

# US Finance Brand Study

[M]

In the past 12 months, which of the following Brands have you used?

## Financial Services/Banks

- Bank of America
- Citibank
- JP Morgan Chase
- Fidelity
- Wells Fargo
- HSBC
- Wachovia
- ACE Insurance
- Citizens Bank
- ING Direct
- John Hancock
- Merrill Lynch
- UBS
- Prudential
- Vanguard
- Ally
- Fifth Third Bank
- TD Ameritrade Bank
- Edward Jones
- Capital One
- Schwab
- Oppenheimer Funds

## Credit Cards

- American Express
- Visa
- Mastercard
- Discover
- None of the above **[Exclusive]**

In the next 12 months, which of the following Brands are you considering using?

## Financial Services/Banks

- Bank of America
- Citibank
- JP Morgan Chase
- Fidelity
- Wells Fargo
- HSBC
- Wachovia
- ACE Insurance
- Citizens Bank



