

YouKnowAnot

Singapore's Leading Monthly Public Survey



COMMUNITY SATISFACTION

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

Oct | **73**
Sep | 70

Community Satisfaction up three points

PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good

Oct | **67**
Sep | 69

Personal Finances down two points



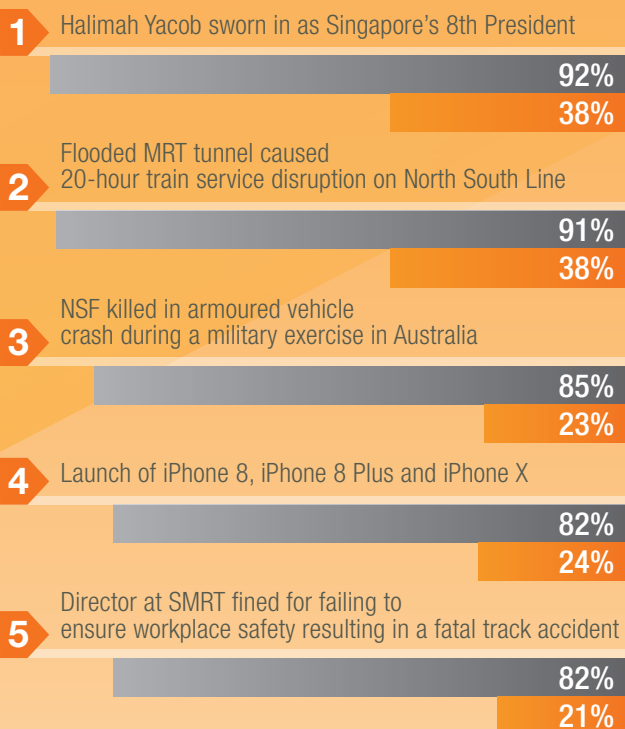
NATIONAL ECONOMY

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

Oct | **72**
Sep | 70

National Economy up two points

Singapore's Top 5 News Stories of the Month



■ % Who Followed the News
■ % Who Paid Close Attention

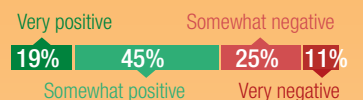
Halimah Scores but Singaporeans Remain Divided on Need for Reserved Elections

After a month, it would appear that Singaporeans are getting used to their first female President.

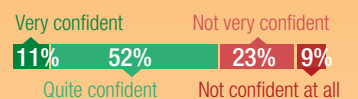
October national polling reveals that 64% of Singaporeans were positive about the announcement of Mdm Halimah Yacob as President while 68% are confident she will be successful in her new job.

Given the controversy surrounding her non-contested appointment, however, it is clear that many Singaporeans are still to be convinced about the need for the reserved election. Support for the RE provision stands at 55% while 45% still oppose the idea.

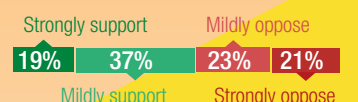
Sentiment Towards Announcement of Mdm Halimah as President



Confidence in New President



Support for Reserved Elections

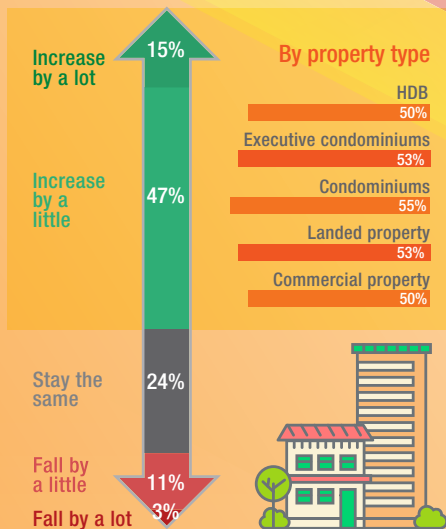




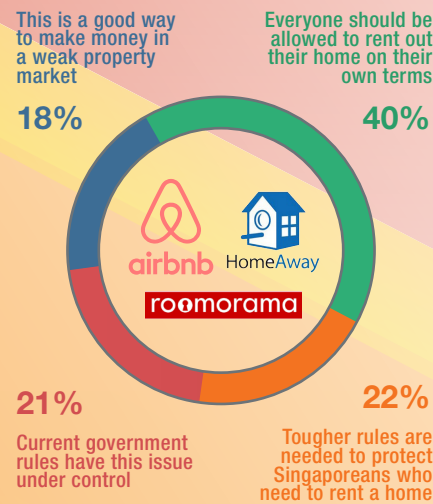
SG Property:

Most think Prices Finally Rising While Home Sharing Gets the Thumbs Up

Home Prices in SG: Going Up?



Home Sharing: Surge or Scourge? Which best matches your opinion?



With en bloc fever in the air and the local property market seemingly picking up, Singaporeans expect home prices to rise across the board in the next 12 months.

Aligned with news reports that Singapore's private property prices had climbed for the first time in four years, a majority of Singaporeans (62%) believe home prices will continue to rise in the next 12 months.

The recent debate about the impact short term home sharing (via apps like Airbnb) is having on the rental market is also a non-starter for most Singaporeans. Only 22% believe the Government needs tougher rules regulating home sharing. Four in 10 (40%) believe people should be permitted to rent out their homes on their own terms while 21% think the current rules are sufficient. Just under one in five (18%) think home sharing is a good way to make money in a weak property market.

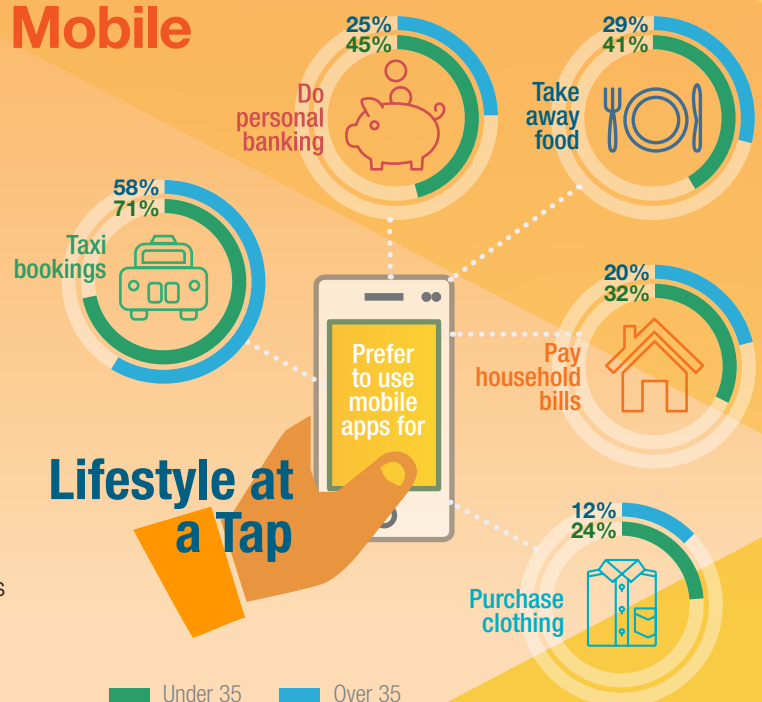
Ride-booking Apps Lead Mobile App Usage in Singapore

With the smartphone rarely out of reach today, mobile apps have fundamentally changed the way people organise and optimise their daily routines.

A majority of Singaporeans (62%) book most of their taxi rides on mobile apps through their smartphones and nearly half of young Singaporeans between the ages of 15 and 34 (45%) carry out personal banking via mobile apps.

Younger Singaporeans are also embracing apps much more readily for a number of things ranging from good delivery to clothing and apparel. Amongst those under 35:

- 4 in 10 prefer to order take away food vs mobile apps
- 1 in 4 prefer to purchase clothing via mobile apps
- 3 in 10 prefer to pay household and utility bills via mobile apps



Government Satisfaction Index

Monthly
Index

80 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.

Government satisfaction gained 1 point to 80 in October.

As expected, the sharp declines observed in September have corrected with areas such as the gap between rich and poor (+5), civil rights and free speech (+4) and government accountability (+3) all recovering in October.

Rank	Issue	Satisfaction with Government	Change since last month	Change over last 12 months
1	Defence/ national security	96	0	0
2	Crime levels	96	0	1
3	Racial relations/ integration	93	3	2
4	The environment	93	-1	3
5	Education system	89	-2	5
6	Care for the Elderly	88	1	7
7	Moral standards	87	2	0
8	Health insurance/protection	86	2	4
9	Management of the economy	86	1	3
10	Taxes	82	2	4
11	Government accountability	80	3	4
12	CPF/pensions	79	1	5
13	Jobs and unemployment	76	1	4
14	Public transport	76	0	0
15	Level of salaries and wages	75	2	11
16	Civil rights/ liberties/ free speech	75	4	1
17	Population management	73	0	14
18	Gap between rich and poor	70	5	12
19	Housing affordability	69	2	4
20	Cost of living	60	0	-10
21	Motor vehicle prices/ COE	59	-3	10
Overall Government Satisfaction Index		80	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.

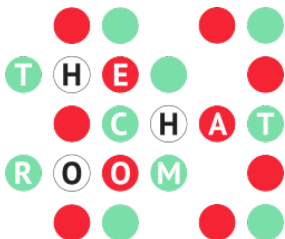
You Know Anot

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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