

2015 Temkin Effort Ratings Evaluates 293 Companies Across 20 Industries

Airlines: AirTran Airways, 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, BB&T, Capital One, Capital One 360, Chase, Citibank, Citizens, Fifth Third, PNC, Regions, SunTrust Bank, TD Bank, U.S. Bank, USAA, Wells Fargo

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

Computers & tablet makers: Acer, Amazon, Apple, Asus, Barnes & Noble, Dell, Hewlett-Packard, Lenovo, Sony, Toshiba

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

Fast food chains: Arby's, Burger King, Chick-fil-A, Chipotle Mexican Grill, Dairy Queen, Domino's, Dunkin' Donuts, Hardees, Jack in the Box, KFC, Little Caesar's, McDonalds, Panda Express, Panera Bread, Papa John's, Pizza Hut, Popeye's Louisiana Kitchen, Sonic Drive-In, Starbucks, Subway, Taco Bell, Wendy's

Health plans: Aetna, Anthem, BCBS of Florida, BCBS of Michigan, BCBS plan not listed, Blue Shield of California, CIGNA, Coventry Health Care, Health Net, Humana, Kaiser Permanente, Medicaid, Medicare, TriCare, United Healthcare

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

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

Internet service providers: AOL, AT&T, Cablevision, CenturyLink, Charter Communications, Comcast, Cox Communications, Frontier, Optimum, 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, Haier, Hitachi, Kenmore, LG, Samsung, Toshiba, Whirlpool

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

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, 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, Victoria Secret, Wal-Mart, Walgreens

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

Supermarket chains: Albertsons, Aldi, Bi-Lo, Food Lion, Giant Eagle, H-E-B., Hannaford's, Hy-Vee, Kroger, Publix, Safeway, ShopRite, Stop & Shop, Trader Joe's, Wegmans, Whole Foods

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

Utilities: Commonwealth Edison, Consolidated Edison Company 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

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

Base: 10,000 U.S. consumers

Source: Temkin Group Q1 2015 Consumer Benchmark Survey

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