

# YouKnowAnot

Singapore's Leading Monthly Public Survey

## COMMUNITY SATISFACTION

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

Apr | **69**  
Mar | 70

Community Satisfaction down a point



## PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good

Apr | **63**  
Mar | 65

Personal Finances down two points



## NATIONAL ECONOMY

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

Apr | **70**  
Mar | 73

National Economy down three points



## Singapore's Top 5 News Stories of the Month



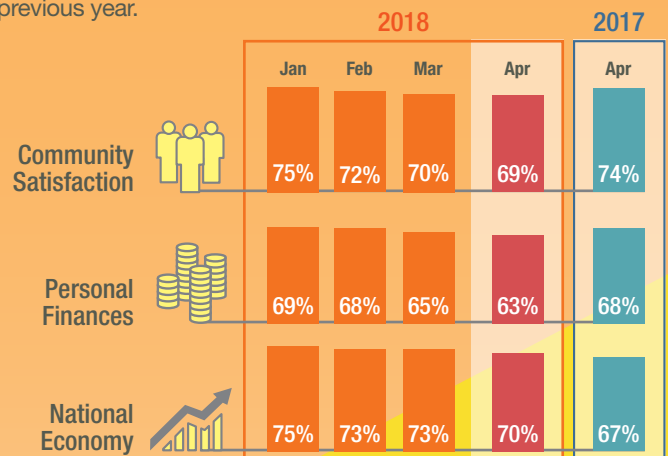
## Spotlight on: Community Sentiment in Singapore



Community sentiment in Singapore has fallen across the first few months of 2018.

The score for Community Satisfaction fell from 75 points in January to 69 points in April (-6); satisfaction with Personal Finances declined from 69 points to 63 points. Ratings of the National Economy dropped from 75 points to 70 points in the same time period, although it is still higher than it was 12 months ago.

Scores for Community Satisfaction and Personal Finances are also lower in April 2018 as compared to the same month in the previous year.



## Open Electricity Market

### How Are Singaporeans Likely to Purchase?

SP Group at the regulated tariff [no change from current arrangement]



Electricity retailer at a price plan that best meets needs

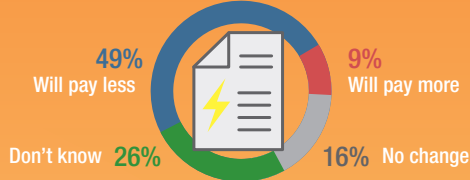


Wholesale electricity market at half-hourly wholesale electricity prices through SP Group



Q. Which of the following options are you most likely to choose in purchasing electricity?

### How is the Average Household Electricity Bill Affected?



Q. Personally, what impact do you think the Open Electricity Market will have on your consumption of electricity?

## More than Half of Singaporeans Open to New Electricity Retailers

Singapore's Open Electricity Market kicked off its soft launch on 1 April 2018 amongst residential households and businesses in Jurong, and will be extended to the rest of island in the second half of 2018.

Whilst about three in five (61%) of Singaporeans are aware that there is now a retail electricity market, less than half (44%) know about additional retailers apart from SP Group, the current energy supplier for most Singapore households.

New providers will benefit from better publicity efforts given that a majority of Singaporeans (56%) are keen to purchase from an electricity retailer at a price plan that best meets their needs. Over a third (36%), however, say they will continue the current arrangement of buying electricity from SP Group.

But expectations are high. Consumers are looking to reap the advantages of a competitive electricity retail market. Nearly half (49%) believe that the Open Electricity Market will see them pay less on their monthly electricity bill. Only 9% think they will be paying more, whilst 16% foresee no change. About one in four (26%) are still unsure of how a more dynamic electricity market will bode for consumers.

## ASEAN Turns 50: Charting Priorities Ahead



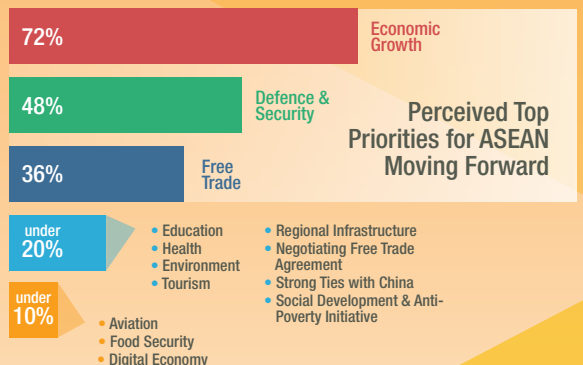
With Singapore assuming the rotating chairmanship of ASEAN this year, leaders of the member states have been actively discussing the regional grouping's priorities and challenges.

In late 2017, Blackbox conducted a survey across all ten countries to understand how people in Southeast Asia feel about ASEAN, its impact on their lives as well as its future development and progress. The study also coincided with ASEAN's 50th anniversary.

Whilst 86% of Southeast Asians would describe ASEAN as being a success in its first 50 years, less than half (47%) would say it has been a 'major success'. Looking into the future, 74% believe that ASEAN needs to move faster than it is today.

Key priorities on the wish list of ASEAN citizens include economic growth (72%), defence and security (48%) and free trade (36%). Despite Singapore's focus on the digital economy and e-commerce as it takes on chairmanship, the new industry sector is not necessarily something that people in Southeast Asia yet associate with ASEAN (7%).

As ASEAN begins its next 50 years, it is clear that those in the region still believe very much in its promise. Nearly all (88%) are optimistic that ASEAN will become more important to people in the region in the future.



Should you be interested in obtaining more extensive data and/or other detailed breakdowns, please contact Yuling at [yuling@blackbox.com.sg](mailto:yuling@blackbox.com.sg).

## Government Satisfaction Index

Monthly  
Index

78 GSI

Monthly  
Trend

-2

### 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](mailto:yuling@blackbox.com.sg) for assistance.

The GSI fell by two points to 78 points in April and is now one point less than at the same time 12 months ago, despite the improved economy and low unemployment.

The biggest areas of decline were in cost of living (-7), levels of salaries and wages (-5), housing affordability (-4) and management of the economy (-4), suggesting that there might be rising concerns amongst Singaporeans about their financial well-being.

The only area which saw an improvement is the environment (+2).

| 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                           | 0                       | 2                          |
| 3  | The environment                      | 94                           | 2                       | 1                          |
| 4  | Racial relations/ integration        | 93                           | 0                       | 0                          |
| 5  | Education system                     | 90                           | 0                       | 0                          |
| 6  | Care for the Elderly                 | 86                           | 0                       | -2                         |
| 7  | Moral standards                      | 85                           | -2                      | -1                         |
| 8  | Management of the economy            | 82                           | -4                      | -5                         |
| 9  | Health insurance/protection          | 82                           | -1                      | -2                         |
| 10   | Jobs and unemployment                | 78                           | -2                      | 1                          |
| 11   | Public transport                     | 76                           | -1                      | -7                         |
| 12   | CPF/pensions                         | 76                           | -2                      | -3                         |
| 13   | Government accountability            | 75                           | -1                      | -7                         |
| 14   | Taxes                                | 74                           | -2                      | -5                         |
| 15   | Population management                | 72                           | -2                      | 1                          |
| 16   | Level of salaries and wages          | 71                           | -5                      | -2                         |
| 17   | Civil rights/ liberties/ free speech | 71                           | -3                      | -4                         |
| 18   | Housing affordability                | 67                           | -4                      | -1                         |
| 19   | Gap between rich and poor            | 65                           | -2                      | -4                         |
| 20   | Motor vehicle prices/ COE            | 62                           | -2                      | 8                          |
| 21   | Cost of living                       | 56                           | -7                      | -3                         |
| <b>Overall Government Satisfaction Index</b> |                                      | <b>78</b>                    | <b>-2</b>               | <b>-1</b>                  |

## 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.

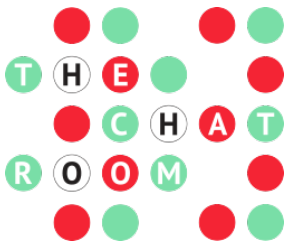
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Blackbox Research introduces Singapore's first inspiration laboratory – the Chat Room. Primarily designed for focus group discussions, The Chat Room is a creative space that brings people together. The inviting and relaxed atmosphere allows companies and brands to connect with consumers in meaningful conversations. For more information, visit [thechatroom.com.sg](http://thechatroom.com.sg)