

# YouKnowAnot

Singapore's Leading Monthly Public Survey



## COMMUNITY SATISFACTION

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

Aug | **79**  
Jul | 79

Community Satisfaction holds stable at 79 points



## PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good

Aug | **68**  
Jul | 67

Personal Finances up one point

## NATIONAL ECONOMY

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

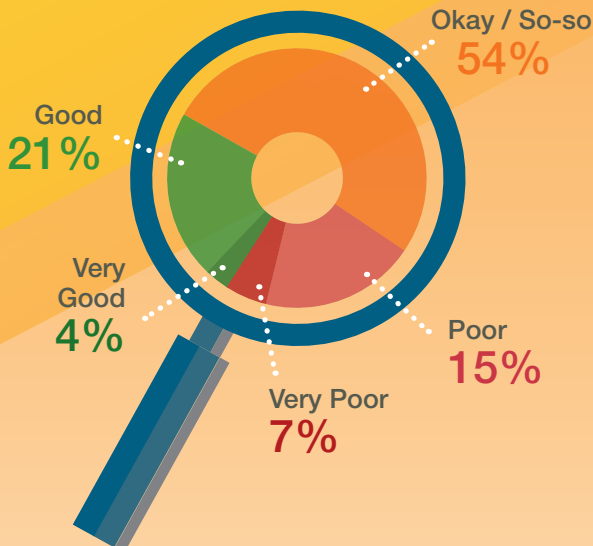
Aug | **72**  
Jul | 73

National Economic Outlook down one point



## Gloomy Skies Ahead for SG Job-Seekers?

### Current Job Prospect Outlook



### Future Job Prospect Outlook Over Next 12 Months



Whilst the majority of Singaporeans remain confident about their current job prospects, there is rising concern about the future Singaporean job market. Higher income earners in particular are showing signs of unease.

## The Rise of the Start-Up

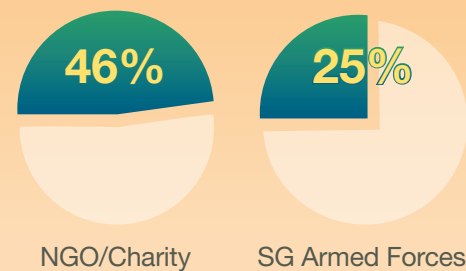
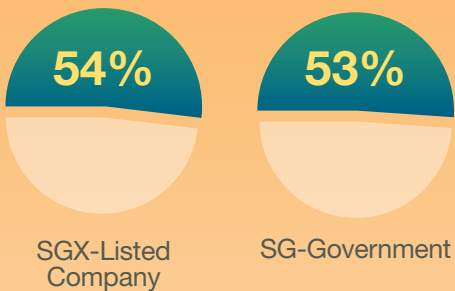
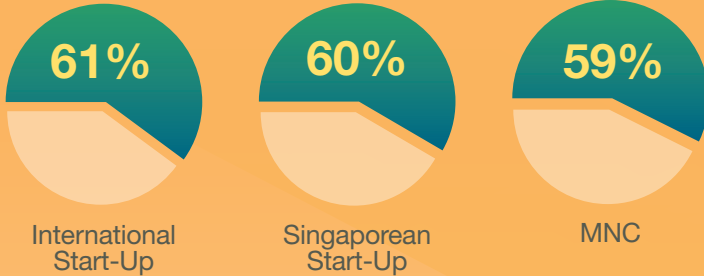
Historically, Singaporeans have been reluctant to work at SMEs, preferring instead the security and prestige offered by Government and MNCs over smaller workplaces.

However, in exclusive polling, Blackbox can reveal that young job seekers under the age of 25 are now more interested in working for a start-up than they are in getting a job with the Singaporean Government or a large, locally-listed business.

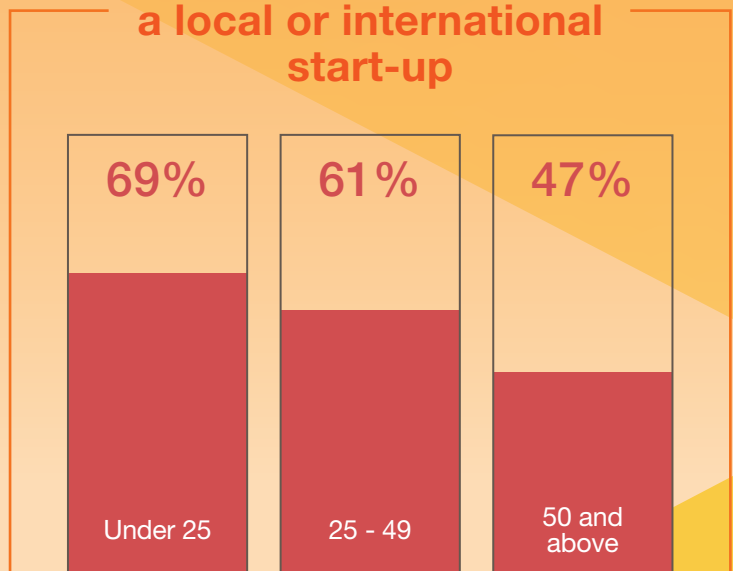
With 'disruption' increasingly the rule rather than the exception when it comes to the Singaporean economy, it would seem that younger Singaporeans are more open to taking risks when starting out in their careers.

### Under 25s

#### I'm interested in working at...



### Interest in Working at a local or international start-up



## Government Satisfaction Index

Monthly  
Index

77 GSI

Monthly  
Trend

1

### 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 [johannes@blackbox.com.sg](mailto:johannes@blackbox.com.sg) for assistance.

The GSI for August rose one point to 77, leaving it roughly on par with where it was this time last year - prior to the General Election.

The biggest gainer last month was education, possibly resulting from the wake of recent announcements surrounding the PSLE system.

The Government saw no major areas of decline in August.

Rank	Issue	Satisfaction with Government	Change since last month	Change over last 12 months
1	Defence/ national security	96	0	-1
2	Crime levels	94	1	1
3	The environment	92	1	-4
4	Racial relations/ integration	91	-1	2
5	Education system	87	5	-5
6	Care for the Elderly	86	0	2
7	Moral standards	86	-1	-8
8	Management of the economy	86	1	-1
9	Health insurance/protection	84	1	-2
10	Public transport	78	3	18
11	Government accountability	78	1	-11
12	Taxes	77	3	3
13	Civil rights/ liberties/ free speech	75	0	-6
14	Jobs and unemployment	75	3	8
15	CPF/pensions	73	2	-1
16	Level of salaries and wages	66	2	-1
17	Cost of living	62	2	34
18	Housing affordability	62	2	22
19	Gap between rich and poor	61	2	-15
20	Population management	59	-1	5
21	Motor vehicle prices/ COE	47	2	11
<b>Overall Government Satisfaction Index</b>		<b>77</b>	<b>1</b>	<b>2</b>

## 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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