



Government Satisfaction Index

85 DEC
83 NOV

Moral standards was the only issue that saw a drop this month (1 point). The 3 key gains took place in Housing Affordability (5 points), Population Management and Jobs and Unemployment (both 4 points).

	Government Satisfaction	Change since last month	Change over last 12 months
Defence/ national security	98%	2.0%	0%
Crime levels	95%	0.0%	-1%
Racial relations/ integration	94%	0.0%	1%
Education system	93%	0.0%	1%
The environment	94%	2.0%	1%
Public transport	92%	0.0%	5%
Moral standards	90%	-1.0%	5%
Care for the Elderly	91%	1.0%	4%
Management of the economy	91%	3.0%	4%
Health insurance/ protection	90%	3.0%	2%
Government accountability	86%	3.0%	3%
Taxes	83%	1.0%	2%
CPF/pensions	83%	2.0%	5%
Civil rights/ liberties/ free speech	82%	2.0%	3%
Population management	81%	4.0%	9%
Jobs and unemployment	81%	4.0%	2%
Level of salaries and wages	77%	1.0%	3%
Motor vehicle prices/ COE	74%	3.0%	1%
Housing affordability	76%	5.0%	1%
Gap between rich and poor	72%	2.0%	9%
Cost of living	68%	3.0%	8%
Overall GSI	85%	2%	3%

82 DEC
80 NOV

Community Satisfaction

68 DEC
65 NOV

Personal Finances

73 DEC
68 NOV

National Economy

Singapore's Top 5 News Stories of the Month

% Who Followed the News

% Who Paid Close Attention

1

Joe Biden wins US Elections, Trump refuses to concede



2

Singapore's phase 3 will go ahead if 3 conditions met, including having 70% TraceTogether take-up rate



3

Decision to defer travel bubble with Hong Kong based on clear parameters: Chan Chun Sing



4

S'pore may have a COVID-19 vaccine by early 2021, commits close to \$300m to make and buy vaccine



5

Singapore working to secure multiple COVID-19 vaccines instead of relying on one: Gan Kim Yong



Worst year ever? Resilience in the year of COVID-19

COVID-19 vaccine: To jab or not to jab?

Post-pandemic recovery: Towards a more sustainable future?

Worst year ever? Resilience in the year of COVID-19



As we bid farewell to 2020, we take a step back to review a year filled with difficult and unusual circumstances that put most people's patience and resilience to the test.

Many areas of day-to-day life were affected by the pandemic, but people felt up to the challenge. 80% of Singaporeans feel the pandemic has made them stronger and more resilient, and 73% feel better today than they did six months ago, at the peak of the Circuit Breaker.

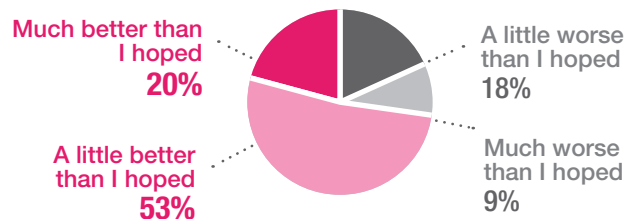
How did Singaporeans cope with the pandemic? For the most part, thanks to the support of friends and immediate family – 35% of Singaporeans credit their partner or spouse, followed by parents (13%), and friends and children (both at 9%).

However, 18% of Singaporeans say they weathered the pandemic by themselves, and more than half (58%) report a deterioration of their mental health – with younger Singaporeans (Gen Zers and Millennials) more adversely affected.

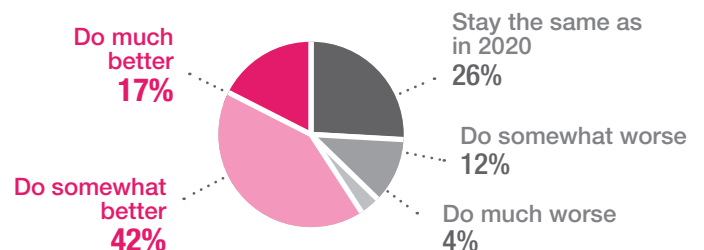
In terms of outlook, there is a sense of optimism that may be sustained all through 2021; 59% of Singaporeans think that Singapore's economy will improve in 2021, with men (62%) more hopeful than women (55%).

These findings suggest that post-pandemic recovery will be a multi-dimensional endeavour. While it will be important to focus on economic recovery – jobs, productivity, investment – special attention should also be devoted to restoring and maintaining Singaporeans' mental and emotional well-being.

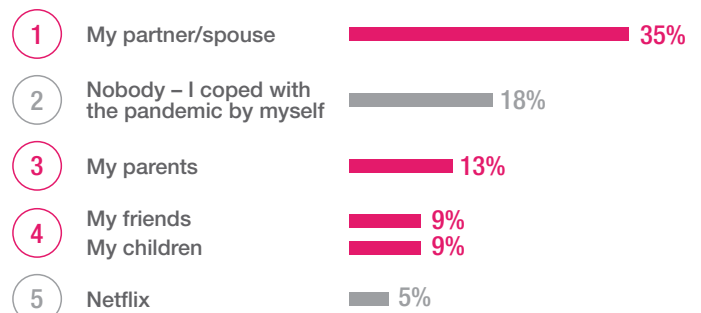
Compared to six months ago, I am feeling...



In 2021, I anticipate Singapore's economy to...



Top 5 people who helped Singaporeans cope during the pandemic



COVID-19 vaccine: To jab or not to jab?

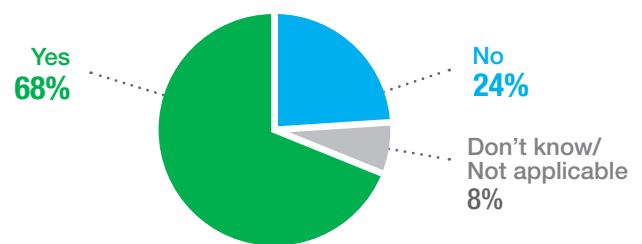
On 14 December 2020, PM Lee officially announced that the COVID-19 vaccine would be made free and voluntary to all Singapore residents.

Despite this announcement, many Singaporeans seem to feel uneasy about the vaccine. We find that 68% of Singaporeans will be taking the COVID-19 vaccine as soon as it is available, but close to 1 in 4 Singaporeans (24%) say they will not take the vaccine. The rest (8%) are still undecided.

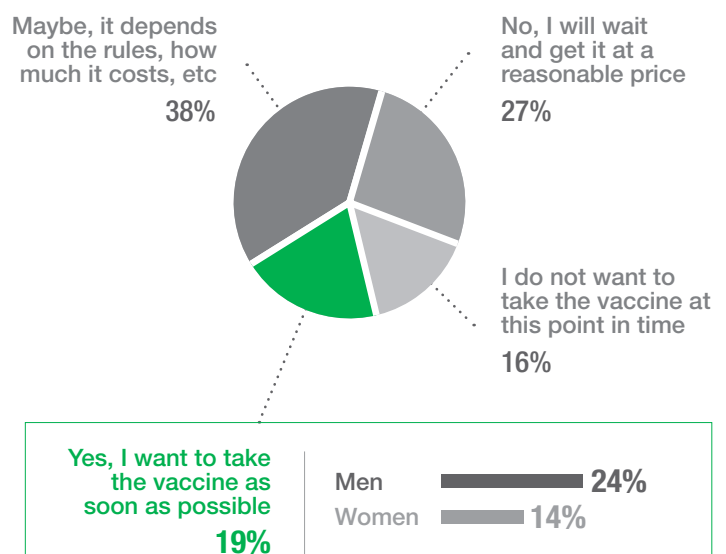
Older Singaporeans appear more reluctant, as 29% of those aged 50 and above say they will not get the vaccine once it is available (versus 19% of the 15-24-year-olds). Likewise, younger folks are more undecided on the vaccine compared to other age groups; 14% of 15-24-years-old say they do not know if they will get the vaccine. Access to the vaccine has been prioritised for vulnerable segments and those working in emergency services. When asked if they would be willing to pay extra to get ahead of the queue, only 19% of Singaporeans say they would do so, while 27% would not pay extra and simply wait for their turn. Curiously, men would be more willing to do so than women (24% versus 14%).

These findings show that Singaporeans are not entirely convinced of the vaccine's safety or efficacy. The Singapore government will have to work hard to dispel any doubts if it wants its nationwide vaccination campaign to mark the beginning of its post-pandemic recovery.

Will you be taking the COVID-19 vaccine as soon as it is made available to you?



Would you be willing to pay extra if it meant getting the COVID-19 vaccine ahead of others?



Post-pandemic recovery: Towards a more sustainable future?

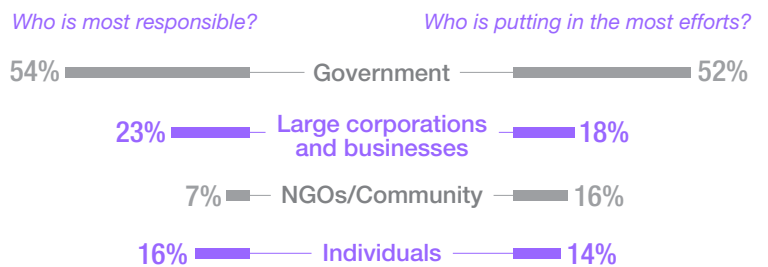
If there is one thing 2020 made clear, it is that everything – from studying and working to shopping and socialising – can be done differently. Not just from a distance via digital platforms, but in a more sustainable and responsible manner. But who will take the lead in driving this movement?

For 54% of Singaporeans, this responsibility falls solely on the shoulders of the government, while 23% believe large corporations and businesses have to share this burden. These findings are very much aligned with who Singaporeans feel are currently making the most efforts: 52% feel the government is leading the way, followed by large corporations (18%). At 16%, NGOs and community groups are seen as doing nearly as much as companies.

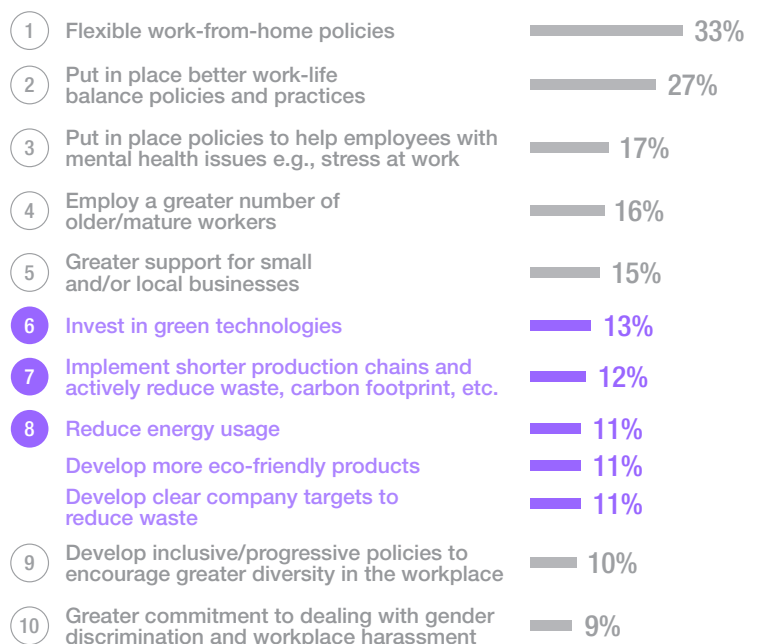
In terms of individual behaviours, Singaporeans believe in the sustainability cause – 57% say they take steps to lower their carbon footprint and 31% say they do not but would like to. Regarding day-to-day habits, Singaporeans primarily lean towards shifting their own energy and food consumption. Turning off air conditioning when not in a room tops the list (60%), followed by buying only unpackaged food (54%), and recycling comprehensively (52%).

The findings reveal that sustainability will become a key differentiator for governments' and businesses' post-pandemic agendas. Indeed, Singaporeans are not necessarily expecting to go back to the way things were; if anything, they hope to move towards a more sustainable and responsible economic growth model.

In terms of improving sustainability in Singapore...



What would you like major businesses to prioritise as they prepare for 2021 and beyond? (Top 10 answers)





every+one
YouKnowAnot

December 2020

Who We Are

Blackbox provides clients with decision science solutions, offering consumer, business, and community perspectives on contemporary problems and challenges. We monitor emerging trends both regionally and globally with the main aim of signalling potential changes of significance before they occur.

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



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