



2015 NATIONAL SCORE

70.2

74.1 Public Education

- 75.6 Universities\*
- 79.1 SMU\*
- 76.5 NUS
- 73.3 NTU
- 74.0 ITE
- 69.8 Polytechnics
- 74.8 Singapore\*
- 73.4 Temasek\*
- 70.5 Ngee Ann
- 67.1 Republic
- 63.6 Nanyang

72.8 Air Transport

- 75.1 Airport\*
- 75.1 Changi Airport
- 73.2 Airlines
- 76.1 Singapore Airlines\*
- 73.3 Emirates
- 73.0 Cathay Pacific
- 70.5 SilkAir
- 69.4 Qantas
- 69.3 Other airlines
- 68.3 Budget Airlines
- 68.0 AirAsia
- 67.5 Jetstar Asia
- 65.8 Tigerair
- 70.3 Other budget airlines

70.9 Finance & Insurance

- 71.1 Banks
- 71.9 Maybank
- 71.6 OCBC
- 71.6 DBS
- 71.3 Standard Chartered
- 70.8 UOB
- 70.6 Citibank
- 69.7 HSBC
- 70.1 Other banks
- 70.6 Life Insurance
- 72.1 Great Eastern
- 71.5 AIA
- 70.5 NTUC Income
- 69.7 Prudential
- 69.4 Manulife
- 69.5 Other life insurers

70.5 Motor & Other Personal Insurance

- 71.2 AXA
- 71.1 NTUC Income
- 71.0 AIG
- 70.3 Other motor & personal insurers
- 70.2 Health & Medical Insurance
- 70.2 NTUC Income
- 70.0 Prudential
- 69.7 AIA
- 69.4 Great Eastern
- 70.6 Other health & medical insurers

70.5 Logistics

- 71.5 Postal Services
- 71.5 Singapore Post
- 70.2 Courier Services
- 73.2 FedEx\*
- 72.2 Speedpost
- 71.2 DHL
- 69.9 UPS
- 67.0 Other courier services

70.0 Retail

- 72.8 Motor Vehicles\*
- 70.7 Petrol Service Stations
- 71.7 SPC
- 71.5 Esso
- 70.1 Shell
- 67.5 Caltex
- 70.6 Supermarkets
- 71.6 Cold Storage
- 70.7 NTUC Fairprice
- 69.4 Sheng Siong
- 67.3 Other supermarkets
- 69.3 Jewellery
- 69.3 Fashion Apparels
- 69.2 Clocks & Watches
- 68.6 Departmental Stores
- 71.7 DFS\*
- 70.9 Takashimaya\*
- 70.8 Isetan\*
- 69.4 OG
- 69.4 Robinsons

- 67.3 Tangs
- 67.0 Metro
- 65.6 Mustafa
- 65.8 Other departmental stores

- 66.7 Furniture
- 68.4 IKEA
- 66.2 Other furniture

69.6 Healthcare

- 72.0 Private Hospitals\*
- 72.6 Mount Alvernia
- 72.5 Mount Elizabeth
- 72.2 Raffles
- 71.7 Parkway East
- 71.7 Thomson Medical
- 71.5 Gleneagles
- 71.0 Mount Elizabeth Novena

69.7 Other Healthcare

- 69.6 Polyclinics
- 69.8 SingHealth
- 69.6 NHG
- 69.4 General Practitioners
- 68.6 Restructured Hospitals
- 70.6 KK Women's & Children's\*
- 70.5 Changi General\*
- 69.7 Khoo Teck Puat
- 69.0 Ng Teng Fong
- 68.8 Tan Tock Seng
- 68.4 National University
- 66.7 Singapore General

69.4 Tourism

- 70.8 Hotels\*
- 74.3 Marina Bay Sands\*
- 73.1 Shangri-La\*
- 72.6 The Ritz-Carlton\*
- 72.0 Resorts World Sentosa
- 72.0 Mandarin Orchard
- 71.3 Swissotel the Stamford
- 70.3 Grand Hyatt
- 69.7 Other hotels
- 70.3 Attractions\*
- 72.1 S.E.A. Aquarium\*
- 71.6 Sentosa
- 71.6 Singapore Zoo
- 71.4 River Safari

- 71.0 Universal Studios
- 70.7 Night Safari
- 70.7 Jurong Bird Park
- 69.9 Adventure Cove
- 68.7 Other attractions

66.4 Travel & Tour Services

- 67.4 Info-Communications
- 68.4 Mobile Telecom
- 69.4 Singtel
- 69.0 StarHub
- 63.9 M1

- 65.1 PayTV
- 66.6 StarHub
- 64.4 Singtel

64.9 Broadband

- 66.9 StarHub
- 66.2 M1
- 64.1 Singtel

59.6 Wireless@SG

67.1 Food & Beverage

- 69.4 Fast Food Restaurants\*
- 72.2 McDonalds\*
- 67.6 Burger King
- 67.5 KFC
- 64.3 Other fast food restaurants

69.0 Bars & Pubs\*

- 68.1 Cafes & Snack Bars
- 70.1 Starbucks
- 68.4 Coffee Bean & Tea Leaf
- 67.7 Other cafes & snack bars

- 66.5 Food Courts
- 69.0 NTUC Foodfare\*
- 67.7 Food Republic
- 67.0 Koufu
- 65.9 Kopitiam
- 66.2 Other food courts

- 66.2 Restaurants
- 70.0 Sushi Tei\*
- 69.0 RE&S\*
- 68.7 Crystal Jade\*
- 68.6 Sakae Holdings\*
- 68.0 Minor Food Group
- 65.7 Other restaurants

64.1 Private Education

- 64.1 Private Education Institutions

63.3 Land Transport

- 65.9 Taxi Services\*
- 67.4 Transcab
- 66.9 Premier
- 66.2 SMRT
- 65.6 ComfortDelGro
- 62.3 Prime

62.0 Mass Rapid Transit System

- 63.9 SBS Transit
- 61.5 SMRT

60.9 Public Buses

- 62.2 SMRT
- 60.4 SBS Transit

The chart summarises the results of the CSiSG 2015 satisfaction scores at the national, sector, sub-sector and company levels. The national score of 70.2 represents a weighted average of the 11 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 2014 and 2015. A red line represents a statistically significant decline between 2014 and 2015. 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

2007	2008	2009	2010	2011	2012	2013	2014	2015	2014–2015		SECTOR / Sub-sector / Company Measured
									Change	% Change	
68.5	68.1	65.8	68.2	70.6	69.1	72.2	69.6	70.0	+0.38	(+0.5%)	<b>RETAIL (Sector)</b>
68.7	66.3	65.5	70.0	70.8	70.3	75.2	68.4	68.6	+0.23	(+0.3%)	<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%)	<i>Supermarkets (Sub-sector)</i>
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
NM	68.5	67.8	66.4	67.1	68.7	70.6	69.2	70.7	+1.45	(+2.1%)	<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
NM	70.1	65.7	69.6	73.2	69.0	73.1	70.6	72.8	+2.16	(+3.1%)	<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%)	<i>Fashion Apparels (Sub-sector)</i>
68.0	64.3	63.9	65.9	68.1	67.8	74.9	66.7	66.7	-0.05	(-0.1%)	<i>Furniture Stores (Sub-sector)</i>
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%)	<i>Jewellery Stores (Sub-sector)</i>
69.4	68.3	66.6	68.5	70.0	70.2	72.0	67.7	69.2	+1.52	(+2.3%)	<i>Clocks &amp; Watches (Sub-sector)</i>
67.4	67.2	66.4	64.4	64.3	65.9	67.7	66.8	67.4	+0.60	(+0.9%)	<b>INFO-COMMUNICATIONS (Sector)</b>
NM	67.5	66.6	64.7	64.5	66.3	67.7	67.2	68.4	+1.14	(+1.7%)	<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
NM	65.7	65.2	63.6	62.9	64.2	67.5	65.3	64.9	-0.39	(-0.6%)	<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
NM	NM	NM	NM	NM	NM	NM	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
NM	NM	NM	NM	NM	NM	NM	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.

CSISG Quarter 2

2007	2008	2009	2010	2011	2012	2013	2014	2015	2014-2015 Year-on-Year Change / % Change		SECTOR / Sub-sector / Company Measured
NM	NM	NM	NM	NM	NM	NM	NM	72.8	NA	NA	AIR TRANSPORT (Sector)
69.7	71.9	72.6	71.8	73.2	74.6	77.1	73.3	73.2	-0.04	(-0.1%)	Airlines (Sub-sector)
73.9	74.6	75.7	79.3	76.6	77.8	79.4	74.9	76.1	+1.19	(+1.6%)	Singapore Airlines
70.0	70.2	70.1	69.0	72.4	72.9	74.1	71.7	69.4	-2.27	(-3.2%)	Qantas
NM	68.1	70.4	68.4	72.3	68.9	76.5	71.4	70.5	-0.91	(-1.3%)	SilkAir
68.9	70.0	71.4	71.7	72.9	73.2	76.3	73.3	73.0	-0.26	(-0.4%)	Cathay Pacific Airways
NM	74.4	71.3	71.6	74.5	76.5	76.1	73.0	73.3	+0.32	(+0.4%)	Emirates
64.8	66.7	67.0	65.8	69.2	68.2	70.6	69.8	69.3	-0.49	(-0.7%)	Other airlines
NM	63.6	59.0	59.5	65.7	62.7	67.5	68.3	68.3	-0.01	(-0.0%)	Budget Airlines (Sub-sector)
NM	NM	NM	NM	NM	63.2	66.0	65.2	65.8	+0.61	(+0.9%)	Tiger Airways
NM	NM	NM	NM	NM	62.2	66.9	68.0	67.5	-0.47	(-0.7%)	Jetstar Asia
NM	NM	NM	NM	NM	61.9	68.3	66.9	68.0	+1.08	(+1.6%)	AirAsia
NM	NM	NM	NM	NM	63.7	70.3	71.5	70.3	-1.11	(-1.6%)	Other budget airlines
NM	NM	71.6	73.7	78.6	72.8	85.5	75.4	75.1	-0.32	(-0.4%)	Changi Airport (Sub-sector)
NM	NM	NM	NM	NM	NM	NM	NM	63.3	NA	NA	LAND TRANSPORT (Sector)
69.9	67.8	67.0	64.1	67.8	61.9	64.1	59.7	62.0	+2.24	(+3.7%)	MRT System (Sub-sector)
69.3	67.7	67.3	63.8	67.6	61.5	63.3	59.6	61.5	+1.92	(+3.2%)	SMRT Trains
69.9	68.2	66.3	65.5	69.0	63.2	67.3	60.3	63.9	+3.60	(+6.0%)	SBS Transit Trains
64.3	64.0	62.9	61.1	66.4	61.6	60.6	58.5	60.9	+2.42	(+4.1%)	Public Buses (Sub-sector)
63.8	64.7	64.4	61.9	66.6	63.9	62.2	60.5	62.2	+1.67	(+2.8%)	SMRT Buses
65.3	63.8	62.2	58.9	66.3	60.8	60.1	57.7	60.4	+2.71	(+4.7%)	SBS Transit Buses
67.1	64.7	64.4	64.4	66.6	64.3	67.3	63.2	65.9	+2.72	(+4.3%)	Taxi Services (Sub-sector)
67.4	63.1	64.1	64.2	66.6	64.4	65.5	62.9	65.6	+2.65	(+4.2%)	ComfortDelGro Taxis
NM	66.0	63.9	63.8	66.6	63.6	70.5	63.5	66.2	+2.70	(+4.2%)	SMRT Taxis
NM	NM	NM	65.4	67.8	64.6	69.4	64.3	67.4	+3.09	(+4.8%)	Transcab
NM	NM	NM	65.4	65.3	62.7	72.0	65.1	66.9	+1.87	(+2.9%)	Premier
NM	NM	NM	NM	NM	NM	NM	59.5	62.3	+2.82	(+4.7%)	Prime
NM	NM	NM	NM	NM	NM	NM	NM	70.5	NA	NA	LOGISTICS (Sector)
NM	NM	NM	NM	NM	69.2	72.8	71.2	70.2	-0.99	(-1.4%)	Courier Services (Sub-sector)
NM	NM	NM	NM	NM	68.7	70.2	72.4	72.2	-0.27	(-0.4%)	Speedpost
NM	67.6	63.9	65.5	66.1	72.1	73.6	72.6	73.2	+0.68	(+0.9%)	FedEx
64.7	67.9	64.5	65.6	66.7	72.3	72.5	71.9	71.2	-0.74	(-1.0%)	DHL
65.5	65.5	63.2	64.4	65.9	70.3	70.5	72.0	69.9	-2.09	(-2.9%)	UPS
67.4	69.1	63.0	64.4	65.1	66.6	72.8	68.5	67.0	-1.54	(-2.2%)	Other courier services
NM	NM	NM	NM	NM	72.4	67.3	71.2	71.5	+0.29	(+0.4%)	Postal Services (SingPost) (Sub-sector)
NM	NM	NM	NM	70.3	67.5	72.8	73.0	74.1	+1.18	(+1.6%)	PUBLIC EDUCATION (Sector)
69.2	69.9	68.7	68.5	69.8	69.6	72.2	71.1	69.8	-1.25	(-1.8%)	Polytechnics (Sub-sector)
70.2	70.9	70.6	65.2	69.9	69.0	73.8	76.5	74.8	-1.77	(-2.3%)	Singapore Poly
69.8	67.7	69.2	69.9	66.9	72.8	71.6	70.1	70.5	+0.38	(+0.5%)	Ngee Ann Poly
68.3	70.3	66.4	70.6	69.9	65.1	71.3	66.5	63.6	-2.89	(-4.3%)	Nanyang Poly
68.7	70.6	68.9	71.8	72.4	73.2	71.6	71.6	73.4	+1.82	(+2.5%)	Temasek Poly
68.5	71.4	65.7	61.4	70.7	67.5	72.0	69.4	67.1	-2.33	(-3.4%)	Republic Poly
70.9	68.7	70.7	69.3	70.5	66.7	73.1	73.5	75.6	+2.09	(+2.8%)	Universities (Sub-sector)
70.8	69.2	69.5	69.3	68.7	67.1	72.7	70.6	73.3	+2.66	(+3.8%)	NTU
72.2	69.4	74.7	69.8	78.1	68.6	73.2	79.2	79.1	-0.14	(-0.2%)	SMU
70.6	67.1	69.0	71.0	70.2	66.1	73.3	74.3	76.5	+2.17	(+2.9%)	NUS
NM	NM	NM	58.0	69.0	69.6	73.2	74.3	74.0	-0.30	(-0.4%)	ITE (Sub-sector)
NM	NM	NM	NM	74.5	69.0	72.2	65.8	64.1	-1.67	(-2.5%)	PRIVATE EDUCATION (Sector)
69.5	71.0	66.0	65.0	74.5	69.0	72.2	65.8	64.1	-1.67	(-2.5%)	Private Education Institutions (Sub-sector)

NM Not Measured  
NA Not Applicable

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

2015 is the first year of measure for the Air Transport, Land Transport, and Logistics sectors. Previously, they were measured as one sector (i.e., the Transport & Logistics sector).

CSISG Quarter 3

2007	2008	2009	2010	2011	2012	2013	2014	2015	2014-2015 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	67.1	+1.32 (+2.0%)	FOOD & BEVERAGE (Sector)
68.2	68.4	65.0	64.8	66.9	69.4	70.6	70.0	69.0	-1.06 (-1.5%)	Bars & Pubs (Sub-sector)
67.3	62.7	64.4	63.9	67.8	67.2	71.1	66.2	68.1	+1.83 (+2.8%)	Cafes & Snack Bars (Sub-sector)
NM	66.3	65.1	60.9	69.7	67.3	71.6	69.3	68.4	-0.93 (-1.3%)	Coffee Bean & Tea Leaf
NM	68.1	67.0	64.3	68.0	68.8	73.4	69.1	70.1	+0.99 (+1.4%)	Starbucks
NM	62.3	64.3	64.0	67.7	67.0	70.9	65.6	67.7	+2.12 (+3.2%)	Other cafes & snack bars
68.4	64.4	64.2	62.4	67.6	68.2	67.9	69.0	69.4	+0.40 (+0.6%)	Fast Food Restaurants (Sub-sector)
66.5	64.7	63.6	62.0	70.3	67.5	68.9	69.6	67.6	-2.03 (-2.9%)	Burger King
NM	65.3	62.9	61.1	68.2	68.2	66.8	67.9	67.5	-0.37 (-0.6%)	KFC
69.4	62.9	65.8	63.4	65.9	68.9	67.6	71.6	72.2	+0.54 (+0.8%)	McDonalds
68.2	67.1	62.3	61.1	70.4	66.1	69.6	62.6	64.3	+1.69 (+2.7%)	Other fast food restaurants
NM	NM	NM	59.2	62.6	64.8	65.5	66.1	66.5	+0.40 (+0.6%)	Food Courts (Sub-sector)
NM	NM	NM	NM	NM	60.0	65.9	67.7	67.7	-0.05 (-0.1%)	Food Republic
NM	NM	NM	NM	NM	63.6	63.7	66.0	65.9	-0.12 (-0.2%)	Kopitiam
NM	NM	NM	NM	NM	62.2	65.1	66.7	67.0	+0.29 (+0.4%)	Koufu
NM	NM	NM	NM	NM	NM	NM	NM	69.0	NA NA	NTUC Foodfare
NM	NM	NM	NM	NM	65.0	66.0	65.1	66.2	+1.11 (+1.7%)	Other food courts
67.5	67.4	65.8	66.5	68.4	68.2	71.7	64.1	66.2	+2.06 (+3.2%)	Restaurants (Sub-sector)
NM	65.0	66.7	66.0	69.0	67.3	71.3	68.6	68.7	+0.10 (+0.2%)	Crystal Jade
NM	NM	NM	NM	NM	NM	NM	NM	68.0	NA NA	Minor Food Group
NM	66.3	66.6	63.6	70.6	68.1	70.9	68.8	69.0	+0.21 (+0.3%)	RE&S
NM	65.1	66.4	65.5	69.6	67.9	67.9	68.7	68.6	-0.11 (-0.2%)	Sakae Holdings
NM	NM	NM	NM	NM	NM	NM	NM	70.0	NA NA	Sushi-Tei
NM	67.9	65.7	66.8	68.1	68.0	71.8	63.4	65.7	+2.25 (+3.6%)	Other restaurants
71.0	68.6	67.1	69.3	73.5	70.0	74.5	69.1	69.4	+0.31 (+0.4%)	TOURISM (Sector)
71.5	71.0	67.9	70.3	75.3	72.6	79.8	72.6	70.3	-2.31 (-3.2%)	Attractions (Sub-sector)
NM	NM	NM	NM	NM	NM	NM	NM	69.9	NA NA	Adventure Cove
NM	NM	NM	NM	72.6	70.1	76.2	70.1	70.7	+0.62 (+0.9%)	Jurong Bird Park
NM	NM	NM	NM	73.2	71.7	76.1	70.7	70.7	+0.09 (+0.1%)	Night Safari
NM	NM	NM	NM	NM	NM	NM	NM	71.4	NA NA	River Safari
NM	NM	NM	NM	NM	NM	NM	NM	72.1	NA NA	S.E.A. Aquarium
72.3	70.4	67.5	70.3	74.5	73.1	78.1	71.6	71.6	-0.05 (-0.1%)	Sentosa
NM	NM	NM	NM	76.6	70.8	78.7	70.8	71.6	+0.74 (+1.0%)	Singapore Zoo
NM	NM	NM	NM	75.7	74.9	81.6	73.2	71.0	-2.21 (-3.0%)	Universal Studios
70.7	70.8	67.9	70.8	75.8	71.5	79.3	69.1	68.7	-0.37 (-0.5%)	Other attractions
73.5	71.4	68.9	74.1	74.5	70.1	77.5	69.4	70.8	+1.33 (+1.9%)	Hotels (Sub-sector)
NM	74.6	74.4	78.0	79.9	72.8	80.5	69.6	70.3	+0.76 (+1.1%)	Grand Hyatt
NM	71.6	73.5	77.7	79.8	73.1	80.7	71.2	72.0	+0.80 (+1.1%)	Mandarin Orchard
NM	NM	NM	NM	NM	75.5	84.1	74.4	74.3	-0.08 (-0.1%)	Marina Bay Sands
NM	NM	NM	NM	NM	NM	78.4	71.9	72.0	+0.10 (+0.1%)	Resorts World Sentosa
NM	76.5	74.4	78.2	80.5	73.7	84.4	72.9	73.1	+0.16 (+0.2%)	Shangri-La
NM	74.6	77.0	79.2	79.7	72.8	81.5	72.6	71.3	-1.28 (-1.8%)	Swissotel the Stamford
NM	76.9	78.0	83.6	81.3	75.4	83.4	72.8	72.6	-0.25 (-0.3%)	The Ritz-Carlton
NM	70.3	65.8	72.1	72.7	68.5	74.8	68.1	69.7	+1.62 (+2.4%)	Other hotels
66.4	64.7	64.8	64.8	71.5	68.5	68.7	67.4	66.4	-0.99 (-1.4%)	Travel & Tour Services (Sub-sector)

NM Not Measured  
NA Not Applicable

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

CSISG Quarter 4

2007	2008	2009	2010	2011	2012	2013	2014	2015	2014-2015 Year-on-Year Change / % Change	SECTOR / Sub-sector / Company Measured
68.4	67.0	68.2	66.6	68.5	71.7	69.1	72.4	70.9	-1.44 (-2.0%)	FINANCE & INSURANCE (Sector)
68.5	67.6	69.1	66.7	69.1	71.8	69.4	72.2	71.1	-1.12 (-1.6%)	Banks (Sub-sector)
NM	69.0	70.1	68.2	68.3	74.5	70.2	75.7	70.6	-5.04 (-6.7%)	Citibank
66.8	67.3	66.0	65.1	71.1	69.1	71.9	75.8	71.6	-4.23 (-5.6%)	DBS
NM	69.4	72.7	67.1	67.9	74.0	69.7	69.5	69.7	+0.16 (+0.2%)	HSBC
NM	NM	NM	67.3	67.4	70.8	69.0	68.2	71.9	+3.70 (+5.4%)	Maybank
68.7	67.0	68.5	65.3	68.5	69.0	71.3	71.8	71.6	-0.18 (-0.2%)	OCBC
NM	NM	NM	68.2	65.7	73.5	70.1	71.2	71.3	+0.10 (+0.1%)	Standard Chartered
68.6	66.9	71.5	67.1	68.4	71.2	71.4	71.6	70.8	-0.79 (-1.1%)	UOB
69.9	68.1	68.8	68.0	66.9	72.1	68.8	67.0	70.1	+3.12 (+4.7%)	Other banks
NM	NM	NM	65.8	67.3	67.8	69.1	72.4	70.2	-2.15 (-3.0%)	Health & Medical Insurance (Sub-sector)
NM	NM	NM	NM	NM	NM	71.1	73.4	69.7	-3.76 (-5.1%)	AIA
NM	NM	NM	65.4	66.8	70.3	67.5	72.0	69.4	-2.63 (-3.7%)	Great Eastern
NM	NM	NM	66.0	67.3	70.2	68.4	72.6	70.2	-2.39 (-3.3%)	NTUC Income
NM	NM	NM	64.8	67.2	69.5	68.7	73.2	70.0	-3.22 (-4.4%)	Prudential
NM	NM	NM	67.2	67.9	66.5	69.4	71.8	70.6	-1.17 (-1.6%)	Other health & medical insurance
NM	65.7	66.6	66.2	66.7	70.6	66.1	73.6	70.6	-3.01 (-4.1%)	Life Insurance (Sub-sector)
NM	65.0	65.3	66.2	66.2	70.7	69.8	75.2	71.5	-3.65 (-4.9%)	AIA
NM	64.7	67.4	64.9	66.7	72.8	69.5	75.2	72.1	-3.11 (-4.1%)	Great Eastern
NM	NM	NM	68.5	66.7	69.0	66.7	71.6	69.4	-2.16 (-3.0%)	Manulife
NM	64.3	67.8	65.0	67.4	70.0	64.8	73.3	70.5	-2.85 (-3.9%)	NTUC Income
NM	64.5	66.9	67.0	66.1	70.1	67.5	73.9	69.7	-4.21 (-5.7%)	Prudential
NM	68.3	66.2	67.2	66.6	69.1	61.5	71.5	69.5	-1.98 (-2.8%)	Other life insurance
NM	66.7	64.8	67.1	67.3	69.8	70.2	71.5	70.5	-0.98 (-1.4%)	Motor & Other Personal Insurance (Sub-sector)
NM	66.2	64.9	67.4	66.2	71.4	69.5	75.0	71.0	-4.07 (-5.4%)	AIG
NM	67.9	64.8	66.9	66.7	69.7	68.6	72.4	71.2	-1.15 (-1.6%)	AXA
NM	67.8	64.6	66.7	66.8	70.0	69.3	73.9	71.1	-2.84 (-3.8%)	NTUC Income
NM	66.2	64.8	67.1	68.0	69.1	71.3	69.8	70.3	+0.49 (+0.7%)	Other motor & personal accident insurance
67.7	67.6	68.9	68.6	66.6	71.3	69.9	71.0	69.6	-1.42 (-2.0%)	HEALTHCARE (Sector)
NM	67.9	70.8	69.1	67.1	70.1	69.8	71.5	69.4	-2.10 (-2.9%)	General Practitioners (Sub-sector)
NM	65.4	65.9	62.3	62.1	66.6	65.9	68.9	69.6	+0.77 (+1.1%)	Polyclinics (Sub-sector)
60.5	64.3	65.8	61.8	61.5	65.7	65.6	68.3	69.6	+1.26 (+1.9%)	NHG
64.7	67.1	65.9	62.9	64.3	68.8	66.6	70.2	69.8	-0.44 (-0.6%)	SingHealth
72.8	69.9	72.4	68.7	69.0	72.7	72.2	71.6	72.0	+0.44 (+0.6%)	Private Hospitals (Sub-sector)
NM	NM	NM	68.1	67.7	72.5	71.6	70.8	71.5	+0.64 (+0.9%)	Gleneagles
NM	69.1	72.3	68.3	70.4	71.1	72.1	70.3	72.6	+2.28 (+3.2%)	Mount Alvernia
NM	NM	NM	68.6	70.5	72.4	73.0	71.9	72.5	+0.58 (+0.8%)	Mount Elizabeth
NM	NM	NM	NM	NM	NM	NM	NM	71.0	NA NA	Mount Elizabeth Novena
NM	NM	NM	69.6	68.4	74.3	69.9	72.1	71.7	-0.40 (-0.6%)	Parkway East
NM	71.3	73.0	69.0	68.4	73.7	73.6	72.4	72.2	-0.22 (-0.3%)	Raffles
NM	69.4	73.3	69.7	66.9	72.8	69.5	71.4	71.7	+0.32 (+0.4%)	Thomson Medical
NM	68.4	67.1	67.0	66.1	70.5	69.0	69.3	68.6	-0.70 (-1.0%)	Restructured Hospitals (Sub-sector)
NM	68.3	64.9	64.9	66.0	70.7	68.2	70.0	70.5	+0.45 (+0.6%)	Changi General
NM	NM	NM	67.2	65.7	72.9	71.6	68.9	69.7	+0.72 (+1.1%)	Khoo Teck Puat
NM	70.2	66.2	67.4	63.9	70.6	69.1	69.2	70.6	+1.37 (+2.0%)	KK Women's & Children's
NM	68.3	66.0	66.2	68.4	69.4	69.8	69.6	68.4	-1.18 (-1.7%)	National University
NM	NM	NM	NM	NM	NM	NM	NM	69.0	NA NA	Ng Teng Fong
NM	69.4	69.4	68.2	65.1	69.1	67.4	68.9	66.7	-2.19 (-3.2%)	Singapore General
NM	67.0	67.2	67.0	66.6	72.7	69.6	69.7	68.8	-0.93 (-1.3%)	Tan Tock Seng
NM	65.4	69.0	70.3	66.4	72.0	70.2	72.2	69.7	-2.47 (-3.4%)	Other Healthcare (Sub-sector)
68.7	67.8	68.0	67.2	69.1	69.9	70.7	71.1	70.2	-0.93 (-1.3%)	SINGAPORE NATIONAL

NM Not Measured  
NA Not Applicable

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