

Hougang Bukit Batok Pioneer Fengshan Bukit Panjang Radin Mas Potong Pasir
Marsiling-Yew Tee GRC Chua Chu Kang GRC Aljunied GRC Tampines GRC
Bishan-Toa Payoh GRC West Coast GRC Jurong GRC Marine Parade GRC

POST-ELECTION CONFERENCE 2015

Tanjong Pagar GRC Ang Mo Kio GRC East Coast GRC Pasir Ris-Punggol GRC
Holland-Bukit Timah GRC Nee Soon GRC Jalan Besar GRC Sembawang GRC
MacPherson Yuhua Hong Kah North Sengkang West Punggol East Mountbatten

Wednesday, 4 November 2015
Ballroom 1 & 2, Orchard Hotel

IPS **POST-ELECTION** CONFERENCE 2015

Session Three
GE2015:
Media Use and its Impact

Presentation by

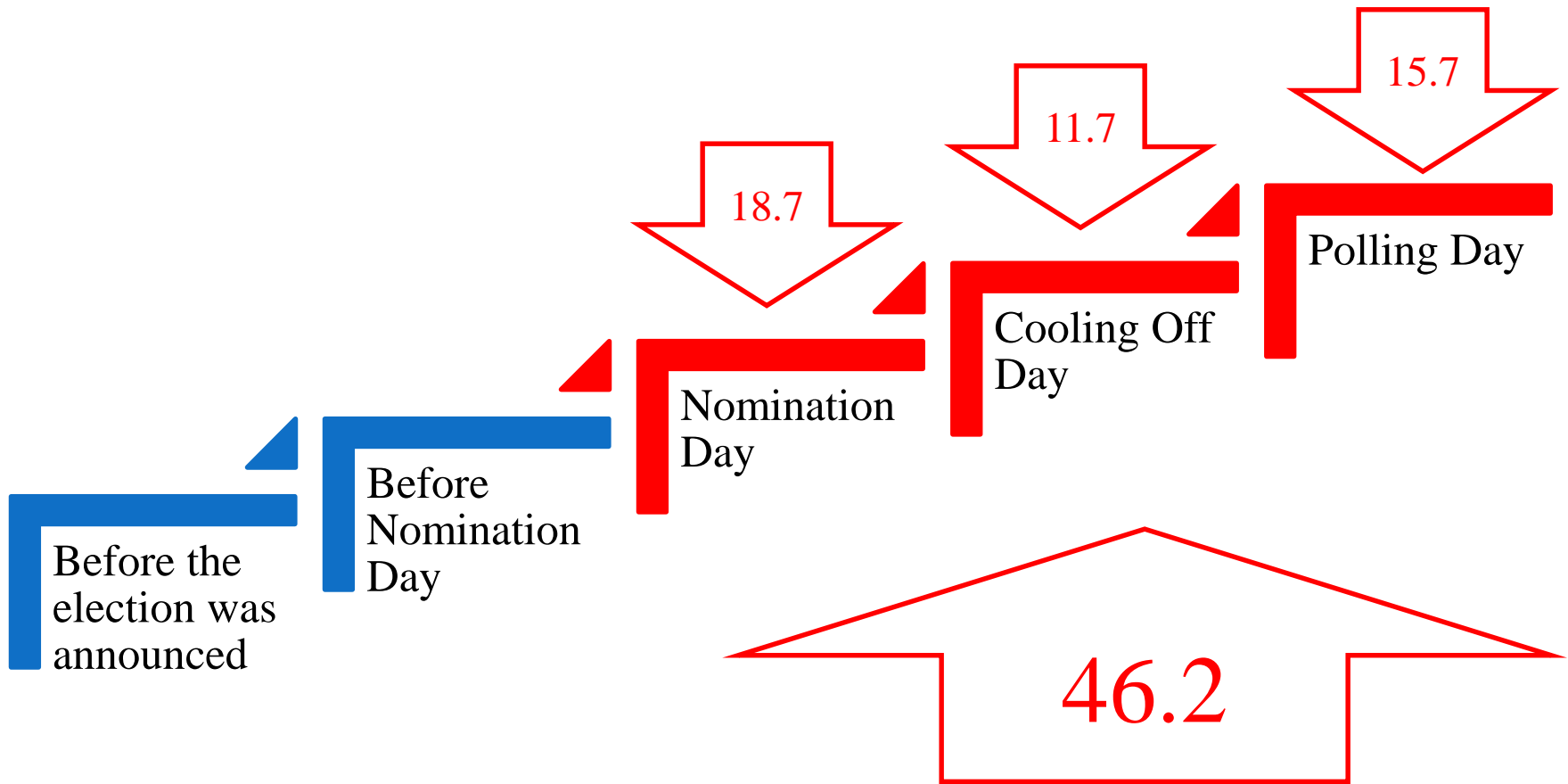
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Late Decision Makers: Who they are, what they believe, and how they use media

Survey by the
Institute of Policy Studies, Singapore
4 November 2015

Late Decision Makers?



n=1757 (excluded those who could not recall and refused to answer)

Why late decision makers?

- More susceptible to cross-cutting peer pressure
- More susceptible to campaign influence
- More susceptible to be swing voters

Why late decision makers?

	2011		2015	
	PAP	Opposition	PAP	Opposition
Late decision makers	66.0***	34.0	73.5	26.5
Others	76.4	23.6	73.2	26.8

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

Who are they?

- No significant differences between males and females
- More than half of 21-24, 25-29 and 80-84 old were late*

21-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84
57.9%	54.7%	47.6%	41.6%	43.3%	46.2%	45.7%	46.2%	41.8%	40.9%	47.9%	36.7%	100.0%

Who are they?

- More than half of Malay voters were late*

Chinese	Malay	Indian	Others
46.4%	52.2%	41.1%	29.4%

Who are they?

- More than half of lower secondary degree holders and polytechnic diploma holders were late*

No formal qualification/ lower primary	Primary	Lower secondary	Secondary	Post-secondary (no tertiary) general and vocational	Polytechnic diploma	Professional qualification and other diploma	University first degree	University postgraduate diploma/degree
0.0%	45.5%	64.0%	43.0%	47.8%	53.2%	46.4%	43.9%	47.4%

Who are they?

- More than half of HDB1 or 2 room dwellers were late***

HDB 1 or 2 room	HDB 3 room	HDB 4 room	HDB 5 room/Executive/ HUDC	Executive condo/ Private condo/ Apartment	Landed property	Others
78.6%	44.4%	49.5%	45.9%	39.1%	31.2%	0.0%

What is their political involvement?

- They had higher political interest* but no significant difference in political knowledge
- They talked about politics less**, participated online less** (in general, blogs/YouTube, forums, SNS, Instant Messaging)
- They participated offline more*
 - Especially rallies** (29% vs. 22%)
 - Especially SDP rallies* (33% vs 23%)

What do they believe?

- They were more likely to agree that everyone should be given the freedom to criticize the government*
- Their voting decisions were more concerned with policy changes*(72% vs. 64%), how opposition has done in parliament*(58% vs. 54%), quality of parties/candidates**(83% vs. 77%), and having different voices in parliament*** (73% vs. 62%)
 - less concerned about LKY's passing* (35% vs. 39%) and not wanting the opposition to form government*** (36% vs. 48%).

How do they use media?

- They spent more time reading blogs/YouTube**, SNS*, and party sources* for election information
 - But no significant differences in terms of forums, IM and all traditional media usage
- They trusted newspapers less*
 - But no significant differences in terms of trust of all other media, including both new and traditional media

Summary

- 1st or 2nd time voters who have middle-level education and lowest housing type tend to be late-decision makers (LDMs).
- LDMs are actually more interested in politics and more actively read information from online sources.
- But LDMs are silent, less likely to talk about the election and to act online.
- LDMs concern more about substantial election issues.

Take home message



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THANK YOU!

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