

Public Polling Methodology Statement: SG Presidential Election Opinions

Publication date: August 2023

Short Methodology Statement	
Research company	YouGov Singapore Pte Ltd
Fieldwork dates	25 August – 28 August 2023
Mode of data collection	Online recruited from research panel (100%)
Target population	Singaporean Citizens aged 21+
Sample size	1,027
Is voting intention published?	No

Long Methodology Statement	
Effective sample size after weighting applied	1,027
Margin of error associated with effective sample size	±3.058%
Variables used in weighting	Age x gender, Age x race
Weighting method used	Rim weighting
Full question text, responses categories and randomisation	See below
Proportion of landline/mobile completed interviews	N/A
Source of online sample	Selected from previously recruited online panels of research participants to fill quotas loosely based on weighting frame
Positioning of voting intention questions in questionnaire?	N/A
How were undecided voters handled?	N/A
2PP calculation method	N/A

Full Question Text of Published Questions

Q1. Which of the following are the most important qualities/ traits a President of Singapore should possess?

Randomise A-O, Pick up to 3 options

- A. Strong Leader
- B. Is intelligent
- C. Passionate to serve
- D. Listening skills
- E. Shows compassion
- F. Communicates well

- G. Is honest
- H. Has integrity
- I. Is patient
- J. Shows confidence
- K. Is humble
- L. Is relatable
- M. Is competent
- N. Has foresight
- O. Is inclusive

Q2. How familiar are you with the campaign message of each Presidential candidate?

Randomise A-C. Reverse codes 1-5.

- A. Tharman Shanmugaratnam
- B. Ng Kok Song
- C. Tan Kin Lian

- 1. Very familiar
- 2. Somewhat familiar
- 3. Somewhat unfamiliar
- 4. Very unfamiliar
- 5. Don't know / not sure

Q3. Within their remit, which issues do you feel a President should speak about, represent or champion? You may select up to 3.

Randomise A-K, Pick up to 3 options

- A. Income/Wealth Inequality
- B. Gender Equality
- C. Racial Harmony (includes discrimination and minority representation)
- D. Mental Health
- E. Environment and Sustainability
- F. Persons with disabilities
- G. LGBTQ+ Community
- H. Fiscal Prudence
- I. Singaporean Identity
- J. Other
- K. Don't know