

2025

BEST-IN-STATE BANKS

By Rachel Rabkin Peachman. Published June 17, 2025.

Despite the economic uncertainty currently facing the United States—in the form of inflation, rising interest rates and tighter credit—the first quarter of 2025 closed out strong for the banking industry, according to the Federal Deposit Insurance Corporation (FDIC). Between January and the end of March this year, banks earned \$70.6 billion, which is a 5.8% increase (\$3.8 billion) from the previous quarter.

This prosperity isn't just good news for the banks. Ideally, these financial gains also allow banks to invest more in their customers by way of improved digital offerings, enhanced customer service and competitive rates. But because it's not easy to assess which banks offer the best value, Forbes has done the research for the eighth year in a row and determined the best banks in each state.

To create this ranking of the Best-In-State Banks 2025 along with the Best-In-State Credit Unions 2025, Forbes partnered with market research firm Statista and surveyed approximately 26,000 U.S. residents. Respondents were asked how satisfied they were and

how likely they were to recommend the U.S.-based banks and credit unions at which they have a checking or savings account, those at which they had an account within the last three years, and those they knew through friends and family. (Online-only banks and credit unions were excluded, as well as larger institutions with branches in 15 or more states.) Participants were also asked to rate their financial institutions on factors including trust, customer service, digital tools, the quality of financial advice given and whether fees were transparent and reasonable.

Additionally, Statista gathered more than 500,000 publicly available text reviews and ratings about each bank and credit union written between February 2022 and March 2025. This research was incorporated into the analysis, accounting for 20% of each financial institution's score, while the surveys accounted for 80%. Ultimately, the institutions with the highest overall scores made our rankings—with 222 credit unions and 191 banks recognized in one or more states.



AMERICAN BANK

Corpus Christi, Texas

Year Founded

1970

CEO

Stephen C. Raffaele

Number Of Employees

357