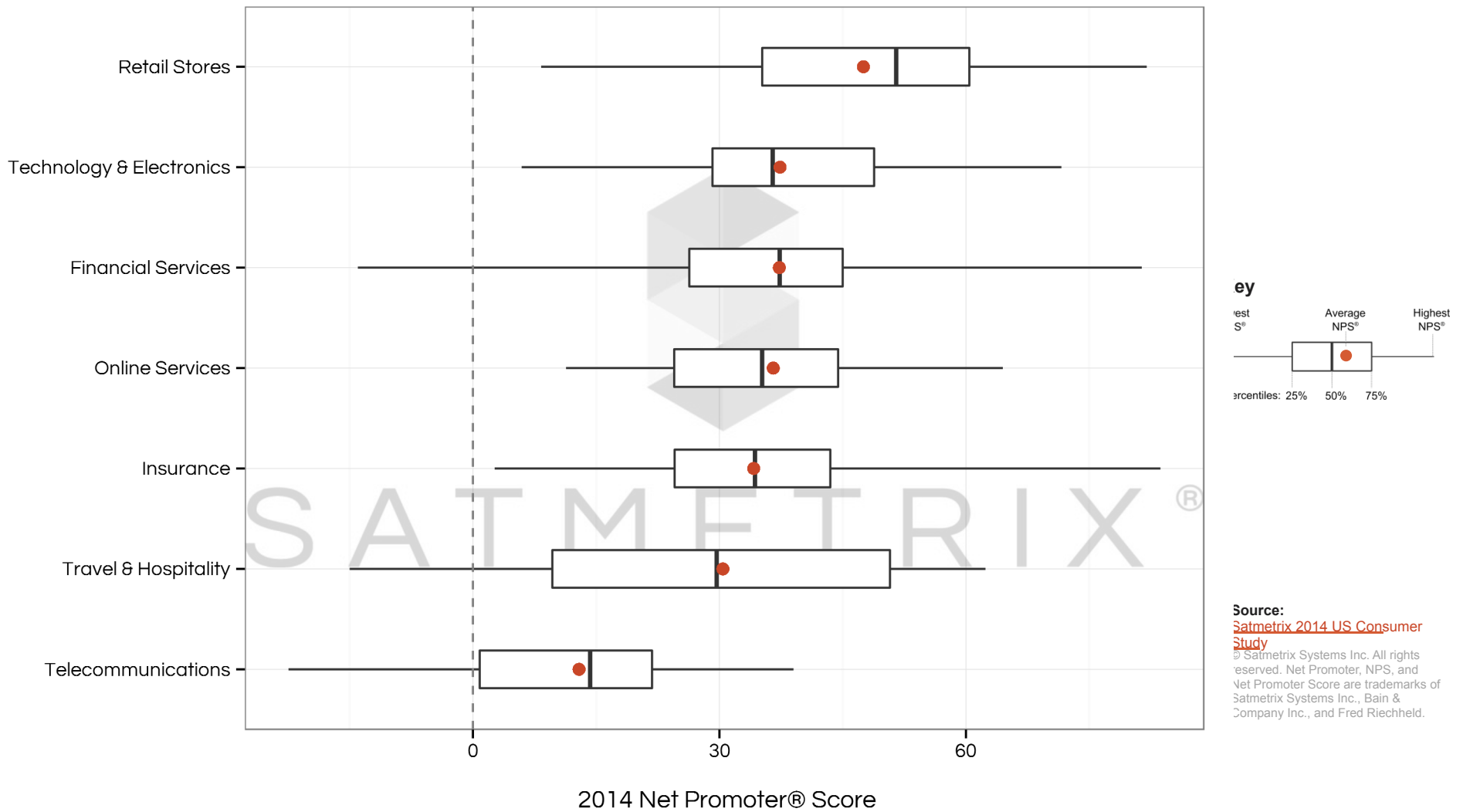


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BENCHMARKS 2014

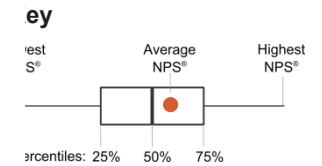
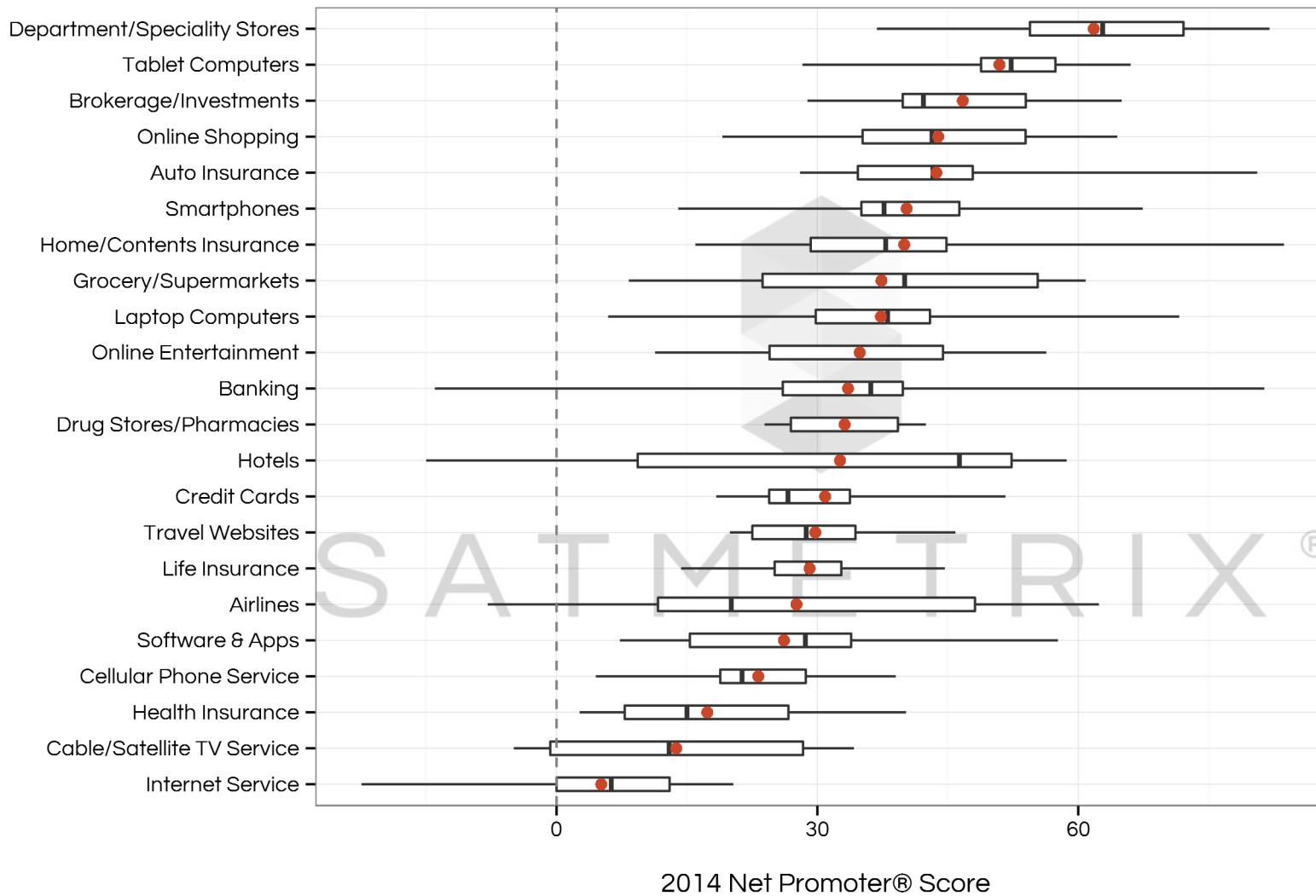


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# NPS® BY INDUSTRY GROUP



# NPS® BY SECTOR



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## AVERAGE NPS BY SECTOR

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Sector	Average NPS®
Home/Contents Insurance	40
Hotels	33
Internet Service	5
Laptop Computers	37
Life Insurance	29
Online Entertainment	35
Online Shopping	44
Smartphones	40
Software & Apps	26
Tablet Computers	51
Travel Websites	30

Sector	Average NPS®
Airlines	28
Auto Insurance	44
Banking	34
Brokerage/Investments	47
Cable/Satellite TV Service	14
Cellular Phone Service	23
Credit Cards	31
Department/Speciality Stores	62
Drug Stores/Pharmacies	33
Grocery/Supermarkets	37
Health Insurance	17

# NPS STARS BY SECTOR

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Sector	Brand	NPS®
Health Insurance	Kaiser	40
Home/Contents Insurance	USAA	84
Hotels	Westin	59
Internet Service	BrightHouse Networks	20
Laptop Computers	Apple	72
Life Insurance	State Farm	45
Online Entertainment	Pandora Radio	56
Online Shopping	Amazon.com	64
Smartphones	Apple iPhone	67
Software & Apps	TurboTax	58
Tablet Computers	Apple iPad	66

Sector	Brand	NPS®
Airlines	Jet Blue	56
Airlines	Southwest	62
Auto Insurance	USAA	81
Banking	USAA	81
Brokerage/Investments	Vanguard	65
Cable/Satellite TV Service	DIRECTV	34
Cellular Phone Service	Tracfone	39
Credit Cards	Discover	52
Department/Specialty Stores	Costco	82
Drug Stores/Pharmacies	Walgreens	42
Grocery/Supermarkets	Wegmans	61



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