

Upcoming General Election: What Are The Key Issues?

The question on everyone's lips: Will there be a GE this year? Parliament last month confirmed that "the Prime Minister has not yet appointed the Electoral Boundaries Review Committee" (Having this committee means elections are likely to happen soon).

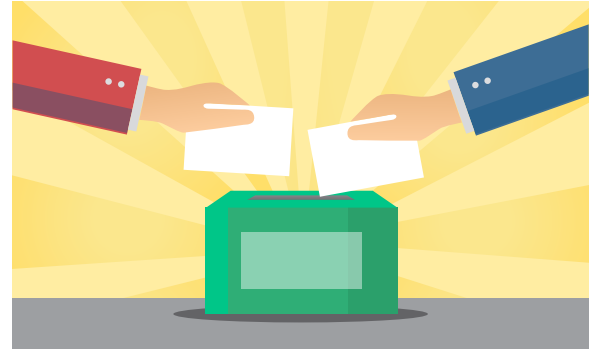
Whether this year or next, Singapore is gearing up for an election. So we asked Singaporeans eligible to vote at the next GE, which issues would be most important if an election was held right now.

Nor surprisingly, cost of living surfaced as a key issue by almost 1 in 2 Singaporeans (48%). This figure was even higher (58%) amongst medium income households. Cost of living is a component of Blackbox's Government Satisfaction Index and now stands at its lowest point (54%) since June 2016.

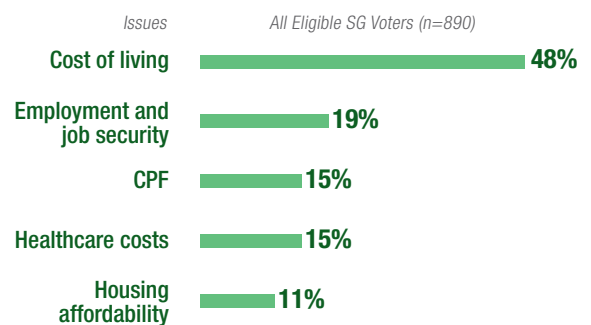
Job security ranks second (19%), especially among 15-24-year-olds (25%). Singaporeans appear concerned with the slowing economy, rising retrenchments this year and how it may affect them.

CPF was rated the third most important issue, along with healthcare (15% for both), with the latter especially crucial amongst those 50 years old and above.

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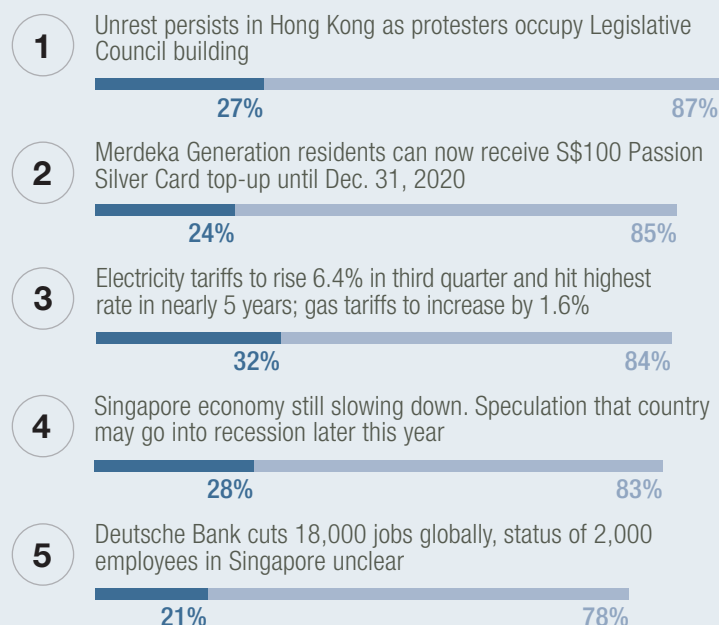
If elections happened today, what would be the most important issues* for you?



* Top 2 issues chosen

Singapore's Top 5 News Stories of the Month

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



COMMUNITY SATISFACTION

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

Jun 71



Jul 70

Community Satisfaction drops by 1 point



PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good

Jun 66



Jul 64

Personal Finances drops by 2 points



NATIONAL ECONOMY

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

Jun 72



Jul 66

National Economy drops by 6 points

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Housing affordability (11%) came fourth although it is a bigger issue amongst Singapore millennials (19%) compared to other age bands.

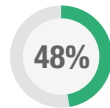
We are also seeing different issues being at the forefront in different parts of the island, which we will report on separately.

Highest amongst

Low household incomes (below \$2,500 a month)
Medium income households (\$2,500-\$6,600 a month)
High income households (above \$6,600 a month)

Highest amongst

Cost of living



50%

58%

42%

15-24 year-olds

25-34 year-olds

35-49 year-olds

50 year-olds and above

Employment & job security



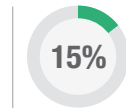
25%

21%

20%

16%

CPF



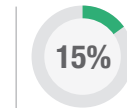
9%

13%

19%

16%

Health costs



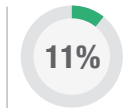
13%

9%

11%

23%

Housing affordability



9%

19%

12%

6%

Top election issues, by demographics

The Wet Market Debate: Time for Some Disruption?

Singaporeans are increasingly picky about where they get their purchases, especially when it comes to fresh produce and groceries. Those who prefer their ingredients fresh and cheap know the wet market is the place to go. Despite this, wet markets are losing favour and in this issue of YKA, we dig into the reasons why.

In terms of perceptions, 85% of Singaporeans feel wet markets still provide the freshest food, while 3-in-4 believe they offer better value for money over supermarkets. However, a majority of Singaporeans (83%) feel wet markets are losing popularity because younger people do not want to shop there, even though it is a significant part of our culture and seen as worthy of preservation (86%).

While 6 in 10 have shopped at a wet market in the last month, only 22% of Singaporean households buy most of what they need from the wet market.

So what's turning Singaporeans away from wet markets? Some say they find wet markets bothersome to visit (65%), while some dislike the hot, smelly and messy atmosphere (57%). This figure is much higher among younger Singaporeans 15-24 years-old (65%).

Some have suggested refreshing our wet markets to keep up with times and most agree this would make them more popular (84%). Still, 8 in 10 Singaporeans feel wet markets cannot compete with home deliveries and organic produce providers. 53% of households are spending less money at wet markets compared to 2-3 years ago. Only time will tell if modernisation can reverse this trend.



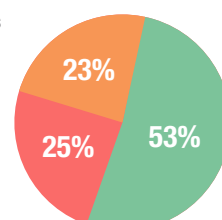
Singaporeans have favourable perceptions of wet markets...



... but are spending less money there, compared to 2-3 years ago

My household is spending **more** at wet markets

My household is spending **about the same** at wet markets



My household is spending **less** at wet markets

Preparing for Terror Attacks:

4 in 10 Singaporeans feel "Run, Hide, Tell" Not Enough



As The Government urges Singaporeans to remain vigilant to the threat of terrorism, there has been debate about SGSecure and its focus on teaching the public how to react to terrorist threats, with its advisory of "Run, Hide, Tell" akin to what is practised in UK. However, findings in a recent survey concluded that while "60% of Singaporeans are aware of the terrorist threat, only 20% are really prepared for it". This raises the question: what's the best way to feel prepared?

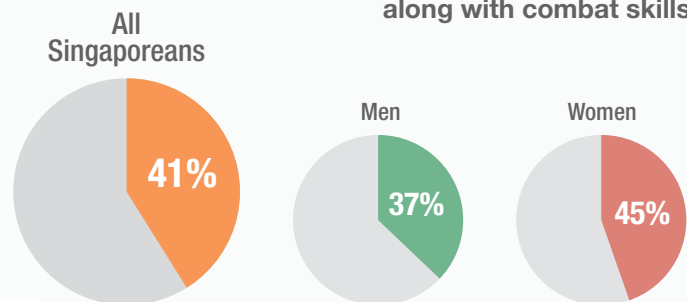
According to our most recent YKA findings, Singaporeans are generally familiar with SGSecure (65%) and most of us (81%) take its messages seriously. In addition, close to 9 in 10 Singaporeans (89%) agree that "Run, Hide, Tell" is a good way to respond to a terror threat.

Despite this, some have started asking if more can be done besides safety first, following the Christchurch (NZ) terror incident in March, where a worshipper fought the attacker instead of running or hiding.

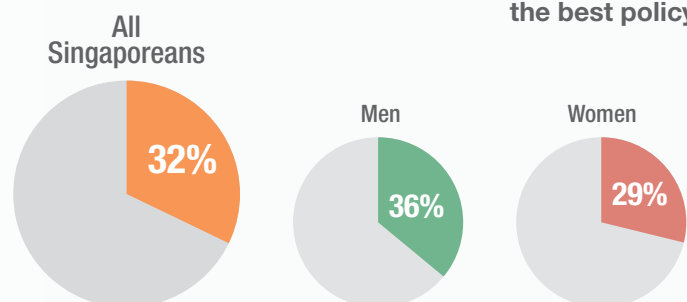
Should SGSecure do more to prepare us for terror incidents? Two in five Singaporeans (41%) feel that SGSecure should cover both "Run, Hide, Tell" and teach Singaporeans how to be first responders as well as some form of combat skills to deal with perpetrators. This view was felt more strongly by women than men (45% vs 37%).

On the other hand, 32% of Singaporeans still feel "Run, Hide, Tell" is the best policy, though this opinion was more popular amongst men than women (36% vs 29%).

SGSecure should cover both "Run, Hide, Tell" and teach Singaporeans how to be first responders along with combat skills



"Run, Hide, Tell" is still the best policy



Government Satisfaction Index

Public transport fell by 4 points this month, followed by CPF/pensions (3 points).
Though unchanged, cost of living remained at 54, its lowest point since Jun 2016.

GOVERNMENT SATISFACTION INDEX

Monthly
Index **79** 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 for assistance.

Rank	Issue	Satisfaction with Government	Change since last month	Change over last 12 months
1	Defence/ national security	97%	1%	0%
2	Crime levels	96%	0%	-1%
3	Racial relations/ integration	94%	1%	1%
4	The environment	93%	1%	-1%
5	Education system	91%	-1%	1%
6	Moral standards	88%	2%	1%
7	Management of the economy	86%	0%	2%
8	Public transport	84%	-4%	0%
9	Care for the Elderly	84%	-1%	0%
10	Health insurance/protection	83%	0%	3%
11	Taxes	78%	0%	5%
12	Government accountability	77%	0%	1%
13	Civil rights/ liberties/ free speech	76%	1%	3%
14	Jobs and unemployment	74%	0%	-4%
15	Level of salaries and wages	71%	-1%	-1%
16	CPF/pensions	71%	-3%	-3%
17	Population management	71%	-1%	-2%
18	Housing affordability	67%	0%	-1%
19	Motor vehicle prices/ COE	66%	-1%	-1%
20	Gap between rich and poor	63%	0%	-2%
21	Cost of living	54%	0%	-4%
Overall Government Satisfaction Index		79	0	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.

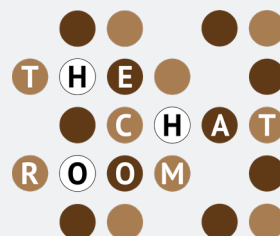
YouKnowAnot

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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