

Are Smartphones Making Young Singaporeans Ill?



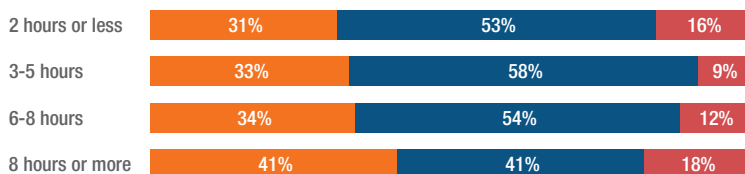
Just like the impact of television in the 1960s and 70s, much is being written these days about the potential dangers of smartphones and their impact on society. A recent international study reported in the BMC Psychiatry Journal suggests that 23% of young people have a 'dysfunctional relationship with their smartphone'.

Here in Singapore, 33% of people aged 15+ believe there is a **strong connection** between smartphone dependency and the growth of mental health issues in Singapore. That perceived connection is even stronger amongst those who say they spend more than 8 hours a day on their phone (41%).

Do you feel there is a strong connection between smartphones and growth in mental health issues in society today?

- Yes, there is a strong connection between these 2 things
- Yes, there are some connections between these 2 things
- I feel there is little/no connection between these 2 things

Average time spent on a smartphone in a day

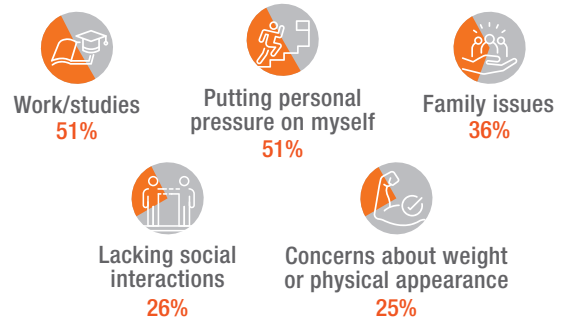


The potential seriousness of this as an issue is highlighted by our finding that 36% of Singaporeans claim to have had some form of mental health incident in the last 3 months. However, this claim **rises to 64% amongst Singaporeans under 25 years old**. In addition, under 25s also reported the following:

- Nearly half (49%) say they have experienced stress in the last 3 months;
- 40% said they have had feelings of loneliness;
- 32% said they have had anxiety; and
- 28% said they have suffered from an inability to sleep.

The trigger factors for younger people do vary.

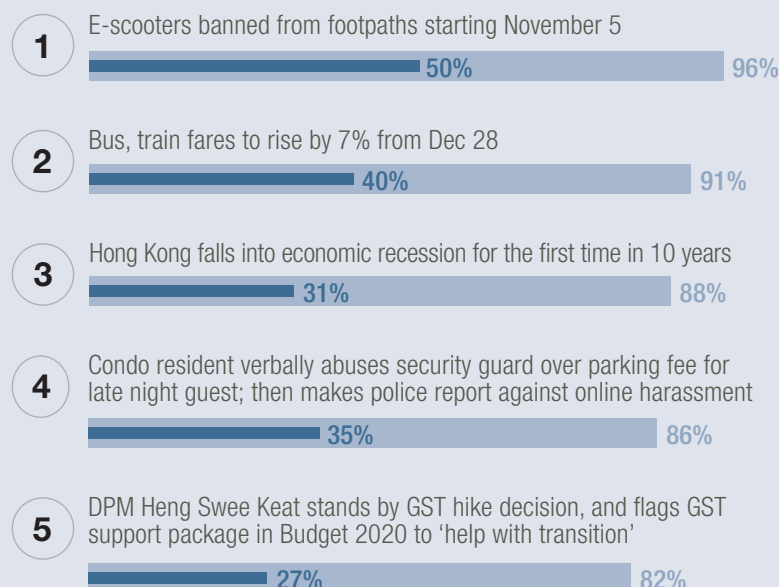
Which is more likely to trigger a mental health incident?



Blackbox notes that while our results are not part of a properly peer tested clinical study, the findings are of real concern and are worthy of further investigation.

Singapore's Top 5 News Stories of the Month

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



COMMUNITY SATISFACTION

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

Oct 71 > Nov 69

Community Satisfaction down by 2 points



PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good

Oct 63 > Nov 66

Personal Finances up by 3 points



NATIONAL ECONOMY

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

Oct 67 > Nov 69

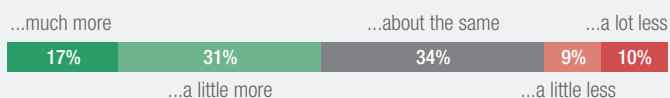
National Economy up by 2 points

F&B Trends in SG:

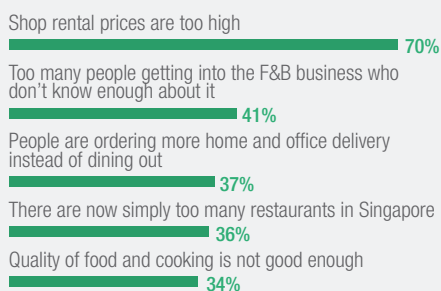
Grab Eating Up the Dining Sector



Compared to 12 months ago, Singaporeans are ordering home delivered food using apps...



Top 5 reasons why Singaporeans think restaurants are closing at record rates



Restaurants in Singapore are popping up like mushrooms after a rainy day. Nearly 700 new restaurants were registered in the first nine months of 2019 alone. This growth however, is paired with the closure of 492 restaurants during the same time period, prompting us here at Blackbox to explore Singaporeans' changing habits when it comes to F&B.

First of all, Singaporeans still prefer the cheaper alternatives over fancy restaurants or big chain fast food. On average, Singaporeans have eaten a sit-down meal in a coffee shop or food court 6.5 times in the past four weeks, compared to mid-range restaurants (2.5 times) and fast food restaurants (2.4 times).

Our latest YKA survey also reveals a growing preference with food delivery services offered through the convenience of mobile apps. Four in five Singaporeans now order through online food delivery. Of those who have, nearly half (48%) feel they are doing so more frequently compared to 12 months ago. Singaporeans' top 3 food delivery apps today are Grab Food (44%), Food Panda (25%) and McDonalds (16%).

Are these popular apps responsible for killing the traditional restaurant sector? Singaporeans are more likely to point the finger at high rental costs (70%) and entrepreneurs rushing in without sufficient prior knowledge (41%) before blaming food delivery services (37%).

On balance, 62% say they believe food delivery services are good for the F&B sector while only 7% think they are bad. Once again, consumers have given a thumbs up to the benefits of disruption, so the sector will clearly need to come to terms with these behavioural changes.

Digital Retail:

Are there Auntie Stores Online?



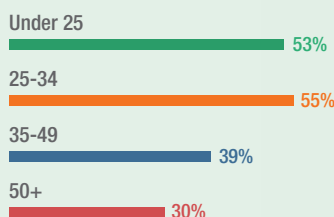
Back in the brick and mortar days of department store shopping, it was quite the thing not to shop where your parents shop. Who would want to be seen dead in an auntie store?

With online retail beginning to mature (more than 80% of Singaporeans now shop online) and a whole brave new world of 5G customer experience just around the corner, it is interesting to see similar 'age differentiation' emerging in the digital retail and fashion space.

Lazada, the recent king of Southeast Asian online shopping appears to be losing ground in Singapore. While still the most popular online store amongst 35-49 year-olds (54%), it is (49%) only just ahead of Qoo10 (45%) and Shopee (43%) amongst the 25-34 year-olds and is now second (45%) among Gen-Z shoppers (under 25s) after Shopee (50%). Those over 50 years-old prefer Qoo10 (55%), the auntie of online retail stores.

Also, Lazada, has a stronger brand reach amongst men (54%), while women have a wider taste palette when it comes to online fashion.

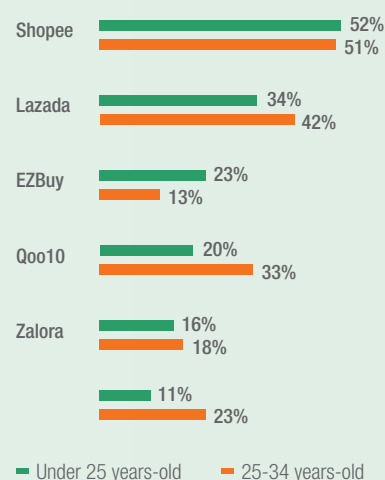
Singles Day 2019: More than 1 in 2 young Singaporeans bought something



Younger shoppers are also more driven by online retail events. While shoppers used to gush over the Great Singapore Sale, younger Singaporeans now mark their calendars for Singles Day (11 November) sales and deals, with more than nine in ten reporting a familiarity with the internet shopping event.

On Singles Day this year, more than half of Singaporeans aged under 35 purchased a discount online. Amongst the millennials or Gen-Zs, Shopee was the big winner, well ahead of Lazada.

Singles Day 2019: Online Spending Share



Government Satisfaction Index

Management of the economy and population fell by 2 points this month. Public transport gained the most this month (6 points), followed by level of salaries and wages (3 points) and cost of living (3 points).

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	Defence/ national security	96%	-1%	0%
2	Crime levels	96%	0%	0%
3	Racial relations/ integration	93%	-1%	-1%
4	Education system	92%	2%	2%
5	The environment	91%	-1%	-2%
6	Moral standards	87%	0%	0%
7	Public transport	87%	6%	5%
8	Care for the Elderly	86%	1%	-1%
9	Health insurance/protection	85%	1%	1%
10	Management of the economy	83%	-2%	-2%
11	Government accountability	79%	-1%	4%
12	Taxes	79%	0%	1%
13	Civil rights/ liberties/ free speech	77%	0%	4%
14	CPF/pensions	76%	2%	0%
15	Jobs and unemployment	75%	1%	-3%
16	Level of salaries and wages	73%	3%	-1%
17	Housing affordability	70%	0%	2%
18	Motor vehicle prices/ COE	70%	2%	0%
19	Population management	69%	-2%	-3%
20	Gap between rich and poor	61%	0%	-5%
21	Cost of living	57%	3%	-1%
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.

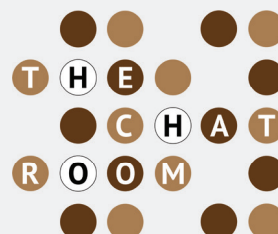
YouKnowAnot

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.

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