

REACH **Retail** e-Listening Point

In collaboration with Singapore Retailers Association and Enterprise Singapore, REACH conducted an e-Listening Point with **retailers and retail staff** from 9 June – 25 July 2021.

The poll received **357 responses**.

Many thanks to SRA and Enterprise Singapore for partnering REACH.



Our respondents

Demographics (n=357)



Nationality SG Citizen PR Foreigner
Gender Male Female
Ethnicity Chinese Malay Indian Other

Employment Status

27.2% I am a retail business owner

66.1% I am a full-time staff in retail

6.7% I am a part-time staff in retail

Common occupations

1 Sales Associate (customer-facing) (56.6%)

2 Business Owner (22.7%)

3 Management (11.8%)



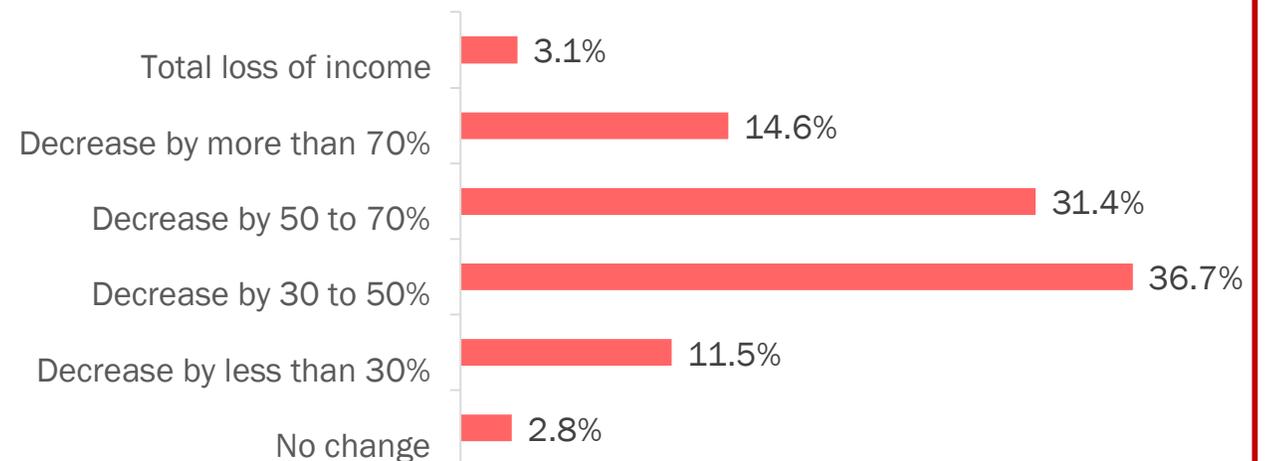
Impact of P2HA Measures

- Majority of those polled (89.6%) felt impacted by the measures.
- Majority of respondents (85.8%) also reported a decrease in business of 30-70%.
- Most reported a significant decrease in business due to the drop in human traffic, with working from home further exacerbating the drop in footfall. Many also reported that shoppers are being more frugal and are less willing to spend.

How much has the tightened measures announced for Phase 2 (Heightened Alert) affected you?

45.9%	Impacts me in a big way
43.7%	Somewhat impacts me
10.4%	No impact on me

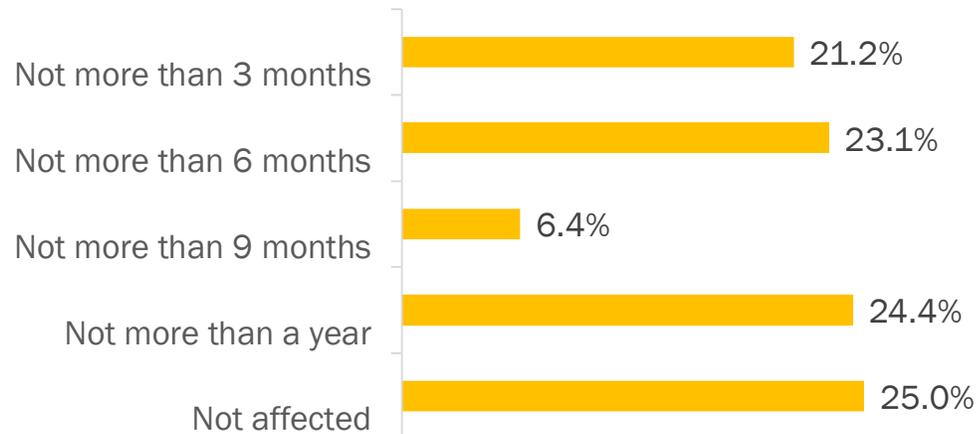
How much has business been affected during this period?



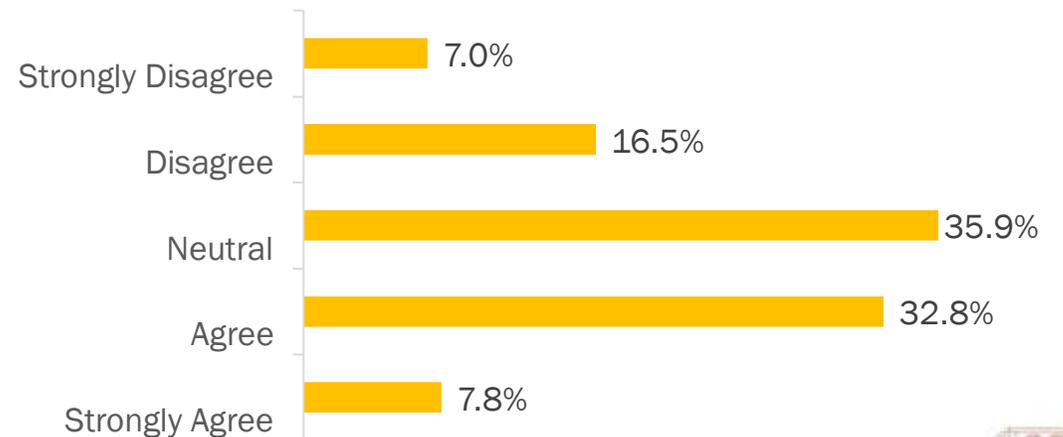
Sufficiency of Support

- When asked about their plans if their current jobs are affected, most respondents will shrink business temporarily, cut costs or try to tie over the difficult period. A significant number will also seek employment in other companies or consider a career switch.
- 40.6% of those polled felt that the government has provided sufficient support.
- **75% of respondents reported that their business will not last up to a year under current circumstances**

[For business owners] Under prolonged Covid-19 restrictions, I expect my business to last:



The Government has provided sufficient support to retail businesses during this period.



Challenges and Needs

- Retailers and retail staff cited **the huge drop in traffic and lack of customers as their top stressor**. Following that, business owners cited the **continued high operational costs including rent as a top stressor**, with a large number citing **lack of relief from landlords** and calling for a mandate for landlords to waive or reduce rent.

Retail Business



Mandate landlords to reduce or waive rent



Extend and expand salary support



Stop WFH as default

- Majority of respondents called for the Government to mandate for landlords to reduce or waive rent and asked for extension and expansion of salary support to include more businesses. There were also calls to stop working from home as the default and shift to staggered work days and hours

Retail Staff



Salary support and Protection



Support for upskilling and job placement

- For retail staff, most felt that salary support and provision of grants and subsidies were the most necessary. There was also high interest to attend training and have job placement support.

