

Crazy Rich Asians: Craze in Singapore?

Crazy Rich Asians, the first Hollywood film in nearly 25 years with a nearly-all Asian cast, topped the United States' box office during its opening weekend.

However, in Singapore, where the story is based, there seems to be much less fanfare. Although nearly four in five (77%) Singaporeans have heard about the film, only 38% say that they are likely to see the movie in the cinema.

When it came to their personal feelings about the movie, Singaporeans most commonly said that they feel 'Crazy Rich Asians' will put Singapore on the world map and invite more tourists (30%). About one in four (24%) also said that they feel proud that the film features Singapore. However, some expressed sceptical views about the movie. 27% felt that the movie was overhyped whilst nearly one in four (24%) believe that the movie, produced in the Hollywood, was likely to misrepresent Asians.



Top 5 Perceptions Singaporeans Have of 'Crazy Rich Asians'

The film will put Singapore on the map and lead to more tourists

30%

There is too much hype surrounding this film

27%

The movie will likely misrepresent Asians like all Hollywood films do

24%

I'm proud because the film features Singapore

24%

The release of 'Crazy Rich Asians' targeting a global mass audience, is a positive sign that cultural diversity is becoming more common around the world in both movies and TV

23%



COMMUNITY SATISFACTION

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



Community Satisfaction down two points



PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good



Personal Finances down three points



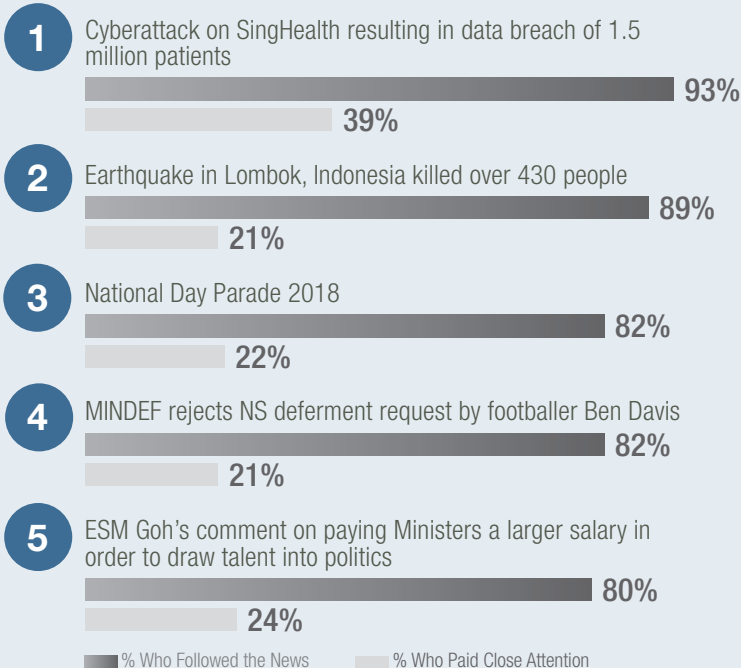
NATIONAL ECONOMY

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



National Economy down one point

Singapore's Top 5 News Stories of the Month



Salaries and Snobbery: The Case in Singapore

ESM Goh Chok Tong drew public criticism for his recent comment defending high ministerial salaries, saying that if Singapore reduced its ministerial wages, it will "end up with very, very mediocre people, who can't even earn a million dollars outside".

Nearly seven in ten Singaporeans (69%) feel that ministers today are paid too much. Those above the ages of 50 are most likely to feel this way (77%).

Singaporeans are also divided when it comes to ESM Goh's justification for high ministerial salaries. Nearly two in five (36%) disagree that an important criterion for a Government Minister should be the likelihood that they would earn a high salary if they were working in the private sector. Only 27% agree with the statement, whilst 37% expressed neutral views.

Singaporeans also disagree that high salaries are a deterrent to corruption (42%) and instead view the role of a Minister as a form of national service, suggesting that Ministers should be willing to accept a lower salary in the public service (67%).



AGREE

It is wrong to consider people who earn high salaries as better than other people.

70%

Being a Minister is a form of national service and therefore a Minister should be willing to make a sacrifice and accept a lower salary than he/she might earn in the private sector.

67%

ESM Goh's comments demonstrates how elitist Singapore has become in recent years

56%



DISAGREE

People who earn high salaries are generally more talented individuals.

48%

Ministers are entitled to their current salaries as it helps prevent corruption

42%

A Look at Snobbish Stereotypes in Singapore

ESM Goh's comment also sparked talks of snobbery in Singapore, with a commentator in the media suggesting that we need to be careful about casual snobbery and showing contempt for ordinary people.

Inspired by the portrayal of class distinctions and social stereotypes in 'Crazy Rich Asians', Blackbox took a look at some occupations in Singapore and where they rank when it comes to being seen to be as snobs.

The Snobbery Scale

More snobbish than average



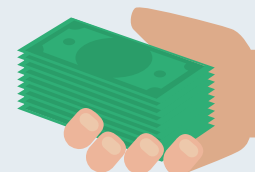
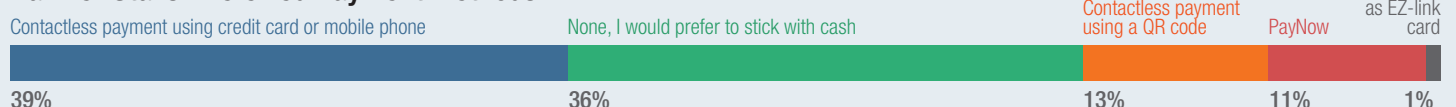
Contactless on Track to Trump Cash in Singapore

In August, several government agencies jointly announced that 12,000 hawker stalls will be supplied with e-payment systems over the coming months. Subsequently, it was announced that NETS has been appointed to unify the 20 different payment options in the e-payment landscape.

Singaporeans seem to be welcoming of the move towards a cashless society, with about three in four (72%) saying that they would be likely to switch to electronic payments if they were available at a coffee shop or hawker centre.

When it comes to payment preferences, the most popular choice was contactless payment by credit card or mobile phone (39%). Despite the willingness to use digital payment methods, cash ranked second (36%) as the most favoured payment mode. Contactless payment using QR codes (13%) and PayNow (11%) have gained less traction as popular modes of payment amongst Singaporeans.

Hawker Stalls: Preferred Payment Methods



Government Satisfaction Index

Government satisfaction fell by one point to 78 points in August, with most areas remaining relatively stable.

Some of the biggest areas of decline were in jobs and unemployment (-3), level of salaries and wages (-3), management and management of the economy (-2), possibly due to a gloomier economic outlook for the second half of 2018.

Public transport and racial relations/integration also fell by two points.

GOVERNMENT SATISFACTION INDEX

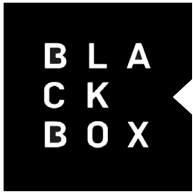
Monthly Index **78** GSI

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 for assistance.

Rank	Issue	Satisfaction with Government	Change since last month	Change over last 12 months
1	Crime levels	97	1	3
2	Defence/ national security	95	-1	-1
3	The environment	93	0	-1
4	Racial relations/ integration	91	-2	-2
5	Education system	89	0	-2
6	Moral standards	85	-1	-2
7	Care for the Elderly	85	1	-3
8	Public transport	82	-2	5
9	Management of the economy	81	-2	-6
10	Health insurance/protection	80	0	-8
11	Jobs and unemployment	75	-3	-6
12	Government accountability	75	-1	-7
13	Taxes	75	2	-7
14	CPF/pensions	75	1	-6
15	Civil rights/ liberties/ free speech	73	0	-5
16	Population management	72	0	-3
17	Level of salaries and wages	70	-3	-8
18	Motor vehicle prices/ COE	68	1	6
19	Housing affordability	67	0	-2
20	Gap between rich and poor	65	0	-6
21	Cost of living	57	0	-9
Overall Government Satisfaction Index		78	-1	-3



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.

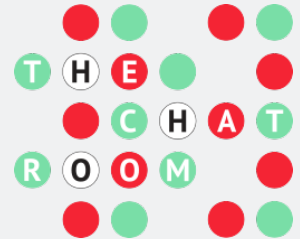
YouKnowAnot

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 for assistance.

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