

Customers Agree: U.S. Retail Banks Provide Exceptional Service and Financial Protections



■ Of the seven largest retail banks in the U.S...



89%

of customers rate their primary bank's overall service as "excellent" or "good."



Almost 8 out of 10

customers say the fees associated with their bank account(s) are reasonable (79%).

More than 4 in 5 customers

agree that they trust their bank to:



Keep their money safe (88%)



Protect them from fraud or scams (86%)



Keep their personal information safe (84%)

■ More than 4 in 5 adults who experienced fraud related to their bank account said...



Their bank dealt with the situation quickly (84%)



Their bank did everything in its power to help (83%)



They were satisfied with their bank's customer service (85%)

■ Almost 9 out of 10 adults who have been victims of fraud were satisfied with their bank's response (89%).

Methodology: This poll was conducted by Morning Consult between August 19-August 20, 2022 among a sample of 2,210 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, age, race, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points. Some questions in this poll were asked among adults who reported having bank accounts or loans with one or more of the following banks: JPMorgan Chase, Citi, Bank of America, Wells Fargo, U.S. Bank, PNC, or Truist.