2015 Temkin Forgiveness 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

**Computer & 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, 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

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

**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, Shop & 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


**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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