

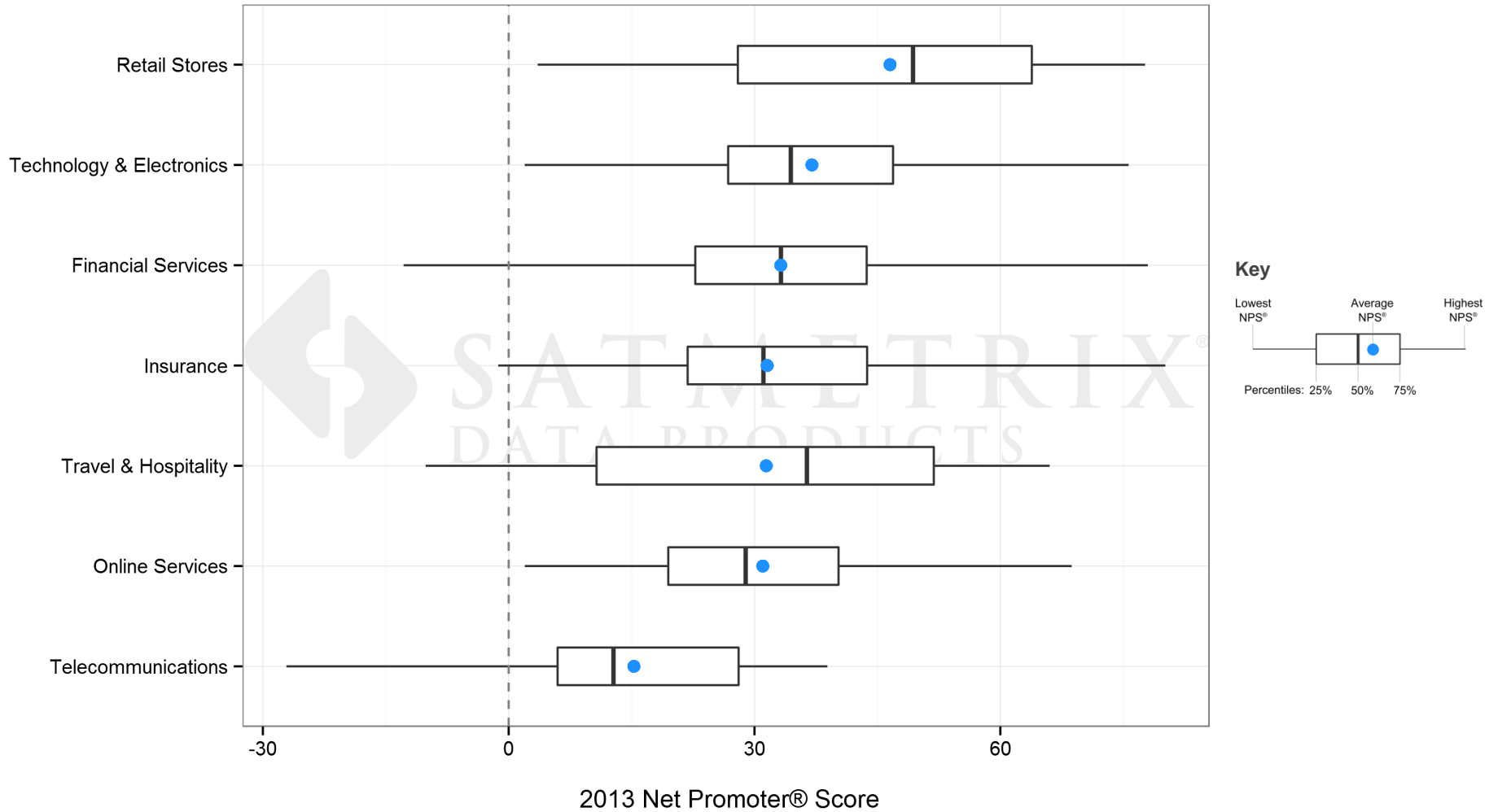
NET PROMOTER® BENCHMARKS

2013 U.S. Consumer Data

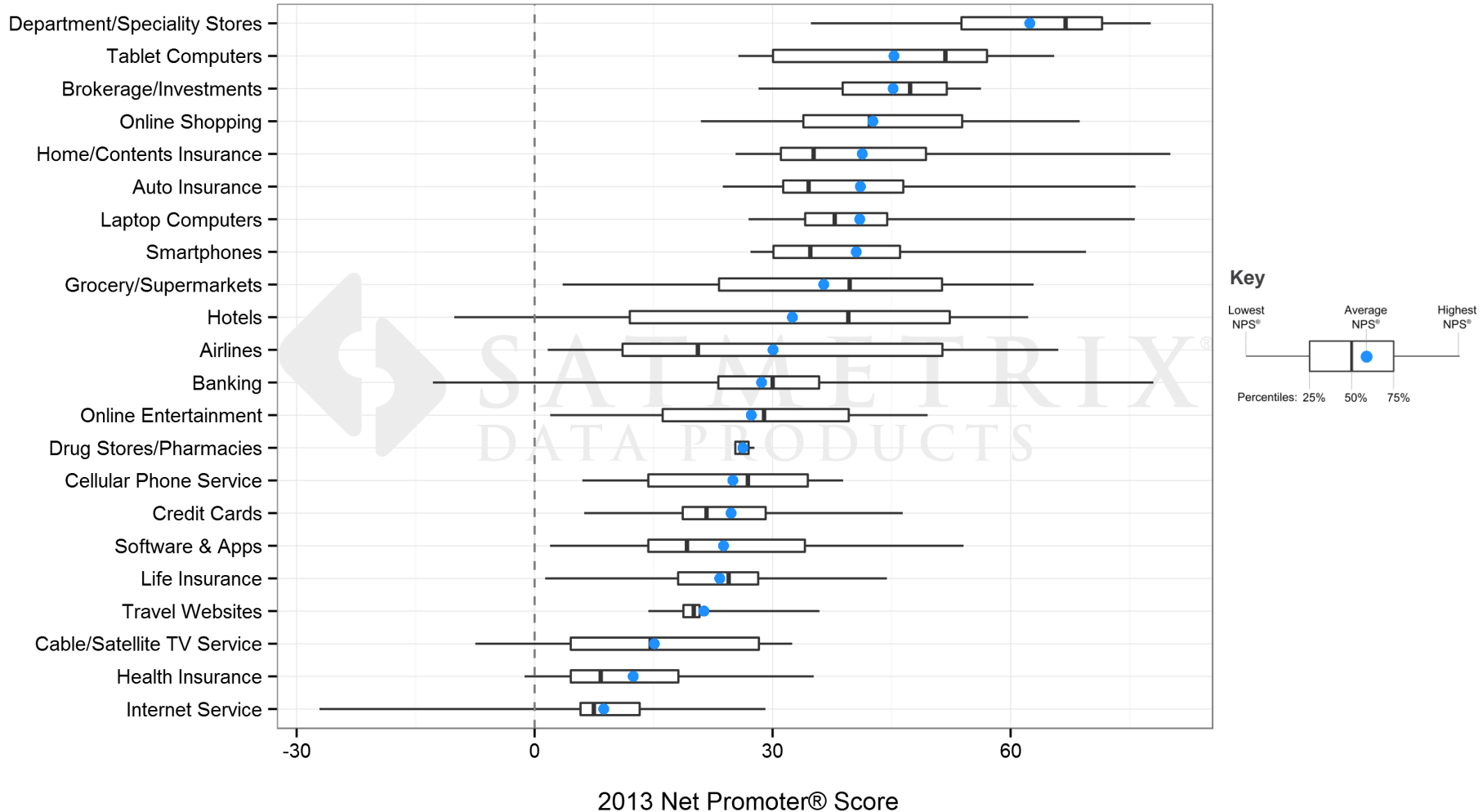


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NPS BY INDUSTRY GROUP



NPS BY SECTOR



AVERAGE NPS BY SECTOR

Sector	Average NPS
Airlines	30
Auto Insurance	41
Banking	29
Brokerage/Investments	45
Cable/Satellite TV Service	15
Cellular Phone Service	25
Credit Cards	25
Department/Specialty Stores	62
Drug Stores/Pharmacies	26
Grocery/Supermarkets	36
Health Insurance	12

Sector	Average NPS
Home/Contents Insurance	41
Hotels	32
Internet Service	9
Laptop Computers	41
Life Insurance	23
Online Entertainment	27
Online Shopping	43
Smartphones	41
Software & Apps	24
Tablet Computers	45
Travel Websites	21

NPS STARS BY SECTOR

Sector	Brand	NPS
Airlines	Southwest	66
Auto Insurance	USAA	76
Banking	USAA	78
Brokerage/ Investments	Vanguard	56
Cable/Satellite TV Service	Verizon	32
Cellular Phone Service	Tracfone	39
Credit Cards	American Express	46
Department/ Specialty Stores	Costco	78
Drug Stores/ Pharmacies	Walmart Pharmacy	28
Grocery/ Supermarkets	Trader Joe's	63
Health Insurance	Kaiser	35

Sector	Brand	NPS
Home/Contents Insurance	USAA	80
Hotels	Marriott	62
Internet Service	Brighthouse Networks	29
Laptop Computers	Apple	76
Life Insurance	State Farm	44
Online Entertainment	Netflix Online	50
Online Shopping	Amazon.com	69
Smartphones	Apple iPhone	70
Software & Apps	TurboTax	54
Tablet Computers	Apple iPad	65
Travel Websites	TripAdvisor	36



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