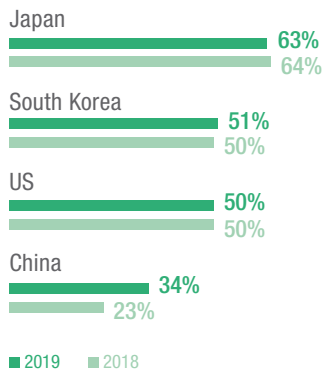


Trade War Not Stopping the Rise of Chinese Brands

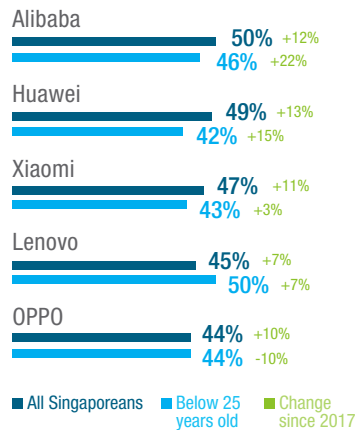


Chinese tech brands are catching up to those from US, South Korea and Japan



% of Singaporeans who rate tech brands from these countries as superior

Top 5 Chinese brands among all Singaporeans and those below 25 years old



Not so long ago, consumers might have associated products “Made in China” as cheap imitations of inferior quality. Not today though. Chinese brands, especially those in the tech sector, are slowly shedding this stereotype as our findings show these brands are now viewed more favourably amongst Singaporeans. 34% of Singaporeans view Chinese brands as superior, a gain of 11% since 2018.

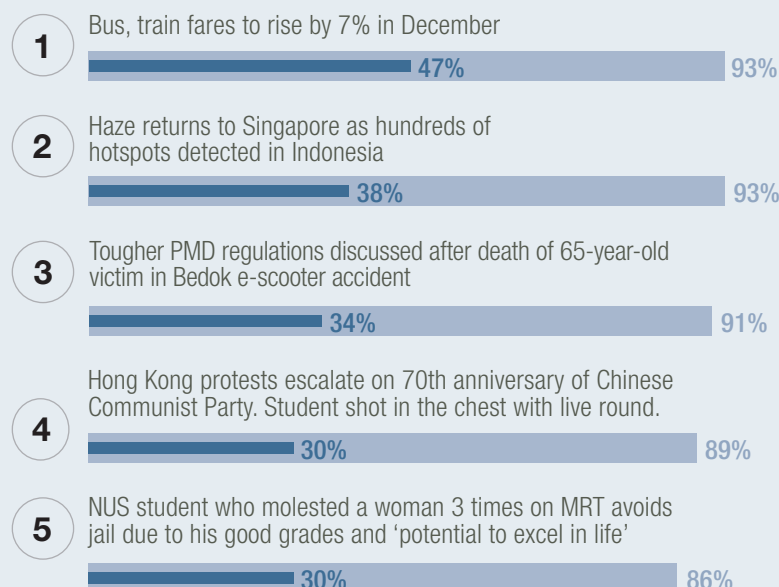
Furthermore, Chinese tech brands grew in popularity with Singaporeans between 2018 and 2019. Alibaba (50%), Huawei (49%) and Xiaomi (47%) took the top three spots, followed by Lenovo (45%) and OPPO (44%). All five brands saw an upwards swing of more than 10%, except for Lenovo (9%).

Huawei's brand saw significant progress here, with a 13% gain in preference among Singaporeans (15% gain amongst those below 25 years-old). A good achievement, when you consider that Huawei was banned by the US government, denied access to Google services and committed a \$54 retail marketing gaffe in Singapore earlier this year.

Not all Chinese brands resonate locally. Close to 1 in 2 Singaporeans have not heard of leading drone maker, DJI and 35% have still not heard of Chinese social media sensation Tik Tok, which was downloaded more than one billion times in just 2 years. However, Tik Tok was rated as a superior tech brand by 29% of Singaporeans under 25 years-old.

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

Sep 70 > Oct 71

Community Satisfaction up by 1 point



PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good

Sep 65 > Oct 63

Personal Finances down by 2 points



NATIONAL ECONOMY

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

Sep 69 > Oct 67

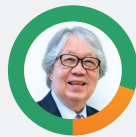
National Economy down by 2 points

Fallout: Is Tommy Koh Right About Singaporeans?



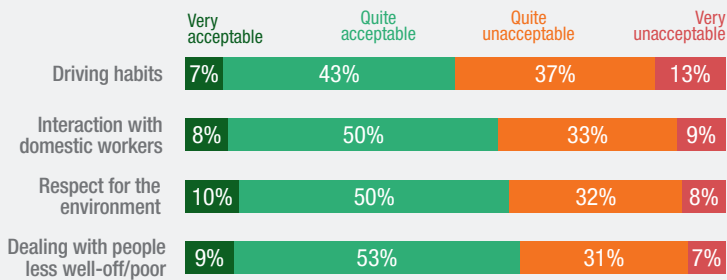
Do you
agree with
Tommy Koh?

Yes
80%



No
20%

Top 4 troubling behaviours Singaporeans display



While Singapore tops global rankings for affluence, many here will admit we have some way to go before we are 'tops' as a civil society. The latest reproach came from Tommy Koh, who said "Singapore is a First World country with Third World people." Has the Ambassador-at-Large hit a raw nerve with his frank exchange? Apparently yes, as our YKA findings reveal that 4 in 5 Singaporeans agree with him.

Almost half of Singaporeans (49%) feel the way we drive is unacceptable. More than 2 in 5 Singaporeans (42%) believe domestic workers are not treated by their employers in an acceptable fashion. Close to 4 in 10 Singaporeans feel we lack respect for our environment (40%) and the less well-off in our society (38%).

Despite the above, 60% of Singaporeans still feel we are more gracious compared to folks in other countries. Close to 4 in 5 Singaporeans (79%) believe we are considerate when we stand in line. Close to 3 in 4 Singaporeans think we treat our taxi or Grab drivers (76%), teachers and tutors (75%) and people with disabilities (74%) with care and courtesy.

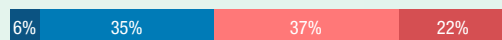
Why do we behave this way? Most Singaporeans tend to be well-mannered when clear social norms exist. As a society, we appear to respond well to laws, regulations, and regular campaigns that nurture social consensus and cultivate behavioural norms (standing in line or interacting with taxi drivers). What more should we be doing? Let the debate start.

Careers: Attitude, Aptitude or Academic?



Do you agree?

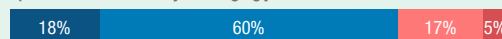
You can tell a person's potential in the workplace from his/her academic qualifications



My organisation is willing to consider a candidate's experience and aptitudes over academic qualifications



My own organisation needs to review its hiring policies and update it to reflect today's changing job market conditions



Strongly agree Somewhat agree Somewhat disagree Strongly disagree

Study hard, get a good degree and you will be set for life. This was the guiding mantra of the baby boomer generation. In today's environment, do paper qualifications still matter for career progression? Mostly yes, it seems.

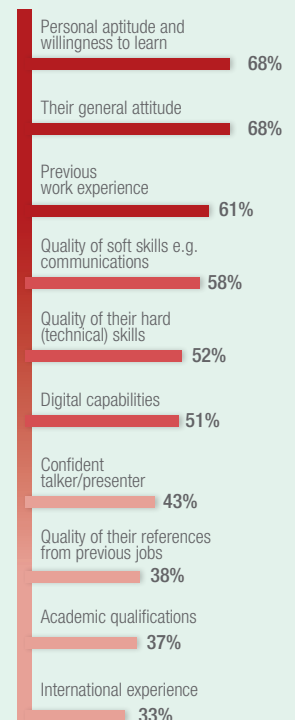
According to our latest YKA findings, 71% of Singaporeans feel academic qualifications are still important when it comes to applying for jobs, regardless of the position. This figure rises to 82% when it comes to nailing that first job. Only 30% of Singaporeans feel what we graduate with matters little during job hunting. In addition, 4-in-10 Singaporeans (40%) believe grades are an accurate prediction of a person's potential in the workplace.

Does this justify the paper chase happening in our schools? Education Minister Ong Ye Kung recently urged hiring companies to look past academic transcripts and wished for change in our social mindsets.

When we asked Singaporeans to rank individual traits that would influence their hiring decisions, qualifications was not a big consideration. Personal aptitude and willingness to learn (68%), general attitude (68%) and work experience (61%) came in at the top. Academic qualifications came second last at 37%.

Hiring companies appear willing to make the change. 70% of Singaporeans credit their employers as flexible enough to focus on a candidate's experience and aptitudes over paper qualifications, though 78% feel a review of hiring policies are still needed to keep in step with changing job market conditions.

Most valued traits when it comes to hiring someone



Government Satisfaction Index

Defence/national security, environment and CPF/pensions gained the most this month (2 points). Public transport fell by 5 points, following the announcement of a 7% increase in bus and train fares which will take place in December. This may also have contributed to the drop in satisfaction with cost of living by 3 points.

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%	2%	1%
2	Crime levels	96%	0%	0%
3	Racial relations/ integration	94%	1%	2%
4	The environment	92%	2%	-1%
5	Education system	90%	-1%	0%
6	Moral standards	87%	-2%	-2%
7	Care for the Elderly	85%	1%	-2%
8	Management of the economy	85%	0%	1%
9	Health insurance/protection	84%	-1%	0%
10	Public transport	81%	-5%	-4%
11	Government accountability	80%	1%	3%
12	Taxes	79%	0%	1%
13	Civil rights/ liberties/ free speech	77%	1%	1%
14	CPF/pensions	74%	2%	-3%
15	Jobs and unemployment	74%	1%	-5%
16	Population management	71%	1%	-2%
17	Level of salaries and wages	70%	-2%	-3%
18	Housing affordability	70%	1%	3%
19	Motor vehicle prices/ COE	68%	1%	-1%
20	Gap between rich and poor	61%	-2%	-2%
21	Cost of living	54%	-3%	-3%
Overall Government Satisfaction Index		79	0	-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.

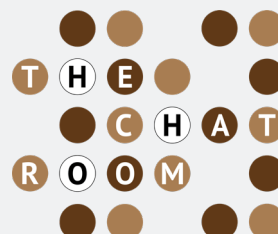
YouKnowAnot

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.

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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