

YouKnowAnot

Singapore's Leading Monthly Public Survey

COMMUNITY SATISFACTION

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

Sep | **70**
Aug | 76

Community Satisfaction down six points



PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good

Sep | **69**
Aug | 71

Personal Finances down two points



NATIONAL ECONOMY

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

Sep | **70**
Aug | 76

National Economy down six points



Singapore's Top 5 News Stories of the Month

▶ Polling Day for the Singapore Presidential election confirmed

87% 30%

▶ US warship collides with oil tanker near Singapore with 10 sailors killed

82% 20%

▶ Team Singapore's results at the 2017 SEA Games

82% 14%

▶ Announcement of Tan Chuan-Jin appointed as new Speaker of Parliament

80% 18%

▶ Tan Cheng Bock's appeal over Presidential Election dismissed by High Court

77% 22%

% Who Followed the News

% Who Paid Close Attention

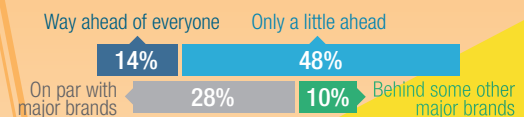
Are Singaporeans Still Biting the Apple?

Following Apple's unveiling of its latest batch of iPhones – the iPhone 8, iPhone 8 Plus and the iPhone X – the iPhone 8 and 8 Plus have launched with little fanfare and soft sales.

With many seemingly holding out for the commemorative iPhone X, 3 in 5 Singaporeans however, say that they are unlikely to purchase a new iPhone before the end of 2017. Apple's core problem might be the changing perceptions of innovation, especially amongst youth. Our survey shows that only 14% of Singaporeans think that the iPhone is still as cutting edge as before. Even amongst current iPhone owners, only 21% think that the iPhone is 'way ahead' of its competitors



iPhone: Still cutting-edge?

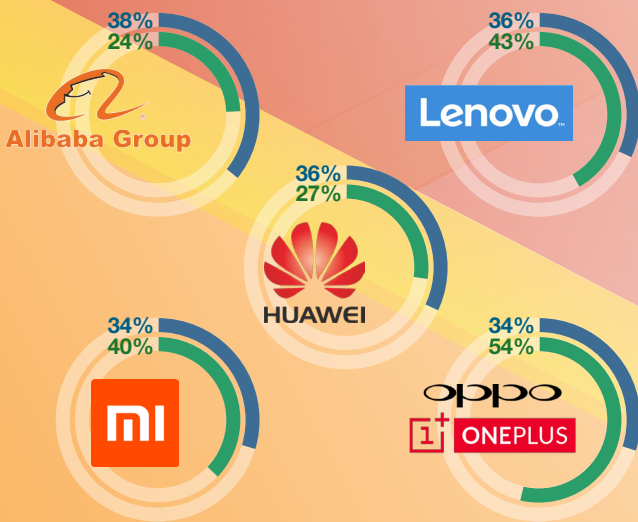


Plan to get new iPhone in 2017

37% All

Current iPhone owners

Chinese Brands: Singapore Youths Loving OPPO and Xiaomi



With Chinese technology players starting to flex their muscle in competition against Silicon Valley, emerging players are beginning to make headway in Singapore.

Despite the hype, Alibaba is not a big name amongst 15 to 24 year olds in the island state and big brand name Huawei is also less appealing.

However, young Singaporeans here have a positive view of tech innovator Xiaomi. The stylish OPPO/OnePlus is also a favoured name amongst more than half of younger Singaporeans.

Watch out for these two brands in the next 12 months as they roll out more products aimed at seducing the youth market in Asia.

■ Favourable (All) ■ Favourable (Under 25-year-olds)

Reserved Presidency: Political Fallout

YKA results for September indicate that the Government has paid a price for its decision to go ahead with a Reserved Presidency.

In addition to community, finance and economic perceptions all falling in September, the Government Satisfaction Index (GSI) which Blackbox has run for four years also showed a three-point drop during the month.

While we have recorded falls previously in monthly data, what is different this time is:

1. *The GSI has fallen concurrently with mood indicators.*
2. *Singaporeans have marked the Government down across the board, and not just in areas most directly relevant to the reserved presidency (see details on next page).*

Historically, YKA declines in numbers tend to be short term. Singaporeans tend to 'vent and accept'! The question this time is whether the bad result in September represents something deeper in terms of dissatisfaction amongst the general public.

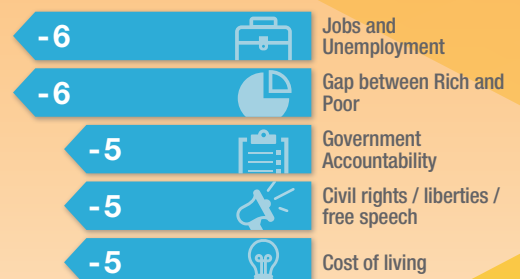
The September Numbers



National Sentiments



Government Satisfaction Index



Government Satisfaction Index

Monthly
Index

79 GSI

Monthly
Trend

-3

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 government satisfaction fell three points to 79 in September.

While many areas experienced drops, the biggest declines were in jobs and unemployment (-6), the gap between rich and poor (-6), government accountability (-5), civil rights (-5) and cost of living (-5).

COE has gained one point, and has improved by 16 points over the past 12 months.

Rank	Issue	Satisfaction with Government	Change since last month	Change over last 12 months
1	Defence/ national security	96	0	-1
2	Crime levels	96	2	2
3	The environment	94	1	3
4	Education system	91	0	4
5	Racial relations/ integration	90	-3	1
6	Care for the Elderly	88	0	2
7	Management of the economy	85	-2	0
8	Health insurance/protection	85	-3	-1
9	Moral standards	85	-2	-3
10	Taxes	80	-2	3
11	CPF/ pensions	78	-2	3
12	Government accountability	77	-5	-4
13	Public transport	76	-2	-1
14	Jobs and unemployment	75	-6	2
15	Level of salaries and wages	74	-4	9
16	Population management	73	-2	13
17	Civil rights/ liberties/ free speech	72	-5	-3
18	Housing affordability	67	-2	7
19	Gap between rich and poor	65	-6	6
20	Motor vehicle prices/ COE	63	1	16
21	Cost of living	60	-5	-11
Overall Government Satisfaction Index		79	-3	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.

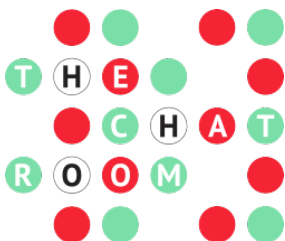
You Know Anot

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