

## 2011 Temkin Trust Ratings Product Guide For Downloadable Datasets

### Information About Data Licensing

All datasets are delivered with a single-user license. If you want access for three or more people in your organization, contact Temkin Group for pricing at [ratings@temkingroup.com](mailto: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.

### Industries Covered In Ratings

The datasets contain data from the 2011 Temkin Trust Ratings of 143 companies with at least 100 respondents from across 12 industries (see full list of companies in this document):

- Airlines
- Banks
- Credit Card Issuers
- Health Plans
- Hotels
- Insurance Companies
- Internet Service Providers
- Investment Firms
- Investment Firms
- Personal Computer Makers
- Retailers
- TV Service Providers

### Description Of Datasets

All datasets are delivered in an Excel (.xls) file. The datasets contain details of consumer responses to the following question which makes-up the Temkin Trust Ratings:

*To what degree do you TRUST that these companies will take care of your needs?*

Responses from 1= "Do not trust at all"  
to 7= "Completely trust"

Data was collected via an online survey of 6,000 US consumers during January 2011. Temkin Group purchased access to a 3<sup>rd</sup> party panel of consumers. The distribution of survey respondents was managed to represent the US population by establishing quotas that approximate US Census percentages for age, income, gender, ethnicity, and location.

### Calculation Of The Temkin Trust Ratings

For all companies with 100 or more consumer responses, we calculated a "net satisfaction" score. The ratings were calculated by taking the percentage of consumers that selected either 6 or 7 and subtracting the percentage of consumers that selected 1, 2, or 3.

## 2011 Temkin Trust Ratings Data Products

There are two options for purchasing Temkin Trust Ratings datasets:

<b>Complete Dataset (\$995)</b>	<b>Industry Segments (\$195/industry)</b>
<p>Includes the data for all 12 industry segments</p>	<p>Includes company-specific data on the Temkin Trust Ratings for all companies within a single industry plus industry-level (not company-specific) responses for an industry broken down in the following segments:</p> <ul style="list-style-type: none"> <li><b>Age</b> (7 segments)           <ul style="list-style-type: none"> <li>▪ 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, 65 to 74, 75+</li> </ul> </li> <li><b>Gender</b> (2 segments)           <ul style="list-style-type: none"> <li>▪ Male, female</li> </ul> </li> <li><b>Ethnicity</b> (4 segments)           <ul style="list-style-type: none"> <li>▪ Caucasian, African-American, Hispanic, other</li> </ul> </li> <li><b>Education level</b> (6 segments)           <ul style="list-style-type: none"> <li>▪ Did not graduate high school, high school degree, some undergraduate courses, undergraduate degree, some post-graduate courses, post-graduate degree</li> </ul> </li> <li><b>Annual income</b> (7 segments)           <ul style="list-style-type: none"> <li>▪ Less than \$25K, \$25K to \$50K, \$50K to \$75K, \$75K to \$100K, \$100K to \$150K, \$150K to \$200K, more than \$200K</li> </ul> </li> </ul>

## Warranty Of Data

Temkin Group makes no representation or warranty of any kind, nature or description, express or implied, with respect to the content, including, without limitation, any warranty of any kind or nature with respect to the accuracy of the content or any implied warranty of fitness for a particular purpose or any implied warranties arising from a course of dealing or a course of performance, and we hereby expressly disclaim the same.

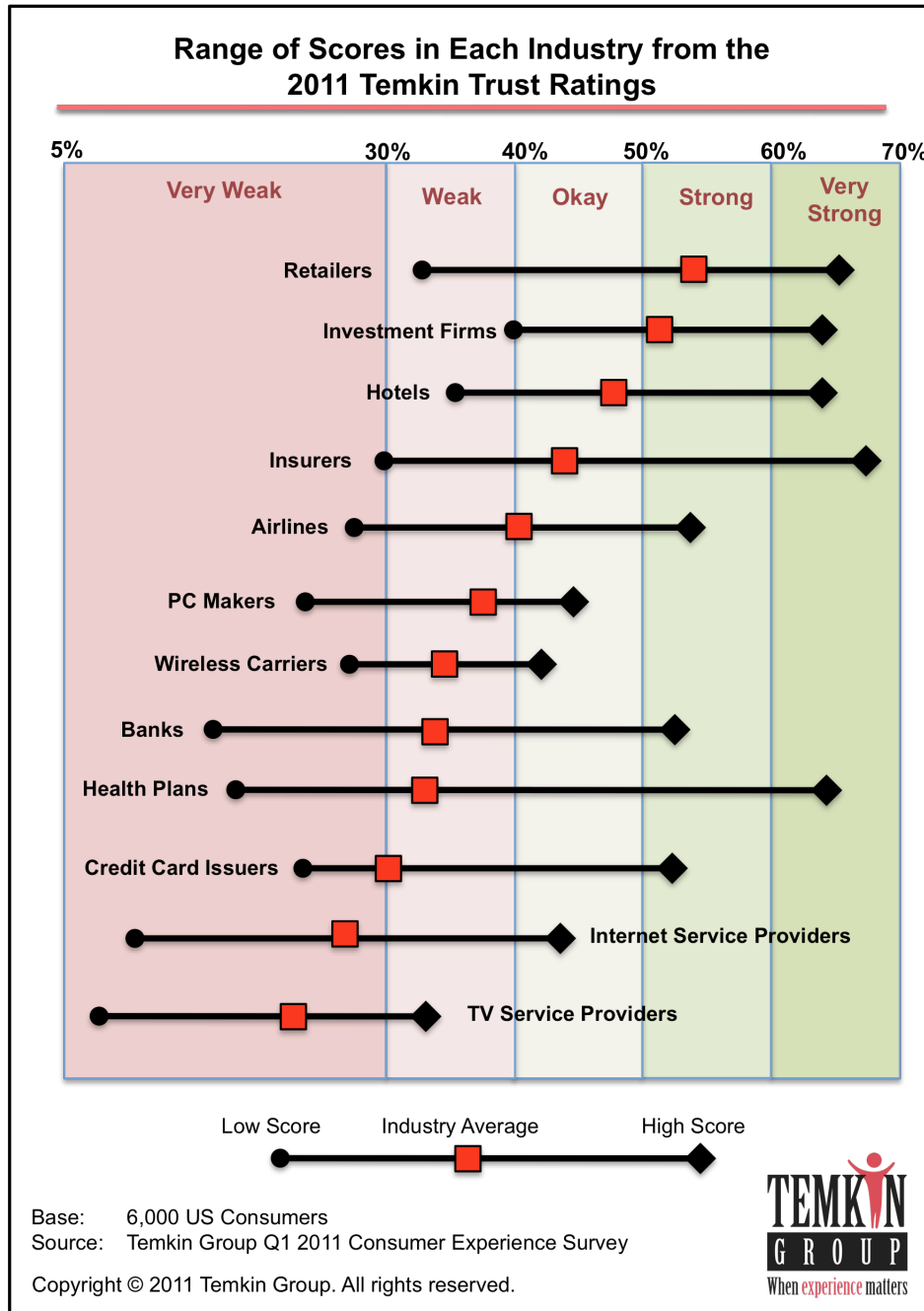
## 143 Companies Included In Datasets

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

Industry	Companies
<b>Airlines</b>	AirTran Airways, American Airlines, Continental Airlines, Delta/Northwest Airlines, JetBlue Airlines, Southwest Airlines, United Airlines, US Airways
<b>Bankss</b>	A credit union, Banks of America, Capital One, Chase, CitiBanks, Citizens, Fifth Third, HSBC, ING Direct, PNC, Regions, SunTrust Banks, TD Banks, U.S. Bancorp, USAA, Wells Fargo/ Wachovia Banks
<b>Credit Card Issuers</b>	American Express, Banks of America, Capital One, Chase, Citigroup, Discover, HSBC (including Orchard Banks), U.S. Banks, USAA, Wells Fargo
<b>Health Plans</b>	Aetna, Anthem (BCBS), Blue Shield of California, CIGNA, Humana, Kaiser Permanente, Medicaid, Medicare, TriCare, United Healthcare
<b>Hotels Chains</b>	Best Western, Comfort Inn, Courtyard By Marriott, Days Inn, Hampton Inn, Hilton, Holiday Inn, Holiday Inn Express, Hyatt, Marriott, Motel 6, Sheraton, Super 8
<b>Insurance Carriers</b>	21st Century, AAA, Allstate, American Family, Farmers', GEICO, Liberty Mutual, MetLife, Nationwide, Progressive, State Farm, The Hartford, Travelers, USAA
<b>Internet Service Providers</b>	AOL, AT&T, Cablevision, Charter Communications, Comcast, Cox Communications, MSN (Microsoft Network), Qwest, Road Runner
<b>Investment Firms</b>	A credit union, Charles Schwab, E*TRADE, Edward Jones, Fidelity Investments, ING Direct, Merrill Lynch, Morgan Stanley Smith Barney, TD Ameritrade, Vanguard, Wells Fargo Advisors
<b>Personal Computer Makers</b>	Acer, Apple, Compaq, Dell, eMachines, Gateway, Hewlett-Packard, Lenovo, Sony, Toshiba
<b>Retailers</b>	Barnes & Noble, Best Buy, BJ's Wholesale Club, Borders, Costco, CVS, eBay, Gap, Home Depot, JCPenney, Kmart, Kohl's, Lowe's, Macy's, Office Depot, OffixeMax, Old Navy, RadioShack, Rite Aid, Sam's Club, Sears, Staples, Target, Toys 'R' Us, Walmart, Walgreens
<b>TV Service Providers</b>	AT&T, Bright House, Charter Communications, Comcast, Cox Communications, DirecTV, Dish Network/Echostar, Optimum (iO)/Cablevision, Time Warner Cable
<b>Wireless Carriers</b>	AT&T, Sprint, T-Mobile, TracFone, Verizon Wireless, Virgin Mobile

## Overall Industry-Level Results

The datasets provide details on these overall results:



Source: Temkin Group research report: “2011 Temkin Trust Ratings”  
(www.temkingroup.com)

## 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 in consumer segments (age, income, education, gender, and ethnicity) provides companies with a deeper understanding of the link between customer experience and loyalty for their customers.

## About Temkin Group



Temkin Group is a customer experience research and consulting firm. We have one simple goal for our clients: increase customer loyalty by becoming more customer-centric. Any company can improve portions of its customer experience, but it takes more than a few superficial changes to create lasting differentiation. The Temkin Group combines customer experience thought leadership with a deep understanding of the dynamics of large organizations to help senior executives accelerate their customer experience results.

The company was founded based on four core beliefs:

### Customer experience drives loyalty.

Our research and work with clients has shown that interactions with customers influences how much business they'll do with you in the future and how often they recommend you to friends and colleagues.

### It's a journey, not a project.

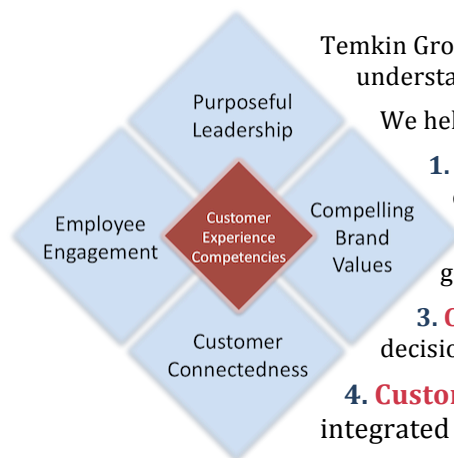
Building the capabilities to consistently delight customers doesn't happen overnight. Companies need to plan for a multi-year corporate change program.

### Improvement requires systemic change.

Companies can improve isolated customer interactions, but they can't gain competitive advantage until customer experience is embedded in their operating fabric.

### We can help you make a difference.

Transformation isn't easy, but leading your company to be more customer-centric is worth the effort. We help our clients accelerate their results and avoid many of the bumps along the way.



Temkin Group combines customer experience thought leadership with a deep understanding of the dynamics of large organizations to accelerate results.

We help firms build four competencies required for long-term success:

1. **Purposeful Leadership.** Does your executive team operate consistently from a clear, well-articulated set of values?
2. **Engaged Employees.** Are employees fully committed to the goals of your organization?
3. **Compelling Brand Values.** Are your brand attributes driving decisions about how you treat customers?
4. **Customer-connectedness.** Is customer feedback and insight deeply integrated throughout all of your internal processes?

For more information about Temkin Group visit [www.temkingroup.com](http://www.temkingroup.com) or email [info@temkingroup.com](mailto:info@temkingroup.com)