CSISG
Customer Satisfaction Index of Singapore

2014 Q3 SCORES
TOURISM AND FOOD & BEVERAGE

69.1 Tourism

72.6 Attractions*
73.2 Universal Studios
71.6 Sentosa
70.8 Singapore Zoo
70.7 Night Safari
70.1 Jurong Bird Park
69.1 Other attractions

69.4 Hotels
74.4 MBS*
72.9 Shangri-La*
72.8 The Ritz-Carlton*
72.6 Swissotel the Stamford*
71.9 RWS Hotels*
71.2 Mandarin Orchard*
69.6 Grand Hyatt
68.1 Other hotels

67.4 Travel & Tour Services

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
66.7 Koufu
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
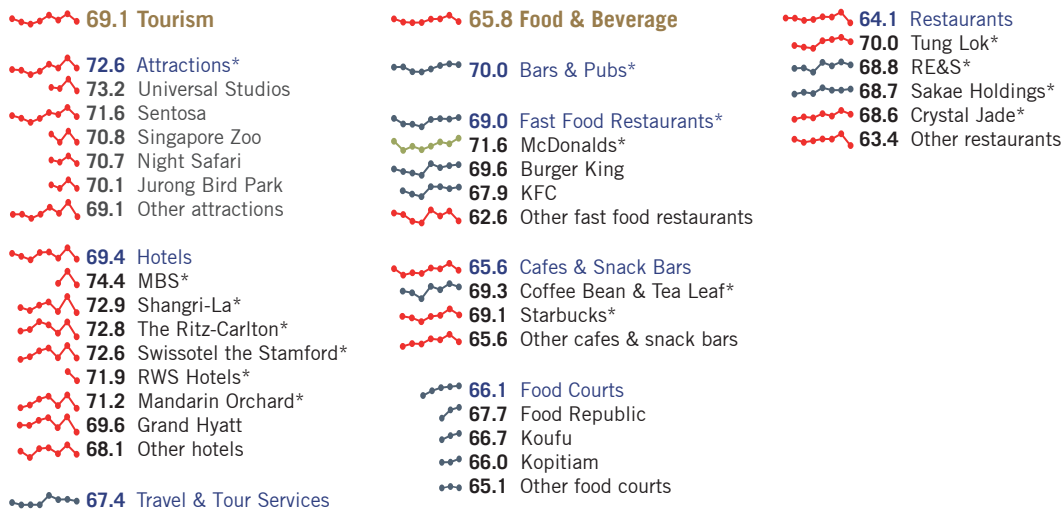
This chart summarises the results of the CSISG 2014 satisfaction scores in the Food & Beverage and Tourism sectors at the sector, sub-sector and company levels.
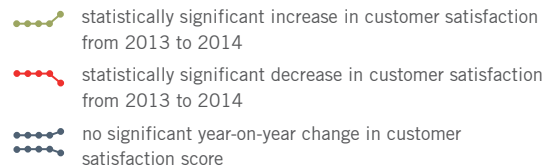
The sector scores (in gold) represents a weighted average of their respective sub-sector scores (in blue). Satisfaction scores for sub-sectors with individual company scores are weighted averages of these individual company scores.

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 2013 to 2014

statistically significant decrease in customer satisfaction from 2013 to 2014

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

2007	2008	2009	2010	2011	2012	2013	2014	2013–2014 Year-on-Year Change / % 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 and 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%)	Ritz-Carlton
NM	NM	NM	NM	NM	NM	78.4	71.9	−6.56	(−8.4%)	RWS Hotels
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)

NM Not Measured

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