

YouKnowAnot

Singapore's Leading Monthly Public Survey



COMMUNITY SATISFACTION

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

Aug | 76
Jul | 74

Community Satisfaction up two points



PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good

Aug | 71
Jul | 69

Personal Finances up two points



NATIONAL ECONOMY

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

Aug | 76
Jul | 70

National Economy up six points

Singapore's Top 5 News Stories of the Month

Halimah Yacob's candidacy in the reserved Presidential elections



2017 National Day Parade



Amazon Prime Now launches in Singapore



Attorney-General's Chambers looks into private Facebook comments made by Mr Li Shengwu



Armed robbery at Western Union branch in Ubi



% Who Followed the News

% Who Paid Close Attention

NDP: Getting Too Fancy?

The National Day Parade 2017 featured familiar sights such as the defence display and parade segments, as well as new elements including unmanned drones and a robotic host.

However, less than 3 in 10 Singaporeans find the razzmatazz appealing while a majority of 71% would like to see more opportunities for community participation.

Q. Some commentators have suggested that the next NDP could be simplified and involve people from all walks of life with less military displays and pageantry. What is your view?

All about the spectacle and the entertainment and should stay that way

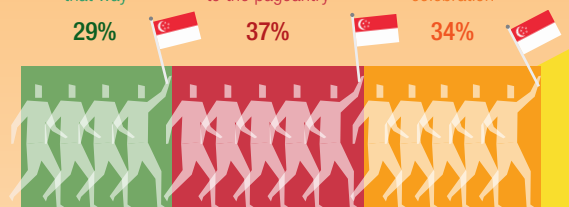
29%

Should do more to include community activities in addition to the pageantry

37%

Has become bloated and over the top, it should be scaled back, into more of a community celebration

34%



The North Korea Crisis



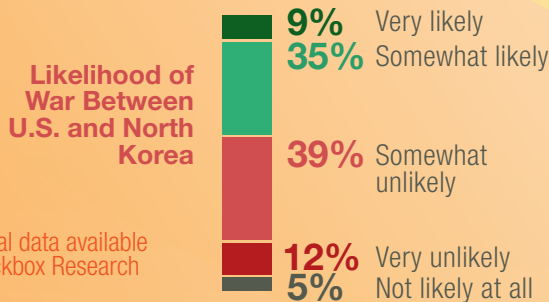
With recent tensions between North Korea and the U.S. escalating, 88% of Singaporeans have been paying attention to developments. 44% of Singaporeans now believe North Korea and the U.S. are likely to go to war.

Singaporeans, however, have mixed opinions on the role emerging superpower, China, should play in the conflict.

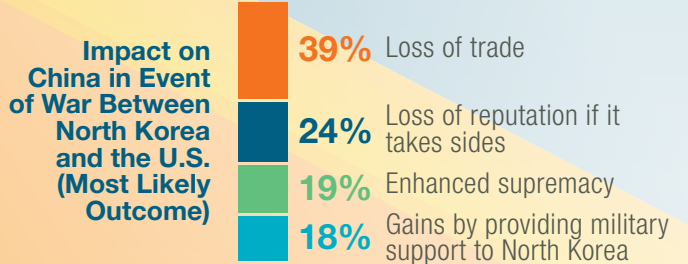
In the event of war, 39% of Singaporeans believe the main outcome for China will be economic with trade getting hurt. Only 19% believe that China will gain more supremacy as a result of war between North Korea and the U.S. Singaporeans are also more likely to believe (47%) that China's restrictions on coal imports from North Korea were imposed in order to maintain relations with the U.S.

44% believe China should mediate between North Korea and the U.S.

29% believe China should talk to Kim Jong-Un and dissuade him from issuing further threats while 20% believe China should talk to US leader, Donald Trump and dissuade him from further provoking North Korea



*Additional data available from Blackbox Research

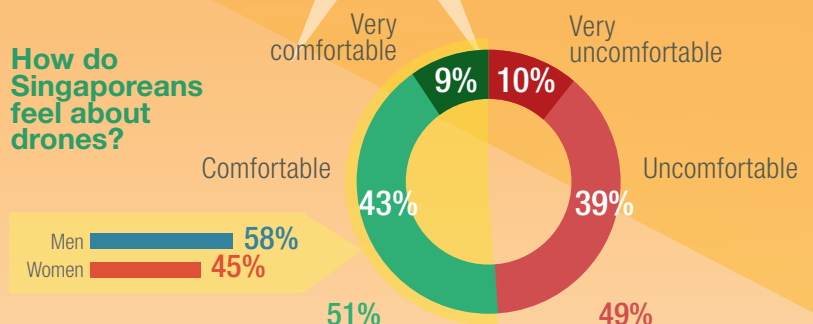


Singaporeans Split About the Game of Drones

From performing light shows at the National Day Parade to monitoring student behaviour at university orientation camps, drones are increasingly becoming the new norm in Singapore.

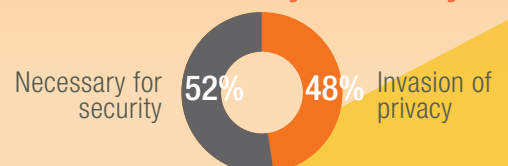
However, despite their growing prevalence, only half of all Singaporeans feel comfortable with the increasing presence of drones in their daily lives (51%). Also, men are far more comfortable with drones, as compared to women.

How do Singaporeans feel about drones?



More specifically, Singaporeans are overwhelmingly favourable about the Government using drones to monitor large crowds and public events with 77% saying the Government has the right to do so. However, on the question of security versus privacy, Singaporeans are split. Just over half think drones are necessary for security (52%) while 48% argue that drones are an invasion of privacy.

Drones: Security vs. Privacy



*Additional data available from Blackbox Research

Government Satisfaction Index

Monthly
Index

82 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 yuling@blackbox.com.sg for assistance.

Overall satisfaction with the Government improved by another point to 82 in August.

Jobs and unemployment improved by 6 points as recent layoffs slowed down. Cost of living and COE both improved by 4 points while housing affordability dropped 3 points following news of the recent uptick in property prices.

Rank	Issue	Satisfaction with Government	Change since last month	Change over last 12 months
1	Defence/ national security	96%	1%	0%
2	Crime levels	94%	-2%	0%
3	The environment	93%	-1%	1%
4	Racial relations/ integration	93%	1%	2%
5	Education system	91%	-1%	4%
6	Care for the Elderly	88%	1%	2%
7	Health insurance/protection	88%	3%	4%
8	Moral standards	87%	1%	1%
9	Management of the economy	87%	2%	1%
10	Taxes	82%	1%	5%
11	Government accountability	82%	1%	4%
12	Jobs and unemployment	81%	6%	6%
13	CPF/pensions	80%	1%	7%
14	Level of salaries and wages	78%	3%	12%
15	Public transport	77%	-2%	-1%
16	Civil rights/ liberties/ free speech	77%	2%	2%
17	Population management	75%	1%	16%
18	Gap between rich and poor	71%	0%	10%
19	Housing affordability	69%	-3%	7%
20	Cost of living	65%	4%	3%
21	Motor vehicle prices/ COE	62%	4%	15%
Overall Government Satisfaction Index		82%	1%	5%

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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