

December 2022

# Bank and payment system consideration rankings 2022

YouGov®

Top ranked and top improvers in 30+ markets

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# Introduction

## About the report

Following a tough year financially for many around the globe, brands have had to work even harder to stand out to consumers; understanding who is in contention, and who's up or down, has never been more important.

With our latest report, discover which banks and payment systems are the most considered by consumers in 30+ markets around the globe.

This year we have chosen to compare brands by our 'consideration' metric. In this metric people are asked "when you are in the market next to open a financial services account, from which of the following would you consider opening an account?" providing us an insight into which brands consumers are contemplating trusting with their money.

YouGov publishes brand rankings yearly based on the data from our always-on brand tracker, **YouGov BrandIndex**. Financial Services brands are tracked daily around the world, enabling us to consistently and accurately measure consumer attitudes towards those brands.



## Australia: Top Ranked and Improvers

- Ranked using our 'consideration' metric.
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### Top Ranked

Rank	Brand Name	Score
1	PayPal	45.7
2	Visa	30.8
3	Mastercard	28.1
4	Commonwealth Bank (CBA)	26.8
5	ANZ	22.1
6	NAB	20.1
7	Afterpay	18.9
8	Westpac	18.3
9	ING	16.9
10	AustralianSuper	13.1

### Top Improvers

Rank	Brand Name	Score
1	HSBC	1.8 ▲
2	UBank	1.4 ▲
3	Bank SA	1.4 ▲
4	Klarna	1.3 ▲
5	IG	1.3 ▲

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# Brazil: Top Ranked and Improvers

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## Top Ranked

Rank	Brand Name	Score
1	Caixa Econômica Federal	24.3
2	Banco do Brasil	19.6
3	Itaú	18.0
4	Santander	16.6
5	Banco Bradesco	16.0
6	PayPal	14.0
7	Mercado Pago	14.0
8	PagSeguro	12.3
9	Mastercard	11.7
10	Visa	11.2

## Top Improvers

Rank	Brand Name	Score
1	PagSeguro	0.7 ▲
2	Porto Seguro Bank	0.5 ▲
3	BNB	0.2 ▲
4	American Express	0.2 ▲
5	Mercado Pago	0.2 ▲

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## Canada: Top Ranked and Improvers

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### Top Ranked

Rank	Brand Name	Score
1	TD Canada Trust	21.6
2	RBC Royal Bank	21.1
3	Scotiabank	16.8
4	BMO Bank of Montreal	14.8
5	Visa	14.3
6	CIBC	14.2
7	Mastercard	12.9
8	Tangerine	12.1
9	PC Financial	9.7
10	Desjardins	8.4

### Top Improvers

Rank	Brand Name	Score
1	TD Canada Trust	0.7 ▲
2	HSBC	0.5 ▲
3	RBC Royal Bank	0.4 ▲
4	National Bank	0.4 ▲
5	Chase Bank	0.3 ▲

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# China: Top Ranked and Improvers

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## Top Ranked

Rank	Brand Name	Score
1	Industrial and Commercial Bank of China   中国工商银行	22.5
2	China Construction Bank   中国建设银行	22.4
3	Alipay   支付宝	22.3
4	Bank of China   中国银行	20.9
5	Agricultural Bank of China   中国农业银行	16.4
6	China Merchant Bank   招商银行	14.2
7	WeChat Wallet   微信钱包	13.7
8	Postal Savings Bank of China   中国邮政储蓄银行	13.1
9	Bank of Communications   交通银行	8.2
10	UnionPay   银联	7.4

## Top Improvers

Rank	Brand Name	Score
1	Postal Savings Bank of China   中国邮政储蓄银行	1.5 ▲
2	Agricultural Bank of China   中国农业银行	0.9 ▲
3	Paypal	0.7 ▲
4	UnionPay   银联	0.6 ▲
5	Standard Chartered Bank   渣打银行	0.5 ▲

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## Croatia: Top Ranked and Improvers

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### Top Ranked

Rank	Brand Name	Score
1	Privredna Banka (PBZ)	29.8
2	Erste & Steiermärkische Bank	29.0
3	Zagrebacka Banka	25.1
4	Raiffeisenbank Austria Zagreb (RBA)	19.6
5	Hrvatska Poštanska Banka (HPB)	14.8
6	OTP banka	13.2
7	Addiko Bank	10.2
8	Revolut	8.1
9	Sberbank	4.9
10	Podravska Banka (POBA)	2.1

### Top Improvers

Rank	Brand Name	Score
1	Zagrebacka Banka	2.0 ▲
2	Revolut	0.7 ▲
3	Erste & Steiermärkische Bank	0.7 ▲
4	Hrvatska Poštanska Banka (HPB)	0.4 ▲
5	OTP banka	0.3 ▲

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## Czech Republic: Top Ranked and Improvers

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### Top Ranked

Rank	Brand Name	Score
1	Air Bank (PPF)	17.1
2	Ceska Sporitelna (Erste Group)	15.0
3	Moneta Money Bank	12.8
4	CSOB (KBC Group)	12.4
5	Raiffeisen Bank CZ	11.6
6	Fio Bank	9.9
7	Komerčni Banka	9.3
8	Equa Bank	8.9
9	mBank (Commerzbank Group)	7.4
10	UniCredit Bank CZ	3.8

### Top Improvers

Rank	Brand Name	Score
1	Trinity Bank	1.6 ▲
2	CSOB (KBC Group)	1.1 ▲
3	Expobank CZ	0.6 ▲
4	Revolut	0.3 ▲
5	Moneta Money Bank	0.3 ▲

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# Denmark: Top Ranked and Improvers

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## Top Ranked

Rank	Brand Name	Score
1	MobilePay	18.9
2	Danske Bank	14.3
3	Nordea	14.3
4	Arbejdernes Landsbank	10.6
5	VISA	10.4
6	Totalkredit	8.4
7	Mastercard	7.9
8	Nykredit	7.2
9	Lån og Spar bank	7.2
10	Jyske Bank	7.1

## Top Improvers

Rank	Brand Name	Score
1	MobilePay	3.0 ▲
2	Lunar	1.7 ▲
3	VISA	1.6 ▲
4	Mastercard	1.3 ▲
5	Nordnet	1.1 ▲

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# Egypt: Top Ranked and Improvers

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## Top Ranked

Rank	Brand Name	Score
1	National Bank of Egypt	31.6
2	Bank Misr	29.0
3	Visa	19.6
4	Mastercard	13.0
5	Western Union	12.4
6	Qatar National Bank Al Ahli	10.5
7	Bank of Alexandria	10.1
8	Commercial International Bank	10.0
9	Faisal Islamic Bank	7.8
10	HSBC Bank Egypt	6.9

## Top Improvers

Rank	Brand Name	Score
1	Visa	3.5 ▲
2	Ahli United Bank	2.6 ▲
3	Mastercard	1.6 ▲
4	Apple Pay	1.4 ▲
5	HSBC Bank Egypt	1.1 ▲

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# Finland: Top Ranked and Improvers

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## Top Ranked

Rank	Brand Name	Score
1	S-Pankki	30.7
2	OP	28.2
3	Nordea	16.1
4	Klarna	10.6
5	Visa	10.2
6	PayPal	9.3
7	MobilePay	7.9
8	Mastercard	6.8
9	Danske Bank	6.4
10	POP Pankki	6.1

## Top Improvers

Rank	Brand Name	Score
1	MobilePay	1.7 ▲
2	Bank Norwegian	1.4 ▲
3	Klarna	1.3 ▲
4	Visa	1.3 ▲
5	Mastercard	0.9 ▲

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## France: Top Ranked and Improvers

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### Top Ranked

Rank	Brand Name	Score
1	Crédit Agricole	19.1
2	PayPal	18.5
3	Crédit Mutuel	16.0
4	Caisse d'Epargne	13.0
5	La Banque Postale	12.6
6	Boursorama Banque	12.5
7	Visa	12.3
8	Mastercard	9.2
9	Société Générale	8.4
10	BNP Paribas	8.2

### Top Improvers

Rank	Brand Name	Score
1	Visa	1.6 ▲
2	Boursorama Banque	1.5 ▲
3	Crédit Agricole	0.9 ▲
4	Caisse d'Epargne	0.9 ▲
5	Crédit Mutuel	0.8 ▲

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## Germany: Top Ranked and Improvers

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### Top Ranked

Rank	Brand Name	Score
1	PayPal	64.7
2	VISA	35.7
3	Klarna	33.3
4	Sparkasse	31.5
5	MasterCard	30.2
6	ING	20.6
7	Volks- und Raiffeisenbank	20.3
8	Amazon Pay	17.6
9	American Express	13.1
10	Commerzbank	13.1

### Top Improvers

Rank	Brand Name	Score
1	ING	1.1 ▲
2	Santander Consumer Bank	0.9 ▲
3	TARGOBANK	0.8 ▲
4	Deutsche Bank	0.8 ▲
5	DKB Deutsche Kreditbank	0.5 ▲

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## Hong Kong: Top Ranked and Improvers

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### Top Ranked

Rank	Brand Name	Score
1	Octopus Card	51.9
2	Visa	39.6
3	HSBC	33.0
4	Alipay HK	31.1
5	PayPal	30.9
6	PayMe	30.3
7	Mastercard	26.3
8	Hang Seng Bank	26.1
9	Bank of China	21.6
10	WeChat Pay	19.5

### Top Improvers

Rank	Brand Name	Score
1	PayMe	2.9 ▲
2	Mox	2.7 ▲
3	livi	2.2 ▲
4	HSBC	2.1 ▲
5	Alipay HK	1.8 ▲

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# Hungary: Top Ranked and Improvers

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## Top Ranked

Rank	Brand Name	Score
1	OTP Bank	34.6
2	K&H Bank	20.5
3	Erste Bank	17.4
4	Raiffeisen Bank	14.9
5	Revolut	9.9
6	Budapest Bank	9.4
7	Takarekbank	9.0
8	CIB Bank	9.0
9	UniCredit Bank	7.9
10	MKB Bank	6.8

## Top Improvers

Rank	Brand Name	Score
1	Revolut	2.0 ▲
2	MKB Bank	0.2 ▲
3	ING Bank	0.1 ▲
4	Oberbank	0.0 ▲
5	Polgari Bank	0.0 ▲

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## India: Top Ranked and Improvers

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### Top Ranked

Rank	Brand Name	Score
1	State Bank of India	32.7
2	HDFC Bank	23.3
3	ICICI Bank	19.6
4	Visa	16.0
5	Axis Bank	14.4
6	Mastercard	14.0
7	Kotak Mahindra Bank	12.9
8	Bajaj Finserv	12.2
9	Bank of Baroda	10.9
10	Punjab National Bank	10.2

### Top Improvers

Rank	Brand Name	Score
1	Central Bank of India	1.4 ▲
2	Bank of Baroda	1.3 ▲
3	Bank of India	1.3 ▲
4	Punjab National Bank (PNB)	1.0 ▲
5	YES Bank	0.8 ▲

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## Top Ranked

Rank	Brand Name	Score
1	BCA	44.7
2	GoPay	42.2
3	DANA	40.9
4	ShopeePay	40.1
5	OVO	36.7
6	BRI	28.8
7	Bank Mandiri	26.7
8	BNI	24.0
9	Shopee PayLater	21.7
10	LinkAja	16.2

## Top Improvers

Rank	Brand Name	Score
1	DANA	6.8 ▲
2	Bank Jago	5.5 ▲
3	ShopeePay	2.4 ▲
4	BSI Bank Syariah Indonesia	2.4 ▲
5	GoPay	2.1 ▲

## Indonesia: Top Ranked and Improvers

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## Top Ranked

Rank	Brand Name	Score
1	AIB (Allied Irish Bank)	32.0
2	Revolut	28.5
3	Bank of Ireland	26.6
4	Permanent TSB	19.5
5	EBS d.a.c	5.8
6	KBC Bank	5.1
7	N26	4.4
8	Ulster Bank	3.8
9	Citibank	2.3
10	Danske Bank	1.9

## Top Improvers

Rank	Brand Name	Score
1	Revolut	8.1 ▲
2	AIB (Allied Irish Bank)	1.3 ▲
3	Permanent TSB	1.2 ▲
4	Bank of Ireland	0.9 ▲
5	EBS d.a.c	0.4 ▲

## Ireland: Top Ranked and Improvers

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# Mexico: Top Ranked and Improvers

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## Top Ranked

Rank	Brand Name	Score
1	BBVA México	45.7
2	Citibanamex	23.7
3	Banorte	19.9
4	Santander	17.1
5	HSBC	13.2
6	Visa	12.0
7	Mastercard	10.5
8	Scotiabank	8.6
9	American Express	8.0
10	Inbursa	6.9

## Top Improvers

Rank	Brand Name	Score
1	BBVA México	1.1 ▲
2	Mastercard	1.0 ▲
3	American Express	0.7 ▲

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# Malaysia: Top Ranked and Improvers

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## Top Ranked

Rank	Brand Name	Score
1	Touch 'N Go eWallet	39.9
2	Maybank	38.7
3	DuitNow	29.0
4	FPX	23.2
5	PayPal	22.8
6	Visa	22.4
7	GrabPay	20.2
8	CIMB	19.9
9	MyDebit	18.8
10	Mastercard	18.5

## Top Improvers

Rank	Brand Name	Score
1	DuitNow	8.8 ▲
2	Touch 'N Go eWallet	8.2 ▲
3	MyDebit	3.0 ▲
4	FPX	2.1 ▲
5	JomPAY	1.8 ▲

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## Netherlands: Top Ranked and Improvers

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### Top Ranked

Rank	Brand Name	Score
1	ING	30.3
2	Rabobank	29.3
3	ABN Amro	19.9
4	SNS Reaal	10.2
5	Knab	6.6
6	Triodos Bank	6.6
7	Nationale-Nederlanden Bank	4.9
8	De Volksbank	4.3
9	Bunq	3.2
10	Van Lanschot	2.6

### Top Improvers

Rank	Brand Name	Score
1	Rabobank	2.4 ▲
2	ABN Amro	1.7 ▲
3	SNS Reaal	1.2 ▲
4	ING	1.0 ▲
5	Bunq	0.7 ▲

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## Top Ranked

Rank	Brand Name	Score
1	Vipps	27.6
2	DNB	25.7
3	SpareBank 1	21.8
4	Visa	20.1
5	Klarna	18.2
6	Sbanken	16.6
7	PayPal	14.3
8	Nordea	11.2
9	Storebrand	11.1
10	Mastercard	11.0

## Top Improvers

Rank	Brand Name	Score
1	Klarna	4.1 ▲
2	Vipps	4.1 ▲
3	Visa	3.6 ▲
4	PayPal	2.3 ▲
5	SpareBank 1	1.6 ▲

## Norway: Top Ranked and Improvers

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## Pakistan: Top Ranked and Improvers

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### Top Ranked

Rank	Brand Name	Score
1	Meezan Bank Limited	26.9
2	Habib Bank Limited	26.5
3	United Bank Limited	16.1
4	Allied Bank Limited	15.5
5	Bank Alfalah	15.4
6	National Bank Pakistan	13.5
7	MCB Bank	13.0
8	Bank Al-Habib	12.6
9	Standard Chartered Bank	10.5
10	Faysal Bank Limited	8.6

### Top Improvers

Rank	Brand Name	Score
1	Meezan Bank Limited	4.5 ▲
2	Allied Bank Limited	1.6 ▲
3	Faysal Bank Limited	1.5 ▲
4	Soneri Bank Limited	1.3 ▲
5	Dubai Islamic Bank	1.2 ▲

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# Philippines: Top Ranked and Improvers

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## Top Ranked

Rank	Brand Name	Score
1	BDO Unibank (Banco de Oro)	34.4
2	Bank of the Philippine Islands (BPI)	32.3
3	Land Bank of the Philippines (Landbank)	27.9
4	Metrobank	24.7
5	Union Bank	19.0
6	Philippine National Bank (PNB)	18.5
7	Security Bank	11.2
8	RCBC	10.9
9	EastWest Bank	9.2
10	Development Bank of the Philippines (DBP)	7.3

## Top Improvers

Rank	Brand Name	Score
1	Land Bank of the Philippines (Landbank)	4.7 ▲
2	Union Bank	2.3 ▲
3	Bank of the Philippine Islands (BPI)	1.8 ▲
4	Philippine National Bank (PNB)	1.8 ▲
5	AUB	1.5 ▲

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## Top Ranked

Rank	Brand Name	Score
1	BLIK	29.4
2	PayPal	22.0
3	PKO BP	20.8
4	mBank	18.3
5	ING Bank Śląski	16.5
6	PayU	15.2
7	Bank Millenium	13.7
8	Allegro Pay	13.6
9	Santander Bank Polska	13.4
10	Alior Bank	12.3

## Top Improvers

Rank	Brand Name	Score
1	BLIK	5.6 ▲
2	Allegro Pay	4.0 ▲
3	Pay Po	1.6 ▲
4	Revolut	1.3 ▲
5	Klarna	0.9 ▲

## Poland: Top Ranked and Improvers

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## Top Ranked

Rank	Brand Name	Score
1	CTT	23.2
2	Santander Totta	20.0
3	BPI	13.9
4	BCP	12.4
5	Montepio	11.4
6	Credito Agricola	10.9
7	ActivoBank	10.7
8	Bankinter	8.0
9	Novo Banco	7.5
10	Universo/ Cartão Universo	7.4

## Top Improvers

Rank	Brand Name	Score
1	Moey	1.3 ▲
2	Revolut	1.2 ▲
3	Best	0.4 ▲
4	Novo Banco	0.4 ▲
5	N26	0.3 ▲

## Portugal: Top Ranked and Improvers

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## Romania: Top Ranked and Improvers

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### Top Ranked

Rank	Brand Name	Score
1	Banca Transilvania	39.3
2	Raiffeisen Bank	23.9
3	BCR - Bance COmerciala Romana	19.9
4	BRD - Group Societe Generale	18.8
5	CEC Bank	15.7
6	Revolut	15.4
7	UniCredit Bank	9.3
8	OTP Bank	5.2
9	Banca Romaneasca	4.5
10	Alpha Bank	4.3

### Top Improvers

Rank	Brand Name	Score
1	Revolut	3.5 ▲
2	Intesa Sanpaolo Bank	0.2 ▲
3	N26	0.2 ▲
4	First Bank	0.2 ▲
5	Bunq	0.1 ▲

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## Saudi Arabia: Top Ranked and Improvers

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- Financial Services brands are tracked daily around the world, enabling us to consistently and accurately measure consumer attitudes towards those brands.

### Top Ranked

Rank	Brand Name	Score
1	Al Rajhi Bank	41.5
2	mada	40.3
3	Emirates NBD	29.2
4	Visa	28.7
5	stc pay	24.4
6	National Commercial Bank	23.9
7	Abu Dhabi Commercial Bank	22.4
8	Apple Pay	22.3
9	Mastercard	18.5
10	Riyad Bank	18.0

### Top Improvers

Rank	Brand Name	Score
1	stc pay	7.0 ▲
2	Apple Pay	5.1 ▲
3	Al Rajhi Bank	3.3 ▲
4	Riyad Bank	2.3 ▲
5	Abu Dhabi Commercial Bank	2.3 ▲

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## Singapore: Top Ranked and Improvers

- Ranked using our 'consideration' metric.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex**.
- Financial Services brands are tracked daily around the world, enabling us to consistently and accurately measure consumer attitudes towards those brands.

### Top Ranked

Rank	Brand Name	Score
1	DBS	41.0
2	POSB Bank	34.2
3	Visa	26.8
4	OCBC	26.1
5	Mastercard	25.0
6	UOB	22.9
7	Paypal	22.1
8	Citibank	14.7
9	Standard Chartered Bank	12.5
10	American Express	9.8

### Top Improvers

Rank	Brand Name	Score
1	Revolut	1.1 ▲
2	Paypal	1.1 ▲
3	Mastercard	0.3 ▲
4	UOB	0.3 ▲

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## South Africa: Top Ranked and Improvers

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- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex**.
- Financial Services brands are tracked daily around the world, enabling us to consistently and accurately measure consumer attitudes towards those brands.

### Top Ranked

Rank	Brand Name	Score
1	FNB	38.1
2	Capitec	34.4
3	Standard Bank	23.1
4	Nedbank	22.4
5	Absa	20.0
6	TymeBank	17.4
7	Discovery Bank	15.7
8	African Bank	12.2
9	Old Mutual	11.5
10	Investec	8.0

### Top Improvers

Rank	Brand Name	Score
1	Discovery Bank	3.1 ▲
2	Standard Bank	1.5 ▲
3	Nedbank	1.5 ▲
4	TymeBank	1.0 ▲
5	WesBank	0.9 ▲

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## South Korea: Top Ranked and Improvers

- Ranked using our 'consideration' metric.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex**.
- Financial Services brands are tracked daily around the world, enabling us to consistently and accurately measure consumer attitudes towards those brands.

### Top Ranked

Rank	Brand Name	Score
1	Kakao Bank   카카오뱅크	16.3
2	Shinhan Card   신한카드	12.2
3	KB Kookmin Card   KB국민카드	11.3
4	Samsung Card   삼성카드	11.3
5	Hyundai Card   현대카드	9.9
6	Samsung Pay   삼성페이	8.7
7	NH Card   NH농협카드	7.6
8	K Bank   케이뱅크	6.8
9	Woori Card   우리카드	5.7
10	BC Card   비씨카드	5.5

### Top Improvers

Rank	Brand Name	Score
1	Samsung Pay   삼성페이	1.3 ▲
2	PayPal   페이팔	1.1 ▲
3	Samsung Card   삼성카드	0.9 ▲
4	Woori Card   우리카드	0.7 ▲
5	Hyundai Card   현대카드	0.7 ▲

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## Sweden: Top Ranked and Improvers

- Ranked using our 'consideration' metric.
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### Top Ranked

Rank	Brand Name	Score
1	Swedbank	23.3
2	Handelsbanken	16.9
3	Swish	16.7
4	Avanza	14.2
5	Klarna	13.4
6	Nordea	12.7
7	ICA Banken	11.6
8	Mastercard	10.6
9	SBAB Bank	8.9
10	Visa	8.2

### Top Improvers

Rank	Brand Name	Score
1	Swish	2.3 ▲
2	Mastercard	1.4 ▲
3	Visa	1.3 ▲
4	Swedbank	1.0 ▲
5	Lunar	0.9 ▲

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## Slovakia: Top Ranked and Improvers

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### Top Ranked

Rank	Brand Name	Score
1	Slovenska sporitelna (Erste Bank Group)	18.0
2	Tatra Banka (Raiffeisen Banking Group)	17.7
3	365.bank	14.4
4	VUB Banka (Intesa Sanpaolo)	11.5
5	CSOB Slovakia (KBC Group)	8.9
6	Prima Banka Slovenkso	8.0
7	mBank (Commerzbank Group)	7.5
8	UniCredit	6.4
9	Postova Banka	5.7
10	Fio Banka	4.9

### Top Improvers

Rank	Brand Name	Score
1	365.bank	2.3 ▲
2	Revolut	0.4 ▲
3	mBank (Commerzbank Group)	0.1 ▲
4	KDB Bank Europe	0.0 ▲
5	Privatbanka	0.0 ▲

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## Taiwan: Top Ranked and Improvers

- Ranked using our 'consideration' metric.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex**.
- Financial Services brands are tracked daily around the world, enabling us to consistently and accurately measure consumer attitudes towards those brands.

### Top Ranked

Rank	Brand Name	Score
1	LINE Pay	34.6
2	Visa	31.6
3	E.SUN Commercial Bank   玉山銀行	31.5
4	CTBC Bank   中國信託銀行	29.8
5	EasyCard   悠遊卡	27.5
6	PayPal	26.8
7	Cathay United Bank   國泰世華銀行	24.5
8	Taishin International Bank   台新銀行	20.2
9	Taipei Fubon Commercial Bank   台北富邦銀行	16.5
10	Mastercard   萬事達卡	15.6

### Top Improvers

Rank	Brand Name	Score
1	LINE Pay	4.6 ▲
2	PayPal	2.8 ▲
3	Taiwan Pay   台灣Pay	2.5 ▲
4	Mastercard   萬事達卡	1.1 ▲
5	Google Pay	0.7 ▲

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## Top Ranked

Rank	Brand Name	Score
1	Kasikorn	41.9
2	Krung Thai	37.5
3	Siam Commercial	33.1
4	Government Savings Bank (GSB)	28.6
5	Bangkok Bank	23.5
6	Visa	18.3
7	Mastercard	14.6
8	TMBThanachart	13.6
9	Bank for Agriculture and Agricultural Cooperatives	13.4
10	First Choice	10.5

## Top Improvers

Rank	Brand Name	Score
1	Kiatnakin Bank	2.0 ▲
2	Mastercard	1.8 ▲
3	Visa	1.7 ▲
4	Krung Thai	0.9 ▲
5	Kasikorn	0.8 ▲

## Thailand: Top Ranked and Improvers

- Ranked using our 'consideration' metric.
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# United Arab Emirates: Top Ranked and Improvers

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- Financial Services brands are tracked daily around the world, enabling us to consistently and accurately measure consumer attitudes towards those brands.

## Top Ranked

Rank	Brand Name	Score
1	Visa	34.8
2	Al Ansari Exchange	34.4
3	Mastercard	32.5
4	Emirates NBD	29.2
5	Western Union	23.6
6	Abu Dhabi Commercial Bank	22.4
7	Apple Pay	18.9
8	First Abu Dhabi Bank	16.6
9	Dubai Islamic Bank	16.6
10	Abu Dhabi Islamic Bank	15.8

## Top Improvers

Rank	Brand Name	Score
1	Apple Pay	3.6 ▲
2	Visa	3.0 ▲
3	Abu Dhabi Commercial Bank	2.3 ▲
4	Mastercard	1.9 ▲
5	First Abu Dhabi Bank	1.4 ▲

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## United Kingdom: Top Ranked and Improvers

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- Financial Services brands are tracked daily around the world, enabling us to consistently and accurately measure consumer attitudes towards those brands.

### Top Ranked

Rank	Brand Name	Score
1	Visa	28.1
2	Nationwide	25.9
3	Mastercard	23.5
4	Halifax	19.8
5	Santander	19.5
6	PayPal	19.4
7	NatWest	18.5
8	Barclays	18.1
9	Lloyds Bank	17.8
10	HSBC UK	16.5

### Top Improvers

Rank	Brand Name	Score
1	Revolut	1.5 ▲
2	Starling Bank	1.1 ▲
3	Monzo	1 ▲
4	PayPal	0.6 ▲
5	Mastercard	0.5 ▲

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# United States: Top Ranked and Improvers

- Ranked using our 'consideration' metric.
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- Financial Services brands are tracked daily around the world, enabling us to consistently and accurately measure consumer attitudes towards those brands.

## Top Ranked

Rank	Brand Name	Score
1	Visa	23.7
2	Mastercard	17.9
3	Capital One	17.8
4	Chase	17.2
5	PayPal	15
6	Bank of America	13.9
7	JP Morgan Chase	13.7
8	American Express	13.1
9	Fidelity	12.9
10	Discover	12.3

## Top Improvers

Rank	Brand Name	Score
1	Cash App	1.7 ▲
2	Capital One	1.6 ▲
3	Mastercard	1.3 ▲
4	Venmo	1.3 ▲
5	JP Morgan Chase	1.2 ▲

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# Vietnam: Top Ranked and Improvers

- Ranked using our 'consideration' metric.
- YouGov publishes brand rankings yearly based on the data from our always-on brandtracker, **YouGov BrandIndex**.
- Financial Services brands are tracked daily around the world, enabling us to consistently and accurately measure consumer attitudes towards those brands.

## Top Ranked

Rank	Brand Name	Score
1	MoMo	30.8
2	Vietcombank	27.8
3	ZaloPay	23.0
4	BIDV	22.6
5	MB	20.8
6	Techcombank	20.1
7	VietinBank	18.3
8	ViettelMoney	18.0
9	ShopeePay	17.0
10	Agribank	16.2

## Top Improvers

Rank	Brand Name	Score
1	MB	7.0 ▲
2	ShopeePay	3.6 ▲
3	ZaloPay	2.9 ▲
4	VNPay	2.6 ▲
5	VP Bank	2.2 ▲

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# Methodology

The data included in the YouGov Bank and Payment Systems Consideration Rankings report 2022 has been drawn from **YouGov BrandIndex**.

For the brand ranking, brands were ranked based on their 'consideration' score. In this metric people are asked, "when you are in the market next to open a financial services account, from which of the following would you consider opening an account?". Brands were ranked by this consideration score between October 1, 2021, and September 30, 2022. To determine the biggest improvers, brands were sorted by change in score between that time and the previous twelve months.

All scores listed have been rounded to a single decimal place; however, we have used additional precision to assign ranks. All brands must have been tracked for at least six months to be included in either ranking.

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# Thank you

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