



## 2021 Q3 SCORES FOOD & BEVERAGE AND TOURISM

### ↔ 75.4 Tourism

#### ↔ 75.4 Attractions

- ↔ 75.9 Gardens By The Bay
- ↔ 75.7 Universal Studios
- ↔ 74.5 Singapore Zoo
- ↔ 74.4 Sentosa
- ↔ 75.6 Other attractions

### ↔ 72.7 Food & Beverage

#### ↔ 74.0 Fast Food Restaurants

- ↔ 75.9 Subway
- ↔ 73.2 McDonald's
- ↔ 72.5 Burger King
- ↔ 69.8 KFC
- ↔ 77.1 Other fast food restaurants\*

### ↔ 73.1 Restaurants

- ↔ 76.8 Din Tai Fung\*
- ↔ 75.6 Crystal Jade Kitchen
- ↔ 73.5 Sakae Sushi
- ↔ 72.6 Pizza Hut
- ↔ 71.7 Swensen's
- ↔ 72.6 Other restaurants

### ↔ 69.6 Cafes & Coffee Houses

- ↔ 72.3 Starbucks
- ↔ 68.8 Coffee Bean & Tea Leaf
- ↔ 65.6 Ya Kun
- ↔ 65.5 Toast Box

This chart summarises the results of the CSiSG 2021 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.

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 2020 to 2021
-  statistically significant decrease in customer satisfaction from 2020 to 2021
-  no significant year-on-year change in customer satisfaction score

Entities shown in this scorecard have samples of N≥50.

## CSISG Quarter 3

Previously reported scores based on the door-to-door methodology (See Note 3)								Note 3 2020	2021	2020–2021 Year-on-Year Change / % Change		SECTOR / Sub-sector / Company Measured
2012	2013	2014	2015	2016	2017	2018	2019					
67.7	70.3	65.8	67.1	70.1	71.7	74.2	76.9	73.6	72.7	–0.98	(–1.3%)	FOOD & BEVERAGE (Sector)
Note 1	Note 1	Note 1	Note 1	69.8	71.5	74.4	78.3	73.8	73.1	–0.77	(–1.0%)	Restaurants (Sub-sector)
NM	NM	NM	NM	71.3	73.0	74.5	76.4	76.2	76.8	+0.63	(+0.8%)	Din Tai Fung
NM	NM	NM	NM	70.9	72.6	75.2	77.0	72.4	75.6	+3.20	(+4.4%)	Crystal Jade Kitchen
NM	NM	NM	NM	69.8	71.2	74.5	82.3	73.5	73.5	–0.02	(–0.0%)	Sakae Sushi
NM	NM	NM	NM	70.6	71.1	72.0	76.6	71.2	72.6	+1.44	(+2.0%)	Pizza Hut
NM	NM	NM	NM	70.2	72.0	74.5	78.3	71.0	71.7	+0.68	(+1.0%)	Swensen's
Note 1	Note 1	Note 1	Note 1	68.0	70.9	75.2	80.2	74.2	72.6	–1.57	(–2.1%)	Other restaurants
68.2	67.9	69.0	69.4	70.7	71.7	73.6	74.6	73.1	74.0	+0.84	(+1.2%)	Fast Food Restaurants (Sub-sector)
NM	NM	NM	NM	68.8	70.7	71.9	73.7	74.6	75.9	+1.23	(+1.6%)	Subway
68.9	67.6	71.6	72.2	72.3	72.7	74.9	76.2	74.7	73.2	–1.47	(–2.0%)	McDonald's
67.5	68.9	69.6	67.6	71.0	72.9	74.2	75.0	75.1	72.5	–2.59	(–3.5%)	Burger King
68.2	66.8	67.9	67.5	70.4	70.4	72.7	73.6	69.9	69.8	–0.15	(–0.2%)	KFC
66.1	69.6	62.6	64.3	67.9	70.3	72.1	72.3	72.6	77.1	+4.45	(+6.1%)	Other fast food restaurants
NM	NM	NM	NM	NM	71.9	73.9	74.8	73.6	69.6	–3.96	(–5.4%)	Cafes & Coffee Houses (Sub-sector)
68.8	73.4	69.1	70.1	72.7	73.2	75.6	76.4	77.1	72.3	–4.79	(–6.2%)	Starbucks
NM	NM	NM	NM	NM	NM	NM	NM	NM	68.8	NA	NA	Coffee Bean & Tea Leaf
NM	NM	NM	NM	70.1	70.2	72.3	72.7	72.7	65.6	–7.10	(–9.8%)	Ya Kun
NM	NM	NM	NM	69.6	70.3	71.4	73.1	68.3	65.5	–2.79	(–4.1%)	Toast Box
70.0	74.5	69.1	69.4	71.1	74.2	75.1	75.8	76.1	75.4	–0.68	(–0.9%)	TOURISM (Sector)
72.6	79.8	72.6	70.3	72.8	73.3	74.1	75.1	76.1	75.4	–0.68	(–0.9%)	Attractions (Sub-sector)
NM	NM	NM	NM	72.1	73.2	74.4	75.4	76.2	75.9	–0.27	(–0.4%)	Gardens By The Bay
74.9	81.6	73.2	71.0	73.1	71.9	73.1	74.5	72.7	75.7	+2.95	(+4.1%)	Universal Studios
70.8	78.7	70.8	71.6	73.3	74.5	74.7	75.7	78.9	74.5	–4.47	(–5.7%)	Singapore Zoo
73.1	78.1	71.6	71.6	74.3	74.9	75.6	76.5	72.2	74.4	+2.25	(+3.1%)	Sentosa
71.5	79.3	69.1	68.7	70.5	71.2	72.0	73.2	77.7	75.6	–2.13	(–2.7%)	Other attractions

NM Not Measured

NA Not Applicable

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** From 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 scores from 2020 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 and 2021.