

DATAPOINTS

Publix Tops Customer Satisfaction Survey

ANN ARBOR, Mich. — Publix Super Markets led all retailers in customer satisfaction ratings in 2012, according to results of the American Customer Satisfaction Index. Publix, based in Lakeland, Fla., scored 86 on the index, highest among retailers in eight channels of trade measured by ACSI. Publix's score represented a 2.4% increase from 2011. Overall, supermarkets as a channel improved by 1.3% to 77 on the survey. Whole Foods Market and Kroger followed Publix among supermarket ranked by ACSI. In other results,

Winn-Dixie improved 4% to 78; and Supervalu was up 2.7% to 76. Wal-Mart Stores was the industry's top percentage gainer in 2012, but its 4.3% improvement brought it to 72, lowest among supermarkets ranked by ACSI. ACSI bases its results on 70,000 consumer interviews. It said customer satisfaction is predictive of both consumer spending and gross domestic product growth.

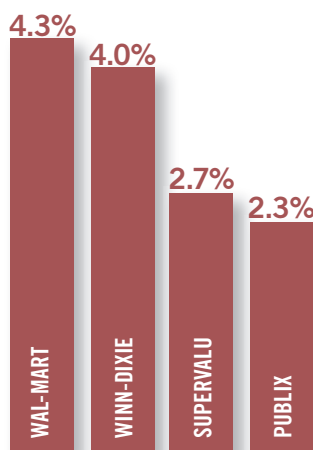
SOURCE: ACSI

Publix Leads Supermarkets (2012 Customer Satisfaction Index)

PUBLIX	86
WHOLE FOODS	80
KROGER	79
WINN-DIXIE	78
SUPERVALU	78
SAFEWAY	76
WAL-MART	72
SUPERMARKET AGGREGATE	77

Supermarkets Ranked by % Change*

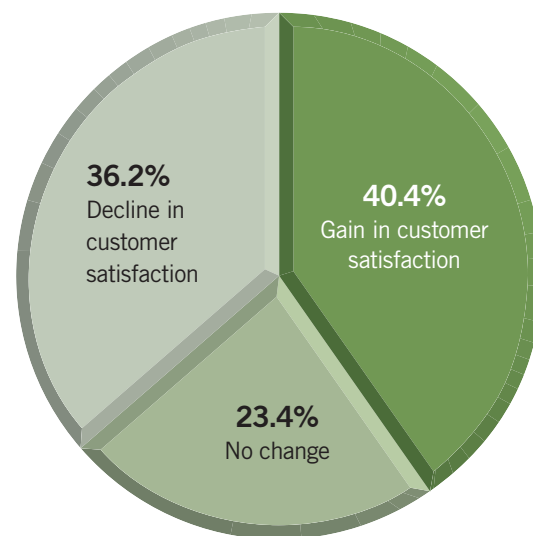
(Customer Satisfaction Index, 2012 vs. 2011)



* Whole Foods, Kroger and Safeway all had no change

More Companies Post Gains

(2012 vs. 2011 for all named companies surveyed*)



* Does not include "others" in each category

“Low price inflation for food products in 2012, combined with better service, product section and store layouts, yields success in the form of enhanced customer satisfaction for supermarkets.”

— CLAES FORNELL, founder, ACSI

Whole Foods' score increase since it was added to the survey in 2007.

83

Costco's Customer Satisfaction Index beat all supermarkets except Publix.

Top Drug Stores Post Gains

(2012 Customer Satisfaction Index; % change vs. 2011)

