



Government Satisfaction Index

83 NOV
83 OCT

Mostly stable this month, as only population management saw a drop of 1 point. Taxes saw the highest gains at 3 points, followed by care for the elderly, public transport, and jobs and unemployment at 2 points.

	Government Satisfaction	Change since last month	Change over last 12 months
Defence / national security	96%	0%	0%
Crime levels	95%	0%	-1%
Racial relations / integration	94%	1%	1%
Education system	93%	1%	1%
The environment	92%	0%	1%
Public transport	92%	2%	5%
Moral standards	91%	1%	5%
Care for the elderly	90%	2%	4%
Management of the economy	88%	1%	4%
Health insurance / protection	87%	1%	2%
Government accountability	83%	1%	3%
Taxes	82%	3%	2%
CPF / pensions	81%	0%	5%
Civil rights/ liberties / free speech	80%	1%	3%
Population management	77%	-1%	9%
Jobs and unemployment	77%	2%	2%
Level of salaries and wages	76%	1%	3%
Motor vehicle prices / COE	71%	1%	1%
Housing affordability	71%	0%	1%
Gap between rich and poor	70%	1%	9%
Cost of living	65%	0%	8%
Overall GSI	83%	0%	3%



Singapore's Top 5 News Stories of the Month

% Who Followed the News % Who Paid Close Attention

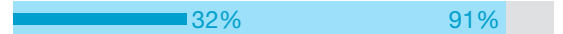
1

TraceTogether check-ins to be compulsory at public venues by end-December



2

Social gatherings of up to 8 people may be allowed in Phase 3



3

Singapore-Hong Kong travel bubble expected to launch in November



4

SIA scraps 'flight to nowhere' plan, launches limited plane dining service, tours, and home food delivery



5

'Cruises to nowhere' from Singapore set to resume



COVID-19: Is Singapore ready to open for business?

Job Search: Our options keep growing

Personal Health Tech: Are we ready to ditch the GP?

COVID-19: Is Singapore ready to open for business?

As the number of COVID-19 cases stabilises, Singaporeans wonder if social-distancing measures will be loosened before the end of 2020. From families looking to re-connect to business owners wanting to re-open, **Phase 3** of the Circuit Breaker is awaited with much anticipation.

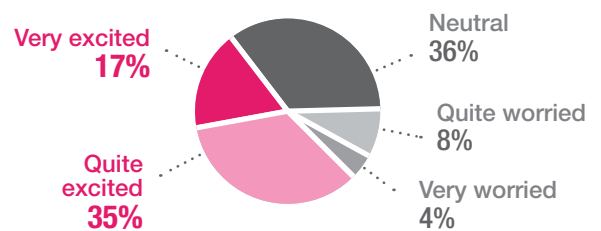
With just over half (52%) of Singaporeans excited about entering a more supple Circuit Breaker phase, it seems there is a general sense of optimism in the air. However, marked generational differences attenuate this sentiment, as younger Singaporeans are clearly more upbeat than the elderly (63% of Gen Zers vs 45% of Baby Boomers). Likewise, half (51%) of Singaporeans welcome the potential increase in the number of people allowed to gather in public, but Gen Zers are more excited about this change than other age groups (63%).

The re-opening of borders for international travel makes 32% of Singaporeans most uncomfortable, with an increase to 46% for Baby Boomers. This trend is echoed in our **Unravel Travel** report, which saw 36% of Singaporeans thinking promotional activities geared towards tourists should be put on hold despite an overwhelming 93% of them seeing tourism as a vital industry for the economy.

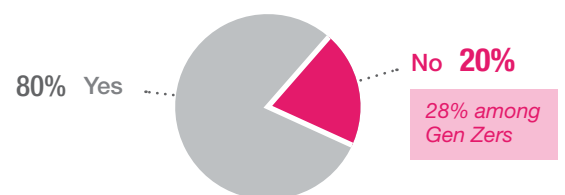
In terms of measures put in place to manage COVID-19-related risks, 59% of Singaporeans are particularly enthusiastic about newer, less invasive forms of COVID-19 tests that can deliver faster results. Meanwhile, eight in 10 Singaporeans say they will be using the TraceTogether token, a Bluetooth contact-tracing device being rolled out. Despite this overwhelming enthusiasm, 33% of Singaporeans doubt whether the TraceTogether data will be used for purposes other than COVID-19 monitoring.

This last finding may be cause for concern, as one of the three key conditions that will determine whether Singapore goes ahead with Phase 3 is that TraceTogether token adoption must reach a **70% take-up rate**.

How do you feel about Singapore entering phase 3 of the Circuit Breaker where more things will open up and restrictions relaxed?

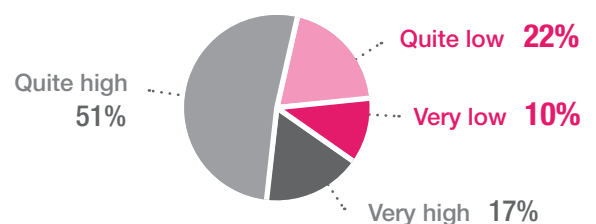


Will you be getting the TraceTogether token for yourself to use?



TraceTogether Token will only be used for COVID-19 tracing and not used for other purposes.

Your level of trust towards this statement is...



Job Search: Our options keep growing

As in many other countries, the COVID-19 pandemic has slowed Singapore's economy, pushing many businesses to freeze their hiring plans, cut salaries, or even let employees go. With a rapidly **tightening** job market, it is no surprise that Singaporean workers are turning to a wide range of online and digital platforms to land their next job.

Overall, 40% of Singaporeans claimed to have actively searched for a new job in the last six months. At 47% versus 25% respectively, Millennials are more likely to be looking for a job than Baby Boomers, suggesting that younger workers are more likely to be searching for new opportunities.

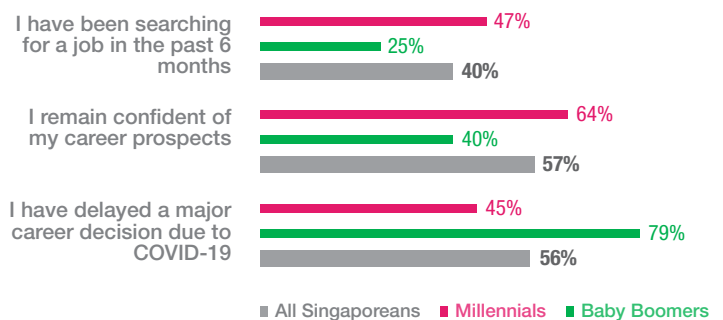
Tied at 53%, traditional government and commercial job portals are still being used by most job searchers in Singapore. However, digital platforms such as LinkedIn, Facebook, Instagram, and virtual job fairs are increasingly popular avenues for job searching.

This is especially pronounced for younger job searchers: Gen Zers like Gumtree and Instagram (both at 31%) and Millennials use LinkedIn (43%) whereas Gen Xers and Boomers still prefer recruiting agencies, head-hunters, and their own personal network. High-commission recruiters – beware!

The generational gap is also visible in terms of hope for future career prospects. Millennials (66%) stand out as the most confident when it comes to their future professional advancement, while Baby Boomers (79%) are least willing to make a major career change at this time.

Contact us for more details on the wide range of channels Singaporeans are leveraging to find jobs.

When it comes to job hunting in today's difficult situation...



In the last six months, I have used the following platforms/channels to look for a job (top 5 responses)



Personal Health Tech: Are we ready to ditch the GP?

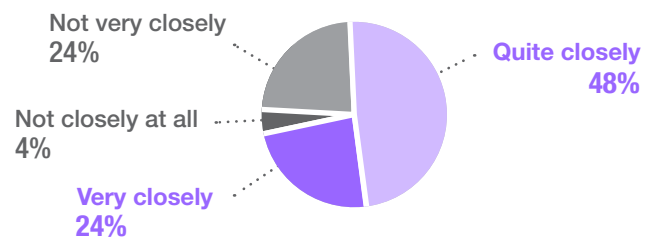
As our recent [COVID-19 tracking](#) data shows, the pandemic has pushed Singaporeans to eat better and exercise more. Many are also spending more money on health-related items, including vitamins, supplements, and home-exercising equipment. It is no surprise then, that they are increasingly turning to digital devices to track and monitor their health.

Just over 70% of Singaporeans say they closely monitor their weight, blood pressure, and other health metrics, and 87% of them say they prefer to take control of their own health and well-being rather than relying on the expertise of others. Thanks to the rise of wearable devices like Apple Watch and Fitbit Versa, health-conscious Singaporeans are empowered to further manage their own health.

Three in four (75%) Singaporeans regularly use wearable devices and digital apps to monitor their well-being. Such devices are just slightly more popular with men than with women (78% versus 73%, respectively), suggesting that the need to track and monitor health-related data is not gender-specific. For the most part, wearable devices are used for their ease of use and for the convenience of obtaining personalised information.

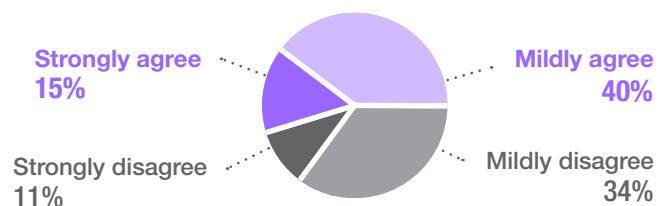
But there is a long way to go before such medical tech devices are accepted as true substitutes for professional health management. While potential take-up rates still appear healthy, more than half of Singaporeans (55%) still view them as a gimmick. This implies two important things: that health technology is still evolving, learning from users' needs and expectations; and that it is not yet perceived as a viable alternative to GPs. Food for thought for developers.

How closely do you monitor your personal health and well-being?



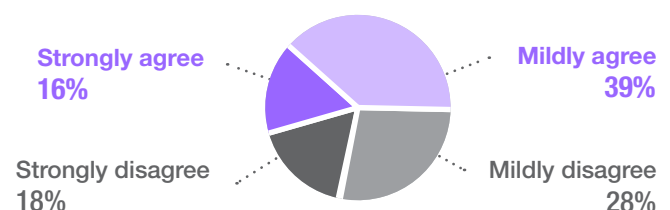
Most wearables are just gadgets/gimmicks and a waste of time and money.

How much do you agree with this statement?



I intend to purchase a new wearable device in the next 3 months.

How much do you agree with this statement?





every+one

YouKnowAnot

November 2020

Who We Are

Blackbox Research is a Singapore based data content specialist. We provide research and affiliated data and communications services for business, government and NGO clients across Asia.

You Know Anot

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 comms@blackbox.com.sg for assistance.

every+one

In addition to YKA, Blackbox now runs a six-country bi-monthly omnibus study across ASEAN: every+one. Through 2021 Blackbox will be providing regular updates on key trends and on the ground sentiment across the increasingly important Southeast Asian region. If you would like to be included in our mailing list for every+one or purchase questions in the omnibus, please reach out. You can contact us at comms@blackbox.com.sg



EYA-Established Entrepreneur 2019

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