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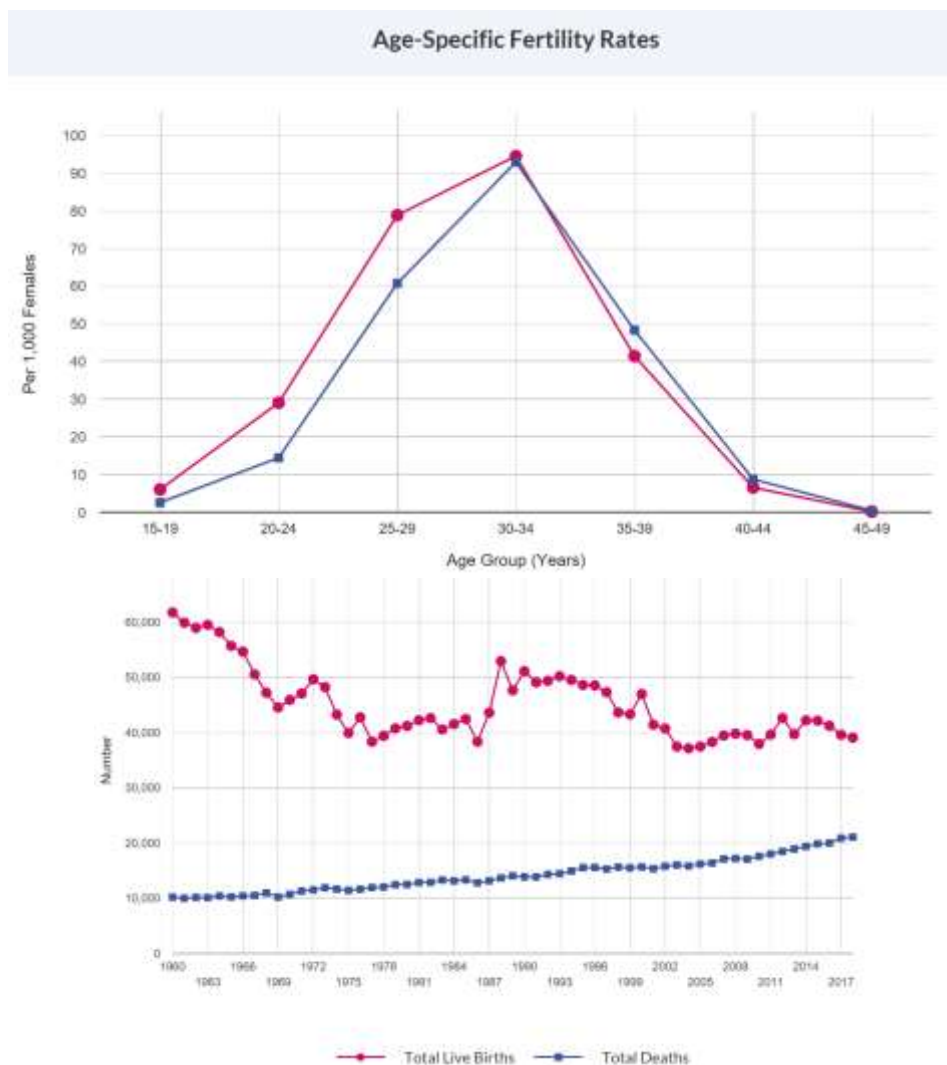
Rutgers Business School

GEM Project

Current Issue: Decreasing Birth Rates In Singapore

This is not the first time we are hearing that our population is aging. However, the awakening is that as we stride into 2019, it will mark an important cross-road for Singapore's stakeholders. 2018 was the first time in modern Singapore history that the number of below 15 year olds will equal that of above 65 year olds. We are officially at a demographic crossroad.

To make matters worse, the gap will only widen as we move into the next decade and beyond. By 2030, we estimate the percentage of below 15 year olds to fall to only 11%, while that of the above 65 year olds will reach 27% of the resident population. That will put us in the similar situation as Japan today. And it is only a short 12 years away

The government should be looking into ways to retrieve data from different segments, understand current millennial behaviours and create policies to address this.

Key Initiatives

1. Improve Work life balance
2. More support for Elder care
3. Reduce Stress and competitiveness in our education system

Each of the above initiatives has it's own data tree to collect various information, thus I would like to start with **Improving Work Life Balance**

Data Tree

- Land Transport Authority
    - Traffic of vehicles and public transport
    - Traffic of ERP systems on expressways

- Singapore Power (Data on power usage during evenings in offices/homes)
    - Utilities usage in offices in the evenings
    - Utilities usage in homes

- Public Facilities
    - Traffic in Swimming pools, gyms, sports complex (Safra)

- Retail Outlets
    - When and what people purchases

- Immigration Authority
    - Overseas traffic of locals exiting and returning to Singapore

- Ministry of Marriage
    - Number of marriages
    - Number of divorces
    - Number of separation