

# Customer Loyalty Net Promoter Analysis

***Cook Political Report/RT Strategies Poll***  
**Conducted: March 6-9, 2008**

**March 17<sup>th</sup> Presentation**

**802 Registered Voters**  
**Margin of Error= ± 3.5%**

# The Net Promoter Concept

**Q:** *On a 0 to 10 scale, with 0 being “not at all likely” and 10 being “extremely likely,” how likely is it that you would recommend voting for (Candidate X) in the next election to a friend or colleague?*

The Calculation

$$\begin{array}{ccc} \% \text{ PROMOTERS} & \text{—} & \% \text{ DETRACTORS} & = \\ (9\text{'s \& } 10\text{'s}) & & (0\text{'s thru } 6\text{'s}) & \end{array}$$

**NET PROMOTER SCORE**

*Used in the business world to measure customer satisfaction.*

*Shown to correlate directly with company growth, across industries.*

# The Net Promoter Concept (cont.)

# Recommendation =

LOYALTY

PASSION

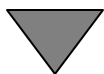
BUZZ

SACRIFICE

*A recommendation means putting your own reputation on the line – the ultimate act of loyalty and passion – the ultimate endorsement.*

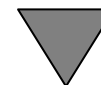
# Net Promoter Standards

+ 16



In the business world, the MEDIAN NP score of >400 companies across 28 industries sectors

+ 81



CostCo's net promoter score, one of the highest NP scores across all industries

# Word-of-Mouth Marketing

- ✓ **More Trustworthy and Impactful**
- ✓ **Lower Marketing Costs**
- ✓ **Speed & Broad Coverage**
- ✓ **Complements other Marketing Activity**

# '08 General Net Promoter Scores



43%

Vs.



45%

On a 0-10 scale, with 0 being “not at all likely” and 10 being “extremely likely,” how likely is it that you would recommend voting for [OBAMA, MCCAIN] in the upcoming presidential election to a friend or colleague?

Among Obama Voters

Obama NPS	
10	45%
9	8
<b>PROM</b>	<b>53%</b>
8	14%
7	7%
<b>SAT</b>	<b>21%</b>
6	6%
5	12%
4	1%
3	1%
2	1%
1	0%
0	4%
<b>DET</b>	<b>25%</b>
<b>NPS</b>	<b>+28</b>

Among McCain Voters

McCain NPS	
10	39%
9	9%
<b>PROM</b>	<b>48%</b>
8	15%
7	6%
<b>SAT</b>	<b>21%</b>
6	6%
5	14%
4	3%
3	1%
2	1%
1	1%
0	5%
<b>DET</b>	<b>31%</b>
<b>NPS</b>	<b>+17</b>

# '08 General Net Promoter Scores



45%

Vs.



47%

On a 0-10 scale, with 0 being “not at all likely” and 10 being “extremely likely,” how likely is it that you would recommend voting for [CLINTON, MCCAIN] in the upcoming presidential election to a friend or colleague?

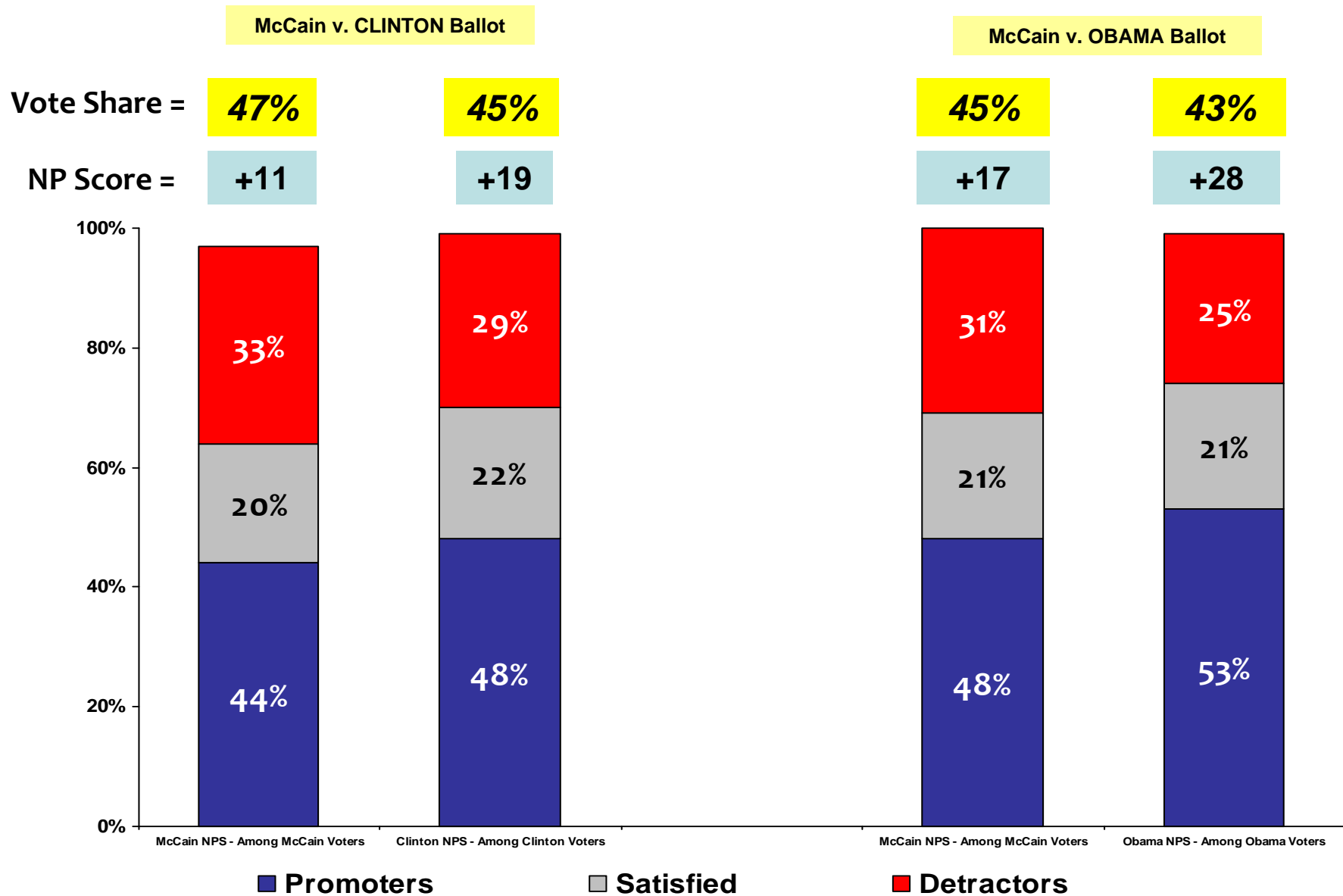
Among Clinton Voters

Clinton NPS	
10	40%
9	8%
<b>PROM</b>	<b>48%</b>
8	14%
7	8%
<b>SAT</b>	<b>22%</b>
6	5%
5	13%
4	3%
3	1%
2	2%
1	0%
0	5%
<b>DET</b>	<b>29%</b>
<b>NPS</b>	<b>+19</b>

Among McCain Voters

McCain NPS	
10	36%
9	8%
<b>PROM</b>	<b>44%</b>
8	14%
7	6%
<b>SAT</b>	<b>20%</b>
6	6%
5	16%
4	1%
3	1%
2	2%
1	1%
0	6%
<b>DET</b>	<b>33%</b>
<b>NPS</b>	<b>+11</b>

# NPS Comparison



Net Promoter Scores

# NPS – Obama vs. McCain Comparison

	Obama NPS	McCain NPS	JSM Advantage
Female	+30	+8	-22
Male	+27	+26	-1
65+	+25	+34	+9
40-64	+30	+18	-12
18-39	+32	+7	-25
College	+28	+12	-16
Some College	+21	+18	-3
HS or Less	+33	+24	-9
Core Partisans	+29	+51	+22
Independents	+30	-19	-49
Candidate Ideology	+32	+39	+7
Moderate	+15	-14	-29

# NPS – Clinton vs. McCain Comparison

	Clinton NPS	McCain NPS	JSM Advantage
Female	+23	+12	-11
Male	+12	+14	+2
65+	+34	+46	+12
40-64	+26	+17	-9
18-39	-13	-5	+8
College	+12	+5	-7
Some College	+15	+11	-4
HS or Less	+30	+33	+3
Candidate Party	+31	+47	+16
Independents	-5	-21	-16
Candidate Ideology	+32	+31	-1
Moderate	+15	-19	-34

# NPS – Obama vs. Clinton Comparison

	Obama NPS	Clinton NPS	BHO Advantage
Female	+30	+23	+7
Male	+27	+12	+15
65+	+25	+34	-11
40-64	+30	+26	+4
18-39	+32	-13	+45
College	+28	+12	+16
Some College	+21	+15	+6
HS or Less	+33	+30	+3
Democrats	+29	+31	-2
Independents	+30	-5	+45
Liberals	+32	+32	+0
Moderate	+15	+15	+0

# Vote Intention by Party

## McCain 45% Vs. Obama 43%

	REP	IND	DEM
McCain	86%	46%	13%
Obama	5%	37%	78%
Undecided	8%	17%	9%
JSM Margin	+81%	+9%	-65%
Net Promoter JSM	+51	-19	
Net Promoter BHO		+30	+29

## Vote Intention by Party

### McCain 47% Vs. Clinton 45%

	REP	IND	DEM
McCain	91%	49%	14%
Clinton	5%	42%	80%
Undecided	4%	9%	6%
JSM Margin	+86%	+7%	-66%
Net Promoter JSM	+47	-21	
Net Promoter HRC		-5	+31

# Key Findings

- **A Partisan Enthusiasm Gap Until Democrats Have Nominee**
- **Conservative are moving behind McCain**
- **Independents Promoting Obama: No Enthusiasm for McCain or Clinton**
- **McCain Current Support Based on Unenthusiastic Independents**
- **Generational Differences: The under 40's Enthusiasm for Obama but NOT McCain or Clinton**
- **Democrat Women Appear ready to embrace Obama or Clinton against McCain**