Previously reported scores based on the door-to-door methodology *(See Note 1)*

2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021-2022 Year-on-Year Change / % Change		SECTOR / Sub-sector / Company Measured
72.2	69.6	70.0	71.7	72.1	72.6	73.4	71.0	72.4	71.3	−1.06	(−1.5%)	**RETAIL (Sector)**
75.2	68.4	68.6	70.2	71.2	71.8	73.0	71.2	72.7	70.9	−1.78	(−2.4%)	*Department Stores (Sub-sector)*
75.2	69.5	70.9	71.7	72.1	73.0	73.4	NM	75.7	76.3	+0.56	(+0.7%)	Takashimaya
75.8	67.9	67.3	68.6	70.1	71.3	73.3	73.2	74.6	73.7	−0.92	(−1.2%)	Tangs
NM	NM	NM	NM	NM	NM	NM	72.3	71.2	71.4	+0.28	(+0.4%)	Marks & Spencer
76.2	69.7	70.8	71.0	70.9	72.0	72.7	NM	73.2	70.7	−2.55	(−3.5%)	Isetan
71.1	65.6	65.6	NM	NM	NM	NM	NM	74.5	69.7	−4.73	(−6.3%)	Mustafa
73.0	66.0	65.8	67.5	70.3	70.4	71.6	70.4	NM	69.7	NA	NA	Other department stores
70.7	66.7	69.4	NM	69.2	69.6	70.9	70.1	68.7	69.5	+0.76	(+1.1%)	OG
NM	NM	NM	70.8	71.2	71.5	73.1	70.0	70.9	69.2	−1.78	(−2.5%)	BHG
75.1	68.0	67.0	69.1	71.7	72.6	73.9	NM	73.1	66.2	−6.89	(−9.4%)	Metro
70.0	71.1	70.6	71.5	72.4	72.9	73.6	69.9	72.0	71.4	−0.59	(−0.8%)	*Supermarkets (Sub-sector)*
66.8	71.6	69.4	71.9	72.4	73.1	73.7	70.7	75.2	75.0	−0.15	(−0.2%)	Sheng Siong
69.5	71.7	71.6	72.5	72.3	72.7	73.5	73.0	74.8	74.0	−0.74	(−1.0%)	Cold Storage
NM	NM	NM	NM	NM	NM	NM	67.9	68.4	69.6	+1.16	(+1.7%)	Prime
71.4	70.9	70.7	71.7	73.1	73.6	74.2	70.3	70.3	69.3	−0.93	(−1.3%)	NTUC FairPrice
NM	NM	NM	71.1	71.6	71.9	72.9	65.6	69.9	68.8	−1.09	(−1.6%)	Giant
71.5	69.2	69.3	71.9	72.5	72.8	73.4	72.1	73.3	72.1	−1.25	(−1.7%)	*Fashion Apparels (Sub-sector)*
NM	NM	NM	74.5	72.4	74.9	71.5	74.6	72.4	75.9	+3.43	(+4.7%)	Uniqlo
NM	NM	NM	71.4	72.7	72.0	74.1	72.4	73.9	72.4	−1.51	(−2.0%)	Other fashion apparels stores
NM	NM	NM	73.1	72.9	73.6	73.7	74.3	73.6	71.7	−1.87	(−2.5%)	G2000
NM	NM	NM	72.5	71.1	74.2	73.4	70.3	71.2	70.9	−0.30	(−0.4%)	H&M
NM	NM	NM	71.5	71.7	71.4	74.1	72.1	74.1	70.9	−3.24	(−4.4%)	Giordano
NM	NM	NM	69.9	71.9	70.1	72.6	66.3	71.9	65.5	−6.48	(−9.0%)	Cotton On
NM	NM	NM	71.1	71.4	72.0	73.0	72.9	71.1	70.8	−0.35	(−0.5%)	*e-Commerce (Sub-sector)*
NM	NM	NM	73.2	73.7	74.2	74.7	75.7	71.8	75.1	+3.25	(+4.5%)	Zalora
NM	NM	NM	69.3	70.0	71.2	72.0	75.7	75.8	73.6	−2.18	(−2.9%)	Amazon
NM	NM	NM	NM	NM	NM	NM	75.5	68.6	72.9	+4.31	(+6.3%)	Shopee
NM	NM	NM	72.0	71.7	72.1	73.1	70.3	72.7	71.7	−0.96	(−1.3%)	Taobao/Tmall
NM	NM	NM	70.3	71.5	72.1	73.3	70.6	69.8	70.8	+1.00	(+1.4%)	Qoo10
NM	NM	NM	NM	69.2	69.8	71.1	80.7	73.2	69.8	−3.45	(−4.7%)	Other e-Commerce
NM	NM	NM	70.6	71.4	71.4	72.6	69.5	70.1	69.4	−0.76	(−1.1%)	Carousell
NM	NM	NM	72.0	73.1	73.7	74.2	72.7	71.1	68.2	−2.88	(−4.1%)	Fave
NM	NM	NM	71.9	NM	NM	NM	70.0	72.3	67.9	−4.46	(−6.2%)	Lazada
67.7	66.8	67.4	68.5	69.6	70.4	72.1	71.3	68.5	69.8	+1.29	(+1.9%)	**INFO-COMMUNICATIONS (Sector)**
67.7	67.2	68.4	69.2	70.2	71.1	72.7	71.7	69.2	70.0	+0.85	(+1.2%)	*Mobile Telecom (Sub-sector)*
66.8	67.2	69.0	67.5	69.2	69.4	71.9	72.1	70.2	70.8	+0.53	(+0.8%)	StarHub
69.3	68.1	69.4	72.0	73.0	74.1	75.2	71.5	69.1	69.9	+0.80	(+1.2%)	Singtel
64.3	64.4	63.9	65.0	66.6	67.9	69.7	71.6	68.6	69.9	+1.27	(+1.8%)	M1
NM	NM	NM	NM	NM	NM	NM	NM	68.3	69.7	+1.41	(+2.1%)	Other Mobile Telecom Providers
NM	NM	NM	NM	NM	NM	NM	NM	69.1	68.8	−0.28	(−0.4%)	Circles.Life
67.5	65.3	64.9	67.0	68.2	68.9	70.6	70.1	66.9	68.3	+1.47	(+2.2%)	*Broadband (Sub-sector)*
67.7	65.1	64.1	66.9	68.0	68.7	70.2	70.9	66.4	68.8	+2.33	(+3.5%)	Singtel
64.3	66.2	66.2	67.5	68.2	69.4	70.9	70.3	66.2	68.4	+2.13	(+3.2%)	M1
67.5	65.8	66.9	67.0	68.2	68.9	70.9	69.2	68.0	67.7	−0.32	(−0.5%)	StarHub
NM	66.5	65.1	66.6	67.4	68.1	70.2	70.6	65.3	69.6	Note 2	Note 2	*PayTV (Sub-sector)*
NM	67.0	66.6	67.7	67.6	68.8	70.7	70.9	63.9	70.7	Note 2	Note 2	StarHub
NM	65.0	64.4	65.8	66.9	67.3	69.7	70.2	66.2	68.8	Note 2	Note 2	Singtel
NM	NM	NM	NM	NM	NM	NM	NM	73.4	72.7	−0.67	(−0.9%)	*Video Streaming Services (Sub-sector)*
NM	NM	NM	NM	NM	NM	NM	NM	NM	76.3	NA	NA	Disney+
NM	NM	NM	NM	NM	NM	NM	NM	74.2	74.2	−0.01	(−0.0%)	Netflix
NM	NM	NM	NM	NM	NM	NM	NM	70.6	72.3	+1.67	(+2.4%)	Amazon Prime Video
NM	NM	NM	NM	NM	NM	NM	NM	NM	70.2	NA	NA	Other Online Subscription Video Streaming/TV
NM	NM	NM	NM	NM	NM	NM	NM	64.6	69.6	+4.98	(+7.7%)	MeWatch

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NM / Not Measured
NA / Not Applicable

Note 1 In 2020, data collection for the Retail Sector 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 2 In 2022, the PayTV sub-sector was measured online with locals only, as opposed to face-to-face interviews in 2021. Thus, the scores are not directly comparable with the previous years and should only be used as reference.

							2019 Internal Online Study	Note 1 2020	2021	2022	2021–2022 Year-on-Year Change / % Change		SECTOR / Sub-sector / Company Measured
2013	2014	2015	2016	2017	2018	2019							
NM	NM	63.3	66.8	67.8	67.8	68.0	NM	74.5	74.1	74.1	+0.02	(+0.0%)	LAND TRANSPORT (Sector)
64.1	59.7	62.0	66.4	64.8	63.6	64.9	66.1	73.4	74.2	74.2	−0.04	(−0.1%)	*MRT System (Sub-sector)*
67.3	60.3	63.9	66.5	65.1	63.9	64.7	71.0	75.3	78.2	76.3	−1.89	(−2.4%)	SBS Transit Trains
63.3	59.6	61.5	66.3	64.6	63.4	65.0	63.9	72.5	72.1	73.1	+0.97	(+1.3%)	SMRT Trains
60.6	58.5	60.9	62.7	64.9	65.6	66.7	68.9	74.4	74.4	74.5	+0.04	(+0.0%)	*Public Buses (Sub-sector)*
62.2	60.5	62.2	64.4	66.6	67.3	68.2	70.8	72.7	74.3	75.0	+0.71	(+1.0%)	SMRT Buses
60.1	57.7	60.4	61.9	64.0	65.2	67.0	67.3	75.3	74.5	74.7	+0.16	(+0.2%)	SBS Transit Buses
NM	NM	NM	NM	NM	63.4	64.3	70.2	74.3	74.1	73.1	−1.04	(−1.4%)	Other bus operators
NM	NM	NM	NM	NM	NM	Note 2	NM	75.9	73.1	73.4	+0.26	(+0.4%)	*Point-to-Point Transport (Sub-sector)*
NM	NM	NM	NM	NM	NM	68.2	NM	75.7	76.4	77.1	+0.77	(+1.0%)	Gojek
70.5	63.5	66.2	70.1	71.8	72.1	72.9	NM	80.0	84.6	76.5	−8.17	(−9.7%)	Strides Taxis
65.5	62.9	65.6	69.3	71.4	72.3	72.9	NM	75.0	71.6	75.3	+3.71	(+5.2%)	ComfortDelgro
NM	NM	NM	69.0	69.5	67.5	68.1	NM	74.5	70.4	71.5	+1.12	(+1.6%)	Grab
NM	NM	NM	NM	NM	NM	NM	NM	NM	77.2	76.7	−0.50	(−0.7%)	Other Ride Hailing Apps

Previously reported scores based on the door-to-door methodology
(See Note 1)

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NM / Not Measured
NA / Not Applicable

Note 1 From 2020 onwards, data collection for these sub-sectors was done via the online methodology and no tourists were measured. In Q2 2019, an internal online study was conducted for the MRT System and Public Buses Sub-sectors. Thus, the 2020 scores are comparable with the 2019 internal online study for these sub-sectors.

Note 2 Data shown in the years before 2020, and collected via the door-to-door methodology, cannot be directly comparable to the 2020 scores and should only be used as references. The previously measured Taxis and Transport Booking Apps sub-sectors have been merged to form the Point-to-Point Transport sub-sector.

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

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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.

CSISG Quarter 4

2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021–2022 Year-on-Year Change / % Change		SECTOR / *Sub-sector* / Company Measured
NM	NM	NM	NM	NM	NM	Note 1	74.0	74.8	75.5	+0.71	(+0.9%)	FINANCE (Sector)
NM	NM	NM	NM	NM	NM	NM	Note 3	77.0	75.6	−1.38	(−1.8%)	*e-Payment Apps (Sub-sector)*
NM	NM	NM	NM	NM	NM	NM	Note 3	79.3	80.9	+1.63	(+2.1%)	DBS PayLah!
NM	NM	NM	NM	NM	NM	NM	Note 3	74.9	75.2	+0.22	(+0.3%)	GrabPay
NM	NM	NM	NM	NM	NM	NM	NM	74.8	73.8	−1.03	(−1.4%)	Fave Pay
NM	NM	NM	NM	NM	NM	NM	NM	76.9	74.0	−2.94	(−3.8%)	Other digital payment apps
69.4	72.2	71.1	72.9	74.1	74.6	75.3	74.0	74.9	75.6	+0.73	(+1.0%)	*Banks (Sub-sector)*
71.9	75.8	71.6	73.1	74.5	75.1	75.6	73.8	74.9	75.9	+1.01	(+1.3%)	DBS
70.2	75.7	70.6	72.5	73.9	75.3	75.7	73.6	74.6	75.1	+0.53	(+0.7%)	Citibank
71.3	71.8	71.6	72.9	73.8	74.5	75.1	74.7	74.9	75.0	+0.18	(+0.2%)	OCBC
71.4	71.6	70.8	71.7	72.4	72.6	74.3	74.7	75.1	75.0	−0.05	(−0.1%)	UOB
69.7	69.5	69.7	71.3	72.8	73.8	74.2	74.5	74.9	74.9	+0.02	(+0.0%)	HSBC
69.0	68.2	71.9	72.5	73.6	73.5	74.0	74.5	74.7	74.8	+0.18	(+0.2%)	Maybank
70.1	71.2	71.3	71.9	73.1	73.2	73.6	73.8	74.3	74.6	+0.31	(+0.4%)	Standard Chartered
68.8	67.0	70.1	70.8	72.0	71.3	72.5	73.3	74.0	74.4	+0.34	(+0.5%)	Other banks
NM	NM	NM	70.7	71.9	72.0	72.7	72.7	73.2	73.8	+0.63	(+0.9%)	*Credit Cards (Sub-sector)*
NM	NM	NM	72.1	72.4	73.1	73.5	71.9	73.0	74.5	+1.48	(+2.0%)	Citibank
NM	NM	NM	70.7	72.0	72.3	72.9	73.3	73.9	74.5	+0.63	(+0.9%)	Maybank
NM	NM	NM	72.1	72.8	72.9	73.2	72.9	73.2	74.5	+1.25	(+1.7%)	American Express
NM	NM	NM	70.4	71.4	71.6	72.8	73.8	73.9	74.5	+0.53	(+0.7%)	HSBC
NM	NM	NM	NM	NM	NM	NM	72.4	72.4	74.0	+1.63	(+2.3%)	Standard Chartered
NM	NM	NM	70.0	71.5	71.4	72.1	73.5	73.7	73.9	+0.21	(+0.3%)	OCBC
NM	NM	NM	70.9	72.3	72.7	73.4	71.9	72.8	73.5	+0.68	(+0.9%)	DBS
NM	NM	NM	70.7	72.0	72.1	72.7	73.0	73.7	73.5	−0.24	(−0.3%)	UOB
NM	NM	NM	69.0	70.6	70.1	71.4	72.0	73.3	73.1	−0.18	(−0.2%)	Other credit cards
NM	NM	NM	NM	NM	NM	Note 1	73.8	73.5	74.8	+1.22	(+1.7%)	INSURANCE (Sector)
NM	NM	NM	NM	NM	NM	Note 2	73.8	73.5	74.8	+1.22	(+1.7%)	*Insurance (Sub-sector)*
NM	NM	NM	NM	NM	NM	NM	73.2	73.2	76.0	+2.80	(+3.8%)	Great Eastern
NM	NM	NM	NM	NM	NM	NM	73.3	71.6	75.5	+3.85	(+5.4%)	AIA
NM	NM	NM	NM	NM	NM	NM	72.3	72.4	75.0	+2.70	(+3.7%)	Income
NM	NM	NM	NM	NM	NM	NM	74.6	73.3	74.4	+1.06	(+1.5%)	Prudential
NM	NM	NM	NM	NM	NM	NM	75.1	76.3	73.2	−3.12	(−4.1%)	Other insurers
70.7	71.1	70.2	71.8	72.9	73.5	74.3	74.0	73.8	74.6	+0.78	(+1.1%)	SINGAPORE NATIONAL SCORE

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NM / Not Measured
NA / Not Applicable

Note 1 2020 was the first year of measure for the Finance and Insurance sectors. Previously, they were measured as one sector (i.e., the Finance & Insurance sector).

Note 2 From 2020, data collection for the Insurance sub-sector was done online, instead of through face-to-face interviews. Life and Health & Medical Insurance were merged into one sub-sector.

Note 3 The composition of entities previously measured under the e-Payments sub-sector in 2020 was rationalised to form the new e-Payment Apps sub-sector in 2021.

Note 4 Due to the change from face-to-face methodology to online surveys for several measured industry sectors, the Singapore National Score for years prior to 2020 cannot be directly compared; previous scores should only be used as reference.