

Global Issues: What is Keeping Singaporeans Awake At Night?

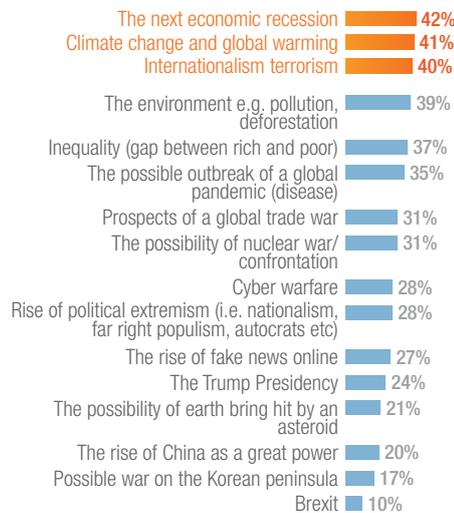


It seems that there is no shortage of international doom and gloom for people to get caught up with at the moment. Whether it's the rising tide of extreme nationalism, severe weather events, prospects of a global trade war or the threat of the first major global recession since the global financial crisis, the world seems to be facing numerous challenges at present.

We asked Singaporeans what worries them most today. At the top of their list are the possibilities of an economic recession and climate change. International terrorism also remains something that Singaporeans worry about although far fewer reveal anxiety about cyber security despite the recent attacks on SingHealth.

Interestingly, twice as many Singaporeans express anxiety about the earth being hit by an asteroid than they do about Brexit. It seems our British friends are on their own for now.

Issues which our respondents rated as highly worrying % of respondents*



*On a scale of 0-10, our respondents rated the issue 8-10 in terms of how much these issues worried them



COMMUNITY SATISFACTION

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



Community Satisfaction up one point



PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good



Personal Finances up one point



NATIONAL ECONOMY

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



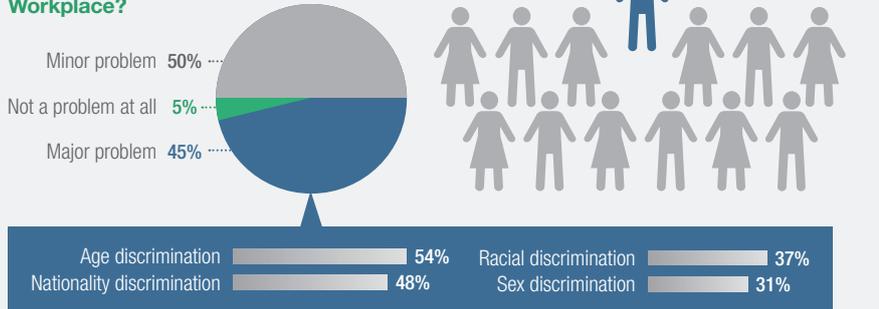
National Economy steady

Singapore's Top 5 News Stories of the Month

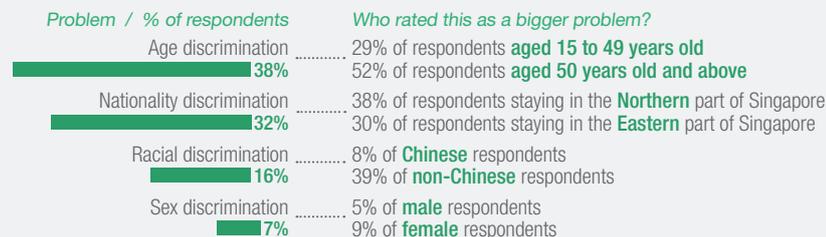


Workplace Discrimination in Singapore: Is it An Issue?

Is Discrimination a Problem in the Singapore Workplace?



Which is the bigger problem in the workplace? (Forced choice)



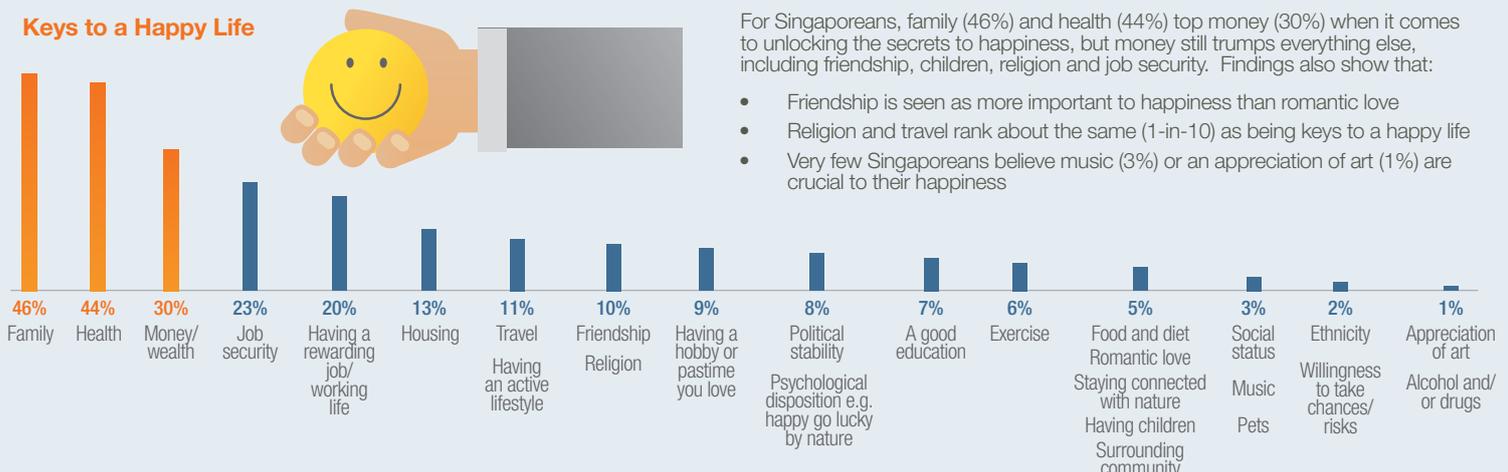
There has been a lot of discussion in 2018 around the issue of age discrimination at the workplace in Singapore with some calling on the Government to enact age based anti-discrimination laws similar to statutes that exist in other countries. Sex discrimination has also been a high-profile topic internationally with the rise of the #metoo movement, which is empowering a new generation of women to push for change, including at the workplace.

Generally, about 45% of Singaporeans think any form of discrimination is a major problem in the Singapore workplace, while 50% think it is a minor problem. Only 5% believe discrimination is not a problem at all. However, Millennials (aged 25-34) are much more likely to view discrimination as a major problem (55%) than do other age groups.

Singaporeans also believe that age discrimination is a bigger problem than gender, racial and nationality-based discrimination in Singapore. While women, not surprisingly, are more likely to believe that sex discrimination is a major problem than do men, Singaporeans are more likely to single out discrimination against locals in the workplace (versus foreign talent) as a major problem compared to racial or sex discrimination.

What Is Happiness and How Do We Attain It?

Keys to a Happy Life



The topic of happiness appears to be one that guarantees endless column inches in Singapore. Internationally, we are told Fijians are happier with life than most while the Danes top the list for the happiest workers. Despite rising living standards, however, Singapore appears to show no improvement in the various happiness international polls published.

So we asked Singaporeans: what is the key to a happy life?

For Singaporeans, family (46%) and health (44%) top money (30%) when it comes to unlocking the secrets to happiness, but money still trumps everything else, including friendship, children, religion and job security. Findings also show that:

- Friendship is seen as more important to happiness than romantic love
- Religion and travel rank about the same (1-in-10) as being keys to a happy life
- Very few Singaporeans believe music (3%) or an appreciation of art (1%) are crucial to their happiness

Government Satisfaction Index

The Government Satisfaction Index rose 1 point in October and is at the same level it was this time last year. Trend wise, perceptions of public transport continue to improve, jumping 4 points since last month. Public transport satisfaction is now up 9% year on year.

In contrast, Singaporeans continue to worry about rising inequality. Satisfaction with how the Government handles the gap between the rich and poor is down 2 points this month and down 7 points year-on-year.

GOVERNMENT SATISFACTION INDEX

Monthly
Index **80** 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 chris@blackbox.com.sg for assistance.

Rank	Issue	Satisfaction with Government	Change since last month	Change over last 12 months
1	Crime levels	96	1	0
2	Defence/ national security	95	0	0
3	The environment	93	2	1
4	Racial relations/ integration	92	-1	-1
5	Education system	90	0	1
6	Moral standards	88	1	2
7	Care for the Elderly	87	2	-2
8	Public transport	85	4	9
9	Management of the economy	84	0	-2
10	Health insurance/protection	84	2	-2
11	Jobs and unemployment	78	-1	2
12	Taxes	78	2	-4
13	CPF/pensions	78	3	-1
14	Government accountability	77	3	-3
15	Civil rights/ liberties/ free speech	76	2	0
16	Level of salaries and wages	74	1	-2
17	Population management	73	1	0
18	Motor vehicle prices/ COE	69	5	10
19	Housing affordability	67	1	-2
20	Gap between rich and poor	63	-2	-7
21	Cost of living	57	2	-3
Overall Government Satisfaction Index		80	1	0

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.

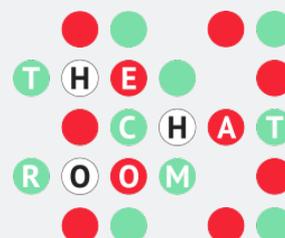
YouKnowAnot

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 chris@blackbox.com.sg for assistance.

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