

For Immediate Release

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Survey: Americans Highly Satisfied with Their Bank, Trust Banks the Most to Keep Information Secure

Glen Allen, Virginia — Nearly 9 in 10 Americans with a bank account (86 percent) say they are “very satisfied” or “satisfied” with their primary bank, and 94 percent rate their bank’s customer service as “excellent,” “very good” or “good,” according to a new survey conducted by Morning Consult on behalf of the American Bankers Association (ABA). The survey also found that U.S. adults trust banks more than any other entity – including healthcare providers, non-bank payment providers and the government – to keep their information secure and private.

Consumers also identified the attribute they value most about their bank. The top five responses include little or no fees (22 percent), security of account and personal information (20 percent), location (16 percent), customer service (11 percent), and reputation/trust (10 percent).

“Banks continue to invest heavily in keeping data safe and providing an exceptional customer experience, and consumers are taking notice,” said Bruce Whitehurst, president and CEO of the Virginia Bankers Association. “From helping customers buy a home or start a business to making transactions safe and convenient, banks of all sizes open doors of opportunity every day.”

ABA also released an accompanying [infographic](#) highlighting the survey results.

About the Survey

This poll was conducted by Morning Consult on behalf of the American Bankers Association from September 11-12, 2018, among a national sample of 2,201 adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

About the Virginia Bankers Association

Established in 1893, the Virginia Bankers Association is the unified voice for commercial and savings banks in Virginia. The VBA maintains an active legislative advocacy program, provides training to bankers statewide, and provides a variety of products and service to help its member banks best serve their communities. To learn more about the VBA, click [here](#).

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