

Government Satisfaction Index

84 JUN
83 MAY

Racial relations/integration and care for the elderly saw drops of 2 points. In terms of gains, level of salaries/wages saw the greatest increments of 4 points, while five other categories gained 3 points. These categories are population management, jobs and unemployment, housing affordability, gap between rich and poor and cost of living.

	Government Satisfaction	Change since last month	Change over last 12 months
Defence/ national security	97%	1%	0%
Crime levels	96%	0%	0%
Racial relations/ integration	90%	-2%	-3%
Education system	93%	0%	-1%
The environment	93%	1%	-1%
Public transport	92%	0%	0%
Moral standards	90%	1%	-1%
Care for the Elderly	89%	-2%	-3%
Management of the economy	90%	1%	1%
Health insurance/ protection	89%	2%	-1%
Government accountability	85%	1%	-1%
Taxes	84%	1%	-1%
CPF/pensions	83%	-1%	-1%
Civil rights/ liberties/ free speech	81%	1%	-1%
Population management	79%	3%	0%
Jobs and unemployment	81%	3%	2%
Level of salaries and wages	79%	4%	1%
Motor vehicle prices/ COE	73%	0%	-1%
Housing affordability	74%	3%	-1%
Gap between rich and poor	70%	3%	1%
Cost of living	67%	3%	0%
Overall GSI	84%	1%	-1%

80 JUN
76 MAY

Community Satisfaction

69 JUN
65 MAY

Personal Finances

75 JUN
73 MAY

National Economy

Singapore's Top 5 News Stories of the Month

% Who Followed the News % Who Paid Close Attention

1

Singapore accelerates COVID-19 vaccination program to include students



2

COVID-19: Schools move to full home-based learning, group sizes down from 5 to 2, Changi Airport Terminals 1, 3 and Jewel closed to public



3

Malaysia declares full, nationwide COVID-19 lockdown as cases spike



4

Woman who refused to wear mask at MBS being investigated



5

Hawker centre diners who do not clear their tables face fines from Sep 1



Featured articles



The future of work: What's next for the gig economy?



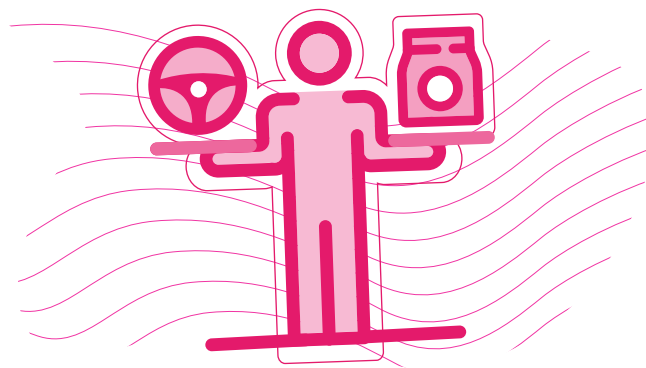
The future of business: How progressive are Singapore brands?



The future of branding: What drives Singaporeans' health-related purchases?



The future of work: What's next for the gig economy?



From food delivery to ride-hailing, over **210,000 Singaporeans** – about 10% of all employed residents in Singapore – contribute to the 'gig economy' under the catch-all category of 'freelancers' (everything from temporary/contract workers to the self-employed).

And these numbers are set to rise as the gig economy provides much-needed respite to a wide range of workers whose livelihoods were affected by the COVID-19 pandemic.

In this context, it is worth examining how Singaporeans view the gig economy.

Our data shows that most Singaporeans (83%) recognise the personal benefits of the gig economy, as it allows just about anyone to boost their income or stay financially afloat.

Conversely, many see the gig economy as potentially detrimental to Singapore's job market and economy (27% and 22%, respectively), as it risks turning something that by definition should be temporary (a 'gig') into a prolonged yet unprotected profession.

Indeed, less than half (42%) of Singaporeans agree that gig economy workers are treated fairly by gig economy companies and one in three (33%) disagree that such workers are better off financially than if these companies did not exist.

The findings suggest that while the gig economy plays an increasingly important role for both workers and consumers in Singapore, the future of the sector remains unclear for Singaporeans.

If debates happening **elsewhere** are any indication, both regulators and service providers will need to ensure the gig economy is more of an **opportunity** for those who need flexible work arrangements and less of a potentially **precarious** option for those who have no other way of making ends meet.

The 'gig' economy has been a positive or negative for...

Me personally



My local community



Singapore's economy



Singapore's job market



● Positive ● Negative

Gig economy workers are...

...treated fairly by gig economy companies



...better off financially than if gig economy companies did not exist



...paid sufficiently



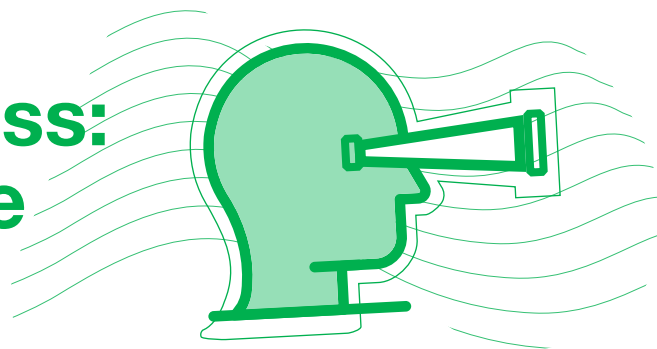
● Agree ● Disagree ● No opinion

Want to find out how Singaporeans perceive your brand, products, or reputation? Contact us at bizdesign@blackbox.com.sg for a free, no-obligation assessment.

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



The future of business: How progressive are Singapore brands?



In Singapore as elsewhere, a key challenge for brands looking to stand out in a post-pandemic economy is how to meet customers' evolving values and expectations while remaining profitable.

Indeed, consumers' habits and preferences have evolved all through the COVID-19 pandemic, with many increasingly leaning towards brands that offer more and point a better way ahead – whether it is digital innovation, environmental responsibility, or inclusive practices.

Blackbox has developed the Brand Progress Barometer, a methodology that measures which brands consumers find progressive ("this brand is aligned with my values") as well as desirable ("I want to spend my money on this brand") within a framework of real-world financial data.

Combining six main components – Digital Readiness, Planet Consciousness, Tribal Connection, Authenticity, Reach & Usage, and Growing Revenue – the Barometer provides an invaluable glimpse into brands' ability to thrive in a rapidly changing business environment.

Our data shows that some companies are better positioned to face the changing business environment, while others look more vulnerable to evolving consumer needs and desires.

With an overall score of 49 and 46 respectively (out of 100), POSB Bank and NTUC FairPrice are two local brands doing better than most. Both are seen as digitally enabled and authentically aligned with Singaporeans' rising eco-consciousness.

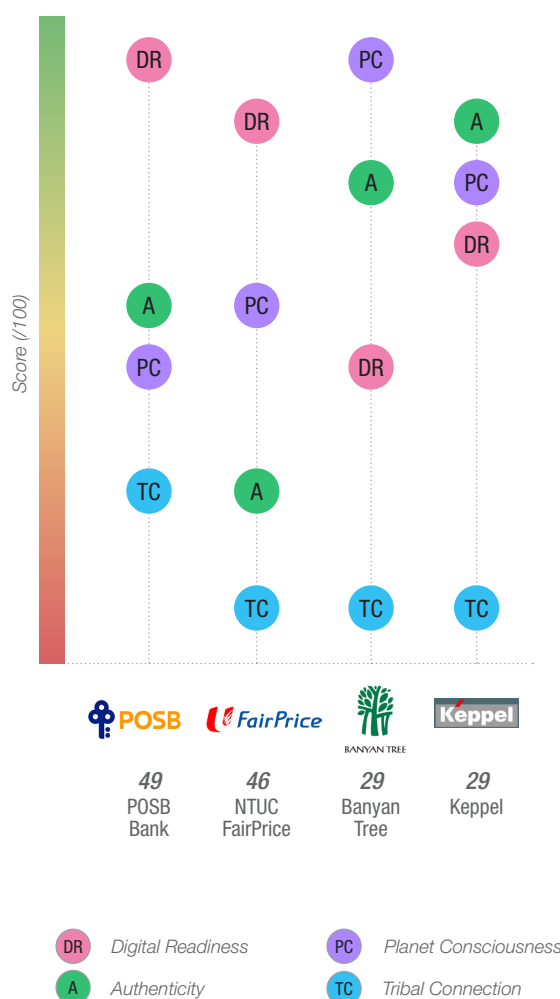
Conversely, luxury travel brand, Banyan Tree and evergreen industrial, Keppel, only score 29 – suggesting they are struggling to capture people's imagination in today's market.

But Singapore brands, for the most part, are not keeping pace with top international brands which score well above 50 on our Barometer. These brands are not only attractive to consumers but also to investors and top talent. They perform particularly weakly in terms of driving tribal affiliation, indicating that they are failing to communicate high principles, current values, or a sense of connection with average Singaporeans.

The findings suggest that Singaporean brands may not be doing enough to position themselves as progressive in a business environment that demands much more than simply being a household name. They also reveal a major gap between local brands' aspirations and their actual impact on increasingly globalised consumers.

As we emerge from the pandemic, the world is going to be very different than it was in 2019. One way to navigate these changes is to examine your business and brand through a data-driven methodology that offers an immediate glimpse of where you sit on the new consumer map.

Singapore brands: Progressiveness
is the key to purposeful and
commercial success



Looking to understand how your brand stacks up in Singapore or elsewhere in Asia? Contact us at bizdesign@blackbox.com.sg to design a tailor-made study that leverages data in a strategic manner.



The future of branding: What drives Singaporeans' health-related purchases?



The health, wellness, nutrition, and self-care industry has grown rapidly during the COVID-19 pandemic.

From fitness applications to video consultations, many Singaporean consumers say they now eat better, **exercise more**, and spend **more money** on health-related items (vitamins, supplements, and home-exercising equipment).

How do Singaporean consumers make healthy choices? Our data shows that mainstream outlets remain dominant but are becoming less and less relevant. Lifestyle and athletic influencers are the new rage, especially among younger consumers.

Indeed, 38% of all Singaporeans still choose healthy products based on what they see, read, or hear in traditional media, followed by Government announcements (25%).

At 28%, Gen Zers are likelier to choose products based on the advice of celebrities and influencers that they follow on social media, while Millennials, Gen Xers, and Boomers rely much more on traditional media (above 35% for all three age categories).

Our data also shows that a brand's appeal is also related to the way it is perceived to do business. Almost one in four (23%) Singaporeans choose health and nutrition products based on the product's ethical or environmental footprint – with women much more inclined to make such choices than men (respectively 30% versus 18%).

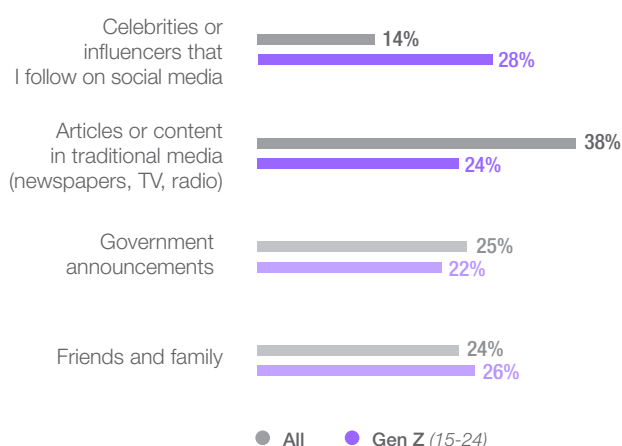
This is despite more than half (57%) of Singaporeans being interested in health and nutrition products but not necessarily willing to go out of their way to seek them.

The findings have great implications for health and wellness brands looking to capture Singaporeans' attention.

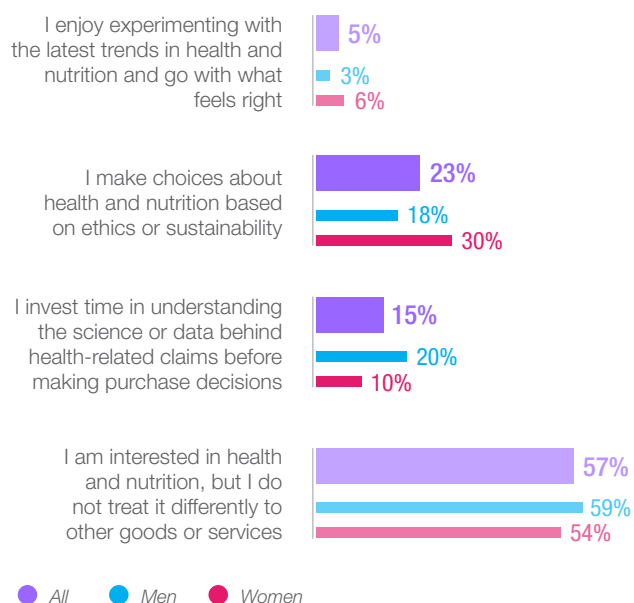
There are many established health and wellness brands in Singapore, but they cannot rely on reputation or name recognition alone, as product endorsements will continue driving market dynamics in the near future – especially among younger consumers. As a direct consequence of the uncertainty and confusion of the past year, consumers are increasingly turning to influential public figures for trustworthy advice and reliable recommendations.

Looking to succeed in a fast-moving, highly cosmopolitan market such as Singapore? Contact us at bizdesign@blackbox.com.sg to know everything there is to know about Singaporean consumers.

Who has the biggest influence on your decisions about which health and nutrition trends to follow?



How would you describe your relationship to health and nutrition products?



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

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 bizdesign@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 bizdesign@blackbox.com.sg



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