

## Government Satisfaction Index

82 NOV  
81 OCT

Compared to last month, public transport saw the biggest drop of 4 points, followed by CPF/pensions and motor vehicle prices/COE which fell 2 points respectively.

Year-on-year, motor vehicle prices/COE has now fallen 7 points, while cost of living has dipped 5 points. This reflects record-breaking COE prices and the inflationary impact of transport, food and electricity price rises.

	Government Satisfaction	Change since last month	Change over last 12 months
Defence/ national security	96%	0%	0%
Crime levels	96%	0%	1%
Racial relations/ integration	91%	0%	-2%
Education system	92%	2%	-1%
The environment	92%	2%	0%
Public transport	89%	-4%	-3%
Moral standards	90%	2%	-2%
Care for the Elderly	89%	1%	-1%
Management of the economy	87%	1%	-1%
Health insurance/ protection	89%	1%	2%
Government accountability	82%	2%	-1%
Taxes	78%	-1%	-3%
CPF/pensions	82%	-2%	1%
Civil rights/ liberties/ free speech	79%	2%	-1%
Population management	79%	2%	2%
Jobs and unemployment	77%	1%	0%
Level of salaries and wages	74%	2%	-2%
Motor vehicle prices/ COE	64%	-2%	-7%
Housing affordability	67%	1%	-3%
Gap between rich and poor	67%	2%	-3%
Cost of living	59%	0%	-5%
<b>Overall GSI</b>	<b>82%</b>	<b>1%</b>	<b>-1%</b>

74 NOV  
71 OCT

Community Satisfaction

69 NOV  
66 OCT

Personal Finances

75 NOV  
72 OCT

National Economy

## Singapore's Top 5 News Stories of the Month

% Who Followed the News % Who Paid Close Attention

1

Vaccinated travel lanes: Singapore opens up to more countries, including USA, South Korea, Australia, Switzerland and many others



2

COVID-19: New cases in S'pore breach 5,000-mark for the first time, unvaccinated people not allowed to dine in at hawker centres or enter shopping malls



3

US authorises Pfizer Covid-19 vaccine for children aged 5-11 years



4

Three power providers, Best Electric, iSwitch and Ohm Energy, to exit Singapore market



5

Future owners of prime area HDB Build-To-Order flats to face 10-year minimum occupation period



## Featured Articles



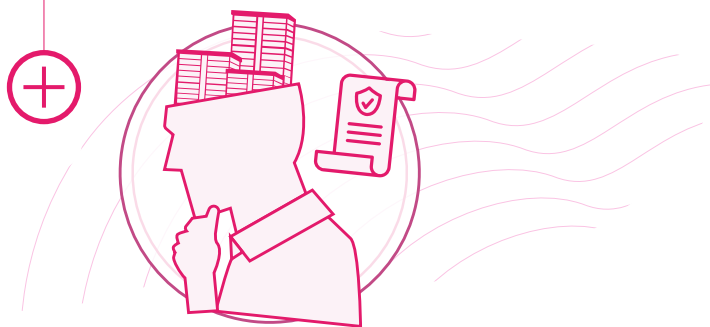
Optimised prime: Do Singaporeans buy into revised HDB rules?



That time of year to 'set sale'



Meta: Facebook by any other name?



# Optimised prime: Do Singaporeans buy into revised HDB rules?

The pastel hues of Government-built housing are ubiquitous across Singapore. Since its formation in 1960, the Housing & Development Board (HDB) has provided homes for the majority of Singaporeans. Over the years, HDB policies have been constantly updated to reflect emerging public needs and a changing population.

An update was recently announced by the Ministry of National Development (MND) addressing the issue of built-to-order (BTO) flats in prime locations. What do these changes mean for Singaporeans?

Before we find out how Singaporeans feel about the changes, we asked Singaporeans how they feel about the current policies.

Most Singaporeans (55%) still believe HDB policies are fair but this number is lower than PAP's vote in the last General Election. Crucially, 37% of Singaporeans describe current policies as unfair.

Age seems to play a factor – the older a Singaporean gets it would seem the less fair current policies appear to be.

HDB policies have always been shaped to benefit Singapore's demographics. Today, HDB policies are rated highest for people who have to live near their parents (79% rate HDB policies as 3 stars or more out of 5) but rate lowest for single parents (58%) and single people under 35 (56%).

## How would you rate current HDB policies for the following groups when it comes to taking into consideration their housing needs?

### People with disabilities/family members with disabilities



### Young single people (under 35)



### People who need to live near their parents i.e. in ageing, poor, health etc.



### Families with school age children

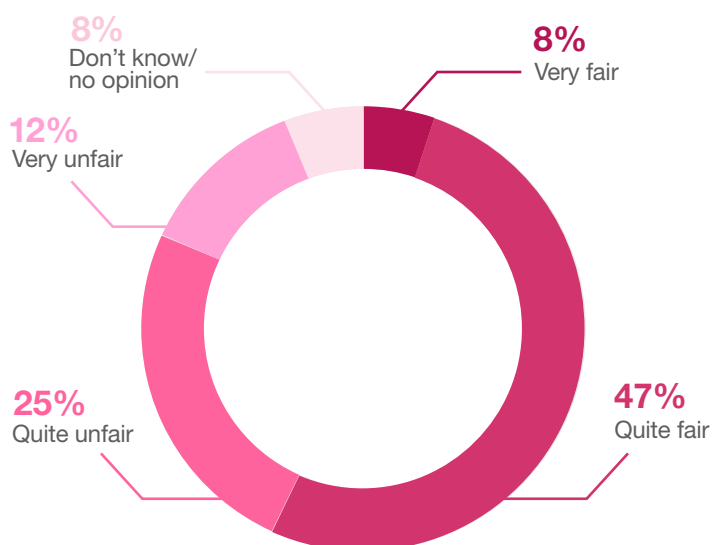


● Good ● Very good ● Excellent

Regarding the most recent HDB announcements on BTO properties, Singaporeans express mixed views. While nearly three in four (63%) support a minimum occupation period (MOP) of 10 years before a BTO flat in a prime location can be sold, only 43% of Singaporeans support the blanket ban on the sale of BTO flats in prime locations to single people – a 20-point difference.

This gap both reflects shifted housing views amongst Singaporeans and perhaps changing attitudes towards the nature of the household unit with many people now choosing to marry later, or not at all, and others choosing not to have children.

## How fair are HDB policies in 2021?



## Do you support or oppose the following HDB policy changes?

### A minimum occupation period (MOP) of 10 years before a BTO flat in a prime location can be sold



### A ban on the rental of a whole BTO flat in a prime location even after the MOP



### A ban on the sale of BTO flats in prime locations to all single people



### A ban on the sale of BTO flats in prime locations to people earning more than S\$14,000 a month



● Support ● Oppose ● Don't know/No opinion

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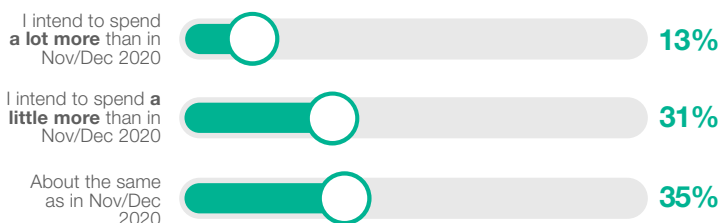
# That time of year to 'set sale'

## Year-end online sales continue to boom

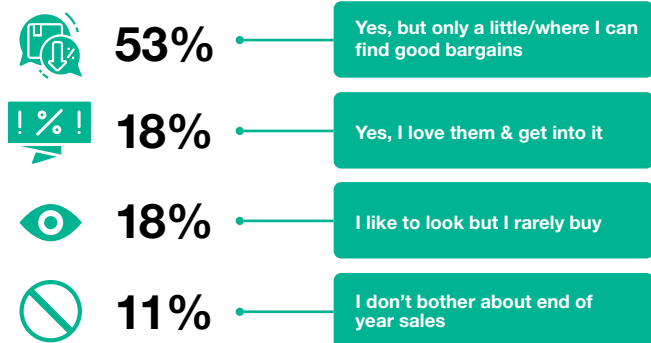
The end of the 'consumer' year used to be all about last minute Christmas purchases and the post-Christmas sale but in recent times, it has come to mean online sales and the hype and marketing that surrounds each of them.

Despite another year of pandemic, Singaporeans are not ready to let gloom and doom get in their way of a good bargain. The latest Blackbox data reveals that nearly four in five people (79%) plan to spend either more or the same as they did last year during this holiday season, with 44% saying they plan to spend more than in 2020.

## Do you intend to spend more/less in the last two months of 2021, compared to the same period of last year?

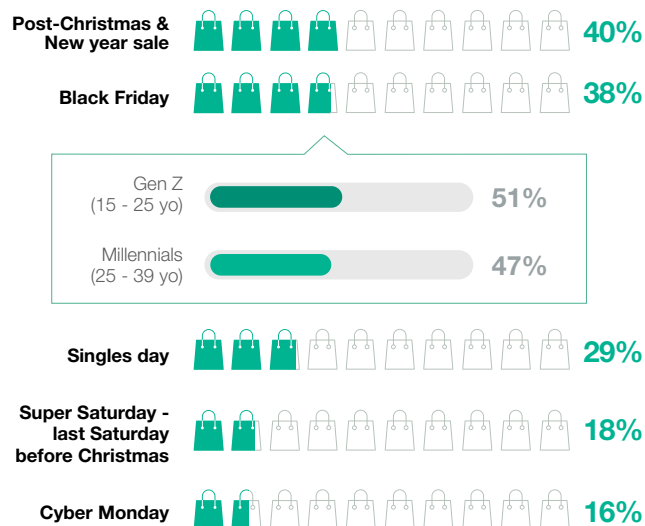


Our data also shows that about 10% of people claim to be fanatical about end of year sales, while 53% categorise themselves purely as bargain hunters. Just under one in five (18%) are lookers but not bookers (they rarely buy) while 11% do not bother at all.



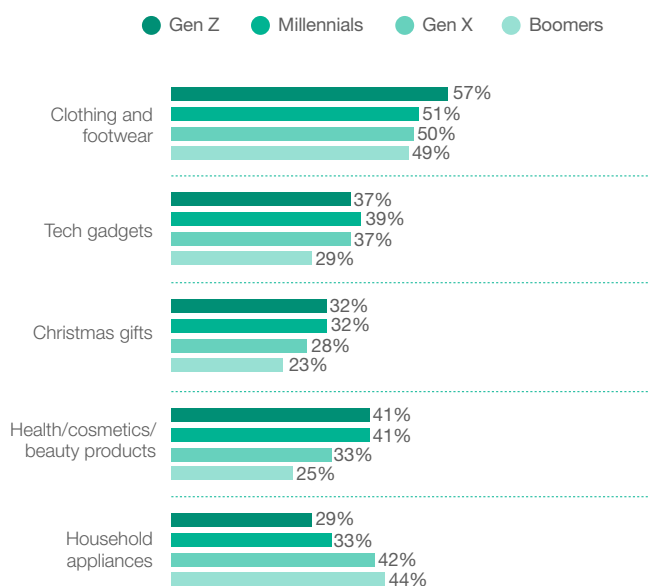
While traditional post-Christmas sales remain popular in Singapore, real money is now pouring into newer online sales phenomena such as Singles Day and Black Friday. Indeed, more than half of Gen Zers (51%) now choose Black Friday as their preferred end of year sale while many Millennials still bask in the days of hedonism and youthful freedom they attach to Singles Day (39% say this one is their preferred end of year sale).

## Favourite end of year sales



While most people gravitate to the usual end of year purchase favourites like new clothing, tech gear and Christmas gifts, we also see a shift in spending amongst Millennials and Gen Zers, many of whom now seek out more personal purchases at the end of year sales in the shape of health, beauty and grooming products. Oh, to be young and beautiful!

## What bargains do you typically look out for in end of year sales?



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# Meta: Facebook by any other name?

## Can a rebrand save Facebook's damaged public image?

For 17 years, one company has been at the heart of social behaviour: Facebook. Few could have foreseen its exponential growth globally, perhaps not even its co-founders Mark Zuckerberg, Dustin Moskovitz, Chris Hughes, and Singapore-resident Eduardo Saverin.

Facebook's growth has come with unique challenges, but none more defining than its more recent controversies. Amid recent whistle-blower allegations about how it handles misinformation and hate speech, and targeting young users, the company announced that it will rebrand its parent company as Meta. The move, according to Zuckerberg, was to shift "from being Facebook first as a company to being metaverse [a virtual world online] first." However, some commentators have challenged that narrative, finding the announcement too cute to be purely coincidental.

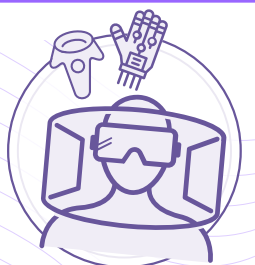
According to its Q3 2021 financial report, Meta's monthly active users (MAUs) came in at 2.91 billion compared to 2.74 billion over the same period last year. But it has been losing users outside the US. Looking at the combined users of Meta platforms - Facebook, Instagram, Messenger and WhatsApp - global users are now at 3.58 billion per month, and 2.81 billion daily. Still a helluva big number for advertisers and influencers to chew on.

While the company continues to grow its usership, there are emerging gripes that Meta's platforms aren't growing as quickly compared to some of the newer social platforms now popping up everywhere.

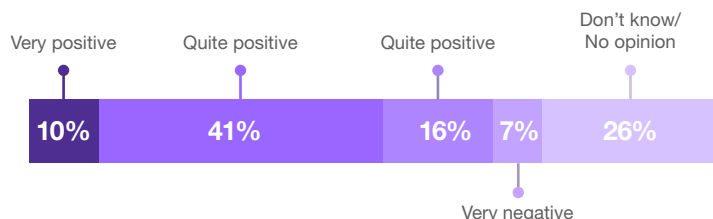
Over the years, Facebook has also had to face some tough questioning from the media, politicians, and now the public. Who can forget Minister Shanmugam's famous parliamentary cross examination of Simon Milner in Singapore?

Despite all the noise, Facebook still enjoys a positive rating amongst more than half of all Singaporeans (51%) versus 23% who say they have a negative opinion.

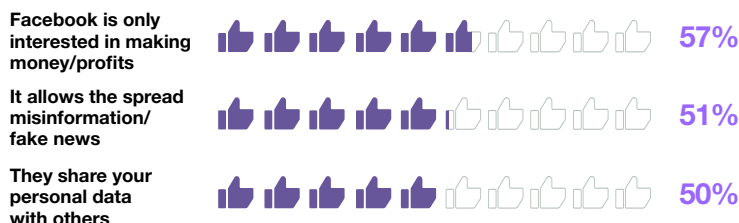
Those with a negative opinion say they take this view because Facebook is only interested in money/profit, shares your personal data with others and allows the spread of misinformation and fake news.



Generally, do you have a positive or negative opinion of Facebook?



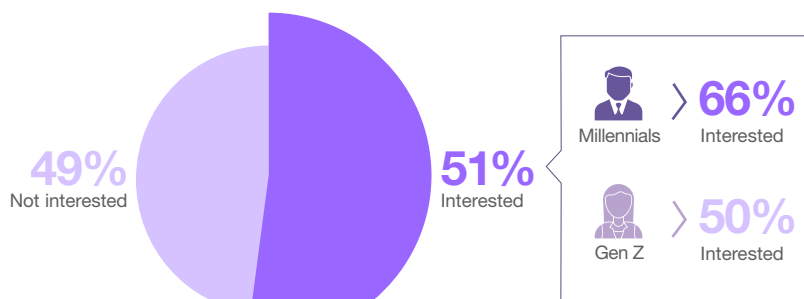
Which of the following explains why you are negative about Facebook?



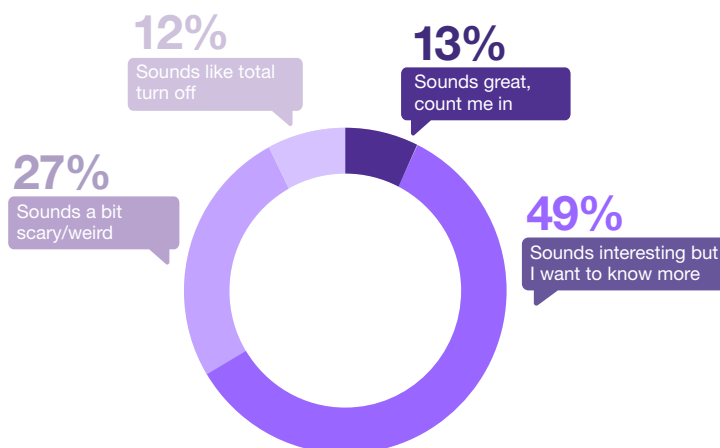
Does the rebrand change people's views in Singapore? While 47% of Singaporeans are positive with the decision to change the name of the holding company to Meta, more than a third (36%) are still to form an opinion on it. So the jury is out for many.

With respect to the **metaverse** concept, while 51% of Singaporeans say they're interested in spending time in a virtual world, the idea is far more popular amongst millennials than it is amongst Gen Zers (66% vs 50% interest). Millennials are also more enthusiastic about working or doing business in the metaverse.

How interested are you in participating in a metaverse (an online world where you can game, work and communicate in a virtual environment away from the world)?



How do you feel about conducting work and/or doing business in a metaverse/virtual world?



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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.

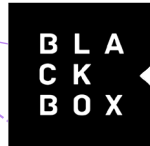
## You Know Anot

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](mailto:bizdesign@blackbox.com.sg)



(65) 6323 1351



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