
74.3 ITE*

700000 7.5 Universities
79.2 SMU
74.3 NUS
71.1 Polytechnics
76.5 Singapore ${ }^{*}$
71.6 Temasek
aroape 70.1 Ngee Ann
arer 69.4 Republic
orease 66.5 Nanyang
72.4 Finance \& Insurance*
.oore 73.6 Life Insurance*
75.2 Great Eastern*
0.0.00 75.2 AIA
73.9 Prudential
7.0\% 73.3 NTUC Income
71.6 Manulife
71.5 Other life insurers
72.4 $\begin{aligned} & \text { Health \& Medical } \\ & \text { Insurance }\end{aligned}$

Insurance
${ }^{\circ}$ 73.4 AIA
73.2 Prudential

Noos 72.6 NTUC Income
71.0 Great Eastern
71.8 Other health \& medical insurers
$\qquad$ 72.2 Banks
75.8 DBS*
75.7 Citibank
71.6 UOB
71.2 Standard Chartered
69.5 HSBC
68.2 Maybank
67.0 Other banks
71.5 Motor \& Personal Accident Insurance
$\qquad$
73.9 NTUC Income*

700000 7.4 AXA
9.8 Other motor \& personal accident insurers
72.1 Transport \& Logistics*
75.4 Airport*
73.3 Airlines*
74.9 Singapore Airlines*
73.3 Cathay Pacific

Oopooe 73.0 Emirates
71.7 Qantas

Pares 71.4 SilkAir
69.8 Other airlines
\% 71.2 Postal Services
\& 71.2 Singapore Post
71.2 Courier Services
72.6 FedEX
72.4 Speedpos
71.9 DH

Peober
68.5 Other courier services

90000 68.3 Budget Airlines
68.0 Jetstar Asia
66.9 AirAsia
65.2 Tigerai
71.5 Other budget airlines*
63.2 Taxi Services
65.1 Premier
64.3 Transcab

Cosern 63.5 SMRT
6000en ComfortDelGro
59.5 Other taxi operators
59.7 Mass Rapid Transit System
coore 60.3 SBS Transit
araver 59.6 SMRT
50aron 50.5 Public Buses
60.5 SMRT
arane 57.7 SBS Transit
71.0 Healthcare
72.2 Specialised Healthcare*
71.6 Private Hospitals
-ropeo 72.4 Raffles
72.1 Parkway East
71.9 Mount Elizabeth
71.4 Thomson Medical Centre 70.8 Gleneagles

- 70.3 Mount Alveria71.5 General Practitioners
69.3 Restructured Hospitals
70.0 Changi General

0
.. 7 Tan Tock Seng
69.2 KK Women's \& Child
69.2 KK Women's \& Children's

Conese 68.9 Singapore General
68.3 Alexandra
65.9 Polyclinics
66.6 SingHealth

65000 6.6 NHG
-arover 69.6 Retail
71.1 Supermarkets*
71.7 Cold Storage
71.6 Sheng Siong
70.9 NTUC Fairprice
anoore 69.2 Other supermarkets
70.800 70.6 Motor Vehicles*
69.2 Fashion Apparels
69.2 Petrol Service Stations
70.3 Shell
69.6 SPC
68.6 Caltex
68.3 Esso
68.7 Jewellery
68.4 Departmental Stores
71.4 DFS*

6908 Takashimaya
6900 69.4 Robinsons
600.4 Robins
68.0 Metro

مoor 67.9 Tangs
poore 66
65.6 Mustafa
66.0 Other departmental stores
67.7 Clocks \& Watches

20000 66.7 Furniture
人 68.1 IKEA
of 65.8 Other furniture
anoro 69.1 Tourism
-9008 72.6 Attractions*
73.2 Universal Studios
71.6 Sentosa

Y 70.8 Singapore Zoo
70.7 Night Safari
70.1 Jurong Bird Park

Oapors 69.1 Other attractions
arone 69.4 Hotels
74.4 Marina Bay Sands*
72.9 Shangri-La
72.6 Swissotel the Stamford
71.9 Resorts World Sentosa*
71.2 Mandarin Orchard
oros
69.6 Grand Hyat
~08. 68.1 Other hotels
67.4 Tour \& Travel Services
66.8 Info-Communications
67.2 Mobile Telecom
68.1 Singtel
67.2 StarHub

600060 64.4 M1

- 66.5 PayTV
- 67.0 StarHub
-65.0 Singtel
65.3 Broadband
66.2 M1
65.8 StarHub
65.1 Singtel
- 61.5 Wireless@SG

The chart summarises the results of the CSISG 2014 satisfaction scores at the national, sector, sub-sector and company levels. The national score of 71.1 represents a weighted average of the 9 sector scores (in gold), which themselves are weighted averages of their respective sub sector scores (in blue). Satisfaction scores for sub-sectors with individual company scores are weighted averages of these individual company scores. Entities are presented in decreasing levels of satisfaction.

The sparklines indicate the satisfaction score of their respective sectors, sub-sectors, and companies over time. A green line represents a statistically significant improvement between 2013 and 2014. A red line represents a statistically significant decline between 2013 and 2014. A blue line indicates no significant change between the two years. An asterisk (*) denotes a score that is significantly higher than its corresponding sub-sector, sector, o national score. Statistical significance is determined at a $90 \%$ level of confidence.

CSISG Quarter 1

| 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | $\begin{array}{r} 2013- \\ \text { Year-or } \\ \text { Change } / 9 \end{array}$ | $-2014$ <br> n-Year <br> \% Change | SECTOR / Sub-sector / Company Measured |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 68.5 | 68.1 | 65.8 | 68.2 | 70.6 | 69.1 | 72.2 | 69.6 | -2.51 | (-3.5\%) | RETAIL (Sector) |
| 68.7 | 66.3 | 65.5 | 70.0 | 70.8 | 70.3 | 75.2 | 68.4 | -6.86 | (-9.1\%) | Departmental Stores (Sub-sector) |
| 69.3 | 66.0 | 66.2 | 76.7 | 72.5 | 74.1 | 79.8 | 71.4 | -8.38 | (-10.5\%) | DFS |
| 69.8 | 66.6 | 66.4 | 70.0 | 71.6 | 71.9 | 75.2 | 69.5 | -5.68 | (-7.6\%) | Takashimaya |
| 68.4 | 67.2 | 65.3 | 67.0 | 72.0 | 69.7 | 75.0 | 69.4 | -5.58 | (-7.4\%) | Robinsons |
| NM | 67.0 | 65.0 | 67.0 | 70.6 | 68.5 | 76.2 | 69.7 | -6.48 | (-8.5\%) | Isetan |
| NM | NM | 65.5 | 70.2 | 71.8 | 71.9 | 75.8 | 67.9 | -7.86 | (-10.4\%) | Tangs |
| NM | NM | 64.5 | 68.1 | 70.4 | 68.6 | 75.1 | 68.0 | -7.02 | (-9.4\%) | Metro |
| NM | NM | 62.9 | 67.0 | 66.4 | 69.3 | 70.7 | 66.7 | -3.99 | (-5.6\%) | OG |
| Note 2 | Note 2 | Note 2 | Note 2 | Note 2 | 67.3 | 71.1 | 65.6 | -5.44 | (-7.7\%) | Mustafa |
| 67.5 | 65.7 | 64.4 | 64.6 | 68.3 | 67.0 | 73.0 | 66.0 | -7.00 | (-9.6\%) | Other departmental stores |
| 66.6 | 63.3 | 64.1 | 65.4 | 67.9 | 67.9 | 70.0 | 71.1 | +1.12 | (+1.6\%) | Supermarkets (Sub-sector) |
| 68.9 | 64.6 | 64.7 | 65.4 | 66.3 | 68.5 | 71.4 | 70.9 | -0.53 | (-0.7\%) | NTUC FairPrice |
| 67.3 | 63.9 | 64.4 | 67.1 | 69.0 | 67.9 | 69.5 | 71.7 | +2.14 | (+3.1\%) | Cold Storage |
| 65.0 | 66.6 | 63.6 | 61.5 | 69.5 | Note 2 | NM | NM | NA | NA | Mustafa |
| NM | 64.0 | 63.8 | 65.8 | 68.0 | 67.0 | 66.8 | 71.6 | +4.76 | (+7.1\%) | Sheng Siong |
| 65.3 | 59.9 | 63.7 | 64.9 | 68.1 | 65.5 | 66.3 | 69.2 | +2.93 | (+4.4\%) | Other supermarkets |
| NM | 68.5 | 67.8 | 66.4 | 67.1 | 68.7 | 70.6 | 69.2 | -1.35 | (-1.9\%) | Petrol Service Stations (Sub-sector) |
| 68.0 | 68.2 | 67.0 | 66.2 | 66.2 | 68.5 | 70.9 | 68.3 | -2.62 | (-3.7\%) | ExxonMobil (Esso) |
| 69.5 | 68.6 | 68.4 | 66.4 | 68.9 | 69.4 | 72.4 | 70.3 | -2.12 | (-2.9\%) | Shell |
| 68.8 | 68.8 | 68.3 | 66.6 | 66.2 | 66.7 | 67.4 | 68.6 | +1.24 | (+1.8\%) | Chevron (Caltex) |
| 69.6 | 68.5 | 68.7 | 66.4 | 66.2 | 69.9 | 70.4 | 69.6 | -0.81 | (-1.2\%) | SPC |
| NM | 70.1 | 65.7 | 69.6 | 73.2 | 69.0 | 73.1 | 70.6 | -2.50 | (-3.4\%) | Motor Vehicles (Sub-sector) |
| 70.3 | 70.6 | 66.5 | 68.7 | 72.1 | Note 1 | NM | NM | NA | NA | Borneo Motors |
| 68.9 | 68.9 | 65.9 | 69.1 | 71.5 | Note 1 | NM | NM | NA | NA | Cycle \& Carriage |
| 67.5 | 71.0 | 66.1 | 69.2 | 70.7 | Note 1 | NM | NM | NA | NA | Tan Chong Motors |
| NM | 68.6 | 66.5 | 68.1 | 71.3 | Note 1 | NM | NM | NA | NA | Kah Motors |
| 67.8 | 70.2 | 65.5 | 69.8 | 73.7 | Note 1 | NM | NM | NA | NA | Other motor vehicle distributors |
| 68.7 | 67.2 | 66.1 | 66.4 | 68.5 | 70.0 | 71.5 | 69.2 | -2.31 | (-3.2\%) | Fashion Apparels (Sub-sector) |
| 68.0 | 64.3 | 63.9 | 65.9 | 68.1 | 67.8 | 74.9 | 66.7 | -8.22 | (-11.0\%) | Furniture Stores (Sub-sector) |
| NM | NM | NM | NM | NM | 67.3 | 75.5 | 68.1 | -7.38 | (-9.8\%) | IKEA |
| 68.0 | 64.3 | 63.9 | 65.9 | 68.1 | 68.1 | 74.6 | 65.8 | -8.77 | (-11.8\%) | Other furniture stores |
| 70.0 | 68.2 | 69.0 | 69.2 | 71.8 | 70.9 | 70.7 | 68.7 | -1.99 | (-2.8\%) | Jewellery Stores (Sub-sector) |
| 69.4 | 68.3 | 66.6 | 68.5 | 70.0 | 70.2 | 72.0 | 67.7 | -4.35 | (-6.0\%) | Clocks \& Watches (Sub-sector) |
| 67.4 | 67.2 | 66.4 | 64.4 | 64.3 | 65.9 | 67.7 | 66.8 | -0.85 | (-1.3\%) | INFO-COMMUNICATIONS (Sector) |
| NM | 67.5 | 66.6 | 64.7 | 64.5 | 66.3 | 67.7 | 67.2 | -0.46 | (-0.7\%) | Mobile Telecoms (Sub-sector) |
| 68.2 | 66.8 | 66.3 | 63.5 | 64.5 | 65.6 | 69.3 | 68.1 | -1.15 | (-1.7\%) | Singtel |
| 67.4 | 69.1 | 68.0 | 65.7 | 64.1 | 66.6 | 66.8 | 67.2 | +0.47 | (+0.7\%) | StarHub |
| 66.5 | 66.0 | 64.8 | 65.7 | 65.3 | 68.0 | 64.3 | 64.4 | +0.08 | (+0.1\%) | M1 |
| NM | 65.7 | 65.2 | 63.6 | 62.9 | 64.2 | 67.5 | 65.3 | -2.21 | (-3.3\%) | Broadband (Sub-sector) |
| 67.6 | 66.1 | 65.1 | 63.1 | 62.2 | 64.0 | 67.7 | 65.1 | -2.63 | (-3.9\%) | Singtel |
| 66.8 | 65.3 | 66.1 | 63.8 | 63.7 | 64.4 | 67.5 | 65.8 | -1.75 | (-2.6\%) | StarHub |
| 66.6 | 65.3 | 60.3 | 65.6 | 63.7 | 63.9 | 64.3 | 66.2 | +1.84 | (+2.9\%) | M1 |
| NM | NM | NM | NM | NM | NM | NM | 66.5 | NA | NA | Pay TV (Sub-sector) |
| NM | NM | NM | NM | NM | NM | NM | 65.0 | NA | NA | Singtel |
| NM | NM | NM | NM | NM | NM | NM | 67.0 | NA | NA | StarHub |
| NM | NM | NM | NM | NM | NM | NM | 61.5 | NA | NA | Wireless@SG (Sub-sector) |

[^0]NA Not Appilcable

CSISG Quarter 2

| 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | Change / \% | \% Change | SECTOR / Sub-sector / Company Measured |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 69.1 | 68.7 | 68.7 | 68.7 | 70.0 | 68.3 | 72.7 | 72.1 | -0.59 | (-0.8\%) | TRANSPORT \& LOGISTICS (Sector) |
| 69.9 | 67.8 | 67.0 | 64.1 | 67.8 | 61.9 | 64.1 | 59.7 | -4.35 | (-6.8\%) | MRT System (Sub-sector) |
| 69.3 | 67.7 | 67.3 | 63.8 | 67.6 | 61.5 | 63.3 | 59.6 | -3.74 | (-5.9\%) | SMRT |
| 69.9 | 68.2 | 66.3 | 65.5 | 69.0 | 63.2 | 67.3 | 60.3 | -6.98 | (-10.4\%) | SBS Transit |
| 64.3 | 64.0 | 62.9 | 61.1 | 66.4 | 61.6 | 60.6 | 58.5 | -2.17 | (-3.6\%) | Public Buses (Sub-sector) |
| 63.8 | 64.7 | 64.4 | 61.9 | 66.6 | 63.9 | 62.2 | 60.5 | -1.62 | (-2.6\%) | SMRT |
| 65.3 | 63.8 | 62.2 | 58.9 | 66.3 | 60.8 | 60.1 | 57.7 | -2.42 | (-4.0\%) | SBS Transit |
| 67.1 | 64.7 | 64.4 | 64.4 | 66.6 | 64.3 | 67.3 | 63.2 | -4.10 | (-6.1\%) | Taxi Services (Sub-sector) |
| 67.4 | 63.1 | 64.1 | 64.2 | 66.6 | 64.4 | 65.5 | 62.9 | -2.50 | (-3.8\%) | ComfortDelGro |
| NM | 66.0 | 63.9 | 63.8 | 66.6 | 63.6 | 70.5 | 63.5 | -6.99 | (-9.9\%) | SMRT |
| NM | NM | NM | 65.4 | 67.8 | 64.6 | 69.4 | 64.3 | -5.10 | (-7.3\%) | Transcab |
| NM | NM | NM | 65.4 | 65.3 | 62.7 | 72.0 | 65.1 | -6.94 | (-9.6\%) | Premier |
| 66.3 | 65.9 | 64.7 | 65.3 | 65.7 | 63.8 | 70.4 | 59.5 | -10.92 | (-15.5\%) | Other taxi operators |
| 69.7 | 71.9 | 72.6 | 71.8 | 73.2 | 74.6 | 77.1 | 73.3 | -3.82 | (-5.0\%) | Airlines (Sub-sector) |
| 73.9 | 74.6 | 75.7 | 79.3 | 76.6 | 77.8 | 79.4 | 74.9 | -4.55 | (-5.7\%) | Singapore Airlines |
| 70.0 | 70.2 | 70.1 | 69.0 | 72.4 | 72.9 | 74.1 | 71.7 | -2.41 | (-3.3\%) | Qantas |
| NM | 68.1 | 70.4 | 68.4 | 72.3 | 68.9 | 76.5 | 71.4 | -5.05 | (-6.6\%) | SilkAir |
| 68.9 | 70.0 | 71.4 | 71.7 | 72.9 | 73.2 | 76.3 | 73.3 | -2.96 | (-3.9\%) | Cathay Pacific |
| NM | 74.4 | 71.3 | 71.6 | 74.5 | 76.5 | 76.1 | 73.0 | -3.14 | (-4.1\%) | Emirates |
| 64.8 | 66.7 | 67.0 | 65.8 | 69.2 | 68.2 | 70.6 | 69.8 | -0.82 | (-1.2\%) | Other airlines |
| NM | NM | NM | NM | NM | 69.2 | 72.8 | 71.2 | -1.66 | (-2.3\%) | Courier Services (Sub-sector) |
| NM | NM | NM | NM | NM | 68.7 | 70.2 | 72.4 | +2.26 | (+3.2\%) | Speedpost |
| NM | 67.6 | 63.9 | 65.5 | 66.1 | 72.1 | 73.6 | 72.6 | -1.08 | (-1.5\%) | FedEx |
| 64.7 | 67.9 | 64.5 | 65.6 | 66.7 | 72.3 | 72.5 | 71.9 | -0.62 | (-0.9\%) | DHL |
| 65.5 | 65.5 | 63.2 | 64.4 | 65.9 | 70.3 | 70.5 | 72.0 | +1.40 | (+2.0\%) | UPS |
| 67.4 | 69.1 | 63.0 | 64.4 | 65.1 | 66.6 | 72.8 | 68.5 | -4.28 | (-5.9\%) | Other courier services |
| NM | 63.6 | 59.0 | 59.5 | 65.7 | 62.7 | 67.5 | 68.3 | +0.79 | ( $+1.2 \%$ ) | Budget Airlines (Sub-sector) |
| NM | NM | NM | NM | NM | 63.2 | 66.0 | 65.2 | -0.80 | (-1.2\%) | Tigerair |
| NM | NM | NM | NM | NM | 62.2 | 66.9 | 68.0 | +1.13 | (+1.7\%) | Jetstar Asia |
| NM | NM | NM | NM | NM | 61.9 | 68.3 | 66.9 | -1.43 | (-2.1\%) | AirAsia |
| NM | NM | NM | NM | NM | 63.7 | 70.3 | 71.5 | +1.14 | (+1.6\%) | Other budget airlines |
| NM | NM | 71.6 | 73.7 | 78.6 | 72.8 | 85.5 | 75.4 | $-10.13$ | (-11.8\%) | Changi Airport (Sub-sector) |
| NM | NM | NM | NM | NM | 72.4 | 67.3 | 71.2 | +3.83 | ( $+5.7 \%$ ) | Postal Services (SingPost) (Sub-sector) |
| NM | NM | NM | NM | 70.3 | 67.5 | 72.8 | 73.0 | +0.11 | (+0.1\%) | PUBLIC EDUCATION (Sector) |
| 69.2 | 69.9 | 68.7 | 68.5 | 69.8 | 69.6 | 72.2 | 71.1 | -1.08 | (-1.5\%) | Polytechnics (Sub-sector) |
| 70.2 | 70.9 | 70.6 | 65.2 | 69.9 | 69.0 | 73.8 | 76.5 | +2.69 | (+3.6\%) | Singapore Poly |
| 69.8 | 67.7 | 69.2 | 69.9 | 66.9 | 72.8 | 71.6 | 70.1 | -1.42 | (-2.0\%) | Ngee Ann Poly |
| 68.3 | 70.3 | 66.4 | 70.6 | 69.9 | 65.1 | 71.3 | 66.5 | -4.86 | (-6.8\%) | Nanyang Poly |
| 68.7 | 70.6 | 68.9 | 71.8 | 72.4 | 73.2 | 71.6 | 71.6 | +0.01 | (+0.0\%) | Temasek Poly |
| 68.5 | 71.4 | 65.7 | 61.4 | 70.7 | 67.5 | 72.0 | 69.4 | -2.63 | (-3.7\%) | Republic Poly |
| 70.9 | 68.7 | 70.7 | 69.3 | 70.5 | 66.7 | 73.1 | 73.5 | +0.46 | (+0.6\%) | Universities (Sub-sector) |
| 70.8 | 69.2 | 69.5 | 69.3 | 68.7 | 67.1 | 72.7 | 70.6 | -2.08 | (-2.9\%) | NTU |
| 72.2 | 69.4 | 74.7 | 69.8 | 78.1 | 68.6 | 73.2 | 79.2 | +6.01 | (+8.2\%) | SMU |
| 70.6 | 67.1 | 69.0 | 71.0 | 70.2 | 66.1 | 73.3 | 74.3 | +0.97 | (+1.3\%) | NUS |
| NM | $N M$ | NM | 58.0 | 69.0 | 69.6 | 73.2 | 74.3 | +1.05 | (+1.4\%) | ITE (Sub-sector) |
| NM | NM | NM | NM | 74.5 | 69.0 | 72.2 | 65.8 | -6.43 | (-8.9\%) | PRIVATE EDUCATION (Sector) |
| 69.5 | 71.0 | 66.0 | 65.0 | 74.5 | 69.0 | 72.2 | 65.8 | -6.43 | (-8.9\%) | Private Education Institutions (Sub-sector) |
| NM Not Measured NA Not Appilcable |  |  | Customer Satisfaction scores are based on a 0 to 100 scale. |  |  |  |  |  |  |  |

CSISG Quarter 3

| 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2013 <br> Year-on <br> Change / | -2014 <br> n-Year <br> \% Change | SECTOR / Sub-sector / Company Measured |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 67.7 | 65.4 | 65.0 | 65.1 | 67.5 | 67.7 | 70.3 | 65.8 | -4.56 | (-6.5\%) | FOOD \& BEVERAGE (Sector) |
| 68.2 | 68.4 | 65.0 | 64.8 | 66.9 | 69.4 | 70.6 | 70.0 | -0.59 | (-0.8\%) | Bars \& Pubs (Sub-sector) |
| 67.3 | 62.7 | 64.4 | 63.9 | 67.8 | 67.2 | 71.1 | 66.2 | -4.87 | (-6.8\%) | Cafes \& Snack Bars (Sub-sector) |
| NM | 66.3 | 65.1 | 60.9 | 69.7 | 67.3 | 71.6 | 69.3 | -2.28 | (-3.2\%) | The Coffee Bean \& Tea Leaf |
| NM | 68.1 | 67.0 | 64.3 | 68.0 | 68.8 | 73.4 | 69.1 | -4.32 | (-5.9\%) | Starbucks |
| NM | 62.3 | 64.3 | 64.0 | 67.7 | 67.0 | 70.9 | 65.6 | -5.27 | (-7.4\%) | Other cafes \& snack bars |
| 68.4 | 64.4 | 64.2 | 62.4 | 67.6 | 68.2 | 67.9 | 69.0 | +1.06 | ( $+1.6 \%$ ) | Fast Food Restaurants (Sub-sector) |
| 66.5 | 64.7 | 63.6 | 62.0 | 70.3 | 67.5 | 68.9 | 69.6 | +0.76 | (+1.1\%) | Burger King |
| NM | 65.3 | 62.9 | 61.1 | 68.2 | 68.2 | 66.8 | 67.9 | +1.07 | (+1.6\%) | KFC |
| 69.4 | 62.9 | 65.8 | 63.4 | 65.9 | 68.9 | 67.6 | 71.6 | +4.02 | (+5.9\%) | McDonalds |
| 68.2 | 67.1 | 62.3 | 61.1 | 70.4 | 66.1 | 69.6 | 62.6 | -6.91 | (-9.9\%) | Other fast food restaurants |
| NM | NM | NM | 59.2 | 62.6 | 64.8 | 65.5 | 66.1 | +0.58 | (+0.9\%) | Food Courts (Sub-sector) |
| NM | NM | NM | NM | NM | 60.0 | 65.9 | 67.7 | +1.89 | (+2.9\%) | Food Republic |
| NM | NM | NM | NM | NM | 63.6 | 63.7 | 66.0 | +2.32 | (+3.6\%) | Kopitiam |
| NM | NM | NM | NM | NM | 62.2 | 65.1 | 66.7 | +1.57 | (+2.4\%) | Koufu |
| NM | NM | NM | NM | NM | 65.0 | 66.0 | 65.1 | -0.95 | (-1.4\%) | Other food courts |
| 67.5 | 67.4 | 65.8 | 66.5 | 68.4 | 68.2 | 71.7 | 64.1 | -7.51 | (-10.5\%) | Restaurants (Sub-sector) |
| NM | 65.0 | 66.7 | 66.0 | 69.0 | 67.3 | 71.3 | 68.6 | -2.73 | (-3.8\%) | Crystal Jade |
| NM | 66.3 | 66.6 | 63.6 | 70.6 | 68.1 | 70.9 | 68.8 | -2.03 | (-2.9\%) | RE\&S |
| NM | 65.1 | 66.4 | 65.5 | 69.6 | 67.9 | 67.9 | 68.7 | +0.77 | (+1.1\%) | Sakae Holdings |
| NM | 67.3 | 66.1 | 65.3 | 70.7 | 71.6 | 73.1 | 70.0 | -3.07 | (-4.2\%) | Tung Lok |
| NM | 67.9 | 65.7 | 66.8 | 68.1 | 68.0 | 71.8 | 63.4 | -8.41 | (-11.7\%) | Other restaurants |
| 71.0 | 68.6 | 67.1 | 69.3 | 73.5 | 70.0 | 74.5 | 69.1 | $-5.44$ | (-7.3\%) | TOURISM (Sector) |
| 71.5 | 71.0 | 67.9 | 70.3 | 75.3 | 72.6 | 79.8 | 72.6 | -7.22 | (-9.0\%) | Attractions (Sub-sector) |
| NM | NM | NM | NM | 72.6 | 70.1 | 76.2 | 70.1 | -6.17 | (-8.1\%) | Jurong BirdPark |
| NM | NM | NM | NM | 73.2 | 71.7 | 76.1 | 70.7 | -5.46 | (-7.2\%) | Night Safari |
| 72.3 | 70.4 | 67.5 | 70.3 | 74.5 | 73.1 | 78.1 | 71.6 | -6.48 | (-8.3\%) | Sentosa |
| NM | NM | NM | NM | 76.6 | 70.8 | 78.7 | 70.8 | -7.86 | (-10.0\%) | Singapore Zoo |
| NM | NM | NM | NM | 75.7 | 74.9 | 81.6 | 73.2 | -8.41 | (-10.3\%) | Universal Studios |
| 70.7 | 70.8 | 67.9 | 70.8 | 75.8 | 71.5 | 79.3 | 69.1 | -10.19 | (-12.9\%) | Other attractions |
| 73.5 | 71.4 | 68.9 | 74.1 | 74.5 | 70.1 | 77.5 | 69.4 | -8.07 | (-10.4\%) | Hotels (Sub-sector) |
| NM | 74.6 | 74.4 | 78.0 | 79.9 | 72.8 | 80.5 | 69.6 | -10.89 | (-13.5\%) | Grand Hyatt |
| NM | 71.6 | 73.5 | 77.7 | 79.8 | 73.1 | 80.7 | 71.2 | -9.49 | (-11.8\%) | Mandarin Orchard |
| NM | NM | NM | NM | NM | 75.5 | 84.1 | 74.4 | -9.66 | (-11.5\%) | Marina Bay Sands |
| NM | 76.9 | 78.0 | 83.6 | 81.3 | 75.4 | 83.4 | 72.8 | -10.55 | (-12.7\%) | The Ritz-Carlton |
| NM | NM | NM | NM | NM | NM | 78.4 | 71.9 | -6.56 | (-8.4\%) | Resorts World Sentosa |
| NM | 76.5 | 74.4 | 78.2 | 80.5 | 73.7 | 84.4 | 72.9 | -11.53 | (-13.7\%) | Shangri-La |
| NM | 74.6 | 77.0 | 79.2 | 79.7 | 72.8 | 81.5 | 72.6 | -8.93 | (-11.0\%) | Swissotel the Stamford |
| NM | 70.3 | 65.8 | 72.1 | 72.7 | 68.5 | 74.8 | 68.1 | -6.76 | (-9.0\%) | Other hotels |
| 66.4 | 64.7 | 64.8 | 64.8 | 71.5 | 68.5 | 68.7 | 67.4 | -1.25 | (-1.8\%) | Travel \& Tour Services (Sub-sector) |
| NA Not Appilcabl |  |  | Customer Satisfaction scores are based on a 0 to 100 scale. |  |  |  |  |  |  |  |


| 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | Year-on <br> Change | -Year \% Change | SECTOR / Sub-sector / Company Measured |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 68.4 | 67.0 | 68.2 | 66.6 | 68.5 | 71.7 | 69.1 | 72.4 | +3.33 | $(+4.8 \%)$ | FINANCE \& INSURANCE (Sector) |
| 68.5 | 67.6 | 69.1 | 66.7 | 69.1 | 71.8 | 69.4 | 72.2 | +2.81 | ( $+4.1 \%$ ) | Banks (Sub-sector) |
| NM | 69.0 | 70.1 | 68.2 | 68.3 | 74.5 | 70.2 | 75.7 | +5.51 | (+7.9\%) | Citibank |
| 66.8 | 67.3 | 66.0 | 65.1 | 71.1 | 69.1 | 71.9 | 75.8 | +3.90 | (+5.4\%) | DBS |
| NM | 69.4 | 72.7 | 67.1 | 67.9 | 74.0 | 69.7 | 69.5 | -0.21 | (-0.3\%) | HSBC |
| NM | NM | NM | 67.3 | 67.4 | 70.8 | 69.0 | 68.2 | -0.74 | (-1.1\%) | Maybank |
| 68.7 | 67.0 | 68.5 | 65.3 | 68.5 | 69.0 | 71.3 | 71.8 | +0.50 | (+0.7\%) | OCBC |
| NM | NM | NM | 68.2 | 65.7 | 73.5 | 70.1 | 71.2 | +1.10 | (+1.6\%) | Standard Chartered |
| 68.6 | 66.9 | 71.5 | 67.1 | 68.4 | 71.2 | 71.4 | 71.6 | +0.23 | (+0.3\%) | UOB |
| 69.9 | 68.1 | 68.8 | 68.0 | 66.9 | 72.1 | 68.8 | 67.0 | -1.88 | (-2.7\%) | Other banks |
| NM | NM | NM | 65.8 | 67.3 | 67.8 | 69.1 | 72.4 | +3.28 | (+4.7\%) | Health \& Medical Insurance (Sub-sector) |
| NM | NM | NM | NM | NM | NM | 71.1 | 73.4 | +2.38 | (+3.3\%) | AIA |
| NM | NM | NM | 65.4 | 66.8 | 70.3 | 67.5 | 72.0 | +4.53 | (+6.7\%) | Great Eastern |
| NM | NM | NM | 66.0 | 67.3 | 70.2 | 68.4 | 72.6 | +4.12 | (+6.0\%) | NTUC Income |
| NM | NM | NM | 64.8 | 67.2 | 69.5 | 68.7 | 73.2 | +4.55 | (+6.6\%) | Prudential |
| NM | NM | NM | 67.2 | 67.9 | 66.5 | 69.4 | 71.8 | +2.41 | (+3.5\%) | Other health \& medical insurance |
| NM | 65.7 | 66.6 | 66.2 | 66.7 | 70.6 | 66.1 | 73.6 | +7.52 | ( $+11.4 \%$ ) | Life Insurance (Sub-sector) |
| NM | 65.0 | 65.3 | 66.2 | 66.2 | 70.7 | 69.8 | 75.2 | +5.40 | (+7.7\%) | AIA |
| NM | 64.7 | 67.4 | 64.9 | 66.7 | 72.8 | 69.5 | 75.2 | +5.73 | (+8.2\%) | Great Eastern |
| NM | NA | NA | 68.5 | 66.7 | 69.0 | 66.7 | 71.6 | +4.88 | (+7.3\%) | Manulife |
| NM | 64.3 | 67.8 | 65.0 | 67.4 | 70.0 | 64.8 | 73.3 | +8.52 | (+13.1\%) | NTUC Income |
| NM | 64.5 | 66.9 | 67.0 | 66.1 | 70.1 | 67.5 | 73.9 | +6.39 | (+9.5\%) | Prudential |
| NM | 68.3 | 66.2 | 67.2 | 66.6 | 69.1 | 61.5 | 71.5 | +10.02 | (+16.3\%) | Other life insurance |
| NM | 66.7 | 64.8 | 67.1 | 67.3 | 69.8 | 70.2 | 71.5 | +1.29 | ( $+1.8 \%$ ) | Motor \& Personal Accident Insurance (Sub-sector) |
| NM | 66.2 | 64.9 | 67.4 | 66.2 | 71.4 | 69.5 | 75.0 | +5.54 | (+8.0\%) | AIG |
| NM | 67.9 | 64.8 | 66.9 | 66.7 | 69.7 | 68.6 | 72.4 | +3.73 | (+5.4\%) | AXA |
| NM | 67.8 | 64.6 | 66.7 | 66.8 | 70.0 | 69.3 | 73.9 | +4.65 | (+6.7\%) | NTUC Income |
| NM | 66.2 | 64.8 | 67.1 | 68.0 | 69.1 | 71.3 | 69.8 | -1.46 | (-2.1\%) | Other motor \& personal accident insurance |
| 67.7 | 67.6 | 68.9 | 68.6 | 66.6 | 71.3 | 69.9 | 71.0 | +1.09 | (+1.6\%) | HEALTHCARE (Sector) |
| NM | 67.9 | 70.8 | 69.1 | 67.1 | 70.1 | 69.8 | 71.5 | +1.64 | ( $+2.4 \%$ ) | General Practitioners (Sub-sector) |
| NM | 65.4 | 65.9 | 62.3 | 62.1 | 66.6 | 65.9 | 68.9 | +3.00 | (+4.6\%) | Polyclinics (Sub-sector) |
| 60.5 | 64.3 | 65.8 | 61.8 | 61.5 | 65.7 | 65.6 | 68.3 | +2.72 | (+4.1\%) | NHG |
| 64.7 | 67.1 | 65.9 | 62.9 | 64.3 | 68.8 | 66.6 | 70.2 | +3.58 | (+5.4\%) | SingHealth |
| 72.8 | 69.9 | 72.4 | 68.7 | 69.0 | 72.7 | 72.2 | 71.6 | -0.60 | (-0.8\%) | Private Hospitals (Sub-sector) |
| NM | NM | NM | 68.1 | 67.7 | 72.5 | 71.6 | 70.8 | -0.77 | (-1.1\%) | Gleneagles |
| NM | 69.1 | 72.3 | 68.3 | 70.4 | 71.1 | 72.1 | 70.3 | -1.76 | (-2.4\%) | Mount Alvernia |
| NM | NM | NM | 68.6 | 70.5 | 72.4 | 73.0 | 71.9 | -1.16 | (-1.6\%) | Mount Elizabeth |
| NM | NM | NM | 69.6 | 68.4 | 74.3 | 69.9 | 72.1 | +2.20 | (+3.1\%) | Parkway East |
| NM | 71.3 | 73.0 | 69.0 | 68.4 | 73.7 | 73.6 | 72.4 | -1.18 | (-1.6\%) | Raffles |
| NM | 69.4 | 73.3 | 69.7 | 66.9 | 72.8 | 69.5 | 71.4 | +1.87 | (+2.7\%) | Thomson Medical |
| NM | 68.4 | 67.1 | 67.0 | 66.1 | 70.5 | 69.0 | 69.3 | +0.38 | (+0.5\%) | Restructured Hospitals (Sub-sector) |
| NM | 68.4 | 66.8 | 67.4 | 63.6 | 74.2 | 66.4 | 68.3 | +1.91 | (+2.9\%) | Alexandra |
| NM | 68.3 | 64.9 | 64.9 | 66.0 | 70.7 | 68.2 | 70.0 | +1.85 | (+2.7\%) | Changi General |
| NM | NM | NM | 67.2 | 65.7 | 72.9 | 71.6 | 68.9 | -2.67 | (-3.7\%) | Khoo Teck Puat |
| NM | 70.2 | 66.2 | 67.4 | 63.9 | 70.6 | 69.1 | 69.2 | +0.12 | (+0.2\%) | KK Women's \& Children's |
| NM | 68.3 | 66.0 | 66.2 | 68.4 | 69.4 | 69.8 | 69.6 | -0.21 | (-0.3\%) | National University |
| NM | 69.4 | 69.4 | 68.2 | 65.1 | 69.1 | 67.4 | 68.9 | +1.50 | (+2.2\%) | Singapore General |
| NM | 67.0 | 67.2 | 67.0 | 66.6 | 72.7 | 69.6 | 69.7 | +0.10 | (+0.1\%) | Tan Tock Seng |
| NM | 65.4 | 69.0 | 70.3 | 66.4 | 72.0 | 70.2 | 72.2 | +1.98 | (+2.8\%) | Specialised Healthcare (Sub-sector) |
| 68.7 | 67.8 | 68.0 | 67.2 | 69.1 | 69.9 | 70.7 | 71.1 | $+0.43$ | (+0.6\%) | SINGAPORE NATIONAL |

NM Not Measured
NA Not Appilcable


[^0]:    NM Not Measured

