



Government Satisfaction Index

84 FEB
83 JAN

Jobs and unemployment saw the largest gains at 5 points, followed by level of salaries and wages and gap between rich and poor at 2 points. Motor vehicle prices/COE had the largest drops at 2 points.

	Government Satisfaction	Change since last month	Change over last 12 months
Defence/ national security	98%	0%	0%
Crime levels	95%	-1%	-1%
Racial relations/ integration	94%	1%	1%
Education system	92%	0%	1%
The environment	92%	0%	1%
Public transport	92%	-1%	5%
Moral standards	91%	1%	5%
Care for the Elderly	91%	0%	4%
Management of the economy	92%	2%	4%
Health insurance/ protection	88%	0%	2%
Government accountability	84%	0%	3%
Taxes	83%	0%	2%
CPF/pensions	83%	-1%	5%
Civil rights/ liberties/ free speech	81%	2%	3%
Population management	79%	1%	9%
Jobs and unemployment	82%	5%	2%
Level of salaries and wages	79%	3%	3%
Motor vehicle prices/ COE	70%	-2%	1%
Housing affordability	72%	1%	1%
Gap between rich and poor	71%	3%	9%
Cost of living	64%	1%	8%
Overall GSI	84%	1%	3%

81 FEB
80 JAN

Community Satisfaction

66 FEB
67 JAN

Personal Finances

72 FEB
73 JAN

National Economy

Singapore's Top 5 News Stories of the Month

% Who Followed the News

% Who Paid Close Attention

1

Cap of 8 visitors per day in each household from Jan 26 as Singapore tightens COVID-19 measures



2

Police can ask for TraceTogether data through person involved in criminal probe



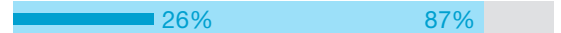
3

Sheng Siong staff to get up to 16 months' bonus after strong earnings in 2020



4

Myanmar military seizes power, declares state of emergency, detains Aung San Suu Kyi



5

Budget 2021 expected to be more targeted as Government dials down financial support



Communications:
WhatsApp? Not much!

Public Opinion: What do
Singaporeans want to talk about?

Digital Technology: Is Singapore
ready for the next wave of disruption?

Communications: WhatsApp? Not much!

Singapore's instant messaging market did not go through the major upheaval that many predicted. Around the world, the announcement that WhatsApp data could be **shared** with other Facebook-owned platforms led many privacy-conscious users to **abandon WhatsApp** in favour of less invasive messaging platforms (Signal, Telegram, Discord). This is not the case in Singapore, where WhatsApp remains the main messaging application and where users are not in any urgency to migrate to another platform.

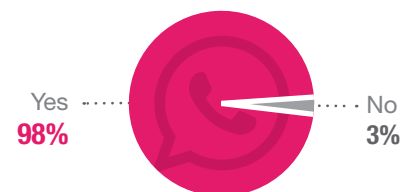
Our data shows that WhatsApp dominates in Singapore, with 98% of Singaporeans using it as their main messaging service. Usage is highest among Boomers (100%) and lowest among Gen Xers (97%), indicating a great challenge for alternative messaging platforms looking to grow in Singapore.

58% of Singaporeans remain loyal to WhatsApp despite the announcement that user data could be exchanged with other Facebook-owned channels. Loyalty is highest among Millennials (62%) and lowest among Boomers (52%), suggesting that when a messaging exodus does take place, Boomers may be the first ones to leave.

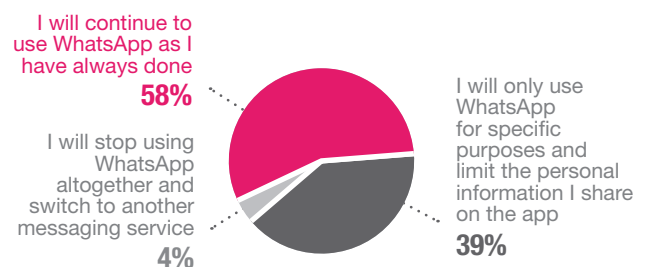
39% of Singaporeans say they will not leave WhatsApp but will instead limit the type/amount of personal information they share on the application, and only 4% will abandon WhatsApp for privacy reasons. Telegram (51%) and Signal (35%) are the two main platforms that Singaporeans would consider using if/when they leave WhatsApp. Signal is more popular among Boomers (75%) while Millennials prefer Telegram (75%).

These findings suggest that Singaporeans' messaging habits and preferences are difficult to change, despite Telegram and Signal slowly building up their audience in Singapore. It is likely that only a major misstep by WhatsApp will push Singaporeans into the arms of alternative messaging platforms.

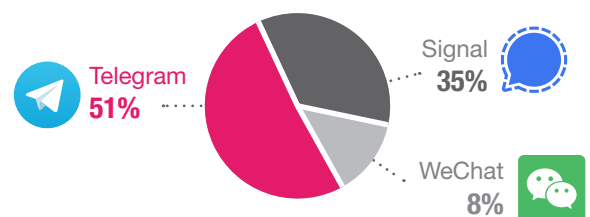
Do you use the WhatsApp messaging application on any of your mobile devices?



What do you plan to do, following the announcement that Facebook recently announced a change in its privacy policy?



Which alternative services do you plan to use instead of WhatsApp? (Top 3 answers)



*Totals may not add-up to 100 due to rounding

Public Opinion: What do Singaporeans want to talk about?



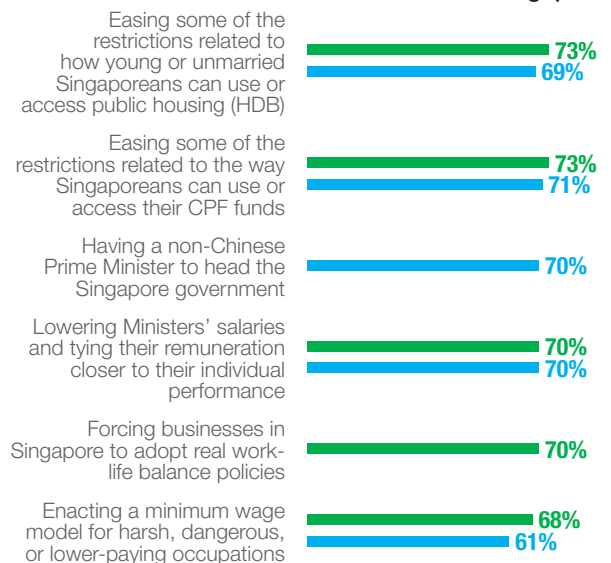
Some topics are considered ‘impolite’ to discuss publicly in Singapore, but the last General Elections saw Singaporeans bringing **some of these topics** to the forefront of discussions. Young Singaporeans were also **more vocal than usual**, forgoing their much-decried “political apathy” and contributing to important national debates. From work-life balance policies to home ownership schemes, many first-time voters expressed their expectations for a rapidly changing society. So which topics are Singaporeans now keen to discuss publicly?

Our data shows that two key topics that Singaporeans feel should be discussed are the easing of restrictions related to HDB ownership and those related to CPF usage (both at 73%). These are followed by Ministers’ remuneration and work-life balance policies (both at 70%). Conversely, Singaporeans are less ready to have conversations around the lifting of the chewing-gum ban (48%), the abolishment of corporal/capital punishments (43%), and the reviewing of laws on recreational drug use (38%).

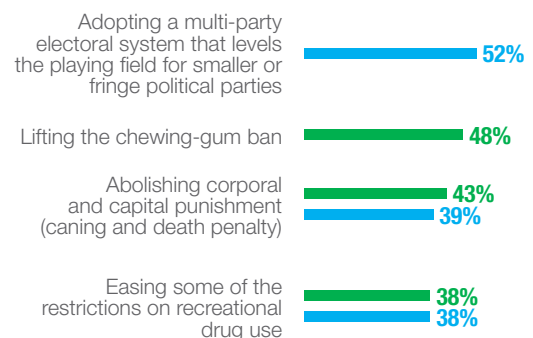
Regarding young Singaporeans (Gen Zers), we find the same list of topics – but with three major differences. First, Gen Zers put CPF restrictions at the top of their discussion list (71%) and HDB restrictions towards the bottom (69%). Second, instead of work-life balance policies, Gen Zers seem to want to discuss the extent to which Singapore could be led by a non-Chinese Prime Minister (70%). Third, in terms of topics that they are less ready to discuss more openly, Gen Zers put adopting a multi-party electoral system at the top (52%).

Overall, these findings suggest that bread-and-butter issues (wages, savings, employment conditions, home ownership) are important areas of public discussion, while others are very much encroached as less comfortable topics that are unlikely to be discussed – or changed – in the near future (most notably the abolishment of corporal/capital punishments and the reviewing of laws on recreational drug use).

Leading topics **ready** to be discussed in Singapore



Leading topics **not ready** to be discussed in Singapore



■ All Singaporeans ■ Gen Z Singaporeans

Digital Technology: Is Singapore ready for the next wave of disruption?

Already the [headquarter of choice](#) for major tech companies' regional operations, Singapore recently made itself even more attractive to [highly talented tech workers](#). How do Singaporeans perceive this positioning as a global hub for high-tech activities and how ready are they to propagate the Smart Nation model?

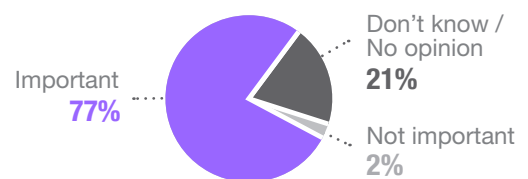
Our data shows that Singaporeans largely buy into Singapore's tech hub positioning, finding it both important and attainable. For 77% of Singaporeans, it is important for Singapore's long-term prosperity that it positions itself as a viable/credible global tech hub. This positioning is more important for Boomers (82%) than for Gen Zers (74%). Meanwhile, 71% of Singaporeans think Singapore is likely to achieve its vision to become a global tech hub, with this likelihood stronger for Gen Zers (77%).

In terms of tech readiness, Singaporeans are generally tech-aware but not necessarily tech-savvy. Singaporeans are most familiar with technologies that enable the use of digital devices – Wi-Fi (97%) and Bluetooth (96%) – and much less aware of technologies that do the same thing but work mostly behind the scenes: RFID (64%) and NFC (60%).

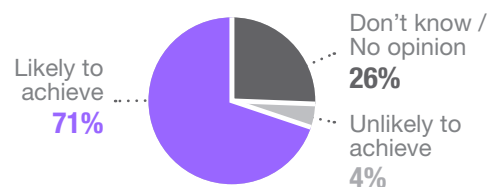
Singaporeans regularly use technologies that have become essential for day-to-day life in a hyper-connected Smart Nation – Wi-Fi (82%), smartphone apps (73%), SingPass (62%). Conversely, they hardly ever use some of the technologies that the Singapore government has touted as key pillars of a dynamic digital economy: digital currencies, artificial intelligence, virtual reality, and electric vehicles (all under 15%).

These findings suggest that despite being a Smart Nation, much remains to be done to get Singapore ready for the [next wave of digital disruptions](#). Indeed, from government services to consumer products, its ability to innovate largely depends on Singaporeans first harnessing next-generation tech.

How important is it for Singapore's long-term prospects that it becomes a major global tech hub?



How likely is Singapore to achieve its vision of becoming a global tech hub?

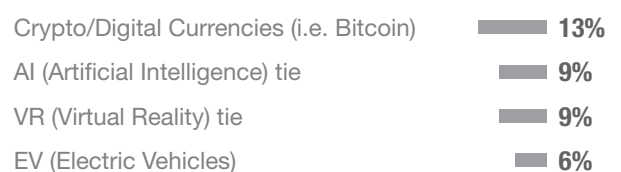


I regularly use this technology

(Top 3 answers)



(Bottom 3 answers)





every+one
YouKnowAnot

February 2021

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



EYA-Established Entrepreneur 2019

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