

satisfaction.

## **J.D. POWER**

### **How can J.D. Power information be unbiased when manufacturers pay for the studies?**

J.D. Power industry benchmarking studies generally are not funded by the companies that are measured. Our syndicated studies are funded and owned by the company and based on the aggregated responses of consumer perceptions of product quality and customer satisfaction--not the opinions of J.D. Power. After the study results are published, manufacturers, retailers, suppliers, and other industry participants can choose whether or not to purchase the study. Ownership of study data is key to the company's independence and unbiased position. This third-party perspective enables us to provide clients and consumers with credible and clear feedback. Although J.D. Power does conduct custom research for many clients to help drive quality and customer satisfaction improvement, results of this type of proprietary research are owned by the clients that commission the research and the results are not made available to the public.

### **I received a J.D. Power questionnaire but I've misplaced it. How can I request another survey?**

At any one time, there are more than 400 projects in various stages of the survey/data collection process. Therefore, it is not feasible to provide