236	11.6
55-59	201	10.0
60-64	158	7.9
65-69	240	11.8
70-74	133	6.6
75-79	25	1.2
80-86	17	0.9

Ethnicity	Frequency	%
Chinese	1568	77.7
Malay	279	13.8
Indian	146	7.2
Other	25	1.3

Housing Type	Frequency	%
HDB 1- or 2-room flat	56	2.8
HDB 3-room flat	300	14.9
HDB 4-room flat	650	32.2
HDB 5-room flat or Executive flat	602	29.8
Condominiums & other apartments	291	14.4
Landed properties	118	5.8
Others	2	0.1

N=2,018

Demographics of Respondents (weighted)

Monthly Household Income	Frequency	%
No working person/ Retiree households	150	7.4
Below $1000	81	4.0
$1,000-$1,999	121	6.0
$2,000-$2,999	171	8.5
$3,000-$3,999	198	9.8
4,000-$4,999	160	7.9
$5,000-$5,999	143	7.1
$6,000-$6,999	143	7.1
$7,000-$7,999	128	6.4
$8,000-$8,999	121	6.0
$9,000-$9,999	124	6.2
$10,000-$10,999	135	6.7
$11,000-$11,999	40	2.0
$12,000-$12,999	51	2.5
$13,000-$13,999	29	1.4
$14,000-$14,999	50	2.5
$15,000-$17,499	69	3.4
$17,500-$19,999	32	1.6
$20,000 & over	70	3.5

Education	Frequency	%
Below Primary	12	0.6
Primary	18	0.9
Lower Secondary	28	1.4
Secondary	322	16.0
Post-Secondary	186	9.2
Professional and WSQ Diploma	157	7.8
Polytechnic Diploma	369	18.3
Degree and above	898	44.5
Others	29	1.4

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N=2,018

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Political Participation

Type of political participation	Yes	No
I received content such as memes, music clips, and/or posters associated with the recent election via instant messaging platforms (e.g. WhatsApp, Telegram, Facebook Messenger)	47.9%	52.1%
At least one of my groups on instant messaging platforms (e.g. WhatsApp, Telegram, Facebook Messenger) discussed issues, political parties and candidates running for the…	42.9%	57.1%
In the last six months, I donated to a charity, welfare organisation, or other nongovernmental organisations	36.1%	63.9%
In the recent election, I attended one or more online political rallies	27.4%	72.6%
In the last six months, I signed a petition for a cause I believed in	24.3%	75.7%
I used instant messaging platforms (e.g. WhatsApp, Telegram, Facebook Messenger) to support the work of a political party or candidate in the recent election	18.7%	81.3%
In the recent election, I tried to persuade somebody which party they should vote for	15.8%	84.2%
In the last six months, I took part in an event for a good cause (e.g. a virtual fundraiser, a flag day or other charity event)	15.4%	84.6%
In the last six months, I am a member of or a volunteer in a welfare organisation or other nongovernmental organisations	12.7%	87.3%
In the last six months, I attended, either online or in person, a meeting or town hall involving a minister, member of parliament, or government official	10.3%	89.7%
In the recent election, I bought campaign-related products (e.g. T-shirts, badges, armbands, books, newsletters, etc.)	6.7%	93.3%
In the recent election, I volunteered to work for a political party	5.2%	94.8%
In the recent election, I donated money to a political party	5.0%	95.0%

Percentage of respondents

■Yes ■No

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N=2,018
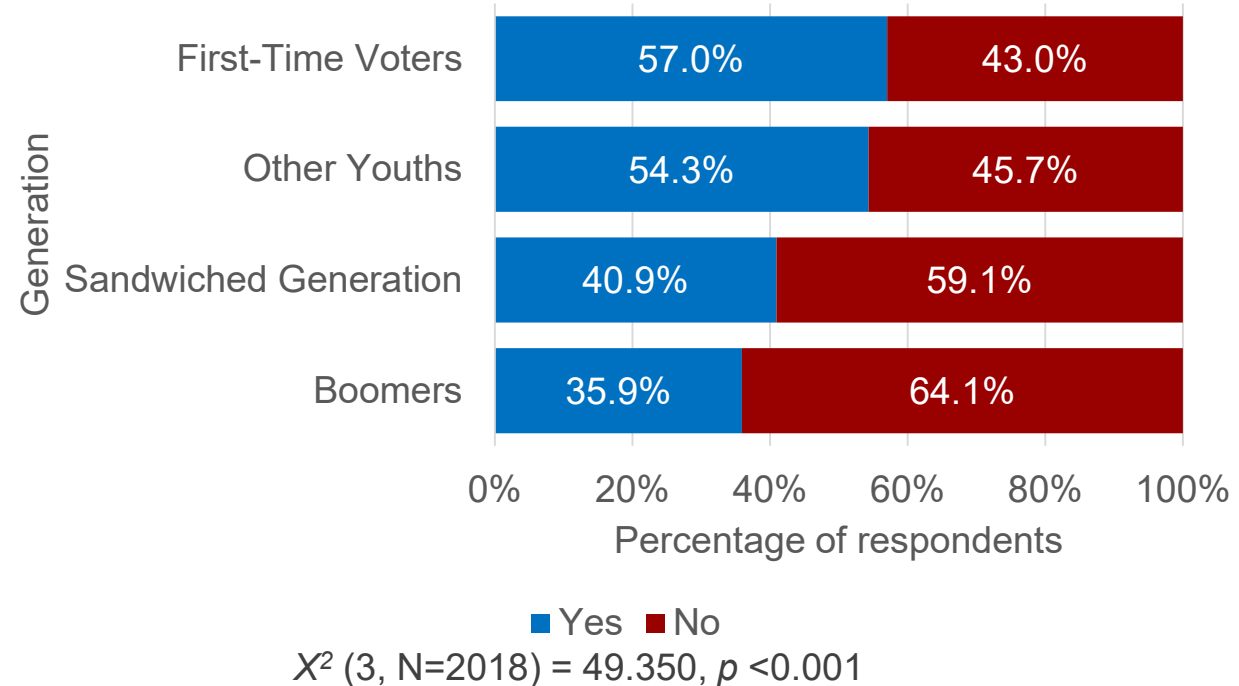
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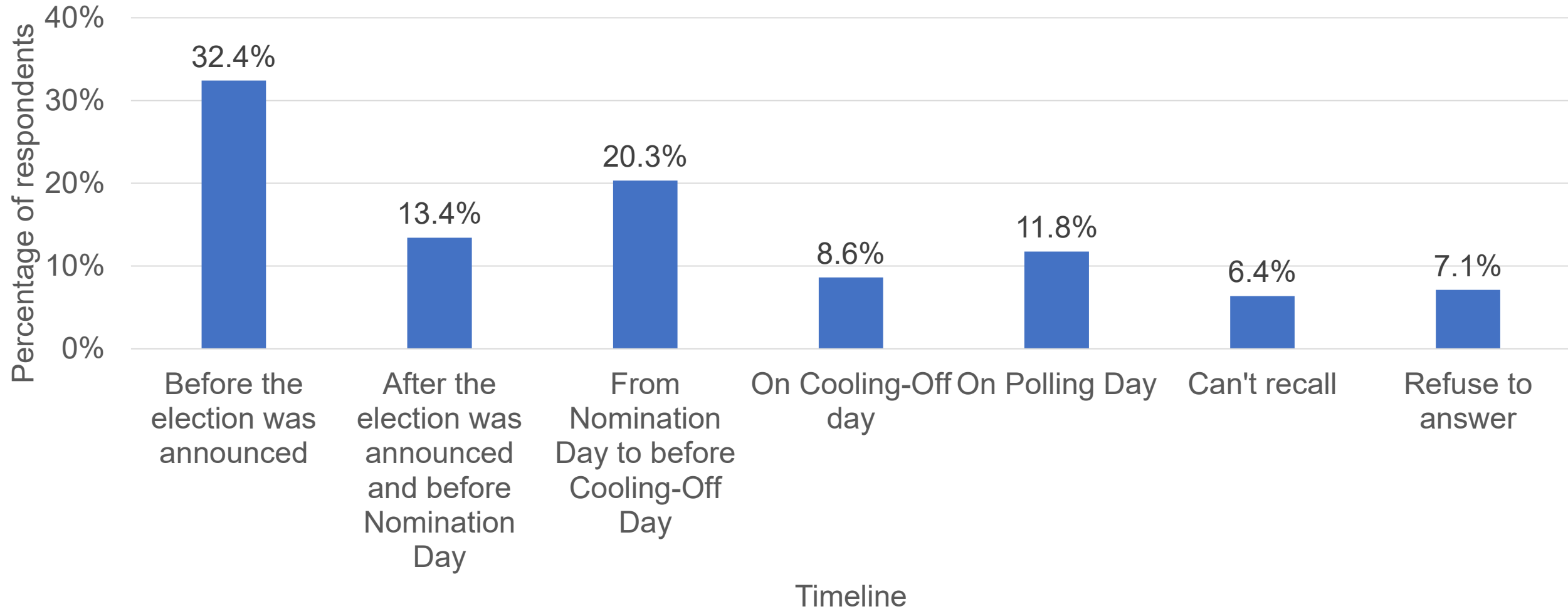# Generational Differences for Top Two Participation Modes

I received content such as memes, music clips, and/or posters associated with the recent election via instant messaging platforms (e.g. WhatsApp, Telegram, Facebook Messenger).

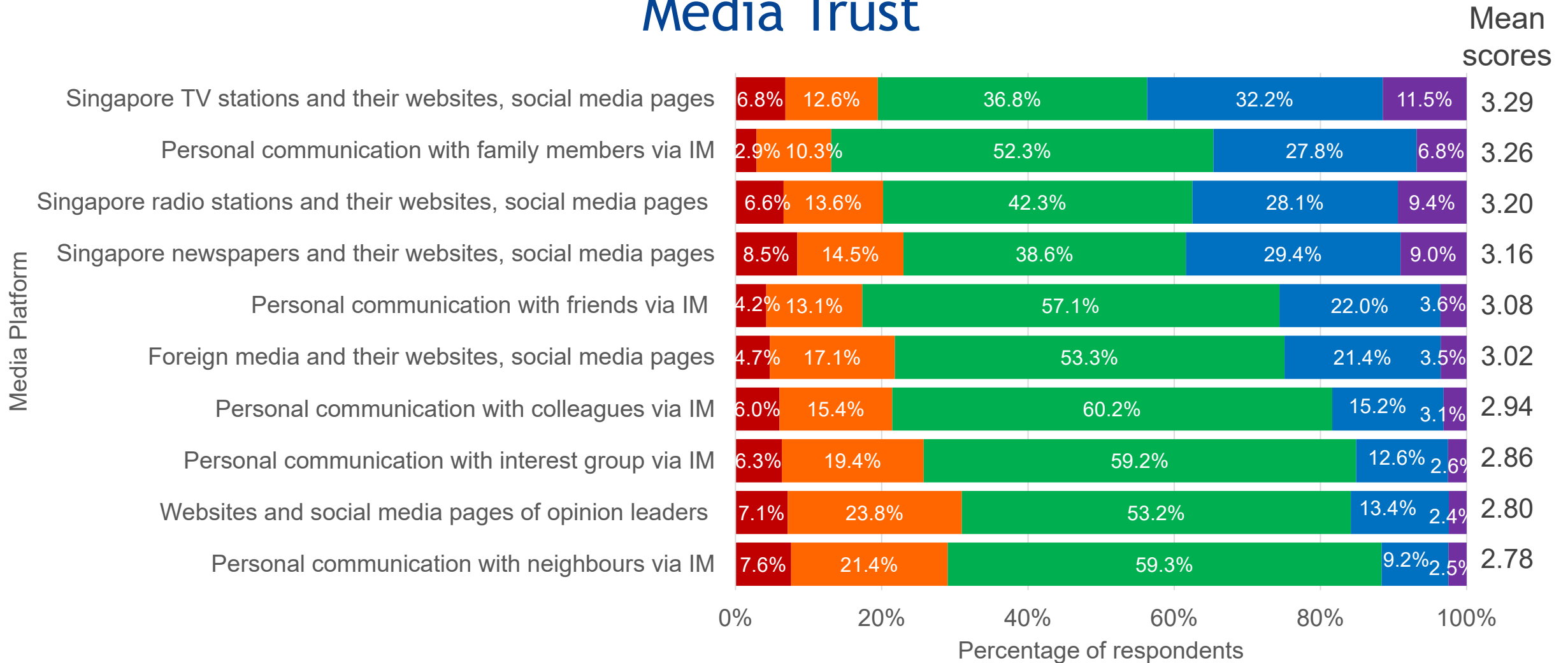| Generation	Yes	No
First-Time Voters	65.1%	34.9%
Other Youths	63.3%	36.7%
Sandwiched Generation	48.4%	51.6%
Boomers	35.9%	64.1%

X^2 (3, N=2018) = 97.525, p <0.001

At least one of my groups on instant messaging platforms (e.g. WhatsApp, Telegram, Facebook Messenger) discussed issues, political parties and candidates running for the recent election.

Generation	Yes	No
First-Time Voters	57.0%	43.0%
Other Youths	54.3%	45.7%
Sandwiched Generation	40.9%	59.1%
Boomers	35.9%	64.1%

X^2 (3, N=2018) = 49.350, p <0.001

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When did voters decide whom to vote for?

N=2,018

Media Trust

Mean scores

Media Platform	1- Very untrustworthy	2	3	4	5-Very trustworthy	Mean
Singapore TV stations and their websites, social media pages	6.8%	12.6%	36.8%	32.2%	11.5%	3.29
Personal communication with family members via IM	2.9%	10.3%	52.3%	27.8%	6.8%	3.26
Singapore radio stations and their websites, social media pages	6.6%	13.6%	42.3%	28.1%	9.4%	3.20
Singapore newspapers and their websites, social media pages	8.5%	14.5%	38.6%	29.4%	9.0%	3.16
Personal communication with friends via IM	4.2%	13.1%	57.1%	22.0%	3.6%	3.08
Foreign media and their websites, social media pages	4.7%	17.1%	53.3%	21.4%	3.5%	3.02
Personal communication with colleagues via IM	6.0%	15.4%	60.2%	15.2%	3.1%	2.94
Personal communication with interest group via IM	6.3%	19.4%	59.2%	12.6%	2.6%	2.86
Websites and social media pages of opinion leaders	7.1%	23.8%	53.2%	13.4%	2.4%	2.80
Personal communication with neighbours via IM	7.6%	21.4%	59.3%	9.2%	2.5%	2.78

Percentage of respondents

■ 1- Very untrustworthy ■ 2 ■ 3 ■ 4 ■ 5-Very trustworthy

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N=2018

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Comparison of Media Trust between 2015 and 2020

Media Trust 2015

1. SG TV stations and their websites, social media pages (3.03)
2. SG newspapers and their websites, social media pages (2.98)
3. SG radio stations and their websites, social media pages (2.96)
4. Party and candidate websites/SNS (2.86)
5. Printed party brochures and newsletters (2.81)
6. SNS (2.57)
7. Instant Messaging (2.53)
8. Blogs and YouTube sites (2.46)
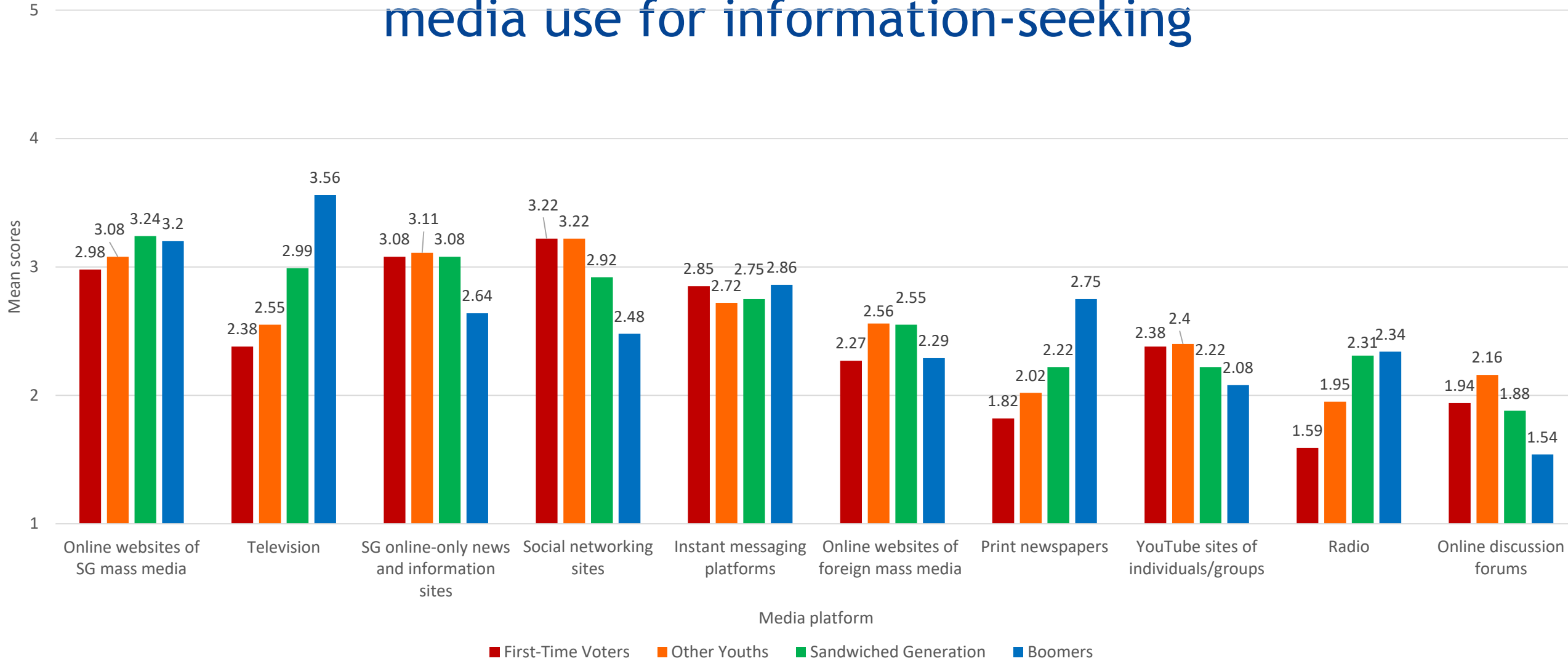9. Online discussion forums and portals (2.32)

N=2,000

Media Trust 2020

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

N=2,018

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Frequency distribution of generational differences in media use for information-seeking

Mean scores

Media platform	First-Time Voters	Other Youths	Sandwiched Generation	Boomers
Online websites of SG mass media	2.98	3.08	3.24	3.2
Television	2.38	2.55	2.99	3.56
SG online-only news and information sites	3.08	3.11	3.08	2.64
Social networking sites	3.22	3.22	2.92	2.48
Instant messaging platforms	2.85	2.72	2.75	2.86
Online websites of foreign mass media	2.27	2.56	2.55	2.29
Print newspapers	1.82	2.02	2.22	2.75
YouTube sites of individuals/groups	2.38	2.4	2.22	2.08
Radio	1.59	1.95	2.31	2.34
Online discussion forums	1.94	2.16	1.88	1.54

■ First-Time Voters ■ Other Youths ■ Sandwiched Generation ■ Boomers

N=2,018

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Significant difference among generations for 9 platforms
Only instant messaging platforms show no significant generational difference

Media Platform	ANOVA Result
Online websites of foreign mass media	$F(3,2014) = 6.79$, $p<0.001$
Television	$F(3,2014) = 70.63$, $p<0.001$
Print newspapers	$F(3,2014) = 42.89$, $p<0.001$
SG online-only news and information websites	$F(3,2014) = 16.97$, $p<0.001$
Social networking sites	$F(3,2014) = 25.91$, $p<0.001$
Radio	$F(3,2014) = 20.62$, $p<0.001$
Online websites of SG mass media	$F(3,2014) = 2.69$, $p<0.05$
YouTube	$F(3,2014) = 5.65$, $p<0.01$
Online discussion forums	$F(3,2014) = 23.53$, $p<0.001$

N=2,018

# Frequency distribution of generational differences in engagement with political parties/candidates

Mean scores

Media platform	First-Time Voters	Other Youths	Sandwiched Generation	Boomers
Social networking sites	2.95	3.07	2.85	2.52
Instant messaging platforms	2.31	2.4	2.60	2.65
Political parties' and candidates' TV and radio broadcasts	2.10	2.29	2.40	2.61
YouTube	2.57	2.48	2.40	2.33
Political parties and candidates websites	1.83	1.89	2.00	1.93
Political party brochures and newsletters	1.88	1.88	1.85	1.88
Email	1.45	1.58	1.67	1.7
Online meeting platforms (e.g. Zoom)	1.46	1.54	1.53	1.42

First-Time Voters   Other Youths   Sandwiched Generation   Boomers

N=2,018

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Significant differences among generations for only IM, SNS, and parties' and candidates' TV and radio broadcasts

Online meeting platforms, emails, YouTube, political parties' brochures and newsletters, and political parties' and candidates' websites show no significant generational difference

Media Platform	ANOVA Result
Instant messaging platforms	$F(3,2014) = 4.02$, $p<0.05$
Social networking sites	$F(3,2014) = 13.98$, $p<0.001$
Political parties' and candidates' radio and TV broadcasts	$F(3,2014) = 10.87$, $p<0.001$

N=2,018

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Frequency distribution of generational differences in issue satisfaction

N=2,018
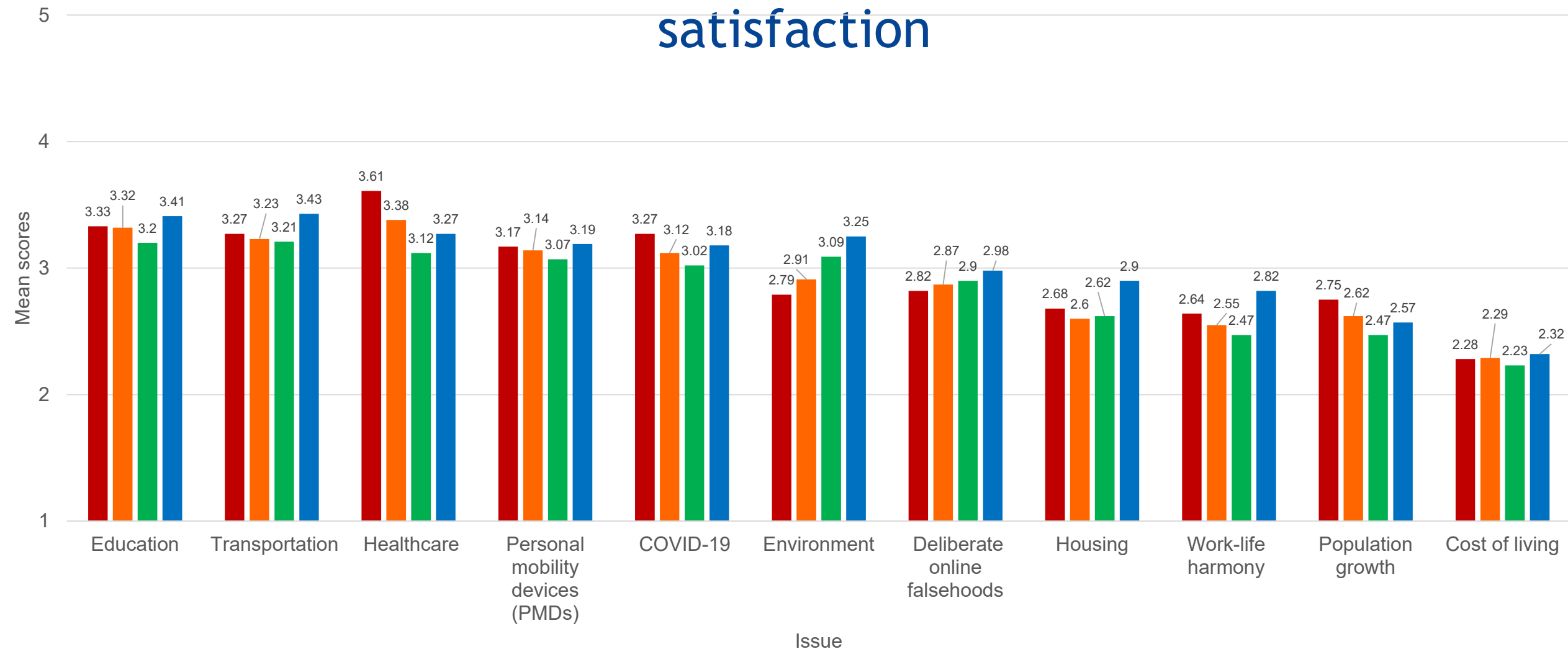
Significant differences among generations for 8 issues

No significant difference found for cost of living, deliberate online falsehoods, and personal mobility devices

Issue	ANOVA Result
Population growth	$F(3,2014) = 3.92$, $p<0.01$
Work-life harmony	$F(3,2014) = 12.39$, $p<0.001$
Housing	$F(3,2014) = 9.59$, $p<0.001$
Environment	$F(3,2014) = 16.70$, $p<0.01$
COVID-19	$F(3,2014) = 3.24$, $p<0.05$
Healthcare	$F(3,2014) = 11.20$, $p<0.001$
Transportation	$F(3,2014) = 6.36$, $p<0.001$
Education	$F(3,2014) = 4.89$, $p<0.01$

N=2,018

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Generational Differences in Primary Reason for Voting

Legend: First-Time Voters — Other Youths — Sandwiched Generation — Boomers

X^2 (30, N=1785) = 68.212, p <0.001
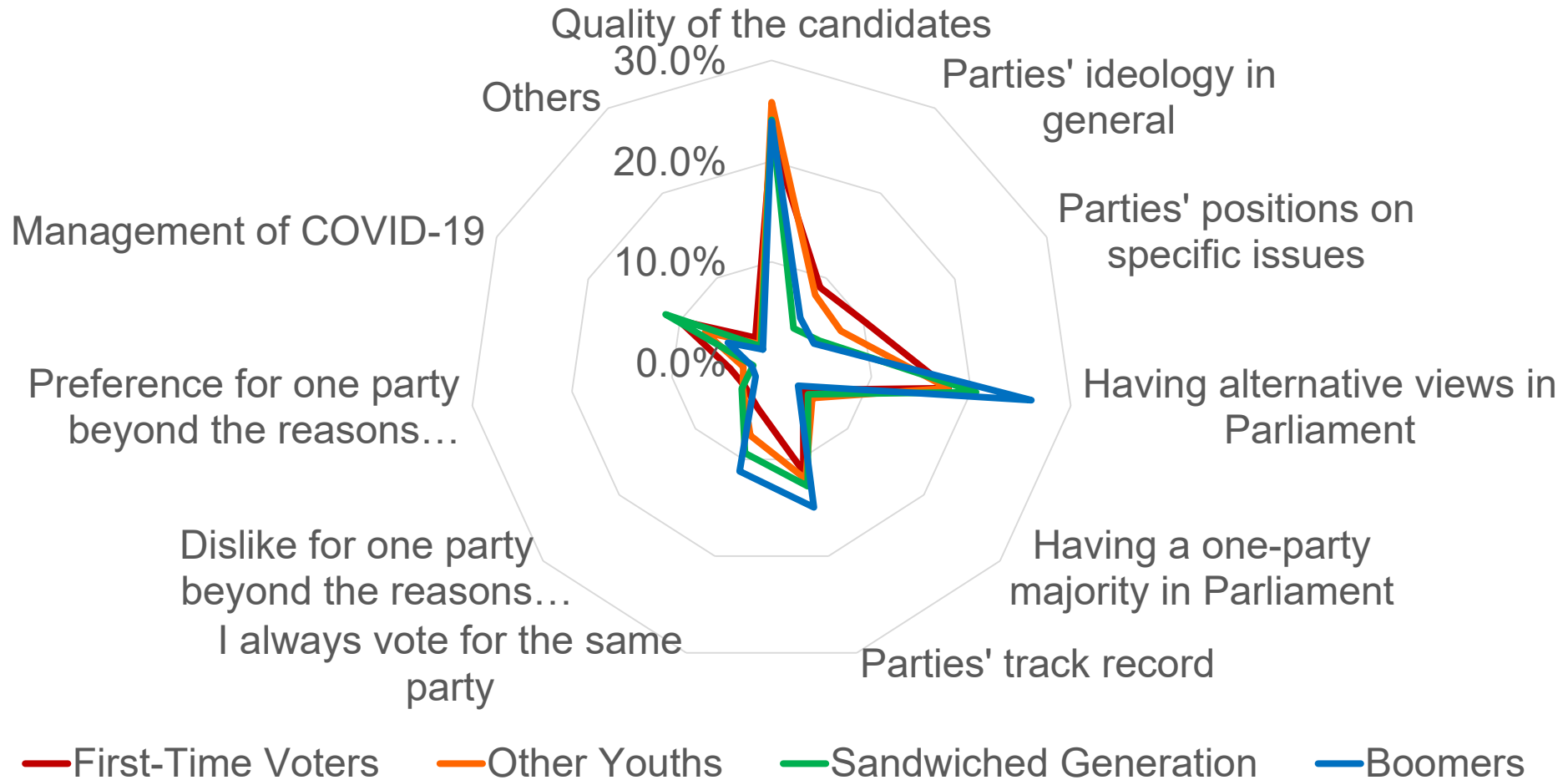
Regression model – Primary reason for voting

Breakdown of primary reasons for voting***	Odds Ratio		Breakdown of primary reasons for voting***	Odds Ratio	
	Likely to vote PAP	Likely to vote opp		Likely to vote PAP	Likely to vote opp
Quality of candidates	**2.34***	**0.43***	**Parties' track record**	**4.83***	**0.21***
Parties' ideology in general	0.98	1.02	**I always vote for the same party**	**5.84***	**0.17***
Parties' position on specific issues	0.76	1.32	Management of Covid-19	1.56	0.64
Having alternative views in Parliament	**0.14***	**7.03***	**Dislike for one party beyond reasons listed above**	**0.23**	**4.27**
Having a one-party majority in Parliament	**0.32**	**3.15**	Preference for one party beyond reasons listed above	1.43	0.70

Note: R^2 = .46 (Cox & Snell), .63 (Nagelkerke). Model χ^2 (42) = 614.50, *p* < .001

* *p* < .05, ** *p* < .01, *** *p* < .001.

For categorical variables such as "primary reasons for voting" and "generation", overall significances are provided because they are categorical.

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Regression model – Issue satisfaction

Issue satisfaction	Odds Ratio	
	Likely to vote PAP	Likely to vote opp
Population growth	**1.33***	**0.75***
Transportation	0.97	1.03
Personal mobility devices (PMDs)	1.10	0.91
Housing	0.95	1.06
Education	1.14	0.88
Work-life harmony	1.23	0.81

Issue satisfaction	Odds Ratio	
	Likely to vote PAP	Likely to vote opp
Environment	0.97	1.03
Cost of living	**1.33***	**0.75***
Healthcare	1.08	0.92
Deliberate online falsehoods	**1.39***	**0.72****
Covid-19	**1.27***	**0.79***

Note: R^2 = .46 (Cox & Snell), .63 (Nagelkerke). Model χ^2 (42) = 614.50, $p < .001$

* $p < .05$, ** $p < .01$, *** $p < .001$.

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Regression model – Media variables

Mass media use for information seeking	Odds Ratio		Social media use for information seeking	Odds Ratio		Engagement with political candidates	Odds Ratio	
	Likely to vote PAP	Likely to vote opp		Likely to vote PAP	Likely to vote opp		Likely to vote PAP	Likely to vote opp
Print newspapers	1.05	0.95	YouTube	1.23	0.82	YouTube	0.88	1.13
Television	1.11	0.90	Online discussion forums	0.84	1.19	Online meeting platforms	1.14	0.88
Radio	0.93	1.08	Social networking sites	1.18	0.85	**Social networking sites**	**0.74****	**1.36****
Online websites of SG mass media	**1.23***	**0.81***	Instant messaging platforms	0.95	1.05	Instant messaging platforms	1.07	0.93
Online websites of foreign mass media	1.12	0.90				Political parties' and candidates' radio and TV broadcasts	1.19	0.84
SG online-only news and information websites	1.00	1.00				Email	0.96	1.04
						Political parties' and candidates' websites	**0.74***	**1.35***
						Parties' brochures and websites	0.96	1.05

Note: R^2 = .46 (Cox & Snell), .63 (Nagelkerke). Model χ^2 (42) = 614.50, *p* < .001
* p < .05, ** p < .01, *** p < .001.

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Regression model – Generation

Breakdown of generation variable (p=0.130)	Odds Ratio	
	Likely to vote PAP	Likely to vote opp
First-time voters (vs. Boomers)	**0.41***	**2.41***
Other youths (vs. Boomers)	0.72	1.39
Sandwiched generation (vs. Boomer)	0.92	1.09

Note: R^2 = .46 (Cox & Snell), .63 (Nagelkerke). Model χ^2 (42) = 614.50, $p < .001$

* $p < .05$, ** $p < .01$, *** $p < .001$.

For categorical variables such as "primary reasons for voting" and "generation", overall significances are provided because they are categorical.

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