



Sources & Notes for NPS Growth Research

All NPS Data comes from the 2013 Temkin Benchmark <https://temkingroup.com/product/net-promoter-score-benchmark-study-2013/>

URLs visited between Dec 2018 and Feb 2019

Banking	
Ally Bank	https://www.ally.com/about/investor/annual-reports/
Bank of America	http://media.corporate-ir.net/media_files/IROL/71/71595/BOAML_AR2017.pdf
Bank of the West	https://www.bankofthewest.com/about-us/our-company/annual-reports.html
BB&T	https://bbt.investorroom.com/annual-reports
Capital One	http://www.annualreports.com/HostedData/AnnualReports/PDF/NYSE_COF_2017.pdf
Chase	https://www.jpmorganchase.com/corporate/investor-relations/document/annualreport-2017.pdf
Citibank	https://www.citigroup.com/citi/investor/annual-reports.html
Citizens Bank	http://investor.citizensbank.com/about-us/investor-relations/financial-information/annual-reports/2017.aspx
Fifth Third Bank	https://ir.53.com/sites/53-e.investorhq.businesswire.com/files/event/additional/FITB_Annual_Report_10-K.pdf
HSBC	https://www.hsbc.com/-/media/hsbc-com/investorrelationsassets/hsbc-results/2017/annual-results/hsbc-usa-inc/180220-form-10-k.pdf
KeyBank	http://www.annualreports.com/HostedData/AnnualReports/PDF/NYSE_KEY_2017.pdf
Navy Federal Credit Union	https://www.navyfederal.org/pdf/publications/annual-report/annual_report2017.pdf
PNC Bank	http://phx.corporate-ir.net/phoenix.zhtml?c=107246&p=irol-reportsannual
Regions Bank	https://ir.regions.com/financial-information/annual-reports
SunTrust Bank	http://www.annualreports.com/Company/suntrust-banks-inc
TD Bank	https://www.td.com/document/PDF/ar2017/ar2017-Ten-year-Statistical-Review.pdf
U.S. Bank	http://www.annualreports.com/HostedData/AnnualReports/PDF/NYSE_USB_2017.pdf
USAA	https://usaareporttomembers.com/reports/2017%20Report%20to%20Members.pdf
Wells Fargo	https://www08.wellsfargomedia.com/assets/pdf/about/investor-relations/annual-reports/2017-annual-report.pdf



Grocery	
Albertsons	http://pdf.secdatabase.com/1476/0001646972-18-000017.pdf
Kroger	https://retail-index.emarketer.com/company/data/5374f24a4d4afd2bb4446582/5374f2834d4afd824cc15a0e/lfy/false/kroger-same-store-sales
Publix	https://retail-index.emarketer.com/dashboard/c/retailers/5374f2474d4afd2bb4446569/lfy/AllCompanies/Grocery%20Stores
Safeway	https://www.sec.gov/Archives/edgar/data/1646972/000119312515247280/d900395ds1.htm
Save-a-Lot	http://www.annualreports.com/HostedData/AnnualReportArchive/s/NYSE_SVU_2014.pdf
ShopRite	http://edgar.secdatabase.com/1794/10359517000020/filing-main.htm
Supervalu	http://www.annualreports.com/HostedData/AnnualReportArchive/s/NYSE_SVU_2014.pdf
Whole Foods	https://retail-index.emarketer.com/company/data/5374f24e4d4afd2bb4446642/5374f2b34d4afd824cc15ed4/lfy/false/whole-foods-market-same-store-sales

Note: Safeway only includes growth from 2013-2015 due to Albertsons merger in 2015.

Internet Service Providers (ISP)	
Verizon	https://www.verizon.com/about/investors/annual-report
AT&T	https://investors.att.com/~media/Files/A/ATT-IR/financial-reports/annual-reports/2017/complete-2017-annual-report.pdf
Cablevision	http://q4live.s22.clientfiles.s3-website-us-east-1.amazonaws.com/118672413/files/doc_financials/annual_cablevision/2017/CVC-12.31.2017-10K-FINAL.pdf
AOL	https://www.timewarnercable.com/en/about-us/press/twc-reports-2015-fourth-quarter-and-full-year-results.html
Comcast	https://www.cmcsa.com/static-files/111ba611-eb85-4edc-9000-3907c84697d8

Note: Only includes AOL growth from 2013-2015 due to AOL/Time Warner sale to Charter in 2016.

Personal Computers (PC)	
Apple	https://www.statista.com/statistics/272515/shipments-of-pcs-in-the-us-by-vendor/
Hewlett-Packard	https://www.statista.com/statistics/272515/shipments-of-pcs-in-the-us-by-vendor/
Toshiba	https://www.statista.com/statistics/272515/shipments-of-pcs-in-the-us-by-vendor/
Dell	https://www.statista.com/statistics/272515/shipments-of-pcs-in-the-us-by-vendor/
Lenovo	https://www.statista.com/statistics/272515/shipments-of-pcs-in-the-us-by-vendor/

Note: Unable to find Toshiba growth from 2015-2017, only includes 2013-2015

Software Industry	
Google	https://abc.xyz/investor/static/pdf/20171231_alphabet_10K.pdf?cache=7ac82f7
Activision	https://investor.activision.com/static-files/ace1c2fc-c2c8-4461-b9fe-157d7fd1e9c2



Microsoft	https://www.microsoft.com/en-us/annualreports/ar2018/downloadcenter
Symantec	http://s1.q4cdn.com/585930769/files/doc_financials/2018annual-report/532571_015_BMK_WEB1.pd[4].pdf
Adobe	https://www.sec.gov/Archives/edgar/data/796343/000079634318000015/adbe10kfy17.htm
Intuit	https://investors.intuit.com/Financial-Info/Annual-Reports/default.aspx
McAfee	http://www.annualreports.com/Company/intel-corporation
Blackboard	https://xconomy.com/boston/2014/06/02/blackboard-ceo-jay-bhatt-on-the-global-future-of-edtech/

Parcel Delivery	
UPS	https://pressroom.ups.com/assets/pdf/2017_UPS_Annual_Report.pdf
FedEx	http://s1.q4cdn.com/714383399/files/oar/2018/AnnualReport2018/assets/pdf/FedEx-Annual-Report-2018.pdf?utm_source=InvestorRelations&utm_medium=Referral&utm_campaign=AnnualReport2018&utm_content=FinancialInformationAnnualReports
US Postal Service	http://about.usps.com/who-we-are/financials/10k-reports/fy2018.pdf

Auto dealers	
Audi	http://carsalesbase.com/us-car-sales-data/audi/
Mercedes-Benz	http://carsalesbase.com/us-car-sales-data/mercedes-benz/
Lexus	http://carsalesbase.com/us-car-sales-data/lexus/
Toyota	http://carsalesbase.com/us-car-sales-data/toyota/
Honda	http://carsalesbase.com/us-car-sales-data/honda/
Kia	http://carsalesbase.com/us-car-sales-data/kia/
Cadillac	http://carsalesbase.com/us-car-sales-data/cadillac/
BMW	http://carsalesbase.com/us-car-sales-data/bmw/
Nissan	http://carsalesbase.com/us-car-sales-data/nissan/
Chevrolet	http://carsalesbase.com/us-car-sales-data/chevrolet/
Hyundai	http://carsalesbase.com/us-car-sales-data/hyundai/
Jeep	http://carsalesbase.com/us-car-sales-data/jeep/
Ford	http://carsalesbase.com/us-car-sales-data/ford/
GM	http://carsalesbase.com/us-car-sales-data/gmc/
Buick	http://carsalesbase.com/us-car-sales-data/buick/
Volkswagen	http://carsalesbase.com/us-car-sales-data/volkswagen/
Chrysler	http://carsalesbase.com/us-car-sales-data/chrysler/
Mazda	http://carsalesbase.com/us-car-sales-data/mazda/
Dodge	http://carsalesbase.com/us-car-sales-data/dodge/
Subaru	http://carsalesbase.com/us-car-sales-data/subaru/
Acura	http://carsalesbase.com/us-car-sales-data/acura/



Wireless	
US Cellular	http://s1.q4cdn.com/183458318/files/doc_financials/annual/2017/2017-Annual-Report-PDF-USM.PDF
Verizon Wireless	https://www.verizon.com/about/investors/annual-report
TracFone	https://s22.q4cdn.com/604986553/files/doc_financials/annual/2017/2017-annual-report-on-form-20-f.pdf
T-Mobile	https://investors.att.com/~media/Files/A/ATT-IR/financial-reports/annual-reports/2017/complete-2017-annual-report.pdf
AT&T	https://investors.att.com/~media/Files/A/ATT-IR/financial-reports/annual-reports/2017/complete-2017-annual-report.pdf
Sprint	http://www.annualreports.com/HostedData/AnnualReports/PDF/NYSE_S_2017.pdf

Insurance	
USAA	https://usaareporttomembers.com/reports/2017%20Report%20to%20Members.pdf
State Farm	https://static1.st8fm.com/en_US/content_pages/1/pdf/us/2017-annual-report.pdf
Nationwide	https://static.nationwide.com/media/2017-Nationwide-Annual-Report-NFM-17302AO_tcm826-230284.pdf?r=12
Allstate	https://www.allstate.com/resources/allstate/attachments/annual-report/328815-allstate-complete-combo-2017.pdf
GEICO	http://www.berkshirehathaway.com/2017ar/2017ar.pdf
New York Life	https://www.newyorklife.com/content/dam/nyl-cms-dotcom/pdfs/financial-info/2017/2017-Annual-Report.pdf
The Hartford	https://ir.thehartford.com/~media/Files/T/Thehartford-IR/documents/online-investor-kit/q4-2017-form-10k.pdf
American Family	https://www.amfam.com/-/media/files/2017amfamannualreport
Progressive	http://media.corporate-ir.net/media_files/irol/81/81824/arInter/17_annual/financial.html
Farmers	https://www.zurich.com/_/media/dbe/corporate/docs/financial-reports/2017/annual-report-2017.pdf?la=en
MetLife	http://www.annualreports.com/HostedData/AnnualReports/PDF/NYSE_MET_2017.pdf
Liberty Mutual	https://www.libertymutualgroup.com/about-liberty-mutual-site/investor-relations-site/Documents/Combined_Statement_2017.PDF
AIG	http://annual.aig.com/ui/2017/docs/AIG-2017-Final-10K.pdf
Travelers	http://investor.travelers.com/interactive/newlookandfeel/4055530/travelers2017/download/Travelers_2017AnnualReport.pdf

Fast food	
Baskin Robbins	https://retail-index.emarketer.com/company/data/53fb4e4eddb53b4f60ebedfc/53fb4e98ddb53d57b8093b13/lfy/false/dunkin-brands-group-same-store-sales
Starbucks	https://retail-index.emarketer.com/company/data/53fb4e4eddb53b4f60ebedb4/53fb4f8fdb53b4f60ebfa9d/lfy/false/starbucks-america
Dunkin' Donuts	https://retail-index.emarketer.com/company/data/53fb4e4eddb53b4f60ebedfc/53fb4e98ddb53d57b8093b13/lfy/false/dunkin-brands-group-same-store-sales



Pizza Hut	https://retail-index.emarketer.com/company/data/53fb4e4eddb53b4f60ebedd3/53fb4f32ddb53d57b8093cb2/lfy/false/yum-brands-same-store-sales
Sonic Drive-In	https://retail-index.emarketer.com/company/data/53fb4e4eddb53b4f60ebedb2/53fb4f2bdb53d57b8093c7e/lfy/false/sonic-same-store-sales
Domino's	https://retail-index.emarketer.com/company/data/53fb4e4eddb53b4f60ebedf3/53fb4e98ddb53d57b8093b06/lfy/false/dominos-pizza-same-store-sales
Taco Bell	https://retail-index.emarketer.com/company/data/53fb4e4eddb53b4f60ebedd3/53fb4f32ddb53d57b8093cb2/lfy/false/yum-brands-same-store-sales
Wendy's	https://retail-index.emarketer.com/company/data/53fb4e4eddb53b4f60ebedcc/53fb4f32ddb53d57b8093ca5/lfy/false/wendys-same-store-sales
Jack in the Box	https://retail-index.emarketer.com/company/data/53fb4e4eddb53b4f60ebedef/53fb4f0addb53d57b8093b81/lfy/false/jack-in-the-box-inc-same-store-sales
KFC	https://retail-index.emarketer.com/company/data/53fb4e4eddb53b4f60ebedd3/53fb4f32ddb53d57b8093cb2/lfy/false/yum-brands-same-store-sales
McDonalds	https://retail-index.emarketer.com/company/data/53fb4e4eddb53b4f60ebedfa/53fb4f1eddb53d57b8093bc6/lfy/false/mcdonalds-same-store-sales

Note: Using global revenue as proxy for US revenue for Dunkin Donuts and Baskin Robins; using “Americas” for Starbucks, and Global revenue excluding India and China for Pizza Hut, Taco Bell and KFC

Investment Banking	
Charles Schwab	https://www.aboutschwab.com/images/uploads/inline/schw_annual_report_2017.pdf
Edward Jones	https://www.sec.gov/Archives/edgar/data/815917/000156459018005773/ck0000815917-10k_20171231.htm
Ameriprise Financial	http://ir.ameriprise.com/interactive/LookAndFeel/113901/annual-report-2017.pdf
Fidelity Investments	https://www.wsj.com/articles/fidelity-posts-record-revenue-profit-1519750213
TD Ameritrade	https://s1.q4cdn.com/959385532/files/doc_annualreports/ar2017/TD-Ameritrade-2017-Annual-Report.pdf
Merrill Lynch	http://media.corporate-ir.net/media_files/IROL/71/71595/BOAML_AR2017.pdf
Wells Fargo Advisors	https://www08.wellsfargomedia.com/assets/pdf/about/investor-relations/annual-reports/2017-annual-report.pdf
E*TRADE	http://www.annualreports.com/HostedData/AnnualReports/PDF/NASDAQ_ETFC_2017.pdf
Morgan Stanley Smith Barney	http://www.annualreports.com/HostedData/AnnualReports/PDF/NYSE_MS_2017.pdf



Retailers	
Nordstrom	https://retail-index.emarketer.com/company/data/5374f24e4d4afd2bb444662a/5374f28a4d4afd824cc15ab7/lfy/false/nordstrom-same-store-sales
Costco	https://retail-index.emarketer.com/company/data/5374f24e4d4afd2bb4446617/5374f26a4d4afd824cc1579e/lfy/false/costco-wholesale-same-store-sales
Kohl's	https://retail-index.emarketer.com/company/data/5374f24a4d4afd2bb444657e/5374f2834d4afd824cc15a01/lfy/false/kohls-same-store-sales
Lowe's	https://retail-index.emarketer.com/company/data/5374f24b4d4afd2bb44465b1/5374f2854d4afd824cc15a42/lfy/false/lowes-same-store-sales
Foot Locker	https://retail-index.emarketer.com/company/data/5374f24e4d4afd2bb4446619/5374f27e4d4afd824cc1598c/lfy/false/foot-locker-same-store-sales
Dollar Tree	https://retail-index.emarketer.com/company/data/5374f24c4d4afd2bb44465bb/5374f26d4d4afd824cc157f9/lfy/false/dollar-tree-same-store-sales
Sam's Club	https://retail-index.emarketer.com/company/data/5374f24d4d4afd2bb4446614/5374f3004d4afd2bb4449f83/lfy/false/wal-mart-stores-inc-sams-club
Home Depot	https://retail-index.emarketer.com/company/data/5374f24d4d4afd2bb44465e3/5374f27d4d4afd824cc1597f/lfy/false/the-home-depot-same-store-sales
T.J. Maxx	https://retail-index.emarketer.com/company/data/5374f24d4d4afd2bb44465fa/5374f2a24d4afd824cc15d00/lfy/false/the-tjx-companies-same-store-sales
O'Reilly Auto Parts	https://retail-index.emarketer.com/company/data/5374f24a4d4afd2bb444657b/5374f28b4d4afd824cc15ac4/lfy/false/oreilly-auto-parts-same-store-sales
Bed Bath & Beyond	https://retail-index.emarketer.com/company/data/5374f24e4d4afd2bb4446629/5374f25c4d4afd824cc1563f/lfy/false/bed-bath-beyond-same-store-sales
AutoZone	https://retail-index.emarketer.com/company/data/5374f24d4d4afd2bb44465f3/5374f2594d4afd824cc155fe/lfy/false/autozone-same-store-sales
GameStop	https://retail-index.emarketer.com/company/data/5374f24e4d4afd2bb4446643/5374f2734d4afd824cc15888/lfy/false/gamestop-same-store-sales
Dollar General	https://retail-index.emarketer.com/company/data/5374f24b4d4afd2bb44465af/5374f2794d4afd824cc15917/lfy/false/dollar-general-same-store-sales
Toys 'R' Us	https://retail-index.emarketer.com/company/data/5374f24d4d4afd2bb444660e/5374f32b4d4afd2bb444d58b/lfy/false/toys-r-us-united-states
Gap	https://retail-index.emarketer.com/company/data/5374f24e4d4afd2bb4446647/5374f2744d4afd824cc15895/lfy/false/gap-inc-same-store-sales
Barnes & Noble	https://retail-index.emarketer.com/company/data/5374f24d4d4afd2bb444660a/5374f25a4d4afd824cc1560b/lfy/false/barnes-noble-same-store-sales
Old Navy	https://retail-index.emarketer.com/company/data/5374f24e4d4afd2bb4446647/5374f2744d4afd824cc15895/lfy/false/gap-inc-same-store-sales



Advance Auto Parts	https://retail-index.emarketer.com/company/data/5374f24b4d4afd2bb444659a/5374f2534d4afd824cc155b0/lfy/false/advance-auto-parts-same-store-sales
Macy's	https://retail-index.emarketer.com/company/data/5374f24c4d4afd2bb44465c7/5374f29b4d4afd824cc15c57/lfy/false/macys-same-store-sales
Staples	https://retail-index.emarketer.com/company/data/5374f24c4d4afd2bb44465b6/5374f29a4d4afd824cc15c30/lfy/false/staples-same-store-sales
CVS	https://retail-index.emarketer.com/company/data/5374f24e4d4afd2bb444662b/5374f2784d4afd824cc158f0/lfy/false/cvs-same-store-sales
Walgreens	https://retail-index.emarketer.com/company/data/5374f24d4d4afd2bb4446609/5374f2ac4d4afd824cc15e1e/lfy/false/walgreens-boots-alliance-same-store-sales
Best Buy	https://retail-index.emarketer.com/company/data/5374f24e4d4afd2bb4446640/5374f25d4d4afd824cc1564c/lfy/false/best-buy-same-store-sales
Target	https://retail-index.emarketer.com/company/data/5374f24c4d4afd2bb44465dd/5374f29c4d4afd824cc15c71/lfy/false/target-same-store-sales
JCPenney	https://retail-index.emarketer.com/company/data/5374f24d4d4afd2bb4446601/5374f2814d4afd824cc159cd/lfy/false/jc-penney-same-store-sales
Rite Aid	https://retail-index.emarketer.com/company/data/5374f24e4d4afd2bb4446624/5374f2914d4afd824cc15b60/lfy/false/rite-aid-same-store-sales
Office Depot	https://retail-index.emarketer.com/company/data/5374f24a4d4afd2bb444656e/5374f2a04d4afd824cc15ccc/lfy/false/office-depot-same-store-sales
Wal-Mart	https://retail-index.emarketer.com/company/data/5374f24d4d4afd2bb4446614/5374f2ff4d4afd2bb4449df6/lfy/false/wal-mart-stores-inc-walmart-us
Kmart	https://retail-index.emarketer.com/company/data/5374f24e4d4afd2bb4446646/5374f2934d4afd824cc15b87/lfy/false/sears-holdings-same-store-sales
Sears	https://retail-index.emarketer.com/company/data/5374f24e4d4afd2bb4446646/5374f2934d4afd824cc15b87/lfy/false/sears-holdings-same-store-sales

Note: Toys R Us and Staples used only 2013-2016 growth as we were unable to find 2017 growth data. Using global revenue for Lowe's, Foot Locker, Gap, Old Navy, Staples, CVS, Walgreens and using US/Canada revenue for Nordstrom, Dollar Tree, Bed Bath & Beyond, Target.

Health plans	
Kaiser Permanente	https://www.statista.com/statistics/399791/kaiser-permanente-operating-revenue/
Humana	https://humana.gcs-web.com/financial-information/annual-reports
Health Net	http://www.annualreports.com/HostedData/AnnualReports/PDF/NYSE_HNT_2015.pdf
United Healthcare	http://www.annualreports.com/HostedData/AnnualReports/PDF/NYSE_UNH_2017.pdf



CareFirst	https://individual.carefirst.com/individuals-families/about-us/company-overview.page#tab=the-organization&accordion=financial-results--year-end-2017
CIGNA	https://www.cigna.com/assets/docs/annual-reports-and-proxy-statements/cigna-2017-annual-report.pdf
Blue Shield of California	https://www.blueshieldca.com/about/corporate-info/financial
Highmark	https://www.highmarkhealth.org/annualreport2015/financials/performance.shtml
Aetna	https://news.aetna.com/news-releases/aetna-reports-fourth-quarter-and-full-year-2017-results/
Anthem	https://antheminc.gcs-web.com/static-files/73562e56-886c-4ff5-a365-d4324728524f

Note: Unable to find 2017 premium revenue for Highmark, using 2013-2016 growth instead.