





























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

**Race**

|         | Base | 1000 | 347 | 298 | 260 | 411 | 37  | 81  | 2   | 27  | 5   | 437 |
|---------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Chinese | 84%  | 84%  | 82% | 83% | 90% | 80% | 70% | 91% | 50% | 85% | 60% | 88% |
| Malay   | 6%   | 6%   | 10% | 6%  | 3%  | 6%  | 14% | 5%  | -   | -   | -   | 7%  |
| Indian  | 6%   | 6%   | 5%  | 7%  | 6%  | 10% | 5%  | 1%  | -   | 11% | -   | 3%  |
| Others  | 3%   | 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. e.g. to | Professional higher education (e.g. to | None of these |

**District Singapore**

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <b>Base</b>                                | 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**

|  | 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%  |