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

### Appliances
Bosch, Electrolux, Fujitsu, GE, Haier, Hitachi, LG, Samsung, Toshiba, Whirlpool

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

### Banks
A credit union, Bank of America, Capital One, Chase, Citibank, Citizens, Fifth Third, HSBC, ING Direct, PNC, Regions, Scottrade, SunTrust Bank, TD Bank, U.S. Bank, USAA, Wells Fargo

### Car Rental Agencies
Alamo, Avis, Budget, Dollar, Enterprise, Hertz, National

### 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, Citibank, 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, McDonald's, Orange Julius, Pizza Hut, Quiznos, Sonic Drive-In, Starbucks, Subway, Taco Bell, Wendy's

### Grocery Chains

### Health Plans
Aetna, Anthem (BCBS), 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, Residence Inn, Sheraton, Super 8, Westin

### Insurance Carriers

### Internet Service Providers
AOL, AT&T, Cablevision, Charter Communications, Comcast, Cox Communications, MSN, Qwest, 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

### 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, B.J.’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 Companies
Activision, Adobe, Apple, Blackboard, Google, Intuit, McAfee, Microsoft, Sony, Symantec

### TV Service Providers
AT&T, Bright House, Charter Communications, Comcast, Cox Communications, DirecTV, Dish Network/EchoStar, Optimum (iO)/Cablevision, Time Warner Cable, Verizon

### Wireless Carriers
AT&T, MetroPCS, Sprint, T-Mobile, TracFone, US Cellular, Verizon Wireless, Virgin Mobile

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**Base:** 10,000 U.S. consumers  
**Source:** Temkin Group Q3 2013 Consumer Benchmark Survey  
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