

••••• 73.0 Public Education*

74.3 ITE*

- ••••• 73.5 Universities 79.2 SMU* 74.3 NUS ••••• 70.6 NTU
- •••••• 71.1 Polytechnics ••••••••• 76.5 Singapore* •••••••• 71.6 Temasek ••••• 70.1 Ngee Ann • 69.4 Republic **66.5** Nanyang

••••• 72.4 Finance & Insurance*

- 73.6 Life Insurance* 75.2 Great Eastern* 75.2 AIA 73.9 Prudential 73.3 NTUC Income **71.6** Manulife **71.5** Other life insurers
- 72.4 Health & Medical Insurance - 73.4 AIA 73.2 Prudential 72.6 NTUC Income **72.0** Great Eastern •••• 71.8 Other health & medical insurers
- ••••••• 72.2 Banks 75.8 DBS* 75.7 Citibank* •••••• 71.8 OCBC 71.6 UOB 71.2 Standard Chartered ← 69.5 HSBC ••••• 68.2 Maybank ••••• 67.0 Other banks
- 71.5 Motor & Personal Accident Insurance 75.0 AIG* 73.9 NTUC Income* 72.4 AXA 69.8 Other motor & personal accident insurers

75.4 Airport* 75.4 Changi Airport 73.3 Airlines* 74.9 Singapore Airlines* 73.3 Cathay Pacific 73.0 Emirates **71.7** Qantas 71.4 SilkAir 69.8 Other airlines ✓ 71.2 Postal Services ✓ 71.2 Singapore Post 71.2 Courier Services 72.6 FedEx ... 72.4 Speedpost ••••• 72.0 UPS 71.9 DHL 68.5 Other courier services 68.3 Budget Airlines 68.0 Jetstar Asia 66.9 AirAsia 65.2 Tigerair 71.5 Other budget airlines* 63.2 Taxi Services **65.1** Premier 64.3 Transcab 63.5 SMRT •••••••• 62.9 ComfortDelGro •••••• 59.5 Other taxi operators 59.7 Mass Rapid Transit System 60.3 SBS Transit 59.6 SMRT •••• 58.5 Public Buses •••••• 60.5 SMRT 57.7 SBS Transit ••••• 71.0 Healthcare 72.2 Specialised Healthcare* •••••• 71.6 Private Hospitals

••••• 72.4 Raffles

----- 72.1 Parkway East

••••• 71.9 Mount Elizabeth

72.1 Transport & Logistics*

71.5 General Practitioners •••• 69.3 Restructured Hospitals ••••• **70.0** Changi General 69.7 Tan Tock Seng ••••••• 69.6 National University 69.2 KK Women's & Children's ----- 68.9 Khoo Teck Puat ••••••••• 68.9 Singapore General 68.3 Alexandra **65.9** Polyclinics 66.6 SingHealth 65.6 NHG ••••• 69.6 Retail 71.1 Supermarkets* 71.7 Cold Storage 71.6 Sheng Siong • 70.9 NTUC Fairprice 69.2 Other supermarkets •••••• 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 Jewellerv 68.4 Departmental Stores 71.4 DFS* 69.7 Isetan 69.5 Takashimaya 69.4 Robinsons 68.0 Metro 67.9 Tangs 66.7 OG 🔥 65.6 Mustafa **66.0** Other departmental stores ••••••• 67.7 Clocks & Watches 66.7 Furniture ∧ 68.1 IKEA **65.8** Other furniture

71.4 Thomson Medical Centre

70.8 Gleneagles 70.3 Mount Alvernia

	69.1	Tourism	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	65.8	Private Education
	73.2 71.6	Attractions* Universal Studios Sentosa	~~~~	65.8	Private Education Institutions
- +**s	70.7	Singapore Zoo Night Safari Jurong Bird Park	*******	65.8	Food & Beverage
	69.1	Other attractions	*****	70.0	Bars & Pubs*
	74.4 72.9 72.8	Hotels Marina Bay Sands* Shangri-La* The Ritz Carlton* Swissotel the Stamford*	**************************************	71.6 69.6 67.9	Fast Food Restaurar McDonalds* Burger King KFC Other fast food resta
	71.2 69.6	Resorts World Sentosa* Mandarin Orchard* Grand Hyatt Other hotels		65.6 69.3 69.1	Cafes & Snack Bars Coffee Bean & Tea I Starbucks* Other cafes & snack
***	67.4	Tour & Travel Services	•••		
******	66.8	Info-Communications	معن * معن	67.7 66.7	Food Courts Food Republic Koufu
******* ********	68.1				Kopitiam Other food courts
*******	64.4	M1		70.0	Restaurants Tung Lok*
•	67.0	PayTV StarHub Singtel	******	68.7 68.6	Sakae Holdings* Crystal Jade* Other restaurants
******	66.2 65.8	Broadband M1 StarHub Singtel	·		
٠	61.5	Wireless@SG			

65.8 Private Education Institutions 65.8 Food & Beverage •••••• 70.0 Bars & Pubs* 69.0 Fast Food Restaurants* 71.6 McDonalds* 69.6 Burger King 67.9 KFC 62.6 Other fast food restaurants 65.6 Cafes & Snack Bars 69.3 Coffee Bean & Tea Leaf* 69.1 Starbucks* 65.6 Other cafes & snack bars 66.1 Food Courts 67.7 Food Republic ⊷ 66.0 Kopitiam ••• 65.1 Other food courts •••••• 64.1 Restaurants ••••• 70.0 Tung Lok* 68.8 RE&S* 68.7 Sakae Holdings* 68.6 Crystal Jade* ••••• 63.4 Other restaurants

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 subsector 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, or national score. Statistical significance is determined at a 90% level of confidence.

						CSISG	Quarter 1			
									-2014	
2007	2008	2009	2010	2011	2012	2013	2014		n-Year % 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		(-9.1%)	Departmental Stores (Sub-sector)
69.3 69.8	66.0 66.6	66.2 66.4	76.7 70.0	72.5 71.6	74.1 71.9	79.8 75.2	71.4 69.5		(–10.5%) (–7.6%)	DFS Takashimaya
68.4	67.2	65.3	67.0	72.0	69.7	75.0	69.4		(-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		(–10.4%)	Tangs
NM	NM	64.5	68.1	70.4	68.6	75.1	68.0		(-9.4%)	Metro
NM Nete Q	NM	62.9	67.0	66.4	69.3	70.7	66.7		(-5.6%)	0G Mustafa
Note 2 67.5	Note 2 65.7	Note 2 64.4	Note 2 64.6	Note 2 68.3	67.3 67.0	71.1 73.0	65.6 66.0		(–7.7%) (–9.6%)	Mustafa Other departmental stores
66.6	63.3	64.1	65.4	67.9	67.9	70.0	71.1		(+1.6%)	Supermarkets (Sub-sector)
68.9	64.6	64.7	65.4	66.3	68.5	71.4	70.9		(-0.7%)	NTUC FairPrice
67.3	63.9	64.4	67.1	69.0	67.9	69.5	71.7		(+3.1%)	Cold Storage
65.0 NM	66.6 64.0	63.6 63.8	61.5 65.8	69.5 68.0	Note 2 67.0	NM CC 9	NM 71.6	NA 14.76		Mustafa
65.3	64.0 59.9	63.8	64.9	68.0	67.0	66.8 66.3	69.2		(+7.1%) (+4.4%)	Sheng Siong 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		(–2.9%)	Shell
68.8	68.8	68.3	66.6	66.2	66.7	67.4	68.6		(+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		(-1.7%)	Singtel
67.4	69.1	68.0	65.7	64.1	66.6	66.8	67.2		(+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		(-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	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)
		ot Measured		ustomer Sati	sfaction score	s are based o	n a 0 to 100	ecale		

NA Not Appilcable 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.

						03130	Quarter 2			
								2013-	2014	
								Year-on		
2007	2008	2009	2010	2011	2012	2013	2014	Change / %		SECTOR / Sub-sector / Company Measured
									0	
69.1	68.7	68.7	68.7	70.0	68.3	72.7	72.1	0 50	(-0.8%)	TRANSPORT & LOGISTICS (Sector)
09.1	00.7	00.7	00.7	70.0	00.5	12.1	/ 2.1	-0.59	(-0.8%)	
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		(-5.9%)	SMRT
69.9	68.2	66.3	65.5	69.0	63.2	67.3	60.3		(-10.4%)	SBS Transit
05.5	00.2	00.5	05.5	05.0	00.2	07.5	00.5	-0.50	(-10.478)	
64.3	64.0	62.9	61.1	66.4	61.6	60.6	58.5	217	(–3.6%)	Public Buses (Sub-sector)
63.8	64.7	64.4	61.9	66.6	63.9	62.2	60.5		(-2.6%)	SMRT
65.3	63.8	62.2	58.9	66.3	60.8	60.1	57.7		(-4.0%)	SBS Transit
00.0	00.0	02.2	50.5	00.0	00.0	00.1	57.7	2.42	(4.070)	
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		(-3.8%)	ComfortDelGro
NM	66.0	63.9	63.8	66.6	63.6	70.5	63.5		(-9.9%)	SMRT
NM	NM	NM	65.4	67.8	64.6	69.4	64.3		(-7.3%)	Transcab
NM	NM	NM	65.4	65.3	62.7	72.0	65.1		(-9.6%)	Premier
66.3	65.9	64.7	65.3	65.7	63.8	70.4	59.5		(-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		(-5.7%)	Singapore Airlines
70.0	70.2	70.1	69.0	72.4	72.9	74.1	71.7		(-3.3%)	Qantas
NM	68.1	70.4	68.4	72.3	68.9	76.5	71.4		(-6.6%)	SilkAir
68.9	70.0	71.4	71.7	72.9	73.2	76.3	73.3		(-3.9%)	Cathay Pacific
NM	74.4	71.3	71.6	74.5	76.5	76.1	73.0		(-4.1%)	Emirates
64.8	66.7	67.0	65.8	69.2	68.2	70.6	69.8		(-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		(+3.2%)	Speedpost
NM	67.6	63.9	65.5	66.1	72.1	73.6	72.6		(-1.5%)	FedEx
64.7	67.9	64.5	65.6	66.7	72.3	72.5	71.9		(-0.9%)	DHL
65.5	65.5	63.2	64.4	65.9	70.3	70.5	72.0		(+2.0%)	UPS
67.4	69.1	63.0	64.4	65.1	66.6	72.8	68.5		(-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		(-1.2%)	Tigerair
NM	NM	NM	NM	NM	62.2	66.9	68.0		(+1.7%)	Jetstar Asia
NM	NM	NM	NM	NM	61.9	68.3	66.9		(-2.1%)	AirAsia
NM	NM	NM	NM	NM	63.7	70.3	71.5		(+1.6%)	Other budget airlines
	14141				00.7	70.5	71.0	11.14	(11.070)	other budget unmes
NM	NM	71.6	73.7	78.6	72.8	85.5	75.4	_10.13	(–11.8%)	Changi Airport (Sub-sector)
1 1 1 1 1	1 1 1 1 1	/1.0	/3./	70.0	12.0	05.5	73.4	-10.15	(-11.070)	Changi Ali port (Sub-Sector)
0.10.4	N / N /	0/04	0.10.4	0104	70 4	67.2	71.0	. 2.02	(. 5 70()	Proto Constant (Cine Prot) (Cinha and an)
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)
				,	07.10	, 210	, 0.0		(,	
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		(–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		(-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		(-2.9%)	NTU
72.2	69.4	74.7	69.8	78.1	68.6	73.2	79.2		(+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	NM	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)

CSISG Quarter 2

NM Not Measured NA Not Appilcable

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

						CSISG				
								2013-	-2014	
								Year-o		
2007	2008	2009	2010	2011	2012	2013	2014	Change / 9	% Change	SECTOR / Sub-sector / Company Measure
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		(-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		(+1.1%)	Burger King
NM	65.3	62.9	61.1	68.2	68.2	66.8	67.9		(+1.6%)	KFC
69.4	62.9	65.8	63.4	65.9	68.9	67.6	71.6		(+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		(+2.9%)	Food Republic
NM	NM	NM	NM	NM	63.6	63.7	66.0		(+3.6%)	Kopitiam
NM	NM	NM	NM	NM	62.2	65.1	66.7		(+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		(–3.8%)	Crystal Jade
NM	66.3	66.6	63.6	70.6	68.1	70.9	68.8		(–2.9%)	RE&S
NM	65.1	66.4	65.5	69.6	67.9	67.9	68.7		(+1.1%)	Sakae Holdings
NM	67.3	66.1	65.3	70.7	71.6	73.1	70.0		(–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
1.4.141	07.5									
71.0	68.6	67.1	69.3	73.5	70.0	74.5	69.1	-5.44	(–7.3%)	TOURISM (Sector)
			69.3 <i>70.3</i>	73.5 <i>75.3</i>	70.0 <i>72.6</i>	74.5 <i>79.8</i>	69.1 <i>72.6</i>		(–7.3%) (–9.0%)	TOURISM (Sector) Attractions (Sub-sector)
71.0	68.6	67.1						-7.22		
71.0 71.5 NM NM	68.6 71.0 NM NM	67.1 67.9 NM NM	70.3 NM NM	75. <i>3</i> 72.6 73.2	<i>72.6</i> 70.1 71.7	<i>79.8</i> 76.2 76.1	<i>72.6</i> 70.1 70.7	<i>–7.22</i> –6.17 –5.46	(<i>-9.0%)</i> (-8.1%) (-7.2%)	Attractions (Sub-sector) Jurong BirdPark Night Safari
71.0 71.5 NM NM 72.3	68.6 71.0 NM NM 70.4	67.1 67.9 NM 67.5	70.3 NM NM 70.3	75.3 72.6 73.2 74.5	72.6 70.1 71.7 73.1	<i>79.8</i> 76.2 76.1 78.1	<i>72.6</i> 70.1 70.7 71.6	-7.22 -6.17 -5.46 -6.48	(<i>-9.0%)</i> (-8.1%) (-7.2%) (-8.3%)	Attractions (Sub-sector) Jurong BirdPark Night Safari Sentosa
71.0 71.5 NM 72.3 NM	68.6 71.0 NM 70.4 NM	67.1 67.9 NM 67.5 NM	70.3 NM NM 70.3 NM	75.3 72.6 73.2 74.5 76.6	72.6 70.1 71.7 73.1 70.8	<i>79.8</i> 76.2 76.1 78.1 78.7	<i>72.6</i> 70.1 70.7 71.6 70.8	-7.22 -6.17 -5.46 -6.48 -7.86	(-9.0%) (-8.1%) (-7.2%) (-8.3%) (-10.0%)	Attractions (Sub-sector) Jurong BirdPark Night Safari Sentosa Singapore Zoo
71.0 71.5 NM NM 72.3 NM	68.6 71.0 NM 70.4 NM	67.1 67.9 NM 67.5 NM NM	70.3 NM NM 70.3 NM	75.3 72.6 73.2 74.5 76.6 75.7	72.6 70.1 71.7 73.1 70.8 74.9	79.8 76.2 76.1 78.1 78.7 81.6	72.6 70.1 70.7 71.6 70.8 73.2	-7.22 -6.17 -5.46 -6.48 -7.86 -8.41	(-9.0%) (-8.1%) (-7.2%) (-8.3%) (-10.0%) (-10.3%)	Attractions (Sub-sector) Jurong BirdPark Night Safari Sentosa Singapore Zoo Universal Studios
71.0 71.5 NM 72.3 NM	68.6 71.0 NM 70.4 NM	67.1 67.9 NM 67.5 NM	70.3 NM NM 70.3 NM	75.3 72.6 73.2 74.5 76.6	72.6 70.1 71.7 73.1 70.8	<i>79.8</i> 76.2 76.1 78.1 78.7	<i>72.6</i> 70.1 70.7 71.6 70.8	-7.22 -6.17 -5.46 -6.48 -7.86 -8.41	(-9.0%) (-8.1%) (-7.2%) (-8.3%) (-10.0%)	Attractions (Sub-sector) Jurong BirdPark Night Safari Sentosa Singapore Zoo
71.0 71.5 NM 72.3 NM 70.7 73.5	68.6 71.0 NM 70.4 NM 70.8 71.4	67.1 67.9 NM 67.5 NM 67.9 67.9	70.3 NM 70.3 NM 70.8 74.1	75.3 72.6 73.2 74.5 76.6 75.7 75.8 74.5	72.6 70.1 71.7 73.1 70.8 74.9 71.5 70.1	79.8 76.2 76.1 78.1 78.7 81.6 79.3 77.5	72.6 70.1 70.7 71.6 70.8 73.2 69.1	-7.22 -6.17 -5.46 -6.48 -7.86 -8.41 -10.19 -8.07	(-9.0%) (-8.1%) (-7.2%) (-8.3%) (-10.0%) (-10.3%) (-12.9%) (-10.4%)	Attractions (Sub-sector) Jurong BirdPark Night Safari Sentosa Singapore Zoo Universal Studios Other attractions Hotels (Sub-sector)
71.0 71.5 NM 72.3 NM 70.7 73.5 NM	68.6 71.0 NM 70.4 NM 70.8 71.4 74.6	67.1 67.9 NM 67.5 NM 67.9 68.9 74.4	70.3 NM 70.3 NM 70.8 74.1 78.0	75.3 72.6 73.2 74.5 76.6 75.7 75.8 74.5 79.9	72.6 70.1 71.7 73.1 70.8 74.9 71.5 70.1 72.8	79.8 76.2 76.1 78.1 78.7 81.6 79.3 77.5 80.5	72.6 70.1 70.7 71.6 70.8 73.2 69.1 69.4 69.6	-7.22 -6.17 -5.46 -6.48 -7.86 -8.41 -10.19 -8.07 -10.89	(-9.0%) (-8.1%) (-7.2%) (-7.2%) (-10.0%) (-10.3%) (-10.3%) (-12.9%) (-10.4%) (-13.5%)	Attractions (Sub-sector) Jurong BirdPark Night Safari Sentosa Singapore Zoo Universal Studios Other attractions Hotels (Sub-sector) Grand Hyatt
71.0 71.5 NM 72.3 NM 70.7 73.5 NM	68.6 71.0 NM 70.4 NM 70.8 71.4 74.6 71.6	67.1 67.9 NM 67.5 NM 67.9 68.9 74.4 73.5	70.3 NM 70.3 NM 70.8 74.1 78.0 77.7	75.3 72.6 73.2 74.5 76.6 75.7 75.8 74.5 79.9 79.8	72.6 70.1 71.7 73.1 70.8 74.9 71.5 70.1 72.8 73.1	79.8 76.2 76.1 78.1 78.7 81.6 79.3 77.5 80.5 80.7	72.6 70.1 70.7 71.6 70.8 73.2 69.1 69.4 69.6 71.2	-7.22 -6.17 -5.46 -6.48 -7.86 -8.41 -10.19 -8.07 -10.89 -9.49	(-9.0%) (-8.1%) (-7.2%) (-8.3%) (-10.0%) (-10.3%) (-12.9%) (-10.4%) (-13.5%) (-11.8%)	Attractions (Sub-sector) Jurong BirdPark Night Safari Sentosa Singapore Zoo Universal Studios Other attractions Hotels (Sub-sector) Grand Hyatt Mandarin Orchard
71.0 71.5 NM 72.3 NM 70.7 73.5 NM NM	68.6 71.0 NM 70.4 NM 70.8 71.4 74.6 71.6	67.1 67.9 NM 67.5 NM 67.9 68.9 74.4 73.5 NM	70.3 NM 70.3 NM 70.8 74.1 78.0 77.7 NM	75.3 72.6 73.2 74.5 76.6 75.7 75.8 74.5 79.9 79.8 NM	72.6 70.1 71.7 73.1 70.8 74.9 71.5 70.1 72.8 73.1 75.5	79.8 76.2 76.1 78.7 81.6 79.3 77.5 80.5 80.7 84.1	72.6 70.1 70.7 71.6 70.8 73.2 69.1 69.4 69.6 71.2 74.4	-7.22 -6.17 -5.46 -6.48 -7.86 -8.41 -10.19 -8.07 -10.89 -9.49 -9.66	(-9.0%) (-8.1%) (-7.2%) (-8.3%) (-10.0%) (-10.3%) (-12.9%) (-10.4%) (-13.5%) (-11.8%) (-11.5%)	Attractions (Sub-sector) Jurong BirdPark Night Safari Sentosa Singapore Zoo Universal Studios Other attractions Hotels (Sub-sector) Grand Hyatt Mandarin Orchard Marina Bay Sands
71.0 71.5 NM 72.3 NM 70.7 73.5 NM NM NM	68.6 71.0 NM 70.4 NM 70.8 71.4 74.6 71.6 NM 76.9	67.1 67.9 NM 67.5 NM 67.9 68.9 74.4 73.5 NM 78.0	70.3 NM NM 70.3 NM 70.8 74.1 78.0 77.7 NM 83.6	75.3 72.6 73.2 74.5 76.6 75.7 75.8 74.5 79.9 79.8 NM 81.3	72.6 70.1 71.7 73.1 70.8 74.9 71.5 70.1 72.8 73.1 75.5 75.4	79.8 76.2 76.1 78.7 81.6 79.3 77.5 80.5 80.7 84.1 83.4	72.6 70.1 70.7 71.6 70.8 73.2 69.1 69.4 69.6 71.2 74.4 72.8	-7.22 -6.17 -5.46 -6.48 -7.86 -8.41 -10.19 -8.07 -10.89 -9.49 -9.49 -9.66 -10.55	(-9.0%) (-8.1%) (-7.2%) (-8.3%) (-10.0%) (-10.3%) (-10.3%) (-12.9%) (-11.5%) (-11.5%) (-12.7%)	Attractions (Sub-sector) Jurong BirdPark Night Safari Sentosa Singapore Zoo Universal Studios Other attractions Hotels (Sub-sector) Grand Hyatt Mandarin Orchard Marina Bay Sands The Ritz-Carlton
71.0 71.5 NM 72.3 NM 70.7 73.5 NM NM NM	68.6 71.0 NM 70.4 NM 70.8 71.4 74.6 71.6 71.6 NM 76.9 NM	67.1 67.9 NM 67.5 NM 67.9 68.9 74.4 73.5 NM 78.0 NM	70.3 NM 70.3 NM 70.8 74.1 78.0 77.7 NM 83.6 NM	75.3 72.6 73.2 74.5 76.6 75.7 75.8 74.5 79.9 79.8 NM 81.3 NM	72.6 70.1 71.7 73.1 70.8 74.9 71.5 70.1 72.8 73.1 75.5 75.4 NM	79.8 76.2 76.1 78.1 78.7 81.6 79.3 77.5 80.5 80.7 84.1 83.4 78.4	72.6 70.1 70.7 71.6 70.8 73.2 69.1 69.4 69.6 71.2 74.4 72.8 71.9	-7.22 -6.17 -5.46 -6.48 -7.86 -8.41 -10.19 -8.07 -10.89 -9.49 -9.69 -10.55 -6.56	(-9.0%) (-8.1%) (-7.2%) (-8.3%) (-10.0%) (-10.3%) (-10.3%) (-12.9%) (-11.5%) (-11.5%) (-12.7%) (-8.4%)	Attractions (Sub-sector) Jurong BirdPark Night Safari Sentosa Singapore Zoo Universal Studios Other attractions Hotels (Sub-sector) Grand Hyatt Mandarin Orchard Marina Bay Sands The Ritz-Carlton Resorts World Sentosa
71.0 71.5 NM 72.3 NM 70.7 73.5 NM NM NM NM	68.6 71.0 NM 70.4 NM 70.8 71.4 74.6 71.6 NM 76.9 NM 76.5	67.1 67.9 NM 67.5 NM 67.9 68.9 74.4 73.5 NM 78.0 NM 74.4	70.3 NM 70.3 NM 70.8 74.1 78.0 77.7 NM 83.6 NM 78.2	75.3 72.6 73.2 74.5 76.6 75.7 75.8 74.5 79.9 79.8 NM 81.3 NM 80.5	72.6 70.1 71.7 73.1 70.8 74.9 71.5 70.1 72.8 73.1 75.5 75.4 NM 73.7	79.8 76.2 76.1 78.7 81.6 79.3 77.5 80.5 80.7 84.1 83.4 78.4 84.4	72.6 70.1 70.7 71.6 70.8 73.2 69.1 69.4 69.6 71.2 74.4 72.8 71.9 72.9	-7.22 -6.17 -5.46 -6.48 -7.86 -8.41 -10.19 -8.07 -10.89 -9.49 -9.66 -10.55 -6.56 -11.53	(-9.0%) (-8.1%) (-7.2%) (-8.3%) (-10.3%) (-10.3%) (-10.3%) (-13.5%) (-11.8%) (-11.5%) (-11.5%) (-12.7%) (-2.2%	Attractions (Sub-sector) Jurong BirdPark Night Safari Sentosa Singapore Zoo Universal Studios Other attractions Hotels (Sub-sector) Grand Hyatt Mandarin Orchard Marina Bay Sands The Ritz-Carlton Resorts World Sentosa Shangri-La
71.0 71.5 NM 72.3 NM 70.7 73.5 NM NM NM NM NM	68.6 71.0 NM 70.4 NM 70.8 71.4 71.6 71.6 NM 76.9 NM 76.9 NM 76.9	67.1 67.9 NM 67.5 NM 67.9 74.4 73.5 NM 78.0 NM 78.0 NM 74.4 77.0	70.3 NM 70.3 NM 70.8 74.1 78.0 77.7 NM 83.6 NM 83.6 NM 78.2 79.2	75.3 72.6 73.2 74.5 76.6 75.7 75.8 74.5 79.9 79.8 NM 81.3 NM 80.5 79.7	72.6 70.1 71.7 73.1 70.8 74.9 71.5 70.1 72.8 73.1 75.5 75.4 NM 73.7 72.8	79.8 76.2 76.1 78.1 78.7 81.6 79.3 77.5 80.5 80.7 84.1 83.4 78.4 84.4 81.5	72.6 70.1 70.7 71.6 70.8 73.2 69.4 69.6 71.2 74.4 72.8 71.9 72.9 72.6	-7.22 -6.17 -5.46 -6.48 -7.86 -8.41 -10.19 -8.07 -10.89 -9.49 -9.66 -10.55 -6.56 -11.53 -8.93	(-9.0%) (-8.1%) (-7.2%) (-8.3%) (-10.0%) (-10.3%) (-12.9%) (-13.5%) (-13.5%) (-11.5%) (-12.7%) (-13.7%) (-13.7%) (-13.7%)	Attractions (Sub-sector) Jurong BirdPark Night Safari Sentosa Singapore Zoo Universal Studios Other attractions Hotels (Sub-sector) Grand Hyatt Mandarin Orchard Marina Bay Sands The Ritz-Carlton Resorts World Sentosa Shangri-La Swissotel the Stamford
71.0 71.5 NM 72.3 NM 70.7 73.5 NM NM NM NM	68.6 71.0 NM 70.4 NM 70.8 71.4 74.6 71.6 NM 76.9 NM 76.5	67.1 67.9 NM 67.5 NM 67.9 68.9 74.4 73.5 NM 78.0 NM 74.4	70.3 NM 70.3 NM 70.8 74.1 78.0 77.7 NM 83.6 NM 78.2	75.3 72.6 73.2 74.5 76.6 75.7 75.8 74.5 79.9 79.8 NM 81.3 NM 80.5	72.6 70.1 71.7 73.1 70.8 74.9 71.5 70.1 72.8 73.1 75.5 75.4 NM 73.7	79.8 76.2 76.1 78.7 81.6 79.3 77.5 80.5 80.7 84.1 83.4 78.4 84.4	72.6 70.1 70.7 71.6 70.8 73.2 69.1 69.4 69.6 71.2 74.4 72.8 71.9 72.9	-7.22 -6.17 -5.46 -6.48 -7.86 -8.41 -10.19 -8.07 -10.89 -9.49 -9.66 -10.55 -6.56 -11.53 -8.93	(-9.0%) (-8.1%) (-7.2%) (-8.3%) (-10.3%) (-10.3%) (-10.3%) (-13.5%) (-11.8%) (-11.5%) (-11.5%) (-12.7%) (-2.2%	Attractions (Sub-sector) Jurong BirdPark Night Safari Sentosa Singapore Zoo Universal Studios Other attractions Hotels (Sub-sector) Grand Hyatt Mandarin Orchard Marina Bay Sands The Ritz-Carlton Resorts World Sentosa Shangri-La

CSISG Quarter 3

NM Not Measured NA Not Appilcable

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

2007	2008	2009	2010	2011	2012	2013	2014	Year-o	–2014 n-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		(+7.9%)	Citibank
66.8	67.3	66.0	65.1	71.1	69.1	71.9	75.8		(+5.4%)	DBS
NM	69.4	72.7	67.1	67.9	74.0	69.7	69.5		(-0.3%)	HSBC
NM CO 7	NM 67.0	NM CO E	67.3	67.4	70.8	69.0	68.2		(-1.1%)	Maybank OCBC
68.7 NM	67.0 NM	68.5 NM	65.3 68.2	68.5 65.7	69.0 73.5	71.3 70.1	71.8 71.2		(+0.7%) (+1.6%)	Standard Chartered
68.6	66.9	71.5	67.1	68.4	71.2	71.4	71.6		(+0.3%)	UOB
69.9	68.1	68.8	68.0	66.9	72.1	68.8	67.0		(-2.7%)	Other banks
NM	NM	NM	65.8	67.3	67.8	69.1	72.4		(+4.7%)	Health & Medical Insurance (Sub-sector)
NM	NM	NM	NM	NM	NM	71.1	73.4		(+3.3%)	AIA
NM	NM	NM	65.4	66.8	70.3	67.5	72.0		(+6.7%)	Great Eastern
NM	NM	NM	66.0	67.3	70.2	68.4	72.6		(+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		(+8.2%)	Great Eastern
NM	NA	NA	68.5	66.7	69.0	66.7	71.6		(+7.3%)	Manulife
NM	64.3	67.8	65.0	67.4	70.0	64.8	73.3		(+13.1%)	NTUC Income
NM NM	64.5 68.3	66.9 66.2	67.0 67.2	66.1 66.6	70.1 69.1	67.5 61.5	73.9 71.5		(+9.5%) (+16.3%)	Prudential Other life insurance
INIVI	00.5	00.2	07.2	00.0	09.1	61.5	/1.5	+10.02	(+10.5%)	Other me insurance
NM	66.7	64.8	67.1	67.3	69.8	70.2	71.5		(+1.8%)	Motor & Personal Accident Insurance (Sub-sector)
NM	66.2	64.9	67.4	66.2	71.4	69.5	75.0		(+8.0%)	AIG
NM	67.9	64.8	66.9	66.7	69.7	68.6	72.4		(+5.4%)	AXA
NM NM	67.8 66.2	64.6 64.8	66.7 67.1	66.8 68.0	70.0 69.1	69.3 71.3	73.9 69.8		(+6.7%) (–2.1%)	NTUC Income 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		(+4.6%)	Polyclinics (Sub-sector)
60.5	64.3	65.8	61.8	61.5	65.7	65.6	68.3		(+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		(-1.1%)	Gleneagles
NM	69.1	72.3	68.3	70.4	71.1	72.1	70.3		(-2.4%)	Mount Alvernia
NM	NM	NM	68.6	70.5	72.4	73.0	71.9		(-1.6%)	Mount Elizabeth
NM NM	NM 71.3	NM 73.0	69.6 69.0	68.4 68.4	74.3 73.7	69.9 73.6	72.1 72.4		(+3.1%) (-1.6%)	Parkway East Raffles
NM	69.4	73.3	69.7	66.9	72.8	69.5	71.4		(+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		(+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		(–3.7%)	Khoo Teck Puat
NM	70.2	66.2	67.4	63.9	70.6	69.1	69.2		(+0.2%)	KK Women's & Children's
NM	68.3	66.0	66.2	68.4	69.4	69.8	69.6		(-0.3%)	National University
NM	69.4	69.4	68.2	65.1	69.1	67.4	68.9		(+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

CSISG Quarter 4

NM Not Measured NA Not Appilcable

A Not Appilcable Customer Satisfaction scores are based on a 0 to 100 scale.