

YouKnowAnot

Singapore's Leading Monthly Public Survey



COMMUNITY SATISFACTION

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

Nov | 77
Oct | 78

Community Satisfaction down one point



PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good

Nov | 68
Oct | 68

Personal Finances hold stable

NATIONAL ECONOMY

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

Nov | 69
Oct | 69

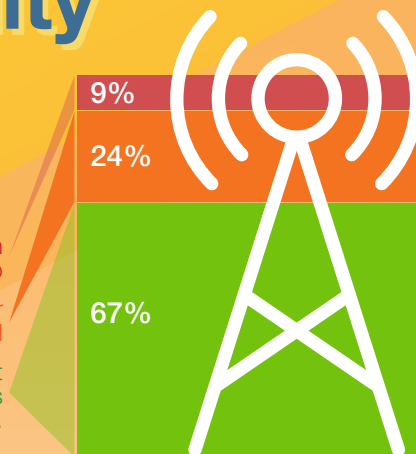
National Economy unchanged

Telcos: The Price of Reliability

After the recent cyber-attacks on Starhub's broadband network, will you...?

- Terminate your contract with Starhub
- Shift to another network provider at time of renewal
- No change. I am indifferent to this issue as no data was compromised.

Base: StarHub customers



On October 22nd and 24th, StarHub's broadband internet network was brought down in a series of attacks on the Nation's second biggest telecommunications service provider (TSP). Although no customers' data was compromised in the attacks, they were unprecedented for Singapore, being the first to ever hit the Republic.

Overall, Blackbox found that the vast majority (89%) of Singaporeans worry about their personal particulars being compromised by their network provider. Despite this, just over half (57%) claim to frequently change their passwords for online accounts.

Blackbox's survey also revealed that StarHub customers were none too pleased. About one in ten (9%) say they want to terminate their StarHub contract, whilst just under one in four (24%) said they would consider shifting to another TSP at contract renewal time. While this analysis shows 'immediate reactions' only, the incident highlights how vulnerable a company's brand is to cyber-attacks.

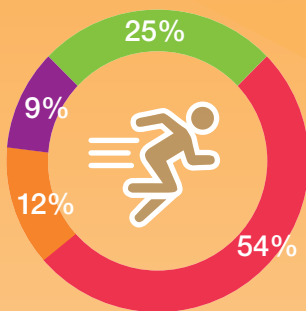
Do you...?



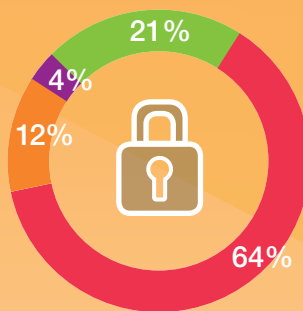
When asked how they rate the various TSPs in Singapore, Blackbox found that Singtel continues to dominate. It was voted as the fastest, most secure, most reliable, best value for money, most innovative and with the largest range of product solutions. Despite being a clear winner in all other categories, it only narrowly beat out the competition on value for money. M1 fared best in its value for money score, whilst MyRepublic scored best for its innovation. StarHub scored highest in its product solution offerings and its value for money.

Blackbox's survey was conducted before December 3rd 2016, when Singtel saw its fibre broadband network suffer a day-long outage. As the dominant telco in the market, it will be worth monitoring whether Singtel's competitors receive a boost in customer sign-ups on the back of Singtel's outage over the coming months.

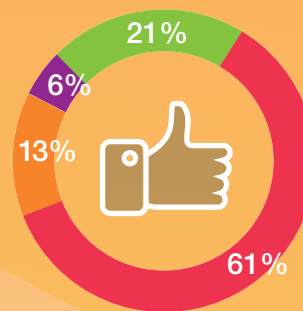
Thinking about Singapore's major telecommunications service providers, which do you find...?



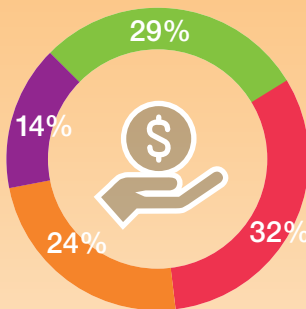
Fastest



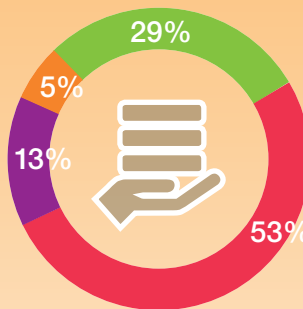
Most Secure



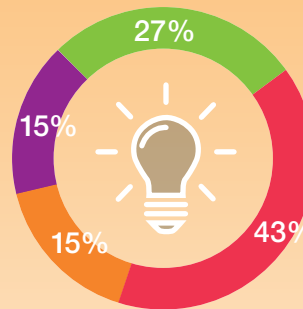
Most Reliable



Best Value for Money



Largest Range of Product Solutions



Most Innovative

Legend

- StarHub
- Singtel
- M1
- MyRepublic

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 nicholas@blackbox.com.sg for assistance.

Government satisfaction remains relatively steady despite gloomy economic news. Overall, satisfaction was up one point to a monthly GSI score of 77. Management of the Economy, however, was down one, and has fallen 11 points over the last 12 months.

Jobs held steady, however, at 72% (down 7% over the last 12 months). Education also slipped a further point (to 83%), and is down 13% year-on-year.

Rank	Issue	Satisfaction with Government	Change since last month	Change over last 12 months
1	Defence/ national security	95	0	-1
2	Crime levels	94	-1	-1
3	The environment	90	0	-3
4	Racial relations/ integration	89	2	-5
5	Care for the Elderly	87	5	0
6	Moral standards	87	0	-9
7	Health insurance/protection	85	3	-11
8	Education system	83	-1	-13
9	Management of the economy	83	-1	-11
10	Taxes	80	2	-1
11	Government accountability	80	4	-12
12	Civil rights/ liberties/ free speech	77	3	-8
13	CPF/pensions	74	1	1
14	Public transport	74	-2	13
15	Jobs and unemployment	72	0	-7
16	Cost of living	68	2	30
17	Housing affordability	64	-1	17
18	Level of salaries and wages	64	0	-8
19	Population management	61	2	-1
20	Gap between rich and poor	60	2	-19
21	Motor vehicle prices/ COE	50	0	10
Overall Government Satisfaction Index		77	1	-2

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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