

YouKnowAnot

Singapore's Leading Monthly Public Survey

COMMUNITY SATISFACTION

Those who say they are satisfied with the way things are going in Singapore

Oct | 78
Sep | 80

Community Satisfaction down two points



PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good

Oct | 68
Sep | 66

Personal Finances up two points

NATIONAL ECONOMY

Those who rate current economic conditions in Singapore as Excellent/Good

Oct | 69
Sep | 72

National Economy down three points



Sex-Baby-House or House-Sex-Baby?

Singaporeans Respond To Teo



60% of Singaporeans disagree with the Senior Minister

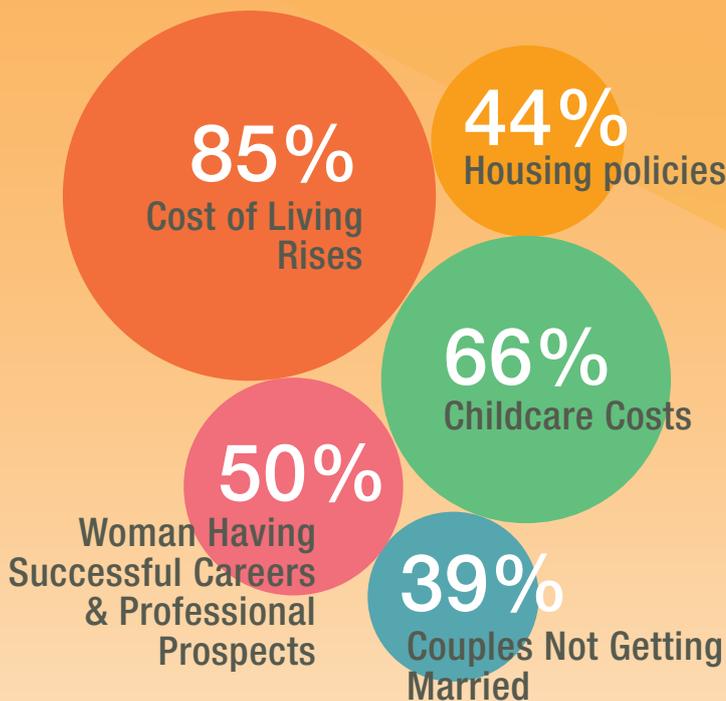
In October, Senior Minister of State Josephine Teo made local headlines when she said that Singaporeans do not need to get into a HDB BTO in order to conceive children. In our latest YKA monthly polling, Blackbox can reveal that 60% of Singaporeans disagree with the Senior Minister. It appears that people want a roof to call their own before taking the baby plunge.

The survey findings highlight that Singaporeans' thumbs-down response to Teo is more complicated than it seems on the surface. Firstly, close to seven in ten Singaporeans (68%) think that the Government's family kick-starter policies are currently on the right track. These results appear consistent across all income and socio-economic bands.

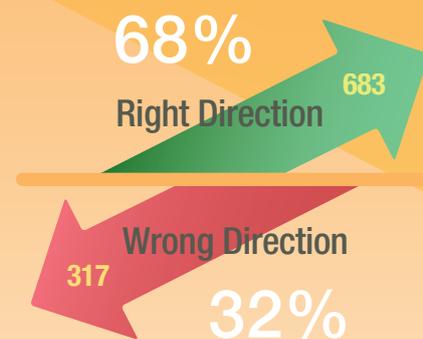
Furthermore, only 44% believe housing policies *per se* are the reason for people putting off having children. Nearly nine in ten (85%) put it down to the rising costs of living, alongside the cost of childcare for working couples (50%). Older Singaporeans are more likely to think it has more to do with women having more successful careers today.

Given the continued low birth rates, this is a conversation and debate which will likely rage on – both in the bedroom and the Cabinet room.

Top Reasons Deterring Couples from Having Children



Are the Government's policies regarding incentives to start a family heading in the ...?



Government Satisfaction Index

Monthly
Index

76 GSI

Monthly
Trend

-1

The Government Satisfaction Index (GSI) was down one point in October and is now down four points year-on-year. Although October 2015 represented a high water mark for the Government (after GE2015), a number of key metrics are showing worrying trends. With Singapore's economy under pressure, Economic Management satisfaction is now down ten points, whilst Jobs is down eight points.

More critically, Singaporeans are troubled by what they see as the growing gulf between those who have and those who do not. In the last 12 months, satisfaction with how the Government manages the gap between the rich and poor is down 24 points. Given Brexit in the UK and the US Trump phenomenon, this is not a metric that will please policy makers.

About the Results

Each month Blackbox conducts interviews with a representative sample of 1,000 Singaporeans.

We use a geographically stratified online sample. Our methodology also applies quota controls to ensure representative demographic coverage of the population. If you would like to purchase customised questions for your organisation or want to dig into our historical general community data/demographic information, please contact nicholas@blackbox.com.sg for assistance.

Rank	Issue	Satisfaction with Government	Change since last month	Change over last 12 months
1	Defence/ national security	95	-1	-2
2	Crime levels	95	1	0
3	Racial relations/ integration	91	2	-3
4	The environment	90	-1	0
5	Moral standards	87	0	-9
6	Education system	84	-2	-11
7	Management of the economy	83	-2	-10
8	Health insurance/protection	82	-4	-13
9	Care for the Elderly	82	-4	-8
10	Taxes	78	1	-3
11	Public transport	76	-1	3
12	Government accountability	76	-4	-14
13	Civil rights/ liberties/ free speech	74	-1	-11
14	CPF/pensions	73	-1	2
15	Jobs and unemployment	72	-2	-8
16	Cost of living	66	1	30
17	Housing affordability	65	5	13
18	Level of salaries and wages	64	-1	-9
19	Population management	59	-1	-5
20	Gap between rich and poor	58	-1	-24
21	Motor vehicle prices/ COE	50	3	3
Overall Government Satisfaction Index		76	-1	-4

Who We Are

Blackbox Research is an award-winning Singapore based agency specialising in communications insights. We provide advanced research, analytics and digital intelligence services for both public sector and commercial clients. Our team has expertise covering market research, strategic communications and messaging, advertising and public policy.

You Know Anot

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