



BEST-IN-STATE BANKS / BEST-IN-STATE CREDIT UNIONS 2021

INSIGHTS PACKAGE

4,987 banks and 5,207 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

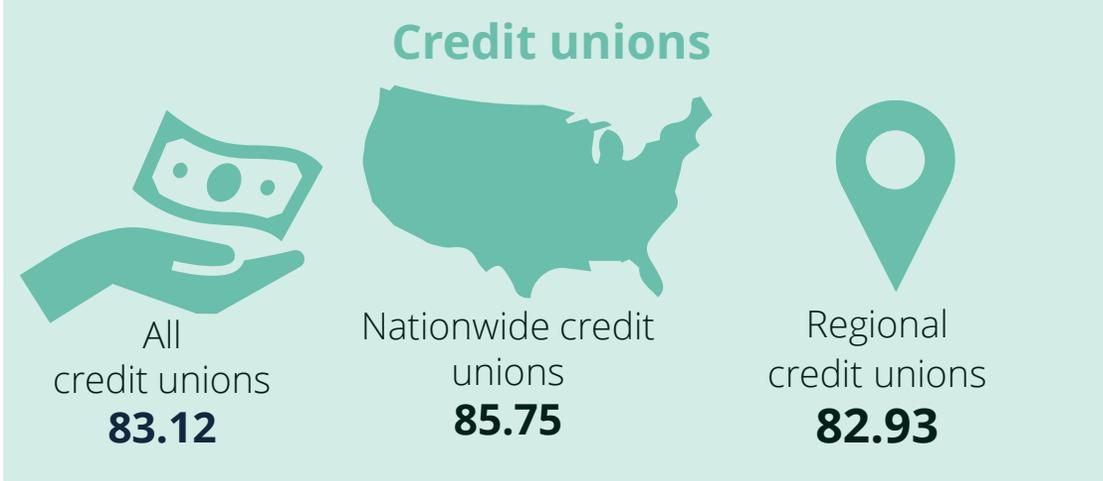
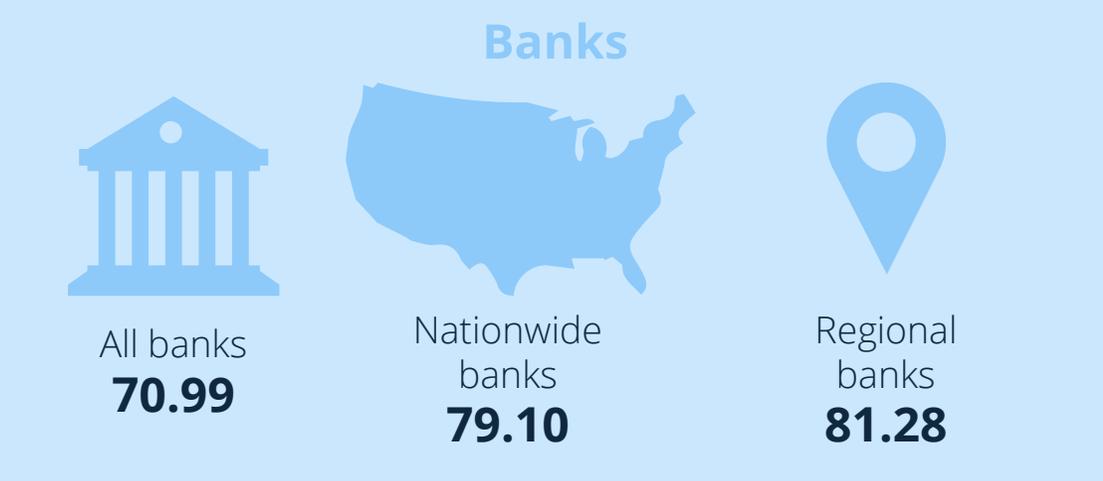
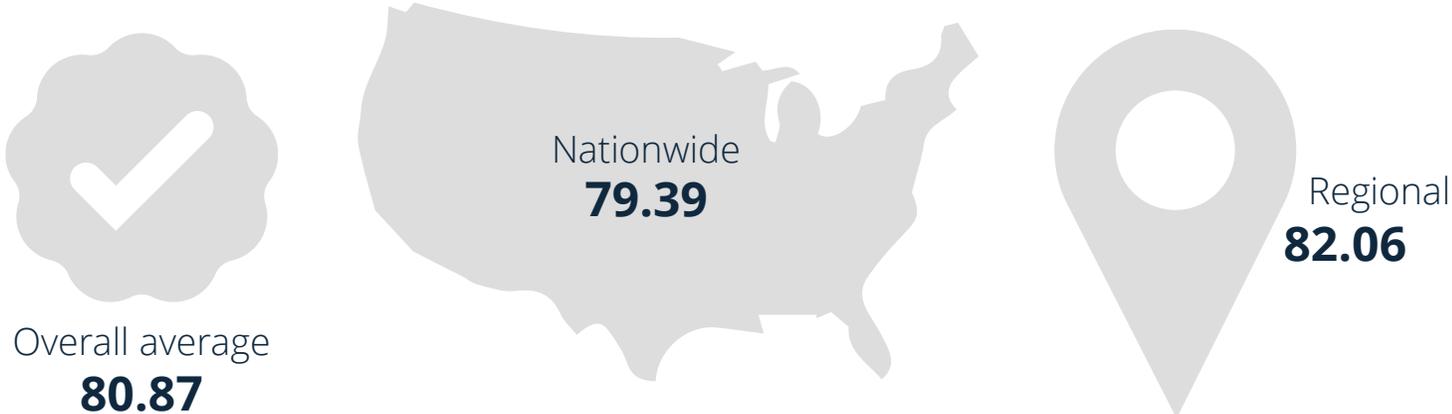
Respondents rated banks / credit unions in different dimensions

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 (e.g., branch, hotline) are short • Employees are friendly • The bank is easily reachable (e.g., by phone or email) • 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 • Upon making a recommendation, advisors point out costs, commission, and risks associated with it • 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 • Premises are good for a consultation • 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

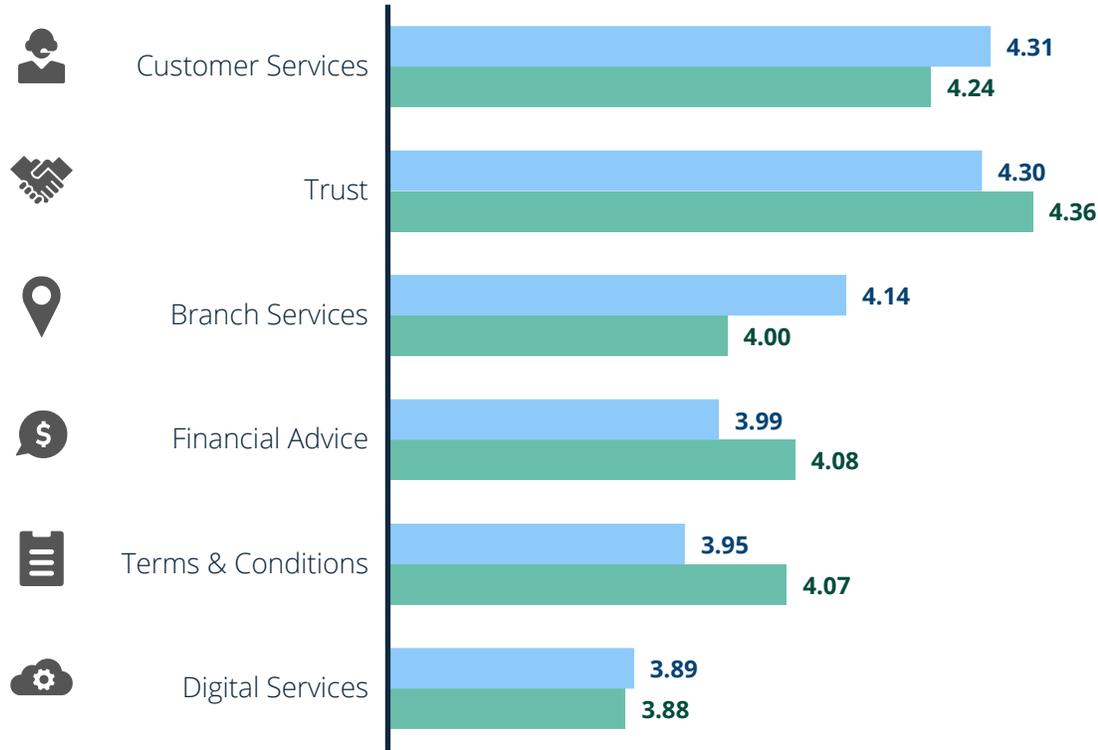
Overall scores for banks and credit unions



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 Maine rated their banks best, while the best scores for credit unions were achieved in Idaho

Overall score per state (Only regional banks/credit unions)



Regional
Banks

1.	87.04	Maine
2.	86.18	North Dakota
3.	84.63	South Dakota
4.	84.46	Wyoming
5.	84.19	Oklahoma
6.	84.03	Montana
7.	83.80	Arkansas
8.	83.17	Kentucky
9.	83.15	Nebraska
10.	83.00	Iowa



Regional
Credit Unions

1.	87.53	Idaho
2.	87.22	South Dakota
3.	87.12	Oregon
4.	86.76	New Hampshire
5.	86.48	Oklahoma
6.	86.12	Utah
7.	85.68	Montana
8.	85.45	Michigan
9.	85.06	Tennessee
10.	84.66	North Carolina

First Bank Kansas and Tennessee Valley Federal Credit Union are the best rated institutions

Top 10 overall



Banks

1.	94.13	First Bank Kansas	Kansas
2.	93.58	First Community Bank	Arkansas
3.	93.56	Skowhegan Savings	Maine
4.	92.85	Sandy Spring Bank	Maryland
5.	92.50	Hills Bank	Iowa
6.	92.50	First Security Bank	Montana
7.	92.24	Points West Community Bank	Nebraska
8.	92.10	Conway National Bank	South Carolina
9.	91.97	Landmark National Bank	Kansas
10.	91.38	Bath Savings Institution	Maine



Credit Unions

1.	95.63	Tennessee Valley Federal Credit Union	Tennessee
2.	93.65	Otero Federal Credit Union	New Mexico
3.	93.45	Visions Federal Credit Union	New Jersey
4.	93.04	ELGA Credit Union	Michigan
5.	93.01	CSE Federal Credit Union	Ohio
6.	92.89	Michigan Schools & Government Credit Union	Michigan
7.	92.81	Sikorsky Financial Credit Union	Connecticut
8.	92.56	Lake Michigan Credit Union	Michigan
9.	92.28	Pen Air Federal Credit Union	Florida
10.	92.27	ESL Credit Union	New York

Top Credit Unions in Ohio

	 TOTAL SCORE	 CREDIT UNION	 OVERALL SATISFACTION	 RECOMMENDATION	 TRUST	 TERMS & CONDITIONS	 DIGITAL SERVICES	 CUSTOMER SERVICE	 FINANCIAL ADVICE	 BRANCH SERVICE
1.	93.01	CSE Federal Credit Union	4.98	4.61	4.16	4.37	4.45	4.42	4.57	4.62
2.	89.16	Wright-Patt Credit Union	4.74	4.32	4.49	4.41	4.05	4.45	4.18	4.55
3.	89.01	Kemba Credit Union	4.60	4.41	4.57	4.62	3.59	4.78	4.65	4.67

LET US KNOW IF YOU HAVE ANY QUESTIONS!



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