



# **Most Trusted Retail Banks for Privacy**

## Research Briefing

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Independently conducted by Ponemon Institute

Publication date: October 10, 2013

## About our study

- The 2013 study represents the tenth year Ponemon Institute has conducted its *Privacy Trust Study for Retail Banking*. This annual survey-based research series asks consumers to indicate how secure and confident they feel when sharing their personal information with their primary banking institutions.
- This year's national survey included a scientific sample of 5,559 adult-aged retail banking consumers representing all geographic regions within the United States.
- Our survey-based research asked consumers questions about their bank's privacy commitments. It asked questions concerning:
  - Disclosure quality of privacy policies and other related notice
  - Customer outreach activities for privacy and data security
  - Online experience with special focus on privacy and data security
  - Response (if any) to data breach incidents
  - Perceptions about advertising, promotions and marketing
  - Overall perceptions about the bank's services, especially customer contact experience

# Sample response

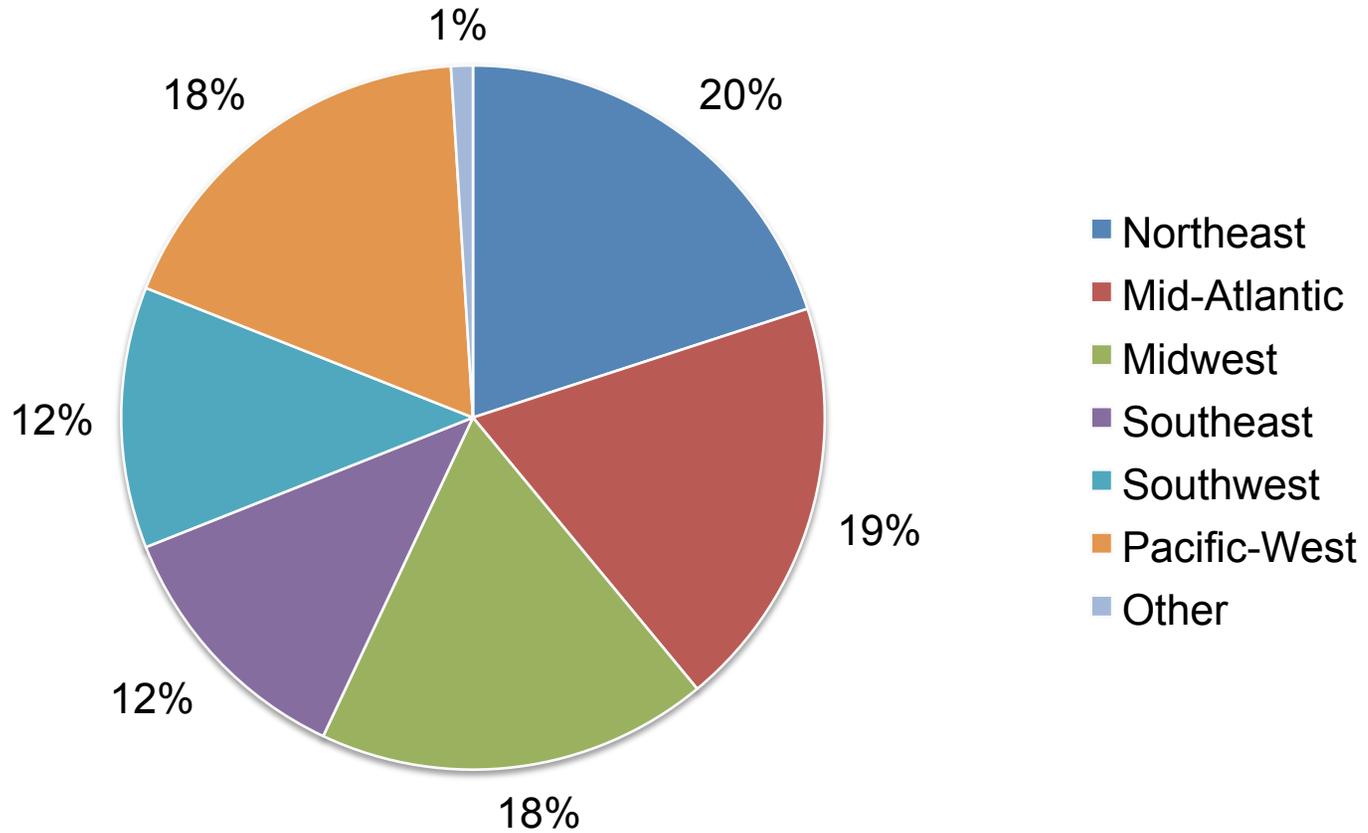
This year's final sample includes 5,559 consumers of retail banking consumers. Last year's sample involved a comparable sample of 5,571 individuals.

<b>2013 Sample Response</b>	Freq.	Pct%
Sample frame	133,986	100.0%
Total responses	6,009	4.5%
Total rejections	450	0.3%
Sample size	5,559	4.1%
Total bank ratings	8,615	
Average ratings per respondent	1.55	

# Sample



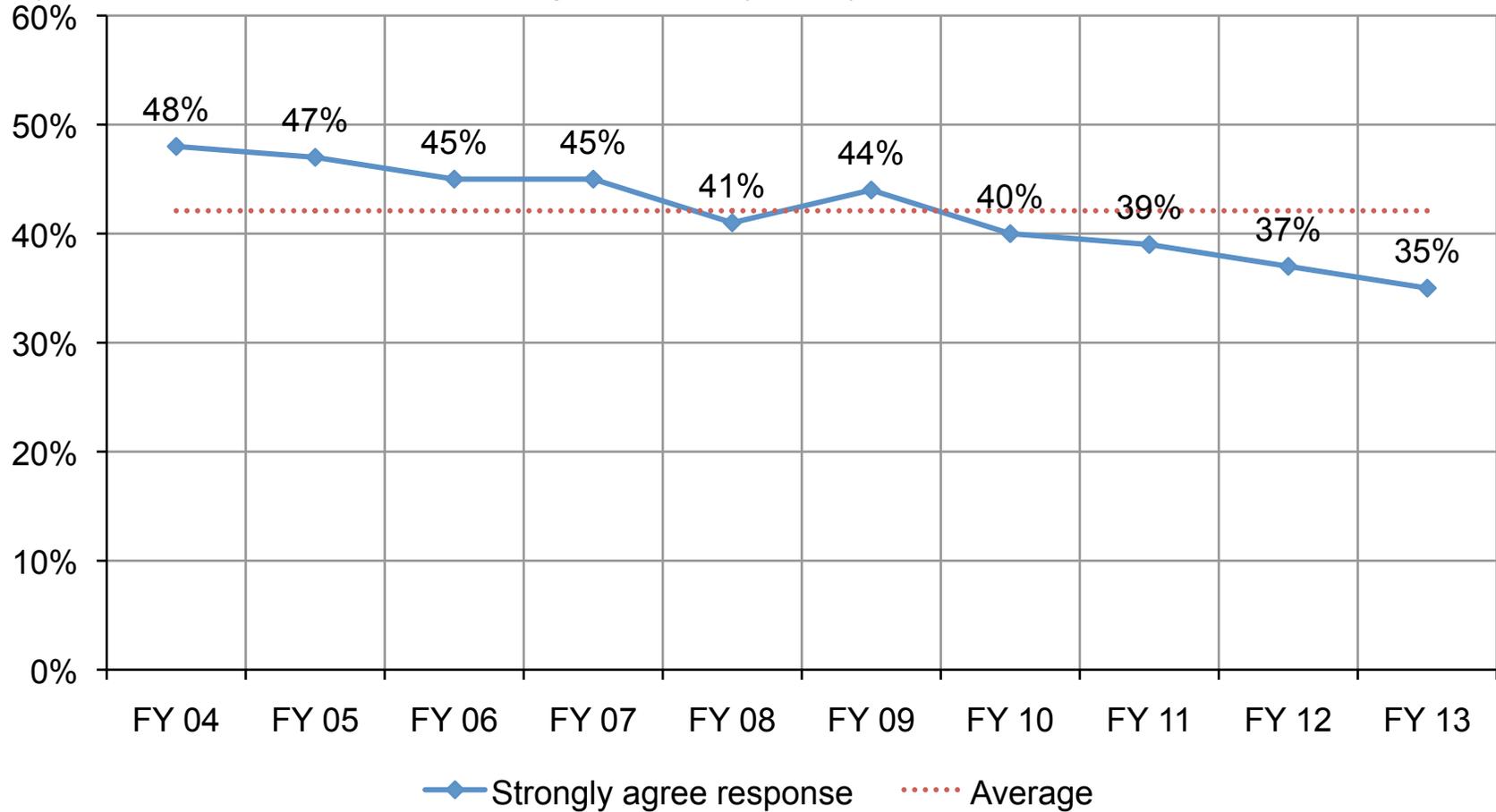
Sample consists of 5,559 adult-aged consumers of retail banking services. In total, these individuals provided 8,815 individuated bank ratings.



# Trust in privacy commitments over 10 years

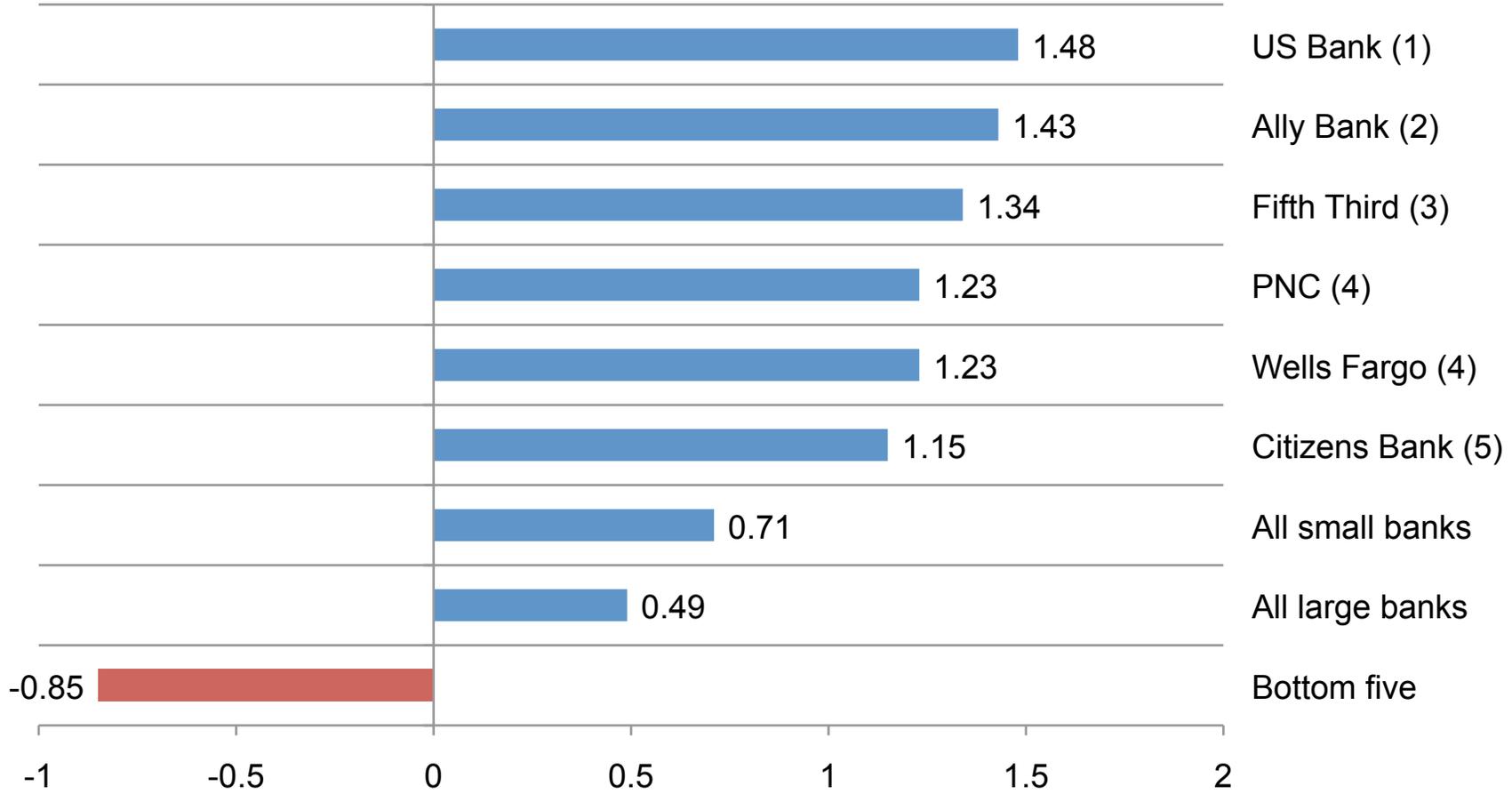


My bank is committed to ensuring the privacy of my personal information is protected

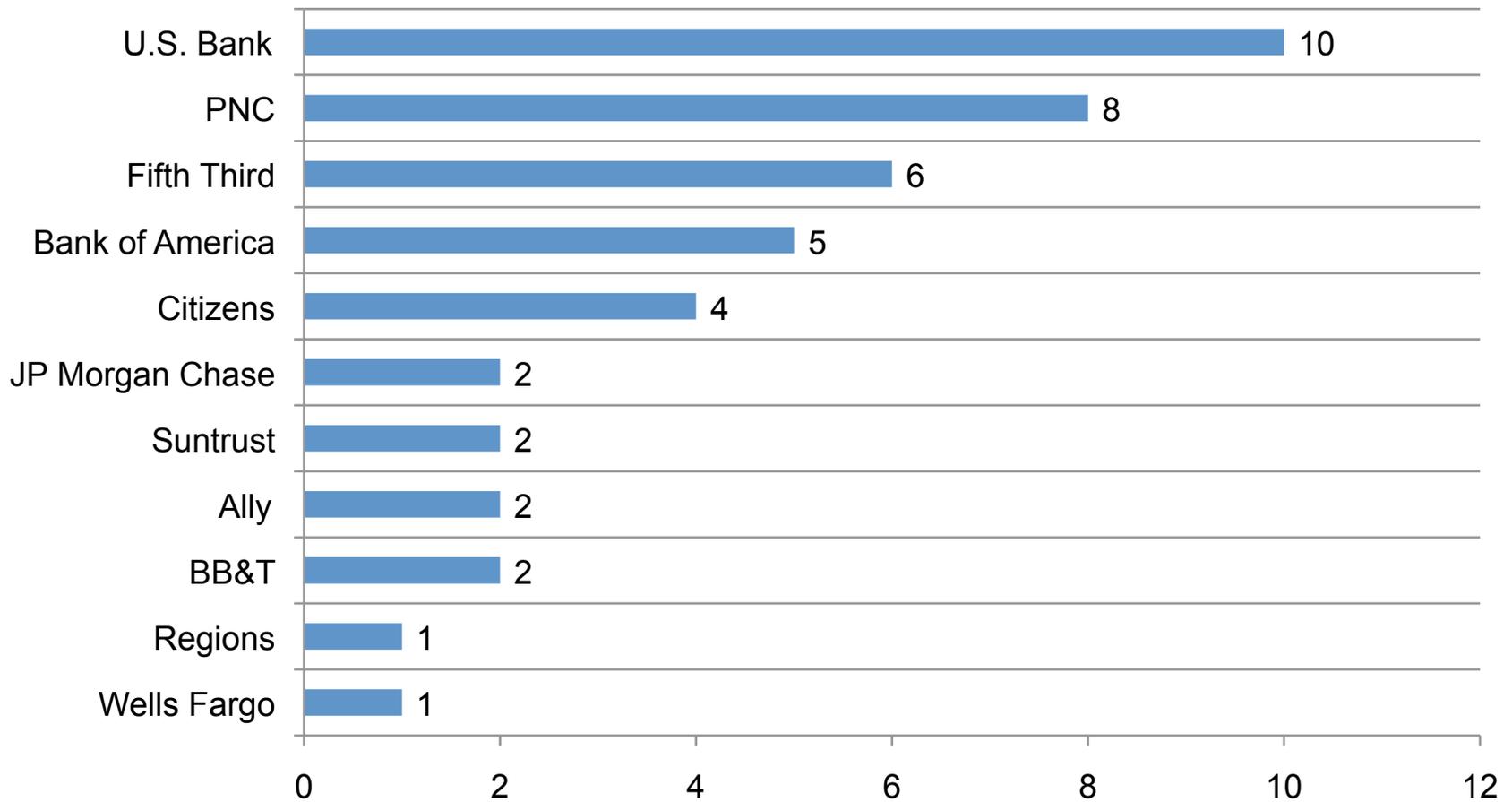


# 2013 Top rated banks

Sample consists of 5,559 adult-aged consumers of retail banking services. In total, these individuals provided 8,815 individuated bank ratings.



# Banks in the top five over 10 years



# Top five banks in 2012 & 2013

Dates indicate the year of publication rather than the date the research data was collected.

<b>2013 Most Trusted for Privacy</b>	2013 Rank	Sample size
U.S. Bank (Minneapolis)	1	401
Ally Bank (Detroit)	2	144
Fifth Third Bank (Cincinnati)	3	210
PNC Bank (Pittsburgh)	4	208
Wells Fargo (San Francisco)	4	860
Citizens (Providence)	5	162
Total/Average		1,985

<b>2012 Most Trusted for Privacy</b>	2012 Rank	Sample size
U.S. Bank (Minneapolis)	1	356
Fifth Third Bank (Cincinnati)	2	209
PNC Bank (Pittsburgh)	3	167
Citizens (Providence)	4	152
BB&T (Winston-Salem)	5	191
Ally Bank (Detroit)	5	100
Total/Average		1,175

## Top five banks in 2010 & 2011

Dates indicate the year of publication rather than the date the research data was collected.

<b>2011 Most Trusted for Privacy</b>	2011 Rank	Sample size
U.S. Bank (Minneapolis)	1	323
Regions Bank (Birmingham)	2	208
PNC Bank (Pittsburgh)	3	189
Citizens (Providence)	4	159
JP Morgan Chase (New York)	5	911
Total/Average		1,790

<b>2010 Most Trusted for Privacy</b>	2010 Rank	Sample size
U.S. Bank (Minneapolis)	1	312
PNC Bank (Pittsburgh)	2	186
Suntrust (Atlanta)	3	185
Citizens (Providence)	4	140
Bank of America (Charlotte)	5	812
Fifth Third Bank (Cincinnati)	5	127
Total/Average		1,762

## Top five banks in 2009

Dates indicate the year of publication rather than the date the research data was collected.

<b>2009 Most Trusted for Privacy</b>	2009 Rank	Sample size
U.S. Bank (Minneapolis)	1	305
National City (Cleveland)	2	142
Suntrust (Atlanta)	3	191
Citizens (Providence)	4	137
PNC Bank (Pittsburgh)	4	134
Wachovia (Charlotte)	5	341
Total/Average		1,250



## Contact us for more information

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