



OUR TAMPINES HUB SURVEY ON PALM OIL RECEPTION

September 2018

PMHAZE

a People's Movement to Stop Haze

Acknowledgment

We would like to express our sincere gratitude to Tan Shi Zhou who carried out this survey in early 2018, and went the extra mile to raise awareness in his community.

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1. Introduction

In recent years, PM Haze has conducted various focus groups, school outreach programmes and now surveys to understand the public's understanding of the issue surrounding unsustainable palm oil practices, and their own ability to transform Singapore food outlets to help mitigate this issue. Shi Zhou, a volunteer at PM Haze, conducted a survey at One Tampines Hub in early 2018 to understand the general public's willingness to pay for sustainable palm oil, and their general receptiveness towards the issue. On a broader note, the survey is also a call for civic engagement and raising awareness.

1.1 Objectives of Survey

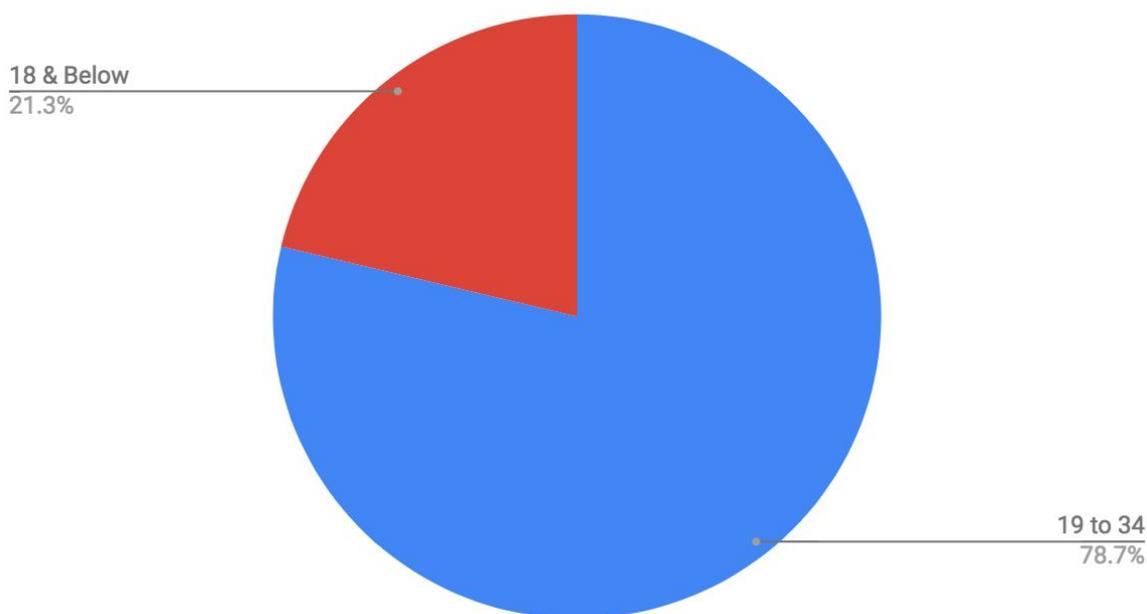
This survey was conducted under a campaign called 'Our Haze-Free Tampines Hub,' and assessed the resident's receptiveness towards the issue of sustainable palm oil. In particular, the survey aims to understand the public's general awareness of sustainable palm oil and whether they are willing to pay more for sustainable palm oil in their products.



1.2 Respondents Demographics

A total of 47 respondents that frequented One Tampines Hub responded to the survey, which were conducted in person. The demographics are as follows:

Demographic of Survey Respondents



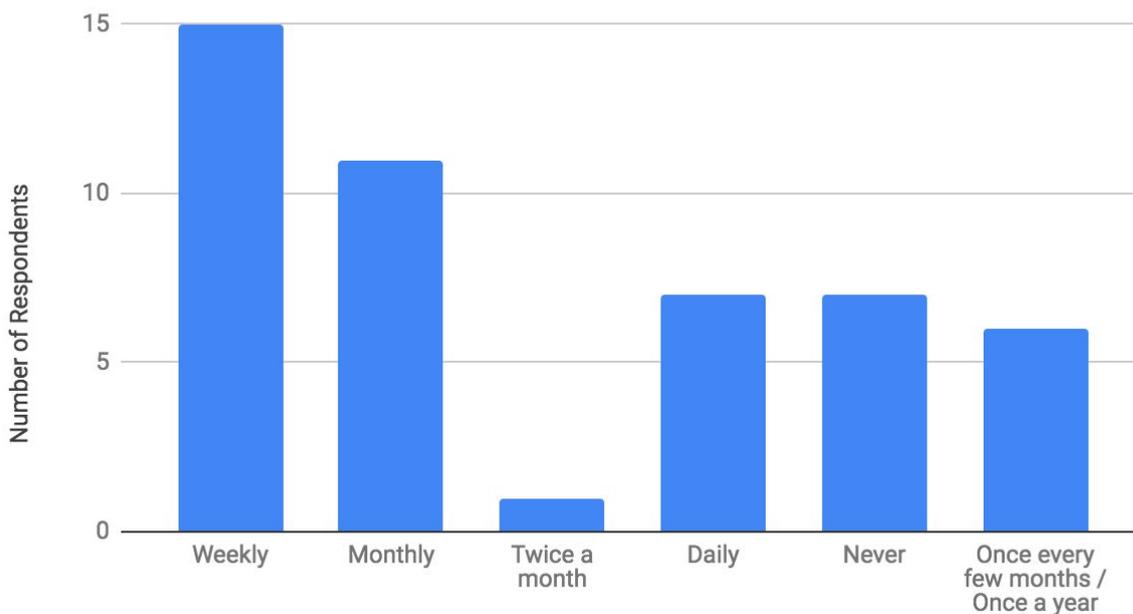
The demographic of the respondents reflect youth under the age of 35. Hence, the rest of the survey may reflect more towards the general understanding and receptiveness of Singaporean youth with regards to palm oil.



2. Survey Results

2.1 How often do you visit Our Tampines Hub (OTH)?

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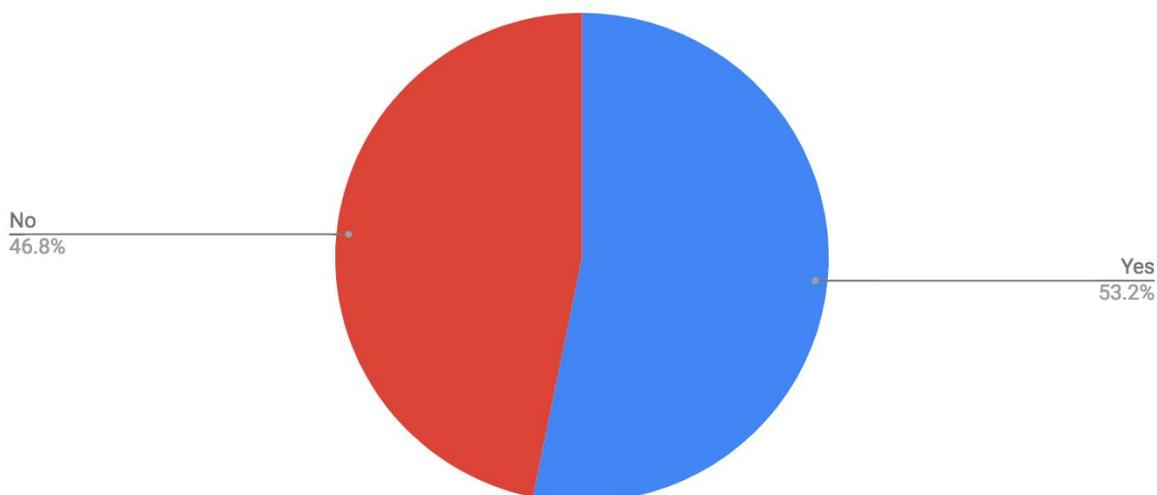


This question reveals how often the respondents visit Our Tampines Hub. In an attempt to survey the civic engagement in this area, this question is necessary to understand how much of the respondents are representative of the community around the area. Majority of the respondents come quite frequently - the responses 'weekly, monthly and daily' make up more than 50% of the answers.



2.2 Are you aware of the effects of unsustainable palm oil (vegetable oil) on the environment and how it affects us on a daily basis?

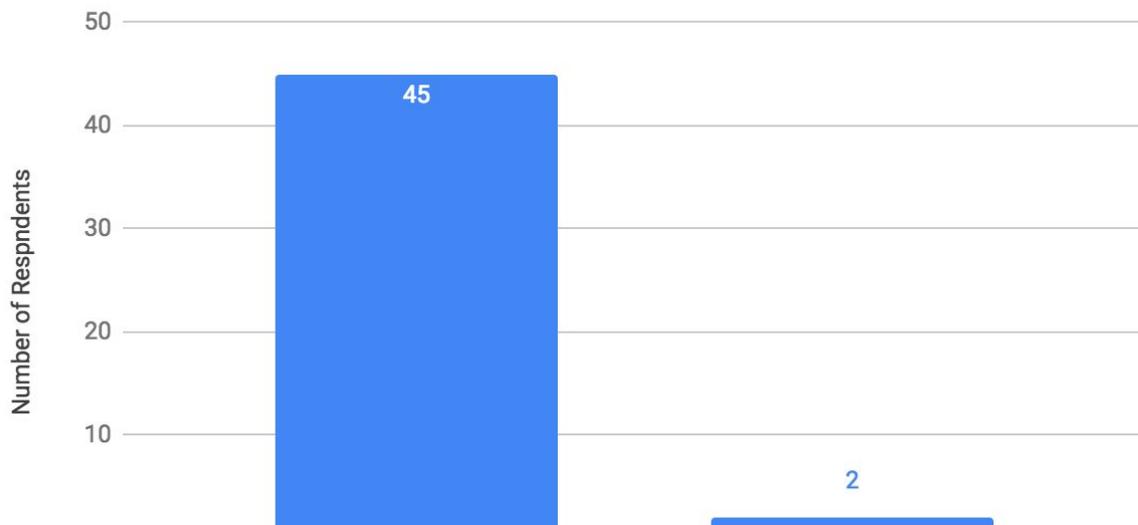
Are you aware of the effects of unsustainable palm oil (vegetable oil) on the environment and how it affects us on a daily basis?



This question reveals that there is a mixed level of understanding and awareness of unsustainable palm oil amongst the respondents. This is especially so on the impacts of 'how unsustainable palm oil affects us on a daily basis.' Around 50% of the respondents are unaware of the effect of unsustainable palm oil on their environment. This lack of awareness is a gap PM Haze has been trying to address and will continue to do so in the future.

2.3 Will you be willing to visit & support eateries that uses sustainable palm oil more frequently?

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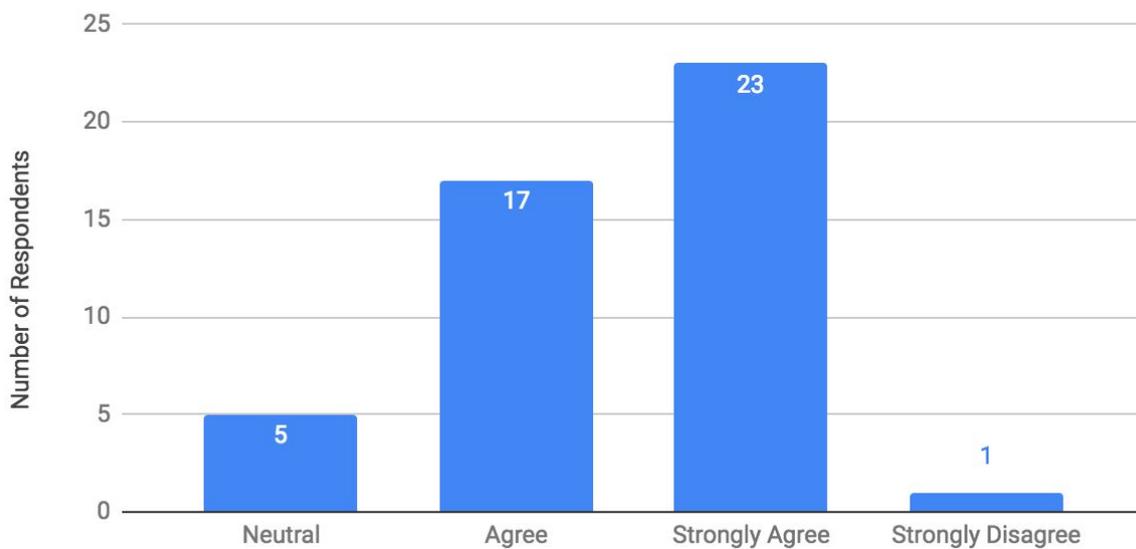


This survey showed that 95% of the respondents would be willing to support eateries by frequenting them more. This will later be compared with 2.6, on whether this support would come from paying more, or other means. This question reveals that the respondents desire to do the right thing, despite the lack of scientific awareness found in 2.2.



2.4 Our Tampines Hub housed over 30 different eateries. Do you agree that these eateries should try to commit to using sustainable palm oil in their cooking?

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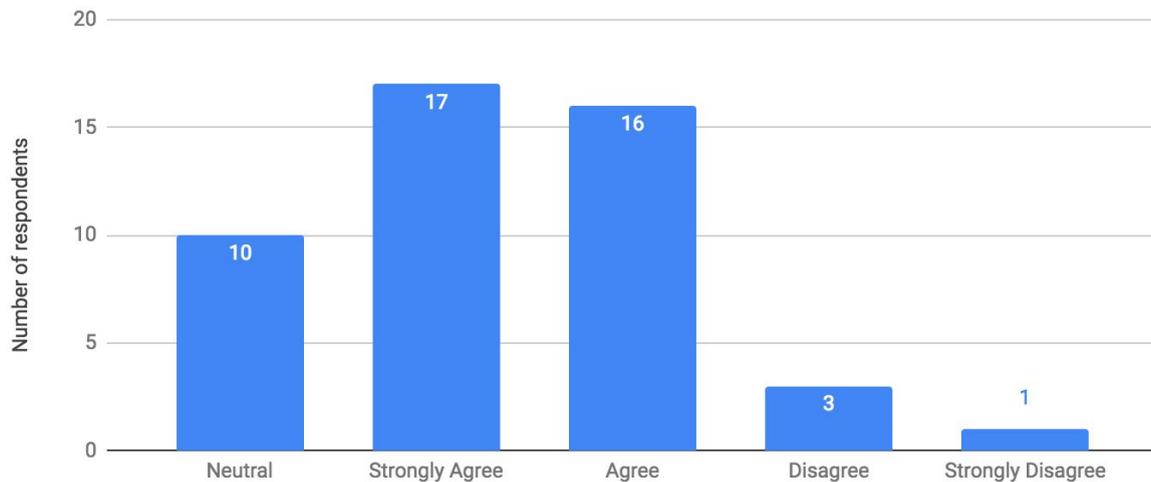


Most respondents agree to strongly agree that eateries should attempt to commit to sustainable palm oil. Hence, there is a sense of moral obligation towards the right thing, despite the lack of awareness described above in 2.2.



2.5 Should OTH Management try to support (publicity, lower rental, monetary incentives) eateries that are committed to using sustainable palm oil?

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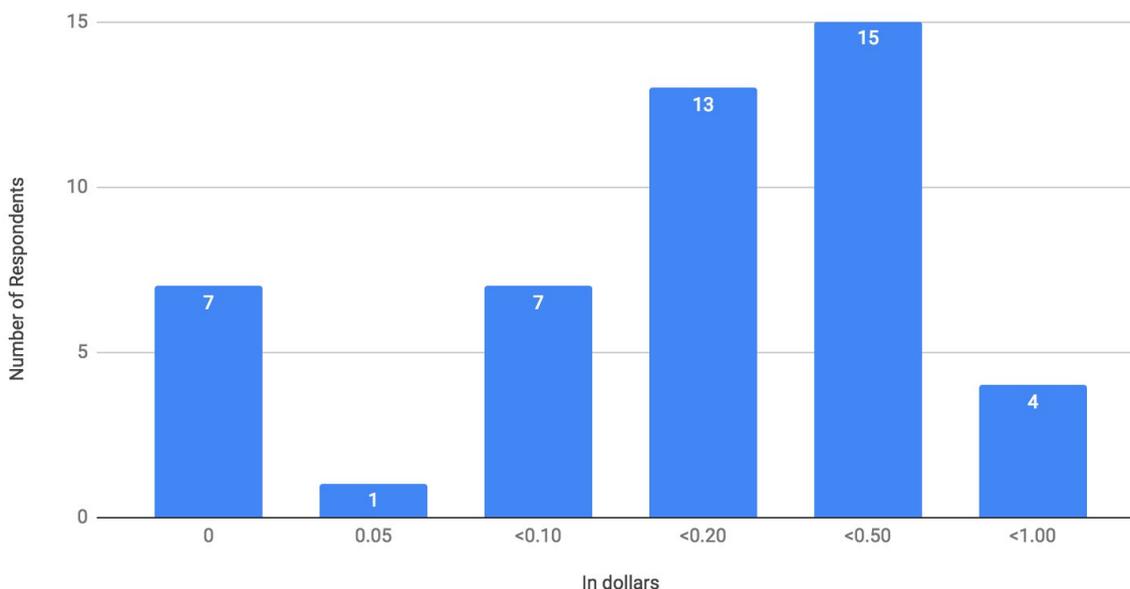


Most respondents agree to strongly agree that management should attempt to commit to sustainable palm oil. Hence, management should also play an important role in promoting the adoption of sustainable palm oil among eateries.



2.6 Assuming a meal cost \$4. How much more are you willing to pay for sustainable palm oil?

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Comparing this to 2.3, it seems that more people are unwilling to pay extra even though they would want to support eateries to use sustainable palm oil. However, despite the fact that more people are unwilling, majority are still willing to pay a small extra fee (from 5 cents to less than a dollar). Most would be willing less than 50 cents. Most people are willing to pay extra and 91.3% are willing to pay 50 cents or less, assuming a meal costs 4 dollars.



3. Analysis

Despite the small number of respondents, the survey revealed a good amount of insight into public understanding, and may reflect the different opinions of the public even if not numerically representative. The demographic is comprised of largely youth, and hence may also glean insight into youth in Singapore.

The Our Tampines Hub survey reveals that there is a lack of awareness as to what this means and entails, and how it impacts Singapore and its residents. However, customers are interested in supporting eateries that use sustainable palm oil and may be interested in doing the right thing nonetheless.

Support of these eateries may come in willingness to pay more to absorb the cost of sustainable palm oil. Majority of respondents would be willing to pay less than \$0.50 extra, which would cover the cost of palm oil within good reason. Others may choose to frequent the eateries more, and give eateries a chance to cover cost through increased volume of sales.

Lastly, the survey reveals that residents believe both eateries and management should work together for sustainable palm oil.

4. Suggestions and Conclusions

Moving forward, PM Haze would need to work on two main areas: awareness amongst the public and engaging of management and eateries. The awareness of consumers may allow the population to better the situation at hand. Second, engaging management and eateries together may allow sustainable palm oil to be more feasible to meet the less than \$0.50 increase in prices.



5. Annex

1	Timestamp	Age	How often do you visit Our Tampines Hub (OTH)?	Are you aware of the effects of unsustainable palm oil (vegetable oil) on the environment and how it affects us on a daily basis?	Will you be willing to visit & support eateries that uses sustainable palm oil more frequently?	Our Tampines Hub housed over 30 different eateries. Do you agree that these eateries should try to commit to using sustainable palm oil in their cooking?	Should OTH Management try to support (publicity, lower rental, monetary incentives) eateries that are committed to using sustainable palm oil?	Assuming a meal cost \$4. How much more are you willing to pay for sustainable palm oil?
2	4/6/2018 12:00:37	19 to 34	Weekly	Yes	Yes	Neutral	Neutral	Less than 50 cents
3	4/6/2018 12:28:21	19 to 34	Monthly	No	No	Agree	Strongly Agree	5 cents
4	4/6/2018 12:41:34	19 to 34	Twice a month	Yes	Yes	Agree	Strongly Agree	Less than 50 cents
5	4/6/2018 12:42:47	19 to 34	Daily	No	Yes	Strongly Agree	Strongly Agree	Less than 20 cents
6	4/6/2018 12:52:37	19 to 34	Weekly	Yes	Yes	Agree	Agree	Less than 50 cents
7	4/6/2018 13:11:31	18 & Below	Monthly	Yes	Yes	Agree	Agree	Not willing to pay extra
8	4/6/2018 13:15:25	19 to 34	Monthly	Yes	No	Neutral	Neutral	Less than 10 cents
9	4/6/2018 13:17:47	19 to 34	Never	No	Yes	Strongly Agree	Disagree	Less than 20 cents
10	4/6/2018 13:19:38	19 to 34	Weekly	Yes	Yes	Strongly Agree	Strongly Agree	Less than 20 cents
11	4/6/2018 14:25:48	19 to 34	Monthly	No	Yes	Neutral	Neutral	Less than 20 cents
12	4/6/2018 14:56:14	19 to 34	Daily	No	Yes	Disagree	Disagree	Not willing to pay extra
13	4/6/2018 15:23:19	18 & Below	Weekly	No	Yes	Strongly Agree	Neutral	Less than 50 cents
14	4/8/2018 23:07:35	18 & Below	Never	Yes	Yes	Agree	Agree	Less than 50 cents
15	4/8/2018 23:11:06	19 to 34	Monthly	Yes	Yes	Strongly Agree	Strongly Agree	Less than 20 cents
16	4/8/2018 23:16:49	19 to 34	Weekly	No	Yes	Strongly Agree	Agree	Less than 20 cents
17	4/9/2018 1:15:15	19 to 34	Daily	No	Yes	Strongly Agree	Strongly Agree	Less than 20 cents
18	4/9/2018 8:43:44	19 to 34	Once every few months / Once a year	Yes	Yes	Strongly Agree	Strongly Agree	Not willing to pay extra
19	4/9/2018 9:22:09	19 to 34	Monthly	Yes	Yes	Agree	Strongly Agree	Less than 20 cents
20	4/9/2018 11:44:48	19 to 34	Monthly	No	Yes	Agree	Agree	Not willing to pay extra
21	4/9/2018 16:32:48	19 to 34	Once every few months / Once a year	No	Yes	Agree	Agree	Less than 50 cents
22	4/9/2018 16:49:37	19 to 34	Once every few months / Once a year	No	Yes	Strongly Agree	Strongly Agree	Less than 1 dollar
23	4/9/2018 17:03:47	19 to 34	Monthly	Yes	Yes	Agree	Agree	Less than 50 cents
24	4/9/2018 18:16:59	18 & Below	Weekly	Yes	Yes	Strongly Agree	Agree	Less than 50 cents
25	4/10/2018 2:38:04	19 to 34	Weekly	No	Yes	Neutral	Strongly Agree	Less than 20 cents
26	4/10/2018 15:38:46	18 & Below	Daily	No	Yes	Strongly Agree	Strongly Agree	Less than 10 cents
27	4/10/2018 18:29:20	19 to 34	Weekly	Yes	Yes	Strongly Agree	Neutral	Less than 10 cents
28	4/10/2018 20:37:26	19 to 34	Never	Yes	Yes	Strongly Disagree	Strongly Disagree	Less than 50 cents
29	4/12/2018 18:49:11	19 to 34	Never	Yes	Yes	Strongly Agree	Agree	Less than 50 cents
30	4/13/2018 23:00:17	18 & Below	Monthly	Yes	Yes	Agree	Strongly Agree	Less than 20 cents
31	4/15/2018 15:55:42	19 to 34	Once every few months / Once a year	No	Yes	Agree	Neutral	Less than 50 cents
32	4/16/2018 13:53:47	19 to 34	Weekly	Yes	Yes	Strongly Agree	Strongly Agree	Less than 1 dollar
33	7/5/2018 10:28:01	18 & Below	Weekly	Yes	Yes	Strongly Agree	Neutral	Less than 20 cents
34	7/5/2018 10:28:58	19 to 34	Weekly	No	Yes	Agree	Agree	Less than 10 cents
35	7/5/2018 10:29:03	19 to 34	Weekly	No	Yes	Agree	Agree	Less than 10 cents
36	7/5/2018 10:29:25	19 to 34	Monthly	No	Yes	Strongly Agree	Agree	Not willing to pay extra
37	7/5/2018 10:29:53	19 to 34	Weekly	Yes	Yes	Strongly Agree	Strongly Agree	Less than 50 cents
38	7/5/2018 10:32:51	19 to 34	Weekly	Yes	Yes	Agree	Neutral	Less than 10 cents
39	7/5/2018 10:35:55	18 & Below	Daily	No	Yes	Strongly Agree	Strongly Agree	Less than 50 cents
40	7/5/2018 10:38:50	18 & Below	Daily	Yes	Yes	Strongly Agree	Disagree	Less than 10 cents
41	7/5/2018 10:49:02	19 to 34	Weekly	Yes	Yes	Strongly Agree	Strongly Agree	Less than 1 dollar
42	7/5/2018 10:57:27	19 to 34	Never	Yes	Yes	Agree	Agree	Less than 20 cents
43	7/5/2018 12:50:55	19 to 34	Once every few months / Once a year	No	Yes	Agree	Neutral	Not willing to pay extra
44	7/5/2018 15:44:32	19 to 34	Never	No	Yes	Strongly Agree	Strongly Agree	Less than 50 cents
45	7/5/2018 18:51:43	19 to 34	Daily	No	Yes	Neutral	Neutral	Less than 20 cents
46	7/5/2018 18:52:57	18 & Below	Once every few months / Once a year	Yes	Yes	Strongly Agree	Agree	Not willing to pay extra
47	7/5/2018 21:49:23	19 to 34	Monthly	No	Yes	Strongly Agree	Agree	Less than 1 dollar
48	7/5/2018 23:57:28	19 to 34	Never	Yes	Yes	Agree	Agree	Less than 50 cents

