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For more information, please contact:

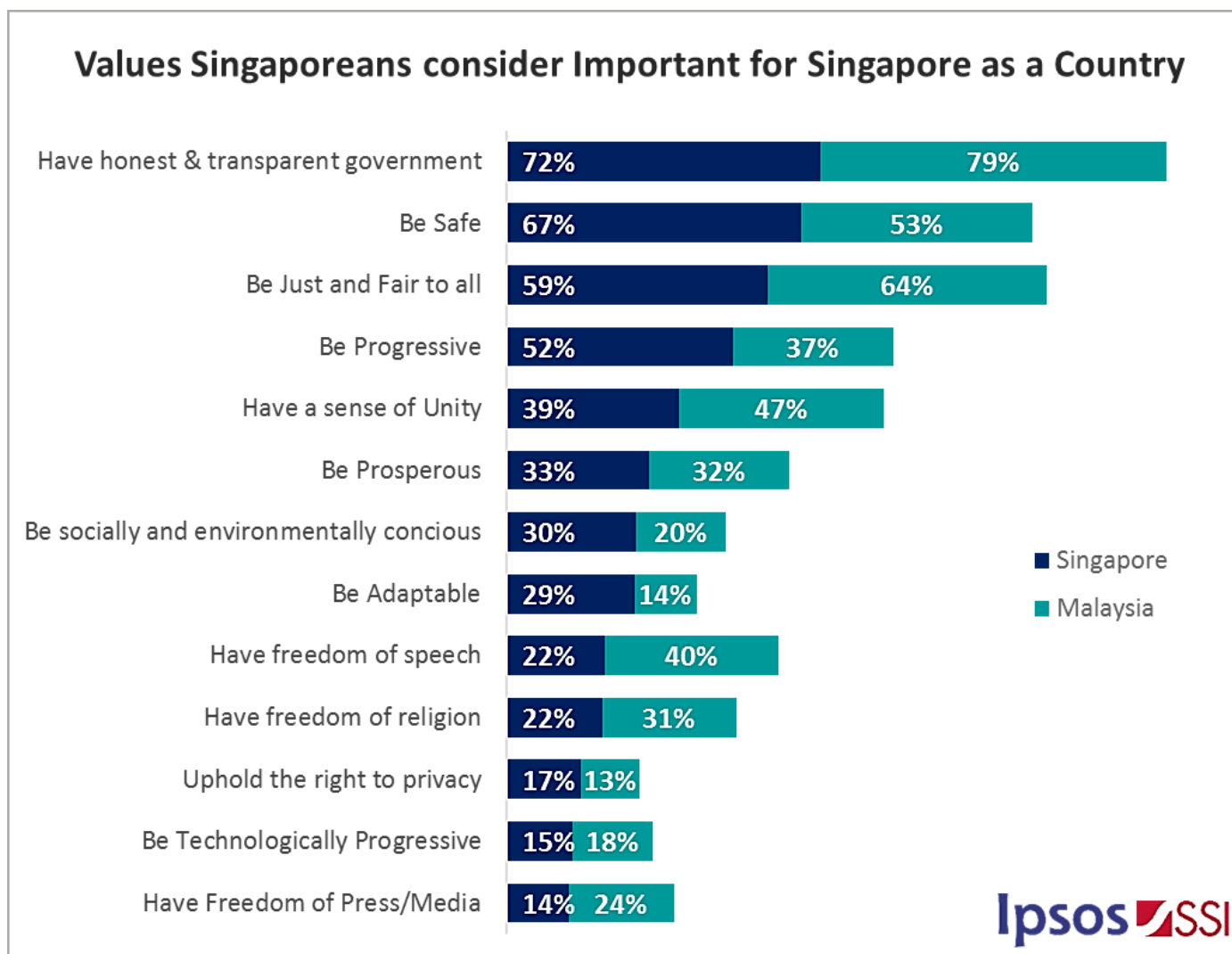
Amanda Tang

Tel: +65 98563234 Email: [amanda.tang@ipsos.com](mailto:amanda.tang@ipsos.com)

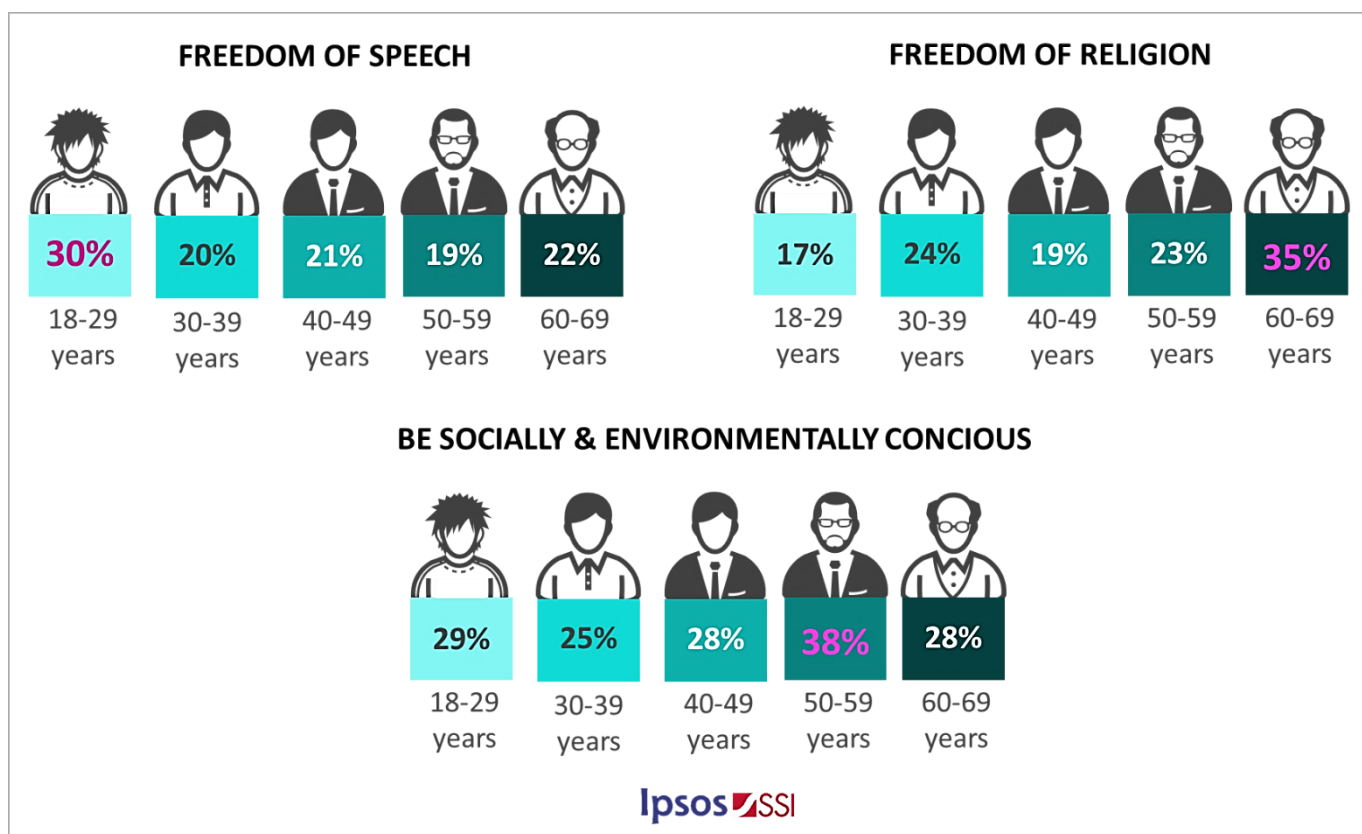
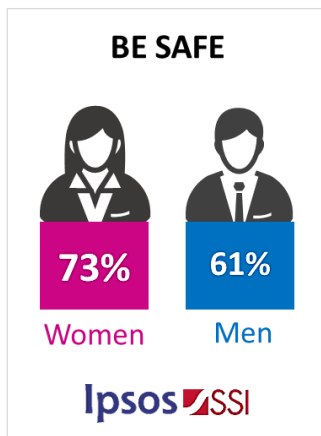
## 42% of Singaporeans want to Migrate

**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.



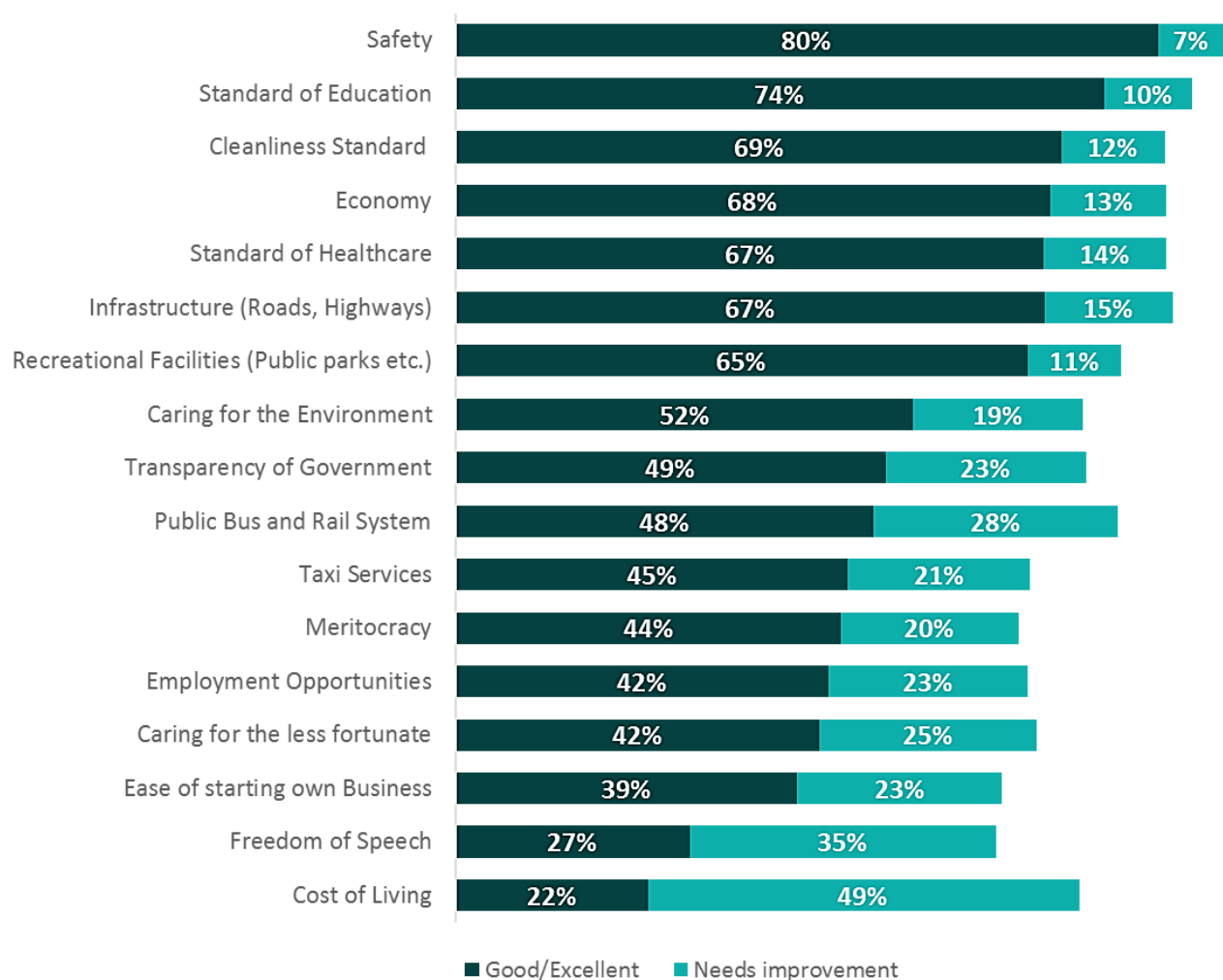
When it comes to Safety, significantly more Singaporean women (73%) than men (61%) believe it to be an important value for Singapore to have. While 22% of Singaporeans listed Freedom of Speech as important, amongst those significantly younger Singaporeans aged 18-29yo (30%) listed it as important. Freedom 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

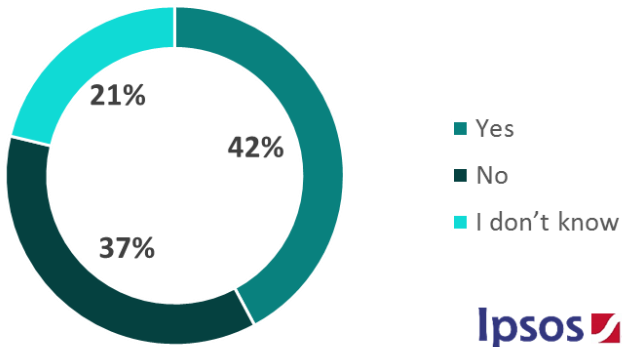
Despite many services being rated as good/excellent, 42% of Singaporeans will still choose to migrate if given the chance.

*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."*

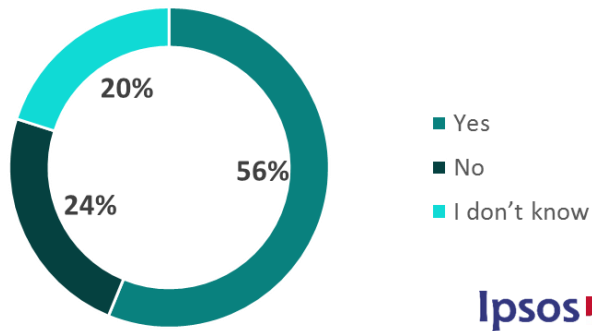
Although 74% of Singaporeans rated the Standard of Education here as good/excellent, 56% would still encourage their children to study outside of Singapore.

*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

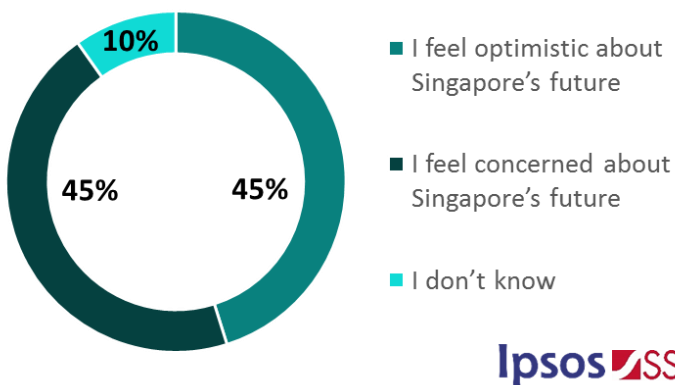


### Encourage children to study outside Singapore



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

### Future of Singapore



## **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](mailto:amanda.tang@ipsos.com)

## **About Ipsos** [www.ipsosasiapacific.com](http://www.ipsosasiapacific.com)

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