

CSISG Quarter 1

| 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2016-2017 Year-on-Year Change / % 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%) | Qoo10 |
| 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) |

NM Not Measured
NA Not Applicable

Customer Satisfaction scores are based on a 0 to 100 scale.