



AMERICA'S BEST-IN-STATE BANKS / BEST-IN-STATE CREDIT UNIONS 2022

INSIGHTS PACKAGE

4,839 banks and 5,041 credit unions from across the USA were considered in the study









Methodology I – Scope of the ranking

Scope

- Only banks or credit unions operating in 14 or fewer US states were considered in the ranking
- The following banks and credit unions were excluded from the ranking as they operate in more than 14 States:
 - Armed Forces Bank
 - Bank of America
 - Bank of the West
 - BCU
 - Beal Bank USA
 - BNY Mellon
 - Chase Bank
 - First Citizens Bank
 - KeyBank
 - Navy Federal Credit Union
 - Northern Trust
 - PNC Bank
 - Regions Bank
 - TD Bank
 - Truist Bank (Formerly SunTrust Bank, BB&T Bank)
 - U.S. Bank
 - Wells Fargo Bank
 - UNIFY Financial Credit Union
 - Woodforest National Bank
- Data on nationwide banks and credit unions was analyzed separately for this insights package
 - Nationwide banks / credit unions: aggregation of all banks / credit unions that have branches in 15 or more U.S. states
 - Regional banks / credit unions: aggregation of all banks / credit unions that have branches in 14 or less U.S. states

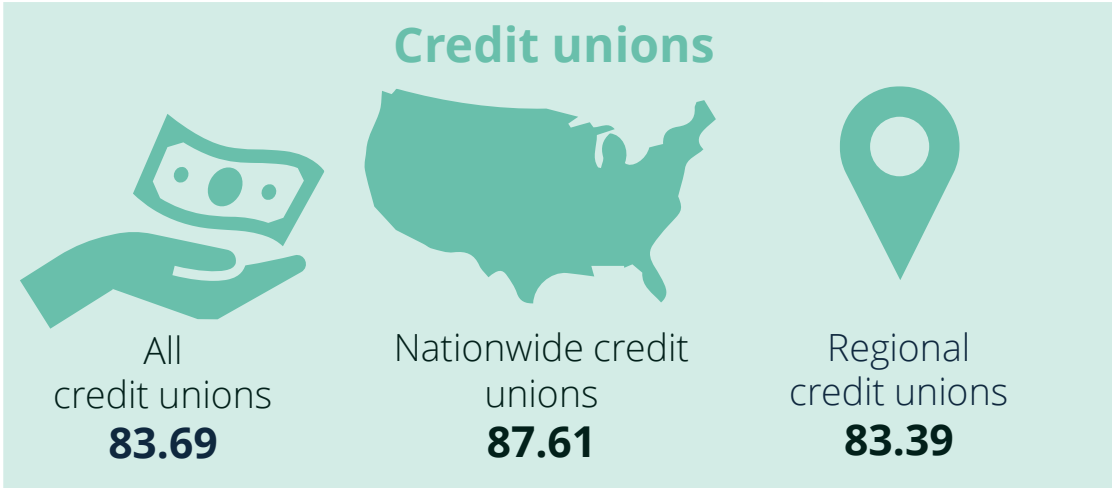
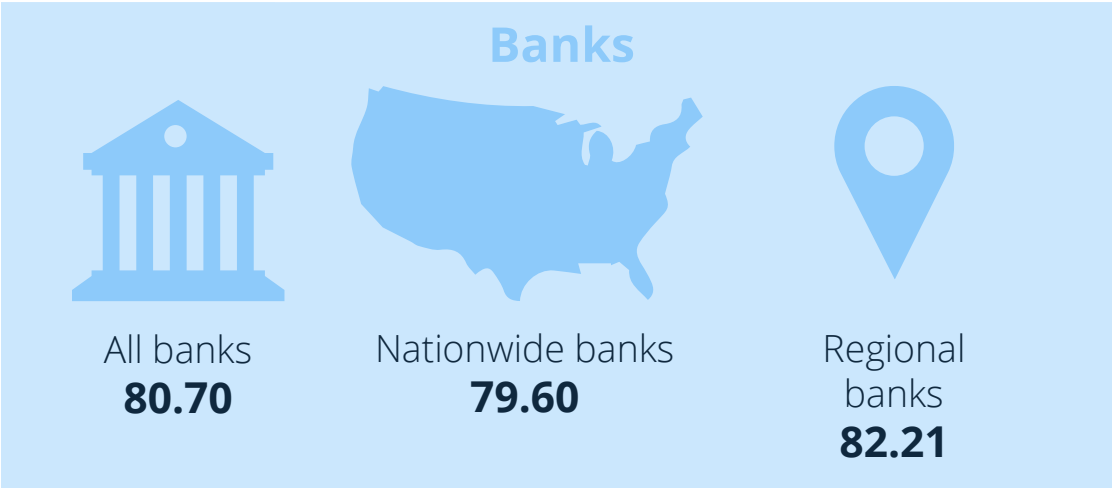
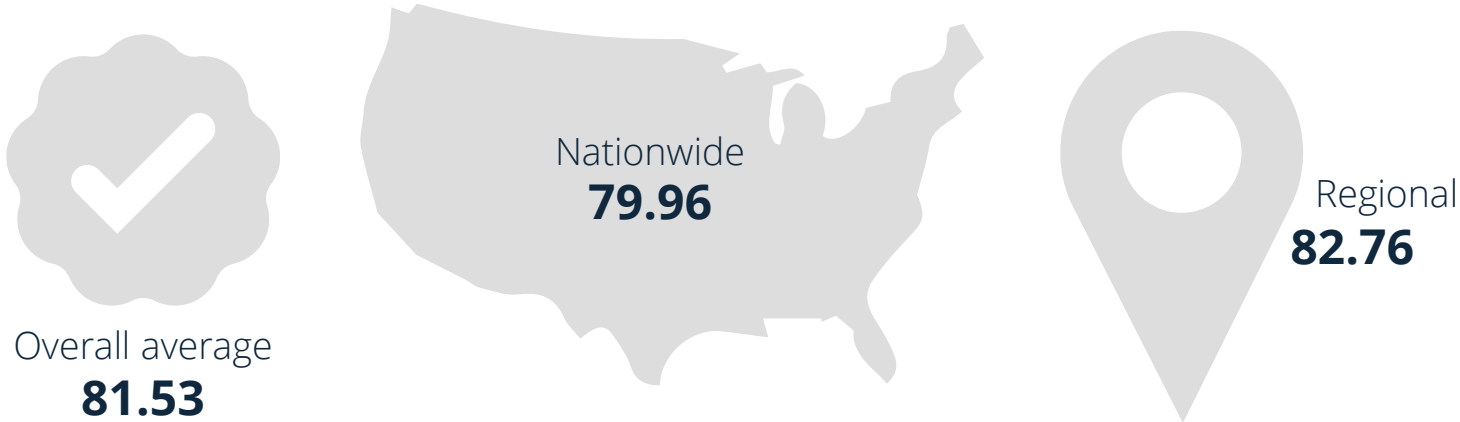
Respondents rated banks / credit unions in different dimensions

Methodology II – Evaluated Dimensions

 GENERAL SATISFACTION	 TRUST	 TERMS & CONDITIONS	 DIGITAL SERVICES	 CUSTOMER SERVICE	 FINANCIAL ADVICE	 BRANCH SERVICE
<p>Overall, how satisfied are you with your current bank?</p>	<ul style="list-style-type: none"> • In general, you can trust ... • I have confidence in the financial stability of ... • ... is competent and delivers on its promises 	<ul style="list-style-type: none"> • Fees are transparent • Fees are reasonable • Credit interest rates are reasonable • Debit interest rates are reasonable • The availability of ATMs for free cash withdrawal is good 	<ul style="list-style-type: none"> • It is easy to use the website (e.g., navigation, finding information) • The functionality of the website is good • Online applications (e.g., loans, accounts, or deposits) are easy to fill out • Online banking on the website is easy and intuitive • The bank's app(s) is/are simple and intuitive to use 	<ul style="list-style-type: none"> • The customer service is easily reachable (e.g., by phone or email, robo-adviser) • Waiting times are short (e.g., branch, hotline) • Employees are friendly • If there are problems, they are resolved to my satisfaction 	<ul style="list-style-type: none"> • Bank advisors are knowledgeable in their field of expertise • Advice is easy to understand • Advisors' recommendations suit my life and financial situation • Documents are helpful (e.g., price lists, product information) 	<ul style="list-style-type: none"> • There are enough parking spaces available • Branches are conveniently located • The number of branches is sufficient • Opening hours of the branches are sufficient • Branches are easily reachable by public transport or by car
 RECOMMENDATION <p>How likely is it that you would recommend your bank to a friend or family member?</p>	<ul style="list-style-type: none"> • Needs and benefits of customers are really important to ... • ... does a good job keeping my data secure 					

Credit unions achieved better scores than banks; regional institutions scored higher than the nationwide ones

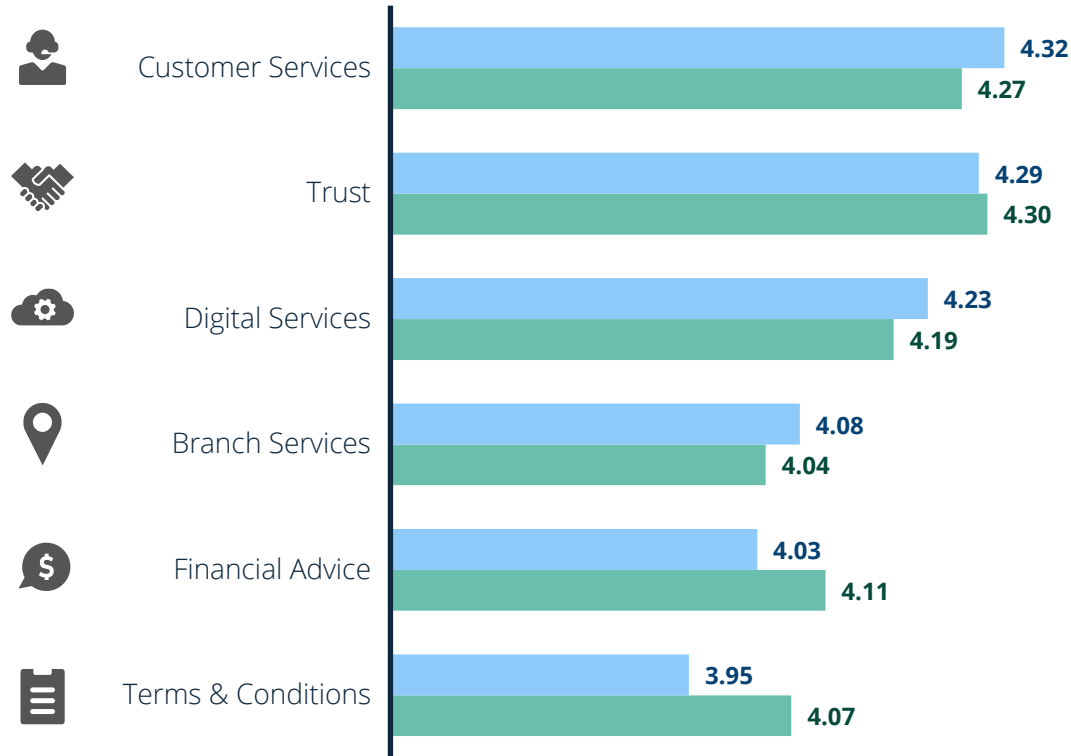
Overall scores for banks and credit unions



Customer Service and Trust are the best rated dimensions for the customers

Average score by dimension (regional banks/credit unions)

Average Score [1 = strongly disagree; 5 = strongly agree]



Average Score [1 = very dissatisfied/unlikely; 5 = very satisfied/likely]



Regional Banks Regional Credit Unions

Bank customers in Wyoming rated their banks best, while the best scores for credit unions were achieved in North Carolina

Overall score per state (regional banks/credit unions)



Regional
Banks

1.	87.33	Wyoming
2.	86.39	North Dakota
3.	85.70	Idaho
4.	85.46	Maine
5.	84.90	District of Columbia
6.	84.81	New Hampshire
7.	84.12	South Dakota
8.	84.10	Delaware
9.	83.96	Oklahoma
10.	83.94	Mississippi



Regional
Credit Unions

1.	87.31	North Carolina
2.	86.61	South Dakota
3.	86.58	Oregon
4.	86.47	North Dakota
5.	85.89	Tennessee
6.	85.49	Utah
7.	85.42	Vermont
8.	85.35	New Hampshire
9.	85.14	Wisconsin
10.	85.14	Wyoming

BankRI and CoVantage Credit Union are the best rated institutions

Top 10 overall



Banks










1.	91.29	BankRI	Rhode Island
2.	91.11	D.L. Evans Bank	Idaho
3.	90.65	New Peoples Bank	Virginia
4.	90.14	Community National Bank	Vermont
5.	89.96	Tri City National Bank	Wisconsin
6.	89.92	USAA Federal Savings Bank	Texas
7.	89.79	Merchants Bank	Minnesota
8.	89.56	First Federal Savings Bank of Twin Falls	Idaho
9.	89.42	Dollar Bank	Pennsylvania
10.	89.37	Kennebunk Savings	Maine



Credit Unions

1.	92.54	CoVantage Credit Union	Wisconsin
2.	92.52	UniWyo Credit Union	Wyoming
3.	92.48	Northwest Community Credit Union	Oregon
4.	92.04	WEOKIE Federal Credit Union	Oklahoma
5.	92.01	STCU	Idaho
6.	91.71	Altra Federal Credit Union	Wisconsin
7.	91.61	Dakotaland Federal Credit Union	South Dakota
8.	91.41	ESL Federal Credit Union	New York
9.	91.05	Evergreen Credit Union	Maine
10.	90.91	Grow Financial	Florida

Top Credit Unions in Ohio

	TOTAL SCORE	CREDIT UNION 	OVERALL SATISFACTION 	RECOMMENDATION 	TRUST 	TERMS & CONDITIONS 	DIGITAL SERVICES 	CUSTOMER SERVICE 	FINANCIAL ADVICE 	BRANCH SERVICE 
1.	89.83	CSE Federal Credit Union	4.70	4.30	4.49	4.35	4.63	4.58	4.41	4.50
2.	89.54	7 17 Credit Union	4.53	4.51	4.60	4.17	4.38	4.70	4.39	4.33
3.	88.05	Wright-Patt Credit Union	4.60	4.28	4.40	4.35	4.41	4.40	4.33	4.16

LET US KNOW IF YOU HAVE ANY QUESTIONS!



Romina Bertetti

Sales Manager

+1 212 381 0516

romina.bertetti@statista.com



Joseph Doubleday

Sales Manager

+1 212 433 2281

joseph.doubleday@statista.com



Shaan Ahuja

Sales Manager

+1 212 419 5765

shaan.ahuja@statista.com



Matthew Struble

Sales Manager

+1 212 419 8274

matthew.struble@statista.com



Shashank Shrestha

Sales Manager

+1 212 419 8265

shashank.shrestha@statista.com



Felix Kapel

Team Lead

+49 40 284841 974

felix.kapel@statista.com



Michaela Zitterich

Senior Analyst

+49 40 284841 846

michaela.zitterich@statista.com



Mallorie Winkler

Data Scientist

+49 40 284841 995

mallorie.winkler@statista.com

W W W . S T A T I S T A . C O M