

Government Satisfaction Index

84 JUL
84 JUN

Housing affordability saw the greatest dip this month (6 points), followed by level of salaries and wages (4 points), cost of living and motor vehicle prices/COE (both 3 points).

The highest gains were observed in CPF/pensions, jobs and unemployment (5 both points). Management of the economy, government accountability, taxes and civil rights/liberties/free speech all saw gains of 4 points.

	Government Satisfaction	Change since last month	Change over last 12 months
Defence/ national security	97%	0%	1%
Crime levels	96%	0%	0%
Racial relations/ integration	90%	0%	-1%
Education system	93%	0%	1%
The environment	94%	1%	3%
Public transport	94%	2%	2%
Moral standards	90%	0%	1%
Care for the Elderly	90%	1%	2%
Management of the economy	90%	0%	4%
Health insurance/ protection	90%	1%	3%
Government accountability	84%	-1%	4%
Taxes	85%	1%	4%
CPF/pensions	84%	1%	5%
Civil rights/ liberties/ free speech	82%	1%	4%
Population management	78%	-1%	3%
Jobs and unemployment	80%	-1%	5%
Level of salaries and wages	75%	-4%	-1%
Motor vehicle prices/ COE	70%	-3%	-4%
Housing affordability	68%	-6%	-3%
Gap between rich and poor	70%	0%	3%
Cost of living	64%	-3%	0%
Overall GSI	84%	0%	2%

82 JUL
80 JUN

Community Satisfaction

67 JUL
69 JUN

Personal Finances

77 JUL
75 JUN

National Economy

Singapore's Top 5 News Stories of the Month

% Who Followed the News

% Who Paid Close Attention

1

New COVID-19 clusters emerge in Bukit Merah, Redhill and Tiong Bahru



2

Malaysia to extend Covid-19 lockdown for two weeks until June 28



3

Ngee Ann Poly to sack lecturer who confronted interracial couple with racist remarks on Orchard Road



4

16 year-old student wrongly given Moderna vaccine not authorised for his age group



5

Delivery rider dies in a PMD-related fire in a HDB lift in Woodlands



Featured articles



The Delta blues: Public sentiment dips in Singapore



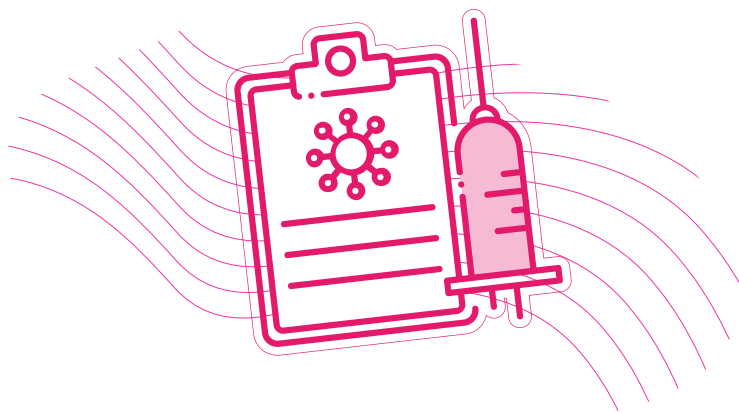
Nutrition: Is a junk food advertising ban on the horizon?



The Chinese Communist Party at 100: What lies ahead?



The Delta blues: Public sentiment dips in Singapore



After rebounding in the early part of 2021, community sentiment has dropped in Singapore in recent months as the impact of the Delta variant delays any possibility of a full re-opening.

Singaporeans' confidence dipped all through 2020 as financial pressures grew and economic uncertainty dominated global markets. Blackbox data shows a rebound between December 2020 and April 2021, but the picture changed when the more infectious Delta variant reached our shores – prompting a much more **gradual approach** that prioritises the ramp-up of the vaccination campaign.

The twists and turns of the last 18 months are clearly visible in the sentiment data we track every month. The proportion of Singaporeans satisfied with their personal financial situation was at its lowest in August 2020 (60%) and at its highest (70%) in April 2021. It is back down at 67% today (July 2021), coinciding with the general uncertainty around the government's long-term **exit strategy**.

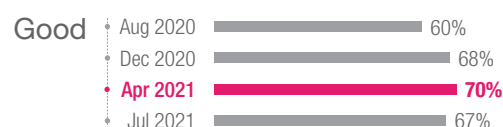
Personal concerns are also being projected for the future. The proportion of those who think they will be better off in the next 12 months has slipped 10 percentage points since December 2020 – from 46% to 36%. At the same time, those who don't see their situation changing or evolving has remained steady, suggesting a stagnating confidence that mirrors the level of household uncertainty.

At a macro level, however, Singaporeans are buying into the idea that good times will return. Their overall assessment of the economy has climbed from a low of 58% in August 2020 to 77% in July 2021. The two notable dips observed in January and May 2021 correspond exactly to when new community restrictions were announced. Recent **GDP projections** also suggest there is light at the end of the tunnel.

Looking at the issues that are currently top of mind for Singaporeans, housing affordability, costs of living, motor vehicle prices / COE, racial relations/integration, and population management have experienced the largest rises in dissatisfaction between December 2020 and July 2021. These are the same topics that were high profile during **GE2020** and that have again come to the fore during the pandemic.

Our findings show that while Singaporeans remain optimistic about what lies ahead for the country, the crisis continues to impact personal lives in a profound way, and this is reflected in uncertainties surrounding basics like housing and job opportunities. The Government will likely continue to be very active with respect to calibrating policy in these areas.

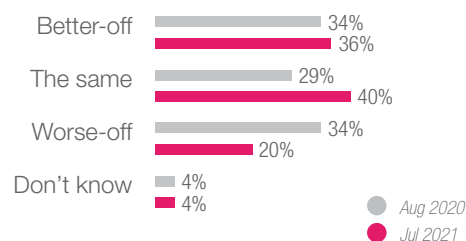
How would you rate your own personal financial situation?



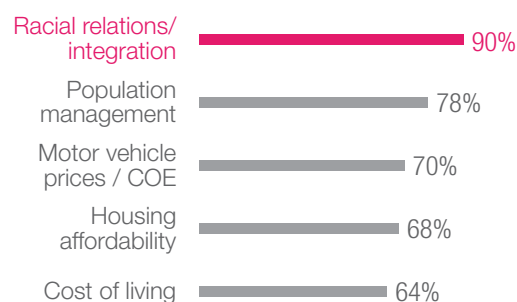
How would you rate economic conditions in Singapore today?



Looking ahead to next year, how do you expect to be doing financially compared to today?



Are you satisfied with the way the Government is currently handling the following issues? (Top 5, Satisfied)



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

Want more information on Singaporeans' aspirations and expectations for the future? Contact us at bizdesign@blackbox.com.sg to access our thorough database of longitudinal trends.



Nutrition: Is a junk food advertising ban on the horizon?



Singapore has recently announced it will **ban the advertisement** of packaged drinks with very high sugar content – following in the footsteps of a **number of countries** who have made it a priority to fight against obesity and diabetes by reducing people's exposure to enticing advertising.

Our data shows that Singaporeans are largely in favour of such measures, especially when it comes to junk food – though they are also not against indulging themselves from time to time.

Exactly half of Singaporeans (50%) say they eat junk food from once to several times a week. Junk food is a habitual part of the day-to-day diet of 14% of Singaporeans (every day or nearly every day). A major generational gap exists when it comes to junk food. Gen Zers stand out at 64% eating junk food once a week or more, while 65% of Boomers say they consume it once a month or less.

Despite a generally pronounced taste for less-than-healthy foods, Singaporeans are largely favourable to restricting the way it is advertised.

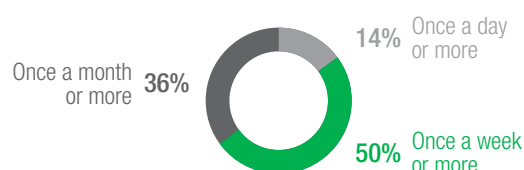
Nearly 3 in 5 Singaporeans (59%) support a full ban of junk food advertisements while 73% support a ban of such advertising near schools. Here too, the generational gap is visible: 52% of Gen Zers oppose such a blanket ban, while all other generations are majorly favourable (respectively 56%, 62%, and 65% are supportive among Millennials, Gen Xers, and Boomers).

But Singaporeans also differentiate between junk food products and the brands behind the products. Nearly four in five Singaporeans (78%) believe junk food producers should still be allowed to advertise their brands even if there are restrictions on junk food products – an opinion that is largely shared across all age groups (from a low of 74% for Boomers to a high of 82% for Gen Zers).

These findings reveal that Singaporeans have a love-hate relationship with junk food. Many of us understand its negative impact on our health, but still consume it several times a week. Likewise, many want to see the marketing of said products controlled.

Looking to understand how policies may impact your sector or industry? Contact us at bizdesign@blackbox.com.sg to design a tailor-made study that provides clarity on the wide-ranging business ramifications of public policy decisions.

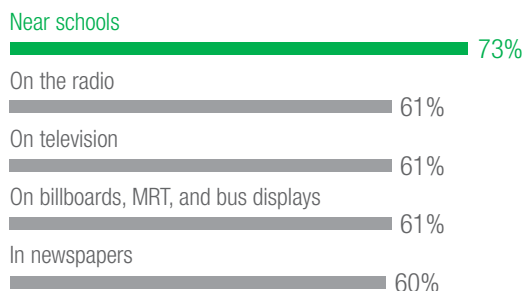
How often do you consume junk food products (fast food, sugary drinks, sweetened foods, etc.)?



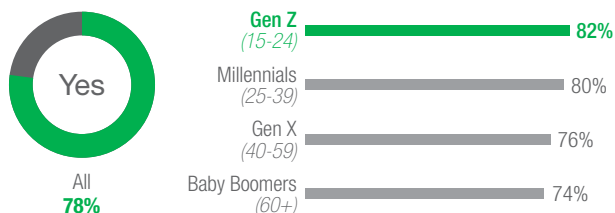
Would you support or oppose a total ban on junk food advertising in Singapore?



Top 5, Support



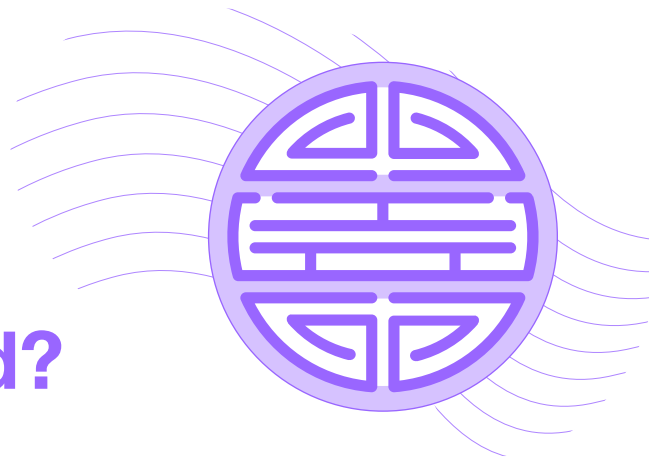
Should major junk food producers still be allowed to advertise their brands even if they are not permitted to advertise any of their unhealthy products?



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



The Chinese Communist Party at 100: What lies ahead?



As China celebrates **100 years** of the Chinese Communist Party (CCP), it is important to know how Singaporeans feel about China's place on the global stage; how they perceive China's unparalleled economic rise, but also how they see things evolving over the next 10 years.

Our data shows that Singaporeans recognise – and even admire – China's many successes in the fields of business and finance; a track record that they think will help Chinese tech firms dominate large portions of the world economy in the near future.

China's newfound economic dominance stands out as a key achievement that Singaporeans acknowledge, with 39% rating the CCP's success in economic development as its No.1 achievement. While the CCP has planned and guided this economic success, many Singaporeans attribute it more to the strength and determination of the Chinese people themselves (49%) than to CCP policies (22%).

Looking ahead, more than 3 in 5 Singaporeans (61%) believe China will get stronger in the future, and only 10% think it will get weaker. Interestingly, Boomers – those who in their lifetime have witnessed China's steady rise as an economic powerhouse – are likelier to see China becoming stronger. Indeed, younger Singaporeans are likelier to see China's current economic strength as locked in.

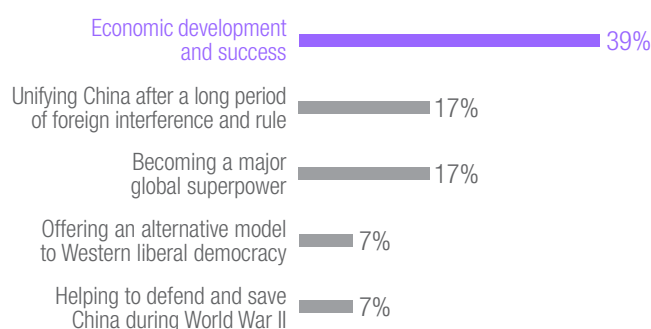
When it comes to the next 10 years, Singaporeans see China continuing to dominate in the economic sphere and more complex issues much less likely to be resolved:

- 37% think China will become a bigger global power than the United States;
- 37% believe Chinese tech brands will outgun American tech brands; and
- 31% of Singaporeans think Asia will benefit greatly from China's regional trade efforts, including the BRI.
- Less than one in five (16%) see any prospect of war with Taiwan or China's economic power waning (15%).

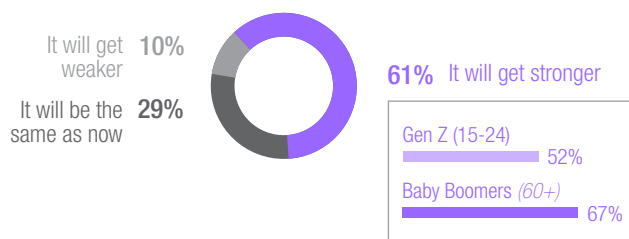
Our findings reveal that China's growth as a regional and global superpower is expected to continue unabated. At least where Singaporeans are concerned, its economic impact will continue to be felt for the foreseeable future – opening the door to a range of business opportunities for those keeping a knowing eye on China.

Want to know more about how China is perceived in Singapore and the region? Contact us at bizdesign@blackbox.com.sg to understand complex market and consumer dynamics in Asia.

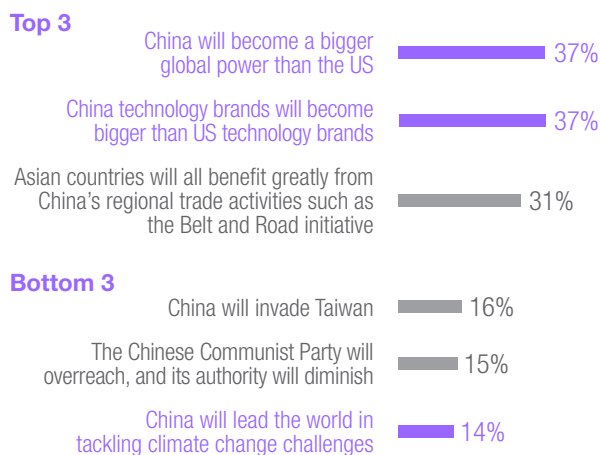
What do you think has been the single greatest achievement of the Chinese Communist Party since it formed in 1921? (Top 5)



How do you see China evolving in the future?



When it comes to China, which of these do you see as most likely to happen by 2031?



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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 (YKA) is a monthly community survey platform that has been running since 2013. Blackbox interviews a representative sample of 1,000 Singaporean citizens/PRs aged 15+ every month.

We use a geographically stratified online sample, and our methodology also applies quota controls to ensure representative demographic coverage of the population (as per the most recent Census data).

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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