

YouGov Survey Results - Singapore

Fieldwork: October 2016

Total	Gender		Age Group			Highest Education Level - Singapore							
	Male	Female	18-34	35-54	55+	Primary School Leaving Examination	General Certificate of Education - Ordinary	General Certificate of Education - Advanced	Diploma or vocational education	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters)	Professional higher education (e.g. to	None of these

Q1. Globalization is the word used to describe the increasing movement of products, ideas, money, jobs, culture and people around the world. Overall, do you think GLOBALIZATION is a force for good or bad for the world?

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Force for good	71%	72%	70%	73%	66%	75%	64%	67%	82%	62%	74%	79%	73%	60%
Force for bad	12%	13%	12%	11%	16%	9%	7%	12%	7%	14%	12%	14%	15%	-
Don't know	17%	15%	19%	16%	18%	16%	29%	20%	12%	23%	14%	7%	12%	40%

Q2. Thinking about international trade... Which ONE of the following comes closest to your view? - Singapore

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Singapore should be able to meet all of its own needs without needing to rely on imports from other countries	23%	24%	21%	26%	18%	14%	29%	25%	23%	24%	22%	17%	18%	-
It's fine for Singapore to import things it needs from other countries	73%	74%	73%	69%	78%	85%	64%	66%	74%	72%	74%	81%	79%	80%
Don't know	4%	3%	6%	5%	4%	1%	7%	9%	3%	4%	3%	2%	3%	20%

Q3. Generally speaking, do you think it is acceptable or unacceptable for foreign investors to buy companies in Singapore?

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Acceptable	72%	76%	68%	70%	76%	75%	86%	68%	75%	69%	73%	77%	82%	40%
Unacceptable	14%	14%	15%	13%	15%	18%	14%	16%	14%	17%	12%	18%	9%	-
Don't know	14%	10%	17%	17%	9%	8%	-	15%	11%	15%	15%	5%	9%	60%

Q4. Overall, do you think immigrants from other countries into Singapore have a positive or negative effect on the country?

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Positive	30%	35%	25%	32%	25%	34%	36%	24%	27%	23%	35%	36%	36%	40%
Neither positive nor negative	45%	40%	50%	46%	44%	45%	43%	50%	45%	46%	45%	45%	30%	40%
Negative	21%	21%	21%	17%	27%	19%	14%	24%	25%	23%	17%	19%	27%	-
Don't know	4%	4%	5%	5%	4%	3%	7%	2%	3%	9%	3%	-	6%	20%

YouGov Survey Results - Singapore

Fieldwork: October 2016

Total	Income Group			Marital Status						
	Lower income (Below SGD 4,000)	Medium income (SGD 4,000 - 7,999)	Higher income (SGD 8,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

Q1. Globalization is the word used to describe the increasing movement of products, ideas, money, jobs, culture and people around the world. Overall, do you think GLOBALIZATION is a force for good or bad for the world?

Base	1000	347	298	260	411	37	81	2	27	5	437
Force for good	71%	67%	72%	78%	72%	68%	73%	100%	70%	80%	70%
Force for bad	12%	12%	13%	12%	12%	22%	11%	-	15%	20%	12%
Don't know	17%	21%	14%	9%	16%	11%	16%	-	15%	-	19%

Q2. Thinking about international trade... Which ONE of the following comes closest to your view? - Singapore

Base	1000	347	298	260	411	37	81	2	27	5	437
Singapore should be able to meet all of its own needs without needing to rely on imports from other countries	23%	26%	24%	20%	21%	16%	22%	-	19%	60%	24%
It's fine for Singapore to import things it needs from other countries	73%	69%	73%	77%	75%	78%	74%	100%	78%	40%	71%
Don't know	4%	5%	3%	3%	3%	5%	4%	-	4%	-	5%

Q3. Generally speaking, do you think it is acceptable or unacceptable for foreign investors to buy companies in Singapore?

Base	1000	347	298	260	411	37	81	2	27	5	437
Acceptable	72%	71%	75%	75%	73%	68%	69%	50%	81%	80%	71%
Unacceptable	14%	13%	13%	16%	17%	27%	14%	50%	-	-	12%
Don't know	14%	15%	11%	9%	10%	5%	17%	-	19%	20%	16%

Q4. Overall, do you think immigrants from other countries into Singapore have a positive or negative effect on the country?

Base	1000	347	298	260	411	37	81	2	27	5	437
Positive	30%	28%	30%	35%	32%	38%	30%	-	22%	40%	28%
Neither positive nor negative	45%	44%	47%	42%	43%	38%	49%	100%	48%	60%	47%
Negative	21%	23%	20%	19%	22%	19%	17%	-	30%	-	20%
Don't know	4%	5%	3%	4%	3%	5%	4%	-	-	-	6%

Total	Gender		Age Group			Highest Education Level - Singapore							
	Male	Female	18-34	35-54	55+	Primary School Leaving Examination	General Certificate of Education - Ordinary	General Certificate of Education - Advanced	Diploma or vocational education	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters)	Professional higher education (e.g. to	None of these

Q5. Thinking about immigration... Which ONE of the following would you say is closest to your view?

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Immigration is enriching and adding to the traditional culture of my country	32%	35%	29%	35%	30%	21%	43%	28%	26%	27%	36%	38%	42%	20%
Immigration is eroding the traditional culture of my country	42%	44%	40%	41%	44%	42%	21%	43%	53%	44%	39%	48%	33%	-
Immigration has little effect on the traditional culture of my country	17%	14%	20%	15%	18%	31%	14%	17%	18%	18%	17%	13%	18%	20%
Don't know	9%	7%	10%	10%	7%	5%	21%	11%	2%	11%	8%	1%	6%	60%

Q6. To what extent do you agree or disagree with each of the following statements? - Globalization has mostly benefited the wealthy rather than ordinary citizens

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Strongly agree	16%	19%	14%	16%	16%	21%	14%	18%	13%	16%	16%	19%	18%	20%
Somewhat agree	44%	44%	45%	45%	44%	38%	21%	41%	51%	46%	43%	51%	42%	-
Neither agree nor disagree	27%	25%	29%	27%	28%	19%	29%	30%	22%	30%	27%	18%	24%	40%
Somewhat disagree	8%	9%	8%	8%	8%	11%	21%	7%	13%	5%	10%	5%	15%	20%
Strongly disagree	2%	3%	2%	1%	3%	7%	7%	2%	1%	1%	2%	7%	-	-
Don't know	2%	1%	3%	2%	2%	4%	7%	3%	-	2%	2%	-	-	20%
Mean	3.66	3.69	3.63	3.69	3.63	3.56	3.15	3.69	3.62	3.71	3.63	3.70	3.64	3.25

Q6. To what extent do you agree or disagree with each of the following statements? - A country is stronger when its people have a shared and common culture

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Strongly agree	28%	31%	26%	27%	29%	35%	43%	24%	39%	27%	27%	29%	30%	20%
Somewhat agree	48%	46%	50%	49%	46%	44%	36%	49%	38%	48%	50%	51%	45%	20%
Neither agree nor disagree	18%	16%	20%	18%	18%	17%	14%	19%	18%	19%	17%	15%	21%	40%
Somewhat disagree	4%	4%	3%	3%	4%	4%	-	6%	3%	3%	4%	4%	-	-
Strongly disagree	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	3%	-
Don't know	1%	1%	1%	1%	1%	-	7%	1%	-	2%	1%	-	-	20%
Mean	4.00	4.03	3.97	3.98	4.01	4.10	4.31	3.90	4.11	4.00	3.99	4.02	4.00	3.75

Total	Income Group			Marital Status						
	Lower income (Below SGD 4,000)	Medium income (SGD 4,000 - 7,999)	Higher income (SGD 8,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

Q5. Thinking about immigration... Which ONE of the following would you say is closest to your view?

Base	1000	347	298	260	411	37	81	2	27	5	437
Immigration is enriching and adding to the traditional culture of my country	32%	33%	34%	29%	31%	43%	35%	-	15%	60%	32%
Immigration is eroding the traditional culture of my country	42%	39%	44%	47%	42%	35%	44%	50%	48%	20%	42%
Immigration has little effect on the traditional culture of my country	17%	18%	15%	20%	18%	16%	12%	50%	30%	20%	17%
Don't know	9%	10%	7%	5%	9%	5%	9%	-	7%	-	9%

Q6. To what extent do you agree or disagree with each of the following statements? - Globalization has mostly benefited the wealthy rather than ordinary citizens

Base	1000	347	298	260	411	37	81	2	27	5	437
Strongly agree	16%	18%	16%	18%	18%	24%	12%	-	15%	-	16%
Somewhat agree	44%	44%	48%	41%	41%	32%	56%	100%	56%	60%	45%
Neither agree nor disagree	27%	29%	25%	24%	28%	32%	25%	-	22%	20%	26%
Somewhat disagree	8%	5%	9%	12%	9%	3%	6%	-	7%	-	9%
Strongly disagree	2%	2%	1%	3%	2%	5%	-	-	-	20%	2%
Don't know	2%	3%	1%	2%	2%	3%	1%	-	-	-	3%
Mean	3.66	3.72	3.69	3.60	3.63	3.69	3.75	4.00	3.78	3.20	3.66

Q6. To what extent do you agree or disagree with each of the following statements? - A country is stronger when its people have a shared and common culture

Base	1000	347	298	260	411	37	81	2	27	5	437
Strongly agree	28%	22%	28%	34%	31%	19%	30%	50%	33%	20%	26%
Somewhat agree	48%	51%	48%	46%	45%	65%	46%	50%	44%	60%	49%
Neither agree nor disagree	18%	20%	17%	15%	18%	14%	19%	-	19%	20%	18%
Somewhat disagree	4%	3%	4%	4%	4%	-	2%	-	4%	-	4%
Strongly disagree	1%	1%	2%	0%	0%	-	2%	-	-	-	1%
Don't know	1%	2%	0%	1%	1%	3%	1%	-	-	-	1%
Mean	4.00	3.93	3.98	4.11	4.03	4.06	3.99	4.50	4.07	4.00	3.97

Total	Gender		Age Group			Highest Education Level - Singapore							
	Male	Female	18-34	35-54	55+	Primary School Leaving Examination	General Certificate of Education - Ordinary	General Certificate of Education - Advanced	Diploma or vocational education	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters)	Professional higher education (e.g. to	None of these

Q6. To what extent do you agree or disagree with each of the following statements? - Multiculturalism is a negative result of globalization

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Strongly agree	5%	7%	3%	5%	4%	6%	14%	6%	4%	5%	3%	6%	6%	-
Somewhat agree	17%	15%	19%	18%	16%	15%	7%	21%	11%	18%	17%	17%	15%	-
Neither agree nor disagree	37%	34%	39%	36%	41%	28%	43%	37%	36%	39%	37%	23%	42%	60%
Somewhat disagree	28%	30%	26%	29%	25%	34%	14%	21%	37%	27%	29%	30%	24%	20%
Strongly disagree	11%	12%	9%	11%	11%	14%	14%	8%	11%	8%	11%	24%	12%	-
Don't know	3%	2%	4%	2%	3%	4%	7%	7%	1%	3%	2%	1%	-	20%
Mean	2.76	2.73	2.78	2.76	2.78	2.65	2.92	2.95	2.60	2.86	2.72	2.51	2.79	2.75

Q7. Which ONE of the following best describes the way you feel about Singapore?

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Singapore is the best country in the world	7%	5%	9%	8%	6%	9%	14%	10%	7%	8%	5%	7%	12%	-
Singapore is better than most other countries	55%	55%	55%	55%	53%	60%	36%	50%	62%	49%	60%	58%	52%	20%
Singapore is as good as most other countries	27%	27%	27%	28%	26%	19%	36%	27%	26%	26%	27%	27%	21%	40%
Singapore is not as good as most other countries	7%	9%	5%	5%	9%	10%	14%	10%	3%	9%	6%	6%	12%	-
Singapore is the worst country in the world	1%	1%	1%	1%	2%	3%	-	1%	-	2%	1%	-	-	-
Don't know	3%	2%	4%	3%	4%	-	-	2%	2%	6%	1%	1%	3%	40%

Q8. If you had the opportunity to move to any country of your choice, would you take it? Please select the option that best applies.

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Yes, definitely	22%	26%	19%	23%	24%	12%	29%	28%	13%	26%	22%	18%	15%	20%
Yes, probably	43%	41%	45%	45%	41%	38%	14%	39%	46%	45%	46%	37%	45%	20%
No, probably not	21%	21%	22%	20%	21%	35%	29%	24%	29%	16%	20%	29%	33%	20%
No, definitely not	6%	5%	6%	4%	6%	11%	21%	4%	5%	6%	5%	7%	3%	-
Don't know	7%	7%	7%	8%	7%	4%	7%	6%	7%	7%	7%	10%	3%	40%

Q9. Who would you rather was president of the USA?

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Donald Trump	11%	15%	6%	10%	12%	14%	7%	7%	4%	11%	12%	17%	18%	-
Hillary Clinton	62%	62%	61%	62%	59%	70%	64%	63%	72%	56%	63%	61%	61%	40%
Don't know	28%	22%	33%	28%	29%	16%	29%	29%	24%	33%	25%	23%	21%	60%

Total	Income Group			Marital Status						
	Lower income (Below SGD 4,000)	Medium income (SGD 4,000 - 7,999)	Higher income (SGD 8,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

Q6. To what extent do you agree or disagree with each of the following statements? - Multiculturalism is a negative result of globalization

Base	1000	347	298	260	411	37	81	2	27	5	437
Strongly agree	5%	5%	5%	5%	7%	3%	5%	-	7%	-	3%
Somewhat agree	17%	19%	14%	20%	18%	14%	15%	50%	15%	40%	16%
Neither agree nor disagree	37%	41%	36%	30%	36%	43%	40%	-	56%	20%	36%
Somewhat disagree	28%	24%	30%	31%	26%	19%	26%	-	19%	-	32%
Strongly disagree	11%	8%	12%	12%	11%	19%	12%	50%	4%	40%	10%
Don't know	3%	3%	2%	2%	2%	3%	2%	-	-	-	3%
Mean	2.76	2.89	2.68	2.74	2.83	2.61	2.73	2.50	3.04	2.60	2.69

Q7. Which ONE of the following best describes the way you feel about Singapore?

Base	1000	347	298	260	411	37	81	2	27	5	437
Singapore is the best country in the world	7%	9%	6%	6%	9%	8%	7%	-	7%	20%	5%
Singapore is better than most other countries	55%	51%	55%	60%	53%	43%	62%	100%	59%	80%	56%
Singapore is as good as most other countries	27%	28%	27%	27%	27%	41%	25%	-	26%	-	26%
Singapore is not as good as most other countries	7%	9%	8%	4%	8%	5%	4%	-	4%	-	7%
Singapore is the worst country in the world	1%	1%	1%	1%	1%	-	-	-	4%	-	1%
Don't know	3%	3%	2%	2%	1%	3%	2%	-	-	-	5%

Q8. If you had the opportunity to move to any country of your choice, would you take it? Please select the option that best applies.

Base	1000	347	298	260	411	37	81	2	27	5	437
Yes, definitely	22%	24%	23%	20%	22%	27%	22%	-	30%	-	23%
Yes, probably	43%	44%	45%	42%	40%	38%	35%	-	44%	100%	48%
No, probably not	21%	20%	19%	24%	25%	14%	26%	100%	15%	-	19%
No, definitely not	6%	5%	5%	7%	6%	5%	9%	-	11%	-	4%
Don't know	7%	7%	7%	7%	8%	16%	9%	-	-	-	6%

Q9. Who would you rather was president of the USA?

Base	1000	347	298	260	411	37	81	2	27	5	437
Donald Trump	11%	10%	13%	12%	12%	11%	11%	-	19%	20%	9%
Hillary Clinton	62%	61%	60%	64%	63%	62%	62%	100%	59%	60%	60%
Don't know	28%	29%	27%	24%	25%	27%	27%	-	22%	20%	31%

Total	Gender		Age Group			Highest Education Level - Singapore							
	Male	Female	18-34	35-54	55+	Primary School Leaving Examination	General Certificate of Education - Ordinary	General Certificate of Education - Advanced	Diploma or vocational education	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters)	Professional higher education (e.g. to	None of these

Q10. Do you think the world has got better or worse in the past 12 months, or has there been no change?

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Better	8%	8%	8%	10%	6%	3%	7%	7%	9%	5%	10%	6%	21%	-
No change	27%	29%	25%	30%	24%	20%	36%	24%	26%	26%	28%	30%	21%	60%
Worse	59%	58%	60%	53%	66%	73%	57%	63%	59%	62%	57%	62%	55%	20%
Don't know	6%	4%	7%	6%	5%	5%	-	7%	7%	7%	5%	2%	3%	20%

Gender

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Male	49%	100%	-	45%	53%	64%	64%	36%	42%	53%	48%	63%	45%	80%
Female	51%	-	100%	55%	47%	36%	36%	64%	58%	47%	52%	37%	55%	20%

Age Group

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
18-24	26%	22%	30%	45%	-	-	14%	36%	58%	37%	15%	4%	3%	20%
25-34	32%	31%	33%	55%	-	-	14%	17%	9%	24%	47%	37%	36%	20%
35-44	21%	23%	19%	-	62%	-	21%	15%	8%	22%	22%	31%	36%	20%
45-54	13%	14%	12%	-	38%	-	29%	17%	13%	11%	11%	17%	15%	20%
55+	8%	10%	6%	-	-	100%	21%	15%	13%	6%	4%	12%	9%	20%
Mean	34.50	36.08	32.97	25.89	42.92	61.14	42.72	35.86	32.37	32.62	33.97	39.86	38.57	41.20

Working Status

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Working full time (30 or more hours per week)	69%	73%	64%	64%	80%	52%	36%	48%	41%	68%	80%	81%	82%	60%
Working part time (8-29 hours a week)	6%	6%	7%	5%	5%	19%	29%	8%	10%	7%	3%	7%	3%	-
Working part time (Less than 8 hours a week)	2%	2%	2%	2%	2%	1%	-	4%	4%	1%	2%	1%	-	-
Full time student	12%	12%	13%	21%	1%	-	7%	24%	30%	15%	5%	1%	6%	-
Retired	1%	2%	1%	-	0%	16%	7%	2%	2%	1%	1%	1%	-	20%
Unemployed	4%	2%	5%	3%	4%	5%	7%	7%	3%	3%	3%	1%	-	-
Not working	4%	1%	6%	3%	5%	5%	14%	5%	2%	3%	3%	5%	9%	-
Other	2%	3%	2%	2%	3%	1%	-	2%	7%	2%	2%	2%	-	20%

Marital Status

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Married	41%	46%	37%	22%	64%	79%	57%	45%	24%	36%	44%	55%	48%	20%
Living with partner	4%	4%	4%	4%	3%	1%	14%	5%	3%	2%	3%	8%	3%	-
In relationship, but not living with partner	8%	6%	10%	12%	3%	-	-	3%	10%	9%	10%	5%	6%	-
Widowed	0%	0%	0%	-	-	3%	-	1%	1%	-	-	-	-	-
Divorced	3%	2%	3%	0%	6%	8%	-	2%	3%	3%	2%	4%	3%	20%
Separated	1%	-	1%	1%	-	1%	-	2%	-	-	1%	-	-	-
Single	44%	42%	46%	60%	24%	9%	29%	42%	59%	50%	40%	29%	39%	60%

Total	Income Group			Marital Status						
	Lower income (Below SGD 4,000)	Medium income (SGD 4,000 - 7,999)	Higher income (SGD 8,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

Q10. Do you think the world has got better or worse in the past 12 months, or has there been no change?

Base	1000	347	298	260	411	37	81	2	27	5	437
Better	8%	11%	7%	7%	9%	11%	9%	-	7%	60%	6%
No change	27%	26%	28%	29%	26%	49%	26%	-	19%	20%	27%
Worse	59%	57%	63%	60%	60%	38%	58%	100%	70%	20%	60%
Don't know	6%	6%	3%	4%	5%	3%	7%	-	4%	-	6%

Gender

Base	1000	347	298	260	411	37	81	2	27	5	437
Male	49%	46%	52%	50%	55%	51%	37%	50%	41%	-	47%
Female	51%	54%	48%	50%	45%	49%	63%	50%	59%	100%	53%

Age Group

Base	1000	347	298	260	411	37	81	2	27	5	437
18-24	26%	31%	22%	20%	4%	19%	41%	-	-	20%	47%
25-34	32%	31%	35%	28%	28%	49%	47%	-	7%	60%	33%
35-44	21%	19%	21%	26%	31%	27%	10%	-	30%	-	13%
45-54	13%	10%	15%	16%	22%	3%	2%	-	41%	-	6%
55+	8%	9%	7%	10%	15%	3%	-	100%	22%	20%	2%
Mean	34.50	33.44	35.17	36.48	41.67	31.27	27.26	66.49	48.44	32.40	28.38

Working Status

Base	1000	347	298	260	411	37	81	2	27	5	437
Working full time (30 or more hours per week)	69%	61%	74%	81%	77%	84%	70%	50%	78%	60%	59%
Working part time (8-29 hours a week)	6%	9%	6%	3%	6%	3%	7%	50%	7%	-	6%
Working part time (Less than 8 hours a week)	2%	2%	2%	2%	2%	-	1%	-	4%	20%	2%
Full time student	12%	14%	10%	8%	1%	3%	16%	-	-	-	24%
Retired	1%	2%	1%	1%	3%	-	-	-	4%	-	0%
Unemployed	4%	5%	1%	1%	3%	5%	5%	-	4%	-	4%
Not working	4%	4%	3%	3%	7%	3%	-	-	-	20%	2%
Other	2%	3%	1%	2%	2%	3%	-	-	4%	-	3%

Marital Status

Base	1000	347	298	260	411	37	81	2	27	5	437
Married	41%	33%	46%	51%	100%	-	-	-	-	-	-
Living with partner	4%	4%	3%	5%	-	100%	-	-	-	-	-
In relationship, but not living with partner	8%	10%	7%	8%	-	-	100%	-	-	-	-
Widowed	0%	0%	0%	-	-	-	-	100%	-	-	-
Divorced	3%	3%	3%	3%	-	-	-	-	100%	-	-
Separated	1%	1%	0%	-	-	-	-	-	-	100%	-
Single	44%	49%	41%	34%	-	-	-	-	-	-	100%

		Total	Gender		Age Group			Highest Education Level - Singapore							
			Male	Female	18-34	35-54	55+	Primary School Leaving Examination	General Certificate of Education - Ordinary	General Certificate of Education - Advanced	Diploma or vocational education	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters.	Professional higher education (e.g. to	None of these
Household size															
	Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
	1	5%	6%	3%	4%	5%	6%	14%	4%	4%	1%	4%	12%	12%	20%
	2	15%	16%	14%	10%	23%	17%	21%	11%	10%	12%	18%	23%	18%	-
	3	23%	22%	23%	24%	21%	23%	21%	24%	14%	25%	21%	24%	27%	40%
	4	27%	28%	26%	29%	24%	29%	21%	27%	33%	30%	27%	18%	24%	-
	5	17%	16%	19%	20%	13%	16%	14%	23%	18%	20%	17%	10%	-	20%
	6	7%	7%	7%	7%	7%	6%	7%	6%	11%	7%	7%	7%	9%	20%
	7	4%	3%	4%	3%	5%	3%	-	5%	7%	2%	3%	4%	3%	-
	8 or more	2%	2%	3%	2%	3%	-	-	2%	3%	3%	2%	4%	6%	-
	Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Prefer not to say	0%	-	0%	0%	-	-	-	-	-	-	0%	-	-	-
Children															
	Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
	None - I don't have children	67%	66%	68%	77%	52%	58%	57%	66%	78%	67%	68%	56%	55%	80%
	1	14%	13%	14%	12%	18%	11%	21%	12%	8%	14%	14%	17%	18%	-
	2	12%	13%	11%	7%	22%	7%	21%	14%	10%	11%	11%	18%	12%	-
	3	3%	3%	2%	1%	5%	1%	-	4%	-	2%	3%	2%	6%	-
	4	0%	0%	0%	-	1%	-	-	-	-	1%	-	2%	-	-
	5 or more	0%	0%	0%	0%	0%	-	-	-	-	-	0%	-	3%	-
	None - My children are 18 or above	4%	4%	4%	3%	2%	22%	-	4%	4%	4%	3%	5%	6%	20%
Monthly Household Income - Singapore															
	Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
	Below SGD 1,000	4%	3%	5%	4%	3%	8%	14%	10%	5%	4%	2%	-	3%	20%
	SGD 1,000 - 2,999	17%	16%	18%	20%	10%	23%	36%	26%	20%	22%	13%	5%	6%	-
	SGD 3,000 - 3,999	14%	14%	14%	13%	16%	9%	7%	15%	13%	16%	13%	10%	6%	60%
	SGD 4,000 - 5,999	18%	18%	18%	17%	19%	16%	14%	18%	13%	17%	18%	19%	36%	-
	SGD 6,000 - 7,999	12%	14%	10%	12%	12%	10%	-	7%	10%	11%	14%	19%	12%	-
	SGD 8,000 - 9,999	11%	11%	11%	10%	14%	11%	7%	6%	13%	10%	13%	13%	9%	20%
	SGD 10,000 - 14,999	10%	11%	10%	8%	14%	10%	7%	2%	11%	8%	13%	20%	12%	-
	SGD 15,000 - 19,999	3%	2%	3%	2%	3%	5%	-	2%	3%	1%	3%	4%	3%	-
	SGD 20,000 or above	2%	2%	1%	1%	2%	5%	-	2%	4%	0%	2%	4%	3%	-
	Prefer not to say	6%	6%	6%	6%	6%	4%	7%	3%	4%	7%	6%	7%	6%	-
	Don't know	4%	3%	5%	6%	1%	-	7%	8%	3%	4%	3%	-	3%	-
	Mean	6513.02	#####	6294.39	#####	#####	#####	3865.70	4814.09	7175.58	5359.07	7233.42	8742.18	7472.55	4039.18

		Total	Income Group			Marital Status						
			Lower income (Below SGD 4.000)	Medium income (SGD 4,000 - 7.999)	Higher income (SGD 8,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single
Household size												
	Base	1000	347	298	260	411	37	81	2	27	5	437
	1	5%	6%	5%	2%	1%	5%	4%	50%	18%	-	7%
	2	15%	15%	21%	11%	24%	30%	5%	-	22%	-	7%
	3	23%	23%	23%	20%	19%	27%	26%	50%	19%	20%	24%
	4	27%	27%	26%	30%	27%	19%	30%	-	19%	40%	28%
	5	17%	19%	14%	18%	15%	14%	22%	-	7%	20%	20%
	6	7%	5%	5%	10%	7%	3%	9%	-	11%	20%	8%
	7	4%	3%	3%	6%	5%	-	4%	-	4%	-	3%
	8 or more	2%	1%	3%	3%	2%	3%	1%	-	-	-	3%
	Don't know	-	-	-	-	-	-	-	-	-	-	-
	Prefer not to say	0%	0%	-	-	-	-	-	-	-	-	0%
Children												
	Base	1000	347	298	260	411	37	81	2	27	5	437
	None - I don't have children	67%	70%	65%	60%	41%	76%	93%	50%	56%	20%	87%
	1	14%	14%	15%	14%	25%	16%	4%	-	30%	40%	4%
	2	12%	8%	12%	18%	23%	8%	2%	-	7%	20%	4%
	3	3%	3%	3%	3%	5%	-	-	-	-	20%	0%
	4	0%	-	0%	1%	1%	-	-	-	-	-	-
	5 or more	0%	0%	-	0%	0%	-	-	-	-	-	0%
	None - My children are 18 or above	4%	5%	4%	4%	5%	-	1%	50%	7%	-	4%
Monthly Household Income - Singapore												
	Base	1000	347	298	260	411	37	81	2	27	5	437
	Below SGD 1,000	4%	12%	-	-	3%	5%	5%	-	-	40%	4%
	SGD 1,000 - 2,999	17%	49%	-	-	12%	14%	19%	50%	26%	40%	21%
	SGD 3,000 - 3,999	14%	39%	-	-	13%	16%	17%	-	19%	-	14%
	SGD 4,000 - 5,999	18%	-	59%	-	18%	14%	16%	50%	22%	-	17%
	SGD 6,000 - 7,999	12%	-	41%	-	15%	11%	10%	-	7%	20%	11%
	SGD 8,000 - 9,999	11%	-	-	43%	14%	11%	16%	-	15%	-	7%
	SGD 10,000 - 14,999	10%	-	-	40%	12%	14%	6%	-	11%	-	9%
	SGD 15,000 - 19,999	3%	-	-	10%	3%	5%	1%	-	-	-	2%
	SGD 20,000 or above	2%	-	-	7%	2%	3%	1%	-	-	-	2%
	Prefer not to say	6%	-	-	-	7%	3%	4%	-	-	-	6%
	Don't know	4%	-	-	-	0%	5%	5%	-	-	-	7%
	Mean	6513.02	2441.81	5811.40	12751.04	7248.28	7320.22	5809.32	3502.55	5516.78	2479.27	#####

Total	Gender		Age Group			Highest Education Level - Singapore							
	Male	Female	18-34	35-54	55+	Primary School Leaving Examination	General Certificate of Education - Ordinary	General Certificate of Education - Advanced	Diploma or vocational education	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters)	Professional higher education (e.g. to qualify as a lawyer, accountant)	None of these

Highest Education Level - Singapore

	Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Primary School Leaving Examination (PSLE)	1%	2%	1%	1%	2%	4%	100%	-	-	-	-	-	-	-	-
General Certificate of Education - Ordinary Level (GCE O/N level), GCSE, School Certificate	12%	9%	16%	11%	11%	24%	-	100%	-	-	-	-	-	-	-
General Certificate of Education - Advanced Level (GCE A level) or Higher Certificate	9%	8%	10%	11%	6%	15%	-	-	100%	-	-	-	-	-	-
Diploma or vocational education	27%	29%	25%	28%	26%	19%	-	-	-	100%	-	-	-	-	-
University degree (e.g. BA, BSc, B.Ed)	38%	37%	38%	41%	37%	21%	-	-	-	-	100%	-	-	-	-
University higher degree (Masters, MBA, PhD)	8%	11%	6%	6%	12%	12%	-	-	-	-	-	100%	-	-	-
Professional higher education (e.g. to qualify as a lawyer, accountant)	3%	3%	4%	2%	5%	4%	-	-	-	-	-	-	100%	-	-
None of these	1%	1%	0%	0%	1%	1%	-	-	-	-	-	-	-	-	100%

Total	Income Group			Marital Status						
	Lower income (Below SGD 4,000)	Medium income (SGD 4,000 - 7,999)	Higher income (SGD 8,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

Highest Education Level - Singapore

Base	1000	347	298	260	411	37	81	2	27	5	437
Primary School Leaving Examination (PSLE)	1%	2%	1%	1%	2%	5%	-	-	-	-	1%
General Certificate of Education - Ordinary Level (GCE O/N level), GCSE, School Certificate	12%	18%	10%	6%	13%	16%	5%	50%	11%	40%	12%
General Certificate of Education - Advanced Level (GCE A level) or Higher Certificate	9%	10%	7%	11%	5%	8%	11%	50%	11%	-	12%
Diploma or vocational education	27%	33%	25%	20%	24%	16%	30%	-	30%	-	31%
University degree (e.g. BA, BSc, B.Ed)	38%	31%	41%	45%	40%	32%	47%	-	30%	60%	35%
University higher degree (Masters, MBA, PhD)	8%	3%	11%	13%	11%	19%	5%	-	11%	-	5%
Professional higher education (e.g. to qualify as a lawyer, accountant)	3%	1%	5%	3%	4%	3%	2%	-	4%	-	3%
None of these	1%	1%	-	0%	0%	-	-	-	4%	-	1%

Total	Gender		Age Group			Highest Education Level - Singapore							
	Male	Female	18-34	35-54	55+	Primary School Leaving Examination	General Certificate of Education - Ordinary	General Certificate of Education - Advanced	Diploma or vocational education	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters)	Professional higher education (e.g. to)	None of these

Social networks - member of

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Facebook	88%	86%	90%	88%	88%	81%	79%	84%	90%	90%	89%	86%	76%	40%
Facebook Messenger	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Twitter	33%	29%	37%	41%	22%	16%	7%	40%	37%	34%	31%	32%	24%	-
LinkedIn	37%	41%	33%	35%	42%	30%	7%	22%	22%	28%	48%	57%	36%	40%
Google+	41%	44%	38%	41%	41%	45%	36%	42%	34%	42%	41%	45%	39%	40%
MySpace	4%	5%	3%	4%	5%	-	7%	3%	3%	6%	3%	5%	12%	-
Pinterest	19%	12%	26%	20%	19%	11%	21%	20%	15%	19%	21%	15%	18%	-
Tumblr	13%	13%	13%	18%	8%	-	7%	11%	13%	16%	13%	6%	15%	20%
Instagram	53%	44%	61%	65%	39%	24%	29%	51%	63%	59%	51%	40%	39%	40%
Vine	4%	4%	3%	6%	0%	-	7%	3%	5%	4%	3%	4%	6%	-
Snapchat	20%	17%	23%	29%	9%	3%	14%	25%	32%	23%	16%	12%	9%	-
WeChat	33%	35%	31%	28%	41%	30%	29%	28%	23%	39%	33%	32%	45%	-
Line	30%	26%	34%	34%	26%	14%	21%	28%	25%	37%	30%	17%	27%	-
Vimeo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tinder	5%	6%	4%	7%	2%	-	-	4%	3%	4%	6%	2%	9%	-
Mindtalk	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Path	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bebo	2%	2%	1%	2%	1%	-	-	1%	1%	2%	1%	2%	6%	-
BeeTalk	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Skype	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Whatsapp	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sina Weibo	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5%	6%	5%	5%	6%	3%	7%	8%	7%	6%	5%	1%	3%	-
Don't Know	1%	1%	1%	1%	2%	1%	14%	2%	-	-	1%	-	6%	20%
Not applicable - I am not currently a member of any social networks	2%	3%	2%	3%	1%	5%	7%	5%	2%	1%	2%	1%	-	20%

Race

Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
Chinese	84%	84%	84%	84%	86%	73%	71%	71%	86%	86%	91%	77%	70%	60%
Malay	6%	6%	7%	7%	6%	4%	7%	20%	5%	8%	2%	4%	6%	20%
Indian	6%	7%	6%	6%	5%	18%	21%	7%	3%	4%	6%	13%	24%	-
Others	3%	4%	2%	3%	3%	6%	-	3%	5%	3%	2%	6%	-	20%

Total	Income Group			Marital Status						
	Lower income (Below SGD 4,000)	Medium income (SGD 4,000 - 7,999)	Higher income (SGD 8,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

Social networks - member of

Base	1000	347	298	260	411	37	81	2	27	5	437
Facebook	88%	87%	89%	89%	87%	86%	86%	100%	78%	100%	89%
Facebook Messenger	-	-	-	-	-	-	-	-	-	-	-
Twitter	33%	31%	34%	31%	23%	38%	43%	-	22%	20%	41%
LinkedIn	37%	31%	36%	46%	38%	38%	38%	50%	41%	20%	35%
Google+	41%	39%	43%	41%	40%	46%	32%	50%	41%	40%	43%
MySpace	4%	5%	4%	4%	3%	11%	2%	-	-	-	5%
Pinterest	19%	17%	21%	17%	16%	24%	26%	-	22%	-	21%
Tumblr	13%	12%	13%	14%	5%	14%	23%	-	-	-	19%
Instagram	53%	54%	48%	53%	40%	54%	70%	50%	26%	60%	63%
Vine	4%	4%	4%	3%	2%	3%	2%	-	-	-	6%
Snapchat	20%	22%	18%	20%	9%	19%	30%	-	11%	40%	29%
WeChat	33%	32%	37%	34%	35%	27%	27%	50%	48%	40%	31%
Line	30%	30%	31%	28%	24%	38%	38%	50%	15%	20%	35%
Vimeo	-	-	-	-	-	-	-	-	-	-	-
Tinder	5%	4%	5%	6%	1%	3%	4%	-	-	-	9%
Mindtalk	-	-	-	-	-	-	-	-	-	-	-
Path	-	-	-	-	-	-	-	-	-	-	-
Bebo	2%	2%	2%	1%	2%	-	1%	-	-	-	2%
BeeTalk	-	-	-	-	-	-	-	-	-	-	-
Skype	-	-	-	-	-	-	-	-	-	-	-
Whatsapp	-	-	-	-	-	-	-	-	-	-	-
Sina Weibo	-	-	-	-	-	-	-	-	-	-	-
Other	5%	5%	3%	8%	6%	3%	1%	-	4%	-	6%
Don't Know	1%	1%	1%	1%	2%	3%	-	-	-	-	1%
Not applicable - I am not currently a member of any social networks	2%	3%	2%	2%	3%	3%	4%	-	-	-	2%

Race

Base	1000	347	298	260	411	37	81	2	27	5	437
Chinese	84%	82%	83%	90%	80%	70%	91%	50%	85%	60%	88%
Malay	6%	10%	6%	3%	6%	14%	5%	-	-	-	7%
Indian	6%	5%	7%	6%	10%	5%	1%	-	11%	-	3%
Others	3%	3%	5%	2%	3%	11%	2%	50%	4%	40%	2%

		Total	Gender		Age Group			Highest Education Level - Singapore							
			Male	Female	18-34	35-54	55+	Primary School Leaving Examination	General Certificate of Education - Ordinary	General Certificate of Education - Advanced	Diploma or vocational education	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters.	Professional higher education (e.g. to	None of these
District Singapore															
	Base	1000	490	510	580	340	80	14	123	92	270	379	84	33	5
	Central - Little India	1%	1%	2%	2%	1%	-	7%	2%	-	1%	1%	-	6%	20%
	Central - Newton, Bukit Timah	2%	2%	1%	1%	2%	1%	-	-	2%	-	2%	4%	9%	-
	Central - Orchard	1%	0%	1%	1%	1%	-	-	-	1%	0%	1%	1%	3%	-
	Central - Tanglin, Holland, River Valley	2%	2%	2%	1%	2%	5%	7%	3%	3%	1%	1%	2%	-	-
	Central - Toa Payoh, Balestier	4%	5%	4%	4%	4%	8%	7%	5%	7%	2%	3%	7%	12%	40%
	Central East - Potong Pasir	1%	2%	1%	2%	1%	-	-	2%	1%	1%	1%	2%	3%	-
	Central East - Eunos, Geylang	4%	4%	4%	4%	3%	8%	-	6%	5%	3%	3%	7%	3%	-
	Central North - AMK, Thomson	6%	6%	7%	7%	5%	6%	-	6%	7%	7%	7%	5%	6%	-
	Central South - Tiong Bahru, Queenstown	4%	3%	5%	4%	4%	-	-	2%	2%	4%	4%	2%	6%	-
	Central West - Clementi, Upper Bukit Timah	3%	4%	1%	3%	2%	5%	-	2%	5%	1%	2%	6%	3%	-
	City - Beach Road	0%	1%	0%	1%	-	-	-	-	-	0%	1%	1%	-	-
	City - CBD	1%	0%	1%	1%	1%	-	-	1%	-	1%	1%	-	3%	-
	City - City Hall	0%	-	0%	0%	-	-	-	-	-	0%	-	-	-	-
	City - Marina Area	0%	0%	0%	1%	-	-	-	-	-	-	1%	1%	-	-
	East Coast - Katong	3%	2%	4%	2%	4%	4%	-	2%	2%	2%	4%	2%	3%	-
	Far East - Changi, Loyang	1%	1%	1%	1%	0%	-	-	1%	2%	1%	1%	1%	-	-
	Far East - Tampines, Pasir Ris	11%	10%	12%	12%	10%	11%	21%	14%	11%	14%	10%	6%	-	-
	Far North - Woodlands, Admiralty	7%	7%	7%	8%	6%	5%	21%	9%	8%	8%	5%	4%	12%	-
	Far North - Yishun, Sembawang	6%	7%	5%	8%	5%	1%	-	6%	5%	9%	6%	2%	-	-
	Far North West - Kranji, Lim Chu Kang	0%	0%	0%	0%	-	1%	-	1%	-	-	0%	-	-	-
	Far West - Jurong, Boon Lay	7%	7%	8%	7%	9%	3%	-	8%	2%	9%	9%	4%	3%	-
	North - Yio Chu Kang	1%	1%	1%	1%	1%	3%	-	-	2%	2%	1%	-	-	-
	North East - Hougang, Punggol	18%	18%	18%	17%	19%	17%	14%	20%	16%	13%	21%	18%	15%	20%
	North East - Seletar	1%	1%	2%	1%	2%	3%	-	2%	-	2%	1%	1%	3%	-
	North West - Bukit Batok, Choa Chu Kang	8%	9%	7%	7%	9%	7%	14%	5%	10%	11%	6%	10%	6%	-
	South - Keppel, Sentosa	0%	1%	-	1%	-	-	-	-	-	1%	0%	-	-	-
	South West - Buona Vista, West Coast	3%	3%	2%	3%	2%	4%	-	-	3%	2%	3%	7%	-	-
	Upper East Coast - Bedok, Bayshore	5%	5%	4%	3%	5%	9%	7%	5%	4%	3%	5%	6%	3%	20%

Total	Income Group			Marital Status						
	Lower income (Below SGD 4,000)	Medium income (SGD 4,000 - 7,999)	Higher income (SGD 8,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

District Singapore

Singapore

Base	1000	347	298	260	411	37	81	2	27	5	437
Central - Little India	1%	2%	0%	1%	1%	-	-	-	-	-	2%
Central - Newton, Bukit Timah	2%	1%	2%	3%	3%	3%	-	-	4%	-	1%
Central - Orchard	1%	1%	0%	1%	-	8%	-	-	-	-	1%
Central - Tanglin, Holland, River Valley	2%	2%	1%	2%	1%	3%	2%	-	-	20%	2%
Central - Toa Payoh, Balestier	4%	5%	4%	5%	5%	5%	5%	-	-	20%	3%
Central East - Potong Pasir	1%	1%	1%	1%	1%	-	1%	-	4%	-	2%
Central East - Eunos, Geylang	4%	3%	5%	5%	3%	5%	4%	50%	-	-	5%
Central North - AMK, Thomson	6%	7%	8%	5%	5%	3%	6%	50%	11%	20%	8%
Central South - Tiong Bahru, Queenstown	4%	3%	4%	4%	2%	11%	5%	-	7%	-	4%
Central West - Clementi, Upper Bukit Timah	3%	1%	3%	4%	2%	3%	2%	-	4%	-	3%
City - Beach Road	0%	1%	-	0%	-	-	4%	-	-	-	0%
City - CBD	1%	1%	1%	1%	1%	3%	-	-	-	-	1%
City - City Hall	0%	-	-	0%	-	-	-	-	-	-	0%
City - Marina Area	0%	1%	-	-	0%	-	1%	-	-	-	-
East Coast - Katong	3%	2%	3%	4%	3%	3%	4%	-	7%	-	3%
Far East - Changi, Loyang	1%	1%	1%	1%	0%	-	4%	-	-	-	1%
Far East - Tampines, Pasir Ris	11%	10%	11%	14%	11%	11%	19%	-	11%	-	10%
Far North - Woodlands, Admiralty	7%	8%	7%	5%	5%	8%	7%	-	4%	40%	8%
Far North - Yishun, Sembawang	6%	7%	5%	7%	6%	5%	7%	-	4%	-	6%
Far North West - Kranji, Lim Chu Kang	0%	-	-	-	0%	-	-	-	-	-	0%
Far West - Jurong, Boon Lay	7%	8%	9%	5%	8%	-	2%	-	4%	-	8%
North - Yio Chu Kang	1%	1%	1%	1%	1%	-	1%	-	4%	-	1%
North East - Hougang, Punggol	18%	19%	15%	19%	23%	14%	10%	-	30%	-	14%
North East - Seletar	1%	1%	1%	2%	2%	-	1%	-	-	-	1%
North West - Bukit Batok, Choa Chu Kang	8%	7%	10%	5%	9%	8%	6%	-	4%	-	8%
South - Keppel, Sentosa	0%	1%	-	-	-	-	-	-	-	-	1%
South West - Buona Vista, West Coast	3%	3%	3%	2%	2%	3%	2%	-	4%	-	3%
Upper East Coast - Bedok, Bayshore	5%	5%	5%	4%	5%	5%	5%	-	-	-	4%