| 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | Year-on <br> Change / | n-Year \% Change | SECTOR / Sub-sector / Company Measured |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 68.5 | 68.1 | 65.8 | 68.2 | 70.6 | 69.1 | 72.2 | 69.6 | 70.0 | 71.7 | 72.1 | +0.37 | (+0.5\%) | RETAIL (Sector) |
| 68.7 | 66.3 | 65.5 | 70.0 | 70.8 | 70.3 | 75.2 | 68.4 | 68.6 | 70.2 | 71.2 | +0.95 | (+1.4\%) | Department Stores (Sub-sector) |
| 69.3 | 66.0 | 66.2 | 76.7 | 72.5 | 74.1 | 79.8 | 71.4 | 71.7 | 73.2 | 73.6 | +0.36 | (+0.5\%) | DFS |
| 69.8 | 66.6 | 66.4 | 70.0 | 71.6 | 71.9 | 75.2 | 69.5 | 70.9 | 71.7 | 72.1 | +0.44 | (+0.6\%) | Takashimaya |
| 68.4 | 67.2 | 65.3 | 67.0 | 72.0 | 69.7 | 75.0 | 69.4 | 69.4 | 71.2 | 72.1 | +0.93 | (+1.3\%) | Robinsons |
| NM | NM | 64.5 | 68.1 | 70.4 | 68.6 | 75.1 | 68.0 | 67.0 | 69.1 | 71.7 | +2.62 | (+3.8\%) | Metro |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 70.8 | 71.2 | +0.39 | (+0.6\%) | BHG |
| NM | 67.0 | 65.0 | 67.0 | 70.6 | 68.5 | 76.2 | 69.7 | 70.8 | 71.0 | 70.9 | -0.14 | (-0.2\%) | Isetan |
| NM | NM | 65.5 | 70.2 | 71.8 | 71.9 | 75.8 | 67.9 | 67.3 | 68.6 | 70.1 | +1.49 | (+2.2\%) | Tangs |
| NM | NM | 62.9 | 67.0 | 66.4 | 69.3 | 70.7 | 66.7 | 69.4 | NM | 69.2 | NA | NA | OG |
| 67.5 | 65.7 | 64.4 | 64.6 | 68.3 | 67.0 | 73.0 | 66.0 | 65.8 | 67.5 | 70.3 | +2.77 | (+4.1\%) | Other department stores |
| 66.6 | 63.3 | 64.1 | 65.4 | 67.9 | 67.9 | 70.0 | 71.1 | 70.6 | 71.5 | 72.4 | +0.90 | (+1.3\%) | Supermarkets (Sub-sector) |
| 68.9 | 64.6 | 64.7 | 65.4 | 66.3 | 68.5 | 71.4 | 70.9 | 70.7 | 71.7 | 73.1 | +1.41 | (+2.0\%) | NTUC FairPrice |
| NM | 64.0 | 63.8 | 65.8 | 68.0 | 67.0 | 66.8 | 71.6 | 69.4 | 71.9 | 72.4 | +0.50 | (+0.7\%) | Sheng Siong |
| 67.3 | 63.9 | 64.4 | 67.1 | 69.0 | 67.9 | 69.5 | 71.7 | 71.6 | 72.5 | 72.3 | -0.26 | (-0.4\%) | Cold Storage |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 71.1 | 71.6 | +0.43 | (+0.6\%) | Giant |
| 65.3 | 59.9 | 63.7 | 64.9 | 68.1 | 65.5 | 66.3 | 69.2 | 67.3 | 67.6 | 70.0 | +2.45 | (+3.6\%) | Other supermarkets |
| 68.7 | 67.2 | 66.1 | 66.4 | 68.5 | 70.0 | 71.5 | 69.2 | 69.3 | 71.9 | 72.5 | +0.63 | (+0.9\%) | Fashion Apparels (Sub-sector) |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 69.6 | 75.5 | +5.88 | (+8.4\%) | Zara |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | NM | 73.6 | NA | NA | Adidas |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 74.8 | 73.2 | -1.53 | (-2.0\%) | Bossini |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 73.1 | 72.9 | -0.16 | (-0.2\%) | G2000 |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 74.5 | 72.4 | -2.09 | (-2.8\%) | Uniqlo |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | NM | 72.1 | NA | NA | Esprit |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 69.9 | 71.9 | +2.02 | (+2.9\%) | Cotton On |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 71.5 | 71.7 | +0.20 | (+0.3\%) | Giordano |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 74.0 | 71.2 | -2.82 | (-3.8\%) | Hang Ten |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 72.5 | 71.1 | -1.35 | (-1.9\%) | H\&M |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 71.4 | 72.7 | +1.30 | ( $+1.8 \%$ ) | Other fashion apparels stores |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 71.1 | 71.4 | +0.35 | (+0.5\%) | e-Commerce (Sub-sector) |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 73.2 | 73.7 | +0.54 | (+0.7\%) | Zalora |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 72.0 | 73.1 | +1.09 | (+1.5\%) | Groupon |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 71.6 | 72.6 | +1.06 | (+1.5\%) | Ebay |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 72.0 | 71.7 | -0.24 | (-0.3\%) | Taobao/Tmall |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 70.3 | 71.5 | +1.27 | (+1.8\%) | Qool0 |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 70.6 | 71.4 | +0.84 | (+1.2\%) | Carousell |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 69.3 | 70.0 | +0.70 | (+1.0\%) | Amazon |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | NM | 69.2 | NA | NA | Other e-Commerce |
| 67.4 | 67.2 | 66.4 | 64.4 | 64.3 | 65.9 | 67.7 | 66.8 | 67.4 | 68.5 | 69.6 | +1.10 | (+1.6\%) | INFO-COMMUNICATIONS (Sector) |
| NM | 67.5 | 66.6 | 64.7 | 64.5 | 66.3 | 67.7 | 67.2 | 68.4 | 69.2 | 70.2 | +1.08 | (+1.6\%) | Mobile Telecom (Sub-sector) |
| 68.2 | 66.8 | 66.3 | 63.5 | 64.5 | 65.6 | 69.3 | 68.1 | 69.4 | 72.0 | 73.0 | +0.95 | (+1.3\%) | Singtel |
| 67.4 | 69.1 | 68.0 | 65.7 | 64.1 | 66.6 | 66.8 | 67.2 | 69.0 | 67.5 | 69.2 | +1.75 | (+2.6\%) | StarHub |
| 66.5 | 66.0 | 64.8 | 65.7 | 65.3 | 68.0 | 64.3 | 64.4 | 63.9 | 65.0 | 66.6 | +1.62 | (+2.5\%) | M1 |
| NM | 65.7 | 65.2 | 63.6 | 62.9 | 64.2 | 67.5 | 65.3 | 64.9 | 67.0 | 68.2 | +1.14 | (+1.7\%) | Broadband (Sub-sector) |
| 66.8 | 65.3 | 66.1 | 63.8 | 63.7 | 64.4 | 67.5 | 65.8 | 66.9 | 67.0 | 68.2 | $+1.22$ | (+1.8\%) | StarHub |
| 66.6 | 65.3 | 60.3 | 65.6 | 63.7 | 63.9 | 64.3 | 66.2 | 66.2 | 67.5 | 68.2 | +0.71 | (+1.1\%) | M1 |
| 67.6 | 66.1 | 65.1 | 63.1 | 62.2 | 64.0 | 67.7 | 65.1 | 64.1 | 66.9 | 68.0 | +1.16 | (+1.7\%) | Singtel |
| NM | NM | NM | NM | NM | NM | NM | 66.5 | 65.1 | 66.6 | 67.4 | +0.75 | (+1.1\%) | PayTV (Sub-sector) |
| NM | NM | NM | NM | NM | NM | NM | 67.0 | 66.6 | 67.7 | 67.6 | -0.04 | (-0.1\%) | StarHub |
| NM | NM | NM | NM | NM | NM | NM | 65.0 | 64.4 | 65.8 | 66.9 | +1.09 | (+1.7\%) | Singtel |
| NM | NM | NM | NM | NM | NM | NM | 61.5 | 59.6 | 69.6 | 70.3 | +0.73 | (+1.1\%) | Wireless@SG (Sub-sector) |
|  |  |  | t Measure <br> t Appilcab |  | ustomer Sa | faction sc | es are bas | don a 0 to | 00 scale. |  |  |  |  |

CSISG Quarter 2



CSISG Quarter 4
2016-2017

| 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | Change / $\%$ | \% Change | SECTOR / Sub-sector / Company Measured |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 68.4 | 67.0 | 68.2 | 66.6 | 68.5 | 71.7 | 69.1 | 72.4 | 70.9 | 72.4 | 73.4 | +1.05 | (+1.5\%) | FINANCE \& INSURANCE (Sector) |
| 68.5 | 67.6 | 69.1 | 66.7 | 69.1 | 71.8 | 69.4 | 72.2 | 71.1 | 72.9 | 74.1 | +1.27 | ( $+1.7 \%$ ) | Banks (Sub-sector) |
| NM | 69.0 | 70.1 | 68.2 | 68.3 | 74.5 | 70.2 | 75.7 | 70.6 | 72.5 | 73.9 | +1.35 | (+1.9\%) | Citibank |
| 66.8 | 67.3 | 66.0 | 65.1 | 71.1 | 69.1 | 71.9 | 75.8 | 71.6 | 73.1 | 74.5 | +1.41 | (+1.9\%) | DBS |
| NM | 69.4 | 72.7 | 67.1 | 67.9 | 74.0 | 69.7 | 69.5 | 69.7 | 71.3 | 72.8 | +1.55 | (+2.2\%) | HSBC |
| NM | NM | NM | 67.3 | 67.4 | 70.8 | 69.0 | 68.2 | 71.9 | 72.5 | 73.6 | +1.12 | (+1.5\%) | Maybank |
| 68.7 | 67.0 | 68.5 | 65.3 | 68.5 | 69.0 | 71.3 | 71.8 | 71.6 | 72.9 | 73.8 | +0.91 | (+1.2\%) | OCBC |
| NM | NM | NM | 68.2 | 65.7 | 73.5 | 70.1 | 71.2 | 71.3 | 71.9 | 73.1 | +1.19 | (+1.7\%) | Standard Chartered |
| 68.6 | 66.9 | 71.5 | 67.1 | 68.4 | 71.2 | 71.4 | 71.6 | 70.8 | 71.7 | 72.4 | +0.67 | (+0.9\%) | UOB |
| 69.9 | 68.1 | 68.8 | 68.0 | 66.9 | 72.1 | 68.8 | 67.0 | 70.1 | 70.8 | 72.0 | +1.26 | (+1.8\%) | Other banks |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 70.7 | 71.9 | +1.22 | ( $+1.7 \%$ ) | Credit Cards (Sub-sector) |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 72.1 | 72.8 | +0.72 | (+1.0\%) | American Express |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 72.1 | 72.4 | +0.33 | (+0.5\%) | Citibank |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 70.9 | 72.3 | +1.45 | (+2.0\%) | DBS |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 70.4 | 71.4 | +1.06 | (+1.5\%) | HSBC |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 70.7 | 72.0 | +1.27 | (+1.8\%) | Maybank |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 70.0 | 71.5 | +1.56 | (+2.2\%) | OCBC |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 70.7 | 72.0 | +1.30 | (+1.8\%) | UOB |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 69.0 | 70.6 | +1.61 | (+2.3\%) | Other credit cards |
| NM | NM | NM | 65.8 | 67.3 | 67.8 | 69.1 | 72.4 | 70.2 | 70.8 | 71.9 | $+1.04$ | (+1.5\%) | Health \& Medical Insurance (Sub-sector) |
| NM | NM | NM | NM | NM | NM | 71.1 | 73.4 | 69.7 | 70.5 | 72.2 | $+1.65$ | $(+2.3 \%)$ | AIA |
| NM | NM | NM | 65.4 | 66.8 | 70.3 | 67.5 | 72.0 | 69.4 | 70.1 | 71.1 | +0.98 | (+1.4\%) | Great Eastern |
| NM | NM | NM | 66.0 | 67.3 | 70.2 | 68.4 | 72.6 | 70.2 | 71.4 | 72.1 | +0.72 | (+1.0\%) | NTUC Income |
| NM | NM | NM | 64.8 | 67.2 | 69.5 | 68.7 | 73.2 | 70.0 | 70.7 | 72.2 | +1.50 | (+2.1\%) | Prudential |
| NM | NM | NM | 67.2 | 67.9 | 66.5 | 69.4 | 71.8 | 70.6 | 71.3 | 71.7 | +0.37 | (+0.5\%) | Other health \& medical insurers |
| $N M$ | $65.7$ | $66.6$ | $66.2$ | $66.7$ | $70.6$ | $66.1$ | $73.6$ | $70.6$ | $71.6$ | $72.5$ | +0.86 | (+1.2\%) | Life Insurance (Sub-sector) |
| NM | $65.0$ | $65.3$ | $66.2$ | $66.2$ | $70.7$ | $69.8$ | $75.2$ | $71.5$ | $72.8$ | $73.1$ | $+0.31$ | (+0.4\%) | AIA |
| NM | NM | NM | NM | NM | NM | NM | NM | NM | 69.1 | 70.1 | +1.02 | (+1.5\%) | Aviva |
| NM | 64.7 | 67.4 | 64.9 | 66.7 | 72.8 | 69.5 | 75.2 | 72.1 | 73.2 | 74.4 | +1.18 | (+1.6\%) | Great Eastern |
| NM | 64.3 | 67.8 | 65.0 | 67.4 | 70.0 | 64.8 | 73.3 | 70.5 | 71.3 | 72.4 | +1.05 | (+1.5\%) | NTUC Income |
| NM | 64.5 | 66.9 | 67.0 | 66.1 | 70.1 | 67.5 | 73.9 | 69.7 | 71.1 | 72.0 | +0.96 | (+1.4\%) | Prudential |
| NM | 68.3 | 66.2 | 67.2 | 66.6 | 69.1 | 61.5 | 71.5 | 69.5 | 70.2 | 71.1 | +0.85 | (+1.2\%) | Other life insurers |
| NM | 66.7 | 64.8 | 67.1 | 67.3 | 69.8 | 70.2 | 71.5 | 70.5 | 71.8 | 72.4 | +0.66 | ( $+0.9 \%$ ) | Motor \& Personal Insurance (Sub-sector) |
| NM | 66.2 | 64.9 | 67.4 | 66.2 | 71.4 | 69.5 | 75.0 | 71.0 | 72.2 | 73.0 | +0.84 | (+1.2\%) | AIG |
| NM | 67.9 | 64.8 | 66.9 | 66.7 | 69.7 | 68.6 | 72.4 | 71.2 | 72.6 | 73.0 | +0.42 | (+0.6\%) | AXA |
| NM | 67.8 | 64.6 | 66.7 | 66.8 | 70.0 | 69.3 | 73.9 | 71.1 | 72.3 | 73.1 | +0.81 | (+1.1\%) | NTUC Income |
| NM | 66.2 | 64.8 | 67.1 | 68.0 | 69.1 | 71.3 | 69.8 | 70.3 | 71.2 | 71.8 | +0.58 | (+0.8\%) | Other motor \& personal insurers |
| 67.7 | 67.6 | 68.9 | 68.6 | 66.6 | 71.3 | 69.9 | 71.0 | 69.6 | 71.0 | 71.8 | +0.85 | (+1.2\%) | HEALTHCARE (Sector) |
| NM | 65.4 | 65.9 | 62.3 | 62.1 | 66.6 | 65.9 | 68.9 | 69.6 | 70.3 | 71.0 | +0.71 | (+1.0\%) | Polvclinics (Sub-sector) |
| NA | NA | NA | NA | NA | NA | NA | NA | NA | Note 1 | 70.4 | NA | NA | NHG |
| NA | NA | NA | NA | NA | NA | NA | NA | NA | Note 1 | 72.2 | NA | NA | NUP |
| NA | NA | NA | NA | NA | NA | NA | NA | NA | Note 1 | 70.8 | NA | NA | SingHealth |
| 72.8 | 69.9 | 72.4 | 68.7 | 69.0 | 72.7 | 72.2 | 71.6 | 72.0 | 73.2 | 74.4 | +1.15 | ( $+1.6 \%$ ) | Private Hospitals (Sub-sector) |
| NM | NM | NM | 68.1 | 67.7 | 72.5 | 71.6 | 70.8 | 71.5 | 73.6 | 74.2 | +0.61 | (+0.8\%) | Gleneagles |
| NM | 69.1 | 72.3 | 68.3 | 70.4 | 71.1 | 72.1 | 70.3 | 72.6 | 74.3 | 75.4 | +1.09 | (+1.5\%) | Mount Alvernia |
| NM | NM | NM | 68.6 | 70.5 | 72.4 | 73.0 | 71.9 | 72.5 | 73.1 | 74.7 | +1.64 | (+2.2\%) | Mount Elizabeth Orchard |
| NM | NM | NM | NM | NM | NM | NM | NM | 71.0 | 72.7 | 73.9 | +1.24 | (+1.7\%) | Mount Elizabeth Novena |
| NM | NM | NM | 69.6 | 68.4 | 74.3 | 69.9 | 72.1 | 71.7 | 74.2 | 74.2 | +0.05 | (+0.1\%) | Parkway East |
| NM | 71.3 | 73.0 | 69.0 | 68.4 | 73.7 | 73.6 | 72.4 | 72.2 | 73.5 | 74.6 | +1.04 | (+1.4\%) | Raffles |
| NM | 69.4 | 73.3 | 69.7 | 66.9 | 72.8 | 69.5 | 71.4 | 71.7 | 71.2 | 73.7 | +2.45 | (+3.4\%) | Thomson Medical |
| NM | 68.4 | 67.1 | 67.0 | 66.1 | 70.5 | 69.0 | 69.3 | 68.6 | 70.0 | 70.7 | +0.68 | ( $+1.0 \%$ ) | Restructured Hospitals (Sub-sector) |
| NM | 68.4 | 66.8 | 67.4 | 63.6 | 74.2 | 66.4 | 68.3 | NM | 68.5 | 70.3 | +1.76 | (+2.6\%) | Alexandra |
| NM | 68.3 | 64.9 | 64.9 | 66.0 | 70.7 | 68.2 | 70.0 | 70.5 | 70.9 | 71.5 | +0.66 | (+0.9\%) | Changi General |
| NM | NM | NM | 67.2 | 65.7 | 72.9 | 71.6 | 68.9 | 69.7 | 70.9 | 71.4 | +0.51 | (+0.7\%) | Khoo Teck Puat |
| NM | 70.2 | 66.2 | 67.4 | 63.9 | 70.6 | 69.1 | 69.2 | 70.6 | 71.2 | 71.8 | +0.63 | (+0.9\%) | KK Women's \& Children's |
| NM | NM | NM | NM | NM | NM | NM | NM | 69.0 | 70.1 | 70.8 | +0.69 | (+1.0\%) | Ng Teng Fong |
| NM | 68.3 | 66.0 | 66.2 | 68.4 | 69.4 | 69.8 | 69.6 | 68.4 | 69.8 | 71.0 | +1.20 | (+1.7\%) | National University |
| NM | 69.4 | 69.4 | 68.2 | 65.1 | 69.1 | 67.4 | 68.9 | 66.7 | 67.3 | 68.6 | +1.26 | (+1.9\%) | Singapore General |
| NM | 67.0 | 67.2 | 67.0 | 66.6 | 72.7 | 69.6 | 69.7 | 68.8 | 69.9 | 70.7 | +0.75 | (+1.1\%) | Tan Tock Seng |
| 68.7 | 67.8 | 68.0 | 67.2 | 69.1 | 69.9 | 70.7 | 71.1 | 70.2 | 71.8 | 72.9 | +1.09 | (+1.5\%) | SINGAPORE NATIONAL |
|  | NM Not Measured NA Not Appilcabl |  | Customer Satisfaction scores are based on a 0 to 100 scale. <br> Note 1: All existing polyclinics were regrouped into 3 clusters namely NHG, NUP \& SingHealth from 2017. Thus, there will be no year-on-year trends at company level. |  |  |  |  |  |  |  |  |  |  |

