

SEC Newgate
ESG Monitor.

Singapore Report

2021 RESEARCH FINDINGS

Summary.

Background & Methodology

SEC Newgate conducted research to understand community awareness and perceptions around Environmental, Social and Governance (ESG) issues.

The research involved a 15-minute online survey conducted with a total sample of n=10,203 across 10 countries. This report presents the findings from **Singapore** (n=1,027). Where relevant, results have been compared to the 'global result' i.e. for all 10 countries included in the study.

Participants were sourced from global panel provider PureProfile. Fieldwork was conducted between mid and late August 2021. Quotas were set by age, gender and location to ensure a nationally representative sample. The final results were weighted by the actual age and gender proportions in Singapore.

Other methodological notes:

- Survey questions and sample sizes are shown at the bottom of each page
- Results may not always total 100% due to rounding or multiple-response questions
- Down ▼ and up ▲ arrows show where results for this country are significantly lower / higher than all other countries combined (95% confidence level).

Key Findings for Singapore

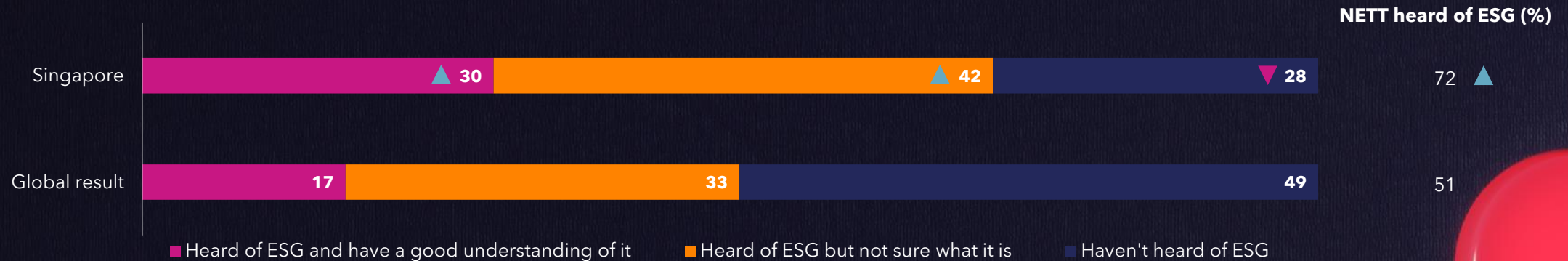
- **Six in ten people in Singapore** (62%) say they are strongly interested in the environmental, social and governance behaviour of government and corporates (rating it 7 or more out of 10 in importance to them). Just over half (53%) say ESG issues influence their purchase decisions.
- **Climate and environment dominates the ESG agenda** in Singapore. When asked about the one ESG issue they feel is most important for the government or companies in their country to focus on, 55% mentioned something related to the environment – higher than the global result of 52%. **Climate change** was the biggest issue (mentioned by 25%), followed by waste management (11%), environmental issues in general (8%).
- **The government was rated best for ESG performance** ratings (6.6 out of 10 on average), followed by not-for-profit organisations (6.5) and then companies (6.2). **Individual people were rated the lowest overall** with 20% giving a rating less than 5 and an overall average of 5.9. Participants in Singapore gave significantly higher ratings of their government, companies and not-for-profit organisations compared to all the other countries included in the survey.
- Singapore respondents are **looking for government to demonstrate global leadership**. Modelling reveals that the biggest driver of perceptions was 'acting in the best interests of the global community'. Other key drivers and key areas for improvement (given the comparatively lower performance scores) were '**ensuring ethical employment practices including among supply chains**' and '**taking responsibility when things go wrong**'.
- Further modelling reveals that the **food and drink, education and training** and the **cosmetics and personal care** industries have the strongest influence on community perceptions of overall company ESG performance. Healthcare, education and training and banking and finance received the highest average ratings in terms of acting responsibly on ESG issues, while the chemical industry and mining and resources were the lowest.
- **Responsible use of natural resources is a key metric for companies looking to improve perceptions of their ESG performance**. Corporate ESG ratings are by far being driven by their performance in 'responsible and sustainable use of natural resources', followed by 'action on climate change'.

Awareness and knowledge of ESG.

Six in ten participants from Singapore had a strong interest in environmental, social and governance issues (62% rated 7 or more out of 10) with 53% saying it is an important consideration when deciding to purchase products or services from specific companies (rating 7+).

More than seven in ten (72%) had heard of the term ESG without being prompted, with 30% saying they had a good understanding of it - significantly more than the global result.

Unprompted awareness of ESG (%)



After being prompted with a definition of what ESG is...*

62% say they are very interested in ESG issues (rating of 7+ out of 10)

53% say ESG issues are very important when deciding whether to purchase products / services (rating 7+ out of 10)

Base: All participants in Singapore (n=1,027); All survey participants (n=10,203) * see full report for definition

Q3. Before today, had you heard of the term "ESG" which stands for "Environmental, Social and Governance (ESG)"?

Q4. How interested are you in Environmental, Social and Governance (ESG) issues, if at all? 0=not at all interested, 10=extremely interested

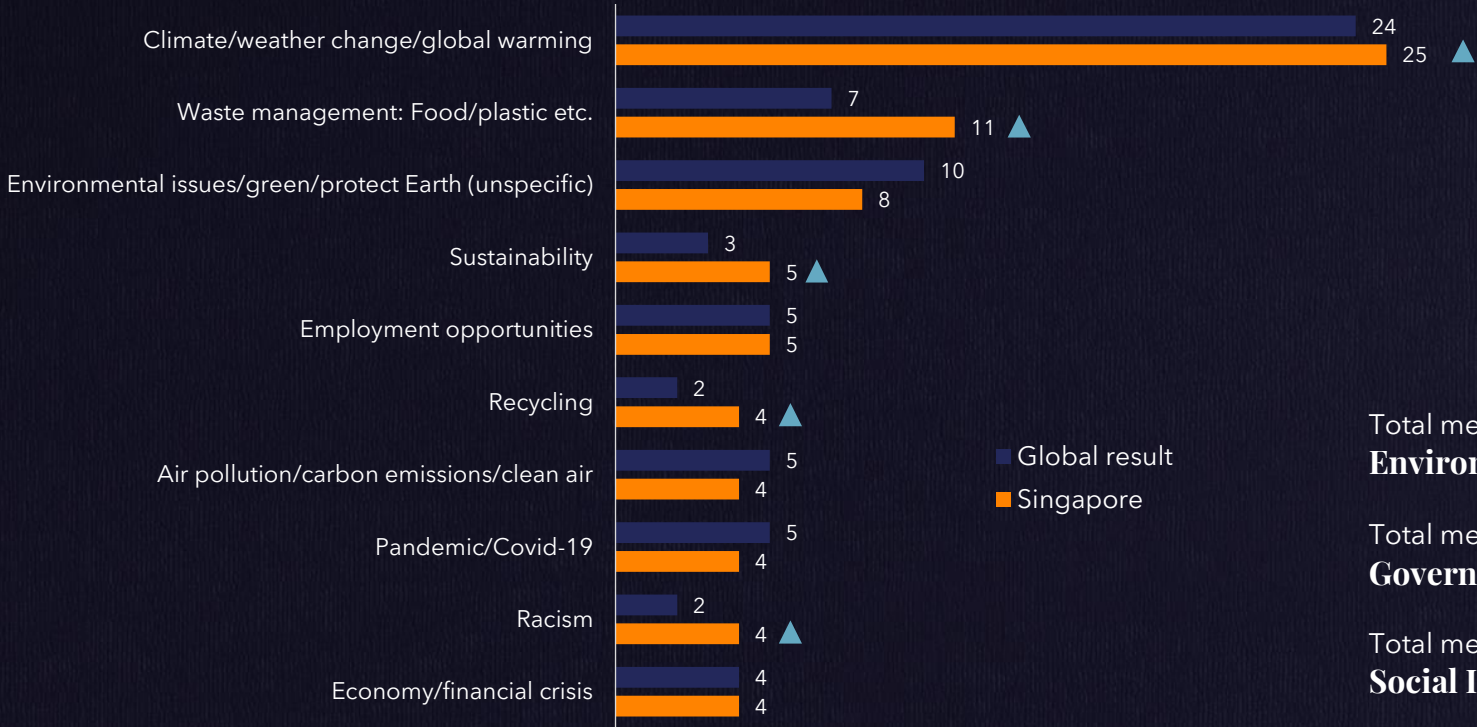
Q10. In your day-to-day life how important are ESG issues in influencing whether you decide to purchase products or services from specific companies? 0=not at all important, 10=extremely important

Most important ESG issue to focus on.

When asked an open-response question about the one ESG issue they feel is most important for the government or companies in Singapore to focus on, **climate change** was the clear front-runner (25%).

This was followed by waste management (11%), environmental issues in general (8%) and sustainability (5%). In total, environmental considerations were cited in 55% of all responses.

Most important ESG issues for Government or companies to be focusing on (%)



Total mentions of **Environmental Issues: 55%**

Total mentions of **Governance Issues: 24%**

Total mentions of **Social Issues: 16%**

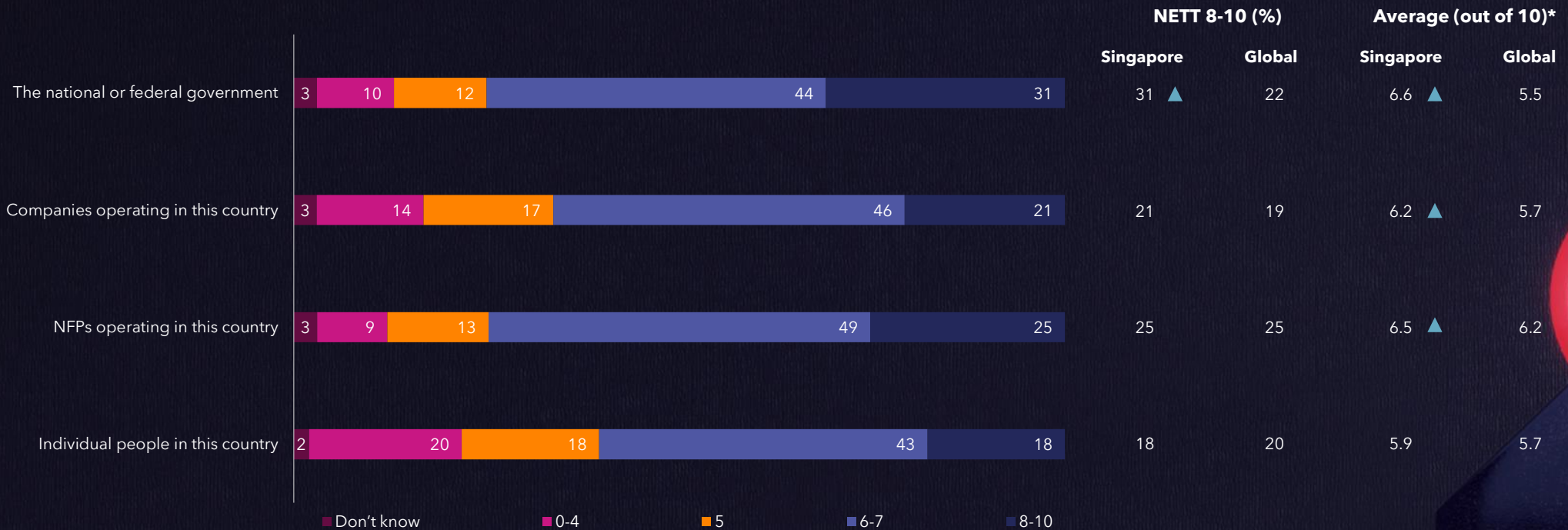
Base: All participants in Singapore (n=1,027); All survey participants (n=10,203); Top 10 codes responses for Singapore shown.
 Q5. What is the one Environmental, Social or Governance issue that you think is most important for the government or companies in [INSERT COUNTRY] to be focusing on?

Rating of *ESG* performance.

When it came to ratings of ESG performance in Singapore, the government received the highest ratings (6.6 out of 10 on average), followed by not-for-profit organisations (6.5) and then companies (6.2). Individual people were rated the lowest overall with 20% giving a rating less than 5 and an overall average of 5.9.

Participants in Singapore gave significantly higher ratings of their government, companies and not-for-profit organisations compared to all the other countries included in the survey.

Rating of ESG performance (out of 10 %)

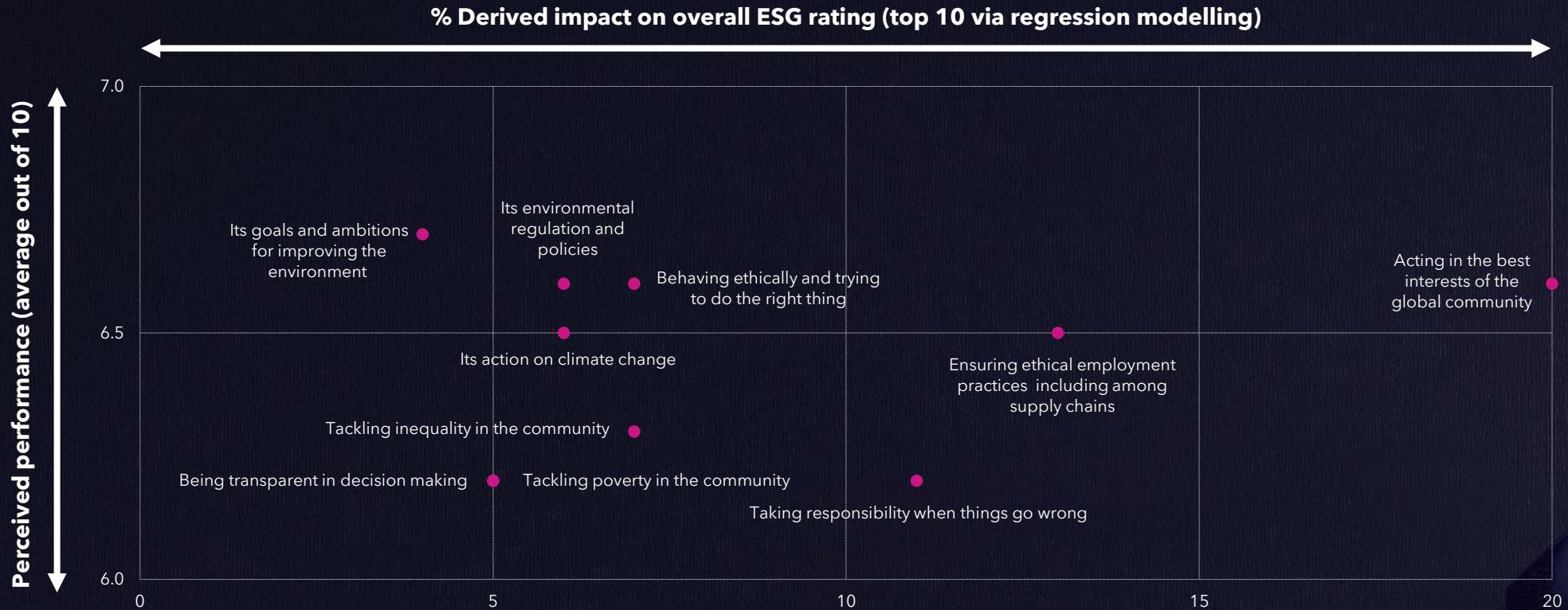


Base: All participants in Singapore (n=1,027); All survey participants (n=10,203) * Average scores exclude those who said 'do n't know'
 Q6. Overall, how would you rate the performance of the following groups when it comes to acting responsibly on Environmental, Social and Governance (ESG) issues?

Factors driving overall ESG ratings of *government*.

A driver analysis was conducted to understand the extent to which the specific ESG metrics drive overall ratings of the government. The chart below shows the derived importance (or impact) of each metric against the perceived performance (average out of 10). The biggest driver of perceptions was 'acting in the best interests of the global community'.

Other key drivers and key areas for improvement (given the comparatively lower performance scores) were 'ensuring ethical employment practices including among supply chains' and 'taking responsibility when things go wrong'.



Base: All participants in Singapore who gave a rating between 0 and 10 (n=1,001-1,016)

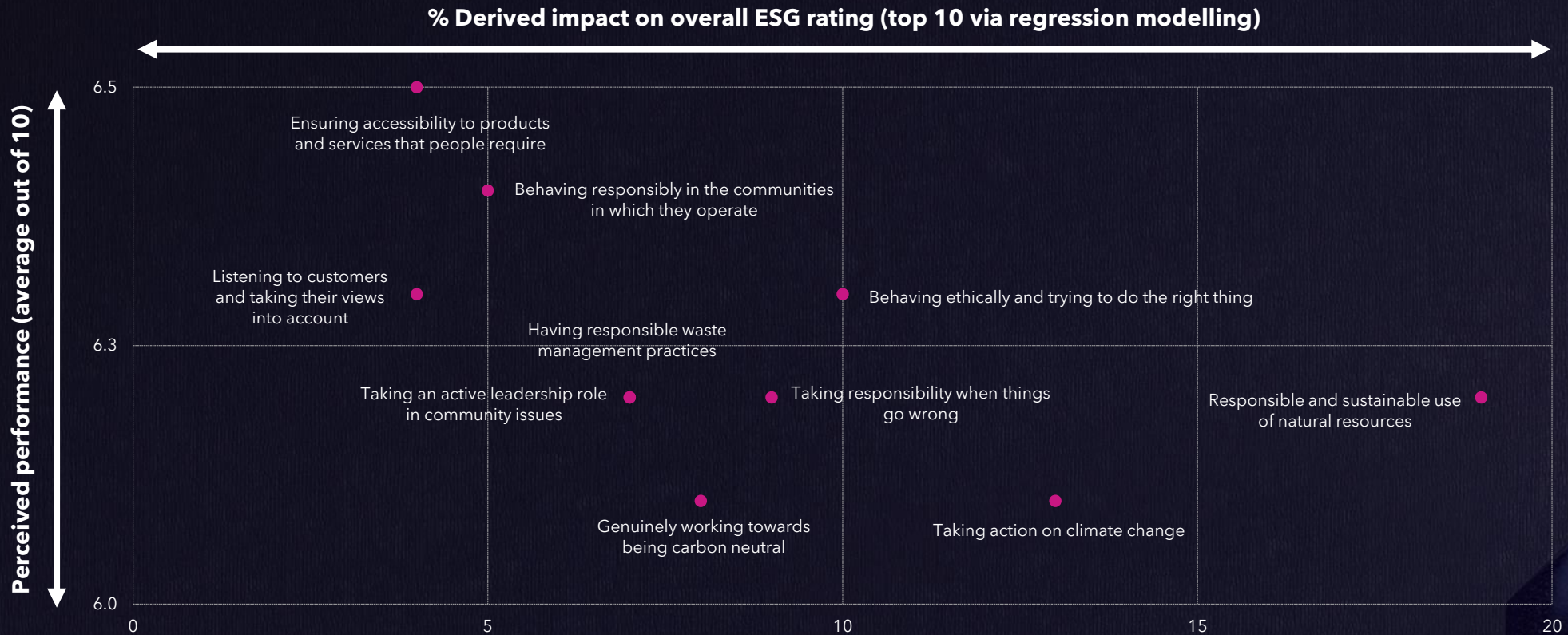
Q6. Overall, how would you rate the performance of the following groups when it comes to acting responsibly on Environmental, Social and Governance (ESG) issues?

Q12. How would you rate the performance of the [NATIONALITY] Government on the following things?

Factors driving overall ESG ratings of *companies*.

A driver analysis was also conducted to understand the extent to which the specific ESG metrics drive overall ratings of Companies. The chart below shows the derived importance (or impact) of each metric against the perceived performance (average out of 10).

By far the biggest driver was 'responsible and sustainable use of natural resources', followed by 'action on climate change'.



Base: All participants in Singapore who gave a rating between 0 and 10 (n=978-1,005)

Q6. Overall, how would you rate the performance of the following groups when it comes to acting responsibly on Environmental, Social and Governance (ESG) issues?

Q13. And how would you rate the performance of companies in general in [INSERT COUNTRY] on the following things?

Who is *doing well* in the ESG space?

Participants were asked to say which individual companies, industries, countries or individuals were doing really well when it comes to ESG issues.

In Singapore, DBS (9%), NTUC (5%) and Temasek (5%) were seen to be doing particularly well.

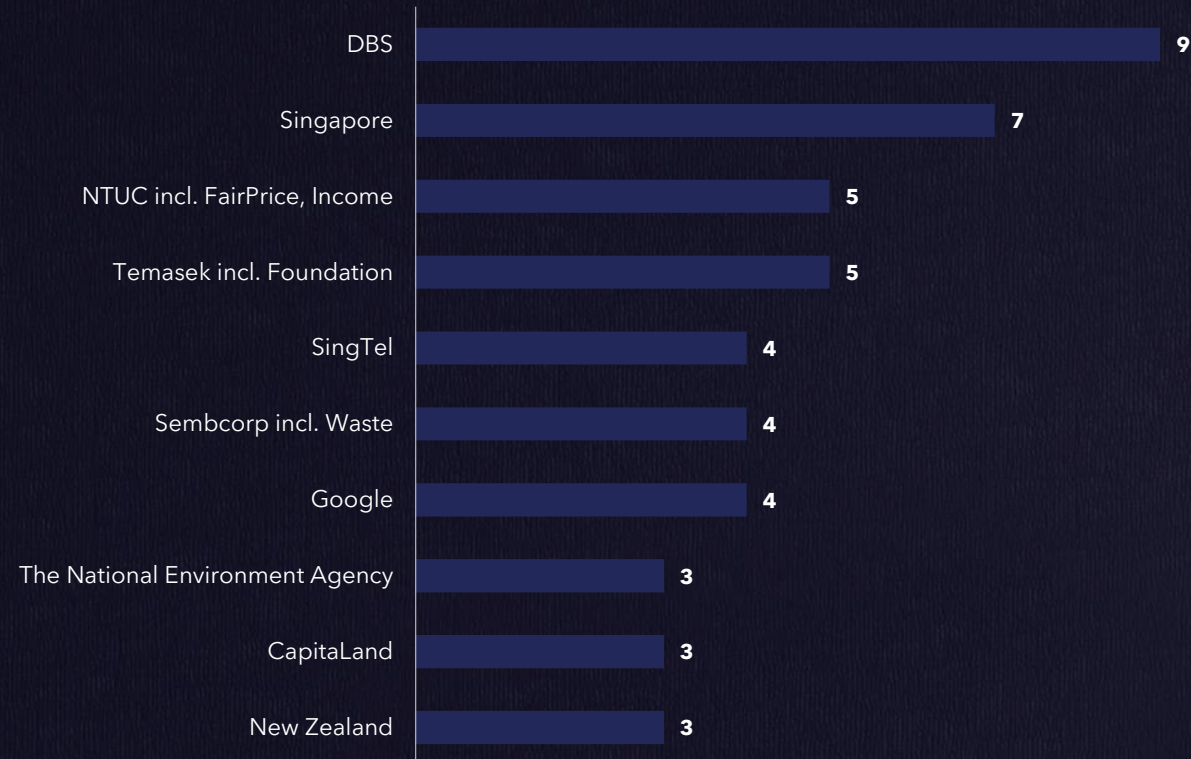
Doing well in the ESG space (%)

11%

say they 'don't know'

7%

say they 'none'



Base: All participants in Singapore (n=1,027) Top 10 coded responses for Singapore are shown.

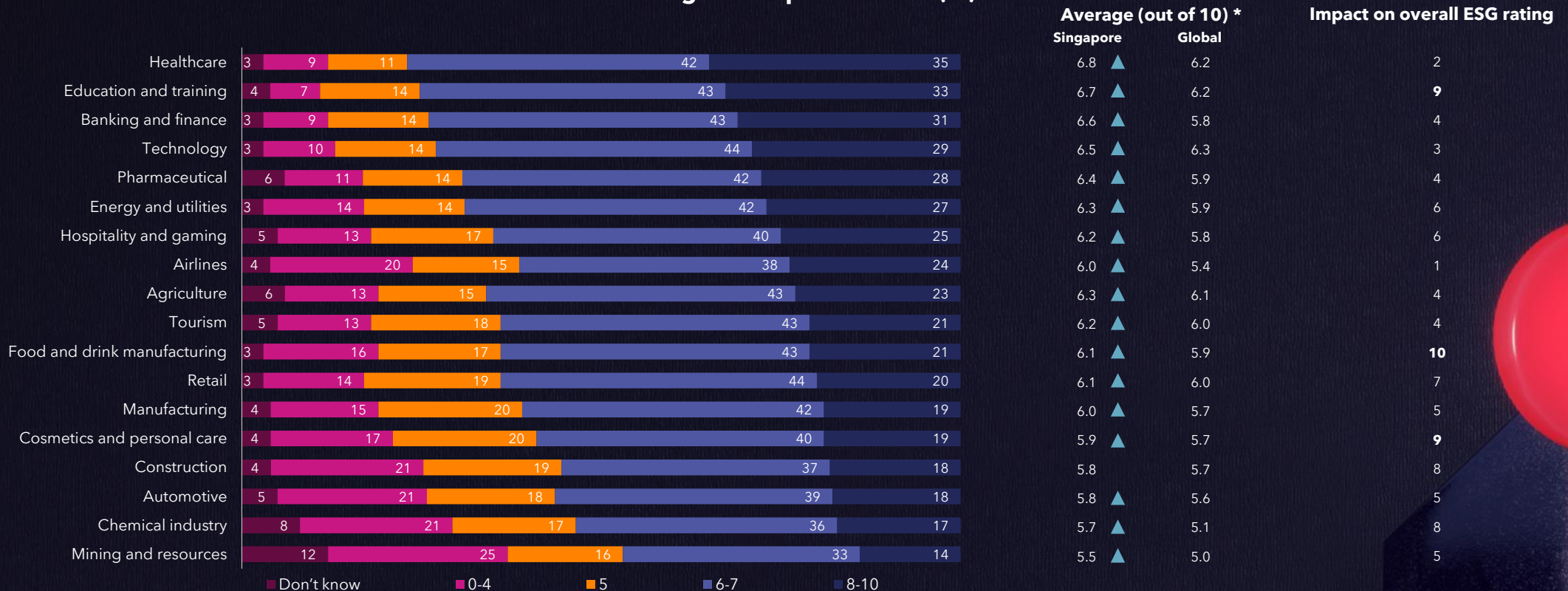
Q8. Which individual companies, industries, countries or individuals do you think are doing really well when it comes to Environmental, Social and Governance (ESG) issues? List all that apply

Industry performance ratings.

When prompted with a list of industries, healthcare, education and training and banking and finance received the highest average ratings in terms of acting responsibly on ESG issues. The chemical industry and the mining and resources industry received the lowest ratings.

ESG ratings in Singapore were significantly higher than the global average for all but one industry (construction). Modelling shows that the food and drink, education and training and the cosmetics and personal care industries have the strongest influence on community perceptions of overall company ESG performance.

Rating of ESG performance (%)



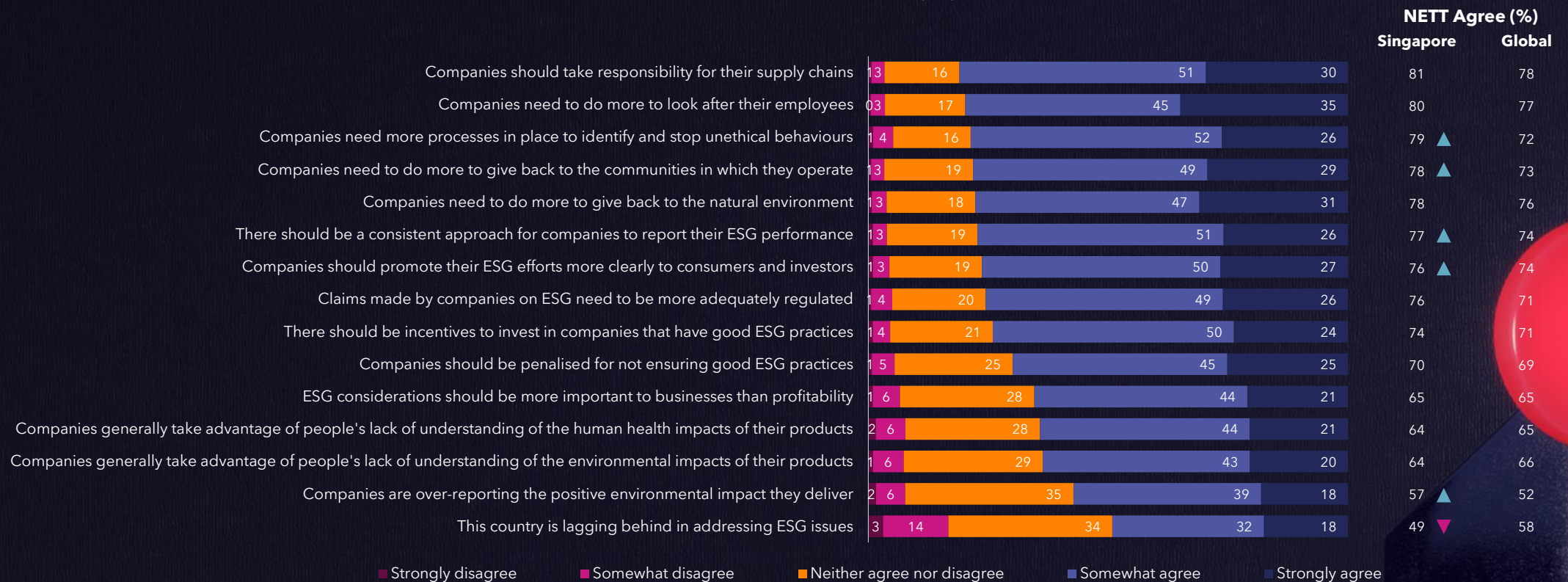
Base: All participants in Singapore (n=1,027); All survey participants (n=10,203) * Average scores exclude those who said 'do n't know'
 Q11. How would you rate the performance of the following industries operating in [INSERT COUNTRY] when it comes to acting responsibly on Environmental, Social and Governance (ESG) issues?

Attitudes to ESG.

Participants in Singapore had fairly strong views towards ESG issues with a large majority agreeing that companies should take responsibility for their supply chains (81%), and that they need to do more to look after their employees (80%).

Nearly eight in ten also agreed that companies need more processes in place to identify and stop unethical behaviours (79%). Those in Singapore were significantly less likely to agree that their country was lagging behind in addressing ESG issues (49% vs. 58% globally).

Attitudes to ESG issues (%)



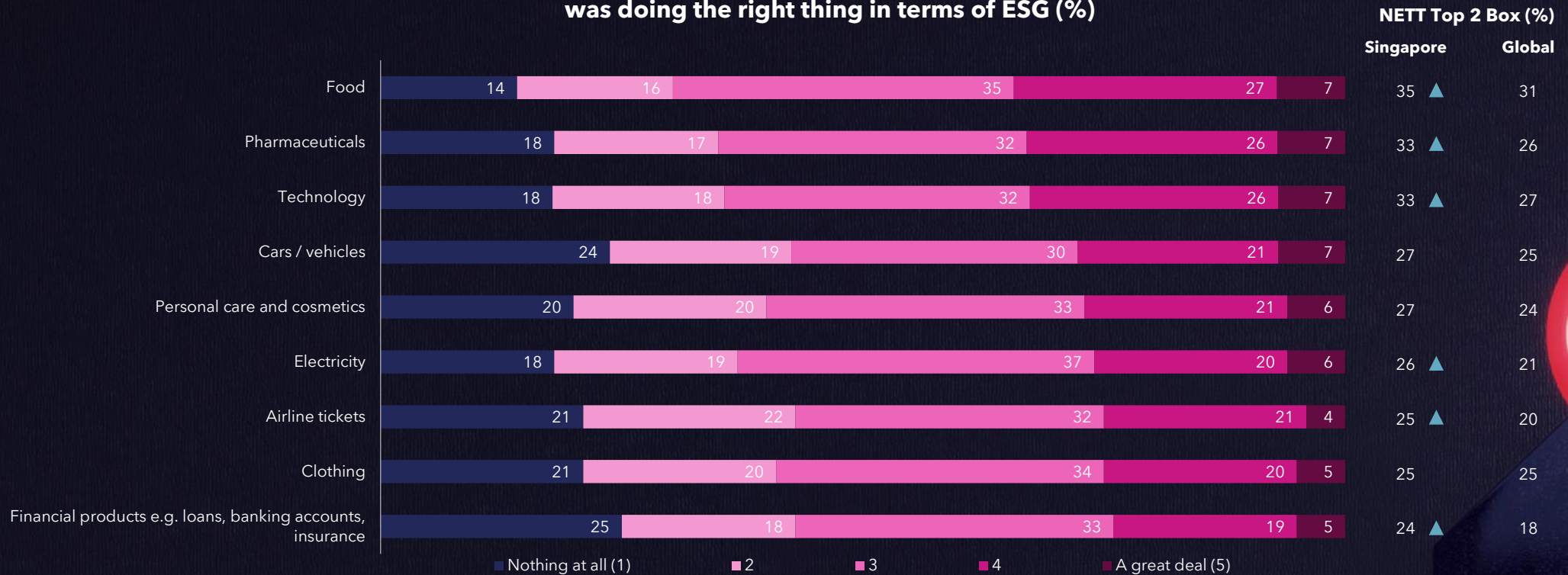
Base: All participants in Singapore (n=1,027); All survey participants (n=10,203)
Q15. To what extent do you agree or disagree with the following statements?

Willingness to pay for higher ESG performance.

Willingness to pay for ESG performance for a range of different products and services was reasonably high across the board. Over eight in ten consumers were willing to bear increased costs for products and services in the food (86%), technology (82%) and pharmaceutical (82%) sectors and this was significantly higher than the global result.

When it came to financial products, 75% of Singaporeans were willing to pay least a little bit more if they knew the provider was doing the right thing in terms of ESG issues.

How much more people would be willing to pay if provider was doing the right thing in terms of ESG (%)



Base: All participants in Singapore (n=1,027); All survey participants (n=10,203)

Q14. How much more would you be willing to pay, if anything, for the following products and services if you knew the provider was doing the right thing in terms of Environmental, Social and Governance (ESG) issues? SLIDER SCALE RANGING FROM NOTHING AT ALL TO A GREAT DEAL MORE

Level of *activism* on ESG issues.

Participants reported taking a variety of actions on ESG issues, with four in ten reporting that they avoided using a product or service because they disagreed with the company's practices and a third saying they had stopped following a person or company on social media after they behaved in a way they didn't like or agree with. Three in ten say they have invested in shares because they liked the company's practices.

Actions taken on ESG issues in the past two years (NET % yes)





Thank you.

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