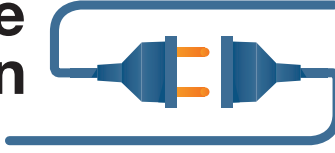


Singaporeans Tune in to the New Open Electricity Market



Singaporeans are increasingly aware of the new Open Electricity Market, an initiative aimed at liberalizing the retail power market in Singapore. Nearly 9-in-10 Singaporeans (88%) are aware of the change, marking an increase of 27% since April this year.

Just over 7-in-10 Singaporeans (72%) also claim to be aware of new retailers, in addition to long term incumbent, Singapore Power. At this stage, well-known brands like Sembcorp Power and Keppel Electric are dominating consumer recall.

1-in-10 Singaporeans surveyed claim to have switched providers already, while 1-in-4 (25%) say they are planning to. Expect a lot more activity in this consumer space in 2019.

Awareness of the Open Electricity Market has increased by 27% since April 2018

Yes, I am aware



72% of Singaporeans are aware of new retailers

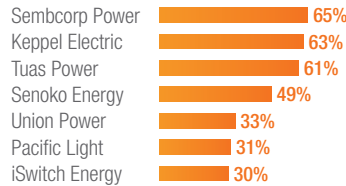
No 28% Yes 72%

Around 4-in-5 Singaporeans (80%) in the Northern and Western part of Singapore

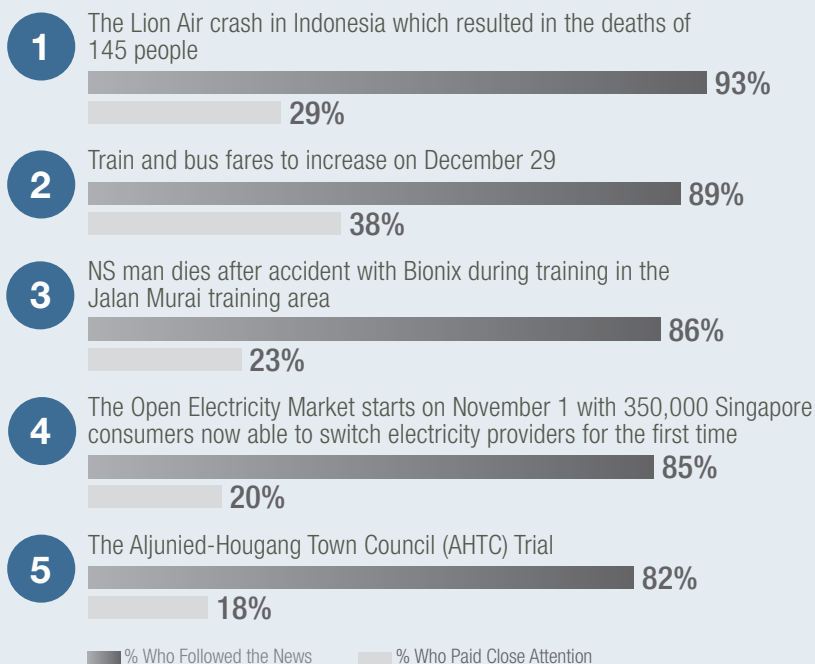
10% of Singaporeans claim to have already switched retailers



The top 7 electricity retailers Singaporeans have seen advertising/promoting to household consumers



Singapore's Top 5 News Stories of the Month



COMMUNITY SATISFACTION

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



Community Satisfaction rises by 2 points



PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good



Personal Finances remain steady



NATIONAL ECONOMY

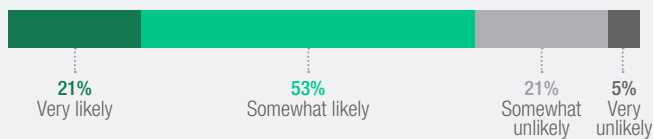
Those who rate current economic conditions in Singapore as Excellent/Good



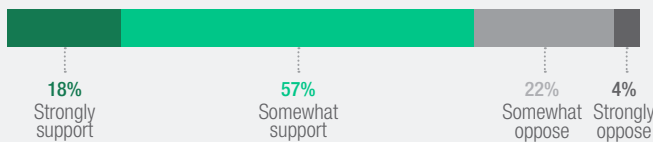
National Economy rises by 3 points

Early Election Buzz: Will the PAP Go to the Polls in 2019?

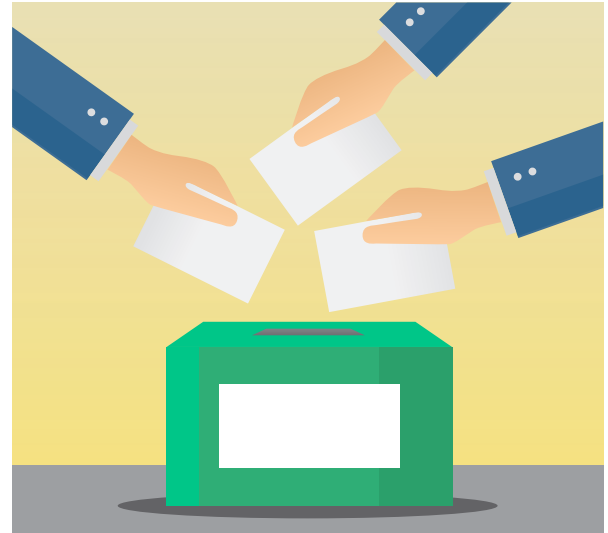
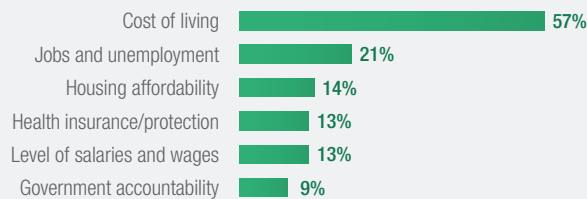
74% of Singaporeans find an early election in 2019 to be likely



75% of Singaporeans support the idea of an early election in 2019



Top 6 issues ranked by Singaporeans since June 2018



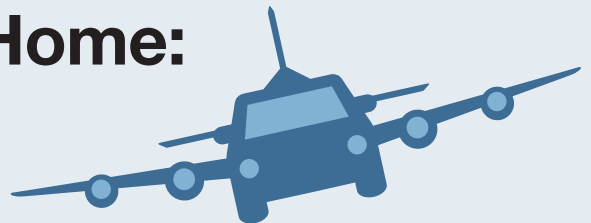
In an interview in November, Prime Minister Lee Hsien Loong raised the likelihood of an early general election in 2019. "It's always possible," said PM Lee.

We polled Singaporeans in November on this possibility and found that nearly 3-in-4 (74%) think an early election in 2019 is likely, while 75% are supportive of an early poll.

In another interview, Finance Minister Heng Swee Keat announced that the 4G ministers will launch a series of discussions with Singaporeans for feedback on the fundamental issues to be addressed after Budget 2019.

Our monthly YouKnowAnot findings since June show that 57% of Singaporeans say the cost of living is the most important issue to them. Jobs and unemployment (21%) is the second-most important issue, followed by housing affordability (14%).

Taking the Scenic Route Home: Prospects for Flying Taxis

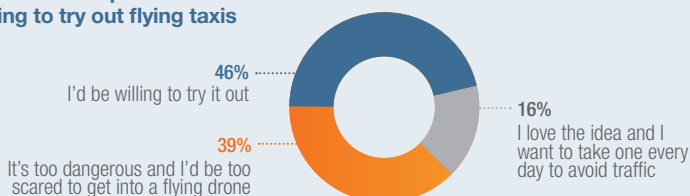


Trials for air taxis will take off in Singapore, as German aviation start-up Volocopter looks to conduct flight tests in the second half of 2019.

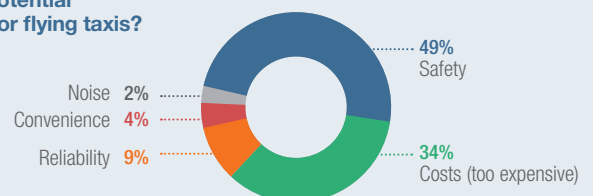
Just under half of Singaporeans (46%) say they are willing to try out flying taxis, while 16% want to use one every day to avoid traffic. 39% of Singaporeans think it is too dangerous and would be fearful of getting into one.

Nearly 1-in-2 Singaporeans (49%) believe safety is the biggest potential problem with flying taxis, followed by perceived costs (34%).

46% of our respondents are willing to try out flying taxis



Biggest potential problem for flying taxis?



Government Satisfaction Index

Perceptions of public transport dropped by 4 points compared to the previous month. Singaporeans also expressed concerns in the areas of CPF, moral standards, and civil rights as these three categories fell by 2 points this month.

However, respondents were satisfied with how the Government is handling the gap between the rich and poor, which improved by 4 points this month.

GOVERNMENT SATISFACTION INDEX

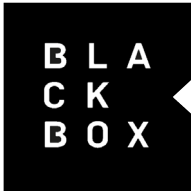
Monthly
Index **80** GSI

Monthly
Trend **0**

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 chris@blackbox.com.sg for assistance.

Rank	Issue	Satisfaction with Government	Change since last month	Change over last 12 months
1	Crime levels	96%	0%	0%
2	Defence/ national security	96%	1%	0%
3	Racial relations/ integration	94%	2%	2%
4	The environment	93%	0%	0%
5	Education system	90%	0%	0%
6	Care for the Elderly	87%	0%	-1%
7	Moral standards	86%	-2%	1%
8	Management of the economy	85%	1%	0%
9	Health insurance/protection	84%	0%	-3%
10	Public transport	81%	-4%	8%
11	Jobs and unemployment	78%	0%	0%
12	Taxes	78%	0%	-2%
13	Government accountability	76%	-1%	-4%
14	CPF/pensions	76%	-2%	-5%
15	Level of salaries and wages	74%	0%	-1%
16	Civil rights/ liberties/ free speech	74%	-2%	-1%
17	Population management	72%	-1%	-3%
18	Motor vehicle prices/ COE	69%	0%	9%
19	Housing affordability	67%	0%	-2%
20	Gap between rich and poor	67%	4%	-2%
21	Cost of living	58%	1%	-2%
Overall Government Satisfaction Index		80	1	0



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.

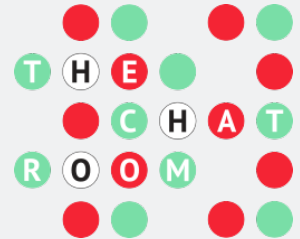
YouKnowAnot

YouKnowAnot is our monthly community survey platform that has been running since 2013. We interview a representative sample of 1,000 Singaporeans every month. We now 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 chris@blackbox.com.sg for assistance.

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Blackbox Research introduces Singapore's first inspiration laboratory – the Chat Room. Primarily designed for focus group discussions, The Chat Room is a creative space that brings people together. The inviting and relaxed atmosphere allows companies and brands to connect with consumers in meaningful conversations.

For more information, visit thechatroom.com.sg