

NEWS RELEASE

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Morpace Reports: Confidence in Banks Turns a Corner

Farmington Hills, MI, April 8, 2009 – Consumers’ confidence in their own bank, and in the banking system as a whole, is improving for the first time since September according to a new Morpace survey.

Now 66 percent of consumers are “very confident” in their primary bank – an increase from the 61 percent low recorded in January 2009. This uptick follows months of steady declines which saw confidence fall from 71 percent in September 2008 to its low point in January.

“Consumers are noticing the roll out of federal programs designed to strengthen the banking system,” said Tom Hartley, Vice President of Satisfaction and Loyalty at Morpace. “After months of declining confidence, this increase may signal a return to the high levels of confidence that we normally see. It was very unusual for consumers to doubt their own institution, so the increase in confidence is very reassuring,” Hartley added.

Confidence in the “financial strength of banks in general” has also risen, with 36 percent now saying they are “very confident” -- up significantly from January's bottom of 32 percent. Confidence in banks in general had previously declined steadily from 44 percent in September 2008.

Morpace Omnibus Study interviews were completed March 24-27 with 1,015 consumers selected from an Internet panel of adults aged 18 and over. The sample’s demographic profile reflects the U.S. population.

In the surveys consumers were asked “How confident are you in the financial strength of your primary personal bank?” and “How confident are you in the financial strength of banks in general?” Ratings of eight, nine or ten on a 10-point scale indicate “very confident” consumers.

About Morpace Inc.

Morpace is a [full-service survey research](#) and consulting organization specializing in automotive, [financial services](#), health care, retail and technology. Morpace has global expertise in providing innovative proprietary solutions to clients in four core areas: [brand and communications](#); [consumer choice](#); [market and product development](#); and [satisfaction and loyalty](#). Morpace serves national and regional banks and other financial institutions.

Established in 1941, Morpace Inc., an ISO 9001:2000 certified organization, is one of the largest privately held marketing research firms in the United States. Headquartered in Farmington Hills, Michigan the company has offices in Irvine, California; New York City; and London, England.