



**HONESTY AND ABILITY KEY FACTOR FOR
NORTH SULAWESI VOTERS
22 June 2005**

Voters in North Sulawesi consider honesty and ability to be the key factors in their decision in Indonesia's first direct Governor's Election according to a Voter Attitude Survey conducted by PuBLiKa Manado in cooperation with National Democratic Institute for International Affairs (NDI) on Election Day, 20 June 2005. Voters rated direct communication with members of candidate campaign teams as the most influential campaigning method.

Ability (24.69%) and honesty (16.05%) were the most important factors influencing voters' choices in the North Sulawesi Governor election. According to respondents, political platform (10.84%) and experience (10.24%) were also significant factors in determining voters' choice.

Of those respondents who felt ability was most important, 44.75% chose challengers Sinyo Harry Sarundajang and Freddy Harry Sualang (SHS-FHS), while 14.32% chose incumbent Adolf Jouke Sondakh and Aryanti Baramuli Putri (AJS-ABP). Similarly, respondents who felt honesty was most important, 29.85% voted for SHS-FHS and 12.07% voted for AJS-ABP. Meanwhile, of respondents who felt experience was most important, 63.94% voted for SHS-FHS and 12.79% voted for AJS-ABP. Of those who felt charisma was the most important factor, 42.19% chose SHS-FHS compared to 13.42% who chose AJS-ABP.

According to respondents, the most effective means of influencing voters was direct communication with members of the campaign team (24.34%). This was two times more effective than TV news (10.70%), newspaper coverage (11.69%) or campaign materials such as brochure, poster, or banners (10.91%). Direct communication was also four times more effective than TV advertisements (6.03%) or the televised candidate debate (6.37%). Among all the candidate pairs, respondents felt the SHS-FHS was the most effective at using all these campaign techniques.

Also, 45.66% of respondents voted for their candidate pair as complete ticket. In comparison, 25.11% voted for the candidate pair primarily due to the governor candidate and 22.46% voted for pair primarily due to the running mate (candidate for deputy governor).

Most voters for Ferry Tinggogoy and Hamdi Papatungan (FT-HP) were Muslims. (71.43%). However, Muslim voters were roughly spread out among three candidate pairs. Of Muslim voters, 39.65% supported FT-HP compared to 22.92% who supported SHS-FHS and 15.67% who supported AJS-ABP.

Half of Bolaang Mongondow ethnic voters (49.85%) and two fifths of Gorontalo ethnic voters (39.78%) supported FT-HP. Bolaang Mongondow voters made up a third (29.57%) of this candidate's support while Gorontalo voters (24.7%) made up a fifth. Two fifths of Minahasa ethnic voters (37.15%) supported SHS-FHS. More than half

Menjaga Pemilu **Jurdil**

JURDIL is a standard of election observation which is trusted as independent, accurate and neutral. First used during the three national elections in 2004, this standard was developed by NDI together with partner organizations LP3ES, Yappika, and JAMPPI. This method of projecting election results was proven to be extremely accurate by NDI's JURDIL partners during the 2004 National Elections.

PuBLiKa Manado (Pusat Belajar Lintas Komunitas Manado) is a non-profit, non-government and independant organization. PuBLiKa's main focus is the strengthening of the public's economic and political rights. Since its founding on 22 August 2005, PuBLiKa has conducted numerous activities to increase civil society capacity in human rights advocacy, community conflict management, political and election education, and increasing public access to policy. Besides that, PuBLiKa has also been involved in several surveys such as voter opinion surveys in the 2004 Legislative and Presidential Elections.



National Democratic Institute for International Affairs (NDI) is a non-governmental organization based in Washington, DC with a mission to strengthen democracy worldwide. Working with local partners, NDI has conducted Quick Counts in 25 countries including in Indonesia's National Elections in 2004.

This Quick Count is supported by Manado TV.

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