



2018 NATIONAL SCORE

73.5

HOW WELL DID COMPANIES SATISFY THEIR CUSTOMERS?

75.4 Air Transport

- 78.0 Airport***
 - 78.0 Changi Airport
- 74.5 Full Service Airlines**
 - 78.1 Singapore Airlines*
 - 76.4 Garuda Indonesia*
 - 75.6 Emirates
 - 74.7 Cathay Pacific
 - 73.9 Qantas
 - 73.1 SilkAir
 - 71.6 Other full service airlines
- 73.1 Budget Airlines**
 - 75.3 Scoot
 - 72.4 Jetstar Asia
 - 72.2 AirAsia
 - 69.9 Lion Air
 - 70.5 Other budget airlines

75.1 Tourism

- 75.3 Hotels**
 - Luxury & Upscale Hotels
 - 75.7 The Ritz-Carlton
 - 75.5 Marina Bay Sands
 - 74.9 Grand Hyatt
 - 74.7 Pan Pacific Singapore
 - 74.4 Shangri-La
 - 74.0 Hotel Michael
 - 73.2 Marina Mandarin
 - 73.1 Mandarin Orchard
 - Economy Hotels
 - 71.3 Fragrance Hotel
 - 70.6 Hotel 81
 - 75.8 Other hotels
- 74.1 Attractions**
 - 75.6 Sentosa
 - 74.7 Singapore Zoo
 - 74.4 Gardens By The Bay
 - 74.2 Jurong Bird Park
 - 73.9 Singapore Flyer
 - 73.9 River Safari
 - 73.6 S.E.A. Aquarium
 - 73.1 Universal Studios
 - 72.8 Night Safari
 - 72.8 Adventure Cove
 - 70.9 Singapore Discovery Centre
 - 72.0 Other attractions

74.2 Food & Beverage

- 75.3 Snack Bars & Food Kiosks**
 - 74.5 Old Chang Kee
 - 71.7 Jollibean
 - 75.8 Other snack bars & food kiosks
- 74.4 Restaurants**
 - 76.9 TungLok Signatures*
 - 75.2 Crystal Jade Kitchen
 - 74.9 Soup Restaurant
 - 74.7 Fish & Co
 - 74.6 Boon Tong Kee
 - 74.6 Thai Express
 - 74.5 Sakae Sushi
 - 74.5 Din Tai Fung
 - 74.5 Swensen's
 - 74.2 Jack's Place
 - 74.2 Astones
 - 74.1 Ajisen Ramen
 - 74.0 Manhattan Fish Market
 - 73.8 Sushi Tei
 - 73.8 Seoul Garden
 - 73.6 Crystal Jade La Mian Xiao Long Bao
 - 73.0 Dian Xiao Er
 - 72.7 Nando's
 - 72.0 Pizza Hut
 - 71.6 Xin Wang Hong Kong Cafe
 - 75.2 Other restaurants

- 73.9 Cafes & Coffee Houses**
 - 75.6 Starbucks
 - 72.3 Ya Kun
 - 71.4 Toast Box
 - 74.2 Other cafes & coffee houses
- 73.6 Fast Food Restaurants**
 - 74.9 McDonalds
 - 74.2 Burger King
 - 72.7 KFC
 - 71.9 Mos Burger
 - 71.9 Subway
 - 72.1 Other fast food restaurants

73.9 Finance & Insurance

- 74.6 Banks***
 - 75.3 Citibank
 - 75.1 DBS
 - 74.5 OCBC
 - 73.8 HSBC
 - 73.5 Maybank
 - 73.2 Standard Chartered
 - 72.6 UOB
 - 71.3 Other banks

- 73.1 Life Insurance**
 - 75.0 Great Eastern*
 - 73.8 AIA
 - 73.3 NTUC Income
 - 72.8 Prudential
 - 70.8 Aviva
 - 70.8 Other life insurers
- 72.5 Motor & Other Personal Insurance**
 - 73.5 AXA
 - 73.5 AIG
 - 73.3 NTUC Income
 - 71.7 Other motor & personal insurers
- 72.3 Health and Medical Insurance**
 - 73.0 Prudential
 - 72.7 AIA
 - 72.1 Great Eastern
 - 71.6 NTUC Income
 - 71.8 Other health & medical insurers
- 72.0 Credit Cards**
 - 73.1 Citibank
 - 72.9 American Express
 - 72.7 DBS
 - 72.3 Maybank
 - 72.1 UOB
 - 71.6 HSBC
 - 71.4 OCBC
 - 70.1 Other credit cards



2018 NATIONAL SCORE

73.5

HOW WELL DID COMPANIES SATISFY THEIR CUSTOMERS?

72.6 Retail

- 72.9 Supermarkets
- 73.6 NTUC Fairprice
- 73.1 Sheng Siong
- 72.7 Cold Storage
- 71.9 Giant
- 70.7 Other supermarkets

72.8 Fashion Apparels

- 76.0 Zara*
- 75.4 Adidas
- 74.9 Uniqlo
- 74.2 H&M
- 73.6 Esprit
- 73.6 G2000
- 71.7 Bossini
- 71.4 Giordano
- 71.2 Hang Ten
- 70.1 Cotton On
- 72.0 Other fashion apparels

72.0 e-Commerce

- 74.2 Zalora*
- 73.7 Fave
- 73.4 Ebay
- 72.1 Taobao/Tmall
- 72.1 Qoo10
- 71.4 Carousell
- 71.2 Amazon
- 69.8 Other e-Commerce

71.8 Department Stores

- 74.2 DFS*
- 73.0 Takashimaya
- 72.6 Metro
- 72.3 Robinsons
- 72.0 Isetan
- 71.5 BHG
- 71.3 Tangs
- 69.6 OG
- 70.4 Other department stores

72.0 Healthcare

- 74.4 Private Hospitals*
- 75.1 Raffles Hospital
- 75.0 Mount Alvernia
- 74.7 Parkway East
- 74.5 Mount Elizabeth Orchard
- 74.3 Gleneagles
- 73.9 Mount Elizabeth Novena
- 73.7 Thomson Medical

71.2 Polyclinics

- 71.7 National Healthcare Group
- 71.3 National University
- 70.7 SingHealth

70.9 Restructured Hospitals

- 71.8 KK Women's & Children's
- 71.8 Changi General
- 71.4 Khoo Teck Puat
- 71.2 Ng Teng Fong
- 71.0 National University
- 70.8 Tan Tock Seng
- 70.7 Alexandra
- 69.3 Singapore General

70.4 Info-Communications

- 71.7 Wireless@SG
- 71.1 Mobile Telecom
- 74.1 Singtel*
- 69.4 StarHub
- 67.9 M1
- 68.9 Broadband
- 69.4 M1
- 68.9 StarHub
- 68.7 Singtel
- 68.1 PayTV
- 68.8 StarHub
- 67.3 Singtel

67.8 Land Transport

- 72.5 Taxi Services*
- 74.0 Transcab
- 73.8 Premier
- 72.3 ComfortDelGro
- 72.1 SMRT
- 70.0 Prime
- 68.0 Transport Booking Apps
- 68.8 ComfortDelGro
- 67.5 Grab
- 65.6 Public Buses
- 67.3 SMRT
- 65.2 SBS Transit
- 63.4 Other bus operators
- 63.6 Mass Rapid Transit System
- 63.9 SBS Transit
- 63.4 SMRT

This scorecard summarises the results of the CSiSG 2018 satisfaction scores at the national, sector, sub-sector and company levels.

CSiSG scores are generated based on the econometric modelling of survey data collected from end-users after the consumption of products and services. Company scores (in black) are weighted based on a separate incidence study. This incidence study helps determine each company's sample profile and the local-tourist weights. Sub-sector scores (in blue) are derived as a weighted average of company scores, in proportion to the local and tourist incidence interactions with the constituent companies. Sector scores (in gold) are derived by aggregating the sub-sector scores proportionately to each sub-sector's revenue contributions.

Finally, the national index of 73.5 represents a weighted average, by each sector's contribution to GDP, of the 8 sector scores.

All scores displayed are accurate to one-decimal place. Entities are presented in decreasing levels of satisfaction.

* Companies indicated with an asterisk(*) are companies that have performed significantly above their sub-sector average.

* Sub-sectors indicated with an asterisk(*) are sub-sectors that have performed significantly above their sector average.

The sparklines indicate the satisfaction score of their respective sectors, sub-sectors and companies over the past few years.

statistically significant increase in customer satisfaction from 2017 to 2018

statistically significant decrease in customer satisfaction from 2017 to 2018

no significant year-on-year change in customer satisfaction score

CSISG Quarter 1

2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2017-2018 Year-on-Year Change / % Change		SECTOR / Sub-sector / Company Measured
65.8	68.2	70.6	69.1	72.2	69.6	70.0	71.7	72.1	72.6	+0.47	(+0.6%)	RETAIL (Sector)
65.5	70.0	70.8	70.3	75.2	68.4	68.6	70.2	71.2	71.8	+0.65	(+0.9%)	Department Stores (Sub-sector)
66.2	76.7	72.5	74.1	79.8	71.4	71.7	73.2	73.6	74.2	+0.60	(+0.8%)	DFS
66.4	70.0	71.6	71.9	75.2	69.5	70.9	71.7	72.1	73.0	+0.88	(+1.2%)	Takashimaya
64.5	68.1	70.4	68.6	75.1	68.0	67.0	69.1	71.7	72.6	+0.89	(+1.2%)	Metro
65.3	67.0	72.0	69.7	75.0	69.4	69.4	71.2	72.1	72.3	+0.17	(+0.2%)	Robinsons
65.0	67.0	70.6	68.5	76.2	69.7	70.8	71.0	70.9	72.0	+1.12	(+1.6%)	Isetan
NM	NM	NM	NM	NM	NM	NM	NM	70.8	71.2	+0.33	(+0.5%)	BHG
65.5	70.2	71.8	71.9	75.8	67.9	67.3	68.6	70.1	71.3	+1.18	(+1.7%)	Tangs
62.9	67.0	66.4	69.3	70.7	66.7	69.4	NM	69.2	69.6	+0.41	(+0.6%)	OG
64.4	64.6	68.3	67.0	73.0	66.0	65.8	67.5	70.3	70.4	+0.07	(+0.1%)	Other department stores
64.1	65.4	67.9	67.9	70.0	71.1	70.6	71.5	72.4	72.9	+0.53	(+0.7%)	Supermarkets (Sub-sector)
64.7	65.4	66.3	68.5	71.4	70.9	70.7	71.7	73.1	73.6	+0.52	(+0.7%)	NTUC FairPrice
63.8	65.8	68.0	67.0	66.8	71.6	69.4	71.9	72.4	73.1	+0.76	(+1.0%)	Sheng Siong
64.4	67.1	69.0	67.9	69.5	71.7	71.6	72.5	72.3	72.7	+0.42	(+0.6%)	Cold Storage
NM	NM	NM	NM	NM	NM	NM	NM	71.1	71.6	+0.36	(+0.5%)	Giant
63.7	64.9	68.1	65.5	66.3	69.2	67.3	67.6	70.0	70.7	+0.63	(+0.9%)	Other supermarkets
66.1	66.4	68.5	70.0	71.5	69.2	69.3	71.9	72.5	72.8	+0.22	(+0.3%)	Fashion Apparels (Sub-sector)
NM	NM	NM	NM	NM	NM	NM	69.6	75.5	76.0	+0.57	(+0.8%)	Zara
NM	NM	NM	NM	NM	NM	NM	NM	73.6	75.4	+1.80	(+2.4%)	Adidas
NM	NM	NM	NM	NM	NM	NM	74.5	72.4	74.9	+2.43	(+3.4%)	Uniqlo
NM	NM	NM	NM	NM	NM	NM	72.5	71.1	74.2	+3.02	(+4.3%)	H&M
NM	NM	NM	NM	NM	NM	NM	NM	72.1	73.6	+1.57	(+2.2%)	Esprit
NM	NM	NM	NM	NM	NM	NM	73.1	72.9	73.6	+0.66	(+0.9%)	G2000
NM	NM	NM	NM	NM	NM	NM	74.8	73.2	71.7	-1.54	(-2.1%)	Bossini
NM	NM	NM	NM	NM	NM	NM	71.5	71.7	71.4	-0.33	(-0.5%)	Giordano
NM	NM	NM	NM	NM	NM	NM	74.0	71.2	71.2	+0.07	(+0.1%)	Hang Ten
NM	NM	NM	NM	NM	NM	NM	69.9	71.9	70.1	-1.80	(-2.5%)	Cotton On
NM	NM	NM	NM	NM	NM	NM	71.4	72.7	72.0	-0.65	(-0.9%)	Other fashion apparels stores
NM	NM	NM	NM	NM	NM	NM	71.1	71.4	72.0	+0.52	(+0.7%)	e-Commerce (Sub-sector)
NM	NM	NM	NM	NM	NM	NM	73.2	73.7	74.2	+0.47	(+0.6%)	Zalora
NM	NM	NM	NM	NM	NM	NM	72.0	73.1	73.7	+0.65	(+0.9%)	Fave
NM	NM	NM	NM	NM	NM	NM	71.6	72.6	73.4	+0.78	(+1.1%)	Ebay
NM	NM	NM	NM	NM	NM	NM	72.0	71.7	72.1	+0.41	(+0.6%)	Taobao/Tmall
NM	NM	NM	NM	NM	NM	NM	70.3	71.5	72.1	+0.54	(+0.8%)	Qoo10
NM	NM	NM	NM	NM	NM	NM	70.6	71.4	71.4	-0.03	(-0.0%)	Carousel
NM	NM	NM	NM	NM	NM	NM	69.3	70.0	71.2	+1.22	(+1.7%)	Amazon
NM	NM	NM	NM	NM	NM	NM	NM	69.2	69.8	NA	NA	Other e-Commerce
66.4	64.4	64.3	65.9	67.7	66.8	67.4	68.5	69.6	70.4	+0.80	(+1.1%)	INFO-COMMUNICATIONS (Sector)
66.6	64.7	64.5	66.3	67.7	67.2	68.4	69.2	70.2	71.1	+0.83	(+1.2%)	Mobile Telecom (Sub-sector)
66.3	63.5	64.5	65.6	69.3	68.1	69.4	72.0	73.0	74.1	+1.10	(+1.5%)	Singtel
68.0	65.7	64.1	66.6	66.8	67.2	69.0	67.5	69.2	69.4	+0.13	(+0.2%)	StarHub
64.8	65.7	65.3	68.0	64.3	64.4	63.9	65.0	66.6	67.9	+1.36	(+2.0%)	M1
65.2	63.6	62.9	64.2	67.5	65.3	64.9	67.0	68.2	68.9	+0.72	(+1.1%)	Broadband (Sub-sector)
60.3	65.6	63.7	63.9	64.3	66.2	66.2	67.5	68.2	69.4	+1.24	(+1.8%)	M1
66.1	63.8	63.7	64.4	67.5	65.8	66.9	67.0	68.2	68.9	+0.73	(+1.1%)	StarHub
65.1	63.1	62.2	64.0	67.7	65.1	64.1	66.9	68.0	68.7	+0.62	(+0.9%)	Singtel
NM	NM	NM	NM	NM	66.5	65.1	66.6	67.4	68.1	+0.70	(+1.0%)	PayTV (Sub-sector)
NM	NM	NM	NM	NM	67.0	66.6	67.7	67.6	68.8	+1.23	(+1.8%)	StarHub
NM	NM	NM	NM	NM	65.0	64.4	65.8	66.9	67.3	+0.37	(+0.6%)	Singtel
NM	NM	NM	NM	NM	61.5	59.6	69.6	70.3	71.7	+1.37	(+1.9%)	Wireless@SG (Sub-sector)

NM Not Measured

NA Not Applicable

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

Note 1 Tracking for individual Motor Vehicle companies was discontinued in 2012 due to the fall in new car sales volume.

Note 2 Mustafa was previously tracked under the Supermarket sub-sector. Since 2012, it has been tracked under the Departmental Stores sub-sector.

Note 3 "Groupon" was renamed to "Fave" in 2018

CSISG Quarter 2

2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2017-2018 Year-on-Year Change / % Change		SECTOR / Sub-sector / Company Measured
NM	NM	NM	NM	NM	NM	72.8	75.5	74.4	75.4	+1.03	(+1.4%)	AIR TRANSPORT (Sector)
72.6	71.8	73.2	74.6	77.1	73.3	73.2	73.5	74.2	74.5	+0.36	(+0.5%)	<i>Full Service Airlines (Sub-sector)</i>
75.7	79.3	76.6	77.8	79.4	74.9	76.1	76.7	77.5	78.1	+0.66	(+0.8%)	Singapore Airlines
NM	NM	NM	NM	NM	NM	NM	75.1	76.1	76.4	+0.37	(+0.5%)	Garuda Indonesia
71.3	71.6	74.5	76.5	76.1	73.0	73.3	74.1	75.1	75.6	+0.45	(+0.6%)	Emirates
71.4	71.7	72.9	73.2	76.3	73.3	73.0	73.3	74.2	74.7	+0.50	(+0.7%)	Cathay Pacific Airways
70.1	69.0	72.4	72.9	74.1	71.7	69.4	71.9	73.6	73.9	+0.34	(+0.5%)	Qantas
70.4	68.4	72.3	68.9	76.5	71.4	70.5	71.7	72.8	73.1	+0.29	(+0.4%)	SilkAir
67.0	65.8	69.2	68.2	70.6	69.8	69.3	70.8	71.5	71.6	+0.09	(+0.1%)	Other full service airlines
59.0	59.5	65.7	62.7	67.5	68.3	68.3	69.5	71.2	73.1	+1.91	(+2.7%)	<i>Budget Airlines (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	NM	68.2	71.8	75.3	+3.57	(+5.0%)	Scoot
NM	NM	NM	62.2	66.9	68.0	67.5	70.3	72.0	72.4	+0.38	(+0.5%)	Jetstar Asia
NM	NM	NM	61.9	68.3	66.9	68.0	69.9	71.6	72.2	+0.61	(+0.8%)	AirAsia
NM	NM	NM	NM	NM	NM	NM	NM	NM	69.9	NA	NA	Lion Air
NM	NM	NM	63.7	70.3	71.5	70.3	70.9	70.8	70.5	-0.32	(-0.5%)	Other budget airlines
71.6	73.7	78.6	72.8	85.5	75.4	75.1	81.4	77.1	78.0	+0.82	(+1.1%)	<i>Airport (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	63.3	66.8	67.8	67.8	+0.01	(+0.0%)	LAND TRANSPORT (Sector)
67.0	64.1	67.8	61.9	64.1	59.7	62.0	66.4	64.8	63.6	-1.19	(-1.8%)	<i>MRT System (Sub-sector)</i>
66.3	65.5	69.0	63.2	67.3	60.3	63.9	66.5	65.1	63.9	-1.23	(-1.9%)	SBS Transit Trains
67.3	63.8	67.6	61.5	63.3	59.6	61.5	66.3	64.6	63.4	-1.17	(-1.8%)	SMRT Trains
62.9	61.1	66.4	61.6	60.6	58.5	60.9	62.7	64.9	65.6	+0.62	(+1.0%)	<i>Public Buses (Sub-sector)</i>
64.4	61.9	66.6	63.9	62.2	60.5	62.2	64.4	66.6	67.3	+0.62	(+0.9%)	SMRT Buses
62.2	58.9	66.3	60.8	60.1	57.7	60.4	61.9	64.0	65.2	+1.26	(+2.0%)	SBS Transit Buses
NM	NM	NM	NM	NM	NM	NM	NM	NM	63.4	NA	NA	Other bus operators
64.4	64.4	66.6	64.3	67.3	63.2	65.9	70.0	71.8	72.5	+0.70	(+1.0%)	<i>Taxi Services (Sub-sector)</i>
NM	65.4	67.8	64.6	69.4	64.3	67.4	71.9	73.4	74.0	+0.58	(+0.8%)	Transcab
NM	65.4	65.3	62.7	72.0	65.1	66.9	72.2	73.3	73.8	+0.54	(+0.7%)	Premier
64.1	64.2	66.6	64.4	65.5	62.9	65.6	69.3	71.4	72.3	+0.89	(+1.2%)	ComfortDelGro Taxis
63.9	63.8	66.6	63.6	70.5	63.5	66.2	70.1	71.8	72.1	+0.30	(+0.4%)	SMRT Taxis
NM	NM	NM	NM	NM	59.5	62.3	68.5	69.3	70.0	+0.67	(+1.0%)	Prime
NM	NM	NM	NM	NM	NM	NM	68.8	69.3	68.0	-1.35	(-2.0%)	<i>Transport Booking Apps (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	NM	68.0	68.3	68.8	+0.45	(+0.7%)	ComfortDelGro
NM	NM	NM	NM	NM	NM	NM	69.0	69.5	67.5	-1.96	(-2.8%)	Grab

NM Not Measured
NA Not Applicable

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

Note 2015 was the first year of measure for the Air Transport and Land Transport sectors. Previously, they were measured as one sector (i.e., the Transport & Logistics sector).

CSISG Quarter 3

2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2017-2018 Year-on-Year Change / % Change		SECTOR / Sub-sector / Company Measured
65.0	65.1	67.5	67.7	70.3	65.8	67.1	70.1	71.7	74.2	+2.48	(+3.5%)	FOOD & BEVERAGE (Sector)
Note 1	Note 1	Note 1	Note 1	Note 1	Note 1	Note 1	69.8	71.5	74.4	+2.86	(+4.0%)	Restaurants (Sub-sector)
NM	NM	NM	NM	NM	NM	NM	71.1	72.0	76.9	+4.89	(+6.8%)	TungLok Signatures
NM	NM	NM	NM	NM	NM	NM	70.9	72.6	75.2	+2.66	(+3.7%)	Crystal Jade Kitchen
NM	NM	NM	NM	NM	NM	NM	NM	NM	74.9	NA	NA	Soup Restaurant
NM	NM	NM	NM	NM	NM	NM	71.7	71.1	74.7	+3.57	(+5.0%)	Fish & Co
NM	NM	NM	NM	NM	NM	NM	71.4	73.5	74.6	+1.15	(+1.6%)	Boon Tong Kee
NM	NM	NM	NM	NM	NM	NM	70.4	73.5	74.6	+1.07	(+1.5%)	Thai Express
NM	NM	NM	NM	NM	NM	NM	69.8	71.2	74.5	+3.28	(+4.6%)	Sakae Sushi
NM	NM	NM	NM	NM	NM	NM	71.3	73.0	74.5	+1.47	(+2.0%)	Din Tai Fung
NM	NM	NM	NM	NM	NM	NM	70.2	72.0	74.5	+2.52	(+3.5%)	Swensen's
NM	NM	NM	NM	NM	NM	NM	70.1	72.6	74.2	+1.60	(+2.2%)	Jack's Place
NM	NM	NM	NM	NM	NM	NM	70.1	73.4	74.2	+0.76	(+1.0%)	Astons
NM	NM	NM	NM	NM	NM	NM	70.0	72.3	74.1	+1.80	(+2.5%)	Aijisen Ramen
NM	NM	NM	NM	NM	NM	NM	70.1	70.6	74.0	+3.47	(+4.9%)	Manhattan Fish Market
NM	NM	NM	NM	NM	NM	Note 1	71.2	72.7	73.8	+1.11	(+1.5%)	Sushi Tei
NM	NM	NM	NM	NM	NM	NM	69.6	71.4	73.8	+2.38	(+3.3%)	Seoul Garden
NM	NM	NM	NM	NM	NM	NM	69.7	70.6	73.6	+3.08	(+4.4%)	Crystal Jade La Mian Xiao Long Bao
NM	NM	NM	NM	NM	NM	NM	70.8	69.9	73.0	+3.08	(+4.4%)	Dian Xiao Er
NM	NM	NM	NM	NM	NM	NM	70.0	72.3	72.7	+0.34	(+0.5%)	Nando's
NM	NM	NM	NM	NM	NM	NM	70.6	71.1	72.0	+0.95	(+1.3%)	Pizza Hut
NM	NM	NM	NM	NM	NM	NM	69.3	69.6	71.6	+1.96	(+2.8%)	Xin Wang Hong Kong Cafe
Note 1	Note 1	Note 1	Note 1	Note 1	Note 1	Note 1	68.0	70.9	75.2	+4.31	(+6.1%)	Other restaurants
64.2	62.4	67.6	68.2	67.9	69.0	69.4	70.7	71.7	73.6	+1.97	(+2.7%)	Fast Food Restaurants (Sub-sector)
65.8	63.4	65.9	68.9	67.6	71.6	72.2	72.3	72.7	74.9	+2.25	(+3.1%)	McDonald's
63.6	62.0	70.3	67.5	68.9	69.6	67.6	71.0	72.9	74.2	+1.32	(+1.8%)	Burger King
62.9	61.1	68.2	68.2	66.8	67.9	67.5	70.4	70.4	72.7	+2.25	(+3.2%)	KFC
NM	NM	NM	NM	NM	NM	NM	69.5	71.6	71.9	+0.31	(+0.4%)	Mos Burger
NM	NM	NM	NM	NM	NM	NM	68.8	70.7	71.9	+1.14	(+1.6%)	Subway
62.3	61.1	70.4	66.1	69.6	62.6	64.3	67.9	70.3	72.1	+1.81	(+2.6%)	Other fast food restaurants
NM	NM	NM	NM	NM	NM	NM	NM	71.9	73.9	+1.94	(+2.7%)	Cafes & Coffee Houses (Sub-sector)
67.0	64.3	68.0	68.8	73.4	69.1	70.1	72.7	73.2	75.6	+2.33	(+3.2%)	Starbucks
NM	NM	NM	NM	NM	NM	NM	70.1	70.2	72.3	+2.11	(+3.0%)	Ya Kun
NM	NM	NM	NM	NM	NM	NM	69.6	70.3	71.4	+1.12	(+1.6%)	Toast Box
NM	NM	NM	NM	NM	NM	NM	NM	72.2	74.2	+1.92	(+2.7%)	Other cafes & coffee houses
NM	NM	NM	NM	NM	NM	NM	NM	73.6	75.3	+1.62	(+2.2%)	Snack Bars & Food Kiosks (Sub-sector)
NM	NM	NM	NM	NM	NM	NM	NM	72.6	74.5	+1.98	(+2.7%)	Old Chang Kee
NM	NM	NM	NM	NM	NM	NM	NM	71.0	71.7	+0.74	(+1.0%)	Jollibean
NM	NM	NM	NM	NM	NM	NM	NM	74.2	75.8	+1.62	(+2.2%)	Other snack bars & food kiosks
67.1	69.3	73.5	70.0	74.5	69.1	69.4	71.1	74.2	75.1	+0.89	(+1.2%)	TOURISM (Sector)
67.9	70.3	75.3	72.6	79.8	72.6	70.3	72.8	73.3	74.1	+0.79	(+1.1%)	Attractions (Sub-sector)
67.5	70.3	74.5	73.1	78.1	71.6	71.6	74.3	74.9	75.6	+0.65	(+0.9%)	Sentosa
NM	NM	76.6	70.8	78.7	70.8	71.6	73.3	74.5	74.7	+0.17	(+0.2%)	Singapore Zoo
NM	NM	NM	NM	NM	NM	NM	72.1	73.2	74.4	+1.21	(+1.7%)	Gardens By The Bay
NM	NM	72.6	70.1	76.2	70.1	70.7	72.6	73.9	74.2	+0.30	(+0.4%)	Jurong Bird Park
NM	NM	NM	NM	NM	NM	NM	NM	73.2	73.9	+0.70	(+1.0%)	Singapore Flyer
NM	NM	NM	NM	NM	NM	71.4	72.3	72.8	73.9	+1.10	(+1.5%)	River Safari
NM	NM	NM	NM	NM	NM	72.1	72.8	73.4	73.6	+0.28	(+0.4%)	S.E.A. Aquarium
NM	NM	75.7	74.9	81.6	73.2	71.0	73.1	71.9	73.1	+1.15	(+1.6%)	Universal Studios
NM	NM	73.2	71.7	76.1	70.7	70.7	72.2	71.1	72.8	+1.64	(+2.3%)	Night Safari
NM	NM	NM	NM	NM	NM	69.9	71.1	71.8	72.8	+1.02	(+1.4%)	Adventure Cove
NM	NM	NM	NM	NM	NM	NM	70.1	70.4	70.9	+0.52	(+0.7%)	Singapore Discovery Centre
67.9	70.8	75.8	71.5	79.3	69.1	68.7	70.5	71.2	72.0	+0.82	(+1.2%)	Other attractions
Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	72.5	74.4	75.3	+0.89	(+1.2%)	Hotels (Sub-sector)
Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	74.9	75.1	75.7	+0.57	(+0.8%)	The Ritz-Carlton
NM	NM	NM	Note 2	Note 2	Note 2	Note 2	77.2	74.6	75.5	+0.92	(+1.2%)	Marina Bay Sands
Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	73.0	74.2	74.9	+0.69	(+0.9%)	Grand Hyatt
NM	NM	NM	NM	NM	NM	NM	73.9	73.5	74.7	+1.19	(+1.6%)	Pan Pacific Singapore
Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	75.6	72.8	74.4	+1.53	(+2.1%)	Shangri-La
NM	NM	NM	NM	NM	NM	NM	NM	73.7	74.0	+0.37	(+0.5%)	Hotel Michael
NM	NM	NM	NM	NM	NM	NM	73.9	72.1	73.2	+1.12	(+1.6%)	Marina Mandarin
Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	73.3	72.2	73.1	+0.89	(+1.2%)	Mandarin Orchard
NM	NM	NM	NM	NM	NM	NM	66.8	70.6	71.3	+0.73	(+1.0%)	Fragrance Hotel
NM	NM	NM	NM	NM	NM	NM	67.8	69.5	70.6	+1.12	(+1.6%)	Hotel 81
Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	Note 2	72.5	74.9	75.8	+0.88	(+1.2%)	Other hotels

NM Not Measured

NA Not Applicable

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

Note 1 Restaurants were previously measured at holding-level. Since 2016, brand-level entities were measured instead.

Note 2 Hotels previously surveyed both locals and tourists. Since 2016, only tourists were surveyed.

Note 3 Cafes & Coffee Houses and Snack Bars & Food Kiosks were previously measured as 1 sub-sector. Since 2017, they were measured separately.

CSISG Quarter 4

2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2017-2018 Year-on-Year Change / % Change	SECTOR / Sub-sector / Company Measured
68.2	66.6	68.5	71.7	69.1	72.4	70.9	72.4	73.4	73.9	+0.44 (+0.6%)	FINANCE & INSURANCE (Sector)
69.1	66.7	69.1	71.8	69.4	72.2	71.1	72.9	74.1	74.6	+0.47 (+0.6%)	<i>Banks (Sub-sector)</i>
70.1	68.2	68.3	74.5	70.2	75.7	70.6	72.5	73.9	75.3	+1.46 (+2.0%)	Citibank
66.0	65.1	71.1	69.1	71.9	75.8	71.6	73.1	74.5	75.1	+0.53 (+0.7%)	DBS
68.5	65.3	68.5	69.0	71.3	71.8	71.6	72.9	73.8	74.5	+0.67 (+0.9%)	OCBC
72.7	67.1	67.9	74.0	69.7	69.5	69.7	71.3	72.8	73.8	+0.94 (+1.3%)	HSBC
NM	67.3	67.4	70.8	69.0	68.2	71.9	72.5	73.6	73.5	-0.11 (-0.1%)	Maybank
NM	68.2	65.7	73.5	70.1	71.2	71.3	71.9	73.1	73.2	+0.11 (+0.1%)	Standard Chartered
71.5	67.1	68.4	71.2	71.4	71.6	70.8	71.7	72.4	72.6	+0.25 (+0.3%)	UOB
68.8	68.0	66.9	72.1	68.8	67.0	70.1	70.8	72.0	71.3	-0.69 (-1.0%)	Other banks
NM	NM	NM	NM	NM	NM	NM	70.7	71.9	72.0	+0.15 (+0.2%)	<i>Credit Cards (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	NM	72.1	72.4	73.1	+0.68 (+0.9%)	Citibank
NM	NM	NM	NM	NM	NM	NM	72.1	72.8	72.9	+0.12 (+0.2%)	American Express
NM	NM	NM	NM	NM	NM	NM	70.9	72.3	72.7	+0.40 (+0.6%)	DBS
NM	NM	NM	NM	NM	NM	NM	70.7	72.0	72.3	+0.29 (+0.4%)	Maybank
NM	NM	NM	NM	NM	NM	NM	70.7	72.0	72.1	+0.07 (+0.1%)	UOB
NM	NM	NM	NM	NM	NM	NM	70.4	71.4	71.6	+0.21 (+0.3%)	HSBC
NM	NM	NM	NM	NM	NM	NM	70.0	71.5	71.4	-0.10 (-0.1%)	OCBC
NM	NM	NM	NM	NM	NM	NM	69.0	70.6	70.1	-0.47 (-0.7%)	Other credit cards
NM	65.8	67.3	67.8	69.1	72.4	70.2	70.8	71.9	72.3	+0.42 (+0.6%)	<i>Health & Medical Insurance (Sub-sector)</i>
NM	64.8	67.2	69.5	68.7	73.2	70.0	70.7	72.2	73.0	+0.76 (+1.0%)	Prudential
NM	NM	NM	NM	71.1	73.4	69.7	70.5	72.2	72.7	+0.52 (+0.7%)	AIA
NM	65.4	66.8	70.3	67.5	72.0	69.4	70.1	71.1	72.1	+1.04 (+1.5%)	Great Eastern
NM	67.2	67.9	66.5	69.4	71.8	70.6	71.3	71.7	71.8	+0.16 (+0.2%)	Other health & medical insurers
NM	66.0	67.3	70.2	68.4	72.6	70.2	71.4	72.1	71.6	-0.50 (-0.7%)	NTUC Income
66.6	66.2	66.7	70.6	66.1	73.6	70.6	71.6	72.5	73.1	+0.59 (+0.8%)	<i>Life Insurance (Sub-sector)</i>
67.4	64.9	66.7	72.8	69.5	75.2	72.1	73.2	74.4	75.0	+0.63 (+0.8%)	Great Eastern
65.3	66.2	66.2	70.7	69.8	75.2	71.5	72.8	73.1	73.8	+0.63 (+0.9%)	AIA
67.8	65.0	67.4	70.0	64.8	73.3	70.5	71.3	72.4	73.3	+0.91 (+1.3%)	NTUC Income
66.9	67.0	66.1	70.1	67.5	73.9	69.7	71.1	72.0	72.8	+0.77 (+1.1%)	Prudential
66.2	67.2	66.6	69.1	61.5	71.5	69.5	70.2	71.1	70.8	-0.30 (-0.4%)	Other life insurers
NM	NM	NM	NM	NM	NM	NM	69.1	70.1	70.8	+0.68 (+1.0%)	Aviva
64.8	67.1	67.3	69.8	70.2	71.5	70.5	71.8	72.4	72.5	+0.12 (+0.2%)	<i>Motor & Personal Insurance (Sub-sector)</i>
64.8	66.9	66.7	69.7	68.6	72.4	71.2	72.6	73.0	73.5	+0.49 (+0.7%)	AXA
64.9	67.4	66.2	71.4	69.5	75.0	71.0	72.2	73.0	73.5	+0.49 (+0.7%)	AIG
64.6	66.7	66.8	70.0	69.3	73.9	71.1	72.3	73.1	73.3	+0.13 (+0.2%)	NTUC Income
64.8	67.1	68.0	69.1	71.3	69.8	70.3	71.2	71.8	71.7	-0.11 (-0.2%)	Other motor & personal insurers
68.9	68.6	66.6	71.3	69.9	71.0	69.6	71.0	71.8	72.0	+0.17 (+0.2%)	HEALTHCARE (Sector)
65.9	62.3	62.1	66.6	65.9	68.9	69.6	70.3	71.0	71.2	+0.13 (+0.2%)	<i>Polyclinics (Sub-sector)</i>
NA	NA	NA	NA	NA	NA	NA	Note 1	70.4	71.7	+1.27 (+1.8%)	NHG
NA	NA	NA	NA	NA	NA	NA	Note 1	72.2	71.3	-0.89 (-1.2%)	NUP
NA	NA	NA	NA	NA	NA	NA	Note 1	70.8	70.7	-0.15 (-0.2%)	SingHealth
72.4	68.7	69.0	72.7	72.2	71.6	72.0	73.2	74.4	74.4	+0.07 (+0.1%)	<i>Private Hospitals (Sub-sector)</i>
73.0	69.0	68.4	73.7	73.6	72.4	72.2	73.5	74.6	75.1	+0.53 (+0.7%)	Raffles
72.3	68.3	70.4	71.1	72.1	70.3	72.6	74.3	75.4	75.0	-0.45 (-0.6%)	Mount Alvernia
NM	69.6	68.4	74.3	69.9	72.1	71.7	74.2	74.2	74.7	+0.53 (+0.7%)	Parkway East
NM	68.6	70.5	72.4	73.0	71.9	72.5	73.1	74.7	74.5	-0.25 (-0.3%)	Mount Elizabeth Orchard
NM	68.1	67.7	72.5	71.6	70.8	71.5	73.6	74.2	74.3	+0.11 (+0.1%)	Gleneagles
NM	NM	NM	NM	NM	NM	NM	71.0	72.7	73.9	-0.06 (-0.1%)	Mount Elizabeth Novena
73.3	69.7	66.9	72.8	69.5	71.4	71.7	71.2	73.7	73.7	-0.03 (-0.0%)	Thomson Medical
67.1	67.0	66.1	70.5	69.0	69.3	68.6	70.0	70.7	70.9	+0.20 (+0.3%)	<i>Restructured Hospitals (Sub-sector)</i>
66.2	67.4	63.9	70.6	69.1	69.2	70.6	71.2	71.8	71.8	+0.03 (+0.0%)	KK Women's & Children's
64.9	64.9	66.0	70.7	68.2	70.0	70.5	70.9	71.5	71.8	+0.28 (+0.4%)	Changi General
NM	67.2	65.7	72.9	71.6	68.9	69.7	70.9	71.4	71.4	-0.06 (-0.1%)	Khoo Teck Puat
NM	NM	NM	NM	NM	NM	NM	69.0	70.1	70.8	+0.37 (+0.5%)	Ng Teng Fong
66.0	66.2	68.4	69.4	69.8	69.6	68.4	69.8	71.0	71.0	+0.01 (+0.0%)	National University
67.2	67.0	66.6	72.7	69.6	69.7	68.8	69.9	70.7	70.8	+0.08 (+0.1%)	Tan Tock Seng
NA	NA	NA	NA	NA	NA	NA	NA	Note 2	70.7	NA	NA
69.4	68.2	65.1	69.1	67.4	68.9	66.7	67.3	68.6	69.3	+0.68 (+1.0%)	Alexandra Singapore General
68.0	67.2	69.1	69.9	70.7	71.1	70.2	71.8	72.9	73.5	+0.52 (+0.7%)	SINGAPORE NATIONAL SCORE

NM Not Measured
NA Not Applicable

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

Note 1 All existing polyclinics were regrouped into 3 clusters, namely, NHG, NUP, & SingHealth from 2017. Thus, there will be no trending data before 2017.

Note 2 National University Health System (NUHS) took over the operations of Alexandra Hospital from 1 June 2018. Thus, there will be no year-on-year trending data.