

Government Satisfaction Index

83 AUG
84 JUL

The environment (down 4), taxation and education (both down 3) are biggest drops since last month. The drop in education follows the tragic killing at River Valley High School.

Looking at 12-month trends, jobs continue to rise (up 8 points over the L12M) following a decline in 2020 while race relations and COE have seen the biggest falls (both down 6 points).

	Government Satisfaction	Change since last month	Change over last 12 months
Defence/ national security	96%	-1%	0%
Crime levels	95%	-1%	-2%
Racial relations/ integration	89%	-1%	-6%
Education system	90%	-3%	-2%
The environment	90%	-4%	-2%
Public transport	94%	0%	1%
Moral standards	90%	0%	0%
Care for the Elderly	88%	-2%	-3%
Management of the economy	90%	0%	4%
Health insurance/ protection	89%	-1%	1%
Government accountability	84%	0%	2%
Taxes	82%	-3%	0%
CPF/pensions	83%	-1%	4%
Civil rights/ liberties/ free speech	80%	-2%	1%
Population management	78%	0%	2%
Jobs and unemployment	81%	1%	8%
Level of salaries and wages	75%	0%	-1%
Motor vehicle prices/ COE	68%	-2%	-6%
Housing affordability	68%	0%	-4%
Gap between rich and poor	68%	-2%	-1%
Cost of living	64%	0%	1%
Overall GSI	83%	-1%	0%

81 AUG
82 JUL

Community Satisfaction

68 AUG
67 JUL

Personal Finances

76 AUG
77 JUL

National Economy

Singapore's Top 5 News Stories of the Month

% Who Followed the News % Who Paid Close Attention

- Singapore returns to Phase 2 (Heightened Alert) after clusters emerge at 3 KTVs and Jurong Fishery Port, resulting in growth of more than 100 new cases a day

53% 96%
- 16-year old boy charged with murder of 13-year old fellow student at River Valley High School

50% 95%
- MOH investigating case of 16-year-old who suffered cardiac arrest nearly a week after COVID-19 vaccination

30% 90%
- National Day Rally postponed to Aug 29, Parade to take place on Aug 21

24% 88%
- Malaysia's total COVID-19 caseload exceeds 1 million, with more than 17,000 new cases for 2 straight days

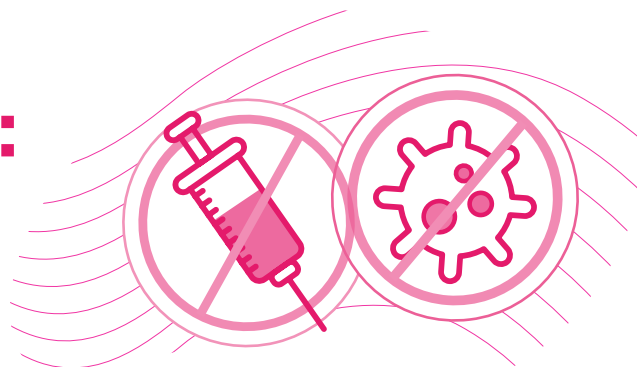
25% 86%

Featured articles

- COVID-19 vaccines: Towards a segregated world?
- Generation gap: OK Zoomer!
- Workplace discrimination: How harmonious are we?



COVID-19 vaccines: Towards a segregated world?



With more than **80%** of its population fully vaccinated, Singapore is ready to enter a new phase in its **reopening plans**.

Though a detailed strategy has yet to take shape, one thing is sure: those who have chosen to not get the COVID-19 jab will find it more and more difficult to go about their day-to-day.

From **workplace** restrictions to **leisure** constraints, Singapore seems to be moving towards a clear **vaccinated-unvaccinated segmentation** of society.

How do Singaporeans feel about this? Our data shows that 76% of Singaporeans find it 'fair' to make a distinction between people based on their vaccinated status when it comes to engaging in certain activities or visiting certain places.

At 29%, older Singaporeans (those with the **highest levels** of vaccine hesitancy) are likelier to find such restrictions unfair, while 83% of younger Singaporeans (namely, Gen Zers) find them fair.

Unsurprisingly, similar trends are observed when it comes to the government's plans to move to a new normal in which COVID-19 is treated more like the flu once a critical mass of the population is vaccinated (putting an end to country-wide lockdowns/circuit breakers, for example).

Some 83% of Singaporeans support such a shift, with a high of 91% for Gen Zers and 86% for Millennials. Interestingly, Gen Xers (21%) are likelier than Boomers (18%) to be against this approach – presumably out of concern for their yet-to-be-vaccinated school-age children.

These differences may yet intensify in the coming months. We've seen from some **controversial comments** made on social media that the unvaccinated feel increasingly discriminated against. And **conspiracy theories** are spreading on Telegram groups.

Could disagreements over this topic escalate into civil unrest as has been the case in **many countries**? Unlikely – but not impossible. As PM Lee stated recently in his annual **NDR address**, overcoming these issues will require Singaporeans to put their differences aside and look to the future together as one.

Want more information on Singaporeans' opinions and habits in the new normal? Contact us at bizdesign@blackbox.com.sg to access our database of longitudinal trends.

Is it fair or unfair to put restrictions on people who have chosen to not be vaccinated?

All



Gen Z (15-24)



Millennials (25-39)



Gen X (40-59)



Baby Boomers (60+)



● Fair ● Unfair

Do you support or oppose the government's plan to transition to a new normal in which COVID-19 is treated endemically, as opposed to pandemically (with lockdowns, masks, etc.)?

All



Gen Z (15-24)



Millennials (25-39)



Gen X (40-59)



Baby Boomers (60+)

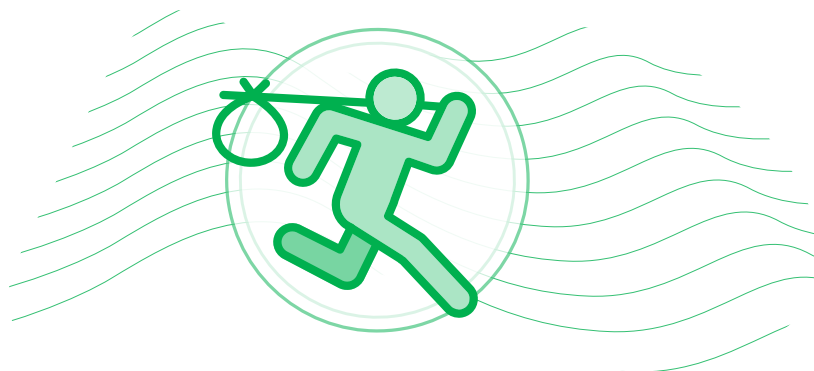


● Support ● Oppose

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



Generation gap: OK Zoomer!



A recent article by [The Economist](#) highlighted a marked increase in younger Singaporeans deciding to leave the family home to try and fend for themselves in the real world.

For some, this is the consequence of being **cooped up** for close to two years. For others, it is more about taking a break from older family members – whose values and lifestyles are not always **in tune** with their own.

But is that still true? Our data shows that Gen Zers (also called 'Zoomers') and Boomers are more aligned than we might expect.

For example, both generations agree that work-life balance is more important than working hard to achieve material comfort and security, that meeting a long-term partner/spouse online is as acceptable as meeting them at work or socially, and that there are better things to do with money than saving to purchase property.

Interestingly the two issues that come out as more important for Boomers than for Zoomers are ones that the media typically associates with the more vocal or combative impetus of youth: the urgency of taking decisive action against climate change (93% versus 78%) and the importance of 'cancelling' those whose past actions are socially unacceptable in 2021 (82% versus 68%).

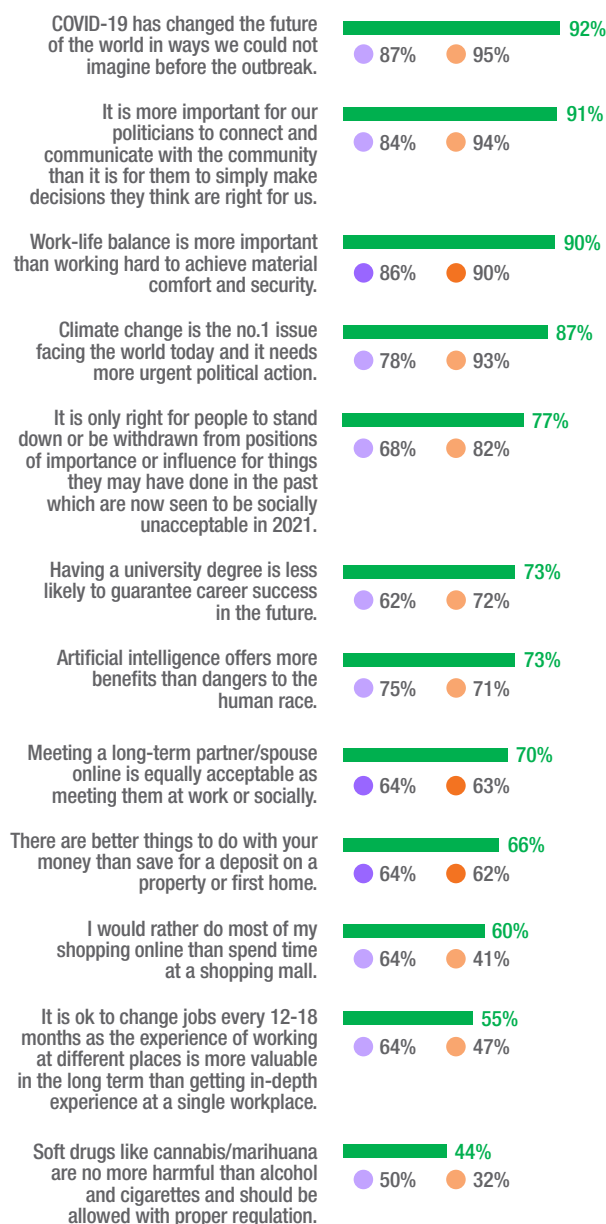
Where Zoomers are in direct discordance with Boomers is in areas that have evolved to become non-issues for younger Singaporeans but that remain sensitive for older generations:

- Jobs: Zoomers have no qualms about changing jobs as frequently as they need to feel fulfilled, while Boomers remain attached to employer loyalty;
- Shopping: Zoomers are more likely to turn to digital platforms first, while Boomers still prefer the physical shopping experience; and
- Recreational drugs: Zoomers increasingly see soft drugs as no worse than cigarettes or alcohol, while Boomers adopt a much more hard-line stance aligned with government policy.

Overall, the generational gap is much less pronounced than initially thought – especially on matters that have to do with the greater good (protecting the planet, helping the most vulnerable, etc). However, older and younger Singaporeans have difficulty seeing eye-to-eye on more sensitive topics.

Looking to understand how Singaporeans' views and priorities are evolving? Contact us at bizdesign@blackbox.com.sg to design a tailor-made study to better understand local consumers.

Do you agree or disagree with the following statements? (Those who agree)



● All ● Gen Z (15-24) ● Baby Boomers (60+)

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



Workplace discrimination: How harmonious are we?



As PM Lee reminded Singaporeans in his annual [NDR speech](#), Singapore's standing as an attractive global business hub is closely tied to its ability to foster a welcoming and harmonious society for people of all backgrounds – going so far as to propose a new [Racial Harmony law](#).

Indeed, the COVID-19 pandemic has put everyone on edge, [exacerbating racist and xenophobic tendencies](#) that many agree do not belong in a tolerant, multi-racial society.

How prevalent are workplace harassment and discrimination in Singapore? Our data shows that overall, over half (51.4%) of Singaporeans say they have personally experienced some form of discrimination.

Racism (28%), religious discrimination (20%), and sexism (19%) are the three forms of discrimination that Singaporeans say they have experienced the most at work. At 54%, sexual harassment is the top form of discrimination that people say they have witnessed but not personally experienced.

Looking at specific demographics, we note that Malays and Indians are more than twice as likely than Chinese to say that they have personally experienced racism and religious discrimination at work. They are also much more likely to have personally experienced linguistic discrimination and ageism.

One in five women say they have personally experienced sexism (22%) or sexual harassment (20%) at work.

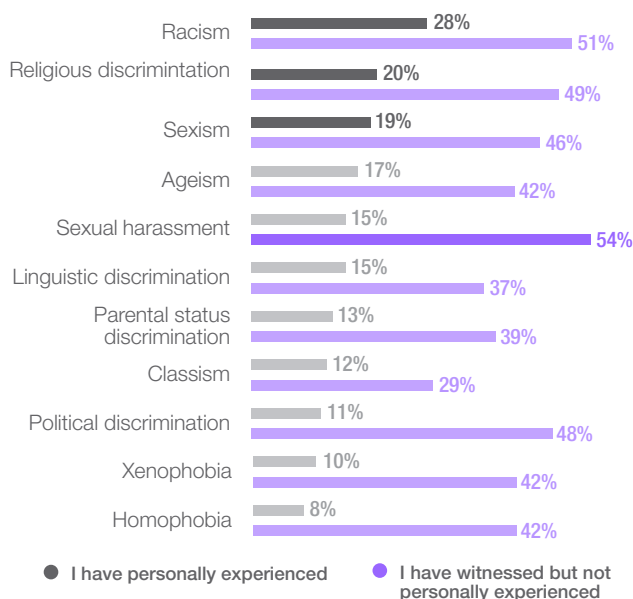
Age-wise, claimed personal experiences of discrimination are much more prevalent amongst Gen Zers, especially when it comes to racism, sexism, and religious discrimination. This does not necessarily indicate that younger Singaporeans are more targeted than other generations; it may mean that this generation is much more aware and much less tolerant of such incidents, and as such is likelier to report them.

Likewise, nearly one in four boomers (24%) say they have personally experienced ageism at work.

Compared to many other countries, Singapore is a haven of racial and religious harmony. But the fact that the number of racist/xenophobic incidents reported to the police is [climbing](#), coupled with the fact that Singaporeans are reporting higher levels of [mental health struggles](#), does give us cause to pause and look at what the underlying issues are. In this context, PM Lee's comments appear more than timely.

Want to know more about how socio-economic issues are perceived in Singapore? Contact us at bizdesign@blackbox.com.sg for insights on complex consumer dynamics.

Which of the following types of discrimination have you ever witnessed or personally experienced at work? (All respondents)



Which of the following types of discrimination have you ever personally experienced at work? (Top 3 answers)

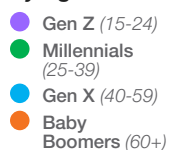
By race



By gender



By age



*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 (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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