

Report Examines 268 Companies Across 19 Industries

Airlines: AirTran Airways, Alaska Airlines, American Airlines, Delta/Northwest Airlines, JetBlue Airlines, Southwest Airlines, United Airlines, US Airways

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, Chase, Citibank, Citizens, Fifth Third, HSBC, ING Direct, PNC, Regions, SunTrust Bank, TD Bank, U.S. Bank, USAA, Wells Fargo

Car rental agencies: Advantage, Alamo, Avis, Budget, Dollar, Enterprise, Hertz, National

Personal computer makers: Acer, Apple, 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, Jack in the Box, KFC, Little Caesar's, McDonalds, Orange Julius, Pizza Hut, Quiznos, Sonic Drive-In, Starbucks, Subway, Taco Bell, Wendy's

Grocery chains: A&P, Albertsons, Aldi, Food Lion, Giant Eagle, H.E.B., Hy-Vee, Kroger, Piggly Wiggly, Publix, Safeway, Save-a-Lot, ShopRite, Stop & Shop, Trader Joe's, Whole Foods, Winn-Dixie

Health plans: Aetna, Anthem (BCBS), Blue Shield of CA, 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, Residence Inn, Sheraton, Super 8, Westin

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

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

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

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

Parcel delivery services: DHL, FedEx, UPS, US Postal Service

Retailers: 7-Eleven, Ace Hardware, Advance Auto Parts, Amazon.com, Apple 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, Wal-Mart, Walgreens

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

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

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 2014 Consumer Benchmark Survey

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