

CSISG Quarter 1

2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2015-2016 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	+1.7 (+2.4%)	RETAIL (Sector)
68.7	66.3	65.5	70.0	70.8	70.3	75.2	68.4	68.6	70.2	+1.6 (+2.4%)	<i>Department Stores (Sub-sector)</i>
69.3	66.0	66.2	76.7	72.5	74.1	79.8	71.4	71.7	73.2	+1.6 (+2.2%)	DFS
69.8	66.6	66.4	70.0	71.6	71.9	75.2	69.5	70.9	71.7	+0.8 (+1.1%)	Takashimaya
68.4	67.2	65.3	67.0	72.0	69.7	75.0	69.4	69.4	71.2	+1.8 (+2.6%)	Robinsons
NM	67.0	65.0	67.0	70.6	68.5	76.2	69.7	70.8	71.0	+0.2 (+0.3%)	Isetan
NM	NM	65.5	70.2	71.8	71.9	75.8	67.9	67.3	68.6	+1.3 (+2.0%)	Tangs
NM	NM	64.5	68.1	70.4	68.6	75.1	68.0	67.0	69.1	+2.1 (+3.2%)	Metro
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.8	NA NA	BHG
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.5	NA NA	John Little
NM	NM	62.9	67.0	66.4	69.3	70.7	66.7	69.4	NM	NA NA	OG
Note 2	Note 2	Note 2	Note 2	Note 2	67.3	71.1	65.6	65.6	NM	NA NA	Mustafa
67.5	65.7	64.4	64.6	68.3	67.0	73.0	66.0	65.8	67.5	+1.7 (+2.6%)	Other department stores
66.6	63.3	64.1	65.4	67.9	67.9	70.0	71.1	70.6	71.5	+0.8 (+1.2%)	<i>Supermarkets (Sub-sector)</i>
68.9	64.6	64.7	65.4	66.3	68.5	71.4	70.9	70.7	71.7	+1.0 (+1.4%)	NTUC FairPrice
67.3	63.9	64.4	67.1	69.0	67.9	69.5	71.7	71.6	72.5	+0.9 (+1.2%)	Cold Storage
65.0	66.6	63.6	61.5	69.5	Note 2	NM	NM	NM	NM	NA NA	Mustafa
NM	64.0	63.8	65.8	68.0	67.0	66.8	71.6	69.4	71.9	+2.4 (+3.5%)	Sheng Siong
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.1	NA NA	Giant
65.3	59.9	63.7	64.9	68.1	65.5	66.3	69.2	67.3	67.6	+0.3 (+0.4%)	Other supermarkets
NM	68.5	67.8	66.4	67.1	68.7	70.6	69.2	70.7	71.5	+0.8 (+1.2%)	<i>Petrol Service Stations (Sub-sector)</i>
68.0	68.2	67.0	66.2	66.2	68.5	70.9	68.3	71.5	72.4	+0.9 (+1.2%)	ExxonMobil (Esso)
69.5	68.6	68.4	66.4	68.9	69.4	72.4	70.3	70.1	71.5	+1.4 (+1.9%)	Shell
68.8	68.8	68.3	66.6	66.2	66.7	67.4	68.6	67.5	69.1	+1.6 (+2.4%)	Chevron (Caltex)
69.6	68.5	68.7	66.4	66.2	69.9	70.4	69.6	71.7	71.6	-0.1 (-0.1%)	SPC
NM	70.1	65.7	69.6	73.2	69.0	73.1	70.6	72.8	73.1	+0.4 (+0.5%)	<i>Motor Vehicles (Sub-sector)</i>
70.3	70.6	66.5	68.7	72.1	Note 1	NM	NM	NM	NM	NA NA	Borneo Motors
68.9	68.9	65.9	69.1	71.5	Note 1	NM	NM	NM	NM	NA NA	Cycle & Carriage
67.5	71.0	66.1	69.2	70.7	Note 1	NM	NM	NM	NM	NA NA	Tan Chong Motors
NM	68.6	66.5	68.1	71.3	Note 1	NM	NM	NM	NM	NA NA	Kah Motors
67.8	70.2	65.5	69.8	73.7	Note 1	NM	NM	NM	NM	NA NA	Other motor vehicles
68.7	67.2	66.1	66.4	68.5	70.0	71.5	69.2	69.3	71.9	+2.6 (+3.8%)	<i>Fashion Apparels (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	NM	NM	NM	72.5	NA NA	H&M
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.5	NA NA	Giordano
NM	NM	NM	NM	NM	NM	NM	NM	NM	73.1	NA NA	G2000
NM	NM	NM	NM	NM	NM	NM	NM	NM	69.9	NA NA	Cotton On
NM	NM	NM	NM	NM	NM	NM	NM	NM	74.5	NA NA	Uniqlo
NM	NM	NM	NM	NM	NM	NM	NM	NM	69.6	NA NA	Zara
NM	NM	NM	NM	NM	NM	NM	NM	NM	74.8	NA NA	Bossini
NM	NM	NM	NM	NM	NM	NM	NM	NM	74.0	NA NA	Hang Ten
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.2	NA NA	Mango
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.5	NA NA	Topshop
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.4	NA NA	Other fashion apparels stores
68.0	64.3	63.9	65.9	68.1	67.8	74.9	66.7	66.7	NM	NA NA	<i>Furniture Stores (Sub-sector)</i>
NM	NM	NM	NM	NM	67.3	75.5	68.1	68.4	NM	NA NA	IKEA
68.0	64.3	63.9	65.9	68.1	68.1	74.6	65.8	66.2	NM	NA NA	Other furniture stores
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.5	NA NA	<i>Furniture & Electronic Stores (Sub-sector)</i>
NM	NM	NM	NM	NM	67.3	75.5	68.1	68.4	67.9	-0.5 (-0.8%)	IKEA
NM	NM	NM	NM	NM	NM	NM	NM	NM	72.1	NA NA	Courts
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.8	NA NA	Harvey Norman
NM	NM	NM	NM	NM	NM	NM	NM	NM	73.0	NA NA	Challenger
NM	NM	NM	NM	NM	NM	NM	NM	NM	72.4	NA NA	Gain City
NM	NM	NM	NM	NM	NM	NM	NM	NM	72.5	NA NA	Other furniture & electronics stores
70.0	68.2	69.0	69.2	71.8	70.9	70.7	68.7	69.3	72.3	+2.9 (+4.2%)	<i>Jewellery Stores (Sub-sector)</i>
69.4	68.3	66.6	68.5	70.0	70.2	72.0	67.7	69.2	NM	NA NA	<i>Clocks & Watches (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.1	NA NA	<i>e-Commerce (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	NM	NM	NM	69.3	NA NA	Amazon
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.6	NA NA	Carousell
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.1	NA NA	Deals.com/Ensogo
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.6	NA NA	Ebay
NM	NM	NM	NM	NM	NM	NM	NM	NM	72.0	NA NA	Groupon
NM	NM	NM	NM	NM	NM	NM	NM	NM	71.9	NA NA	Lazada
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.3	NA NA	Qoo10
NM	NM	NM	NM	NM	NM	NM	NM	NM	72.0	NA NA	Taobao/Tmall
NM	NM	NM	NM	NM	NM	NM	NM	NM	73.2	NA NA	Zalora
67.4	67.2	66.4	64.4	64.3	65.9	67.7	66.8	67.4	68.5	+1.1 (+1.6%)	INFO-COMMUNICATIONS (Sector)
NM	67.5	66.6	64.7	64.5	66.3	67.7	67.2	68.4	69.2	+0.8 (+1.1%)	<i>Mobile Telecom (Sub-sector)</i>
68.2	66.8	66.3	63.5	64.5	65.6	69.3	68.1	69.4	72.0	+2.6 (+3.8%)	Singtel
67.4	69.1	68.0	65.7	64.1	66.6	66.8	67.2	69.0	67.5	-1.5 (-2.2%)	StarHub
66.5	66.0	64.8	65.7	65.3	68.0	64.3	64.4	63.9	65.0	+1.0 (+1.6%)	M1
NM	65.7	65.2	63.6	62.9	64.2	67.5	65.3	64.9	67.0	+2.1 (+3.3%)	<i>Broadband (Sub-sector)</i>
67.6	66.1	65.1	63.1	62.2	64.0	67.7	65.1	64.1	66.9	+2.8 (+4.3%)	Singtel
66.8	65.3	66.1	63.8	63.7	64.4	67.5	65.8	66.9	67.0	+0.0 (+0.1%)	StarHub
66.6	65.3	60.3	65.6	63.7	63.9	64.3	66.2	66.2	67.5	+1.3 (+1.9%)	M1
NM	NM	NM	NM	NM	NM	NM	66.5	65.1	66.6	+1.6 (+2.4%)	<i>PayTV (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	NM	65.0	64.4	65.8	+1.5 (+2.3%)	Singtel
NM	NM	NM	NM	NM	NM	NM	67.0	66.6	67.7	+1.1 (+1.6%)	StarHub
NM	NM	NM	NM	NM	NM	NM	61.5	59.6	69.6	+10.0 (+16.8%)	<i>Wireless@SG (Sub-sector)</i>

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.