Annex B

CSISG
Customer Satisfaction Index of Singapore

2020 Q3 SCORES
FOOD & BEVERAGE AND TOURISM

76.1 Tourism

76.1 Attractions
78.9 Singapore Zoo*
76.2 Gardens By The Bay
72.7 Universal Studios
72.2 Sentosa
77.7 Other attractions

73.6 Food & Beverage

73.8 Restaurants
76.2 Din Tai Fung
73.5 Sakae Sushi
72.4 Crystal Jade Kitchen
71.2 Pizza Hut
71.0 Swensen's
74.2 Other restaurants

73.6 Cafes & Coffee Houses
77.1 Starbucks
72.7 Ya Kun
68.3 Toast Box
73.7 Other cafes & coffee houses

73.1 Fast Food Restaurants
75.1 Burger King
74.7 McDonald's
74.6 Subway
69.9 KFC
72.6 Other fast food restaurants

This chart summarises the results of the CSISG 2020 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 at 90% confidence.

* Sub-sectors indicated with an asterisk(*) are sub-sectors that have performed significantly above their sector average at 90% confidence.

Entities shown in this scorecard have samples of N≥100.

Previously reported scores based on the door-to-door methodology *(See Note 3)*									Note 3	
2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	SECTOR / *Sub-sector* / Company Measured
67.5	67.7	70.3	65.8	67.1	70.1	71.7	74.2	76.9	**73.6**	FOOD & BEVERAGE (Sector)
Note 1	Note 1	Note 1	Note 1	Note 1	*69.8*	*71.5*	*74.4*	*78.3*	*73.8*	*Restaurants (Sub-sector)*
NM	NM	NM	NM	NM	71.3	73.0	74.5	76.4	76.2	Din Tai Fung
NM	NM	NM	NM	NM	69.8	71.2	74.5	82.3	73.5	Sakae Sushi
NM	NM	NM	NM	NM	70.9	72.6	75.2	77.0	72.4	Crystal Jade Kitchen
NM	NM	NM	NM	NM	70.6	71.1	72.0	76.6	71.2	Pizza Hut
NM	NM	NM	NM	NM	70.2	72.0	74.5	78.3	71.0	Swensen's
Note 1	Note 1	Note 1	Note 1	Note 1	68.0	70.9	75.2	80.2	74.2	Other restaurants
67.6	*68.2*	*67.9*	*69.0*	*69.4*	*70.7*	*71.7*	*73.6*	*74.6*	*73.1*	*Fast Food Restaurants (Sub-sector)*
70.3	67.5	68.9	69.6	67.6	71.0	72.9	74.2	75.0	75.1	Burger King
65.9	68.9	67.6	71.6	72.2	72.3	72.7	74.9	76.2	74.7	McDonald's
NM	NM	NM	NM	NM	68.8	70.7	71.9	73.7	74.6	Subway
68.2	68.2	66.8	67.9	67.5	70.4	70.4	72.7	73.6	69.9	KFC
70.4	66.1	69.6	62.6	64.3	67.9	70.3	72.1	72.3	72.6	Other fast food restaurants
NM	NM	NM	NM	NM	NM	*71.9*	*73.9*	*74.8*	*73.6*	*Cafes & Coffee Houses (Sub-sector)*
68.0	68.8	73.4	69.1	70.1	72.7	73.2	75.6	76.4	77.1	Starbucks
NM	NM	NM	NM	NM	70.1	70.2	72.3	72.7	72.7	Ya Kun
NM	NM	NM	NM	NM	69.6	70.3	71.4	73.1	68.3	Toast Box
NM	NM	NM	NM	NM	NM	72.2	74.2	75.1	73.7	Other cafes & coffee houses
73.5	70.0	74.5	69.1	69.4	71.1	74.2	75.1	75.8	**76.1**	TOURISM (Sector)
75.3	*72.6*	*79.8*	*72.6*	*70.3*	*72.8*	*73.3*	*74.1*	*75.1*	*76.1*	*Attractions (Sub-sector)*
76.6	70.8	78.7	70.8	71.6	73.3	74.5	74.7	75.7	78.9	Singapore Zoo
NM	NM	NM	NM	NM	72.1	73.2	74.4	75.4	76.2	Gardens By The Bay
75.7	74.9	81.6	73.2	71.0	73.1	71.9	73.1	74.5	72.7	Universal Studios
74.5	73.1	78.1	71.6	71.6	74.3	74.9	75.6	76.5	72.2	Sentosa
75.8	71.5	79.3	69.1	68.7	70.5	71.2	72.0	73.2	77.7	Other attractions

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

Note 1 Restaurants were previously measured at holding-level. Since 2016, brand-level entities were measured instead.
Note 2 Cafes & Coffee Houses and Snack Bars & Food Kiosks were previously measured as 1 sub-sector. Since 2017, they were measured separately.
Note 3 In Q3 2020, data collection for these sub-sectors was done via an online methodology and no tourists were measured.
Data shown in the years before 2020, and collected via the face-to-face methodology, cannot be directly comparable to the 2020 scores and should only be used as reference.
Note 4 Due to the Covid-19 situation and travel restrictions, the Hotels sub-sector, which only surveyed tourists, was not measured in 2020.