## **US Finance Brand Study**

In the n	past 12 months, which of the following Brands have you used?	[M]
in the p		
Fin	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	
Cre	edit Cards American Express Visa Mastercard Discover None of the above [Exclusive]	
In the n	next 12 months, which of the following Brands are you considering using?	
Fin	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
	Chase Bank
	Oppenheimer Funds
Cre	edit Card
	American Express
	Visa
	Mastercard
	Discover
	None of the above [Exclusive]

What are the most likely reasons to buy / use or recommend the following brands? Please limit your choices to 3.

	Reliability	Quality	Customer Service	Availability / Location	Cost	Reputation	Cool factor	My kind of Brand
Financial Services/Bank								
Bank of America	$\circ$	0	0	0	0	0		0
Citibank	$\circ$	0	0	0	0	0		0
JP Morgan Chase	$\circ$	0	•	0	0	•		0
Fidelity	0	0	0	0	0	0	0	0
Wells Fargo	$\circ$	0	0	0	0	0		0
HSBC	0	0	0	0	0	0	0	0
Wachovia	0	0	0	0	0	•	0	0
ACE Insurance	$\circ$	0	0	0	0	0	0	0
Citizens Bank	$\circ$	0	•	0	0	•		0
ING Direct	$\circ$	0	0	0	0	0	0	0
John Hancock	$\circ$	$\circ$	0	$\circ$	0	0		$\circ$
Merrill Lynch	0	0	0	0	0	0	0	0
UBS	$\circ$	$\circ$	0	$\circ$	0	0		$\circ$
Prudential	$\circ$	0	0	0	0	0	0	0
Vanguard	$\circ$	$\circ$	0	$\circ$	0	0		$\circ$
Ally	0	0	0	0	0	0	0	0
Fifth Third Bank	0	0	0	0		0	$\circ$	0
TD Ameritrade Bank	$\circ$	0	0	0	0	0	0	0
Edward Jones	$\circ$	$\circ$	0	$\circ$	0	0		$\circ$
Capital One	0	0	0	0	0	0	0	0
Schwab	0	•	0	0	0	•	0	0
Chase Bank	0	0	0	0	0	0	0	0
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Oppenheimer Funds	$\circ$	$\circ$	0	0	$\circ$	$\circ$	0	$\circ$
Credit Card								
American Express	$\circ$	0	0	0	0	0	0	0
Visa	0	0	0	0	0	0	0	
Mastercard	$\circ$	•	$\circ$	0	0	0	0	
Discover		0	0	0	0	0		

Based on everything you know / heard or experienced, how would you rate the following brands?

	Very Good	Good	Average	Poor	Very Poor	Never heard of this brand
Financial Services						
Bank of America		0	0	0	0	•
Citibank		0	0	0	0	0
JP Morgan Chase		0	0	0	0	<b>O</b>
Fidelity		0	0	0	0	0
Wells Fargo		0	0	0	0	<b>O</b>
HSBC		0	0	0	0	0
Wachovia			0		•	0
ACE Insurance		0	0	0	0	0
Citizens Bank		0	0	0	0	0
ING Direct			0		0	0
John Hancock			$\circ$		$\circ$	0
Merrill Lynch	0	0	0	0	0	0
UBS		0	0	0	0	0
Prudential	0	0	0	0	0	0
Vanguard	0		0		0	0
Ally	0	0	0	0	0	0
Fifth Third Bank	0	0	0	0	0	0
TD Ameritrade Bank	0	0	0	0	0	0
Edward Jones	0	0	0	0	0	0
Capital One	0	0	0	0	0	0
Schwab	0	0	0	0	0	0
Chase Bank	0	0	0	0	0	0
Oppenheimer Funds	0	0	0	0	0	0
Credit Card						
American Express	0	0	0	0	0	0
Visa	0	0	0	0	0	0
Mastercard	0	0	$\circ$	0	0	0
Discover	0	0	0	0	0	0