



2016 Temkin Experience Ratings Product Guide For Downloadable Datasets

Information About Data Licensing

All datasets are excel spreadsheets that are delivered with a license for a specific number of users. If you have any questions, contact Temkin Group at ratings@temkingroup.com.

The datasets **cannot** be resold or redistributed in any form or referenced outside of the purchaser's organization without the prior written consent of Temkin Group.

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Industries Covered In Ratings

The datasets contain data from the 2016 Temkin Experience Ratings of 294 companies with at least 100 respondents from across 20 industries (see full list in this document):

- Airlines
- Auto dealers
- Banks
- Computer & tablet makers
- Credit card issuers
- Fast food chains
- Health plans
- Hotel chains
- Insurance carriers
- Internet service providers
- Investment firms
- Major appliance makers
- Parcel delivery services
- Rental car agencies
- Retailers
- Software firms
- Supermarket chains
- TV service providers
- Utilities
- Wireless carriers

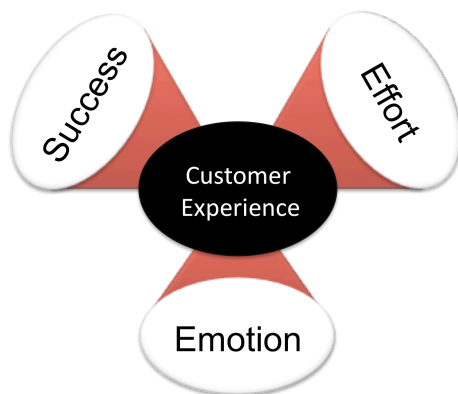
Description of Data Included in Datasets

Datasets are delivered in an Excel (.xls) file and contain details of consumer responses to the three components of the Temkin Experience Ratings. Data is included for the 294 companies included in the ratings. This dataset also includes changes since last year and differences in responses across age groups for all 20 industries (age data is not broken out by specific firm).

Data was collected via an online survey of 10,000 US consumers during January 2016. Temkin Group purchased access to a 3rd party panel of consumers. The distribution of survey respondents was managed to represent the US population by establishing quotas that approximate U.S. Census percentages for age, income, gender, ethnicity, and location.

Calculating the Temkin Experience Ratings

Temkin Group asks consumers to identify companies that they have interacted with during the previous 60 days. For a random subset of those companies, consumers are asked to rate three dimensions of their recent experiences: *success*, *effort*, and *emotion*.



Temkin Group uses these questions to rate those three dimensions:

Success Component	Effort Component	Emotion Component
<p><i>Thinking of your most recent interactions with each of these companies, to what degree were you able to accomplish what you wanted to do?</i></p>	<p><i>Thinking of your most recent interactions with each of these companies, how easy was it to interact with the company?</i></p>	<p><i>Thinking of your most recent interactions with each of these companies, how did you feel about those interactions?</i></p>
<p>Responses from 1= "completely failed" to 7= "completely succeeded"</p>	<p>Responses from 1= "very difficult" to 7= "very easy"</p>	<p>Responses from 1= "upset" to 7= "delighted"</p>

For all companies with 100 or more consumer responses, we calculated "net ratings" for each of the three components listed above. The ratings were calculated by taking the percentage of consumers that selected either "6" or "7" and subtracting the percentage of consumers that selected either "1" "2" or "3." The overall Temkin Experience Rating is an average of these three components.

About Temkin Ratings

Temkin Ratings is an offering of Temkin Group. The site provides access to data on how consumers rate their experiences with more than 100 companies and the associated loyalty of those consumers. The data can help organizations benchmark themselves within their industry and compare themselves to companies across other industries. The breakdown of data by age groups provides companies with a deeper understanding of the link between customer experience and loyalty for their customers.

Companies Included in 2016 Temkin Experience Ratings

The following companies had at least 100 respondents in the survey and are included in the Temkin Experience ratings and in the downloadable datasets.

Airlines: Alaska Airlines, American Airlines, Delta Airlines, JetBlue Airlines, Southwest Airlines, Spirit Airlines, United Airlines, US Airways, Virgin America

Auto dealers: Audi, BMW, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ford, GM, Honda, Hyundai, Jeep, Kia, Lexus, Mazda, Mercedes-Benz, Nissan, Subaru, Toyota, Volkswagen

Banks: A credit union, Bank of America, Capital One, Capital One 360, Chase, Citibank, Citizens, Fifth Third, PNC, Regions, SunTrust Bank, TD Bank, U.S. Bank, USAA, Wells Fargo

Computers & tablet makers: Acer, Amazon (Kindle), Apple, Barnes & Noble (Nook), Compaq, Dell, eMachines, Gateway, Hewlett-Packard, Lenovo, Sony, Toshiba

Credit card issuers: American Express, Bank of America, Barclaycard, Capital One, Chase, Citigroup, Discover, HSBC, U.S. Bank, USAA, Wells Fargo

Fast food chains: Arby's, Baskin Robbins, Burger King, Chick-fil-A, Dairy Queen, Domino's, Dunkin' Donuts, Hardees, IHOP, Jack in the Box, KFC, Little Caesar's, McDonalds, Pizza Hut, Sonic Drive-In, Starbucks, Subway, Taco Bell, Wendy's

Health plans: Aetna, Anthem (BCBS), BCBS plan not listed, Blue Shield of California, CareFirst (BCBS), CIGNA, Coventry Health Care, Empire (BCBS), Health Net, Highmark (BCBS), Humana, Kaiser Permanente, Medicaid, Medicare, TriCare, United Healthcare

Hotel chains: Best Western, Comfort Inn, Courtyard By Marriott, Crowne Plaza, Days Inn, Fairfield Inn, Hampton Inn, Hilton, Holiday Inn, Holiday Inn Express, Hyatt, La Quinta Inn, Marriott, Motel 6, Quality Inn, Radisson, Residence Inn, Sheraton, Super 8, Westin, Wyndham

Insurance carriers: 21st Century, AAA, Allstate, American Family, Farmers, GEICO, Liberty Mutual, MetLife, Nationwide, New York Life, Progressive, State Farm, The Hartford, Travelers, USAA

Internet service providers: AOL, AT&T, Cablevision, Charter Communications, Comcast, Cox Communications, Time Warner Cable, Verizon

Investment firms: A credit union, Ameriprise Financial, Capital One 360, Charles Schwab, E*TRADE, Edward Jones, Fidelity Investments, Merrill Lynch, Morgan Stanley Smith Barney, Scottrade, TD Ameritrade, Vanguard, Wells Fargo Advisors

Major appliances: Bosch, Electrolux, Fujitsu, GE, Haier, Hitachi, LG, Samsung, Toshiba, Whirlpool

Parcel delivery services: DHL, FedEx, U.S. Postal Service, UPS

Rental Car Agencies: ACE Rent A Car, Advantage Rent-A-Car, Alamo Rent A Car, Avis, Budget, Dollar, Enterprise Rent-A-Car, Fox Rent A Car, Hertz, National Car Rental, Thrifty

Retailers: 7-Eleven, Ace Hardware, Advance Auto Parts, Amazon.com, Apple Retail Store, AutoZone, Barnes & Noble, Bed Bath & Beyond, Best Buy, BJ's Wholesale Club, Costco, CVS, Dollar General, Dollar Tree, eBay, Family Dollar, Foot Locker, GameStop, Gap, Home Depot, JCPenney, Kmart, Kohl's, Lowe's, Macy's, Marshalls, Michael's, Nordstrom, O'Reilly Auto Parts, Office Depot, OfficeMax, Old Navy, PetSmart, QVC, RadioShack, Rite Aid, Ross, Sam's Club, Sears, Staples, T.J. Maxx, Target, Toys 'R' Us, True Value, Wal-Mart, Walgreens

Software makers: Activision, Adobe, Apple, Blackboard, Google, Intuit, McAfee, Microsoft, Sony, Symantec

Supermarket chains: Albertsons, Aldi, Food Lion, Giant Eagle, H-E-B, Hannaford, Hy-Vee, Kroger, Piggly Wiggly, Publix, Safeway, Save-a-Lot, ShopRite, Stop & Shop, Trader Joe's, Vons, Wawa Food Markets, Wegmans, Whole Foods, Winn-Dixie

TV service providers: AT&T, Bright House Networks, Cablevision Optimum, Charter Communications, Comcast, Cox Communications, DirecTV, Dish Network, Time Warner Cable, Verizon

Utilities: Alabama Power Company, Ameren Illinois Company, CenterPoint Energy, Columbia Natural Gas, Commonwealth Edison, Con Edison of New York, Consumers Energy Company, Dominion Virginia Power, DTE Energy Electric Company, Duke Energy Progress, Florida Power & Light, Georgia Power, Pacific Gas and Electric Company, PSE&G, Southern California Edison, Southern California Gas Company, TXU Energy

Wireless carriers: AT&T, MetroPCS, Sprint, T-Mobile, TracFone, Verizon Wireless, Virgin Mobile