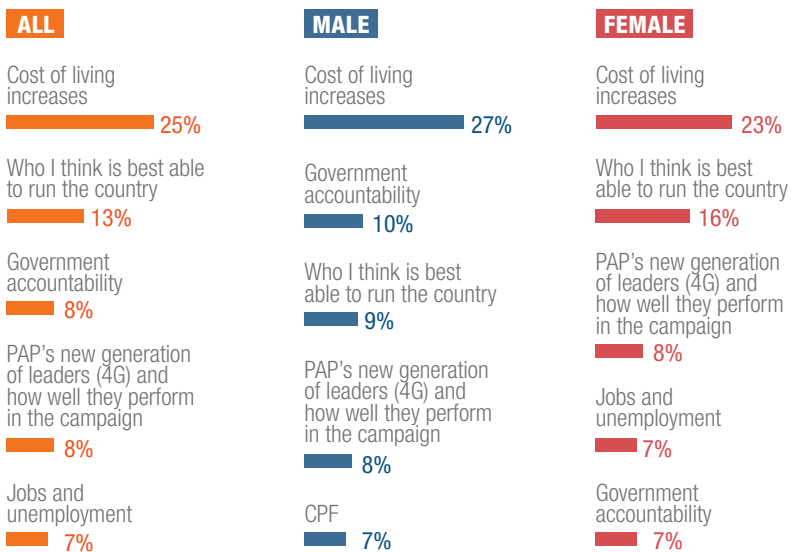
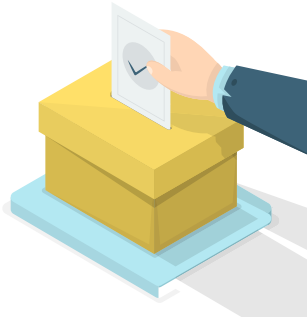


GE20??

What's Impacting Voting Intentions?



With the Electoral Boundaries Review Committee now up and running, speculation is rife as to the date of the next GE date. Some are predicting the poll will take place before the end of 2019, while others are betting it will be in the first half of next year.

Do Singaporeans want an earlier or later GE? We asked 889 eligible voters in September and learned that 50% prefer that the poll happens next year, as opposed to 21% who prefer it happens before the end of 2019. Just under three in ten (29%) are ambivalent.

Following our findings last month on what key issues will be framing the next GE, this month we have drilled down further and asked Singaporeans which issues are **most likely to impact their vote**. At this point in time, about three in ten still say they are completely undecided as to who they will vote for which means a lot of votes are still up for grabs.

Our deep dive reveals that while cost of living remains a key issue for many, it is a potentially stronger voting issue amongst older votes. Voters under 35 years old are much more likely to identify who they think is 'best able to run the country' as the main factor that will determine who they vote for.

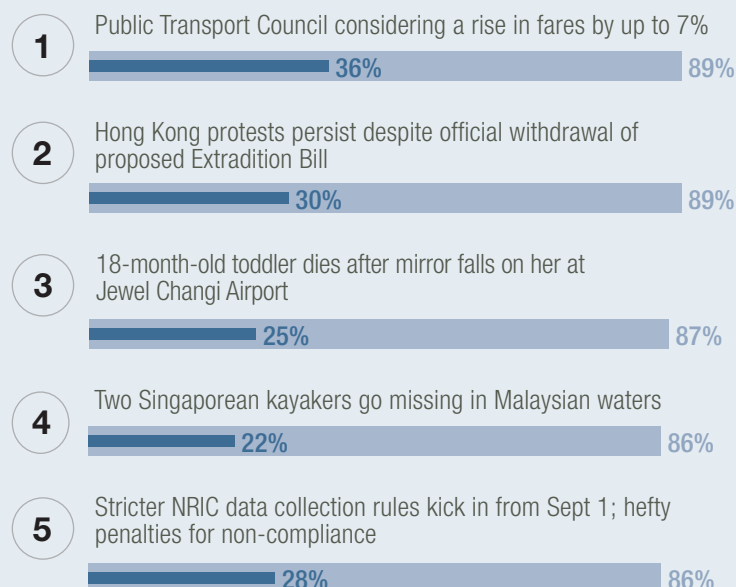
Other key factors currently in play as potential issues include government accountability, the potential performance of 4G leaders during the campaign, jobs, CPF and the economy. Inequality also pops up in the top 5 voting factors amongst under 25s.

Surprisingly, hot button topics online such as the Lee family dispute, fake news laws and climate change are not yet translating into voting triggers.

Additional findings across age groups and regions are available on our website: <http://bit.ly/2Bmtl0F>

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

Aug 69 > Sep 70

Community Satisfaction raises by 1 point



PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good

Aug 61 > Sep 65

Personal Finances raises by 4 points



NATIONAL ECONOMY

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

Aug 66 > Sep 69

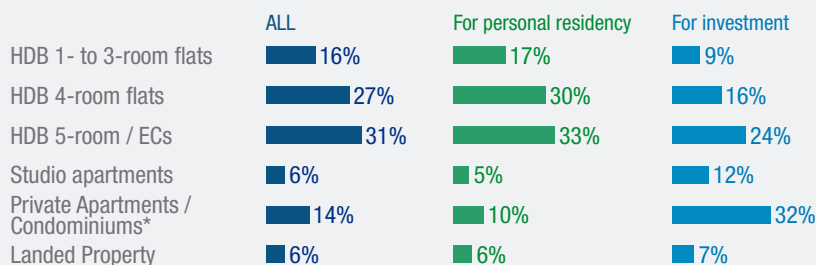
National Economy raises by 3 points

Great Southern Waterfront:

A New Paradise for Millennials?



GSW: Which property type interests you the most?



*With 2 bedrooms or more

n=547

Favoured in GSW



The PM's National Day address this year had no shortage of big announcements, including a major shift on climate change preparation for our little red dot. One of the other big announcements was the Greater Southern Waterfront (GSW), a major development which potentially could house 9,000 new residential homes. This has property developers buzzing, with some predicting a 'lottery' effect for those who manage to snag a unit in the south of Singapore.

This month we asked Singaporeans how keen they might be to purchase a unit in GSW. Results show that more than half (55%) are initially interested, with millennials aged 25-34 particularly excited (69%). Those currently living in the north of Singapore are less keen to move southside, with 59% disinterested in GSW (compared to 45% across Singapore as a whole).

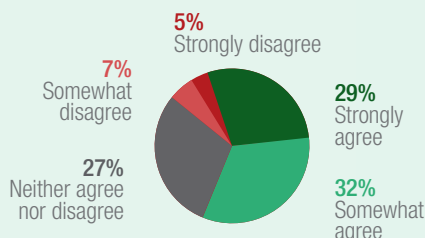
Public housing options appeal more to interested buyers (74%) and only 20% of those interested indicate they wish to purchase for investment purposes, possibly highlighting the impact of cooling restrictions on finance leverage.

Besides housing, Singaporeans want to see the precinct feature with parks and nature reserves (54%), restaurant and café districts (42%) and waterfront resorts with beach activities (40%). Younger Gen Z Singaporeans, however, would like to see more car-free areas in the area (48%).

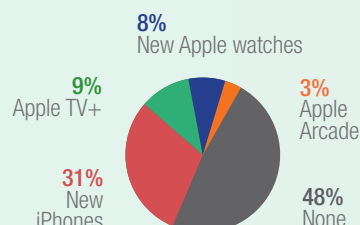
iPhone 11: Maybe Less Buzz but Still Apple's Flagship



Agree or disagree:
I'm less excited about Apple announcements, compared to 5 years ago



Which Apple announcement excites you the most?



The year was 2007. Steve Jobs returned to the stage with "just one more thing..." as he introduced the original iPhone to the world. Since then, Apple has launched a new generation of iPhones every year (typically in September) and 2019 was no different. However, 12 years have passed since the iPhone revolution and many tech observers believe that iPhones no longer thrill consumers as they used to.

In our latest YKA, we asked Singaporeans how they feel about the latest iPhone announcement. (No.11) in September. Three in five (61%) Singaporeans say they feel less excited about new iPhone launches than they did 5 years ago. This figure was higher amongst millennials aged 25-34 who grew up in the post Nokia era (70%).

Amongst the new Apple announcements in September, the new iPhone 11 series still managed to capture the most attention (31%), way ahead of the new Apple TV+ streaming service (9%) and updates to the Apple Watch (8%).

Apple Arcade, a subscription-based mobile gaming service, interested Gen Zs (9%) more than other age groups.

Government Satisfaction Index

Although stable, the latest GSI reveals that jobs remains a key challenge for the Government with satisfaction now down 6% YOY. Race issues was up 3% this month, in the wake of Government reaction to the e-Pay/Preetipls controversy.

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	Crime levels	96%	2%	1%
2	Defence/ national security	95%	0%	-1%
3	Racial relations/ integration	93%	3%	-1%
4	Education system	91%	1%	1%
5	The environment	90%	-1%	-1%
6	Moral standards	89%	2%	2%
7	Public transport	86%	-1%	5%
8	Management of the economy	85%	2%	0%
9	Health insurance/protection	85%	1%	2%
10	Care for the Elderly	84%	-2%	0%
11	Government accountability	79%	2%	4%
12	Taxes	79%	0%	3%
13	Civil rights/ liberties/ free speech	76%	1%	1%
14	Jobs and unemployment	73%	-2%	-6%
15	Level of salaries and wages	72%	1%	-1%
16	CPF/pensions	72%	-2%	-3%
17	Population management	70%	-1%	-2%
18	Housing affordability	69%	0%	3%
19	Motor vehicle prices/ COE	67%	0%	2%
20	Gap between rich and poor	63%	-1%	-2%
21	Cost of living	57%	1%	2%
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.

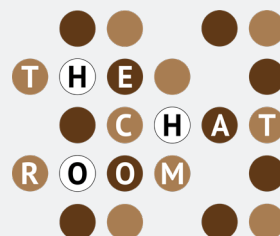
YouKnowAnot

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.

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