

California Credit Union League

**Reno Ad Campaign Testing
Topline Summary**

Fall 2003



STRATA
RESEARCH

A Subsidiary of Directions In Research, Inc.

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**CALIFORNIA CREDIT UNION LEAGUE
RENO COOPERATIVE AD CAMPAIGN STUDY
TOPLINE SUMMARY**

I. INTRODUCTION

In September of 2003, Strata Research (Strata) was commissioned by the California Credit Union League (CCUL) to design and execute a telephone survey intended to track the effectiveness of an ongoing advertising campaign in the Reno DMA region. The campaign was created in an effort to increase overall awareness of credit unions and the benefits that they offer. The primary goal of this study is to evaluate awareness levels of the cooperative campaign, as well as determine the perceived impression that respondents have of credit unions in general.

The information provided in this Topline Summary Report will provide an in depth look at the current levels of awareness and impressions of credit unions, as well as provide comparisons to the two previous years, 2000 and 2002. Because the market research needs in 2003 became more concentrated on testing the ad campaign itself, the only questions to compare to the previous two years relate to credit union attribute awareness and association.

II. METHODOLOGY

In order to obtain a representative sample of the Reno DMA region, Strata interviewed 400 residents primarily located in Washoe County and other surrounding counties. Of these 400 respondents, 200 were current members of credit unions and 200 were not. Interviews were conducted via the telephone starting on September 11, 2003, and ending on September 16, 2003. To qualify for this study, respondents had to be at least 18 years of age and have some responsibility for determining which financial institutions are used in their household.

It is important to note that while the sample sizes did differ between the 2000, 2002 and 2003 studies, the qualifications to participate in this study remained constant to allow for accurate tracking and trending from 2000 to 2003.

To accurately analyze the information provided, it is important to note the margin of error associated with each sample size. Calculated at the 95% confidence level, the margin of error for each sample size is as follows:

- 400 Interviews = +/- 4.9%
- 202 Interviews = +/- 6.7%
- 102 Interviews = +/- 9.7%

The margin of error for each sample size indicates how accurate the results are for projecting toward the entire population. Any comparison between the years must take into consideration the margin of error.

III. SUMMARY OF KEY FINDINGS

Overall, approximately 1 out of every 2 residents in the Northern Nevada region recalled the Reno ad campaign. The primary medium through which respondents heard the ads was television, which is directly related to the media placement. Unaided message recall revealed that some messages within the ads are successfully being communicated to the consumer. This is also evident in the change in consumers' perceptions of a credit union versus a bank. Positive increases in perceptions of credit unions are closely aligned with some of the messages in the ads as well. While awareness of what credit unions do and the benefits they offer has increased, there are still strides to be made in the ability to convince consumers to actively consider a credit union. The following bullet points provide a short overview of some key findings:

- On an aided basis, 48% of all respondents recalled seeing an ad promoting overall awareness of the credit union industry as a whole.
- Television was the most popular medium through which the ads were seen with 82% indicating television as a source of ad recognition.
- Additionally, television has continually increased over the last three years as a source of general awareness of credit unions: 3% of respondents cited it as a source in 2000, while 11% mentioned television in 2003.
- The two most common messages recalled from the ads were, *credit unions are member owned* (26%) and *credit unions have low loan interest rates* (15%), both of which are prominent messages of the campaign.
- Overall consideration of a credit union for non credit union members has increased each of the past three years, increasing from 25% in 2000 to 39% in 2003. However, active consideration in the next 12 months has decreased or remained static over the past three years. Likelihood to start using a credit union in the next 12 months has declined the past three years, decreasing from 45% in 2000 to 31% in 2003. Also, likelihood to replace any current bank accounts with credit union accounts in the next 12 months has remained static, ranging from 27% in 2000, peaking at 34% in 2002, and then falling back to 27% in 2003.
- The only increase in credit union attribute awareness over the past three years occurred with the statement *were you aware that almost everyone was eligible to join a credit union*, which steadily increased from 60% in 2000 to 68% in 2003. All other attribute awareness statements are higher in 2003 than 2000, but peak in 2002.
- Attribute association provided valuable insight into consumers' perceptions of what a credit union offers versus a traditional bank. There was a significant shift in perception on six key attributes when comparing results to the last three years. Most notably, *returning earnings to users* and *low loan interest rates* have more than tripled since 2000 in terms of respondents who associate these with a credit union. Also, *low/no fees for service*, *treating you as a valued customer*, and *being honest and trustworthy* have all gone from being more closely associated with a bank in 2000 to being more closely associated with a credit union in 2003. All five attributes are messages communicated in the ads, and seem to have been successfully passed on to the consumer.

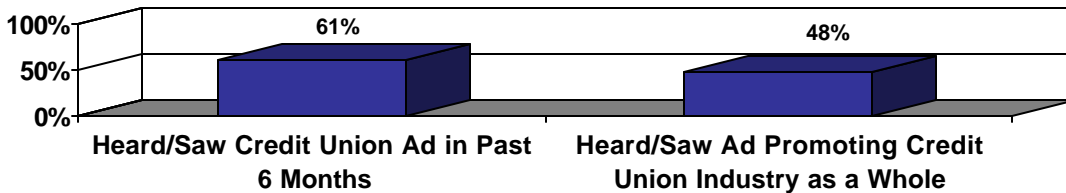
IV. DETAILED FINDINGS

A. OVERALL CAMPAIGN ASSESSMENT

Overall, 61% of all respondents interviewed had seen or heard advertising for any credit union in the past six months. Of these respondents, 36% recalled seeing or hearing an ad promoting multiple credit unions or no specific credit union at all, suggesting that the unaided awareness recall of the Reno ad campaign was 13%, or approximately 1 in 10 residents.

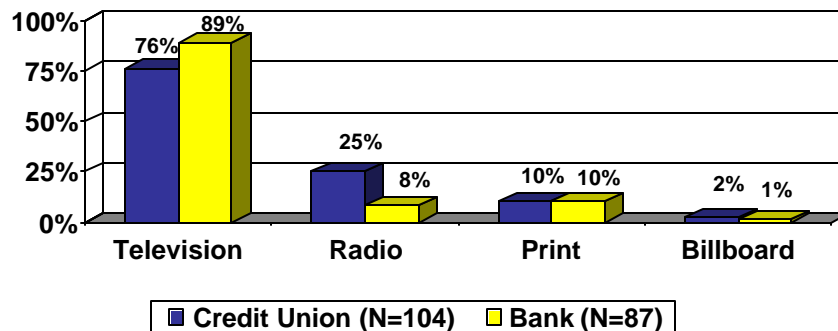
On an aided basis, in total, 48% of all respondents recalled seeing an ad that was promoting overall awareness of the credit union industry as a whole. Of the 48% who had seen the ad, 54% were existing credit union members, and 46% were not, suggesting the overall awareness was not driven by credit union member type.

Percent Who Heard/Saw Ads



▪ **Where did you see or hear these ads?**

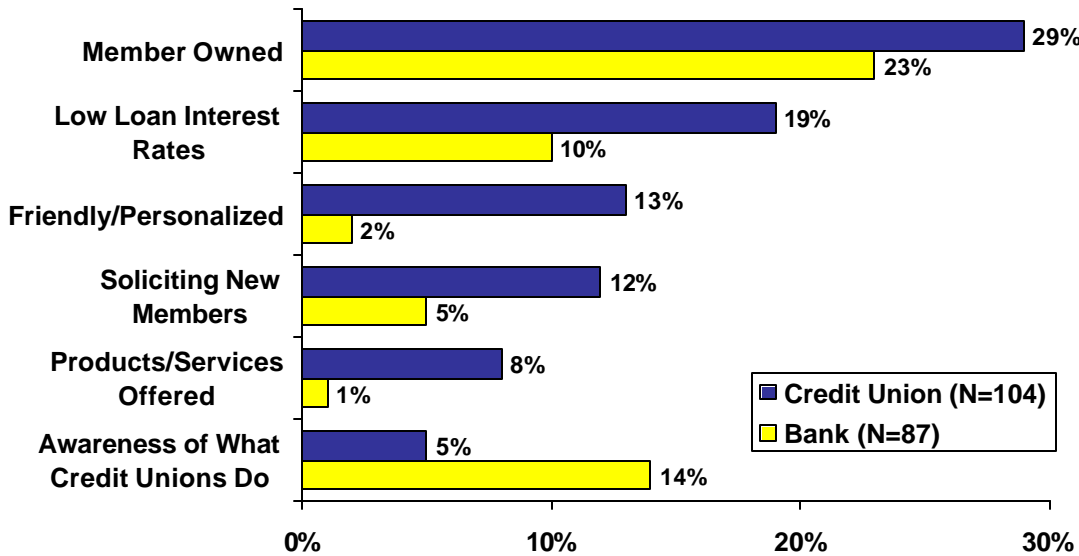
The primary medium through which the ads were seen was television, with 82% of respondents citing TV as a source of the ad recognition. This is followed by radio (17%), print (10%), and other (6%).



Additionally, all respondents were asked what they believe are the primary methods that they became aware of credit unions in general. Combining co-workers, family members, and other word of mouth, 53% indicated these as the methods through which they became aware of credit unions, making word of mouth the most common. This has fluctuated over the years, with 64% in 2000 and 76% in 2002. Conversely, television has increased each year with a peak in 2003 of 11%. This is a significant increase from 2000, when only 3% indicated television. Additionally, television is the only method that has witnessed an increase, as all others decreased or remained static.

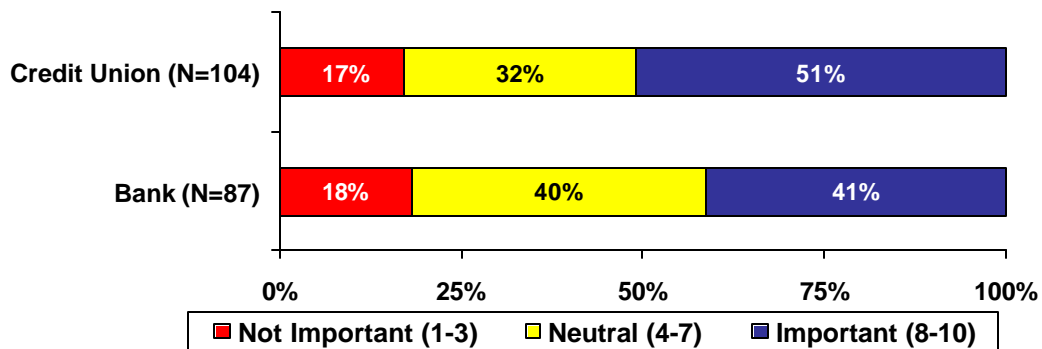
▪ **Can you tell me what the main point or message of the advertising is?**

The most common message of the ads, as indicated by the respondents who had seen the ads, was *credit unions are member owned* (26%). This was a major point in the ads that has successfully been communicated to those that saw the ads, as 13% of all respondents recalled this message. Subsequent messages recalled include, *low loan interest rates* (15%), *awareness of what credit unions do* (9%), *soliciting new members* (8%), *personalized/friendly customer service* (8%), and *products and services offered* (5%). Existing credit union members were more likely to give a response as to what they thought the message of the ad was than were non credit union members. All percentages are higher for each perceived message for existing credit union members than non-members except for *awareness of what credit unions do*.



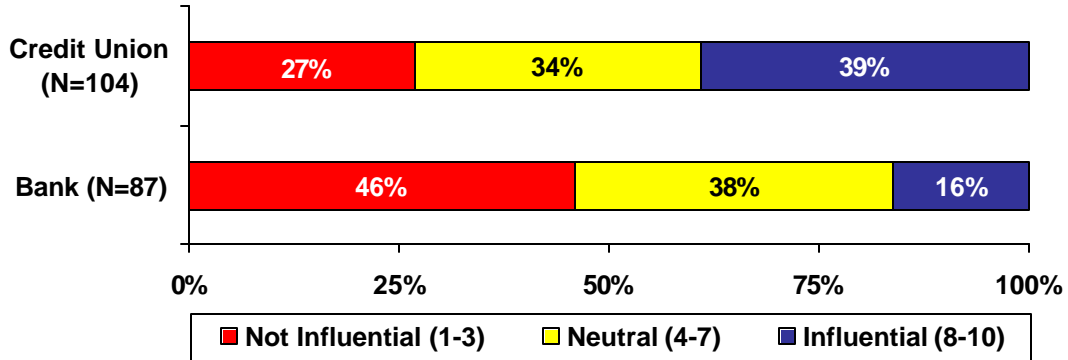
▪ **On a scale of 0 to 10, how important is the message in the ads?**

In order to gauge the effectiveness of the message portrayed in the ads, all respondents who had seen the ads were put on a level playing field in terms of the message of the ads. Each respondent was read the exact same message and then was asked to rate the importance and influence of the message. Using a 0-10 scale, where 0 meant not at all important and 10 meant very important, 47% fell into the top box (ratings 8-10), 36% in the middle box (ratings 4-7), and 18% fell into the bottom box (ratings 1-3). Credit union members found this message to be slightly more important, with 51% falling in the top box, compared to 41% of non-members.



- **On a scale of 0 to 10, how influential is this message in terms of your decision to consider a credit union for future financial decisions?**

Using the same scale, respondents were asked how influential this message is in terms of their decision to join a credit union for future financial decisions. This time, 0 meant not at all influential and 10 meant very influential. Overall, 29% fell in the top box, 36% in the middle box, and 36% fell into the bottom box. There is a significant difference between credit union members and non-members, with 39% of members finding the message to be influential and only 16% of non-members.



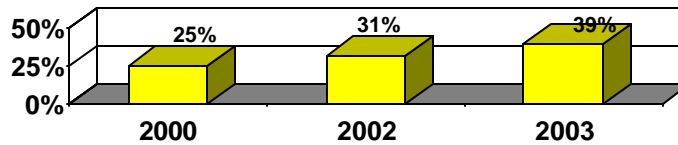
B. CREDIT UNION CONSIDERATION

Of the respondents who were non-members, 39% said that they had considered becoming a member of a credit union. Of these respondents, 38% indicated they strongly considered, 31% somewhat considered, and 28% slightly considered.

▪ **Have you ever considered becoming a member of a credit union?**

The graph over the past three years reveals an annual increase in consideration of joining a credit union, with 25% indicating they considered in 2000, 31% in 2002, and 39% in 2003.

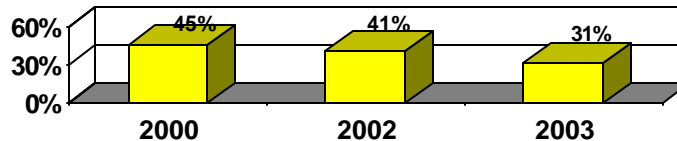
Percent of “Yes” Responses



▪ **If you knew you were eligible to join a credit union, how likely would you be to start using a credit union in the next 12 months?**

When it was subsequently asked of non-members how likely they would be to start using a credit union if they knew they were eligible to join, 31% responded *very* or *somewhat likely*. This figure has decreased over the last three years, from 45% in 2000.

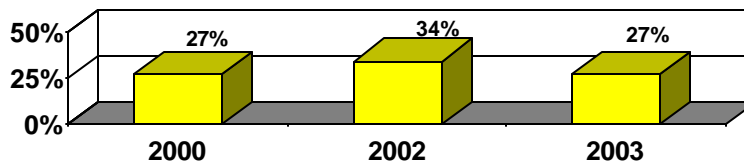
Percent of those Very/Somewhat Likely



▪ **How likely would you be to replace any of your accounts at a bank with a credit union in the next 12 months?**

In addition to likelihood of joining a credit union, likelihood of replacing any accounts at a credit union was also asked. This figure is fairly consistent with the previous, with 27% of non-members indicating that they were either *very* or *somewhat likely* to consider. This figure has fluctuated over the past four years, as 27% were likely to switch in 2000 and 34% were likely to switch in 2002.

Percent of those Very/Somewhat Likely

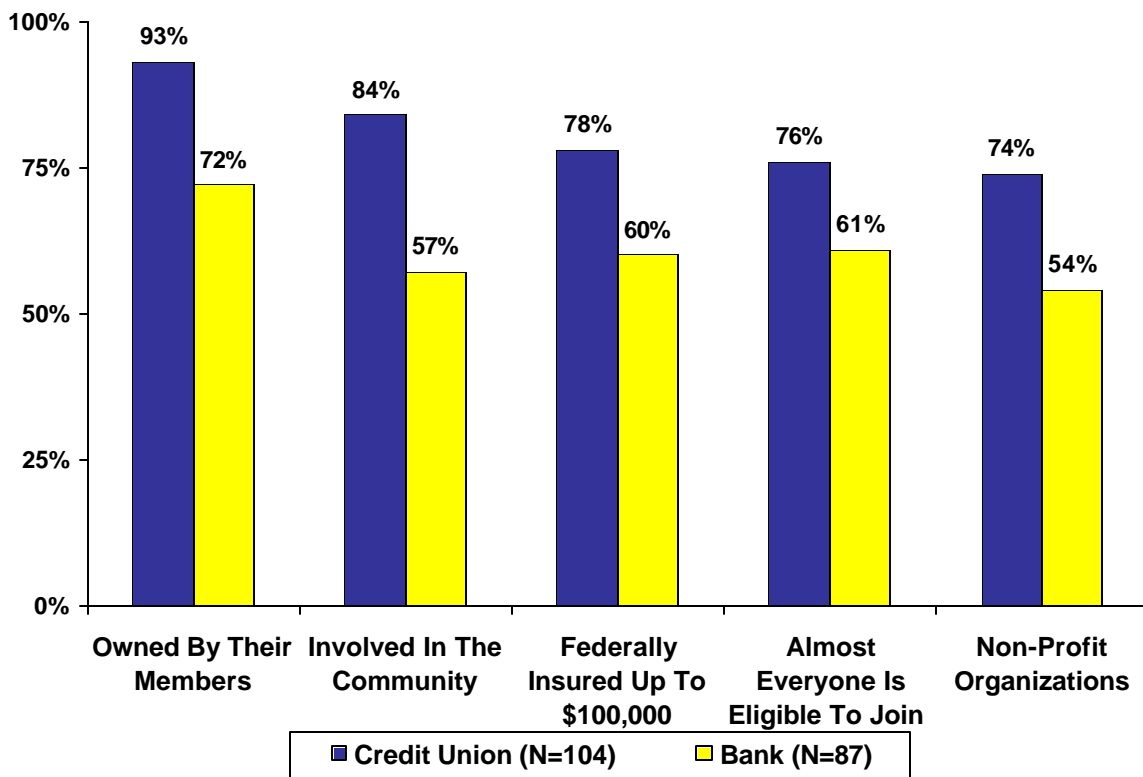


C. CREDIT UNION ATTRIBUTE AWARENESS

In order to gauge the awareness of specific attributes offered by credit unions, respondents were asked about five different attributes. These attributes are as follows: *non-profit organizations*, *federally insured up to 100,000*, *almost everyone is eligible to join a credit union*, *involved in the community*, and *owned by their members*. *Owned by their members* was the most common attribute of which respondents were aware, with 83% indicating their awareness. This was followed by *involved in the community* (70%), *federally insured up to 100,000* (69%), *almost everyone is eligible to join* (68%), and *non-profit organizations* (64%).

The biggest gap between members and non-members exists with awareness of credit unions being *involved in the community*, as 84% of members were aware versus 57% of non-members. This is followed by *owned by their members*, with 93% of members aware and 72% of non-members indicating their awareness of this attribute. Followed closely behind is *non-profit organizations*, *federally insured up to 100,000*, and *almost everyone is eligible to join a credit union*.

**Were you aware of the following credit union attributes?
Percent of “Yes” Responses**



The following table provides a comparison between the three study dates. Please note that *owned by their members* was an attribute that was added to this year's study and hence, does not have any data for 2000 and 2002. Note that awareness of all four attributes is greater in 2003 than in 2000, but peaked in 2002, with the exception of *everyone is eligible to join* which peaked in 2003.

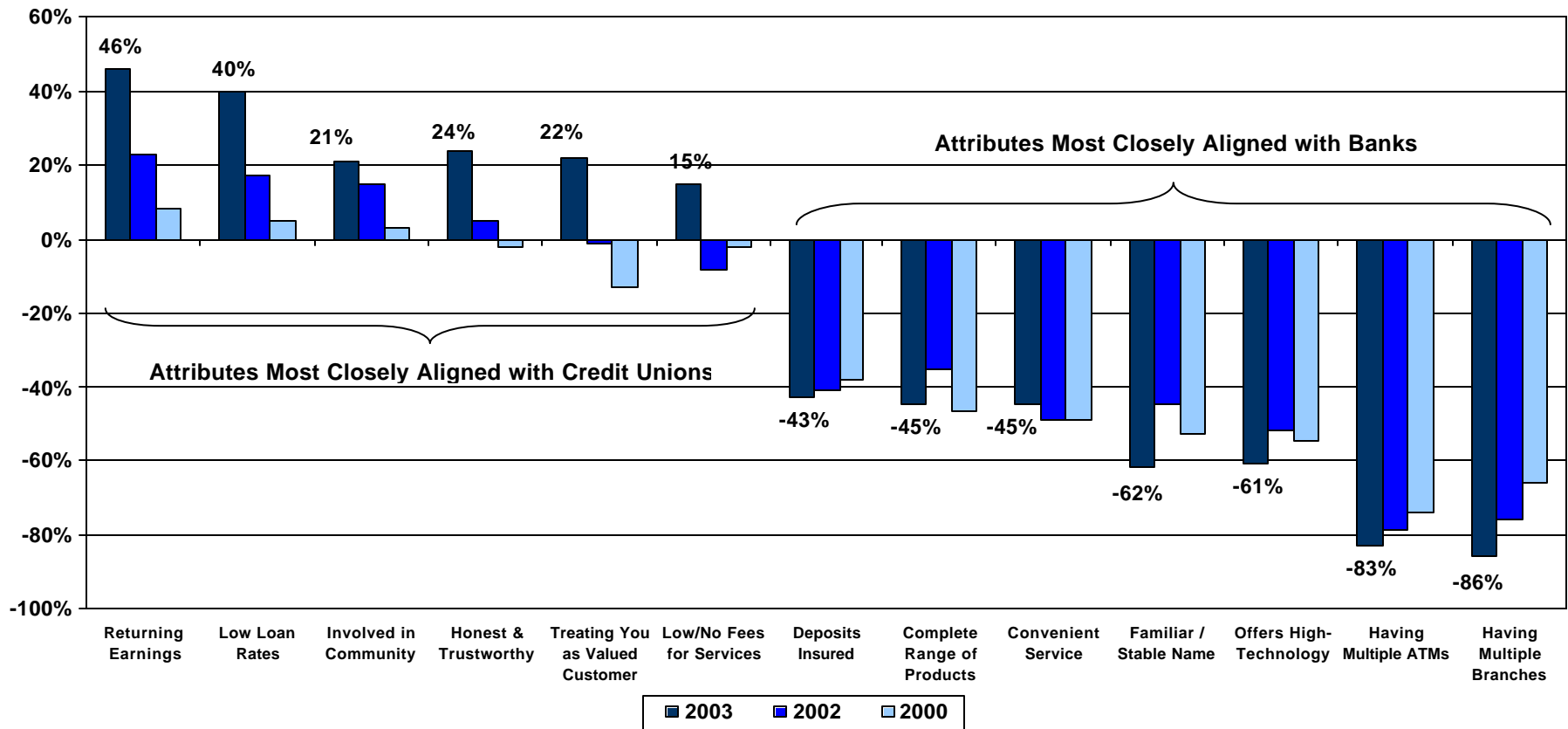
Percent of "Yes" Responses

<i>Attribute</i>	<i>2003</i> <i>(N=400)</i>	<i>2000</i> <i>(N=102)</i>	<i>2002</i> <i>(N=202)</i>
Were you aware that credit unions are owned by their members?	83%	N/A	N/A
Were you aware that credit unions are involved in the community?	70%	60%	74%
Were you aware that credit unions are federally insured for up to \$100,000?	69%	63%	74%
Were you aware that almost everyone is eligible to join a credit union?	68%	60%	65%
Were you aware that credit unions are non-profit organizations?	64%	59%	70%

D. CREDIT UNION ATTRIBUTE ASSOCIATION GAP ANALYSIS

Respondents were asked about thirteen different attributes that are offered by banks and credit unions and were asked to indicate if they associate each attribute more closely with a bank or a credit union. By subtracting the percent mentioning the attribute as being more closely associated to a bank by the percent indicating that the attribute is more closely associated with a credit union, a gap analysis is developed.

- Credit unions are most strongly associated with *returning earnings to users, having low rates on loans, and being honest and trustworthy*. These attributes have increasingly become more associated with credit unions than banks over the past three years.
- Banks are most strongly associated with *having multiple branches, having multiple ATMs, and having a familiar, stable, and established name*. These attributes have increasingly become more attributed to banks than credit unions over the past three years.



V. SURVEY FREQUENCIES

QD. County

	2003 (N=400)	2002 (N=202)	2000 (N=102)	CU (N=200)	Bank (N=200)	Heard Ad (N=191)	Didn't Hear Ad (N=209)
	%	%	%	%	%	%	%
Lassen	6	8	10	6	5	3	8
Mono	2	-	4	1	3	2	1
Carson City	9	8	6	9	9	9	8
Churchill	6	6	5	8	4	5	7
Douglas	7	6	9	7	8	8	7
Esmeralda	-	-	-	-	1	-	-
Humboldt	2	2	1	1	4	1	3
Lander	2	1	1	1	3	2	2
Lyon	11	6	9	14	8	14	8
Mineral	2	-	1	3	-	2	1
Pershing	1	1	2	1	2	2	-
Storey	-	2	1	-	-	-	-
Washoe	54	57	50	52	56	54	54

QF. Gender

	2003 (N=400)	2002 (N=202)	2000 (N=102)	CU (N=200)	Bank (N=200)	Heard Ad (N=191)	Didn't Hear Ad (N=209)
	%	%	%	%	%	%	%
Male	41	38	40	39	43	41	40
Female	60	62	60	62	58	59	60

Q1. When you think of financial institutions in general, which ONE comes to mind first?

	2003 (N=400)	2002 (N=202)	2000 (N=102)	CU (N=200)	Bank (N=200)	Heard Ad (N=191)	Didn't Hear Ad (N=209)
	%	%	%	%	%	%	%
Bank of America	26	29	28	26	25	24	27
Wells Fargo	27	23	28	19	36	32	22
Bank – General	5	4	9	6	4	4	6
US Bank	4	7	-	4	4	3	5
Merrill Lynch	4	4	2	5	3	2	6
Dean Witter	3	2	-	4	3	2	4
Citibank	3	1	-	3	3	4	2
GNCU	3	-	-	6	1	3	4
Investment Service – General	-	6	-	-	-	-	-
Nevada State Bank	2	2	-	2	1	1	2
CU – General	1	-	2	2	1	1	2
Great Basin	2	-	-	1	2	1	2
Financial Horizons CU	1	-	-	3	-	2	1
Union Bank	1	1	1	-	1	1	1
Lassen County CU	1	-	-	2	-	1	2
Washington Mutual	1	-	-	-	2	1	1
Bank – Other	4	4	12	1	8	3	5
CU – Other	6	6	8	11	1	6	7
Investment Services – Other	4	2	6	2	5	4	3
All Others	3	3	4	4	2	3	2

Q2a. When you think of credit unions in general, which ONE comes to mind first?

	2003 (N=400)	2002 (N=202)	2000 (N=102)	CU (N=200)	Bank (N=200)	Heard Ad (N=191)	Didn't Hear Ad (N=209)
	%	%	%	%	%	%	%
Washoe	21	8	-	25	17	23	19
GNCU	15	11	11	21	9	15	15
Sierra Schools	7	11	4	11	4	8	6
Great Basin	6	7	5	9	3	8	4
Nevada	7	2	2	5	9	5	9
Lassen County	3	2	4	5	2	2	4
Hawthorne CU	3	1	-	1	4	3	2
The Golden 1	1	3	3	1	-	-	1
Navy Federal	1	3	1	1	1	1	-
Churchill County	1	1	2	2	-	1	1
Weststar							
Sierra Pacific	1	1	3	1	-	1	-
Reno City Employees	1	-	-	1	1	2	-
Horizon	2	-	2	-	1	-	-
Western	1	-	-	1	1	-	1
First United Services	1	-	-	1	1	-	1
SP Sparks Employees	1	-	-	1	-	1	-
Travis	1	-	-	1	1	1	-
None / Don't Know	26	23	32	4	47	23	28

Q2b. What other credit unions come to mind?

	2003 (N=400)	2002 (N=202)	2000 (N=102)	CU (N=200)	Bank (N=200)	Heard Ad (N=191)	Didn't Hear Ad (N=209)
	%	%	%	%	%	%	%
Washoe	9	2	-	12	5	9	8
Great Basin	5	7	3	8	1	7	2
GNCU	4	4	4	7	1	7	1
Sierra Schools	2	2	2	3	2	2	2
Nevada	1	2	1	2	1	2	-
Hawthorne CU	1	-	-	1	2	1	1
The Golden 1	1	-	2	1	-	1	-
Elko Federal	1	-	-	1	1	2	-
49 ' ER	1	-	-	1	-	1	-
None / Don't Know	73	68	79	61	85	65	80

Q2a/b. Awareness of all credit unions

	2003 (N=400)	2002 (N=202)	2000 (N=102)	CU (N=200)	Bank (N=200)	Heard Ad (N=191)	Didn't Hear Ad (N=209)
	%	%	%	%	%	%	%
Washoe	27	10	-	33	21	29	25
GNCU	19	16	15	28	10	22	16
Great Basin	11	15	8	17	4	15	6
Sierra Schools	10	13	6	14	6	11	9
Nevada	8	4	3	7	10	7	9
Lassen County	3	3	5	5	2	2	4
Hawthorne CU	4	2	-	2	6	3	4
The Golden 1	1	4	5	2	-	1	1
Churchill County	1	3	2	3	-	2	1
Navy Federal	1	4	2	1	1	1	-
Weststar	2	1	1	3	1	3	-
Sierra Pacific	1	1	4	2	-	1	1
Elko Federal	1	1	-	2	1	2	-
Reno City Employees	1	1	-	1	1	2	-
Sparks City Employees	1	-	2	1	1	1	-
First United Services	1	-	-	2	-	1	1
Schools	1	-	-	1	2	1	1
Sierra Central	1	-	1	1	-	1	-
Western	1	-	-	1	1	1	1
49 ' ER	1	-	-	1	1	1	-
The California	1	-	1	1	1	-	1
Horizon	1	-	-	2	-	2	-
SP Sparks Employees	1	-	1	1	1	1	-
Golden Bay	1	-	-	1	1	1	-
None / Don't Know	26	23	32	4	47	23	28

Q2c. What are the primary ways that you recall becoming aware of these credit unions?

	2003 (N=400)	2002 (N=202)	2000 (N=102)	CU (N=200)	Bank (N=200)	Heard Ad (N=191)	Didn't Hear Ad (N=209)
	%	%	%	%	%	%	%
Co-workers / Workplace	31	42	36	41	21	31	31
Family Members	15	18	17	19	11	16	14
Other word-of-mouth	7	16	11	10	5	11	4
Television	11	9	3	10	13	13	10
Physical Location / Visibility	7	9	10	10	5	7	7
Newspapers	4	4	2	3	4	4	3
Billboards	2	3	2	3	1	2	1
Radio	2	2	2	3	2	3	1
Car loan / Sale	2	-	-	3	2	3	2
Was / Am a member	1	-	-	2	1	2	1
Other – Specify	2	1	7	3	2	2	2
Don't know / remember	4	1	3	5	3	2	5
No awareness of CU	26	23	32	4	47	23	28

Q3. Have you seen or heard any advertisements for any credit unions in the past 6 months?

	2003 (N=400)	2002 (-)	2000 (-)	CU (N=200)	Bank (N=200)	Heard Ad (N=191)	Didn't Hear Ad (N=209)
	%	%	%	%	%	%	%
Yes	61	-	-	68	55	81	43
No	39	-	-	33	46	19	57

Q4. Do you recall seeing or hearing any ads promoting multiple credit unions in a single ad or any ads promoting no specific credit union at all?

	2003 (N=400)	2002 (-)	2000 (-)	CU (N=200)	Bank (N=200)	Heard Ad (N=191)	Didn't Hear Ad (N=209)
	%	%	%	%	%	%	%
Yes	36	-	-	40	32	53	8
No	64	-	-	60	68	47	92

Q5. Currently there are television, radio and print advertisements being run to promote overall awareness of the credit union industry as a whole and the benefits credit unions offer. Do you recall seeing or hearing any of these ads?

	2003 (N=400)	2002 (-)	2000 (-)	CU (N=200)	Bank (N=200)	Heard Ad (N=191)	Didn't Hear Ad (N=209)
	%	%	%	%	%	%	%
Yes	48	-	-	52	44	100	-
No	52	-	-	48	57	-	100

Q6. Where did you see or hear these ads?

	2003 (N=191)	2002 (-)	2000 (-)	CU (N=104)	Bank (N=87)	Heard Ad (N=191)	Didn't Hear Ad (-)
	%	%	%	%	%	%	%
Television	82	-	-	76	89	82	-
Radio	17	-	-	25	8	17	-
Magazine, Periodical or Newspaper	10	-	-	10	10	10	-
Billboard	2	-	-	2	1	2	-
Direct Mail	2	-	-	3	-	2	-
Other	2	-	-	2	2	2	-
Don't Know / Remember	1	-	-	2	-	1	-

Q8. Can you tell me what the main point or message of the advertising is?

	2003 (N=191)	2002 (-)	2000 (-)	CU (N=104)	Bank (N=87)	Heard Ad (N=191)	Didn't Hear Ad (-)
	%	%	%	%	%	%	%
Who owns CU? / Member Owned	26	-	-	26	23	26	-
Low loan interest rates	15	-	-	19	10	15	-
What is a CU / Awareness of what CUs do	9	-	-	5	14	9	-
Soliciting new members	8	-	-	12	5	8	-
Customer service / friendly / personalized	8	-	-	13	2	8	-
Products & services offered	5	-	-	8	1	5	-
Better than banks / Comparison to banks	5	-	-	6	3	5	-
High deposit interest rates	3	-	-	4	2	3	-
Anyone can join	3	-	-	5	1	3	-
Benefits – general	3	-	-	3	3	3	-
Low / No fees / Free checking	3	-	-	3	2	3	-
Gives back to members	3	-	-	4	1	3	-
Easy to get loans	2	-	-	1	3	2	-
Interest rates – unspecified	2	-	-	1	2	2	-
CUs are non-profit	2	-	-	2	1	2	-
Local operation	2	-	-	2	1	2	-
Branch location / phone number	1	-	-	1	1	1	-
Convenience – general	1	-	-	1	1	1	-
Don't recall specifics	17	-	-	11	24	17	-
All others	6	-	-	3	9	6	-
Don't Know	2	-	-	2	2	2	-

Q9. On a scale of 0 – 10, how important is the message in the ads?

	2003 (N=191)	2002 (-)	2000 (-)	CU (N=104)	Bank (N=87)	Heard Ad (N=191)	Didn't Hear Ad (-)
	%	%	%	%	%	%	%
Top Box (8-10)	47	-	-	20	16	18	-
Middle Box (4-7)	36	-	-	32	40	36	-
Bottom Box (0-3)	18	-	-	17	18	18	-
Mean	6.3	-	-	6.54	6.02	6.3	-

Q10. On a scale of 0 – 10, how influential is this message in terms of your decision to consider a credit union for future financial decisions?

	2003 (N=191)	2002 (-)	2000 (-)	CU (N=104)	Bank (N=87)	Heard Ad (N=191)	Didn't Hear Ad (-)
	%	%	%	%	%	%	%
Top Box (8-10)	29	-	-	36	16	29	-
Middle Box (4-7)	36	-	-	34	38	36	-
Bottom Box (0-3)	36	-	-	27	46	36	-
Mean	5.0	-	-	6.0	4.0	5.0	-

Q11a. Have you ever considered becoming a member of a credit union?

	2003 (N=200)	2002 (N=61)	2000 (N=32)	CU (-)	Bank (N=200)	Heard Ad (N=87)	Didn't Hear Ad (N=113)
	%	%	%	%	%	%	%
Yes	39	31	25	-	39	48	32
No	61	69	75	-	61	52	68s

Q11b. Would you say you strongly considered, somewhat considered or only slightly considered becoming a member of a credit union?

	2003 (N=78)	2002 (N=19)	2000 (N=8)	CU (-)	Bank (N=78)	Heard Ad (N=42)	Didn't Hear Ad (N=36)
	%	%	%	%	%	%	%
Strongly Considered	38	16	38	-	38	55	19
Somewhat Considered	31	47	50	-	31	21	42
Only Slightly Considered	28	37	13	-	28	24	33

Q12a. Were you aware that ... (% Saying 'Yes')

	2003 (N=400)	2002 (N=202)	2000 (N=102)	CU (N=200)	Bank (N=200)	Heard Ad (N=191)	Didn't Hear Ad (N=209)
	%	%	%	%	%	%	%
CUs are non-profit organizations	64	70	59	74	54	70	58
CUs are federally insured for up to \$100,000	69	74	63	48	60	78	60
Almost everyone is eligible to join a CU	68	65	60	76	61	72	64
CUs are involved in the community	70	74	60	84	57	78	63
CUs are owned by their members	83	-	-	93	72	90	76

Q13. Association of attributes with credit union or bank: Summary of Credit Union

	2003 (N=400)	2002 (N=202)	2000 (N=102)	CU (N=200)	Bank (N=200)	Heard Ad (N=191)	Didn't Hear Ad (N=209)
	%	%	%	%	%	%	%
Returning earnings to users	72	54	42	84	60	79	65
Having low rates on loans	69	51	45	90	48	73	65
Being an institution that is involved in the community	60	48	38	77	43	63	57
Treating you as a valued customer	60	38	35	86	35	64	56
Being honest and trustworthy	61	37	34	85	37	65	56
Charging low or no fees to use their services	57	36	40	77	37	59	55
Offering a wide array of products and services	28	21	18	43	12	30	25
Having convenient service	27	16	18	44	10	29	25
Having your money federally insured	28	10	16	42	13	29	26
Having a familiar, stable and established name	19	18	16	31	6	20	17
Using high-tech such as Internet	19	9	6	30	7	17	19
Having multiple branches	7	8	13	11	2	6	7
Having multiple ATMs	8	2	6	13	3	8	7

Q13. Association of attributes with credit union or bank: Summary of Bank

	2003 (N=400)	2002 (N=202)	2000 (N=102)	CU (N=200)	Bank (N=200)	Heard Ad (N=191)	Didn't Hear Ad (N=209)
	%	%	%	%	%	%	%
Having multiple branches	93	84	78	88	97	93	92
Having multiple ATMs	91	81	79	88	96	90	91
Having a familiar, stable and established name	80	63	69	68	93	79	81
Using high-tech such as Internet	80	62	61	69	90	80	79
Having convenient service	72	65	67	55	89	70	74
Offering a wide array of products and services	72	56	65	57	88	70	74
Having your money federally insured	70	51	54	55	86	68	72
Charging low or no fees to use their services	42	44	42	21	63	39	44
Being an institution that is involved in the community	39	33	35	22	55	35	42
Treating you as a valued customer	38	39	48	13	64	34	42
Being honest and trustworthy	37	32	36	12	62	30	42
Having low rates on loans	30	34	40	9	50	25	34
Returning earnings to users	26	31	34	14	39	17	34

Q13. Gap Summary Table (Subtract percent mentioning banks from percent mentioning credit unions per attribute)

	2003 (N=400)	2002 (N=202)	2000 (N=102)	CU (N=200)	Bank (N=200)	Heard Ad (N=191)	Didn't Hear Ad (N=209)
	%	%	%	%	%	%	%
Returning earnings to users	46	23	8	71	21	62	31
Having low rates on loans	40	17	5	81	-2	46	31
Being an institution that is involved in the community	21	15	3	55	-12	28	15
Being honest and trustworthy	24	5	-2	74	-25	35	14
Treating you as a valued customer	22	-1	-13	74	-29	31	14
Charging low or no fees to use their services	15	-8	-2	57	-26	20	11
Having your money federally insured	-43	-49	-53	-13	-73	-38	-46
Offering a wide array of products and services	-45	-35	-47	-14	-76	-41	-49
Having convenient service	-45	-49	-49	-12	-79	-41	-49
Having a familiar, stable and established name	-62	-45	-53	-37	-87	-59	-64
Using high-tech such as Internet	-61	-52	-55	-40	-83	-63	-60
Having multiple branches	-86	-76	-66	-77	-95	-87	-85
Having multiple ATMs	-83	-79	-74	-74	-93	-82	-84

Q14. How likely would you be to increase your usage of a credit union in the next 12 months? (Credit union users)

	2003 (N=200)	2002 (N=100)	2000 (N=51)	CU (N=200)	Bank (-)	Heard Ad (N=104)	Didn't Hear Ad (N=96)
	%	%	%	%	%	%	%
Likely	56	56	65	56	-	62	50
Very Likely	28	22	18	28	-	32	23
Somewhat Likely	29	34	47	29	-	30	27
Neither Likely nor Unlikely	13	12	10	13	-	11	15
Somewhat Unlikely	14	13	12	14	-	13	15
Very Unlikely	18	18	10	18	-	15	20
Unlikely	31	31	22	31	-	28	34
Mean	3.35	3.29	3.53	3.35	-	3.5	3.19

Q14. If you knew you were eligible to join a credit union, how likely would you be to start using a credit union in the next 12 months? (Bank users)

	2003 (N=200)	2002 (N=100)	2000 (N=51)	CU (-)	Bank (N=200)	Heard Ad (N=87)	Didn't Hear Ad (N=113)
	%	%	%	%	%	%	%
Likely	31	41	45	-	31	31	31
Very Likely	12	13	16	-	12	14	10
Somewhat Likely	20	28	29	-	20	17	21
Neither Likely nor Unlikely	6	12	18	-	6	6	6
Somewhat Unlikely	21	21	8	-	21	22	19
Very Unlikely	42	25	27	-	42	41	42
Unlikely	63	46	35	-	63	63	62
Mean	2.38	2.82	2.98	-	2.38	2.4	2.36

Q15. How likely would you be to replace any of your accounts at a bank with an account at a credit union in the next 12 months? (Bank users)

	2003 (N=200)	2002 (N=100)	2000 (N=51)	CU (-)	Bank (N=200)	Heard Ad (N=87)	Didn't Hear Ad (N=113)
	%	%	%	%	%	%	%
Likely	27	34	27	-	37	23	29
Very Likely	11	10	6	-	11	9	12
Somewhat Likely	16	25	22	-	16	14	18
Neither Likely nor Unlikely	7	9	18	-	7	8	6
Somewhat Unlikely	16	24	20	-	16	18	14
Very Unlikely	50	31	33	-	50	49	50
Unlikely	66	55	53	-	66	68	64
Mean	2.21	2.57	5.46	-	2.21	2.14	2.27

Q16. Age

	2003 (N=396)	2002 (N=200)	2000 (N=102)	CU (N=198)	Bank (N=198)	Heard Ad (N=188)	Didn't Hear Ad (N=208)
	%	%	%	%	%	%	%
18 – 24	6	7	8	6	7	5	8
25 – 34	16	12	18	16	16	13	19
35 – 44	21	23	22	22	20	18	24
45 – 54	20	22	25	21	19	22	18
55 – 64	22	24	12	22	22	27	18
65 or Older	15	14	16	13	17	15	14
Mean	48	48	46	48	48	50	46

Q17. Income

	2003 (N=338)	2002 (N=171)	2000 (N=92)	CU (N=174)	Bank (N=164)	Heard Ad (N=164)	Didn't Hear Ad (N=174)
	%	%	%	%	%	%	%
Less than 15k	6	7	5	3	10	4	8
15 to under 25k	9	9	7	7	10	5	12
25 to under 35k	15	16	16	12	18	15	15
35 to under 50k	20	18	22	22	19	22	19
50 to under 75k	25	24	33	30	20	28	23
75k or more	24	26	17	25	23	25	23
Mean	55,470	56,200	53,750	59,010	51,710	57,960	53,120

Q18. Ethnicity

	2003 (N=388)	2002 (N=197)	2000 (N=101)	CU (N=194)	Bank (N=194)	Heard Ad (N=184)	Didn't Hear Ad (N=204)
	%	%	%	%	%	%	%
Caucasian	87	89	92	85	90	88	87
African-American	-	1	-	-	1	-	-
Hispanic	3	5	4	4	3	2	4
Asian / Pacific Islander	1	1	1	1	2	-	2
Native American	3	4	1	5	1	5	1
Other	5	1	2	6	4	5	5

Q19. Education

	2003 (N=391)	2002 (N=201)	2000 (N=102)	CU (N=197)	Bank (N=194)	Heard Ad (N=185)	Didn't Hear Ad (N=206)
	%	%	%	%	%	%	%
Less than High School	3	3	-	2	5	4	2
High School Graduate, No College	21	18	30	17	26	19	23
Some College, Non-Graduate	27	37	38	27	28	28	27
Associate's Degree	13	9	9	16	11	14	13
Bachelor's Degree	20	19	15	24	15	19	20
Master's Degree	13	10	6	12	13	14	12
Ph.D.	2	3	2	3	2	2	3