

YouKnowAnot

Singapore's Leading Monthly Public Survey



COMMUNITY SATISFACTION

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

Sep | 80
Aug | 79

Community Satisfaction up one point



NATIONAL ECONOMY

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

Sep | 72
Aug | 72

National Economy holds stable at 72 points

PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good

Sep | 66
Aug | 68

Personal Finances drop two points



US Election Special: Live Reactions from Singapore



For the first time ever on Singapore soil, Blackbox Research, in collaboration with the American Chamber of Commerce Singapore (AmCham), hosted live-audience dial testing on the US Presidential Election debates. The audience - made up of Singaporeans and American citizens living in Singapore - were able to provide instant, anonymous responses using dials as the first and third Presidential debates unfolded.

With one week to go till Election Day, public polls suggest that the race is tightening. Observers are keenly watching to see how the latest batch of emails from Clinton's private server, as well as the continued attacks on Trump for his treatment of women will play a role in determining the outcome of this year's election. Blackbox's debate coverage provides unprecedented insights into how Singapore viewed the most watched set of Presidential debates in US history, as well as how the debates ought to play a role in determining the next leader of the world's biggest super-power.

Turn to page three for Blackbox's full coverage of debate one and three.

Government Satisfaction Index

Monthly
Index

77 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 nicholas@blackbox.com.sg for assistance.

Satisfaction levels were reasonably steady in September. The Government Satisfaction Index (GSI) remained stable at 77.

Cost of Living sentiment continues to improve, and to date, we have yet to see any great sentiment shifts on Jobs, as well as on Salaries & Wages, despite the sluggish economy. Although both slipped one point in September, signs indicate that the public is still dealing reasonably well with the current economic strains.

Rank	Issue	Satisfaction with Government	Change since last month
1	Defence/ national security	96	0
2	Crime levels	94	0
3	The environment	91	-1
4	Racial relations/ integration	89	-2
5	Moral standards	87	1
6	Education system	86	-1
7	Health insurance/protection	86	2
8	Care for the Elderly	86	0
9	Management of the economy	85	-1
10	Government accountability	80	2
11	Taxes	77	0
12	Public transport	77	-1
13	Civil rights/ liberties/ free speech	75	0
14	CPF/pensions	74	1
15	Jobs and unemployment	74	-1
16	Cost of living	65	3
17	Level of salaries and wages	65	-1
18	Housing affordability	60	-2
19	Population management	60	1
20	Gap between rich and poor	59	-2
21	Motor vehicle prices/ COE	47	0
Overall Government Satisfaction Index		77	0

NB: This month no year-on-year change can be shown, as no GSI data was collected in the month of September 2015 due to Singaporean election laws.

Are We 5 Days Away from a Trump Presidency?

In the most unusual of election years, America along with the rest of the world remained glued to their screens as Republican nominee Donald Trump and Democratic nominee Hillary Clinton battled it out for the White House's top job.

In the Republican primary debates, Trump delivered a strong performance, capturing all of the media headlines as he inched his way towards a successful party nomination. Despite his initial strong start, Blackbox's analysis of debate viewers' reactions shows that he repetitively gaffed in the one-on-one debates with Democratic nominee Hillary Clinton, as her debate zingers hit home hard. Trump's lack of debate experience was no match for Clinton's thirty plus years in politics, and she made sure that America was aware of it too.

In the first Presidential debate, Blackbox's perception

analysis shows that the audience engaged most when the nominees discussed race, a sensitive topic for Singapore. Trump was viewed unfavourably as his Obama-birther lie was brought up, while Clinton gained popularity with her discussion on police bias.

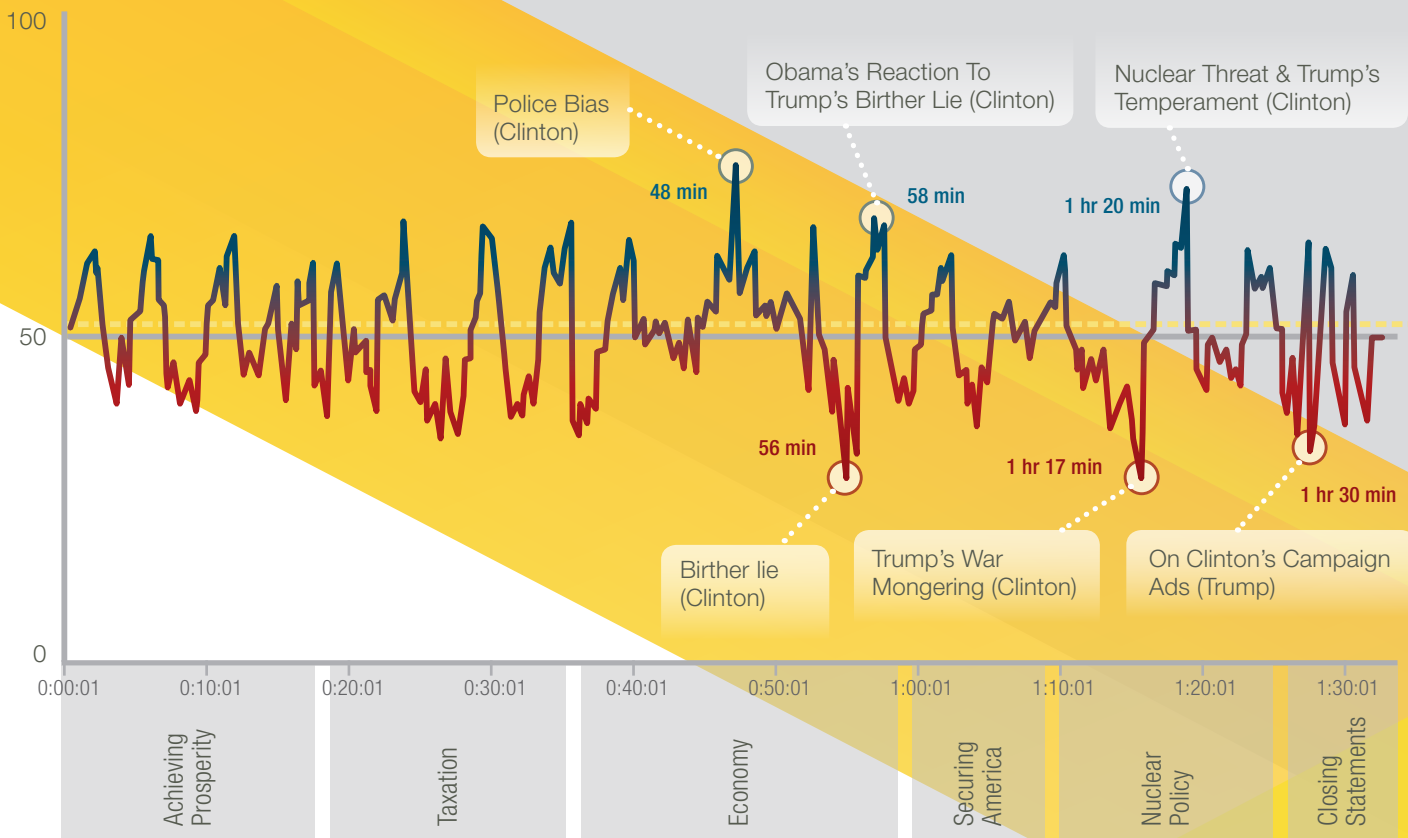
In the third debate, Blackbox witnessed Trump's favourability plunge as he continued to insist on building a wall and refuse accepting the election result unconditionally. Clinton, meanwhile, was at her best when sticking up for women's abortion rights and calling Trump out for his sexist behaviour, election rigging claims and "twitter war" with Mexican President Enrique Peña Nieto.

Despite Trump's poor debate performance, recent polls show that he is again within striking distance. In six days' time, the world may very well be waking up to a Trump Presidency.

Tuesday,
September 27th 2016
[US Time]

First 2016 US Presidential Debate

Average
MTM Score
50.6



(continued analysis on chart data)

Positive High 77.4 - Clinton on Police Bias (48 min)
 Negative Low 28.2 - Clinton on Trump's War Mongering (1h 17min)

POSITIVE HIGHS

"I have said in my first budget we would put money into that budget to help us deal with implicit bias by re-training a lot of our police officers."

Hillary Clinton On Police Bias And Race As An Issue In Policing

"But I like to remember what Michelle Obama said in her amazing speech at our Democratic National Convention. When they go low, we go high. And Barack Obama went high despite Donald Trump's best efforts to bring him down."

Hillary Clinton On Obama's Reaction To Trump's Birther Lie

"That in fact his cavalier attitude about nuclear weapons is so deeply troubling that is the number one threat we face in the world and becomes particularly threatening if terrorists ever get their hands on any nuclear material. So man who could be provoked by a tweet shouldn't have his fingers anywhere near the nuclear codes as far as I think anyone with any sense about this should be concerned."

Hillary Clinton On Nuclear Threat And Trump's Temperament

First 2016 US Presidential Debate

"And, clearly, as Donald just admitted, he knew he was gonna stand on this debate stage and Lester Holt was going to be asking us questions. So he tried to put the whole racist birther lie to bed.

But it can't be dismissed that easily. He has really started his political activity based on this racist lie that our first black president was not an American citizen. There was absolutely no evidence for it, but he persisted."

Hillary Clinton On Trump's Birther Lie

"The other day I saw Donald saying that there were some Arabian sailors on his ship in the waters off of Iran and they were taunting American sailors were on a nearby ship. That you know if they taunted our sailors I would blow them out of the water and start another war."

Hillary Clinton On Trump's Iran Comments

"You want to know the truth I was going to say something extremely rough to Hillary to her family I said to myself I can't I just can't do it. It's inappropriate it's not nice but she spent hundreds of millions of dollars on negative ads on me many which are absolutely untrue. Their untrue in the misrepresentations."

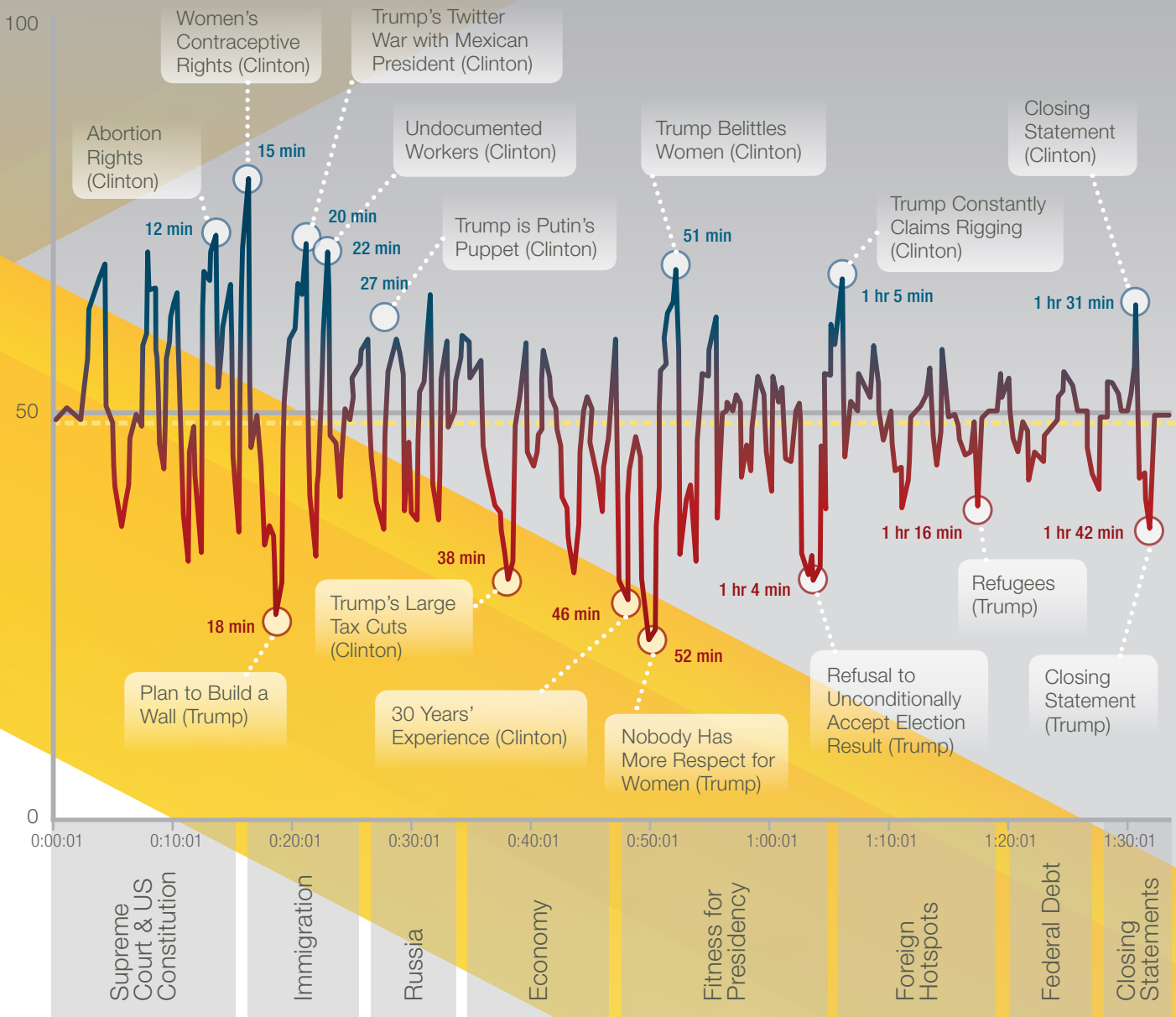
Donald Trump On Clinton's Campaign Ads

NEGATIVE LOWS

Wednesday,
October 19th 2016
[US Time]

Third 2016 US Presidential Debate

Average
MTM Score
49.0



Positive High 79.5 - Clinton on Women's Contraceptive Rights and Roe VS Wade case (16 min)
 Negative Low 21.6 - Trump's sexual allegations (49 min)

POSITIVE HIGHS

"I will defend Planned Parenthood ... and I will defend women's rights to make their own health care decisions. And we've come too far to have that turn back now. Indeed, he said women should be punished, that there should be some form of punishment for women who obtain abortions. And I could just not be more opposed to that kind of thinking."

Hillary Clinton On Contraceptive Rights

"I can tell you the government has no business in the decisions that women make with their families in accordance with their faith, with medical advice, and I will stand up for that right."

Hillary Clinton On Contraceptive Rights

"When it comes to the wall that Donald talks about building, he went to Mexico. He had a meeting with the Mexican president. Didn't even raise it. He choked, then got into a Twitter war because the Mexican president said, 'We're not paying for that wall.'" **Hillary Clinton On Trump's Twitter War With The Mexican President**

"Donald knows a lot about this; he used undocumented labor to build Trump Tower. He underpaid undocumented workers, and when they complained he said what a lot of [people] do, you complain I'll get you deported."

Hillary Clinton On Undocumented Workers

"Well, that's because he'd rather have a puppet as president." **Hillary Clinton Calling Trump Putin's Puppet**

"He attacked the woman reporter writing the story, called her disgusting as he has called a number of women during this campaign. Donald thinks belittling women makes him bigger. He goes after their dignity, their self-worth, and I don't think there is a woman anywhere who doesn't know what that feels like."

Hillary Clinton Calling Trump Out For Belittling Women

"Every time Donald thinks things are not going in his direction, he claims whatever it is is rigged against him... There was even a time when he didn't get an Emmy for his TV program three years in a row and he started tweeting that the Emmys were rigged."

Hillary Clinton On Trump's Rigging Claims

Third 2016 US Presidential Debate

"Now I want to build a wall. We need the wall. ... we have some bad, bad people in this country that have to go out. We'll get them out, secure the border, and once the border is secured, at a later date we'll make a determination as to the rest. But we have some bad hombres here and we're going to get them out."

Donald Trump On Building a Wall

"Fact is, he's going to advocate for the largest tax cuts we've ever seen. Three times more than the tax cuts under the Bush administration... He will, through his massive tax cuts, add \$20 trillion to the debt."

Hillary Clinton On Donald Trump's Proposed Tax Cuts

"But I think it's really an important issue he raised the 30 years of experience. ... You know, back in the 1970s, I worked for Children's Defense Fund, and I was taking on discrimination against African-American kids in schools. He was getting sued by the Justice Department for racial discrimination in his apartment buildings ... In the 1990s, I went to Beijing and I said women's rights are human rights. He insulted a former miss universe, Alicia Machado, called her an eating machine. And on the day when I was in the situation room, monitoring the raid that brought Osama bin Laden to justice, he was host 'The Celebrity Apprentice.'"

Hillary Clinton On 30 Years' Experience

"Nobody has more respect for women than I do. Nobody. Nobody has more respect."

Donald Trump On Respect For Women

"What I'm saying is I'll tell you at the time. I'll keep you in suspense, okay?" **Donald Trump Refuses To Unconditionally Accept The Election Result**

"...where she's taking in tens of thousands of Syrian refugees ... who are definitely in many cases ISIS aligned – and we now have them in our country and wait until you see this is going to be the great Trojan horse and wait until you see what happens in the coming years. Lots of luck, Hillary, thanks a lot for doing a great job"

Donald Trump On Syrian Refugees

NEGATIVE LOWS

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

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 nicholas@blackbox.com.sg for assistance.

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