

INDUSTRY NAME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Cellular					69	69	70	70	71	72	76	75	74	76	78	78	79	79	79	79
Internet Travel Services			77	77	76	77	76	75	75	77	78	78	76	NM	77	78	79	79	78	79
Consumer Shipping	81	78	79	79	81	81	83	81	82	82	83	84	82	84	81	81	80	81	81	78
Video Streaming Service																			75	76
Hotels	72	71	71	73	72	73	75	71	75	75	75	77	77	77	75	75	74	76	76	75
Wireless Telephone Service					65	63	66	68	68	69	72	71	70	72	72	70	71	73	74	75
Cooperative Energy Utilities												82	81	83	81	80	76	78	77	75
Airlines	63	61	66	67	66	66	65	63	62	64	66	65	67	69	69	69	72	75	73	74
Municipal Energy Utilities												73	76	76	76	73	68	72	75	73
Investor-Owned Energy Utilities												74	76	77	75	74	72	75	75	73
Fixed-Line Telephone Service	72	70	71	72	71	70	70	70	73	72	75	73	70	74	73	69	70	70	70	71
U.S. Postal Service	72	70	73	72	74	73	71	73	74	74	71	74	75	77	72	69	73	73	73	70
Video-on-Demand Service																			68	67
Subscription Television Service		64	61	61	61	61	63	62	64	63	66	66	66	68	65	63	65	64	62	62
Internet Service Providers														65	63	63	64	64	62	62
Network/Cable TV News	64	62	65	68	66	68	69	67	69	71	74	77	74	NM	NM	NM	NM	NM	NM	NM
Motion Pictures	68	71	70	71	73	71	73	70	70	74	76	73	76	NM	NM	NM	NM	NM	NM	NM
Newspapers	68	68	63	64	68	63	63	66	64	63	65	65	64	NM	NM	NM	NM	NM	NM	NM
Personal Care and Cleaning Products	84	83	81	84	83	83	84	85	85	85	83	83	83	83	82	77	83	80	83	
Health and Personal Care Stores						76	78	78	78	78	77	76	77	79	77	73	78	79	77	
Televisions and Video Players	83	81	81	84	82	81	80	83	83	83	85	85	86	85	86	82	87	85	83	
Financial Advisors																		81	80	
Ambulatory Care									81	80	81	80	81	82	79	76	77	77	77	
Hospitals	69	68	70	73	76	71	74	77	75	77	73	77	76	78	76	74	75	75	76	
Department and Discount Stores	72	75	74	76	74	75	74	73	74	75	76	76	77	77	77	74	78	77	76	
Property and Casualty Insurance	79	79	77	78	77	78	78	80	81	80	80	83	78	81	79	79	78	80	81	

Legend

NA Not Available

NM Not Measured

INDUSTRY NAME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Automobiles and Light Vehicles	80	80	80	80	79	80	81	82	82	84	82	83	84	83	82	79	82	81	82	
Internet News and Opinion			73	74	75	75	73	75	75	74	74	73	73	73	74	73	76	75	75	
Internet Search Engines and Information	63	65	68	71	72	76	77	75	80	83	77	80	79	76	80	76	77	76	79	
Life Insurance	75	78	79	77	75	75	79	78	78	79	80	80	81	83	80	77	79	78	80	
Health Insurance		68	69	70	67	68	72	71	73	75	73	72	72	73	70	69	72	73	73	
Credit Unions									84	84	80	87	82	85	85	81	82	82	81	
Internet Social Media											70	70	69	68	71	74	73	73	72	
Limited-Service Restaurants	70	71	71	74	NM**	76	77	77	78	78	75	79	80	80	80	77	79	79	80	
Full-Service Restaurants								81	80	84	81	82	80	81	82	82	81	78	81	
Internet Investment Services	72	69	73	76	75	76	78	79	74	78	78	76	78	80	82	76	80	79	79	
Computer Software							74	73	74	75	76	78	77	76	76	74	81	78	79	
Supermarkets	73	75	75	74	73	74	75	76	76	76	75	76	77	78	76	73	78	79	78	
Specialty Retail Stores		73	74	74	75	74	75	75	76	77	78	79	78	80	79	77	80	79	78	
Gasoline Stations	75	77	76	75	70	69	71	70	74	76	70	74	73	75	73	75	76	76	74	
Household Appliances	85	82	82	81	82	80	81	82	80	81	82	81	81	80	80	81	82	80	80	
Personal Computers	74	71	71	72	74	74	77	75	74	75	78	78	80	79	78	77	78	77	77	
Banks	70	72	74	75	75	75	77	78	75	75	76	75	77	78	76	76	80	81	81	
Pet Food	83	82	82	82	83	82	83	84	84	84	83	82	83	NM	NM	NM	NM	NM	NM	
Food Manufacturing	81	82	81	81	81	82	83	81	83	83	81	81	83	81	79	76	83	81	82	
Athletic Shoes	79	76	79	79	82	77	76	79	79	80	80	81	80	81	80	78	80	80	79	
Apparel	79	79	80	80	79	81	80	82	80	82	83	80	79	79	78	76	79	80	79	
Soft Drinks	86	82	85	84	83	83	84	84	83	85	84	85	84	84	82	79	84	84	82	
Cigarettes	76	76	76	76	78	79	78	77	78	72	76	78	79	NM	NM	NM	NM	NM	NM	
Breweries	82	80	81	82	79	82	82	83	83	84	82	82	81	81	79	76	83	84	85	
Internet Retail	78	77	83	84	80	81	83	83	82	83	80	81	82	78	82	80	83	82	80	

American Customer Satisfaction Index: 2000 - 2019

Legend

NA Not Available

NM Not Measured