

## The Year Ahead: Your Local Predictions for 2020



2020 marks the start of a new decade and on the home front, it may also signify society-wide level changes to come as Singapore continues to change. We sought out people's predictions for the coming year.

The bushfires in Australia are reminding the world of the effects of climate change and Singaporeans are becoming more aware of their impact on the environment. Most locals anticipate a change in our living habits on this basis, with 56% predicting the emergence of a recycling culture in 2020.

As Singaporeans start to make bets over the date of our next General Election, which must happen before April 2021, many believe this may be the endgame for the incumbent Prime Minister. PM Lee has openly shared his desire to retire and allow the 4G leaders to take over and 2020 may be the year he hands over the reins of the top leadership position in the country, most likely to Finance Minister Heng Swee Keat — 34% predict the PM will announce his retirement in 2020.

On the technology front, Singaporeans believe self-driving taxis will become a reality in 2020, with 34% predicting the roll out of pilots. Taxi and Grab drivers may be as worried as PMD riders.

In terms of economic growth, Singaporeans are finding it is difficult to foresee our GDP growing by more than 2%; only 19% believe growth will exceed 2% this year.

### Local scenarios likely to play out in 2020

Recycling takes  
off in Singapore as  
we become more  
environmentally  
conscious



Prime Minister Lee  
will announce his  
retirement



Self-driving taxis  
will be piloted in  
Singapore



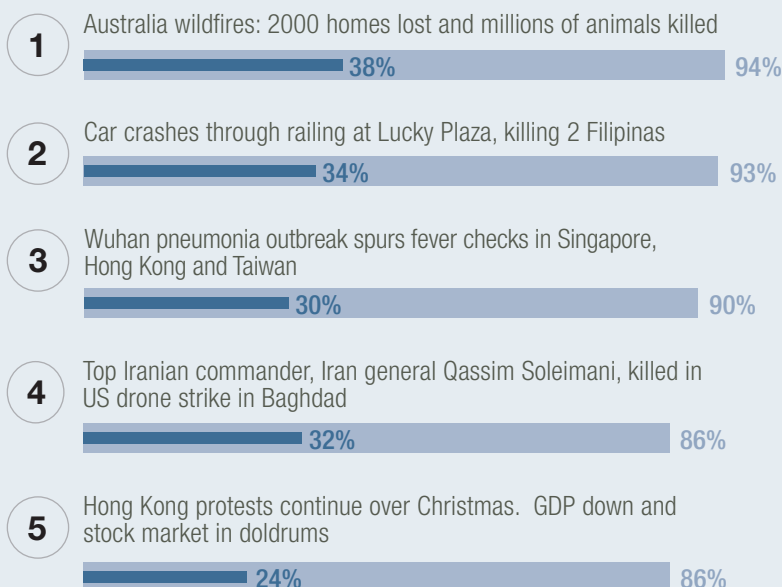
Singapore's GDP  
will grow by more  
than 2%



For the full list of predictions, go to  
<http://bit.ly/3834xtb>

### 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

Dec 69 > Jan 71

Community Satisfaction  
up by 2 points



### PERSONAL FINANCES

Those who rate their personal finances as Excellent/Good

Dec 65 > Jan 67

Personal Finances up by  
2 points



### NATIONAL ECONOMY

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

Dec 67 > Jan 70

National Economy up by  
3 points

## The Year Ahead: Your International Predictions for 2020



An ominous start to 2020 has been coloured by the impeachment of Donald Trump in the US, the emergent pandemic out of China and raging bushfires in Australia. We asked Singaporeans to share their perspectives on how global events may play out.

For 2020, Singaporeans anticipate a new generation of young leaders to bring energy and perspectives to solve our pressing problems. More than 7 in 10 Singaporeans predict that many young leaders, especially women, will rise into leadership positions around the world and go on to inspire meaningful change in our society.

On the tech front, 68% of Singaporeans believe the future of social media lies in live broadcasting, as more and more people will take to their channels of choice to share their personal perspectives via live feed.

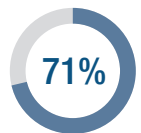
Heeding warnings raised by the Government, 68% of Singaporeans predict the global economy will go into recession in 2020. This reflects the sentiment of the local business community, polled by the Singapore Business Federation, who also anticipate an unfavourable environment this year.

The streaming world has its own upheaval, with Netflix and Amazon facing emerging competition from HBO, Apple and Disney. However, nearly two thirds (64%) of Singaporeans predict that Netflix will maintain its status as the dominant streaming service. Though that's not to say Netflix can chill.

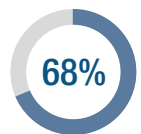
Finally, Singaporeans remain concerned by the prolonged protests in Hong Kong. With no obvious resolution emerging in recent months, 61% of Singaporeans predict China will take a harsher stance if protests continue in 2020.

### Global scenarios likely to play out in 2020

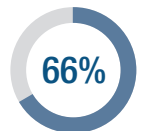
More young leaders, especially women, will rise into leadership positions, inspiring meaningful change in society



The biggest trend on social media will be more live broadcasts



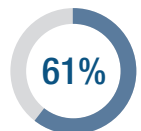
There will be a global economic recession



Netflix will continue its dominance as the no.1. global streaming provider despite competition from Disney, Apple, HBO and others



China will take harsher action in Hong Kong in an effort to put an end to the protests



For the full list of predictions, go to <http://bit.ly/3b8Ulfk>

## E-Commerce in SE Asia:

### Singaporeans Rate Their Preferred Brands



Shopping is a familiar activity here and the explosive growth of mobile phone use has resulted in more than 80% of Singaporeans now shopping online.

However with a plethora of e-Commerce options, which brands do Singaporeans prefer? We asked 1,000 Singaporeans to share their views with us and the findings were rather unexpected.

Sephora Online and Qoo10 scored favourably, while global giant Amazon Prime and regional powerhouse Lazada also earned a spot among the top 5 brands here. The top brand however, was neither a startup nor a mobile-first service. Growing from a traditional brick and mortar model, Fairprice On was rated as the top e-Commerce brand in Singapore.

Fairprice On was rated highly in areas such as customer experience, marketing outreach and product variety. Lazada, Qoo10 and Amazon Prime also performed well in these areas.

Interested to learn more about the rankings?  
Email us at [comms@blackbox.com.sg](mailto:comms@blackbox.com.sg)

## Government Satisfaction Index

Compared to last month, jobs and unemployment dropped the most by 3 points, followed by public transport (2 points) and moral standards (1 point).

On the other hand, the gap between rich and poor gained the by 4 points, followed by government accountability and population management (3 points for both).

### 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 [comms@blackbox.com.sg](mailto:comms@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%	1%
2	Crime levels	94%	0%	-1%
3	Racial relations/ integration	91%	0%	-1%
4	Education system	91%	0%	-1%
5	The environment	90%	0%	-1%
6	Care for the Elderly	87%	1%	2%
7	Moral standards	86%	-1%	1%
8	Health insurance/protection	85%	1%	4%
9	Management of the economy	84%	1%	-2%
10	Public transport	83%	-2%	-4%
11	Taxes	79%	1%	2%
12	Government accountability	78%	3%	1%
13	CPF/pensions	76%	1%	1%
14	Civil rights/ liberties/ free speech	75%	0%	1%
15	Level of salaries and wages	75%	2%	-1%
16	Jobs and unemployment	72%	-3%	-7%
17	Population management	72%	3%	-4%
18	Housing affordability	70%	1%	1%
19	Motor vehicle prices/ COE	69%	0%	-1%
20	Gap between rich and poor	66%	4%	1%
21	Cost of living	56%	-1%	-3%
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.

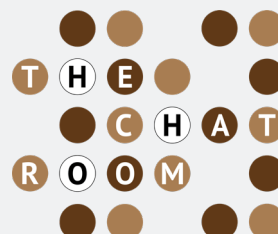
## YouKnowAnot

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](mailto: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](http://thechatroom.com.sg)