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UMR RESEARCH PTY LTD
Polling & Issues Management Consultants

# Singapore General Election 2011

# Pre-Election Study

May 2011

UMR Research

# Methodology

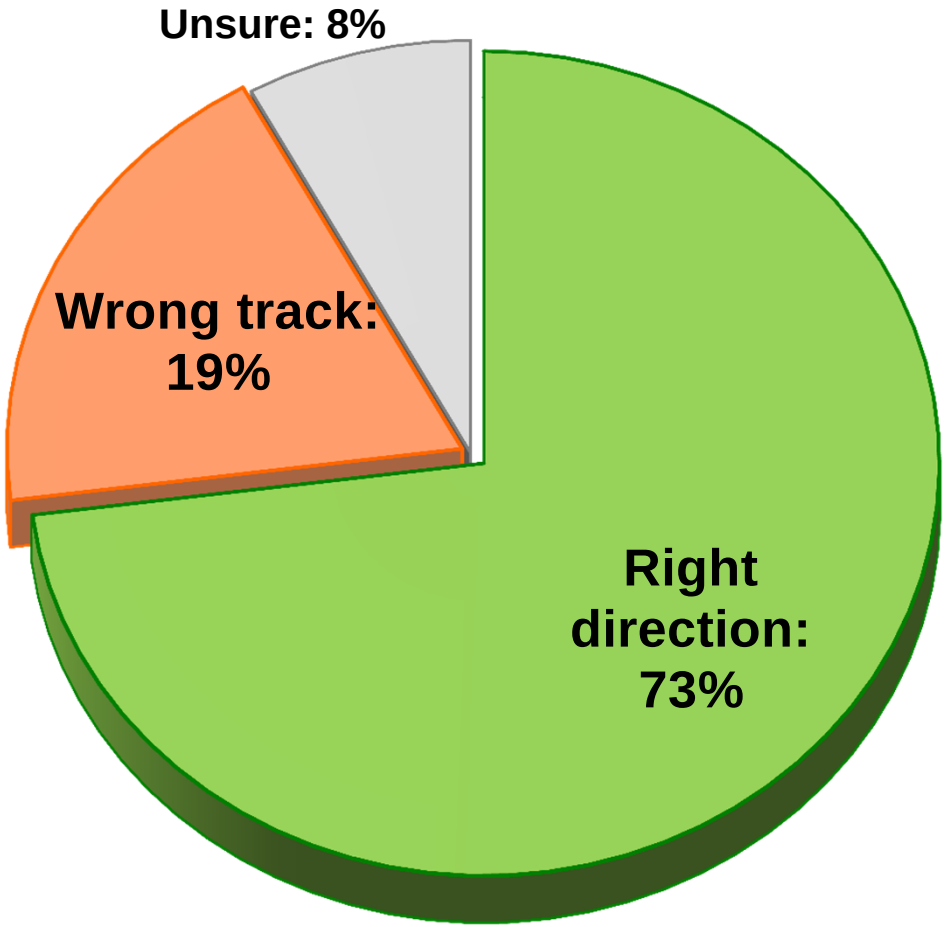
- Representative survey of 522 Singaporean voters interviewed online
- Age: 18+
- Fieldwork: 3-5 May 2011
- Data is weighted and matched with census data to ensure a representative sample
- Maximum margin of error at 90% confidence level for n=52: ±3.6%

# Key findings

- The UMR surveys finds the PAP is in a strong position to win the election with a vote of 61%, well in front of the combined opposition (39%), however there has been a decline in support for the PAP since the last election in 2006 with PAP support down by six points.
- Singapore voters are generally very upbeat and positive about the direction of the country with 73% saying that Singapore is heading in the right direction and only a relatively small proportion (19%) saying Singapore is on the wrong track.
- However despite this optimism there are significant problems for the Singaporean government. The priority issues for voters are the cost of living and concerns about government transparency and accountability. These two issues dominate voter concerns.
- Also while the Singapore government is judged positively on crime (81%), defence and national security (78%), and economic management (62%), there are serious areas of dissatisfaction.
- Singaporean voters are overwhelmingly dissatisfied with the government's handling of issues such as the cost of living (73% dissatisfied), the levels of ministerial salaries (68% dissatisfied) and housing affordability (69%).
- The government is also judged very negatively on the growing gap between the wealthy and the poor (65% dissatisfied) and the level of salaries and wages (64%).

# Upbeat mood in Singapore

*Thinking about Singapore in general, is Singapore heading mostly in the right direction or is it on the wrong track?*






**Base: All**

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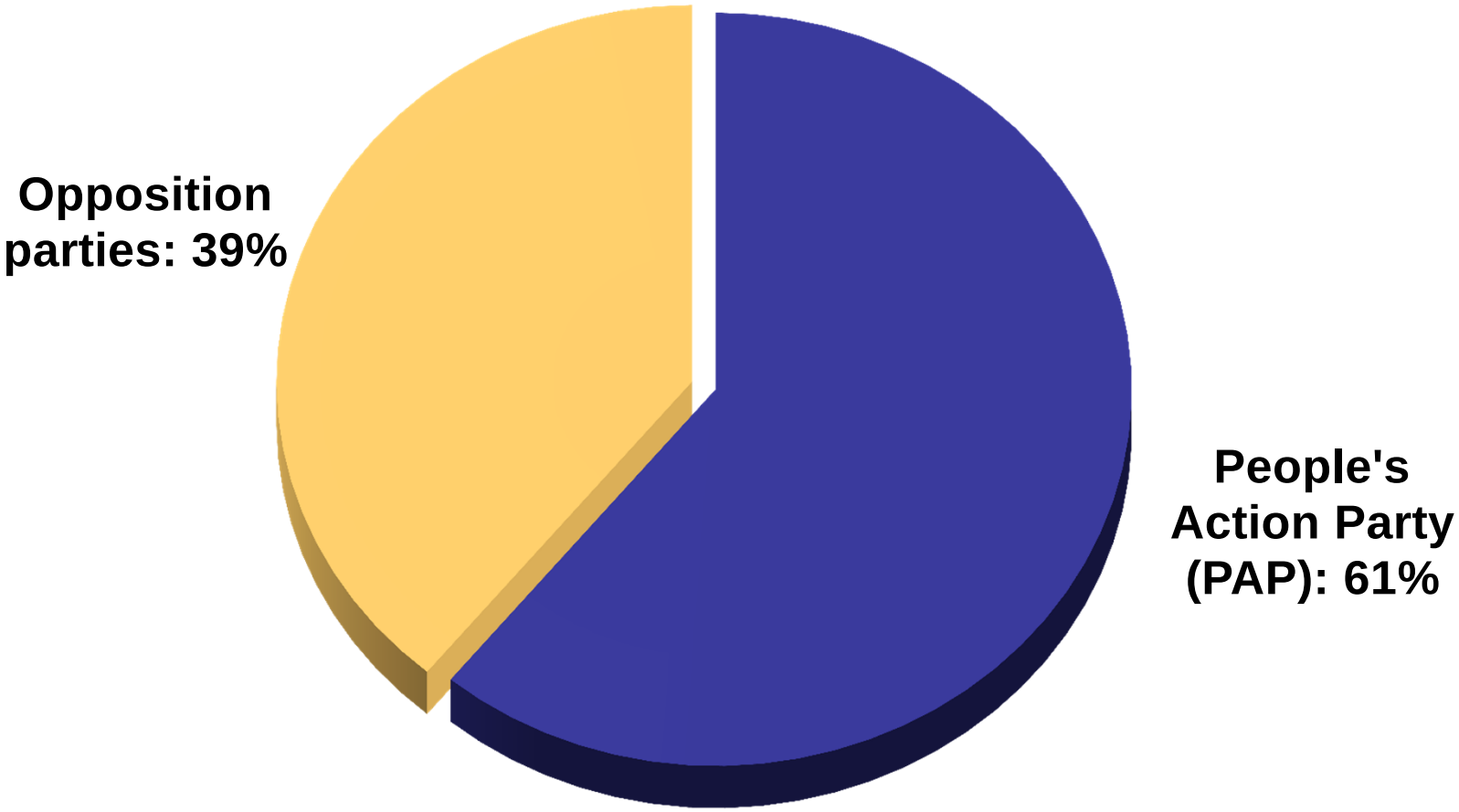
# The Vote

# The vote – PAP in strong position

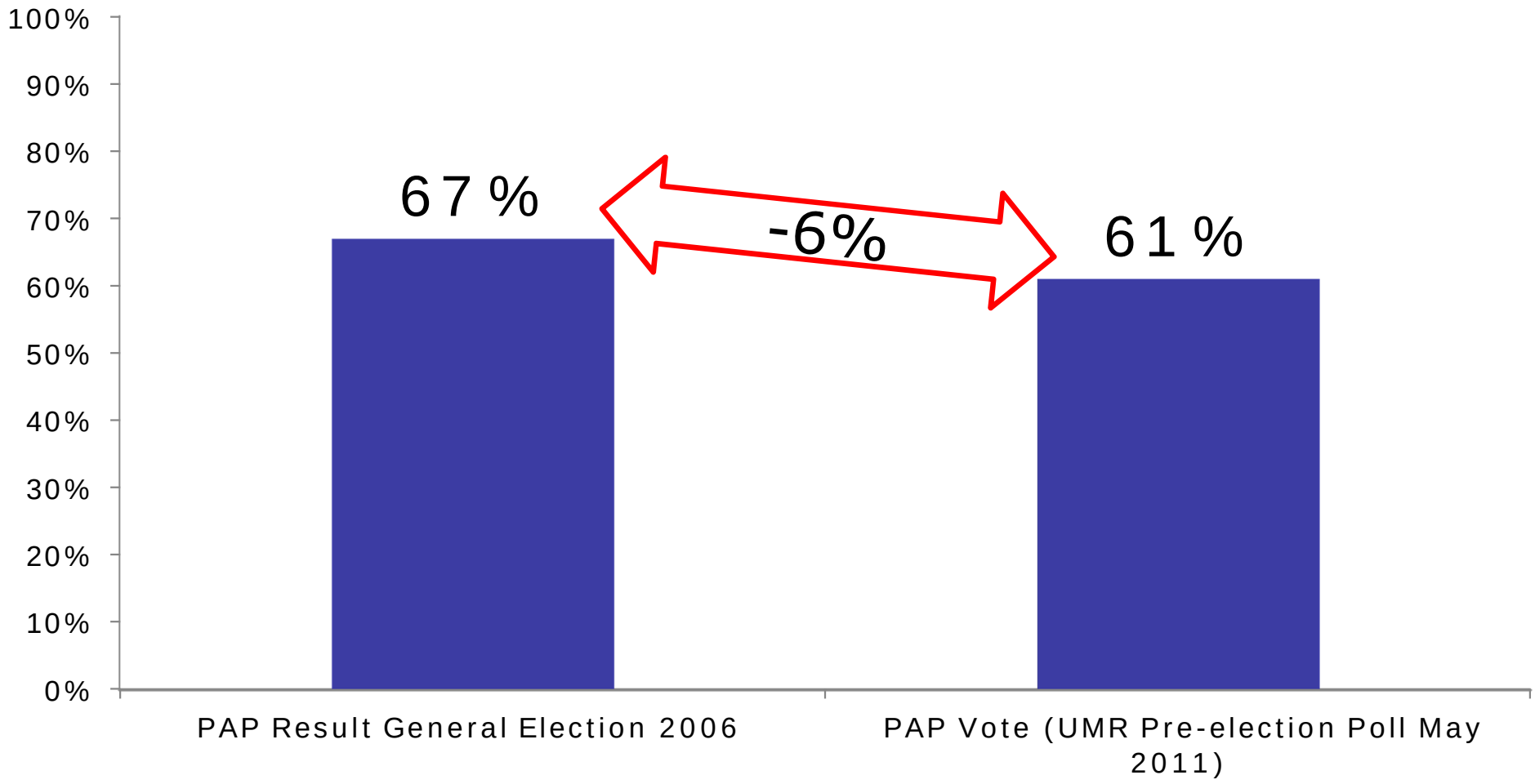
*Which party do you intend to vote for at the General Election on Saturday, May 7?*




**Base: Those who state a vote, voters who prefer not to state their voting intention are excluded**

# But PAP vote down 6 points

*Which party do you intend to vote for at the General Election on Saturday, May 7?*

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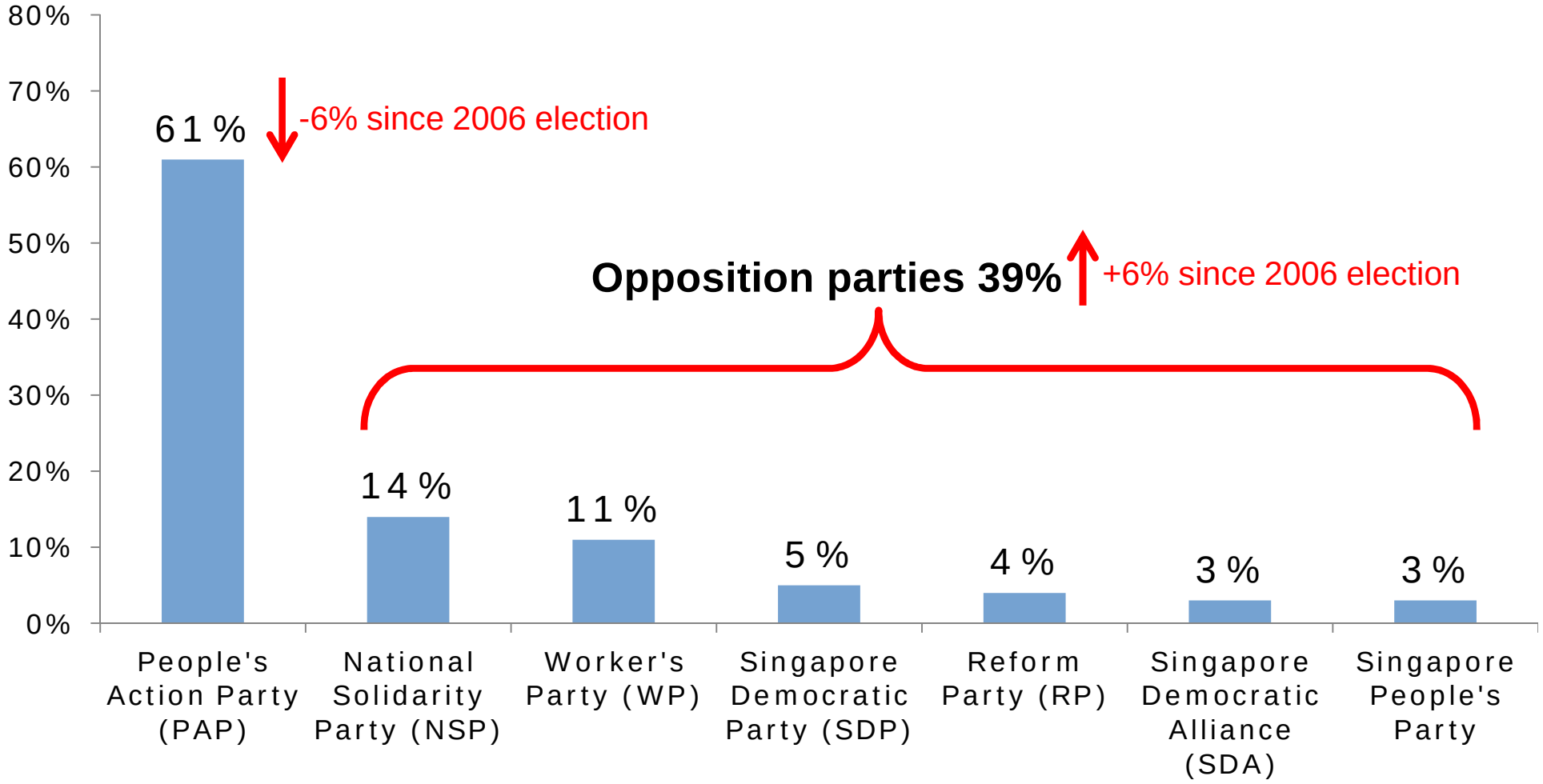
# The vote in more detail

*Which party do you intend to vote for at the General Election on Saturday, May 7?*

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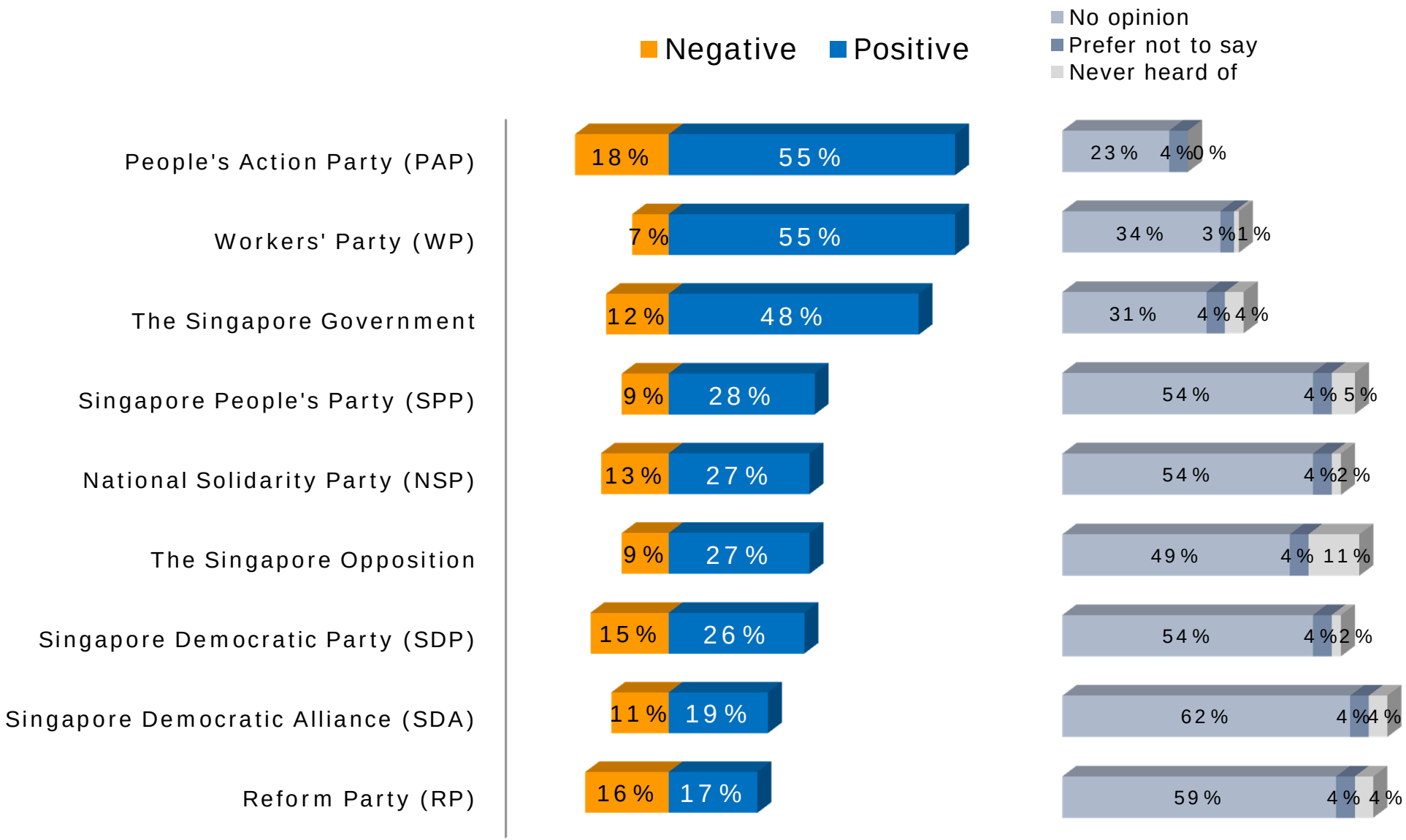
# The Key Players

# How voters feel about the parties

*Please indicate how you feel about each of the following organisations.*




**Base: All**

**Sorted by % Positive**

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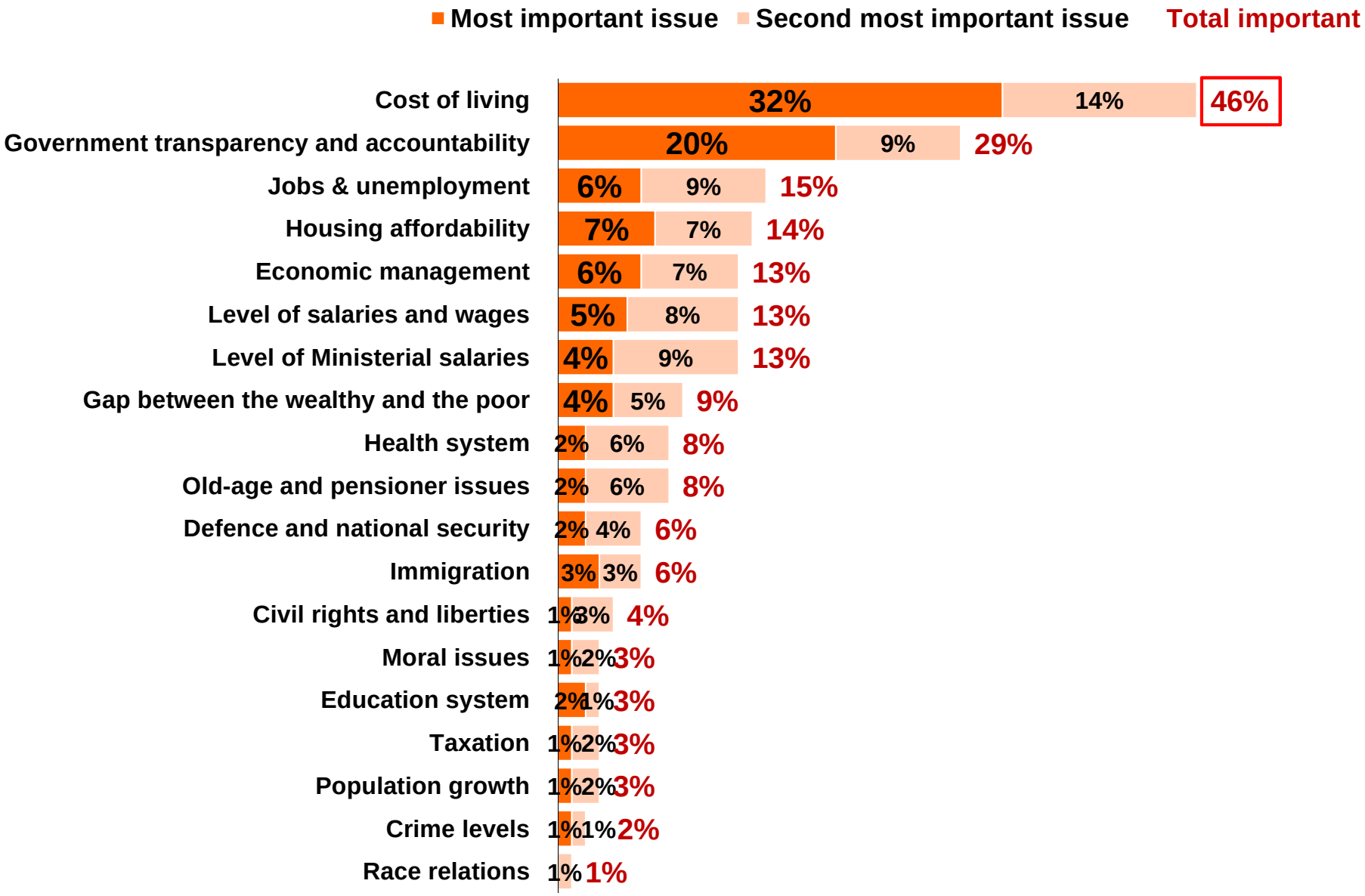
# Issues

# Issue agenda

*Which of the following issues are most important when deciding who to vote for in the General Election?*




Base: All

# Satisfaction with government handling of issues

*Are you satisfied or dissatisfied with how the PAP government is currently handling the following issues?*

| | Dissatisfied | Satisfied | NET Satisfied | TOTAL Important |
|---|---|---|---|---|
| Crime levels | 13% | 81% | +68% | 2% |
| Defence and national security | 13% | 78% | +65% | 6% |
| Race relations | 16% | 73% | +57% | 1% |
| Economic management | 24% | 62% | +38% | 13% |
| Education system | 30% | 59% | +29% | 3% |
| Moral issues | 31% | 53% | +22% | 4% |
| Health system | 41% | 50% | +9% | 7% |
| Civil rights and liberties | 39% | 47% | +8% | 4% |
| Taxation | 42% | 46% | +4% | 3% |
| Jobs & unemployment | 43% | 47% | +4% | 15% |
| Population growth | 50% | 35% | -15% | 3% |
| Government transparency and accountability | 54% | 32% | -22% | 29% |
| Immigration | 57% | 30% | -27% | 5% |
| Old-age and pensioner issues | 57% | 28% | -29% | 7% |
| Level of salaries and wage | 64% | 23% | -41% | 13% |
| Gap between the wealthy and the poor | 65% | 22% | -43% | 9% |
| Housing affordability | 69% | 22% | -47% | 14% |
| Level of Ministerial salaries | 68% | 17% | -51% | 13% |
| Cost of living | 73% | 18% | -55% | 46% |

Base: All

# About UMR

Australia's Leading Research and Issues Management Company

UMR is the company of choice for leaders and decision-makers, because we turn high quality research into useful hard-headed strategic advice. UMR Research has provided significant insights, advice and campaign management to decision-makers who have brought about major change in Australia and New Zealand for Governments and business.

UMR is a full-service opinion research, issues management and campaign company, based in Australia and Zealand, working across the Asia Pacific region. We specialise in political research and campaigns, corporate reputation, issues management and social marketing.

We have over 20 years experience developing a deep understanding of the views and opinions of Australians and New Zealanders. Our team of expert researchers are seasoned professionals who combine extensive experience with a deep understanding of the public mindset.

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