



Understanding the state of kindness and graciousness in Singapore Graciousness Survey 2017

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1 Overview



Scope Overview

Since 2008, the Graciousness Survey has provided a handy barometer for tracking the level of graciousness and kindness in Singapore, and identifying areas of improvement, leading to targeted communications that aim to make Singapore a nicer, more pleasant place to live in.

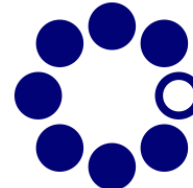
The current 2016/17 edition continues, focusing on the following areas to guide SKM's strategic directions & work planning:



Sentiments towards
graciousness and
kindness



State of neighbourliness
in Singapore



Sentiments towards
integration of
foreigners



Parents' and their role in
inculcating graciousness
and kindness

Design Overview - Graciousness Survey 2017

Audience	Singapore Citizens / PRs aged 15 years or older Reflective of the Singapore population on age, gender, ethnicity	Employment Pass / Dependent Pass / Student Pass / Work Permit / S Pass Permit aged 15 years or older
Methodology	Face-to-face interviews based on geographically stratified random sampling	
	<ul style="list-style-type: none"> = Multi-stage random sampling approach; Sampling points for D2D were in proportion to population density in each planning region. = D2D sampling supplemented by street intercepts within each planning area targeting residents of gated communities 	<ul style="list-style-type: none"> ▪ Combination of D2D and street intercepts at high-traffic locations across the island
Interview length	15-20 mins	
Interview language	English / Mandarin / Malay	
Data Collection period	Wave 1 : 20 Jul to 30 Aug 2016 Wave 2 : 25 Dec 2016 to 25 Jan 2017.	

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State of kindness and graciousness in Singapore

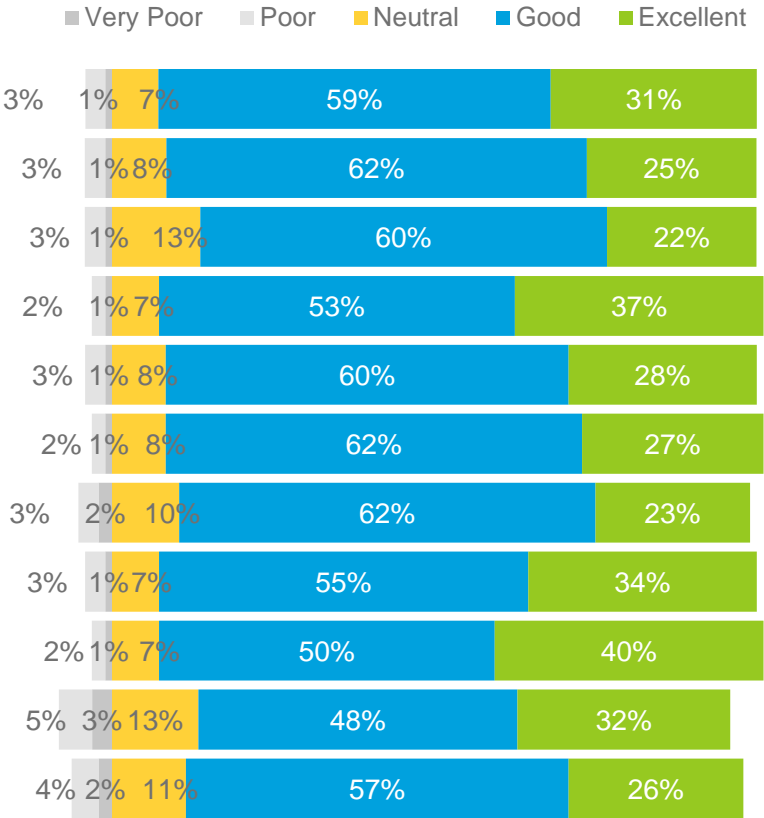


For 25 different expressions of gracious behaviours, overall perception ratings were mostly unchanged year-on-year. Some improvement in transport-related behaviours.

Evaluation of Gracious Behaviours - Courtesy

COURTESY

- Offering help to others
- Moving in and making space for boarding/alighting passengers on public transport
- Turning on indicator signal in advance on the road
- Smiling as a form of acknowledgement and greeting
- Allowing others to alight/board public transport first
- Volume control (being conscious of your noise level so as to not affect others)
- Giving way to other road users
- Giving up public transport seats to those who need it more
- Saying 'Excuse me'
- Greeting neighbours (regardless of whether they know each other)
- Motorists slowing down to allow pedestrians to finish crossing the road



Mean	
2016	2017
6.80	6.90
6.54	▲ 6.72
6.37	▲ 6.58
6.83	▲ 7.03
6.59	▲ 6.79
6.65	▲ 6.86
6.62	6.66
7.02	6.94
7.10	7.09
6.87	▼ 6.69
6.59	6.64

The biggest drops year-on-year are related to consideration to others: a me-first mentality, cleaning up after meals in public spaces, & keeping public toilets clean.

Evaluation of Gracious Behaviours - Consideration

CONSIDERATION

Not making discriminatory remarks online

Not having a sense of entitlement (me-first mentality)

Refraining from making personal attacks on the Internet

Apologising when in the wrong

Parents correcting children's wrong behaviours

Foreign residents doing their part to assimilate into the local culture

Cleaning up after meals in public spaces

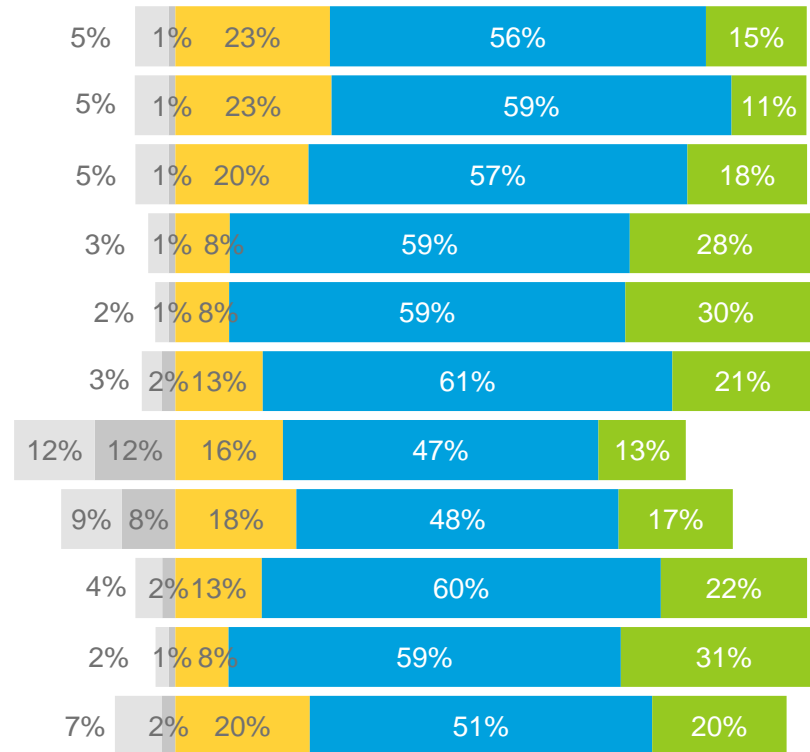
Keeping public toilets clean and dry after use

Locals accepting foreign residents as part of the Singapore community

Parents behaving graciously as a role model for their children

Not posting or sharing private or malicious information about others online

■ Very Poor ■ Poor ■ Neutral ■ Good ■ Excellent



Mean	
2016	2017
N.A.	6.23
6.31	▼ 6.13
6.33	6.37
6.77	6.79
6.83	6.86
6.33	▲ 6.54
5.83	▼ 5.52
6.17	▼ 5.88
6.48	6.53
7.07	6.95
6.19	6.29

The mean readings on showing appreciation or gratitude to others, as well as on volunteering & donating, are unchanged year-on-year.

Evaluation of Gracious Behaviours – Gratitude and Kindness

GRATITUDE

Repaying or returning favours in kind

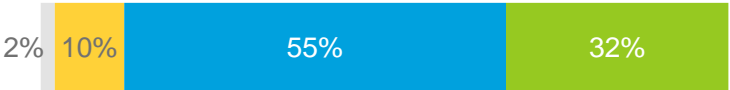
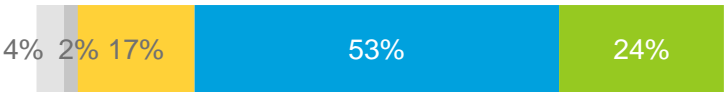
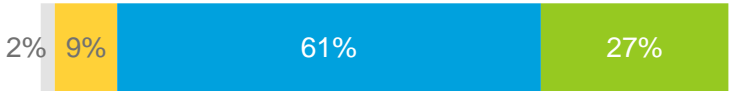
Thanking those who have helped you

KINDNESS

Volunteering time for charity services

Donating money to the needy

Very Poor Poor Neutral Good Excellent



Mean	
2016	2017
6.82	6.84
7.27	7.22

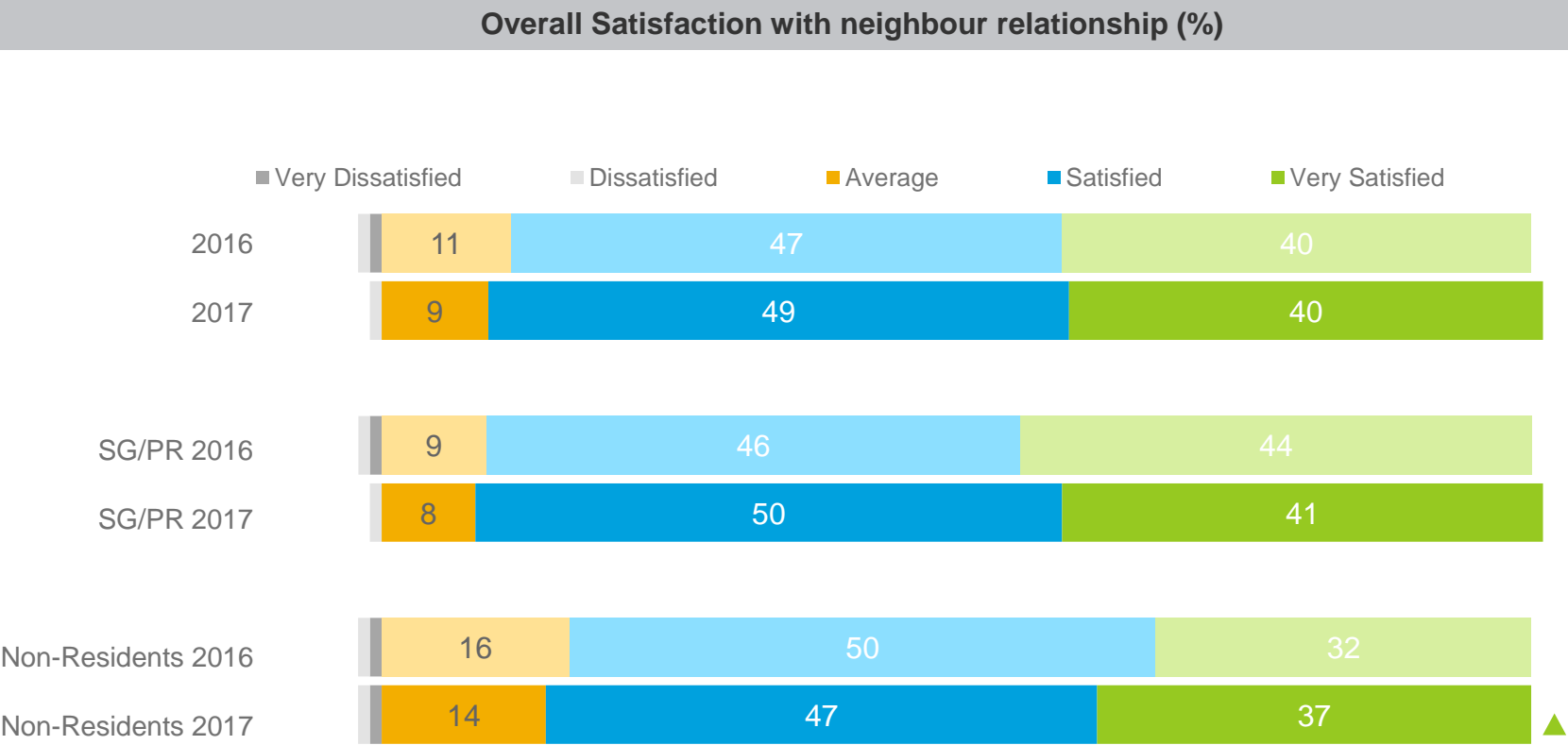
6.51	6.51
6.79	6.88

3

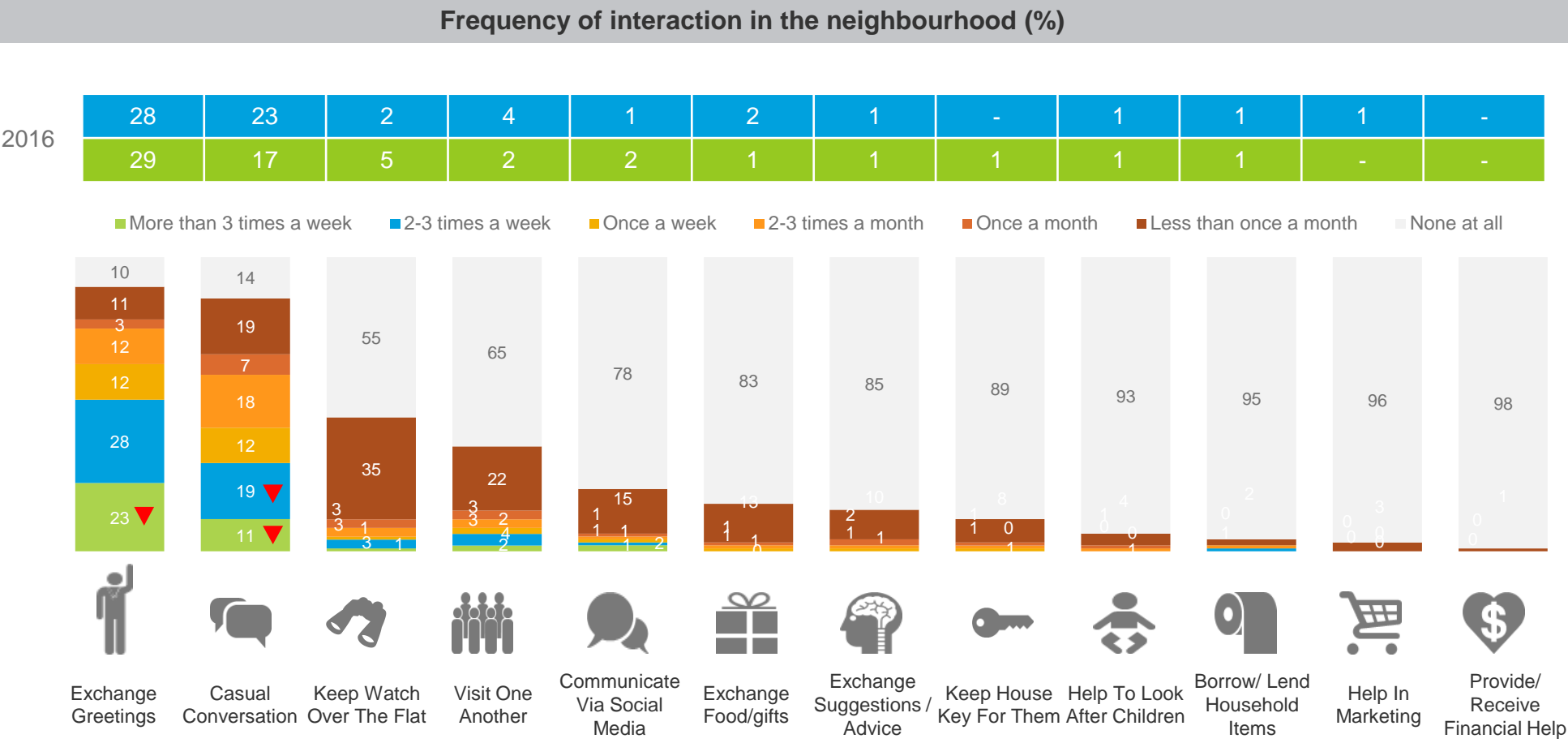
Neighbourliness in Singapore



Overall satisfaction on relationships with neighbours remained stable year on year, with higher “very satisfied” answers among non-residents.

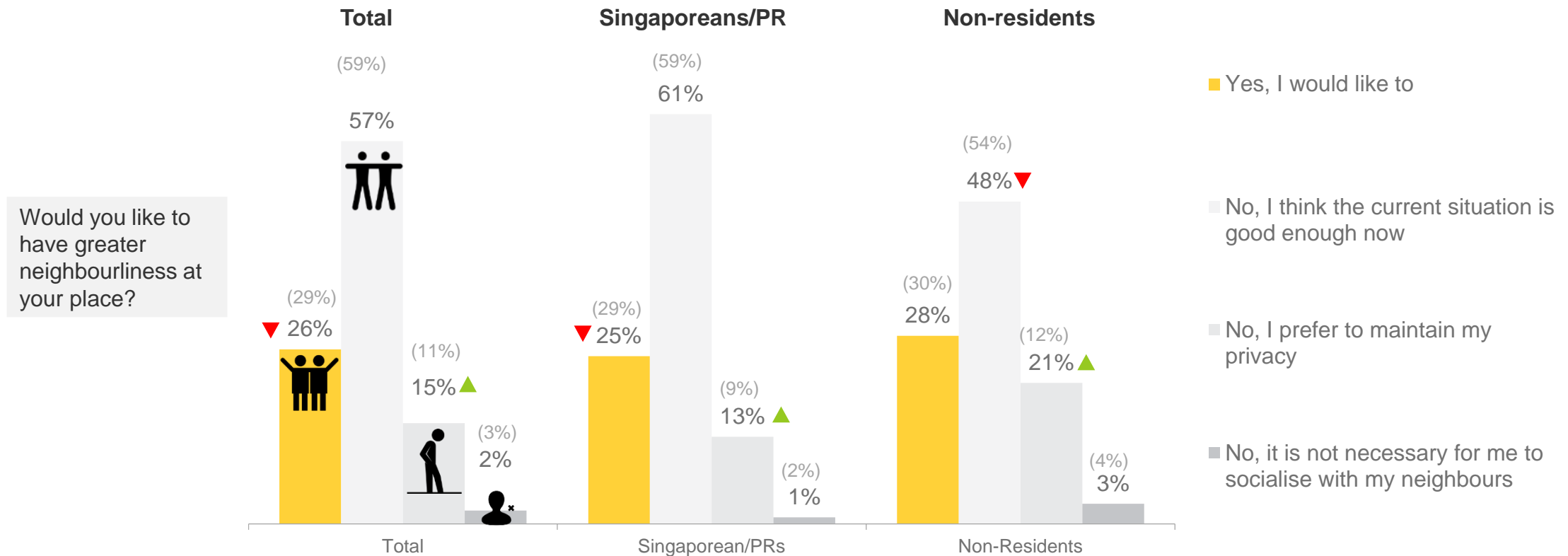


Exchanging greetings and casual conversations remained the top forms of interactions among neighbours. The frequency of interactions however dropped year on year. Only 1 in 10 did not engage in any interaction at all (8% in 2016).



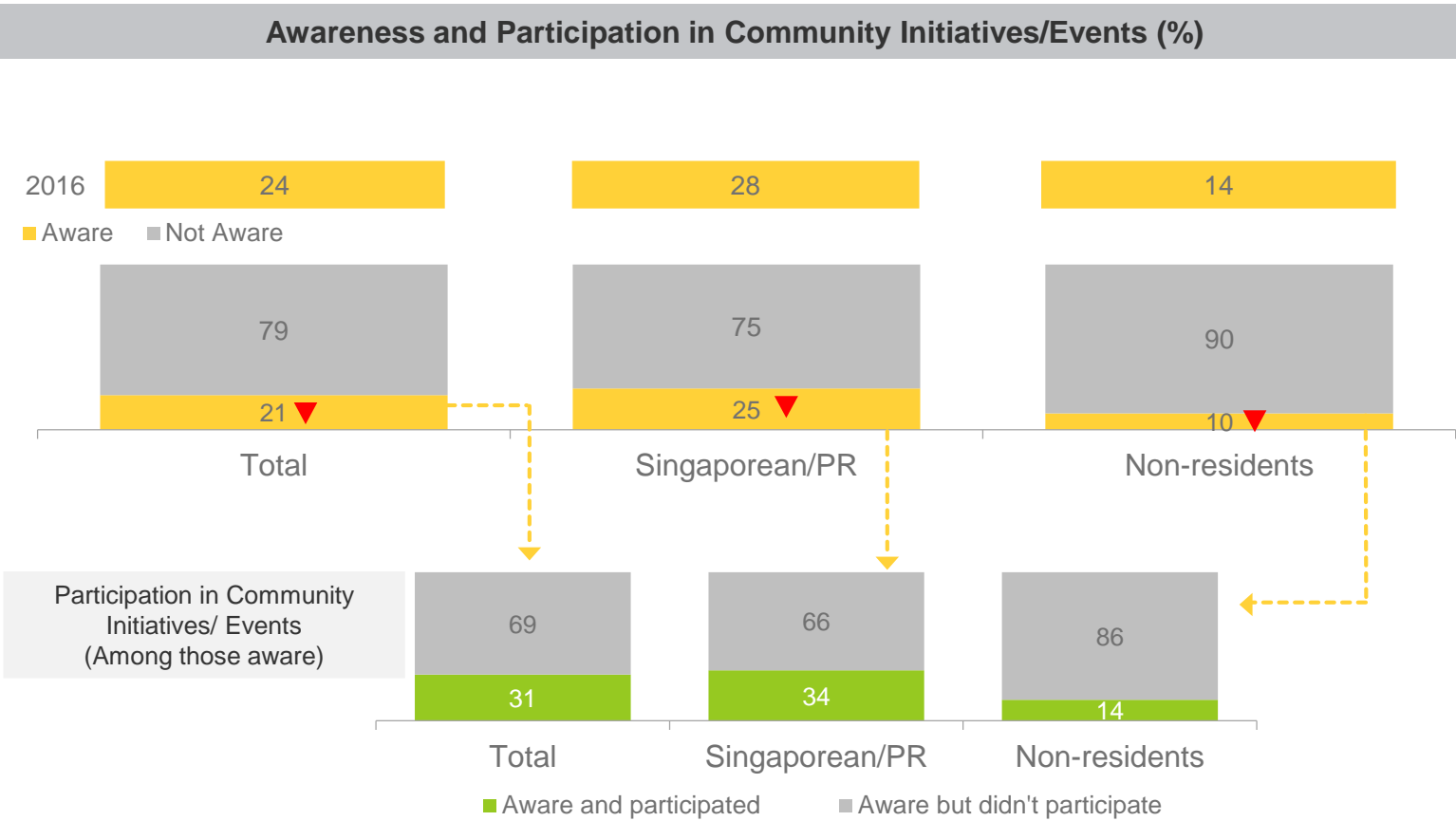
Fewer called for greater neighbourliness, while more prefer to maintain their privacy, which in turn could lead to greater social distance.

Desire for neighbourliness



(2016 data, W1+W2)

Year on year, awareness of and participation in community activities within the neighbourhood have dropped.

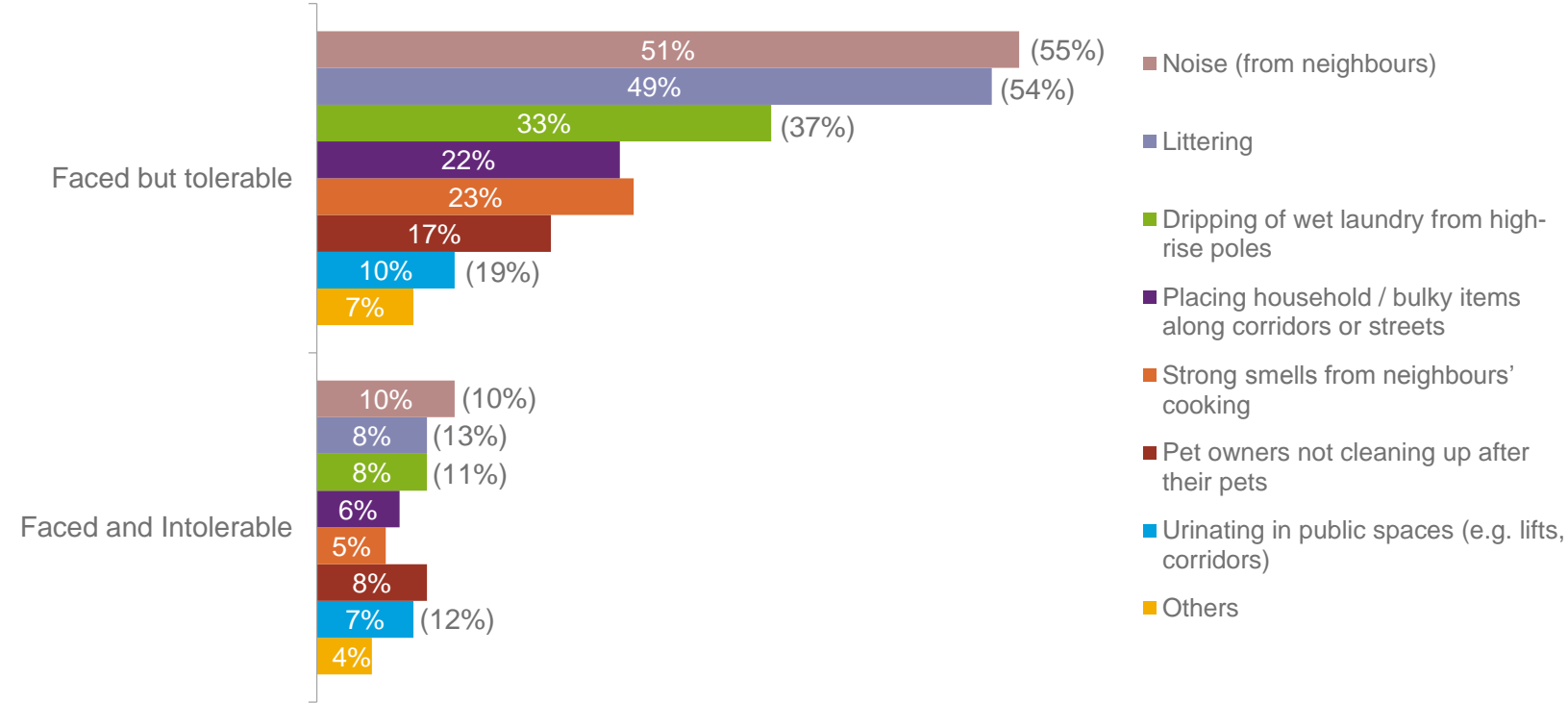


Consistently, only a small number reported having faced anti-social behaviours in their estate, with noise, littering and dripping laundry the more commonly cited frustrations.

Nuisance behaviour encounters



SG/PRs: 13% (13%)
Non-Residents: 6% (9%)

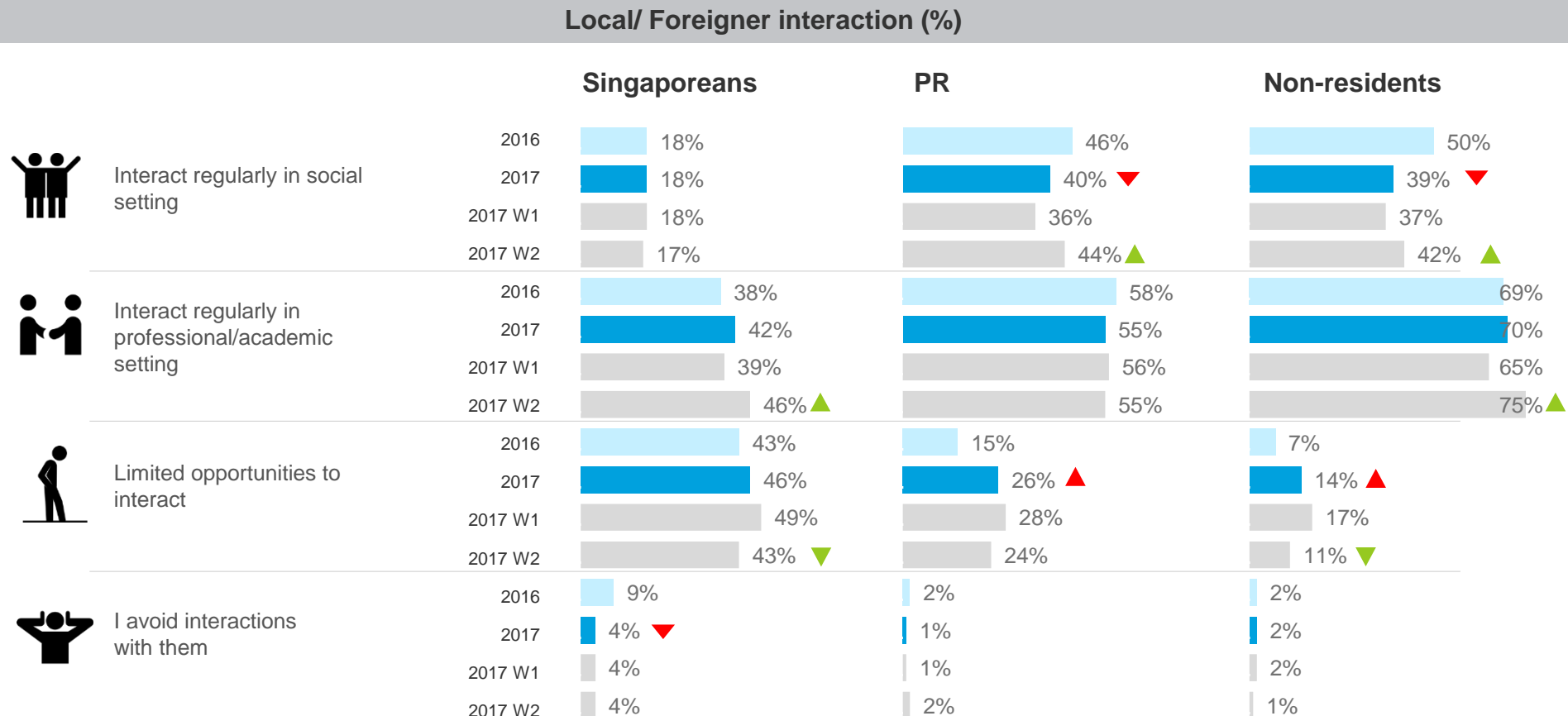


(2016 data, W1+W2)

4 Integration of foreigners in Singapore



Encouragingly, interaction between Singaporeans and non-Singaporeans in professional settings have improved year-on-year & wave-on-wave. However, interactions in social settings, as well as opportunities to interact, could be improved, particularly for both PRs and non-residents.



J4. [ASK SPOREAN] Which of the following best describes your interaction with foreigners?

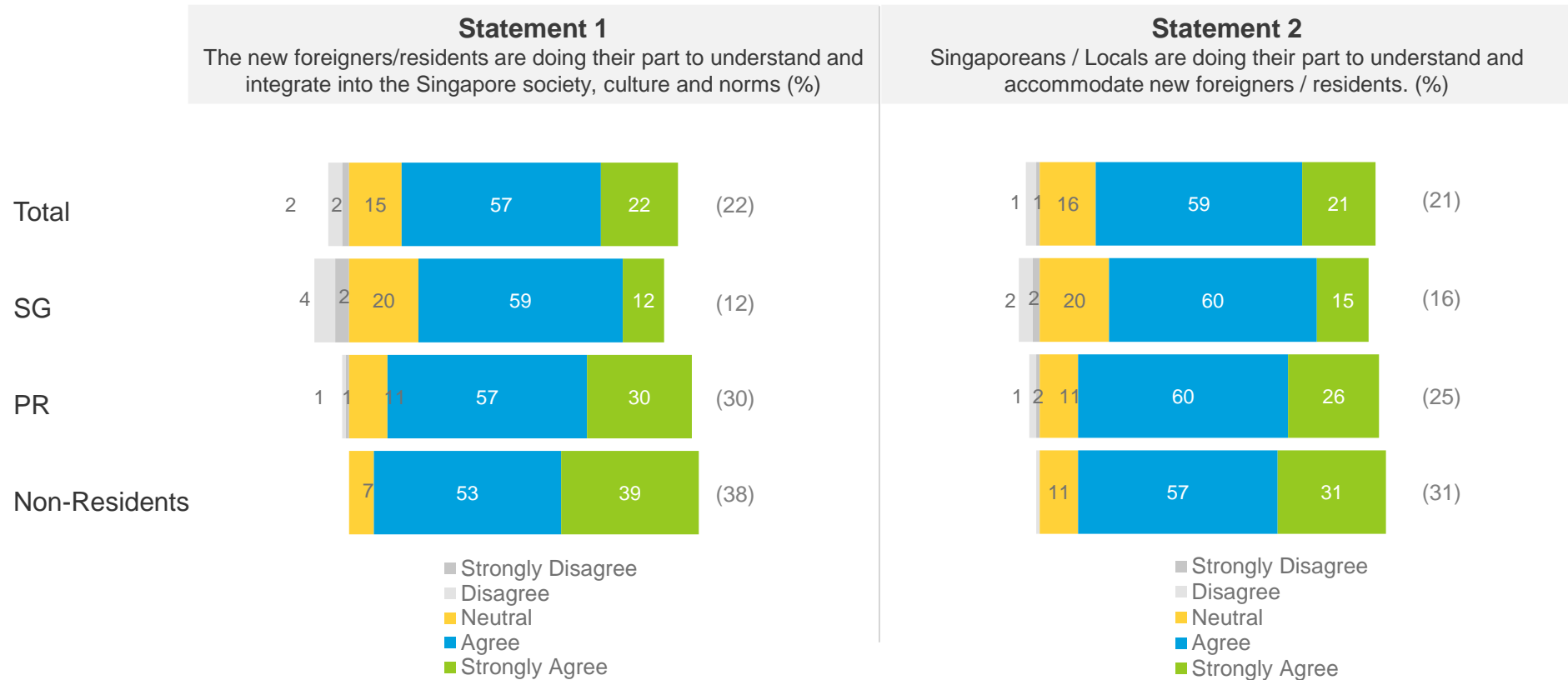
J6. [ASK NON-SPOREAN] Which of the following best describes your interaction with Singaporeans?

Base : 2016 SG=1821, 2017 SG=1831, 2017 W1 SG=925, 2017 W2 SG=906, 2016 PR=330, 2017 PR=341, 2017 W1 PR=176, 2017 W2 PR=165, 2016 EP/WP/SP=802, 2017 EP/WP/SP=894, 2017 W1 EP/WP/SP=456, 2017 W2 EP/SP/WP=438

▲▼ Significantly higher / lower at 95% CI compared to previous wave

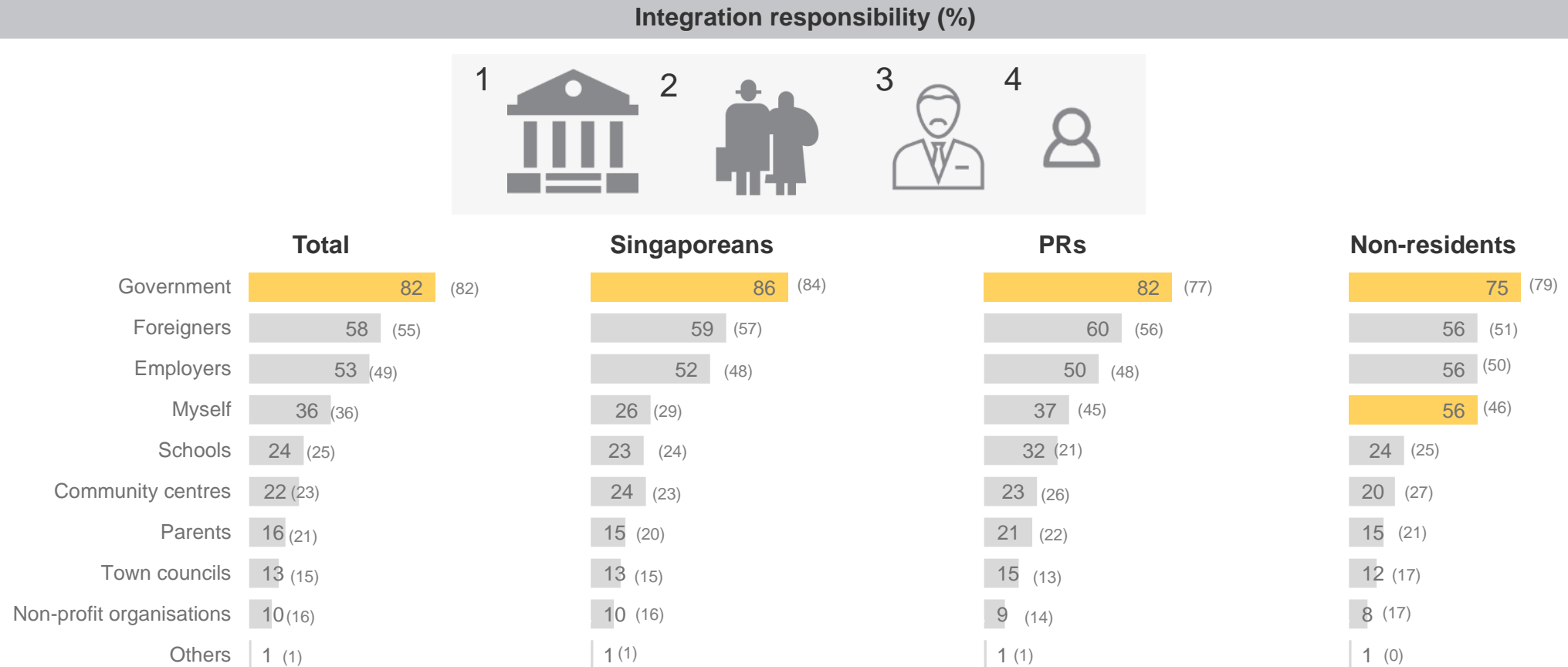
Majority of locals continue to recognise the efforts of foreigners to integrate with societal culture and norms. Non-residents are similarly appreciative of the efforts residents are doing to welcome them.

Attitudes towards Foreigners (%)



(2016 Top 3 box %)

Both residents and non-residents continue to look to the government to foster greater integration. Non-locals continue to feel a stronger sense of personal responsibility relative to Singaporeans.



(2016 data, W1+W2)

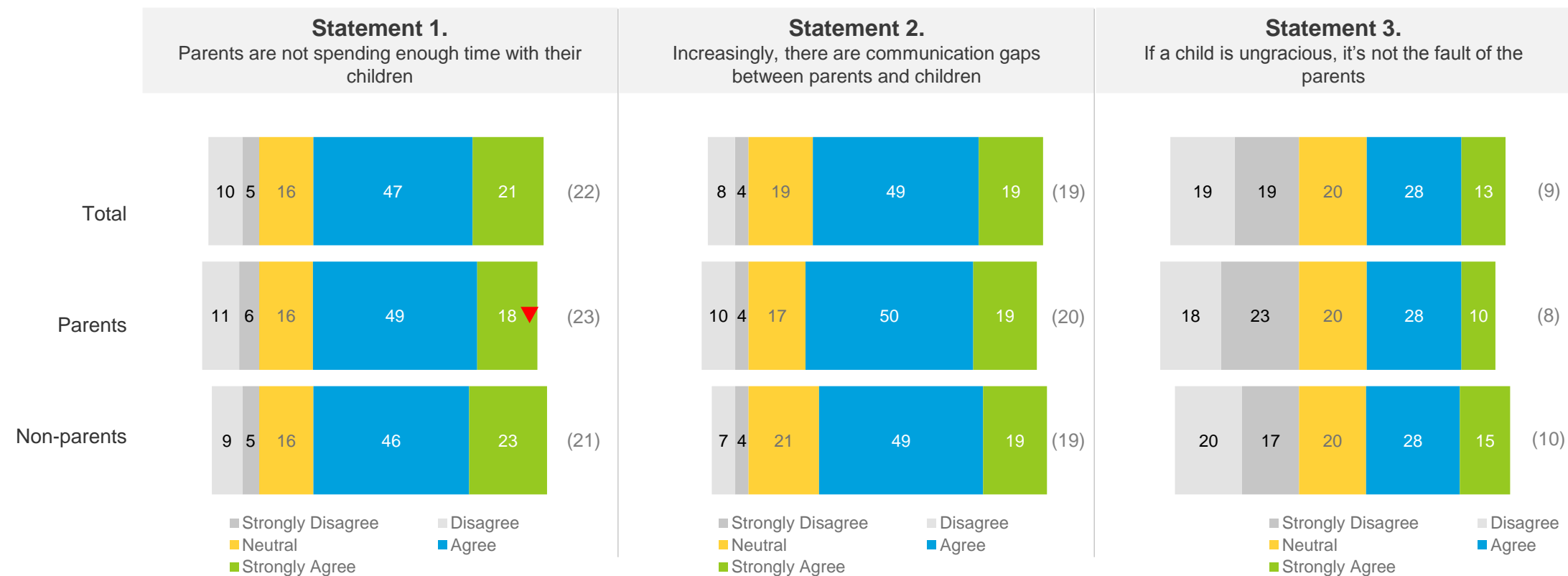
A young boy with dark hair, wearing a blue t-shirt and blue jeans, is captured mid-swing on a metal chain swing. He is smiling and looking upwards, with his arms reaching up to hold the chain. The swing seat is a light-colored wooden board. The background is a clear, bright blue sky. In the lower right corner, the dark silhouette of a playground structure is visible. The overall mood is joyful and carefree.

5

Parents and their role in inculcating graciousness and kindness

Being able to spend enough time with the child is an ongoing concern, but parents felt they are doing better on this. Respondents are divided on whether or not it is the fault of parents when a child is ungracious.

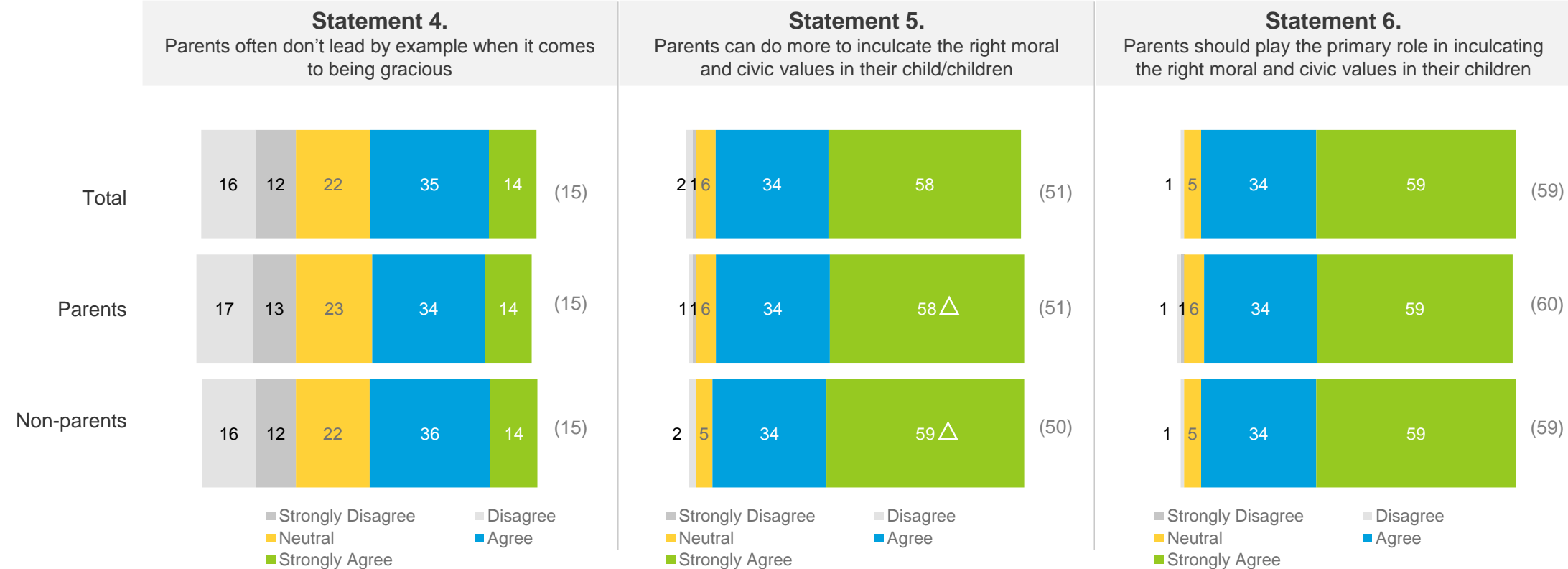
Attitudes towards Parenting (%)



(2016 data, W1+W2)

However, almost all would agree that the parents should play the primary role in inculcating the right moral and civic values in their children, and more can be done in this area.

Attitudes towards Parenting (%)



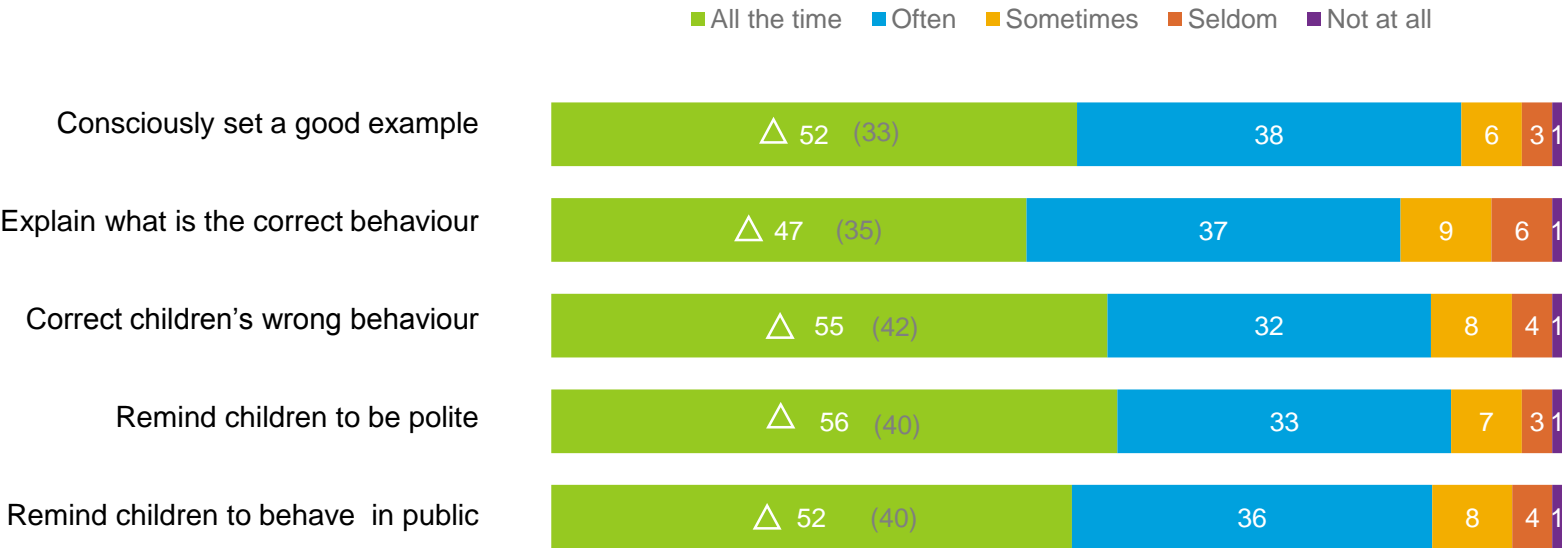
(2016 data, W1+W2)

H1. The following statements represent some views collated from the public regarding the role of parents in building a gracious society. We would like to know whether you agree or disagree with these statements. Using a scale of 0 to 10 where 0 is Strongly Disagree and 10 is Strongly Agree, how much do you agree or disagree with these statements?
Rescale : Strongly disagree (0-2), Disagree (3-4), Neutral (5), Agree (6-7), Strongly Agree (8-10)
Base : Total n=1509, Parents n=557, Non-parents n=952

▲▼ Significantly higher / lower at 95% CI compared to previous wave

Putting words to action, significantly more parents in 2017 perceived themselves to be consciously and consistently reminding their child of socially acceptable behaviours.

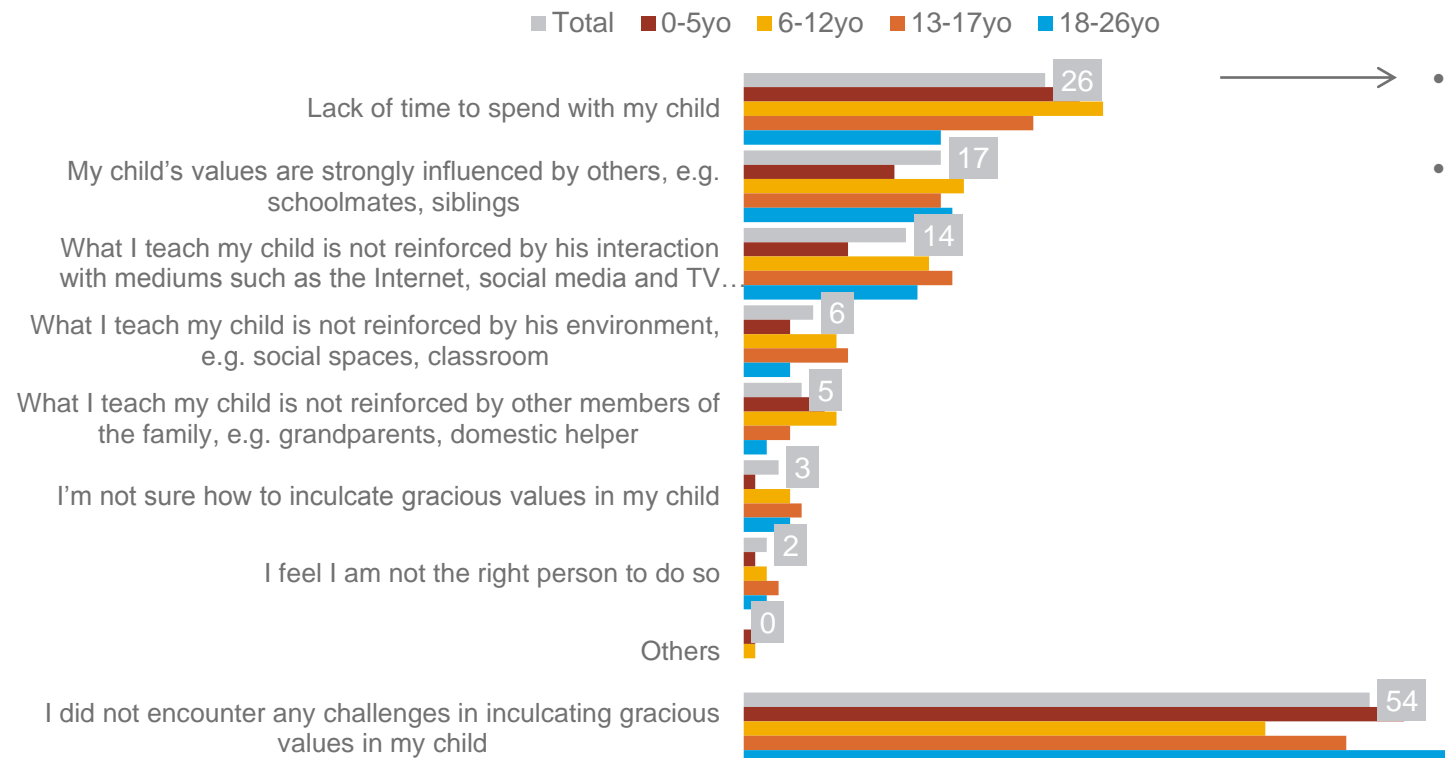
Frequency of parenting actions - %



(2016 data, W1+W2)

Lack of time continued to be the main challenge when trying to inculcate gracious values, especially among fathers. For parents of older children (>6 yrs) the external environment – friends, family, media - also present significant concerns.

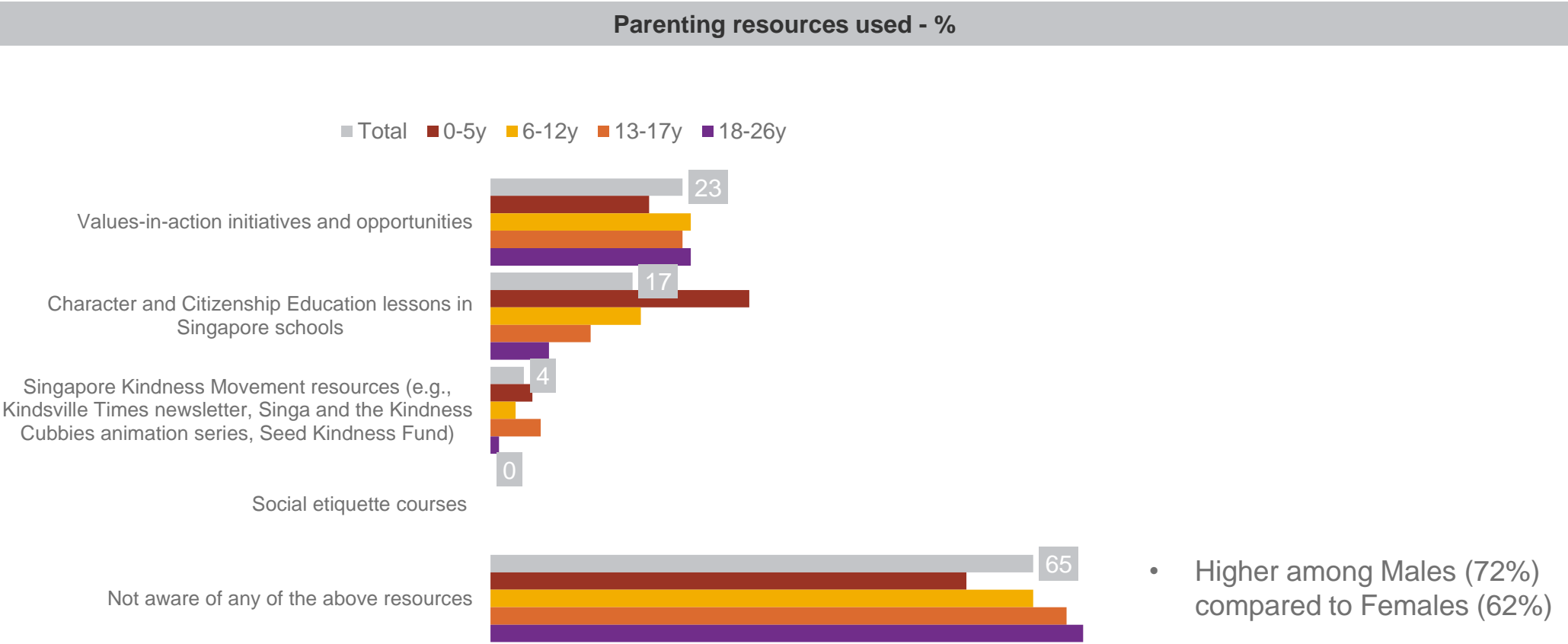
Parenting challenges faced - %



- Higher among Males (34%) compared to Females (18%)
- Generally the mother spends the most time with the child
 - Among Males : 80% mentioned the spouse
 - Among Females : 76% mentioned themselves

- Higher among Females (65%) compared to Males (48%)

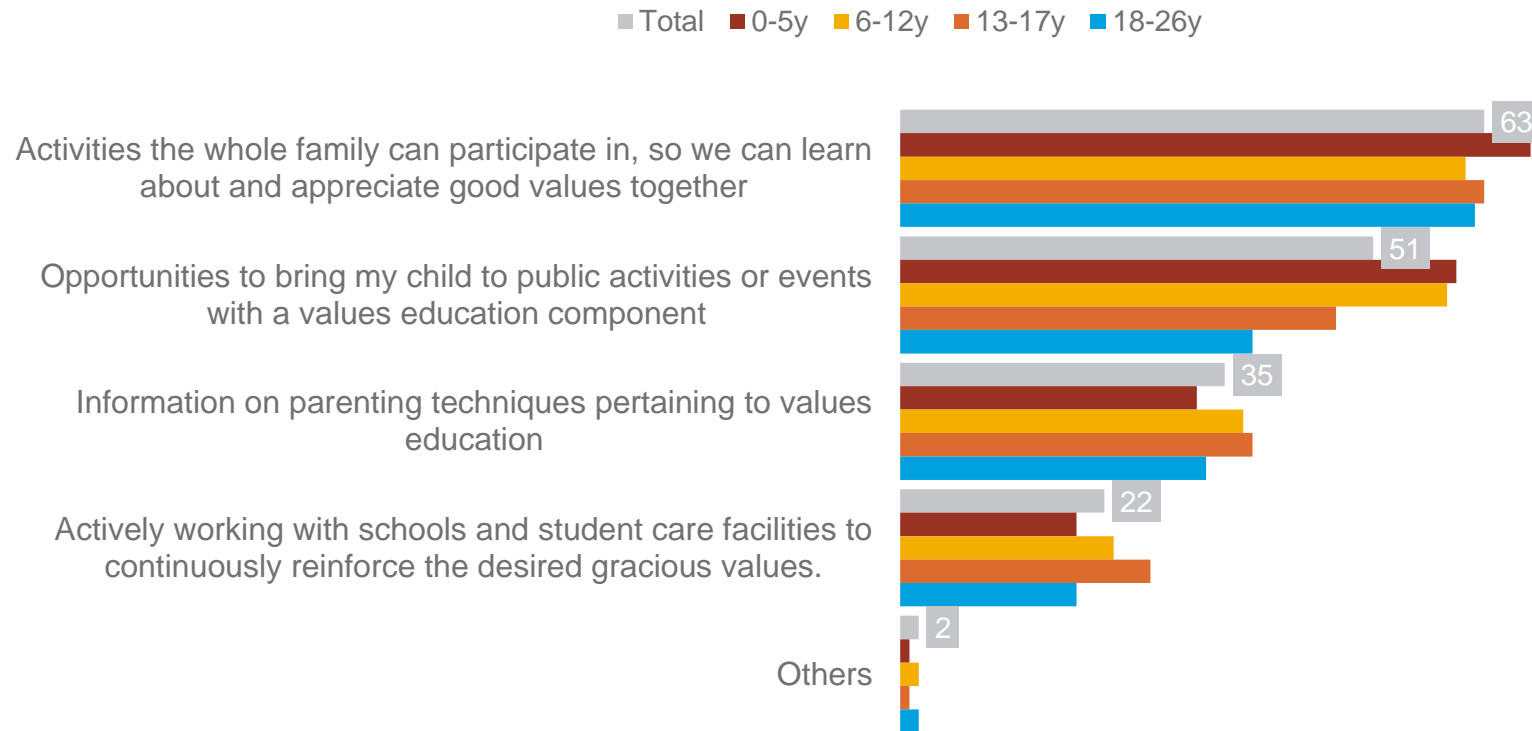
Majority of parents are not aware of parenting resources available. Parents with younger children are more familiar with the resources made available through schools and pre-schools.



Activities to learn together as a family can help foster graciousness values while spending quality time with children, especially for families with young (pre-school) children.

Slightly more parents of school-going children look to have guidance on parenting techniques, and support from schools and other care givers to help reinforce the desired values

Parenting resources preferred - %



6 Summary

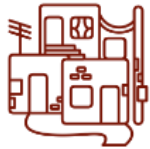


Graciousness survey 2017 – summing up



• Graciousness

- Perceived improvements in graciousness appear to have slowed. Still, most are positive about the state of graciousness in Singapore.



• Neighbourliness

- While majority are satisfied with the level of neighbourliness within their estate, this is with a “reduced” state of neighbourliness. I.e., frequency of interactions with neighbours have dropped.
- Awareness of community activities have similarly dropped. More are also admitting a preference to maintain some privacy.



• Integration

- Singaporeans and foreigners continue to appreciate each other’s efforts in fostering mutual understanding and acceptance.
- Interaction between Singaporeans, PRs and foreigners is high in professional (work, academic) settings, and there may be opportunities to improve the same in social settings.



• Parenting

- Encouragingly, there is a greater consciousness among parents of the need to actively inculcate socially acceptable behaviours in their kids, and more felt themselves to have taken steps.
- Lack of time continued to be the main challenge. Awareness of available SKM (& other) resources remained low, and learning through activities that promote family bonding is a preferred option.

Graciousness survey 2017 – insights guiding SKM

1. There is greater satisfaction with the status quo.

- This appears to point to a potential trend towards greater social distance, both in the interactions with neighbours in general, and between Singaporeans & foreigners in social settings.
- Explore ways to encourage neighbourly & social interaction, without intruding on a desire for privacy.

2. Continue to encourage families with both awareness of available resources & activities for participation.

- Reinforce that inculcating good values is a shared responsibility among all stakeholders.
- Test/pilot targeted initiatives to specifically address resource needs of parents according to children's life stage, including providing activity opportunities to bond & learn as a family.

3. Go back to basics

- Encourage greater personal responsibility – reminder that everyone has a role to play for a better environment and society. (“Kindness. It’s Up To Us.”)
- Acknowledge and show appreciation for a kind or gracious act, even for little things. Perhaps secondarily rekindle & reinforce SKM’s 2011 message. (“Say thanks, make someone’s day.”)

4. Review what is graciousness and its expressions in daily lives

- Understand how has expectations of graciousness changed, what are the existing or new barriers, and what are the potential levers to pull to change behaviour.
- Share “tactical” advice on what is gracious behaviour.

THANK YOU