



## **Annex C**

### **Customer Satisfaction Index of Singapore 2019 Sectoral Performance Overview — Quarter 1 through 3**

#### **Q1 — Retail and Info-Communications sectors**

Both the Retail and Info-Communications sectors increased their respective scores for the fifth consecutive year and recorded statistically higher levels of customer satisfaction compared to the same period last year.

The Retail sector improved by 1.1% year-on-year to score 73.4 points. Within the Retail sector, which comprised of four constituent sub-sectors, the Department Stores and e-Commerce sub-sectors showed marked improvements of 1.6% and 1.5% year-on-year, respectively; both the Department Stores and e-Commerce sub-sectors recorded 73.0 points in customer satisfaction. The other two Retail sub-sectors, namely Fashion Apparels and Supermarkets, recorded smaller upticks over the past year to score 73.4 points and 73.6 points, respectively.

The Info-communications sector made even stronger gains, scoring 72.1 points, a 2.4% improvement over 2018. Marked improvements were observed in two of its four constituent sub-sectors: The Broadband sub-sector scored 70.6 points while the PayTV sub-sector scored 70.2 points, improvements of 2.6% and 3.2% year-on-year, respectively. The Mobile Telecom and Wireless@SG sub-sectors also recorded higher scores from the previous year, at 72.7 points and 73.2 points, respectively. However, these upticks were not considered statistically significant.

#### **Q2 — Air Transport and Land Transport sectors**

The Air Transport sector scored 76.1 points. This was a 0.9% improvement over last year. Driving the higher score was the Full Service Airlines and Airport sub-sectors. Full Service Airlines recorded 75.3 points while the Airport, essentially Changi Airport, recorded 79.0 points, increases of 1.1% and 1.3% respectively, compared to the previous year.

On the other hand, the Budget Airlines sub-sector dipped by 1.0% year-on-year to score 72.4 points.

The Land Transport sector scored 68.0 points, a 0.3% improvement over the previous year. The improvement was led by the MRT System and Public Buses sub-sectors. The MRT System sub-sector scored 64.9 points, a year-on-year increase of 2.0% while the Public Buses sub-sector scored 66.7 points, a 1.8% increase. Notably, this was the Public Buses sub-sector's best performance since CSISG tracking began in 2007.

The Taxi Services and Transport Booking Apps sub-sectors also recorded higher scores year-on-year, scoring 73.3 points and 68.3 points, improvements of 1.2 % and 0.5%, respectively. However, both improvements were not considered to be statistically significant.

#### **Q3 — Food & Beverage and Tourism sectors**

The Food & Beverage sector scored 76.9 points, a remarkable 3.6% improvement over last year. The sector saw customer satisfaction scores for all four of its constituent sub-sectors increased year-on-year, continuing the trend of steady increments for the fifth consecutive year.

While the sub-sectors of Cafes & Coffee Houses, Fast Food Restaurants, and Snack Bars & Food Kiosks recorded small upticks to score 74.8, 74.6, and 75.9 points respectively, the Restaurants sub-sector drove sectoral improvements, scoring a record 78.3 points, a 5.2% year-on-year improvement.

The Tourism sector scored 75.8 points, a 0.9% improvement over the previous year. Both its constituent sub-sectors posted higher CSISG scores: The Attractions sub-sector scored 75.1 points, a statistically significant 1.4% year-on-year improvement, while the Hotels sub-sector performed similar to last year, scoring 75.9 points.