

YouKnowAnot

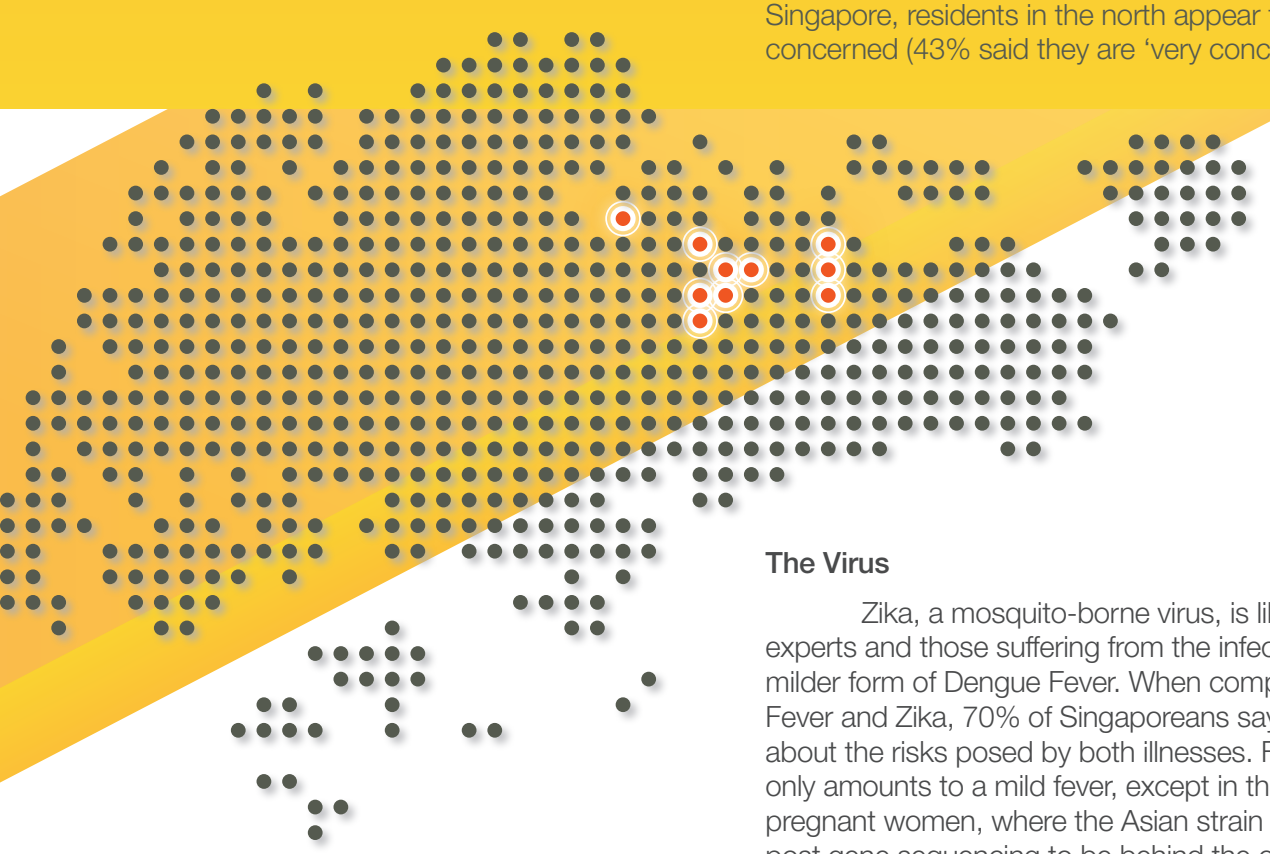
Singapore's Leading Monthly Public Survey

ZIKA SPECIAL



Singaporeans Anxious About Zika But Satisfied With Govt. Response

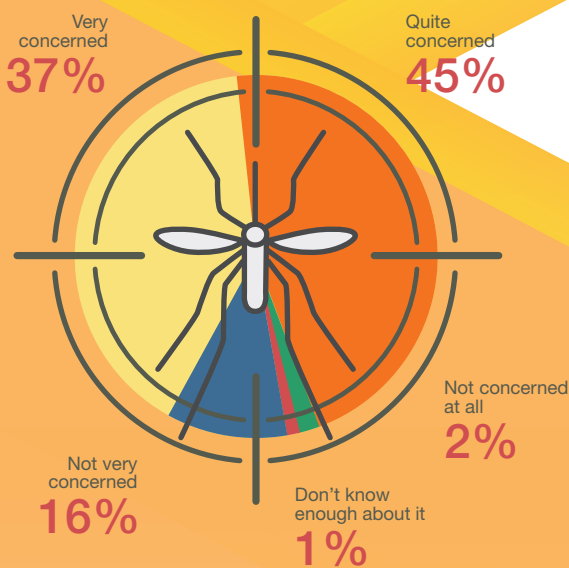
Since the first Singapore-identified case of Zika in late August, over 395 cases have now been reported on the island. With efforts to combat the virus continuing, exclusive Blackbox polling on the outbreak reveals that more than 8 in 10 (82%) Singaporeans are concerned about the virus. Despite the largest Zika outbreak-clusters occurring in central and eastern Singapore, residents in the north appear to be most concerned (43% said they are 'very concerned').



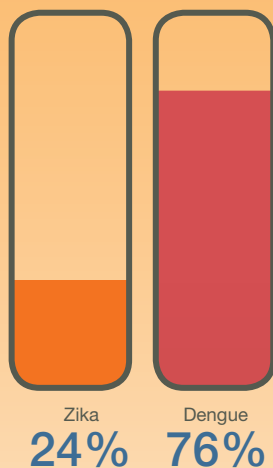
The Virus

Zika, a mosquito-borne virus, is likened by experts and those suffering from the infection to a milder form of Dengue Fever. When comparing Dengue Fever and Zika, 70% of Singaporeans say they worry about the risks posed by both illnesses. For most, Zika only amounts to a mild fever, except in the case of pregnant women, where the Asian strain – confirmed post gene sequencing to be behind the outbreaks in Singapore - has been shown to pose an extreme risk of microcephaly to unborn children. Microcephaly can cause unborn children's brains to under-develop, resulting in an abnormally small head.

“How concerned are you about the spread of Zika in Singapore?”



Largest Concern: Zika or Dengue?



Government on Top of Zika

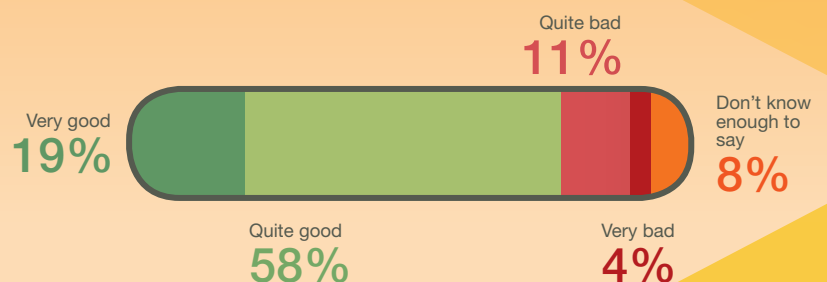
Blackbox polling reveals that 72% of the population think that the Government is currently doing a good job in dealing with the crisis, compared to the 15% who think the response has been insufficient. The World Health Organisation (WHO) has praised Singapore for its handling of the crisis, labelling it as a “**role model**”. Its head of Outbreaks and Emergencies – Dr. Peter Salama – also recognised Singapore’s efforts at a WHO meeting on September 2nd; “We really have to congratulate the transparency and quick reporting the Government of Singapore has implemented in the case of this outbreak and hope that all other countries can do the same”.

With the Government on the front foot early on, it would seem that residents have also been on guard against Zika. The Blackbox survey shows that 72% of Singaporeans claim to have modified their own behaviour to minimise exposure risk. With the number of week-on-week fresh cases on the steady decline, it would seem that Singapore’s quick reaction and alertness is paying off.

Behaviour Modification to Prevent Virus Exposure



Singaporeans Weigh in on the Government's Response to Zika



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 johannes@blackbox.com.sg for assistance.

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