

## CHAPTER 15

### EXIT POLL

#### PART I : GENERAL

15.1 This chapter sets out the guidelines for the conduct, publication and broadcast of exit polls to avoid unfair interference with the election process by unduly influencing voters. The aim is to ensure that elections are conducted honestly and fairly.

#### PART II : CONDUCT OF EXIT POLLS

15.2 The EAC appeals to the media and organisations concerned for self-regulation, goodwill and voluntary cooperation in the conduct, publication and broadcast of exit polls so that voter behaviour will not be unduly affected.

15.3 Exit polls may be conducted by any person or organisation. For security reasons, no exit poll may be conducted for dedicated polling stations. For the purpose of better control of the conduct of an exit poll, persons or organisations intending to conduct exit polls must provide the following to the REO at **the latest 7 days before the polling day**:

- (a) the name and address of the person or organisation intending to conduct an exit poll on the polling day;

- (b) the identity document number and name of the person responsible together with his telephone number(s) for contact, especially for the polling hours; and
- (c) a list showing the number of persons who will be employed for the conduct of the exit poll at each polling station on the polling day together with the identity document number and name of each of all the persons who will be so employed.

*[Amended in January 2010]*

15.4 On the receipt of the application, the REO will consider the application and issue approval to the concerned person or organisation as appropriate. A list of such persons or organisations allowed to conduct exit poll will be announced to the public prior to the polling day for the reference of the public and candidates and such a list will also be displayed at the respective polling stations.

15.5 Interviews are not allowed inside polling stations. Interviewers should note that canvassing activity is prohibited under criminal sanction within the NCZ except door-to-door canvassing activities on the storeys above or below street level in a building other than the one in which there is a polling station provided that permission has been obtained for entry to the building for canvassing votes, and that obstruction is not posed to voters and no amplifying device is used. Interviewers must therefore be extremely careful in conducting the exit poll so as not to give rise to any suspicion that they are canvassing voters inside the NCZ. Interviewers, like any other person, are not allowed to stay or loiter in the area designated as the NSZ (within the NCZ but immediately outside the entrance/exit to each polling station) [s 41(1) of the EAC (EP) (EC) Reg]. Interviewers are also not allowed to accost voters in the NSZ. All these

measures are for the purpose of securing safe and smooth passage of voters into and out of the polling stations. The PRO of a polling station may, if circumstances require, designate an area outside the exit of the polling station so that interviewers may only conduct exit poll within that area. *[Amended in September 2006]*

15.6 Any announcement of the results of exit polls or predictions, particularly in relation to any individual candidate during the polling hours may affect voter behaviour and have an impact on election results. The EAC, therefore, appeals to the media and organisations concerned to refrain from announcing the results of exit polls or making specific remarks or predictions on the performance of individual candidate **until after the close of poll.**

15.7 Broadcasters' attention is invited to the provisions of the Television and Radio Codes of Practice on Programme Standards which require news and current affairs programmes to be fair, objective and impartial.

### **PART III : SECRECY OF THE VOTE**

15.8 **The ballot is secret.** It is a voter's right to keep his vote secret. A voter does not have to disclose his choice of candidate if he does not want to. It is a criminal offence for a person, without lawful authority, to require, or purport to require, a voter or AR to disclose the name of, or any particular relating to, the candidate for whom the voter voted at an election [s 93(10) of the EAC (EP) (EC) Reg and s 37 of the Schedule to the CEEEO]. Those who conduct exit polls must respect the voters' right and wish not to be disturbed.

#### **PART IV : IDENTIFICATION OF INTERVIEWERS**

15.9           There had been occasions where exit poll interviewers were mistaken to be government officials or polling staff. Such interviewers are therefore required to wear an identification device so that voters will not be misled into thinking that they are appointed by Government.

15.10          After receipt of the information referred to in para. 15.3 above, the REO will notify the organisation or person concerned to collect a number of identification devices bearing the name of the organisation that is required to be worn by each of the persons included in the list in para. 15.3(c) above when conducting an exit poll. Any person not wearing such a device or wearing such a device without the identity of the organisation being shown will not be allowed to conduct an exit poll outside any polling station.

#### **PART V : SANCTION**

15.11          Apart from the criminal sanction provided in the CEEO, if the EAC comes to know that any broadcaster or organisation has failed to heed or comply with the guidelines in this chapter, it may make a reprimand or censure in a public statement which may include the name of the broadcaster or the organisation concerned.