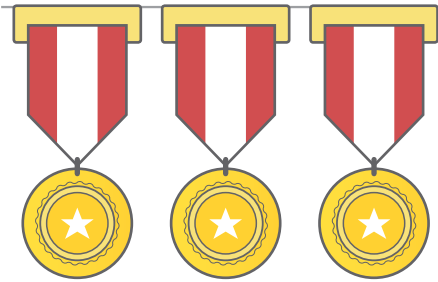


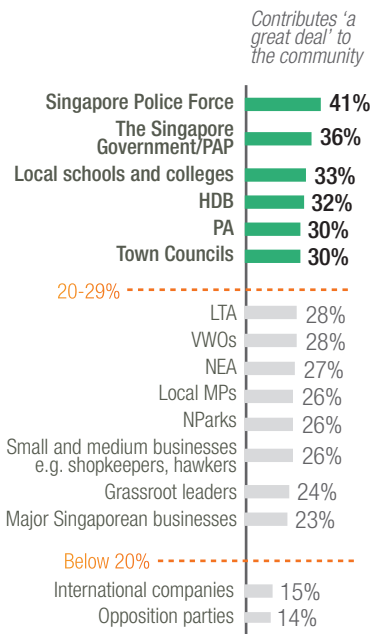
## Local Heroes: Who Contributes Most to Local Communities?



In the spirit of National Day, Blackbox polled Singaporeans on the organisations, businesses and agencies they think contribute most to the local community and neighbourhoods.

The Singapore Police Force received the strongest affirmation, with more than two in five (41%) Singaporeans saying that the SPF contributes 'a lot or a great deal' to their neighbourhoods.

Small businesses such as hawkers and mom and pop shopkeepers (26%) are also often recognized for their significant contribution as compared to major local companies (23%) and international firms (15%).



### COMMUNITY SATISFACTION

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



Community Satisfaction remained the same



### PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good



Personal Finances up three points



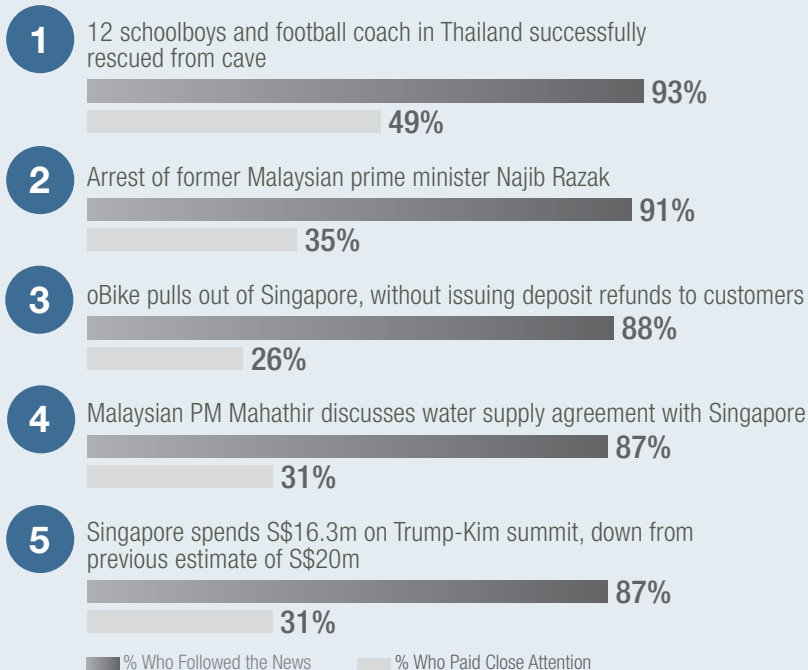
### NATIONAL ECONOMY

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



National Economy remained the same

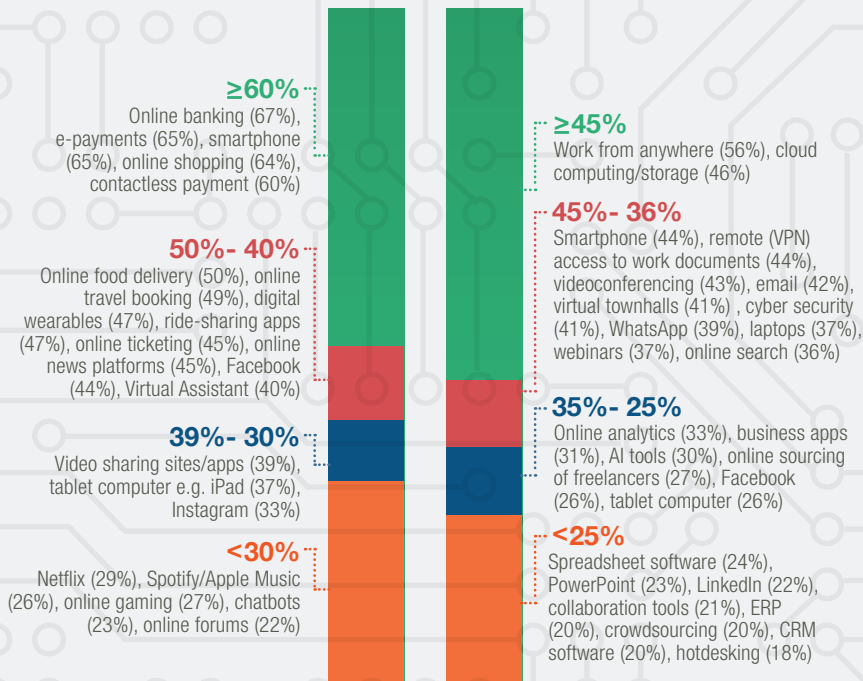
## Singapore's Top 5 News Stories of the Month



## Deconstructing the Digital Wor(l)d

### What Defines The 'Digital Lifestyle'

### What Defines The 'Digital Workplace'



Thinking about how technology has greatly impacted our work and lives, what behaviours, gadgets and software tools do Singaporeans deem as 'digital' in their workplaces and lives today?

Counter to intuition, Blackbox found that older Singaporeans of at least 35 years of age are more likely than millennials to consider technology-enabled behaviours such as online banking (70% vs 61%), e-payments (69% vs 58%), online shopping (65% vs 62%) and gadgets such as smartphones (66% vs 63%) to be key features of a 'digital lifestyle'.

Similarly, working adults 35 years of age and above are also more likely than millennials to rate any specific aspect at the workplace to be distinctly more characteristically 'digital'.

On average, as compared to older Singaporeans, fewer millennials seem to consider technology-enabled features and tools to be trademark of a digital workplace or lifestyle. This could be due to the fact that millennials who are 'digital natives' have normalised such behaviours to be inherent in the typical workplace and lifestyle today.

However emerging areas of technology such as work collaboration software such as Trello, Slack and BaseCamp (26% vs 20%), Enterprise Resource Planning tools (25% vs 18%), online analytics (37% vs 29%) and networking social media such as LinkedIn (25% vs 19%) contribute more to the 'digital workplace' amongst millennials than older workers.

As workplaces continue to transform with the aid of technology and the nature of work becomes more digital, 65% of millennials think that technology will help create new job opportunities whilst those above the age of 35 are divided evenly with 50% believing that a digital workplace will reduce job opportunities.

## Japan Retains Strong Reputation for Quality



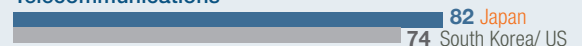
Globalisation and the facilitation of international trade has benefited Singaporean consumers with the accessibility to a plethora of products from all over the world. E-commerce has also further simplified the sales and transportation of international goods.

With the variety of country origin, where do consumers prefer their products across different categories to hail from?

Across all nine categories surveyed, namely telecommunications products, household appliances, fashion, beauty and cosmetics, fresh food, packaged food, household furniture, e-commerce, gaming and entertainment, the 'Made in Japan' tag was rated the most superior.

Australia and New Zealand, known for its quality dairy and produce, received strong scores in the 'fresh food' (77) and 'packaged food' (68) categories whilst the global buzz surrounding K-beauty is also recognised in Singapore – South Korean skincare and cosmetics rank second in the category at 78 points. The United States scored its best grade in the 'E-commerce' category (75), possibly due to pioneer businesses such as Amazon, Ebay and Etsy.

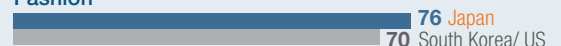
### Telecommunications



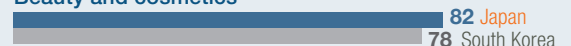
### Household appliances



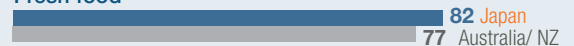
### Fashion



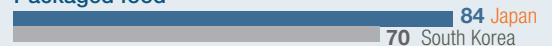
### Beauty and cosmetics



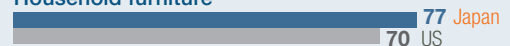
### Fresh food



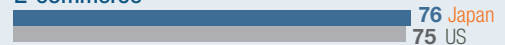
### Packaged food



### Household furniture



### E-commerce



### Gaming and entertainment



\*The index is calculated by assigning values on four qualitative ratings of a country's product (superior, average, inferior, don't know) in a particular category. The scores were then rounded to the nearest whole number.

## Government Satisfaction Index

Government satisfaction remained the same month on month in July, steady at 79 points.

Public transport (+4) and COE prices (+4) saw the greatest increase, the latter possibly due to the announcement in early July that premiums for cars were at an 8-year low.

Satisfaction with taxes fell by 2 points month on month and have decreased by 8 points in the period of 12 months. On July 1 2018, the Airport Development Levy – which sees travellers flying out of Changi paying S\$13.30 more to fund airport expansion – was officially imposed.

### GOVERNMENT SATISFACTION INDEX

Monthly  
Index **79** 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](mailto:yuling@blackbox.com.sg) for assistance.

Rank	Issue	Satisfaction with Government	Change since last month	Change over last 12 months
1	Crime levels	96	0	0
2	Defence/ national security	96	1	1
3	Racial relations/ integration	93	0	1
4	The environment	93	1	-1
5	Education system	89	-1	-3
6	Moral standards	86	0	0
7	Care for the Elderly	84	-2	-2
8	Public transport	84	4	5
9	Management of the economy	83	-1	-2
10	Health insurance/protection	80	-3	-5
11	Jobs and unemployment	78	1	3
12	Government accountability	76	2	-5
13	CPF/pensions	74	0	-5
14	Taxes	73	-2	-8
15	Civil rights/ liberties/ free speech	73	-1	-2
16	Level of salaries and wages	73	1	-3
17	Population management	72	0	-1
18	Housing affordability	67	1	-5
19	Motor vehicle prices/ COE	67	4	9
20	Gap between rich and poor	65	2	-6
21	Cost of living	57	0	-3
<b>Overall Government Satisfaction Index</b>		<b>79</b>	<b>0</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.

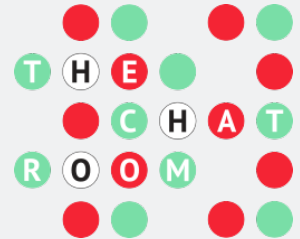
## YouKnowAnot

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

## Get In Touch

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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)