

Local News Event of the Year:

Scooters, Price Hikes, Peeping Toms



Although the General Election was a no-show, 2019 still proved to be an eventful year in Singapore. The Government ban on riding e-scooters on all footpaths was rated by 33% of Singaporeans as the news event of the year. This decision was announced after a series of accidents regarding this personal mode of transport, especially the death of an elderly woman in Bedok after being knocked over on a footpath. Though the ban was criticized by some as draconian, 1-in-2 say they like the decision.

The second biggest event came at the end of the year, when the Public Transport Council announced a rise in public transport fares by 7% in December, the highest quantum proposed. When we asked Singaporeans to express their sentiment, 43% felt angry (highest among all 2019 events), reinforcing concerns about rising costs of living, an issue likely to be debated at the next GE.

The first quarter of the year was dominated by the coverage of the NS training accident in New Zealand, which resulted in the death of actor, Aloysius Pang. Two in three Singaporeans expressed sadness over the accident, the highest among all news events for the year.

Besides these top three stories of 2019, the NUS #metoo incident, where student Monica Baey took to Instagram to name her peeping tom, stood out as the biggest news events amongst Singaporeans aged 15-24. This younger cohort were also more enraged than others by the incident, with 56% feeling angry over it, a 20% higher than the overall average.

Top 10 Local Events in 2019

		As ranked by Singaporeans	Singaporean Sentiment
1	Government bans riding of e-scooters on all footpaths	33%	👍 51%
2	Public transport fares to rise by 7% in December	13%	😡 43%
3	Actor Aloysius Pang dies after injuries during SAF training in New Zealand	9%	😞 66%
4	Passing of Fake News law in Singapore Parliament	8%	👍 43%
5	Heng Swee Keat becomes Deputy Prime Minister	8%	👍 41%
6	NUS student Monica outs fellow student as peeping tom on Instagram but he is not charged by police	8% <small>(20% amongst 15-24-year-olds - #1)</small>	😡 36% <small>(56% among 15-24-year-olds)</small>
7	Haze returns to Singapore	5%	😞 36%
8	Tan Cheng Bock has breakfast with PM Lee's brother, sets up new party	5%	👍 40%
9	AHTC trial verdict	3%	😞 27%
10	Subject-based banding to replace streaming at secondary schools	3%	👍 51%

Singapore's Top 5 News Stories of the Month

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

- Hong Kong: Clashes rage on university campus as protesters attack police with catapults and flaming arrows, democrats win landslide district council election
31% 89%
- Over 1,000 delivery riders register to give up e-scooters as \$7m trade-in scheme kicks off
23% 86%
- MRT network's reliability continued to improve in first nine months of the year
14% 81%
- Singapore economy grows 0.5% in Q3, beating estimates
19% 80%
- SIA slips to No. 2 in global best airline list, but still wins top spot for its premium suites
15% 78%



COMMUNITY SATISFACTION

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

Nov 69 > Dec 69

Community Satisfaction steady



PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good

Nov 66 > Dec 65

Personal Finances down by 1 point



NATIONAL ECONOMY

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

Nov 69 > Dec 67

National Economy down by 2 points

International News Event of the Year:

Hong Kong Protests Strike a Chord



Many of the major international news events in 2019 happened in close proximity to Singapore. The Hong Kong protests grabbed our attention the most and was ranked the top news event by 25% of Singaporeans. When asked to share their sentiments, 4-in-10 Singaporeans expressed sadness over the situation.

The second most impactful news headline originated from New Zealand, where a terror attack on a mosque in Christchurch took place in March. 16% of Singaporeans selected this as the biggest story of the year and 43% of Singaporeans expressed sadness over the incident, highest among all international stories polled.

After a successful summit in Singapore, Donald Trump's second meeting with North Korean counterpart Kim Jong-un in Hanoi ended with little to show. This event was selected by 13% of Singaporeans as the third biggest international news headline of 2019.

Other notable headlines include the start of the impeachment process against Donald Trump (liked by 40% of Singaporeans) and millions of people around the world taking to the streets in protests over climate change. The latter was liked by 50% of Singaporeans.

Top 10 International Headlines

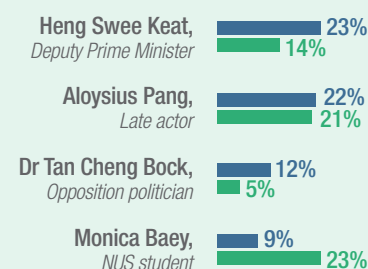
		As ranked by Singaporeans	Singaporean Sentiment
1	Hong Kong protests following introduction of Extradition Bill	25%	🙄 40%
2	Terrorist attack on mosque in Christchurch, New Zealand	16%	🙄 43%
3	Donald Trump meets North Korean leader Kim Jong-un for the second time	13%	😬 39%
4	Ongoing US-China trade war	12%	🙄 41%
5	Brexit turmoil in UK	8%	🙄 41%
6	US House of Representatives begins impeachment process against President Trump	4%	👍 40%
7	5G network wars erupt globally with the US imposing bans on Huawei	4%	👍 25%
8	The Mueller Report, investigating alleged Russian interference with US Elections, is released	3%	👍 29%
9	Millions of people around the world take part in climate change protests	3%	👍 50%
10	Arrest of Julian Assange when he is evicted from Ecuadorian Embassy in London	2%	👍 29%

News Personalities of the Year:

Monica and Greta Make Their Mark

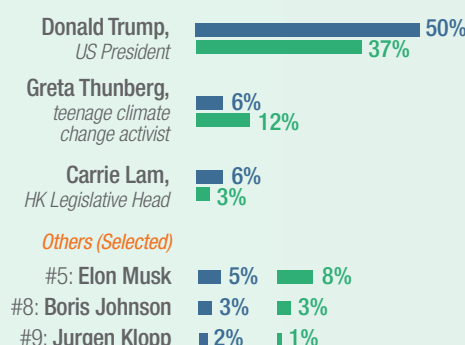


Local Newsmaker of the Year



■ All Singaporeans ■ 15-24-year olds

International Newsmaker of the Year



Although Singaporeans ranked politicians as their top newsmakers of the year, 2019 was really a year when women made a real mark on public sentiments. In Singapore, newly elected DPM Heng Swee Keat was ranked top newsmaker in 2019, as selected by 23% of all Singaporeans. However, the top newsmaker amongst 15-24-year-olds (23%) was NUS student Monica Baey, who grabbed headlines following her decision to speak out about being a victim of a peeping tom at NUS.

Globally, Singaporeans rated US President Donald Trump as their top newsmaker — a huge 50% of Singaporeans ranked him #1, which shows what an all-day diet of Twitter does for your visibility.

Greta Thunberg, the teenage climate activist who glared at Trump at the UN was selected as the number two global newsmaker by 6% of all Singaporeans but was ranked first by 12% of 15-24 years-old — second behind Trump. Hong Kong political leader Carrie Lam, widely blamed for the ongoing protests in Hong Kong, scored the same as Thunberg.

Government Satisfaction Index

Compared with last month, government accountability fell the most by 4 points. Year on year, jobs and unemployment is down by 5 points in 2019, reflecting growing public anxiety about the job market.

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 chris@blackbox.com.sg for assistance.

Rank	Issue	Satisfaction with Government	Change since last month	Change over last 12 months
1	Defence/ national security	96%	0%	0%
2	Crime levels	94%	-2%	-3%
3	Racial relations/ integration	91%	-2%	-2%
4	Education system	91%	-1%	0%
5	The environment	90%	-1%	-3%
6	Moral standards	87%	0%	1%
7	Care for the Elderly	86%	0%	-2%
8	Public transport	85%	-2%	1%
9	Health insurance/protection	84%	-1%	0%
10	Management of the economy	83%	0%	0%
11	Taxes	78%	-1%	-1%
12	Government accountability	75%	-4%	-2%
13	CPF/pensions	75%	-1%	-2%
14	Jobs and unemployment	75%	0%	-5%
15	Civil rights/ liberties/ free speech	75%	-2%	3%
16	Level of salaries and wages	73%	0%	-3%
17	Population management	69%	0%	-3%
18	Motor vehicle prices/ COE	69%	-1%	0%
19	Housing affordability	69%	-1%	1%
20	Gap between rich and poor	62%	1%	-3%
21	Cost of living	57%	0%	-1%
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.

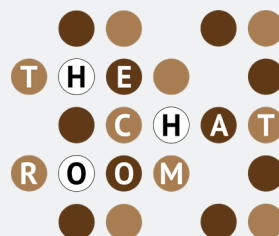
YouKnowAnot

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 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



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