

## Netflix: American Teens and Korean Zombies

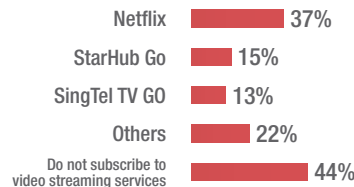
Our first survey of Netflix viewership in Singapore reveals that more than a third of local households now have a Netflix subscription. Viewership in HDB households is 36% while slightly higher in condominiums and freehold homes. (40%).

Asked to identify their favourite shows amongst the hundreds of Netflix shows and series on offer, three of the top six are of American origin, 2 are Korean with 1 originating from the UK.

Nearly a quarter of Netflix viewers (24%) list Stranger Things amongst their top favourites. This is followed by 13 Reasons Why (US teen drama), Black Mirror (UK Sci-Fi), a Korean Odyssey (Korean soap), House of Cards (US political thriller) and Kingdom (Korean supernatural).

Interestingly, while Stranger Things scores highest as a favourite in Northeast and Central Singapore districts, those in the East prefer the dystopia of Black Mirror, while those in the North and West are more likely to be hooked on 13 Reasons Why.

### Streaming Services Used in Households



More than a third of Singapore households now have a Netflix account

### Top 10 Netflix Shows Singaporeans Say They Currently Enjoy Watching\*

- 1 Stranger Things
- 2 13 Reasons Why
- 3 Black Mirror
- 4 A Korean Odyssey
- 5 House of Cards
- 6 Kingdom
- 7 Grey's Anatomy
- 8 Riverdale
- 9 Friends
- 10 Brooklyn Nine Nine

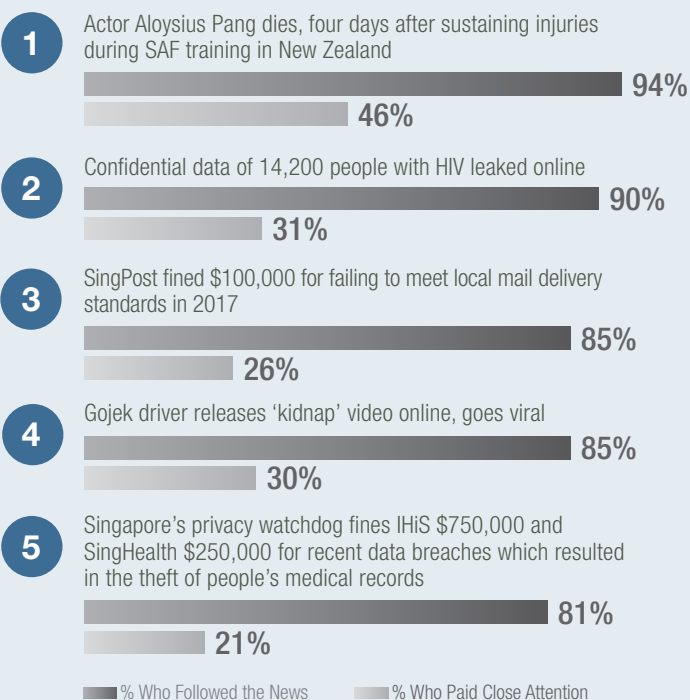
\*Series features in top 3 choices



### Favourite Netflix Shows by Demographic\*

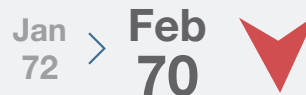
Male	Stranger Things
Female	Stranger Things
15-24 years old	Stranger Things
25-34 years old	13 Reasons Why
35-49 years old	Stranger Things
50 years old and above	Stranger Things
Those in the North region	13 Reasons Why
Those in the North-East region	Stranger Things
Those in the East region	Black Mirror
Those in the West region	13 Reasons Why
Those in the Central region	Stranger Things

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



### COMMUNITY SATISFACTION

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



Community Satisfaction drops by 2 points



### PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good



Personal Finances rises by 1 point



### NATIONAL ECONOMY

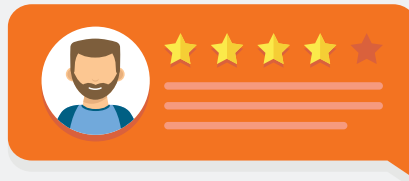
Those who rate current economic conditions in Singapore as Excellent/Good



National Economy rises by 1 point

## Tales of Modern Retail 1:

### Understanding Customer Experience (CX)

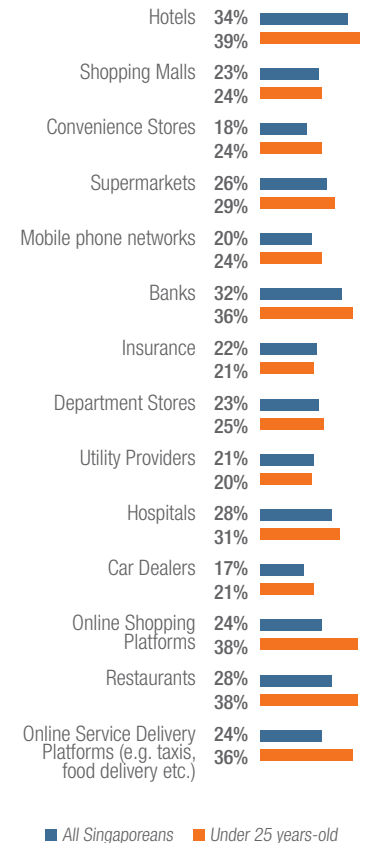


Once upon a time, marketing and sales folks could not get enough of customer satisfaction, net promoter scores, loyalty pyramids and dozens of other ways of trying to discern if people would come back tomorrow. But all of that has given way to Customer Experience (CX). No longer is it sufficient to measure service levels alone. Today, it is all about the experience.

CX has become important for several reasons. Firstly, it is an amalgam of all the experiences and encounters someone has with your product or service; it better reflects a customer's emotional state of mind and it factors in the intangibles typically provided by the very best brands. Crucially, CX also allows for a more level playing field when trying to compare the performance and fulfillment provided by digital platforms and offerings versus traditional service environments.

For Singaporeans, hotels are seen as the pinnacle of CX. But interestingly, things start to diverge when you look at those aged under 25 who have come of age in the digital era. Whereas those over 25 rate online shopping and service delivery on par with Department stores, those aged under 25 rate both online shopping and service platform experience over 10 points higher than Department stores. This highlights both changing generational expectations and why CX has become such a crucial measurement in today's economy.

Singaporeans who rated their customer experience as excellent

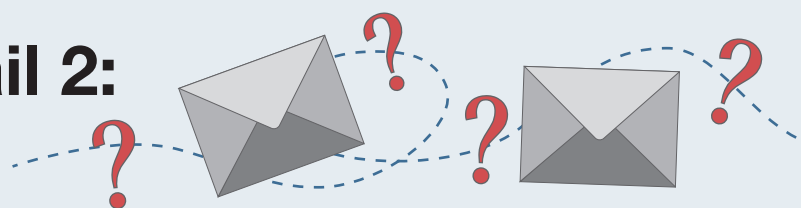


## Tales of Modern Retail 2: Does SingPost Still Matter?

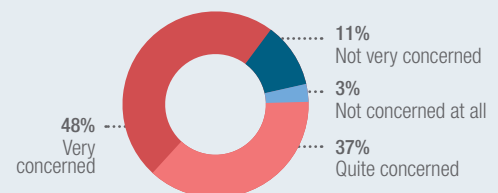
SingPost recently suffered a series of service failure incidents including the arrest of a postman who was discarding unopened letters and packages. Furthermore, SingPost was again fined by the Government for failing to meet service standards – this time a record \$100,000.

These incidents do beg the question: should we even care? (Snail) Mail is less important today and most other services offered by SingPost can be got elsewhere. Yet, 65% of Singaporeans still use SingPost at least once a month. Even young people still rely on it frequently.

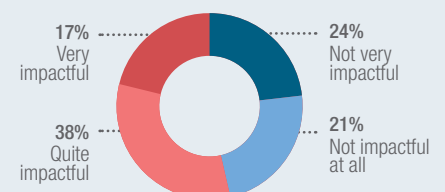
Most Singaporeans are also concerned about recent incidents and more than half think the fines will have impact on delivery standards. But only 38% of Singaporeans feel confident that SingPost can recover its service standards in the future. These are clearly uncertain times for the former postal giant.



85% of Singaporeans are concerned about recent service failure incidents by SingPost



54% of Singaporeans think the fines will impact on SingPost's delivery standards, yet only 38% are confident that SingPost can recover service standards in the near future



## Government Satisfaction Index

Both CPF and motor vehicle prices/COE dropped 3 points this month. Despite this drop, motor vehicle prices/is still up 6 points YOY.

Satisfaction with the environment and health insurance/protection both rose 3 points this month.

### GOVERNMENT SATISFACTION INDEX

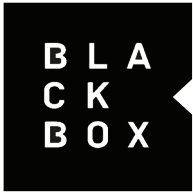
Monthly  
Index **80** GSI

Monthly  
Trend **0**

#### 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](mailto: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%	1%
2	The environment	94%	3%	2%
3	Racial relations/ integration	93%	1%	1%
4	Defence/ national security	93%	-2%	-3%
5	Education system	91%	-1%	1%
6	Public transport	87%	0%	11%
7	Moral standards	87%	2%	1%
8	Care for the Elderly	86%	1%	-3%
9	Management of the economy	84%	-2%	-1%
10	Health insurance/protection	84%	3%	-1%
11	Jobs and unemployment	80%	1%	1%
12	Taxes	79%	1%	3%
13	Government accountability	76%	0%	-1%
14	Level of salaries and wages	74%	-2%	0%
15	Population management	73%	-2%	2%
16	CPF/pensions	72%	-3%	-4%
17	Civil rights/ liberties/ free speech	72%	-2%	-1%
18	Housing affordability	68%	-1%	0%
19	Motor vehicle prices/ COE	67%	-3%	6%
20	Gap between rich and poor	65%	-1%	-2%
21	Cost of living	60%	1%	1%
<b>Overall Government Satisfaction Index</b>		<b>80</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.

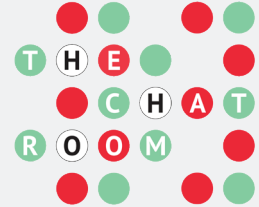
## YouKnowAnot

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

## Get In Touch

Blackbox Research Pte Ltd  
10 Eunos Rd 8  
SingPost Centre,  
#09-02 Singapore  
408600

**t** (65) 6323 1351  
**f** (65) 6323 1327  
**w** [www.blackbox.com.sg](http://www.blackbox.com.sg)



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)