



Press Release: 28th September, 2016

For more information, please contact:

Amanda Tang

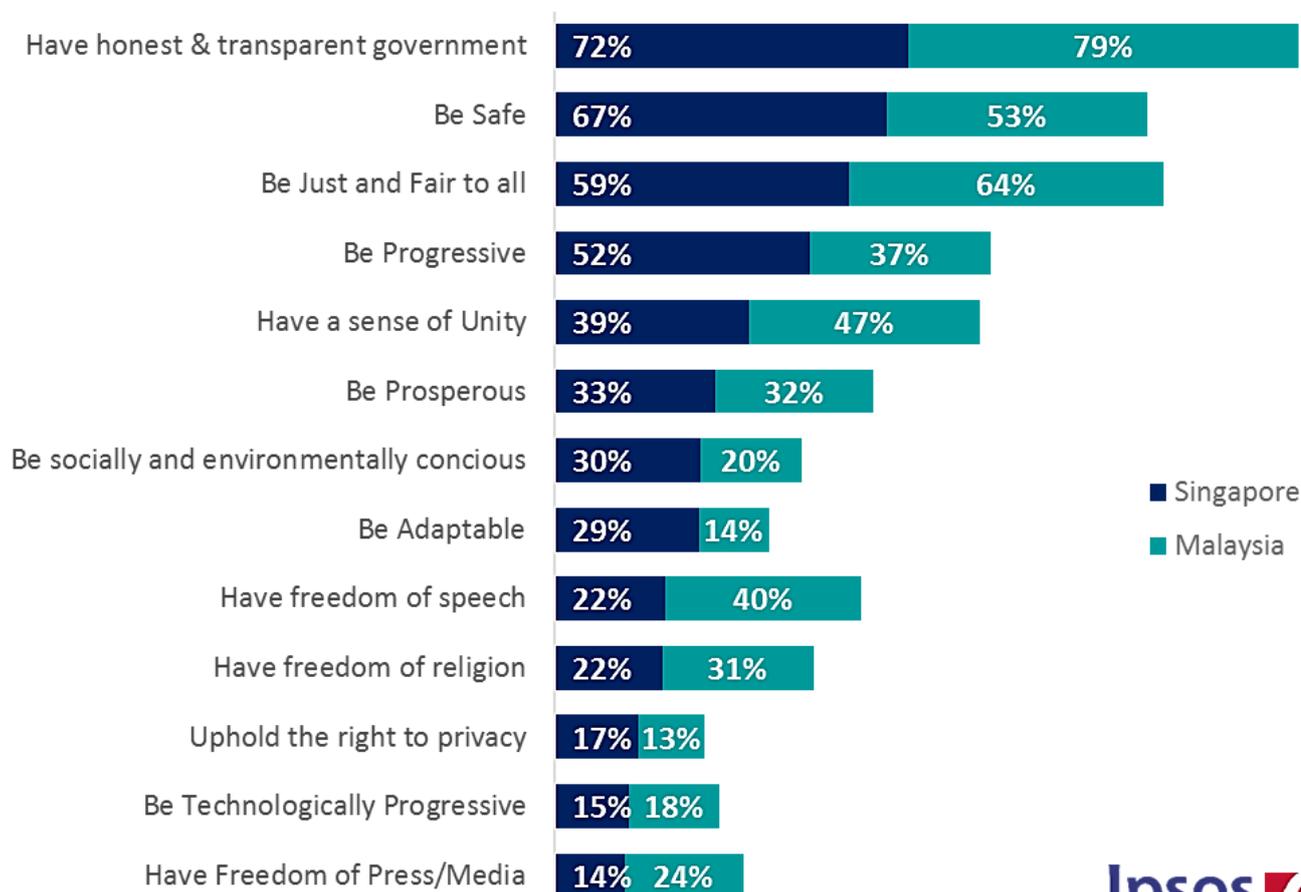
Tel: +65 98563234 Email: amanda.tang@ipsos.com

42% of Singaporeans want to Migrate

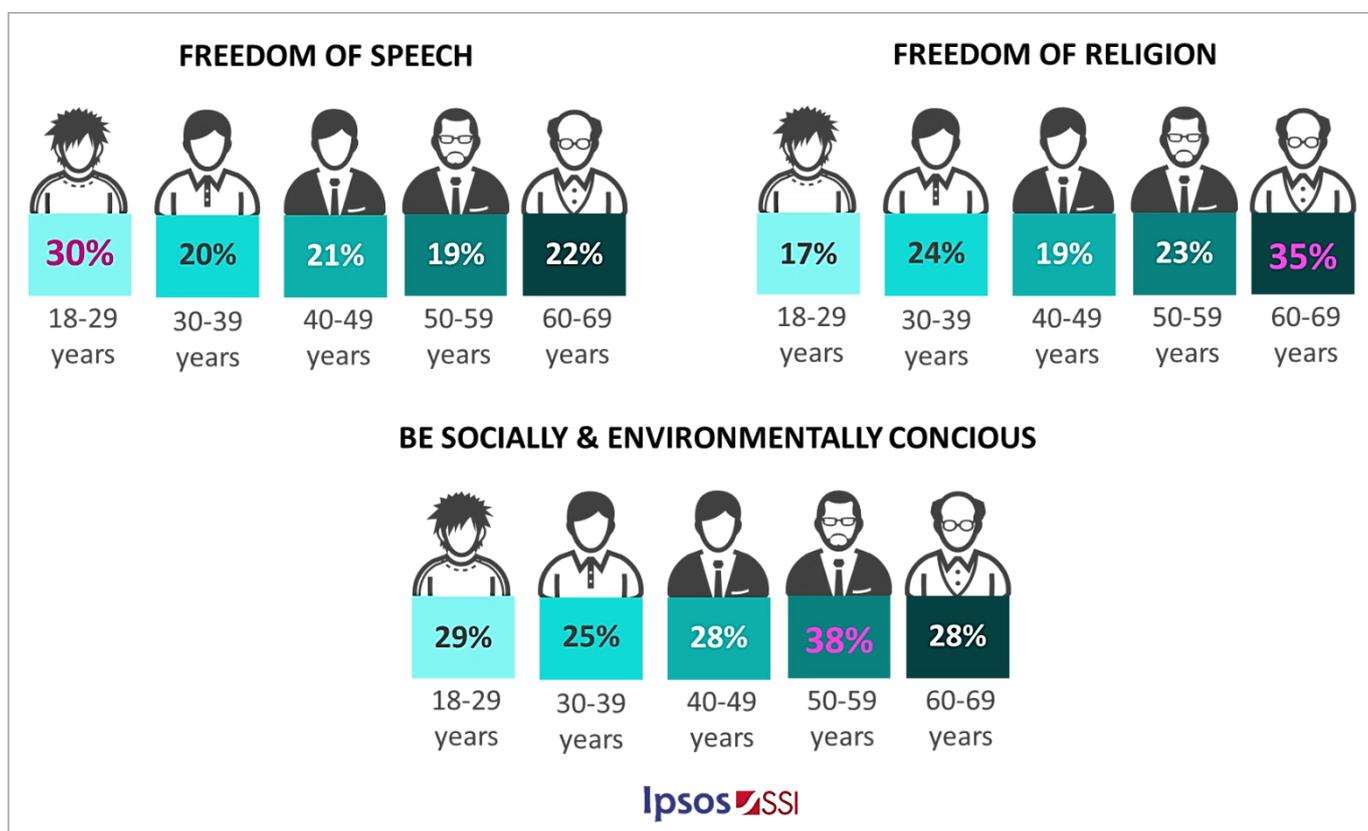
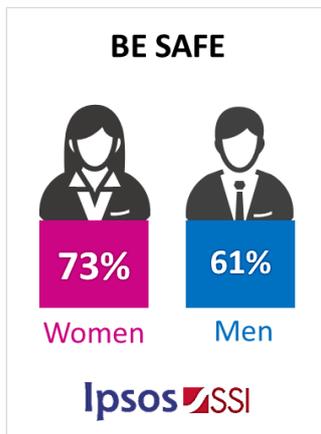
Although Singaporeans rated Safety (80%), Standard of Education (69%) and the Economy (68%) in Singapore as Good/Excellent, 42% of Singaporeans will still choose to Migrate outside of Singapore if given the chance.

Singapore – An online Ipsos and SSI study conducted among 1,050 Singaporeans to understand what Values and Ideals Singaporeans believe is important to Singapore as a country, found that over half of Singaporeans choose Honest & Transparent Government (72%), Safety (67%), Be Just & Fair to All (59%) and Being Progressive (52%) as the key values. This is the second part of a larger study that attempts to understand what truly defines - and what it truly means - to be Singaporean.

Values Singaporeans consider Important for Singapore as a Country



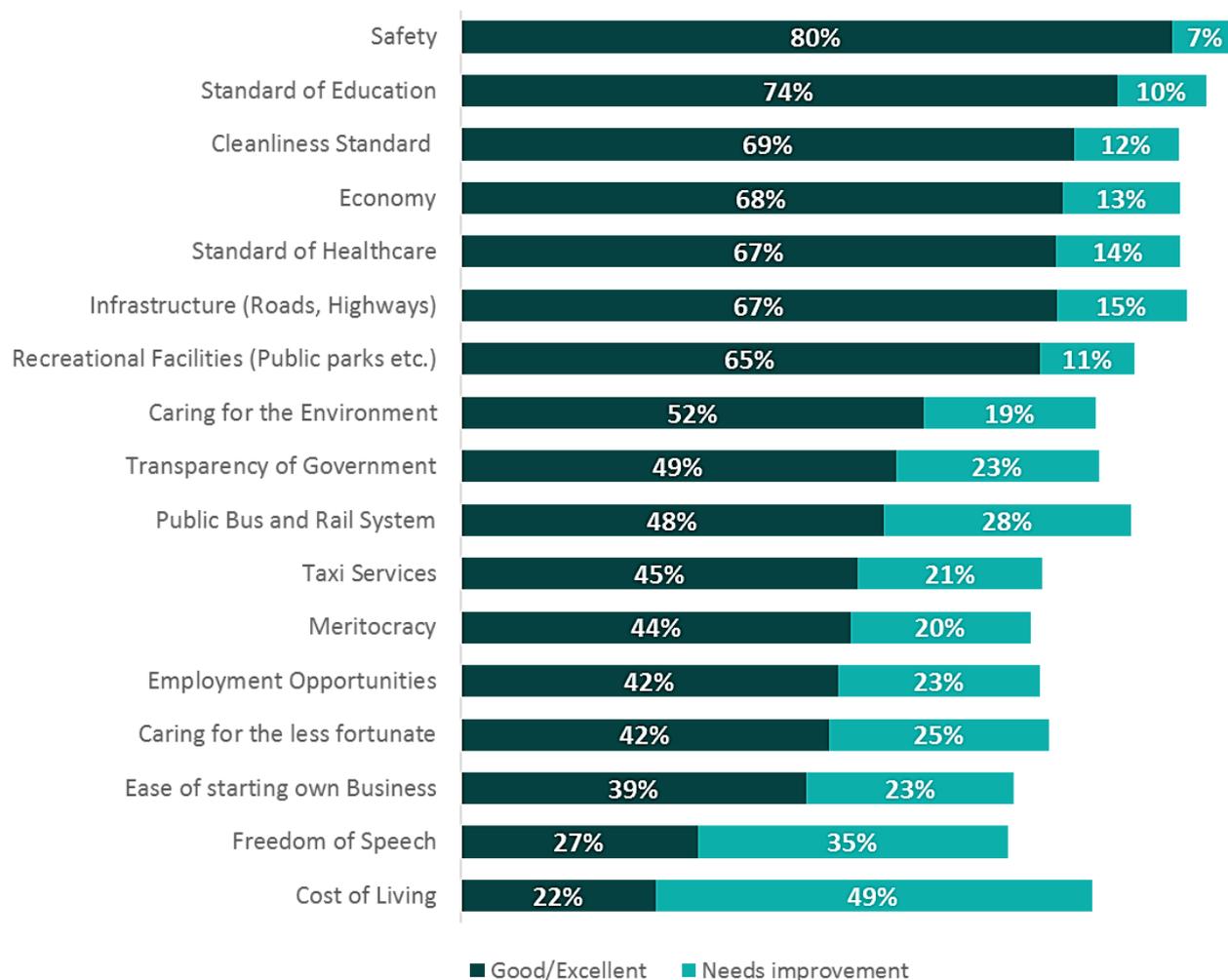
When it comes to Safety, significantly more Singaporean women (73%) than men (61%) believe it to be an important value for Singapore to have. While 22% of Singaporeans listed Freedom of Speech as important, amongst those significantly younger Singaporeans aged 18-29yo (30%) listed it as important. Freedom of Religion was significantly more important to older Singaporeans aged 60-69 years old (35%). Interestingly, older Singaporeans (38%) aged 50-59 years old believed that Singapore needs to Be More Socially & Environmentally Conscious.



“Singaporeans aged 50-59 are getting closer to retirement and at that point, they look to not just their future but also the legacy they want to leave behind.” Said Joseph Chua, Managing Director for Ipsos Singapore. *“Our social consciousness as a nation and how well we manage the limited resources we have will become increasingly important as our world globalizes, because the choices we make as a nation is now seen around the world and reflects who we are as a people.”*

Although Singaporeans rated Safety (80%), Standard of Education (69%) and the Economy (68%) in Singapore as Good/Excellent, many felt there were still areas of improvement especially when it came to Caring for the less fortunate (25% stated needs improvement), Ease of starting new Business (23% stated needs improvement) and Freedom of Speech (35% stated needs improvement). Almost 50% of Singaporeans believe that Cost of Living is an area which requires improvement.

The Singapore Report Card



Ipsos SSI

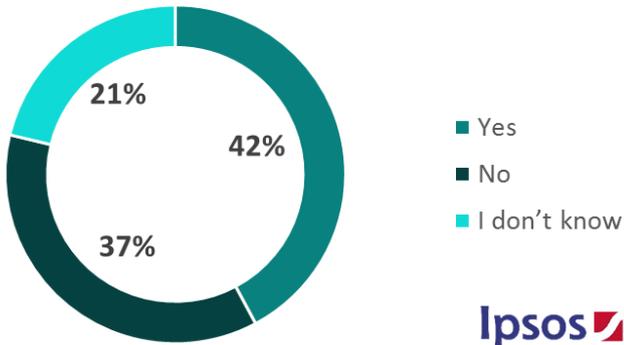
Despite many services being rated as good/excellent, 42% of Singaporeans will still choose to migrate if given the chance.

Says Melanie Ng, Head of Ipsos's Market Understanding unit, "In Singapore, a typical complaint is the fast pace of life that is synonymous with city living, and another being the relatively limited opportunities to explore niche careers such as those in arts and music. Hence the impetus to migrate perhaps stems from a person's desire for a different lifestyle, or for a place where someone's unique interests are viable career opportunities. While Singapore is indeed a fantastic city to live in, for some Singaporeans, freedom of choice may be more important than the comfort and safety our country can provide."

Although 74% of Singaporeans rated the Standard of Education here as good/excellent, 56% would still encourage their children to study outside of Singapore.

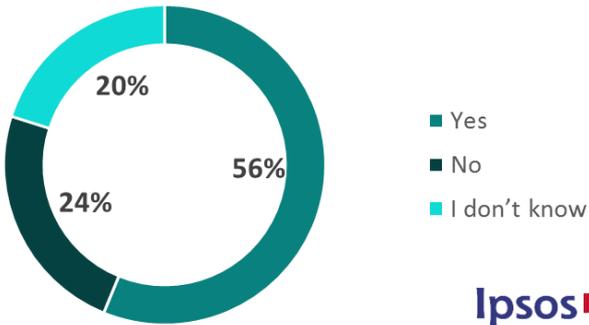
To this, Melanie adds, "While there has been considerable effort put in place to ensure that a university degree is accessible to all Singapore children, studying and living overseas is thought to provide a richer learning experience – opening students up to new cultures and perspectives – and teaching them to be independent and accountable. By going overseas, our students also have the choice to pursue broader study streams that we may not be able to offer at the moment."

Migrate outside of Singapore



Ipsos SSI

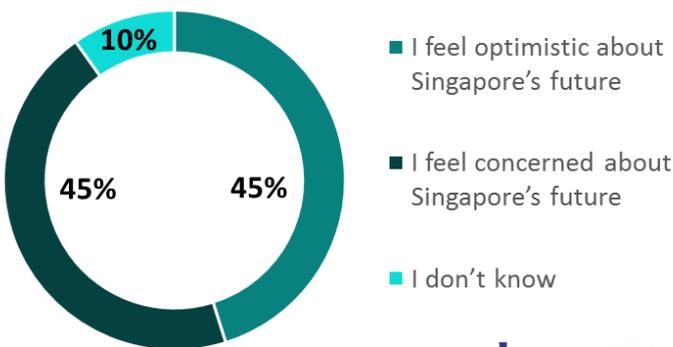
Encourage children to study outside Singapore



Ipsos SSI

When looking to the Future of Singapore, almost half (45%) are optimistic and half (45%) are concerned about its future.

Future of Singapore



Ipsos SSI

About the Study

This online study was conducted by Ipsos & SSI in December 2015, surveying 1,050 Singaporeans. It covered all demographics; gender, ethnicity, age groups, occupation and household income. **This is the second part of a larger study looking at what it means to be Singaporean.** For more information on the topic, please contact Amanda; amanda.tang@ipsos.com

About Ipsos www.ipsosasiapacific.com

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery -. Ipsos has been listed on the Paris Stock Exchange since 1999.

GAME CHANGERS

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist - NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

About SSI

SSI is the premier global provider of data solutions and technology for consumer and business-to-business survey research, reaching respondents in 100+ countries via Internet, telephone, mobile/wireless and mixed-access offerings. SSI staff operates from 40 offices in 22 countries, offering sample, data collection, CATI, questionnaire design consultation, programming and hosting, online custom reporting and data processing. SSI's 3,600+ employees serve more than 3,000 clients worldwide. Visit SSI at www.surveysampling.com