

Apple's 2018 Bumper Haul: Rotting at its Core?

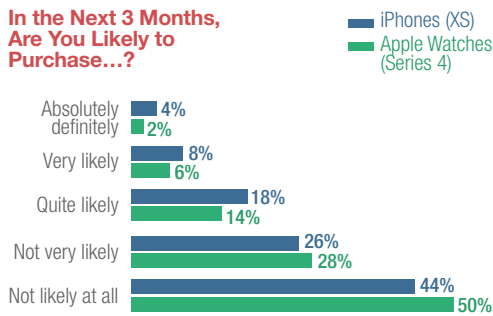


Whilst media reviews have called the newly launched iPhone XS and XS Max 'the best Apple phones ever made', the American tech brand seems to be losing its lustre with Singaporeans.

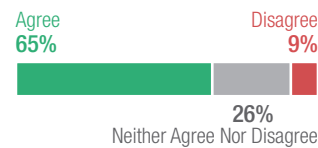
In Singapore, Apple's latest product range is not exciting many. Seven in 10 (70%) Singaporeans say they are unlikely to purchase the new smartphones before the end of 2018. More than three in four (78%) say they will not buy the brand's latest addition to its iconic wearable tech – the Apple Watch Series 4 – in the next 3 months.

Once imperial in tech, Apple is battling brand fatigue with 65% of Singaporeans agreeing that they are less excited by new product announcements as compared to 5 years ago.

In the Next 3 Months, Are You Likely to Purchase...?



Singaporeans Are Now Less Excited About Apple's New Product Announcements



Q. Do you agree or disagree with the following statement: 'I'm less excited by new product announcements from Apple now than I was five years ago.'



COMMUNITY SATISFACTION

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



Community Satisfaction down one point



PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good



Personal Finances are steady



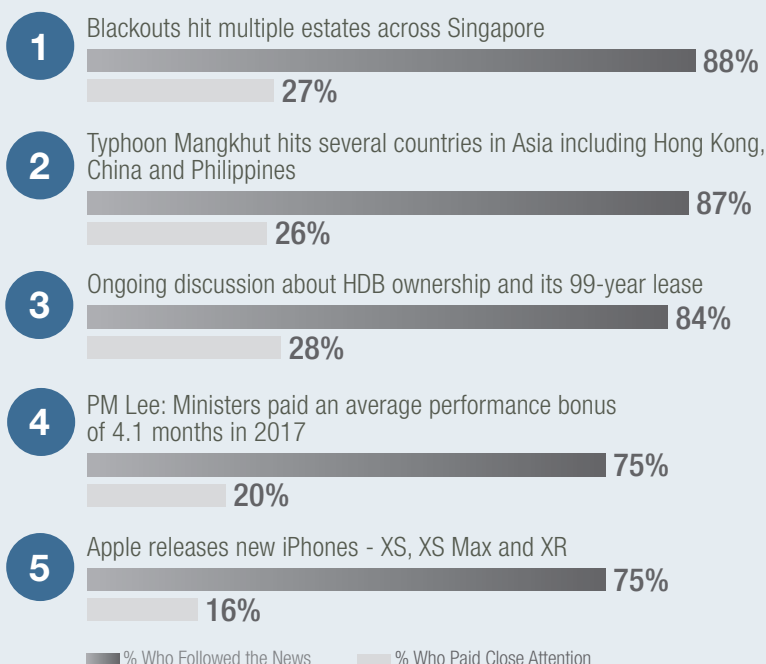
NATIONAL ECONOMY

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



■ % Who Followed the News ■ % Who Paid Close Attention

PSLE: Reform or Retain?



Education Minister Ong Ye Kung recently announced several changes such as removing assessments for Primary 1 and Primary 2 students, removing certain information from report books etc. to encourage Singapore to move away from focusing too much on examination and grades.

The Ministry's move coincided with a viral online movement #LifeBeyondGrades, where local personalities shared their PSLE grades on Instagram. Whilst the Parliament had previously debated the scrapping of the 'sacred cow' of PSLE, Minister Ong defended the system, saying it is "the most meritocratic, and probably the most fair".

Although nearly 3 in 4 (72%) Singaporeans agree that the national examination is 'meritocratic and fair', 83% would like to see more discussion of alternatives to the PSLE.

PSLE is also likely to bring as much stress to students as it does to families. More than 3 in 4 (77%) of Singaporeans think that it causes too much stress to students and also to families.

The Stressful 'Sacred Cow' of PSLE

It causes too much stress for students



It causes too much stress for families



The PSLE exam is meritocratic and fair



The PSLE exam result is not a defining score for students. Students can improve their performance in secondary school.



A student's PSLE exam result carries too much weight in determining their life



I would like to see more discussion of alternatives to the PSLE



Singapore society and expectations have evolved and the PSLE exam is no longer in step with changing times



Agree

Disagree

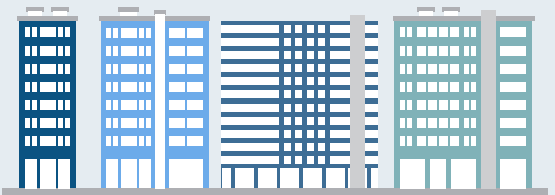
Victory for Housing: Modest Support For Vers

The 99-year lease on public housing (HDB) in Singapore has been a hot topic in the last month or two. Some Singaporeans are concerned that their flats, which may not be eligible for the Selective En Bloc Redevelopment Scheme (Sers), will lose its value as the 99 years lease runs out.

As a solution, Prime Minister Lee Hsien Loong announced during his National Day Rally speech a new Voluntary Early Redevelopment Scheme (Vers) which will be rolled out in about 20 years across HDB estates built in the 1970s. Current HDB home owners will vote to decide if they want the authorities to take back their apartments for redevelopment at around the 70-year mark of their lease.

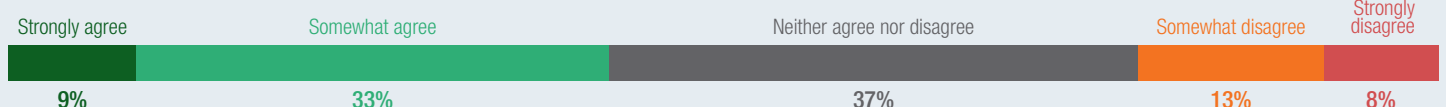
More than 2 in 5 Singaporeans (42%) agree that Vers is a good solution for HDBs which do not qualify for en bloc. Only 21% say that they disagree with the initiative. However, 37% have still not formed an opinion.

When it comes to the Government's current policies with respect to HDB housing, 45% of Singaporeans are supportive. Less than one in five (18%) oppose the current way things are run.



Q. Current HDB home owners will vote to decide if they want the authorities to take back their apartments for redevelopment at the 70-year mark of their lease. Do you agree or disagree that this is a good solution for HDBs that dont qualify for en bloc?

Yes to Vers



Government Satisfaction Index

Government satisfaction climbed by one point to 79 points in September.

Satisfaction with jobs and unemployment (+4), management of the economy (+3) and level of salaries and wages (+3) rose moderately, possibly due to the announcement of the SG Bonus payouts.

Cost of living (-2), however, dipped further to register a new 12-month low at 55 points. Other areas of decline include motor vehicle prices/COE (-4), the environment (-2) and crime levels (-2).

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 comms@blackbox.com.sg for assistance.

Rank	Issue	Satisfaction with Government	Change since last month	Change over last 12 months
1	Defence/ national security	95	0	0
2	Crime levels	95	-2	-1
3	Racial relations/ integration	93	2	3
4	The environment	91	-2	-3
5	Education system	90	1	-1
6	Moral standards	87	2	2
7	Care for the Elderly	85	0	-3
8	Management of the economy	84	3	-1
9	Health insurance/protection	82	2	-2
10	Public transport	81	-1	5
11	Jobs and unemployment	79	4	4
12	Taxes	76	1	-4
13	CPF/pensions	75	0	-3
14	Government accountability	74	-1	-2
15	Civil rights/ liberties/ free speech	74	1	3
16	Level of salaries and wages	73	3	-1
17	Population management	72	0	-1
18	Housing affordability	66	-1	-1
19	Gap between rich and poor	65	0	-1
20	Motor vehicle prices/ COE	64	-4	2
21	Cost of living	55	-2	-6
Overall Government Satisfaction Index		79	1	-1

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.

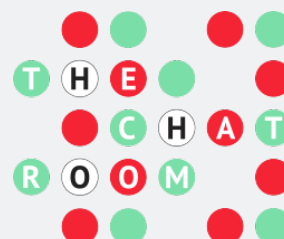
YouKnowAnot

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 comms@blackbox.com.sg for assistance.

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