

## MOST TRUSTED COMPANIES

# IBD's 25 Most Trusted Financial Companies

BY IBD STAFF

In tough times, trust becomes even more vital. Turmoil in the economy and financial markets this year has left customers reeling. They need to know their online brokers, fund companies, wealth managers, credit card companies, banks and auto, home and life insurance companies have their back. How do these financial companies stack up? To find out, IBD and polling partner TechnoMetrica conducted the third annual customer survey this

summer. This year's survey, co-branded with MarketWatch, asked customers to rank companies they do business with in seven areas they deem most important: quality of products, company ethics, protecting customer privacy, customer service, prices, sensitivity to customer needs, and innovation. We identify the 25 Most Trusted Financial Companies overall and the top three in each of the eight businesses studied. These are our findings.



Overall Rank	Company	Category	Trust Rating	Quality	Ethics	Privacy	Customer Service	Price	Sensitivity	Innovation
1	USAA	Auto Insurance	85.3	88.5	87.9	89.1	88.2	80.2	79.8	70.9
2	Vanguard	ETF/Fund Companies	83.6	86.9	84.5	88.5	80.5	85.5	76.6	74.2
3	Primerica	Life Insurance	83.4	86.5	78.9	86.3	83.3	83.2	81.5	84.0
4	Fidelity Investments	ETF/Fund Companies	79.5	80.1	80.6	86.9	82.9	72.6	73.5	73.1
5	Vanguard Brokerage	Online Brokers	78.6	81.4	79.8	82.7	78.5	77.9	72.4	67.5
6	AllianceBernstein	ETF/Fund Companies	77.9	75.4	76.9	79.3	82.8	76.0	77.5	76.9
7	USAA	Home Insurance	76.8	78.7	76.9	80.6	79.1	70.7	75.5	69.9
8	American Express	Credit Card	76.4	80.0	77.6	84.9	81.1	61.5	69.3	74.7
9	Discover	Credit Card	76.1	78.8	74.0	83.2	83.0	68.6	65.6	73.5
10	Fidelity Wealth Management	Wealth Managers	76.0	76.1	78.8	80.4	80.3	69.1	70.1	71.8
10	JPMorgan Funds	ETF/Fund Companies	76.0	78.0	73.2	81.9	77.0	68.8	74.2	80.3
12	AIG	Home Insurance	75.8	75.4	76.2	74.3	77.4	73.8	79.1	73.5
13	Charles Schwab	ETF/Fund Companies	75.6	74.8	79.2	79.3	74.9	73.7	71.0	73.3
14	Fidelity	Online Brokers	75.2	76.9	77.2	80.8	76.2	70.9	68.4	68.6
15	Schwab Private Client	Wealth Managers	75.1	76.9	76.3	79.6	76.8	70.6	69.1	71.6
16	Ameriprise Financial	Wealth Managers	74.9	75.9	75.4	81.9	73.2	69.2	72.2	74.9
17	Charles Schwab	Online Brokers	74.5	75.0	76.6	77.5	76.8	71.6	67.5	73.2
18	TD Ameritrade	Online Brokers	73.8	75.2	75.6	79.8	76.8	68.0	64.3	72.4
19	New York Life	Life Insurance	72.5	73.3	73.8	79.5	76.3	65.4	65.5	68.0
19	USAA	ETF/Fund Companies	72.5	75.8	70.6	73.6	74.6	68.3	72.8	66.7
21	State Farm Insurance	Auto Insurance	71.2	76.6	74.3	82.3	75.4	57.6	59.4	57.8
21	State Farm Insurance	Home Insurance	71.2	73.7	74.6	79.0	74.8	60.2	63.7	62.8
23	Progressive	Home Insurance	71.1	73.1	72.7	77.6	69.6	67.1	66.5	64.0
24	Geico Insurance	Auto Insurance	70.9	80.2	70.9	77.0	74.2	63.3	57.2	60.5
24	Wells Fargo Advantage Funds	ETF/Fund Companies	70.9	70.2	67.7	76.6	73.4	66.4	69.5	73.6

IBD's 2022 list of the Top 25 Most Trusted Financial Companies was determined by ranking 85 companies that qualified for the survey analysis. Overall, 6,520 respondents evaluated the financial companies they do business with in seven key areas of trust.

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