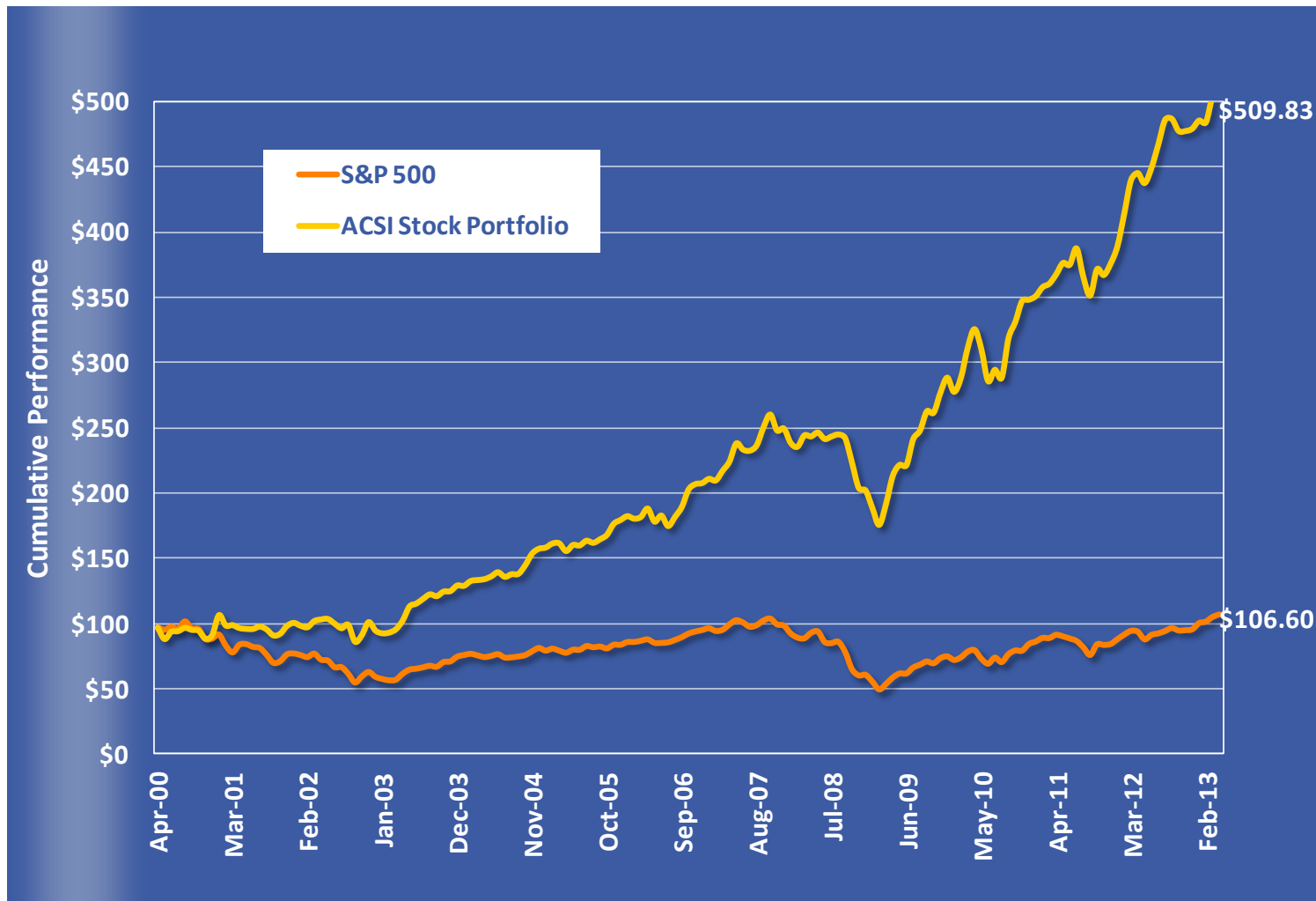


ACSI Graphs

Q1, 2013

Annual Returns: ACSI stock portfolio vs. S&P 500

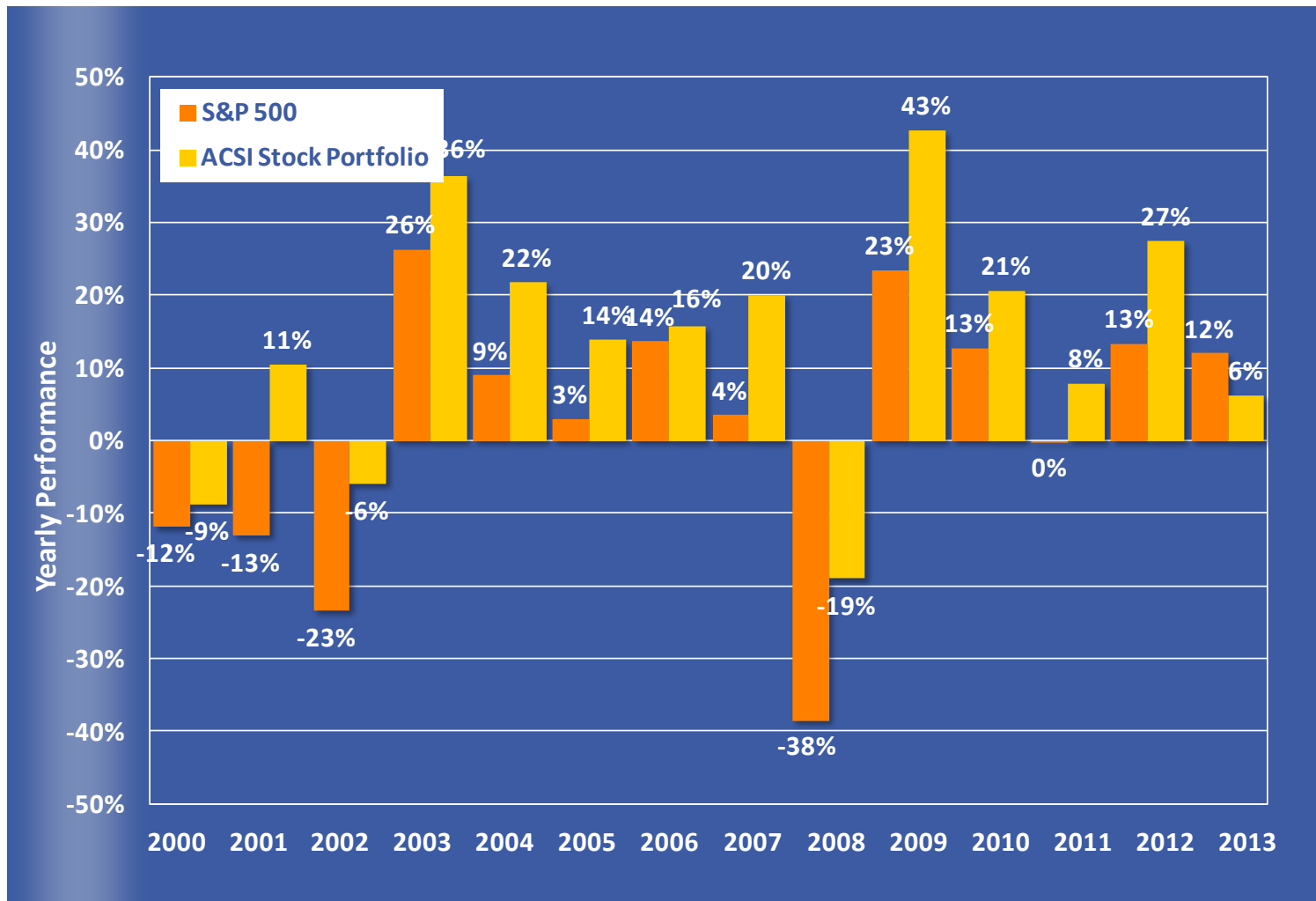
April 2000 (Inception) – April 30, 2013



Source: S&P 500 from Standard & Poor's at <http://finance.yahoo.com>

Annual Returns: ACSI stock portfolio vs. S&P 500

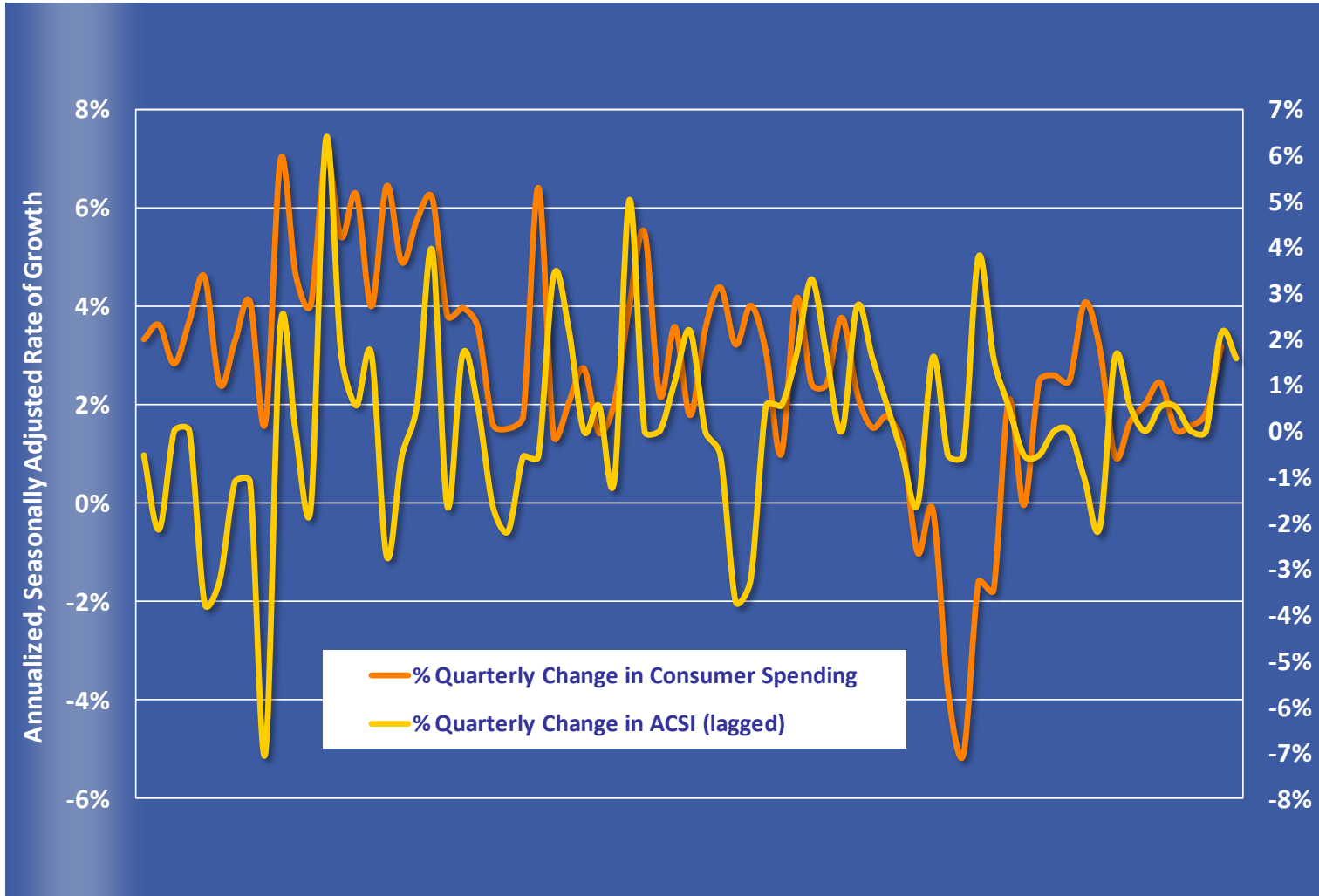
April 2000 (Inception) – April 30, 2013



Source: S&P 500 from Standard & Poor's at <http://finance.yahoo.com>

Growth in ACSI and Consumer Spending

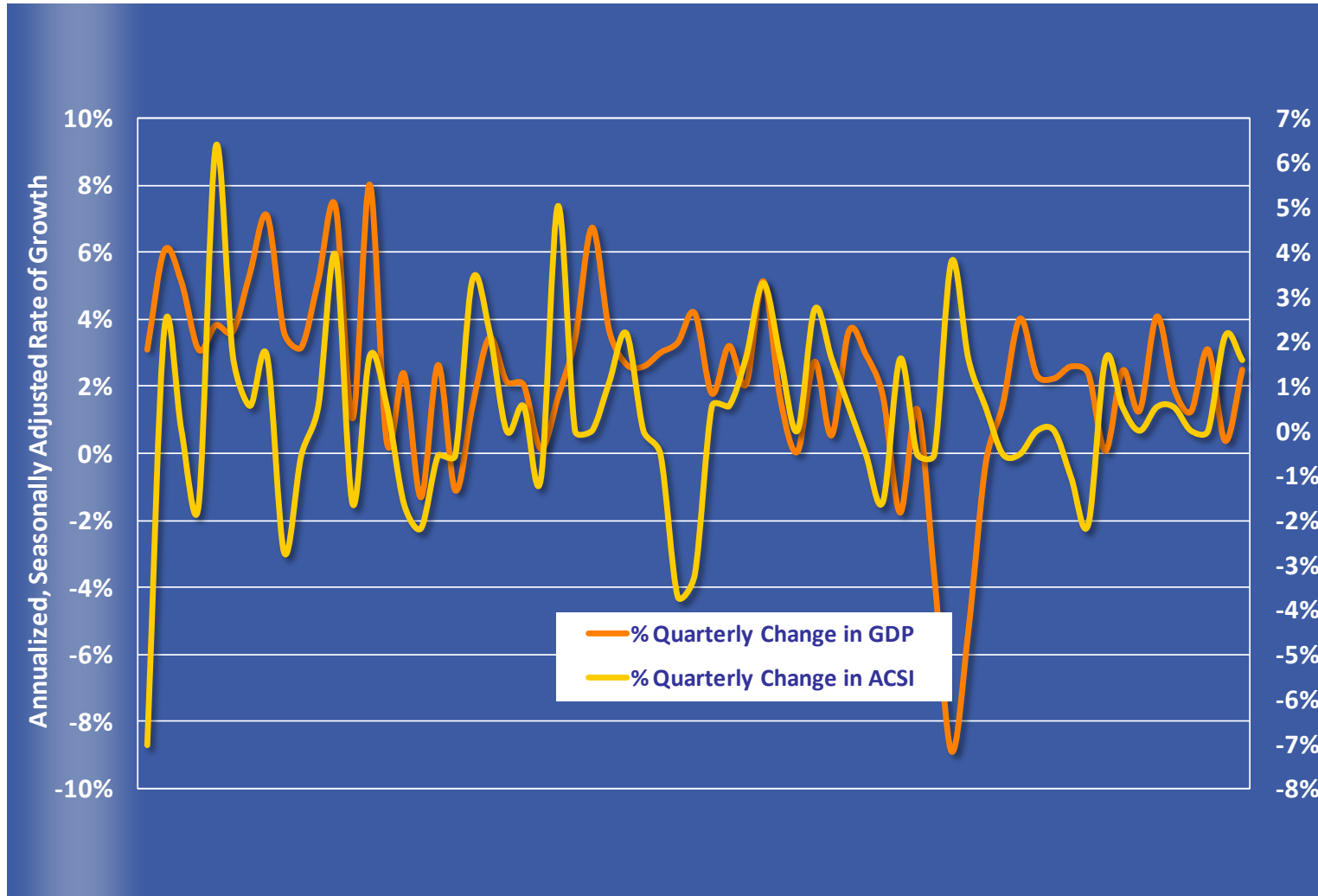
1995 – 2013 (Q1)



Source: Consumer Spending from U.S. Department of Commerce, Bureau of Economic Analysis

Growth in ACSI and GDP

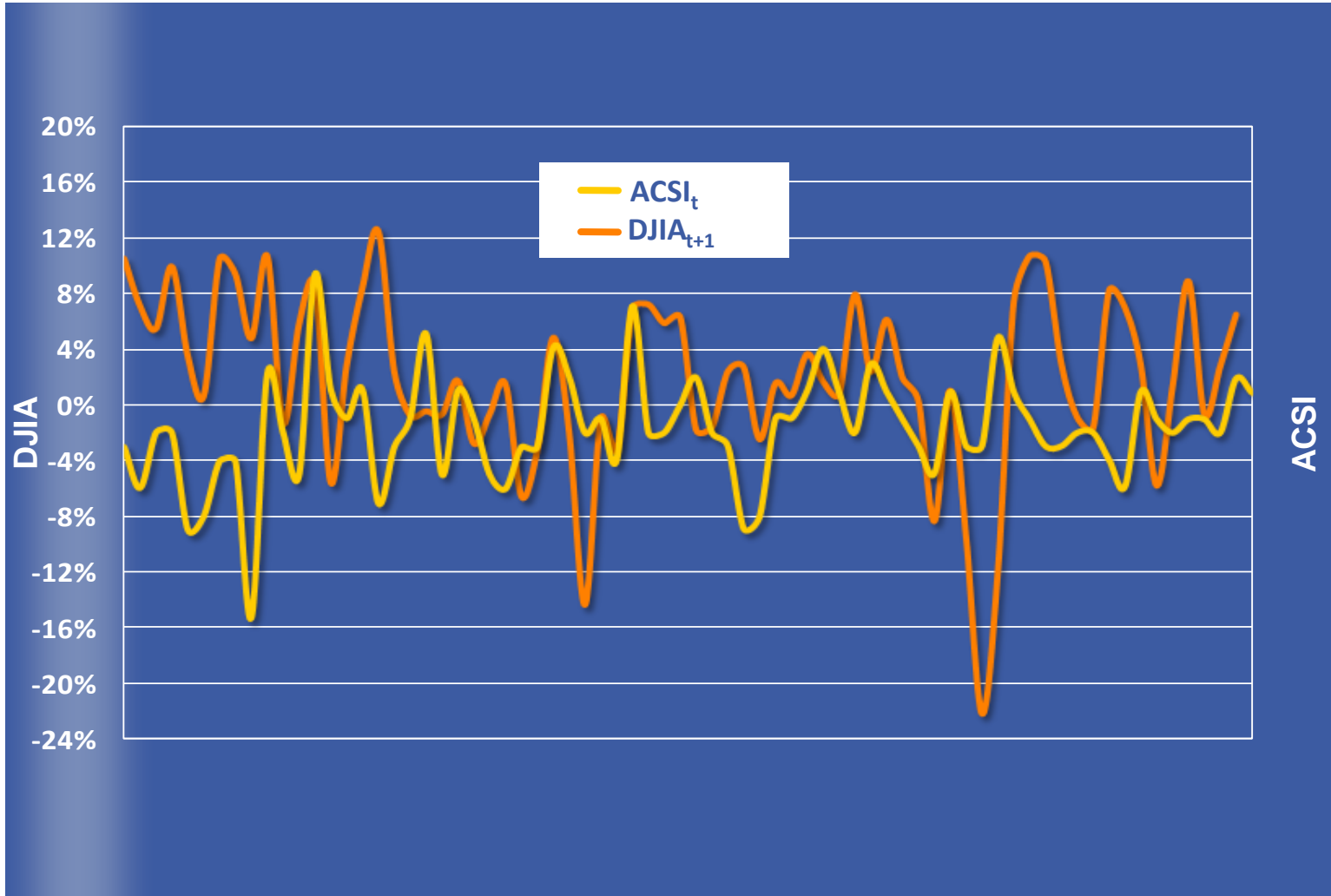
1997 – 2013 (Q1)



Source: GDP from U.S. Department of Commerce, Bureau of Economic Analysis

Growth in ACSI and DJIA*

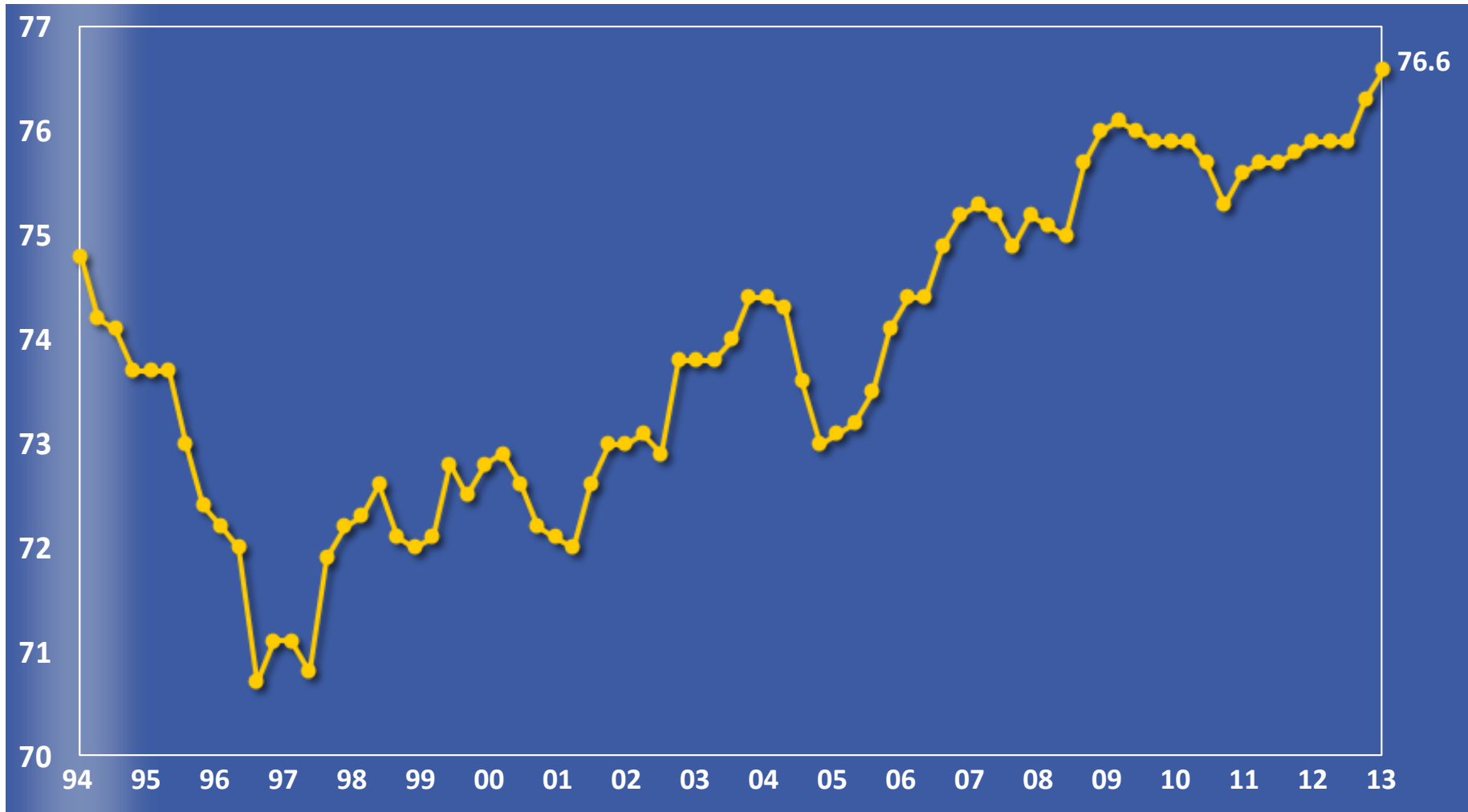
1995 (Q2) – 2013 (Q1)



*DJIA Full Quarterly Average

National Quarterly Scores

Q4 1994 – Q1 2013



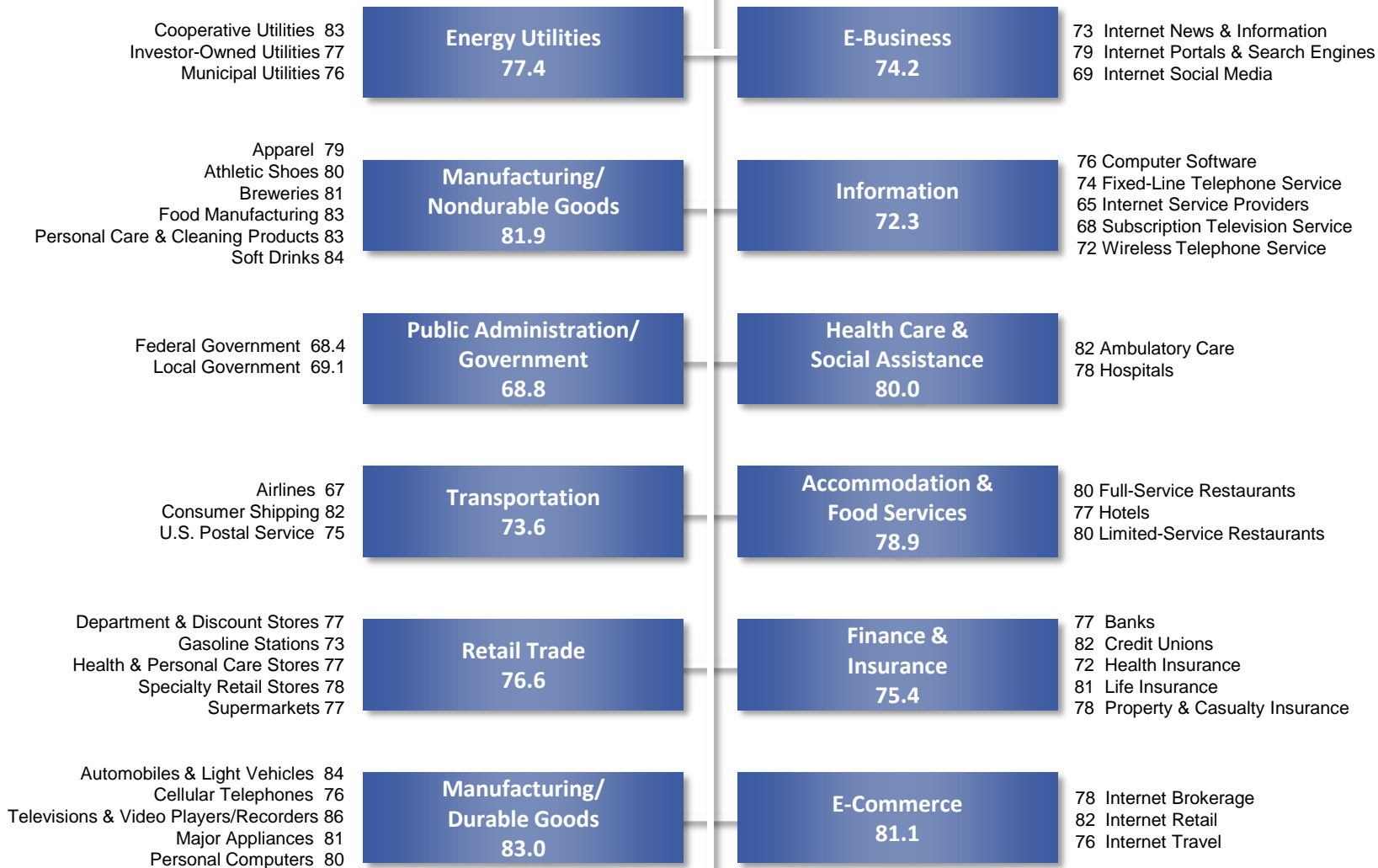
Source: www.theacsi.org

Sectors Included

American Customer Satisfaction Index (ACSI)

- The only uniform measure of customer satisfaction in the U.S. economy, covering sectors accounting for about 66% of GDP
- Measures the quality of economic output on a quarterly basis; complementary to productivity measures and indicative of consumer spending
- Uses multiple-item indicators to assess drivers of satisfaction
- Meets the objective of explaining desired outcomes
- Allows for comparison across agencies
- Illustrates how customer satisfaction is embedded in a system of cause and effect relationships

ACSI Scores – National, Sector & Industry



Thank you

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