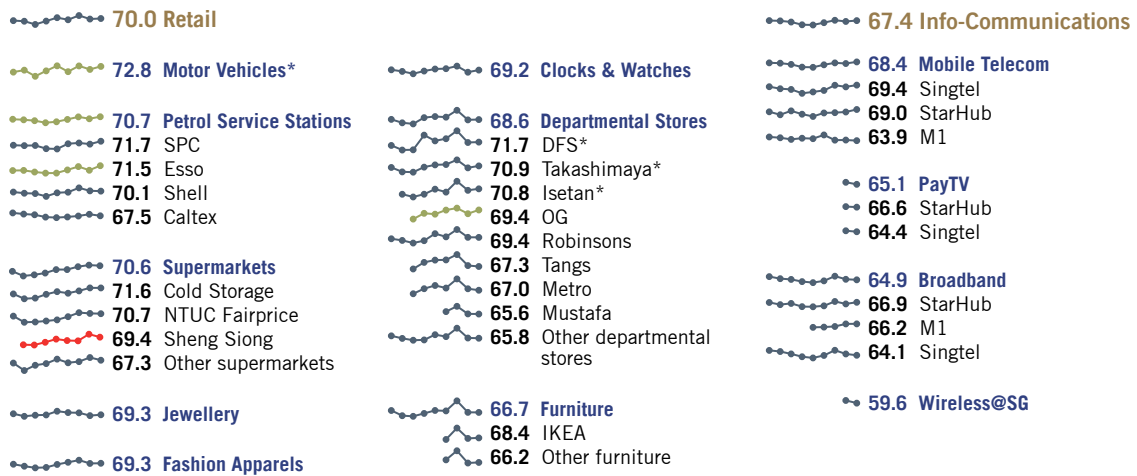




2015 Q1 SCORES RETAIL AND INFO-COMMUNICATIONS



This chart summarises the results of the CSiSG 2015 satisfaction scores in the Retail and Info-Communications sectors at the sector, sub-sector and company levels.

Each sector score (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 2014 to 2015
- statistically significant decrease in customer satisfaction from 2014 to 2015
- no significant year-on-year change in customer satisfaction score

CSISG Quarter 1

2007	2008	2009	2010	2011	2012	2013	2014	2015	2014–2015 Year-on-Year Change / % Change		SECTOR / <i>Sub-sector</i> / Company Measured
68.5	68.1	65.8	68.2	70.6	69.1	72.2	69.6	70.0	+0.38	(+0.5%)	RETAIL (Sector)
<i>68.7</i>	<i>66.3</i>	<i>65.5</i>	<i>70.0</i>	<i>70.8</i>	<i>70.3</i>	<i>75.2</i>	<i>68.4</i>	<i>68.6</i>	<i>+0.23</i>	<i>(+0.3%)</i>	<i>Departmental Stores (Sub-sector)</i>
69.3	66.0	66.2	76.7	72.5	74.1	79.8	71.4	71.7	+0.28	(+0.4%)	DFS
69.8	66.6	66.4	70.0	71.6	71.9	75.2	69.5	70.9	+1.40	(+2.0%)	Takashimaya
68.4	67.2	65.3	67.0	72.0	69.7	75.0	69.4	69.4	-0.03	(-0.0%)	Robinsons
NM	67.0	65.0	67.0	70.6	68.5	76.2	69.7	70.8	+1.07	(+1.5%)	Isetan
NM	NM	65.5	70.2	71.8	71.9	75.8	67.9	67.3	-0.65	(-1.0%)	Tangs
NM	NM	64.5	68.1	70.4	68.6	75.1	68.0	67.0	-1.06	(-1.6%)	Metro
NM	NM	62.9	67.0	66.4	69.3	70.7	66.7	69.4	+2.66	(+4.0%)	OG
NM	NM	NM	NM	NM	67.3	71.1	65.6	65.6	-0.09	(-0.1%)	Mustafa
67.5	65.7	64.4	64.6	68.3	67.0	73.0	66.0	65.8	-0.15	(-0.2%)	Other departmental stores
66.6	63.3	64.1	65.4	67.9	67.9	70.0	71.1	70.6	-0.44	(-0.6%)	Supermarkets (Sub-sector)
68.9	64.6	64.7	65.4	66.3	68.5	71.4	70.9	70.7	-0.20	(-0.3%)	NTUC FairPrice
67.3	63.9	64.4	67.1	69.0	67.9	69.5	71.7	71.6	-0.02	(-0.0%)	Cold Storage
NM	64.0	63.8	65.8	68.0	67.0	66.8	71.6	69.4	-2.12	(-3.0%)	Sheng Siong
65.3	59.9	63.7	64.9	68.1	65.5	66.3	69.2	67.3	-1.93	(-2.8%)	Other supermarkets
<i>NM</i>	<i>68.5</i>	<i>67.8</i>	<i>66.4</i>	<i>67.1</i>	<i>68.7</i>	<i>70.6</i>	<i>69.2</i>	<i>70.7</i>	<i>+1.45</i>	<i>(+2.1%)</i>	<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	+3.25	(+4.8%)	ExxonMobil (Esso)
69.5	68.6	68.4	66.4	68.9	69.4	72.4	70.3	70.1	-0.18	(-0.3%)	Shell
68.8	68.8	68.3	66.6	66.2	66.7	67.4	68.6	67.5	-1.10	(-1.6%)	Chevron (Caltex)
69.6	68.5	68.7	66.4	66.2	69.9	70.4	69.6	71.7	+2.06	(+3.0%)	SPC
<i>NM</i>	<i>70.1</i>	<i>65.7</i>	<i>69.6</i>	<i>73.2</i>	<i>69.0</i>	<i>73.1</i>	<i>70.6</i>	<i>72.8</i>	<i>+2.16</i>	<i>(+3.1%)</i>	<i>Motor Vehicles (Sub-sector)</i>
68.7	67.2	66.1	66.4	68.5	70.0	71.5	69.2	69.3	+0.07	(+0.1%)	Fashion Apparels (Sub-sector)
68.0	64.3	63.9	65.9	68.1	67.8	74.9	66.7	66.7	-0.05	(-0.1%)	Furniture Stores (Sub-sector)
NM	NM	NM	NM	NM	67.3	75.5	68.1	68.4	+0.36	(+0.5%)	IKEA
68.0	64.3	63.9	65.9	68.1	68.1	74.6	65.8	66.2	+0.43	(+0.6%)	Other furniture stores
70.0	68.2	69.0	69.2	71.8	70.9	70.7	68.7	69.3	+0.63	(+0.9%)	Jewellery Stores (Sub-sector)
69.4	68.3	66.6	68.5	70.0	70.2	72.0	67.7	69.2	+1.52	(+2.3%)	Clocks & Watches (Sub-sector)
67.4	67.2	66.4	64.4	64.3	65.9	67.7	66.8	67.4	+0.60	(+0.9%)	INFO-COMMUNICATIONS (Sector)
<i>NM</i>	<i>67.5</i>	<i>66.6</i>	<i>64.7</i>	<i>64.5</i>	<i>66.3</i>	<i>67.7</i>	<i>67.2</i>	<i>68.4</i>	<i>+1.14</i>	<i>(+1.7%)</i>	<i>Mobile Telecoms (Sub-sector)</i>
68.2	66.8	66.3	63.5	64.5	65.6	69.3	68.1	69.4	+1.25	(+1.8%)	Singtel
67.4	69.1	68.0	65.7	64.1	66.6	66.8	67.2	69.0	+1.80	(+2.7%)	StarHub
66.5	66.0	64.8	65.7	65.3	68.0	64.3	64.4	63.9	-0.43	(-0.7%)	M1
<i>NM</i>	<i>65.7</i>	<i>65.2</i>	<i>63.6</i>	<i>62.9</i>	<i>64.2</i>	<i>67.5</i>	<i>65.3</i>	<i>64.9</i>	<i>-0.39</i>	<i>(-0.6%)</i>	<i>Broadband (Sub-sector)</i>
67.6	66.1	65.1	63.1	62.2	64.0	67.7	65.1	64.1	-0.94	(-1.4%)	Singtel
66.8	65.3	66.1	63.8	63.7	64.4	67.5	65.8	66.9	+1.17	(+1.8%)	StarHub
66.6	65.3	60.3	65.6	63.7	63.9	64.3	66.2	66.2	+0.03	(+0.1%)	M1
<i>NM</i>	<i>NM</i>	<i>NM</i>	<i>NM</i>	<i>NM</i>	<i>NM</i>	<i>NM</i>	66.5	65.1	-1.45	(-2.2%)	<i>Pay TV (Sub-sector)</i>
NM	NM	NM	NM	NM	NM	NM	65.0	64.4	-0.68	(-1.0%)	Singtel
NM	NM	NM	NM	NM	NM	NM	67.0	66.6	-0.38	(-0.6%)	StarHub
<i>NM</i>	<i>NM</i>	<i>NM</i>	<i>NM</i>	<i>NM</i>	<i>NM</i>	<i>NM</i>	61.5	59.6	-1.90	(-3.1%)	<i>Wireless@SG (Sub-sector)</i>

NM Not Measured
NA Not Applicable

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