

## REGIONS BANK TOPS ANNUAL LIST OF MOST REPUTABLE BANKS

*Regional and non-traditional banks outperform national brands in Reputation Institute, American Banker survey of consumer perceptions*

**BOSTON, MASSACHUSETTS (June 28)** – Regions Financial Corp. tops the 2016 list of the most reputable banks in the United States, Reputation Institute and American Banker announced today with the release of the 2016 Annual Survey of Bank Reputations.

“The financial industry generally struggles to earn the consumers’ trust when compared with other industries, such as media, retail and health care, but this year’s Annual Survey of Bank Reputations shows that individual banks are performing quite well,” said Stephen Hahn-Griffiths, vice president and managing director, U.S. and Canada, for Reputation Institute. “For a bank, having a strong reputation is important, because it ensures customers will do business with you, policymakers and regulators will give you license to operate, and the financial community invests in you, among other benefits.”

Now in its seventh year, the survey — a partnership between Reputation Institute and American Banker — measures U.S. consumers’ perceptions of major bank brands. Companies were drawn from the Federal Reserve’s list of large commercial banks as of Dec. 31, 2015, with final selections determined by American Banker, based on the size of each firm’s assets and deposits. Only companies with significant retail businesses and/or significant retail brands were considered.

The Top 10 banks in the 2016 survey are:

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|------------------------------|--------------------|
| 1. Regions                   | 6. Ally Bank       |
| 2. Synovus Financial Corp.   | 7. First Niagara   |
| 3. Cullen/Frost Bankers Inc. | 8. BOK Financial   |
| 4. KeyBank                   | 9. Zions Bank      |
| 5. FirstMerit Bank           | 10. SunTrust Banks |

The top five banks earned “strong” reputations — defined as a Pulse score between 70.0 and 79.9 — up from just two in 2015.

Customers’ confidence in their own banks stayed strong, with consumers rating the banks where they do business at an average of 78.4. Ten banks have an excellent reputation — defined as a Pulse score above 80.0 — among their customers, compared to eight in 2015.

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At the same time, non-customer distrust remains, with consumers rating banks with which they do not do business at an average of 60.5.

Regional banks and non-traditional banks have stronger reputations than large banks. As a group, non-traditional banks earned an “excellent” average Pulse score of 82.3 from their own customers. Regional banks earned an average score of 78.5 from their customers, while large banks earned an average score of 75.8 from their customers.

“The most reputable banks recognize that perceptions of governance — inclusive of ethics, openness, honesty and transparency — carry the most weight of importance among customers and non-customers,” Hahn-Griffiths said. “However, they also realize that beyond the table stakes of delivering on products and services, that perceptions of workplace are increasingly important, accounting for 14.6 percent of their reputation among customers and 14.8 percent among non-customers.”

The 2016 Annual Survey of Bank Reputations scores and rankings are based on more than ratings collected via an online questionnaire in the first quarter of 2016. They measure the general public’s perception where the company stands on seven key rational dimensions of reputation: products and services, innovation, workplace, governance, citizenship, leadership and performance.

The full list of the most reputable banks in the United States, including breakdowns of how banks performed on the individual dimensions of reputation, can be found online at <https://www.reputationinstitute.com/banking-2016>.

### **About Reputation Institute**

Reputation Institute (RI) is the world’s leading consulting and advisory firm for reputation. RI enables many of the world’s leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI’s most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world’s largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

Learn more at: <http://www.reputationinstitute.com/>

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