

# Annex B



## 2022 Q3 SCORES FOOD & BEVERAGE AND TOURISM



This chart summarises the results of the CSiSG 2022 satisfaction scores in the Food & Beverage, and Tourism sectors at the sector, sub-sector and company levels.

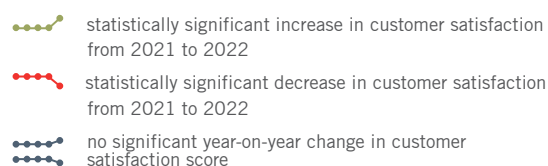
The sector scores (in gold) represents a weighted average of their respective sub-sector scores (in blue). Satisfaction scores for sub-sectors with individual company scores are weighted averages of these individual company scores.

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.



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 2)

2013	2014	2015	2016	2017	2018	2019	Note 2 2020	2021	2022	2021-2022 Year-on-Year Change / % Change	SECTOR / Sub-sector / Company Measured
70.3	65.8	67.1	70.1	71.7	74.2	76.9	73.6	72.7	71.5	-1.16 (-1.6%)	FOOD & BEVERAGE (Sector)
Note 1	Note 1	Note 1	69.8	71.5	74.4	78.3	73.8	73.1	71.6	-1.42 (-1.9%)	Restaurants (Sub-sector)
NM	NM	NM	71.3	73.0	74.5	76.4	76.2	76.8	76.5	-0.30 (-0.4%)	Din Tai Fung
NM	NM	NM	69.8	71.2	74.5	82.3	73.5	73.5	73.3	-0.23 (-0.3%)	Sakae Sushi
NM	NM	NM	70.6	71.1	72.0	76.6	71.2	72.6	71.4	-1.26 (-1.7%)	Pizza Hut
NM	NM	NM	70.9	72.6	75.2	77.0	72.4	75.6	71.2	-4.47 (-5.9%)	Crystal Jade Kitchen
NM	NM	NM	70.2	72.0	74.5	78.3	71.0	71.7	70.4	-1.25 (-1.7%)	Swensen's
Note 1	Note 1	Note 1	68.0	70.9	75.2	80.2	74.2	72.6	71.2	-1.36 (-1.9%)	Other restaurants
67.9	69.0	69.4	70.7	71.7	73.6	74.6	73.1	74.0	71.9	-2.05 (-2.8%)	Fast Food Restaurants (Sub-sector)
67.6	71.6	72.2	72.3	72.7	74.9	76.2	74.7	73.2	73.8	+0.51 (+0.7%)	McDonald's
68.9	69.6	67.6	71.0	72.9	74.2	75.0	75.1	72.5	72.3	-0.21 (-0.3%)	Burger King
66.8	67.9	67.5	70.4	70.4	72.7	73.6	69.9	69.8	69.9	+0.16 (+0.2%)	KFC
NM	NM	NM	68.8	70.7	71.9	73.7	74.6	75.9	69.5	-6.40 (-8.4%)	Subway
69.6	62.6	64.3	67.9	70.3	72.1	72.3	72.6	77.1	72.2	-4.87 (-6.3%)	Other fast food restaurants
NM	NM	NM	NM	71.9	73.9	74.8	73.6	69.6	70.6	+1.01 (+1.5%)	Cafes & Coffee Houses (Sub-sector)
NM	NM	NM	NM	NM	NM	NM	NM	68.8	71.9	+3.05 (+4.4%)	Coffee Bean & Tea Leaf
73.4	69.1	70.1	72.7	73.2	75.6	76.4	77.1	72.3	71.4	-0.97 (-1.3%)	Starbucks
NM	NM	NM	69.6	70.3	71.4	73.1	68.3	65.5	71.1	+5.65 (+8.6%)	Toast Box
NM	NM	NM	70.1	70.2	72.3	72.7	72.7	65.6	71.0	+5.42 (+8.3%)	Ya Kun
74.5	69.1	69.4	71.1	74.2	75.1	75.8	76.1	75.4	74.1	-1.31 (-1.7%)	TOURISM (Sector)
79.8	72.6	70.3	72.8	73.3	74.1	75.1	76.1	75.4	74.1	-1.31 (-1.7%)	Attractions (Sub-sector)
78.7	70.8	71.6	73.3	74.5	74.7	75.7	78.9	74.5	75.2	+0.79 (+1.1%)	Singapore Zoo
NM	NM	NM	72.1	73.2	74.4	75.4	76.2	75.9	75.1	-0.84 (-1.1%)	Gardens By The Bay
81.6	73.2	71.0	73.1	71.9	73.1	74.5	72.7	75.7	73.7	-2.02 (-2.7%)	Universal Studios
78.1	71.6	71.6	74.3	74.9	75.6	76.5	72.2	74.4	73.4	-1.01 (-1.4%)	Sentosa
79.3	69.1	68.7	70.5	71.2	72.0	73.2	77.7	75.6	73.9	-1.69 (-2.2%)	Other attractions

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

Changes in Green or Red indicates a statistically significant year-on-year increase or decrease.

Statistical significance is defined at a 90% Confidence Interval.

NM / Not Measured

NA / Not Applicable

**Note 1** Restaurants were previously measured at the holding-level. Since 2016, brand-level entities were measured instead.

**Note 2** 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 3** Due to the Covid-19 situation and travel restrictions, the Hotels sub-sector, which only surveyed tourists, was not measured in 2020, 2021 and 2022.