



Government Satisfaction Index

82 SEPT
83 AUG

Cost of living saw the largest dips this month of 6 points, followed by jobs and unemployment and housing affordability at 3 points each. Care for the elderly gained 2 points, the most this month.

	Government Satisfaction	Change since last month	Change over last 12 months
Defence/ national security	97%	1%	1%
Crime levels	96%	1%	1%
Racial relations/ integration	90%	1%	-2%
Education system	88%	-2%	-4%
The environment	91%	1%	-1%
Public transport	92%	-2%	1%
Moral standards	90%	0%	1%
Care for the Elderly	90%	2%	4%
Management of the economy	89%	-1%	3%
Health insurance/ protection	88%	-1%	1%
Government accountability	82%	-2%	1%
Taxes	80%	-2%	-1%
CPF/pensions	82%	-1%	2%
Civil rights/ liberties/ free speech	78%	-2%	0%
Population management	79%	1%	3%
Jobs and unemployment	78%	-3%	4%
Level of salaries and wages	73%	-2%	0%
Motor vehicle prices/ COE	67%	-1%	-5%
Housing affordability	65%	-3%	-7%
Gap between rich and poor	66%	-2%	2%
Cost of living	58%	-6%	-3%
Overall GSI	82%	-1%	0%

73 AUG
81 AUG

Community Satisfaction

63 AUG
68 AUG

Personal Finances

72 AUG
76 AUG

National Economy

Singapore's Top 5 News Stories of the Month

■ % Who Followed the News ■ % Who Paid Close Attention

1

COVID-19 in Singapore: Dine-in at F&B outlets allowed for groups of up to 5 fully vaccinated people



2

Singapore gets first panda cub, born to Kai Kai and Jia Jia at River Safari



3

Singapore to launch its first vaccinated travel lanes with Germany and Brunei



4

US troops withdraw from Afghanistan, panic ensues in Kabul



5

Safe-distancing enforcement officers can enter homes without warrants to check compliance with COVID-19 rules



Featured articles

+ COVID impact: Stressed out at work

+ Health: Are supplements a panacea?

+ Future of smartphones: New needs for a changed world



COVID impact: Stressed out at work

A lot has been written recently about the COVID-19 pandemic leading to rising **stress** and **mental health** issues in the workplace.

From young professionals to seasoned leaders, workers in Singapore are facing personal and professional challenges – and many are finding it difficult to cope with them.

Blackbox data shows that 90% of Singaporeans find there is still a stigma around talking about mental stress at work – with GenZ much more sensitive to this than older generations.

In fact, nearly half (46%) say they are uncomfortable bringing up stress/mental health issues with anyone with authority in their organisation

Singaporeans are also more than **three times more likely** to discuss work-based mental stress issues with a work colleague (20%) or friends and family (20%) than they would to a HR leader (6%), an internal counsellor (4%) or a government agency (3%) and 17% would prefer to say nothing or tell anyone.

Mental health **awareness** is undoubtedly growing in Singapore, as exemplified by recent efforts to develop better internal protocols within companies and to establish specialised government bodies.

But much work remains to be done for such issues to be effectively tackled within a new, more awareness-driven workplace; first, getting Singapore workers to feel comfortable discussing such issues. Second, by ensuring measures and structures put in place that reflect both the importance of the issue and encourage both employers and employees to view mental health as a legitimate and open topic.

Looking to better understand what drives Singaporeans' views and opinions in the new normal? Contact us at bizdesign@blackbox.com.sg to access our longitudinal database.

Mental health issues at the workplace

What Singaporeans say about stress at work

Organisations should be required to provide opportunities for staff to destress and improve mental health



There is still a stigma attached to talking about personal issues and mental health problems in the workplace



The COVID-19 pandemic has dramatically increased job stress and work-induced mental health problems



Employers in Singapore do not pay enough attention to mental health issues in the workplace

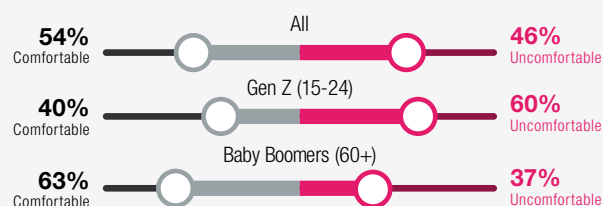


Mental health challenges are a major reason why people decide to switch jobs



● Strongly agree ● Somewhat agree

Do you feel comfortable discussing with a supervisor or person of authority?



Who would you feel most comfortable talking to in your organisation?



Which is more likely to make you switch your job?





Health: Are supplements a panacea?

As Singapore progressively reopens its economy, we are increasingly aware of the ways the COVID-19 pandemic has crystalised Singaporeans' **worries** and **fears**.

A key consequence of the pandemic is how **risk-averse** we have almost been forced to become. From avoiding crowds, enclosed spaces, surfaces, and any other potential sources of infection, we seem to be a lot more anxious than before. This is also visible in the health and wellness space, which has **grown immensely** during the pandemic. Not only are we trying to eat better, we are also looking at how else we can protect our health and boost our immunity.

How much are we relying on supplements to fend off the worse of COVID-19?

Blackbox data shows that more than **eight in 10 Singaporeans (83%) now take health or dietary supplements**. With everybody anxious to shield themselves from the potential impact of COVID-19, 28% of Singaporeans claim to have increased their intake of Western health and dietary supplements since the pandemic began, while 23% say they have increased their intake of traditional Asian supplements (TCM).

Singaporeans are more likely to focus on consuming supplements for full body immunity (42%), pain relief (19%), eyesight (17%), stomach and digestive health (16%), and heart and circulation (15%).

Men are **twice as likely** than women to take supplements for stress relief and for better circulation, and **seven times more likely** to take supplements to enhance sexual performance.

While Vitamin C (44%) enjoys the widest consumption, one in four Singaporeans (25%) now consume fish oil/Omega 3 supplements and nearly one in five (19%) consume probiotics. Around one in 10 consume either turmeric, zinc, ginseng or goji berries (which are especially popular with women).

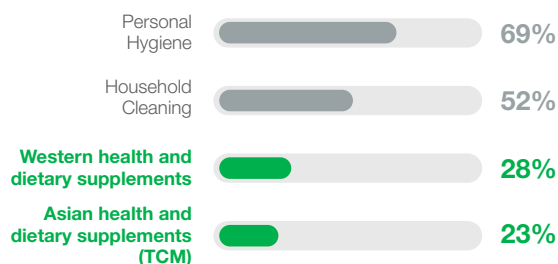
With out-of-home spending opportunities still curtailed, health supplements are one category that has gone from being big to very big business.

As highlighted **earlier this year**, Singaporeans are now keener to take ownership of their well-being and this will drive further growth in the supplement business as brands continue to look for new ways and better formulas to help us again feel invincible.

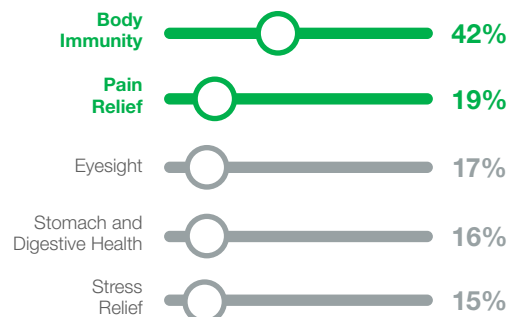
Want more information on Singaporeans' evolving habits and preferences? Contact us at bizdesign@blackbox.com.sg to design a tailor-made study to better understand local consumers.



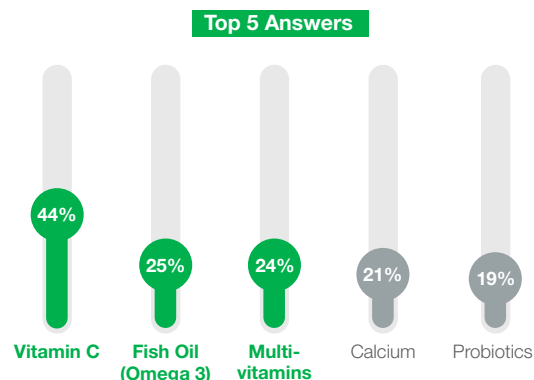
Since the beginning of the COVID-19 pandemic, which products have you started purchasing more?



Which condition do you currently treat/prevent using health and dietary supplements?



Which health supplement do you currently take for your health?



Contact Blackbox if you are keen to see the full list and demographics



Future of smartphones: New needs for a changed world

Over the past 18 months, our **reliance** on smart devices has increased manifold. From **delivery apps** to **video consultations**, it seems impossible to get through the day without a smartphone or tablet

Close to one in three Singaporeans (71%) say they have become 'a lot more' dependent on their smart devices. At 79%, Gen Zers have become the most dependent, while 26% of Boomers feel their usage of mobile devices has not changed.

And the stakes are again high as **Samsung** doubles down on foldable phones and with **Apple** placing greater emphasis on better security-focused devices.

Today, Singapore is largely an Android town – 54% say they are more loyal to Android devices compared to 34% who attach themselves to Apple. However, amongst GenZ consumers, Apple now leads 48% to 44% indicating that it remains very much in the mass-market race and is not just evolving into a brand for higher-income professionals.

On the surface, Singaporeans are satisfied that smart device makers are responding to changing market needs - 93% say technological upgrades of mobile devices are keeping up with lifestyle changes and four in five (80%) say the current generation of devices satisfies the bulk of their current needs.

But further probing reveals what lies ahead in terms of category R&D. While most consumers hanker for improvements that address the main pain points today – **longer-lasting headphones, super long-life batteries, and next-generation cameras, younger consumers are looking further afield.**

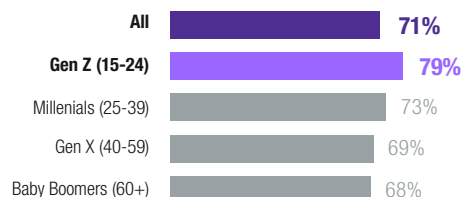
The under 25 Gen Z generation want new devices that offer **enhanced cyber security protection, the capability of switching between personal and work mode, and more sophisticated personal health monitoring.**

Younger consumers today are clearly **looking beyond design alone** – they desire new software features that help them deal with the changing realities of the world today.

Want to know more about Singaporean consumers' needs and priorities? Contact us at bizdesign@blackbox.com.sg for insights on complex consumer dynamics.

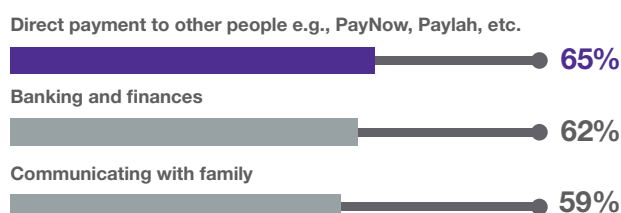
Would you say you have become more or less dependent on mobile devices over the last 18 months?

More Dependent

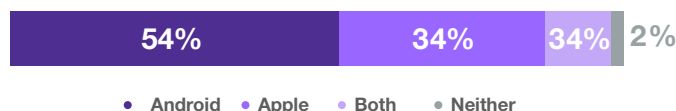


For which services/activities have you become more dependent on a mobile device during the pandemic?

Top 3 Answers

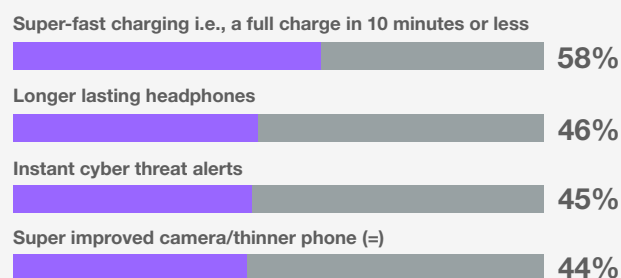


Do you consider yourself to be more of an Apple or Android person?

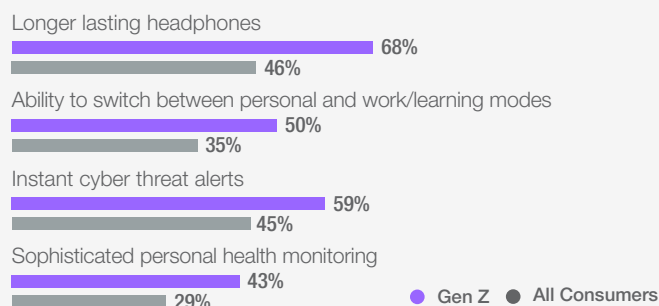


Future Smart Devices: Improvements Sought

Very appealing to Singapore Consumers (Top 5)



Changing Needs Amongst Younger Consumers



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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