

Northern Nevada Credit Unions Cooperative Ad Campaign Testing

Topline Summary

2004



STRATA
RESEARCH

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**NORTHERN NEVADA CREDIT UNIONS
COOPERATIVE AD CAMPAIGN STUDY
TOPLINE SUMMARY**

I. INTRODUCTION

In September of 2004, Strata Research (Strata) was commissioned by credit unions in Northern Nevada 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 to determine the perceived impression that respondents have of credit unions in general.

The information provided in this Toplines Summary Report will provide an in depth look at the current levels of awareness and impressions of credit unions, as well as provide comparisons of credit union attribute awareness and association to two previous years, 2000 and 2002. The data gathered this year will also provide comparisons to research conducted in 2003, which concentrated on testing the ad campaign itself, in addition to comparing credit union attribute awareness and association with findings from 2000 and 2002.

II. METHODOLOGY

In order to obtain a representative sample of the Reno DMA region, Strata interviewed 402 residents primarily located in Washoe County and other surrounding counties. Of these 402 respondents, 202 were current members of credit unions and 200 were not. Interviews were conducted via telephone starting September 30, 2004 and ending October 6, 2004. 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, 2003, and 2004 studies, the qualifications to participate in this study have remained constant to allow for accurate tracking and trending from 2000 to 2004.

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:

- 402 Interviews = +/- 4.9%
- 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, as in 2003, approximately 1 out of every 2 residents in the Northern Nevada region recalled the Reno ad campaign. Some of the messages within the ad are successfully being communicated to the consumer, as is evident in unaided message recall. Consideration to join a credit union has continued to increase, but active consideration to join within the next 12 months has not simultaneously increased. There continue to be areas that need improvement in order to convince consumers to actively consider a credit union. The following bullet points provide a short overview of some key findings:

- Aided awareness of the Reno ad campaign has decreased slightly, from 48% in 2003 to 42% in 2004. Television continues to be the primary medium through which the ads were recalled, with 85% of respondents indicating television as a source of ad recognition.
- As in 2003, respondents indicated that they became aware of credit unions mostly through word of mouth (53%), followed by television (13%).
- Overall ad message recall, as well as ad importance, increased more for bank members than credit union members.
- The most commonly recalled theme from the ad was that credit unions are owned by their members (35%). From 2002 to 2003, bank members' percentage recall for four key messages, products and services offered, soliciting new members, low loan interest rates, and friendly/personalized customer service, increased, whereas recall in these messages for credit union members decreased.
- The message in the ads was considered almost equally important to bank members (53%) and credit union members (52%), according to the top box rating, which is a dramatic increase for bank members (12%), and only a very slight increase for credit union members (1%).
- While the message was considered equally important to both bank users and credit union members, the message, according to the top box rating, was more influential to credit union members (34%) than bank members (28%). This, however, was a decrease of 5% for credit union members and an increase of 12% for bank members since 2003.
- The percentage of non-credit union members who indicated that they had considered becoming a member of a credit union has continued to increase since 2000.
- Attributes associated with credit unions have remained relatively consistent since the significant increase in 2003. Honest and trustworthy, treating you as a valued customer, and involved in the community have all become slightly less aligned with credit unions. Deposits insured, complete range of products, offers high technology, stable name, having multiple ATMs and having multiple branches have also become slightly less associated with banks since 2003.

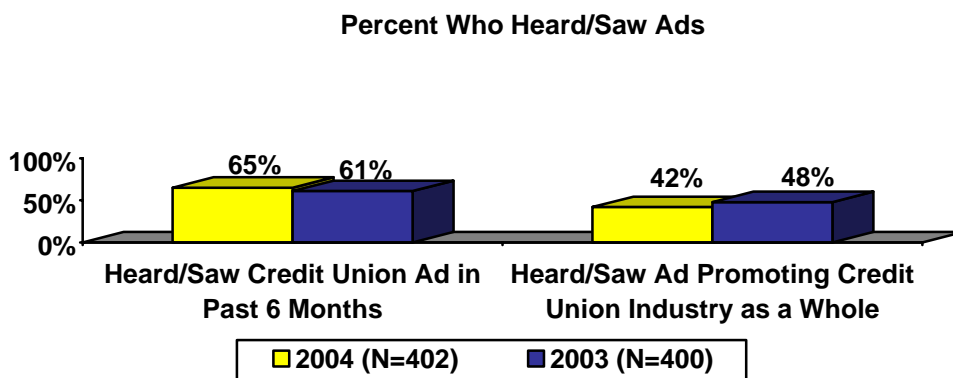
IV. DETAILED FINDINGS

A. OVERALL CAMPAIGN ASSESSMENT

Overall, 65% of all respondents interviewed had seen or heard advertising for any credit union in the past six months, which is only a slight increase from 61% in 2003. Of the respondents interviewed in 2004, 29% recalled seeing or hearing an ad promoting multiple credit unions or no specific credit union at all.

On an aided basis, of the 42% who recalled an ad promoting the overall awareness of the credit union industry as a whole, 52% were existing credit members and 48% were not, demonstrating that the ads were not only recalled by credit union members, but by bank members as well.

Also, of the 42% who recalled the ad, 62% were female, versus only 38% of males who recalled seeing the ad.

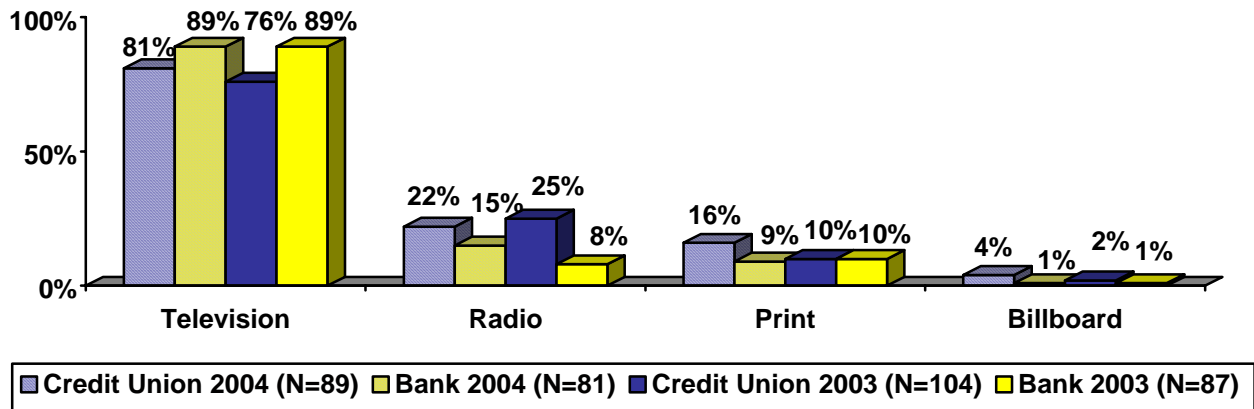


Similar to 2003, the primary medium through which the ads were seen was television, as 85% of respondents citing TV as a source of the ad recognition. This is followed distantly by radio (19%), print (12%), and billboard (3%).

More bank members than credit union members indicated television as a medium through which they had seen the ads in both 2003 and 2004, whereas more credit union members than bank members mentioned hearing the ad on the radio in both 2003 and 2004.

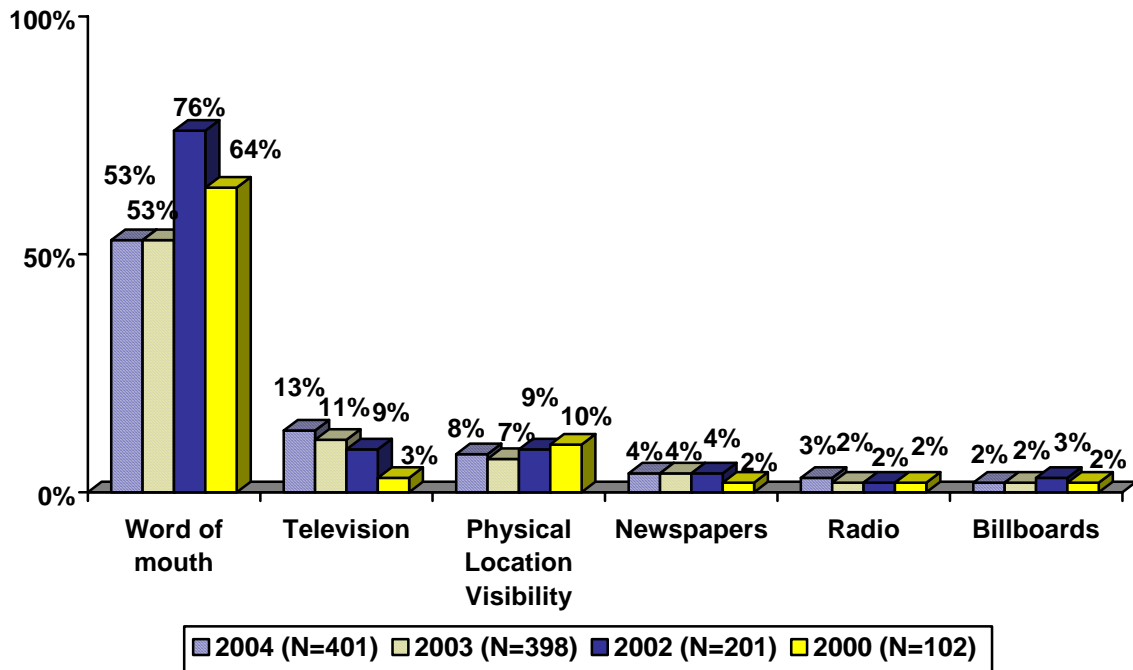
Overall, the mediums through which respondents indicated viewing the ad have remained consistent from 2003.

Q6. Where did you see or hear these ads?



Additionally, all respondents were asked what they believe are the primary methods through which they became aware of credit unions in general. Similar to 2003, 53% indicated word of mouth as being the primary method through which they became aware of credit unions. This has fluctuated over the years, as 64% in 2000 and 76% in 2002 mentioned word of mouth. Conversely, television has increased each year peaking at 13% in 2004. This is a significant increase from 2000, when only 3% indicated television. Additionally, television continues to be the only method that has witnessed an increase each year, as all others decreased or remained static.

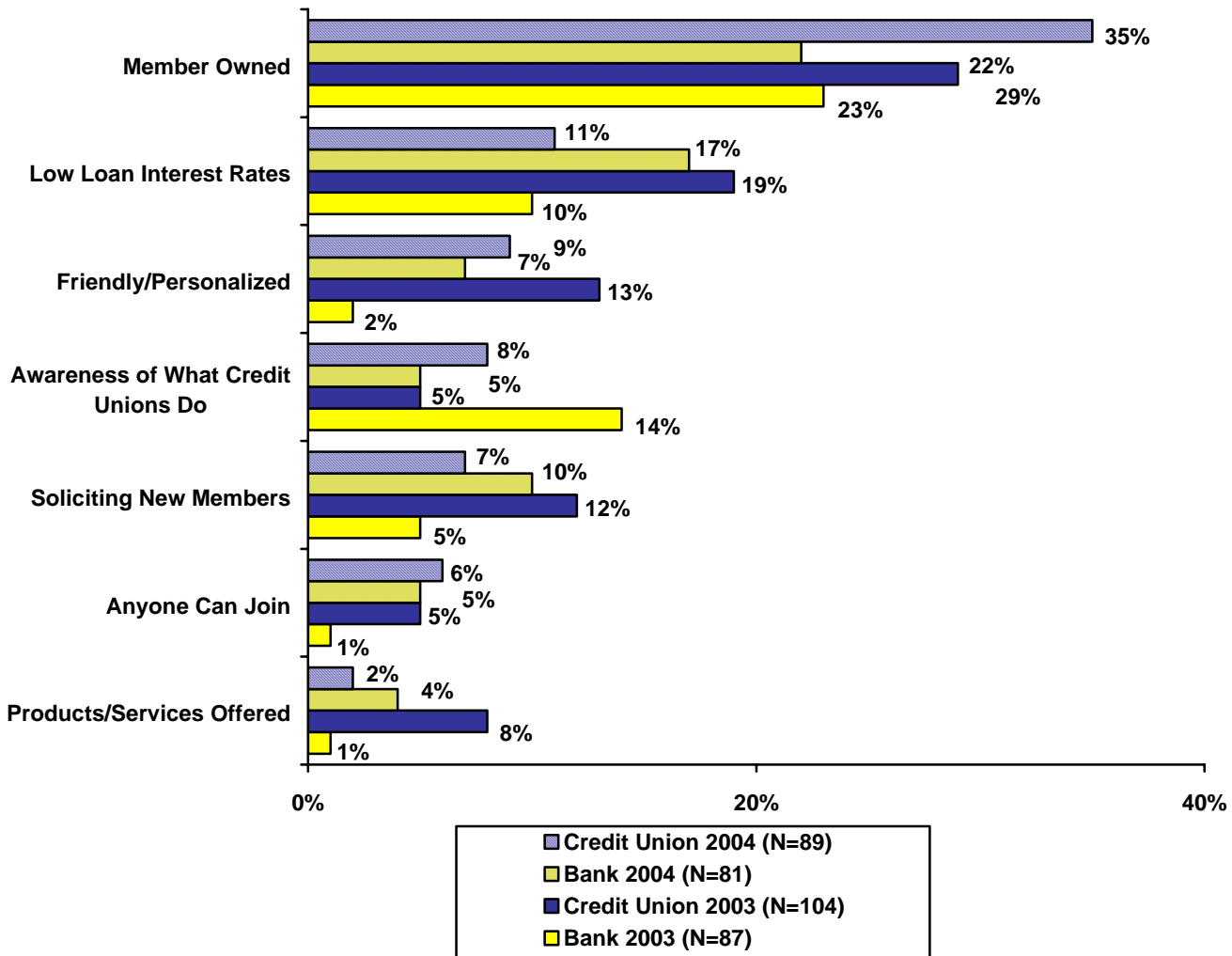
Q2C. What are the primary methods that you recall becoming aware of credit unions?



The most common message recalled from the ads was credit unions are member owned (29%). Less frequently recalled messages include: low loan interest rates (14%), soliciting new members (8%), personalized/friendly customer service (8%), awareness of what credit unions do (6%), and anyone can join (5%).

In 2003, all percentages were higher for each recalled message among existing credit union members compared to non-members, with the exception of awareness of what credit unions do. In 2004, awareness of what credit unions do was mentioned more by existing credit union members than bank members, whereas products and services offered, soliciting new members, and low loan interest rates were mentioned more by bank members than credit union members. Additionally, the percentage of respondents who recalled all three of those messages plus friendly/personalized customer service increased among bank members while decreased among credit union members.

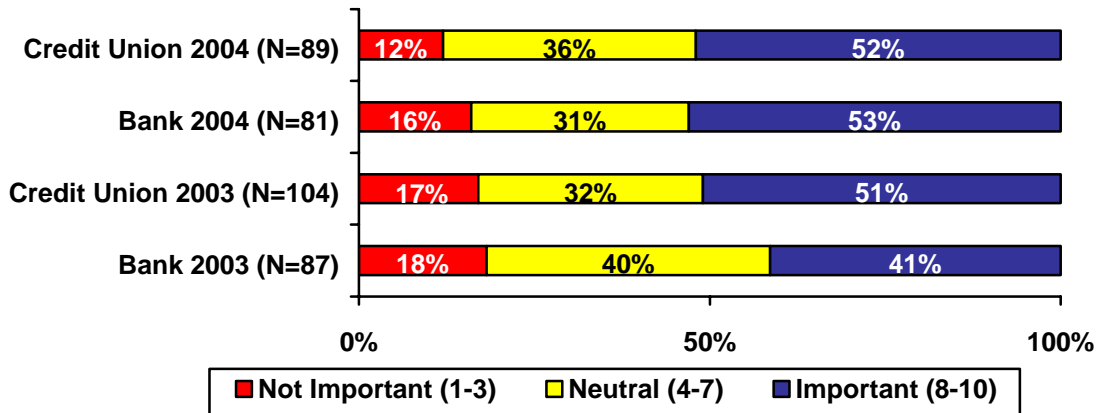
Q8. Can you tell me what the main point or message of the advertising is?



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, which described the main point or message of the advertising, 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, 52% considered the message important and fell into the top box (ratings 8-10), 34% considered the message as neither important nor unimportant and were in the middle box (ratings 4-7), and 14% did not consider the message important and fell into the bottom box (ratings 1-3).

In 2003, credit union members found the message of the advertising, that people are worth more than money, to be slightly more important, with 51% falling in the top box, compared to 41% of non-members. In 2004, both credit union and bank members found this message to be almost equally important, with 53% of non-members and 52% of members falling in the top box. For non-members, the top box rating grew from 41% in 2003 to 53% in 2004, an increase of 12%, whereas the top box rating only increased 1% for credit union members from 2003 to 2004.

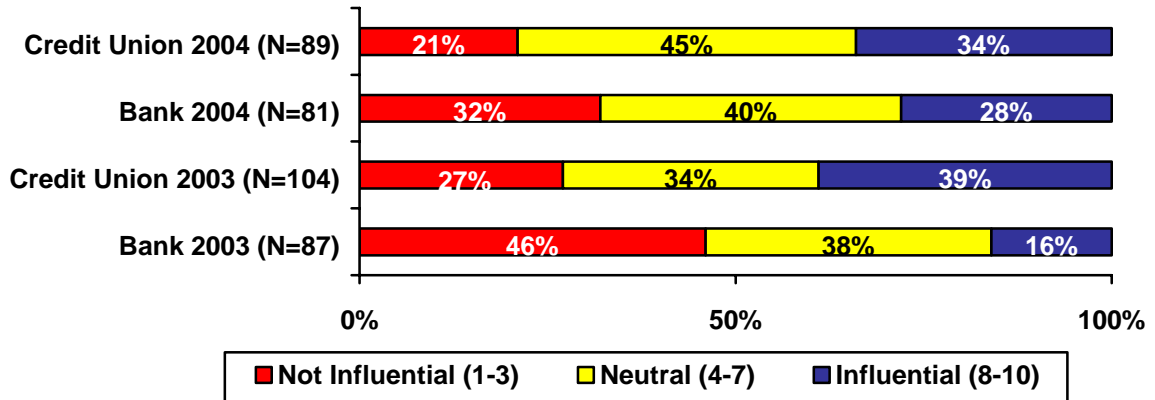
Q9. How important is the message in the ads?



Respondents were asked how influential this message is in terms of their decision to join a credit union for future financial decisions on a scale of 0-10, where 0 meant not at all influential and 10 meant very influential. Overall, 31% indicated that this message was influential and fell in the top box, 42% felt that this message was neutral and were in the middle box, and 26% did not find this message influential and fell into the bottom box.

In 2003, there was 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 agreeing. In 2004, however, non-members rating the message as influential increased from 16% in 2003 to 28%, whereas the members' rating the message as influential dropped by 5%, from 39% to 34%. In 2004, the gap between members' and non-members' top box ratings is only 6% compared to 23% in 2003.

Q10. How influential is the message to you in terms of your decision to consider a credit union for future financial decisions?



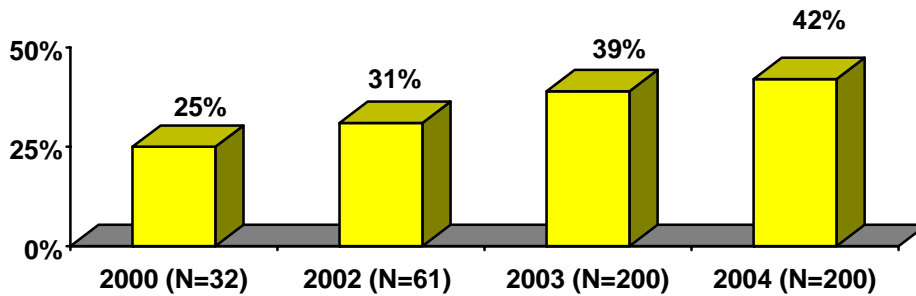
B. CREDIT UNION CONSIDERATION

42% of non-members indicated that they had considered becoming a member of a credit union. Of these respondents, 50% indicated they strongly considered, 35% somewhat considered, and 15% slightly considered.

The graph over the past four years reveals an annual increase in consideration of joining a credit union.

Q11A. Have you ever considered becoming a member of a credit union?

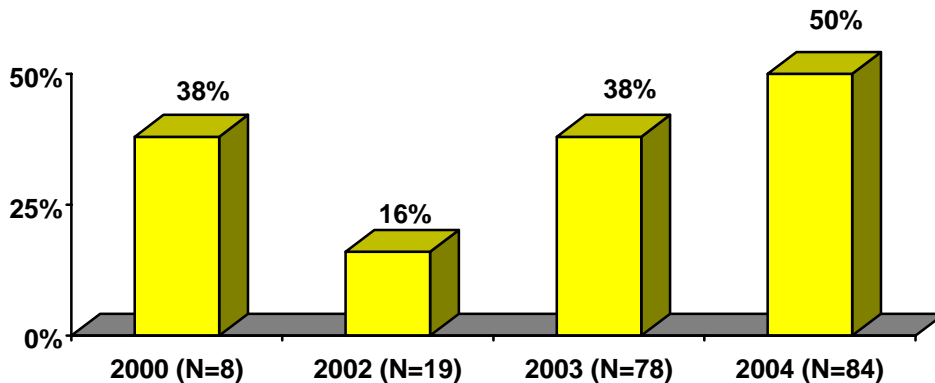
Percent of "Yes" Responses



The following graph illustrates the percentage of non-members who had strongly considered becoming a member of a credit union. This number decreased from 2000 to 2002, but then increased in 2003 to match the level in 2000. In 2004 the level of consideration increased further.

Q11B. Would you say you strongly considered, somewhat considered, or only slightly considered becoming a member of a credit union?

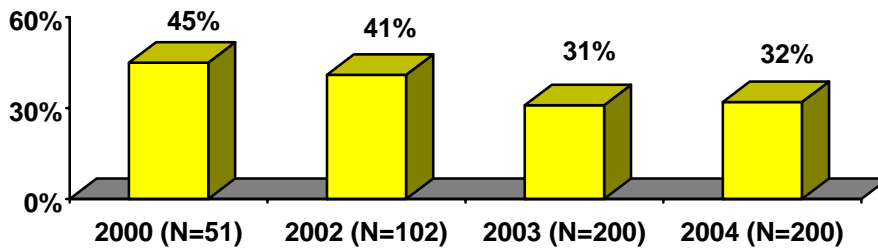
Percent of "Strongly Considered" Responses



Non-members were subsequently asked how likely they would be to start using a credit union if they knew they were eligible to join. 32% responded very or somewhat likely. This figure has decreased over the last three years (from 45% in 2000) and only slightly increased in 2004 (by 1%) from 2003.

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?

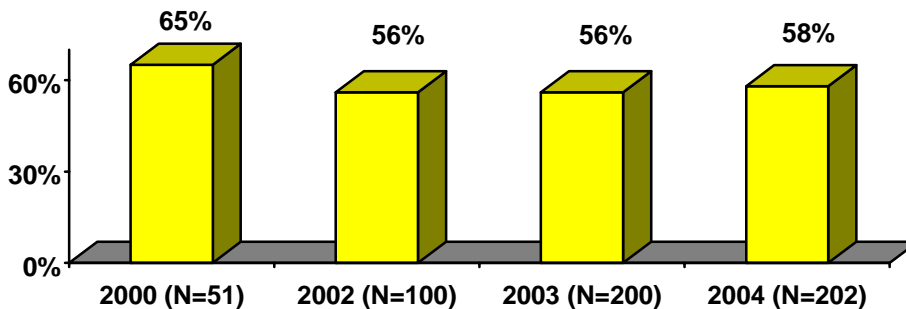
Percent of those Very/Somewhat Likely



When credit union members were asked how likely they would be to increase their usage of credit unions, 58% of members indicated they would be very or somewhat likely. This figure increased slightly from 56% in 2003, but is still lower than 65% in 2000.

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

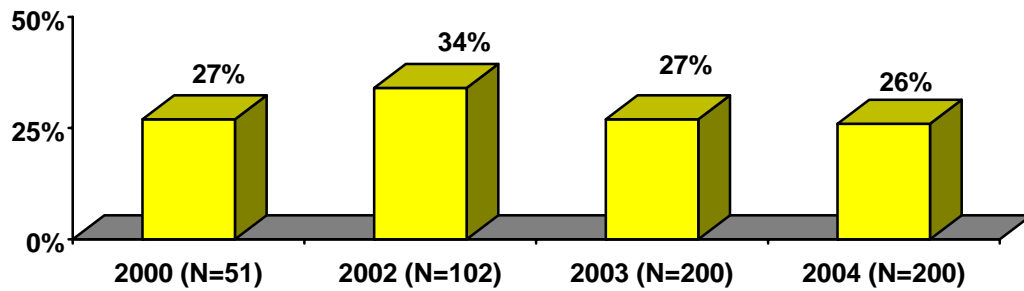
Percent of those Very/Somewhat Likely



In addition to the likelihood of joining a credit union, the likelihood of replacing any accounts at a bank with an account at a credit union was also asked. Among non-members, 26% indicate they are very or somewhat likely to replace any of their bank accounts with a credit union account. This figure is fairly consistent with previous years (27% in 2000 and 2003), but lower than its peak of 34% in 2002.

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

Percent of those Very/Somewhat Likely



C. CREDIT UNION ATTRIBUTE AWARENESS

In order to gauge the awareness of specific features of credit unions, five different attributes were addressed: 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 commonly recalled, with 88% indicating their awareness of that attribute. This was followed by involved in the community (74%), federally insured up to 100,000 (74%), almost everyone is eligible to join (74%), and non-profit organizations (70%).

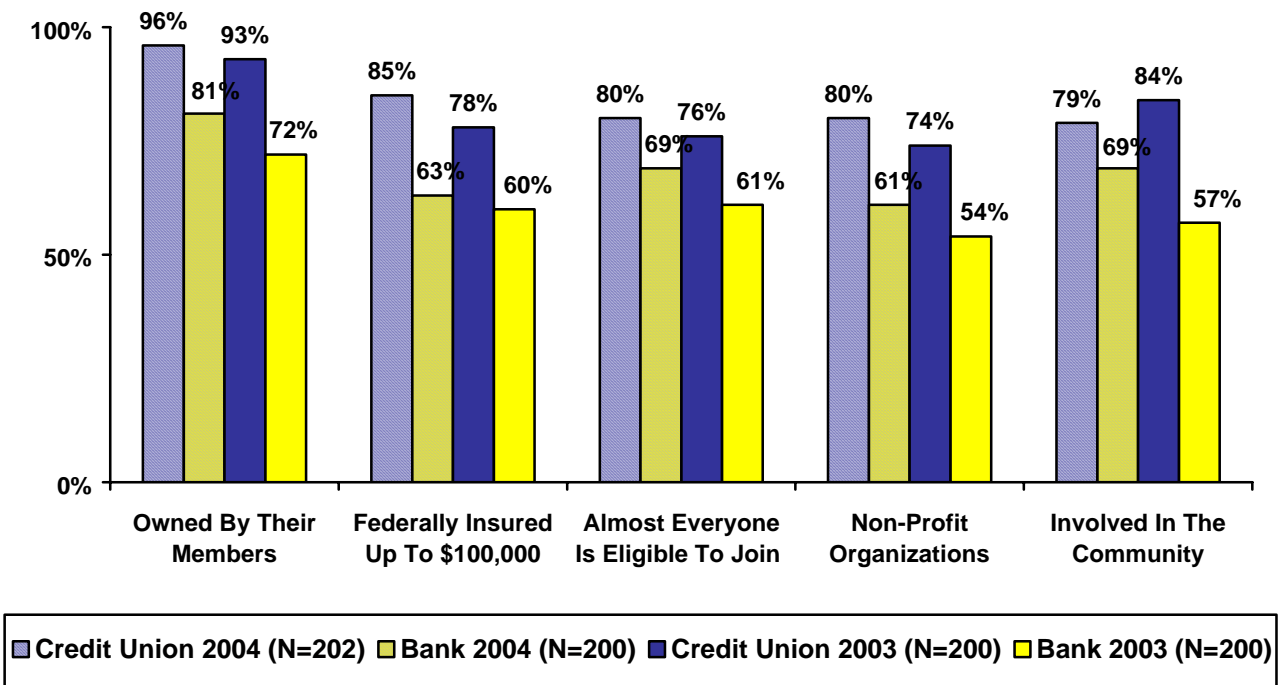
In 2003, the attribute with the biggest gap in awareness between members and non-members was involved in the community, as 84% of members were aware versus 57% of non-members. In 2004, this gap narrowed to be the attribute with the least difference between members and non-members.

In 2004, the largest gap is federally insured up to \$100,000, with 85% of members and only 63% of non-members indicating awareness. This attribute showed the smallest increase (from 60% to 63%) among non-members. Conversely, this attribute received the greatest increase (from 78% to 85%) in awareness for members.

Members' awareness experienced a slight increase in every attribute with the exception of involved in the community, which decreased from 84% in 2003 to 79% in 2004. However, this attribute experienced the greatest increase in awareness for non-members (from 57% to 69%).

Q12. Were you aware of the following credit union attributes?

Percent of "Yes" Responses



The following table provides a comparison of awareness for the attributes over the four years of this study. Please note that owned by their members was an attribute that was added to the study in 2003 and hence, does not have any data for 2000 and 2002. In 2004, awareness of involved in the community, federally insured up to \$100,000, and non-profit organizations matched their peaks from 2002. Everyone is eligible to join has experienced an increase in awareness each year.

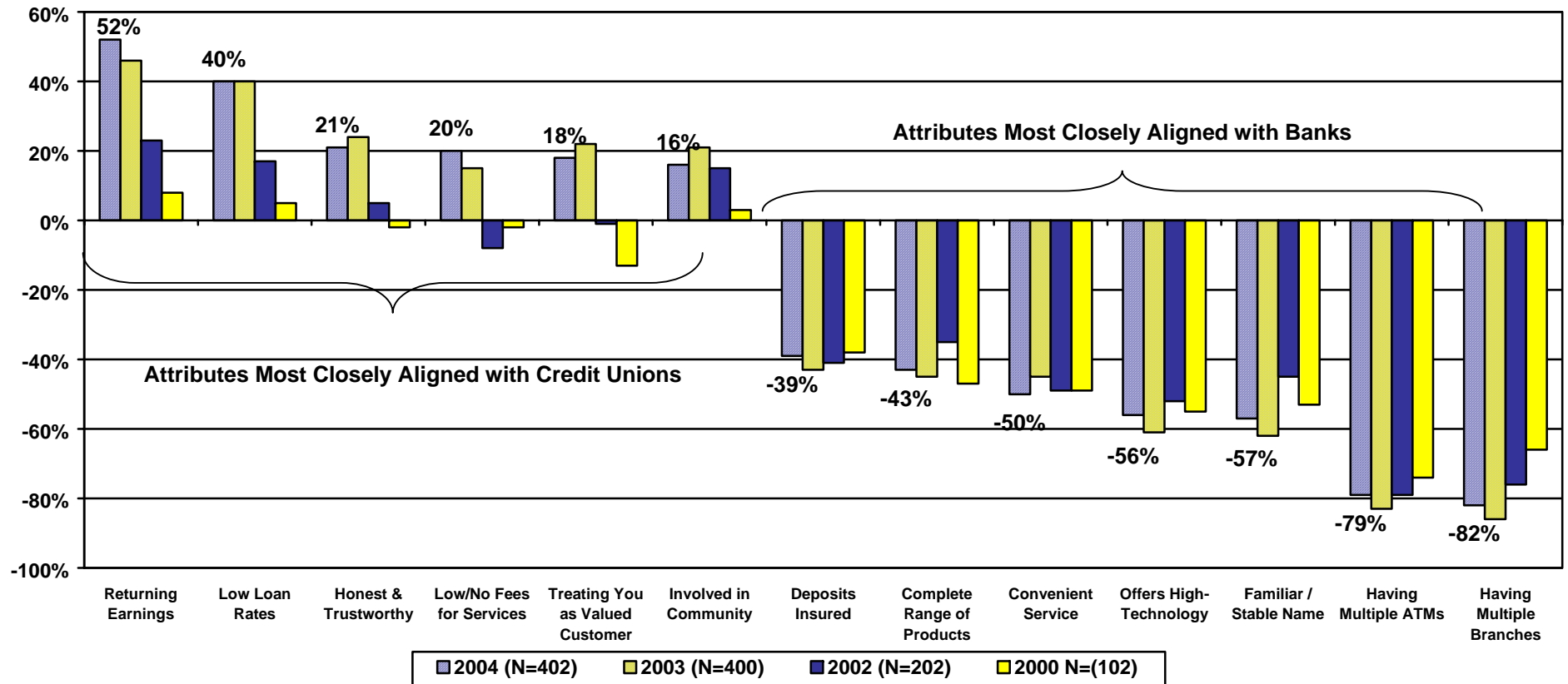
Percent of “Yes” Responses

Attribute	2004 (N=402)	2003 (N=400)	2002 (N=202)	2000 (N=102)
Were you aware that credit unions are owned by their members?	88%	83%	N/A	N/A
Were you aware that credit unions are involved in the community?	74%	70%	74%	60%
Were you aware that credit unions are federally insured for up to \$100,000?	74%	69%	74%	63%
Were you aware that almost everyone is eligible to join a credit union?	74%	68%	65%	60%
Were you aware that credit unions are non-profit organizations?	70%	64%	70%	59%

D. CREDIT UNION ATTRIBUTE ASSOCIATION GAP ANALYSIS

Respondents were read 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 from 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, being honest and trustworthy, and having low or no fees. These attributes have increasingly become more associated with credit unions than banks since 2000, but honest and trustworthy, treating you as a valued customer, and involved in the community have become slightly less aligned with credit unions from 2003 to 2004.
- Banks are most strongly associated with having multiple branches, having multiple ATMs, having a familiar, stable, and established name, and offering high technology. These attributes have increasingly become more attributed to banks than credit unions from 2000 to 2004; however, convenient service is the only attribute that has increased in association with banks from 2003 to 2004. All other attributes most closely aligned with banks have become slightly less associated with banks from 2003 to 2004.



V. SURVEY FREQUENCIES

QD. County

	2004 (N=402)	2003 (N=400)	2002 (N=202)	2000 (N=102)	2004 CU (N=202)	2004 Bank (N=200)	2004 Heard Ad (N=170)	2004 Didn't Hear Ad (N=232)
	%	%	%	%	%	%	%	%
Washoe	61	54	57	50	56	67	66	58
Carson City	9	9	8	6	10	8	9	9
Lyon	7	11	6	9	8	7	6	8
Douglas	7	7	6	9	9	6	6	9
Lassen	5	6	8	10	8	2	2	7
Churchill	4	6	6	5	4	4	5	3
Lander	2	2	1	1	-	3	2	1
Humboldt	2	2	2	1	1	2	1	2
Mineral	1	2	-	1	1	-	-	1
Pershing	1	1	1	2	-	3	-	3
Storey	1	-	2	1	-	1	2	-
Mono	-	2	-	4	-	1	1	-
Esmeralda	-	-	-	-	-	1	1	-

QF. Gender

	2004 (N=402)	2003 (N=400)	2002 (N=202)	2000 (N=102)	2004 CU (N=202)	2004 Bank (N=200)	2004 Heard Ad (N=170)	2004 Didn't Hear Ad (N=232)
	%	%	%	%	%	%	%	%
Male	38	41	38	40	38	38	38	38
Female	62	60	62	60	62	63	62	63

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

	2004 (N=378)	2003 (N=400)	2002 (N=202)	2000 (N=102)	2004 CU (N=191)	2004 Bank (N=187)	2004 Heard Ad (N=165)	2004 Didn't Hear Ad (N=213)
	%	%	%	%	%	%	%	%
Wells Fargo	31	27	23	28	27	34	33	29
Bank of America	25	26	29	28	21	28	24	25
US Bank	5	4	7	-	5	5	5	5
GNCU	3	3	-	-	6	1	4	3
Merrill Lynch	2	4	4	2	2	3	2	2
Citibank	2	3	1	-	1	4	1	3
Charles Schwab	2	-	-	-	3	2	2	2
Great Basin	2	2	-	-	3	1	2	1
Golden One Credit Union	2	-	-	-	3	1	1	2
Prudential	2	-	-	-	-	4	2	1
Nevada State Bank	2	2	2	-	1	2	2	1
Nevada Federal Credit Union	1	-	-	-	3	-	1	2
USAA	1	-	-	-	2	1	1	1
Bank – General	1	5	4	9	1	2	1	1
First Interstate Bank	1	-	-	-	1	1	1	1
Sierra Schools Credit Union	1	-	-	-	2	-	1	1
Edward Jones	1	-	-	-	2	1	-	2
CU – General	1	1	-	2	1	1	1	1
Dean Witter	1	3	2	-	1	1	-	1
Union Bank	1	1	1	1	-	1	1	-
Bank – Other	5	4	4	12	4	7	5	5
CU – Other	3	6	6	8	6	-	4	2
Investment Services – Other	3	4	2	6	4	1	2	3
All Others	2	3	3	4	2	3	2	2

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

	2004 (N=401)	2003 (N=400)	2002 (N=202)	2000 (N=102)	2004 CU (N=201)	2004 Bank (N=200)	2004 Heard Ad (N=169)	2004 Didn't Hear Ad (N=232)
	%	%	%	%	%	%	%	%
GNCU	15	15	11	11	19	11	15	14
Great Basin	11	6	7	5	12	10	14	8
Nevada	8	7	2	2	8	8	9	8
Sierra Schools	8	7	11	4	11	5	11	6
Washoe	4	21	8	-	6	3	6	3
The Golden 1	3	1	3	3	5	1	2	4
Sierra Central	1	-	-	-	1	1	1	2
Sierra Pacific	1	1	1	3	2	-	2	1
Navy Federal	1	1	3	1	2	1	1	1
Hawthorne CU	1	3	1	-	1	1	1	2
Northern Nevada	1	-	-	-	1	2	2	-
Lassen County	1	3	2	4	1	1	1	1
Weststar	1	-	-	-	2	-	2	-
Churchill Valley	1	-	-	-	1	-	2	-
Other	23	-	-	-	20	22	16	25
None / Don't Know	20	26	23	32	4	37	15	24

Q2b. What other credit unions come to mind?

	2004 (N=399)	2003 (N=400)	2002 (N=202)	2000 (N=102)	2004 CU (N=200)	2004 Bank (N=199)	2004 Heard Ad (N=168)	2004 Didn't Hear Ad (N=231)
	%	%	%	%	%	%	%	%
Great Basin	6	5	7	3	9	4	10	3
GNCU	4	4	4	4	7	2	7	2
Sierra Schools	4	2	2	2	6	2	6	2
Washoe	2	9	2	-	3	2	4	1
Nevada	2	1	2	1	4	1	1	3
Navy Federal	1	-	-	-	1	1	2	-
The Golden 1	1	1	-	2	2	-	1	1
Lassen County	1	-	-	-	2	-	-	1
Schools	1	-	-	-	-	2	2	-
S P Sparks Employees	1	-	-	-	2	-	1	-
Northern Nevada	1	-	-	-	2	-	2	-
First United Services	1	-	-	-	1	1	1	-
Sierra Pacific	1	-	-	-	-	1	1	-
Chetco	1	-	-	-	-	1	1	-
Other	5	-	-	-	7	3	5	4
None / Don't Know	70	73	68	79	58	82	61	77

Q2a/b. Awareness of all credit unions

	2004 (N=401)	2003 (N=400)	2002 (N=202)	2000 (N=102)	2004 CU (N=201)	2004 Bank (N=200)	2004 Heard Ad (N=169)	2004 Didn't Hear Ad (N=232)
	%	%	%	%	%	%	%	%
GNCU	19	19	16	15	25	13	22	16
Great Basin	17	11	15	8	20	13	24	12
Sierra Schools	12	10	13	6	17	7	17	9
Nevada	10	8	4	3	12	9	9	11
Washoe	7	27	10	-	8	5	9	5
The Golden 1	4	1	4	5	7	1	2	5
Navy Federal	2	1	4	2	3	2	4	1
Northern Nevada	2	-	-	-	2	2	4	-
Lassen County	2	3	3	5	3	1	1	2
Sierra Pacific	2	1	1	4	2	1	2	1
Sierra Central	1	1	-	1	2	1	1	2
Hawthorne CU	1	4	2	-	2	1	1	2
Weststar	1	2	1	1	2	-	2	-
Churchill Valley	1	-	-	-	1	1	2	-
First United Services	1	1	-	-	1	1	1	1
Patelco	1	-	-	-	1	-	1	1
Schools	1	1	-	-	-	2	2	-
Silver State Schools	1	-	-	-	-	1	1	1
SP Sparks Employees	1	1	-	1	1	-	1	-
Chetco	1	-	-	-	-	1	1	1
Other	16	-	-		16	17	14	18
None / Don't Know	20	26	23	32	4	37	15	24

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

	2004 (N=401)	2003 (N=400)	2002 (N=202)	2000 (N=102)	2004 CU (N=201)	2004 Bank (N=200)	2004 Heard Ad (N=169)	2004 Didn't Hear Ad (N=232)
	%	%	%	%	%	%	%	%
Co-workers / Workplace	33	31	42	36	46	20	34	32
Family Members	13	15	18	17	17	9	12	14
Television	13	11	9	3	9	16	19	8
Physical Location / Visibility	8	7	9	10	10	7	9	8
Other word-of-mouth	7	7	16	11	10	7	9	8
Newspapers	4	4	4	2	3	4	4	3
Radio	3	2	2	2	1	5	4	2
Car loan / Sale	3	2	-	-	4	1	4	2
Billboards	2	2	3	2	2	3	2	3
Was / Am a member	1	1	-	-	-	2	2	-
Other	2	2	1	7	2	2	2	2
Don't know / remember	2	4	1	3	3	2	2	3
No awareness of CU	20	26	23	32	4	37	15	24

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

	2004 (N=402)	2003 (N=400)	2002 (-)	2000 (-)	2004 CU (N=202)	2004 Bank (N=200)	2004 Heard Ad (N=170)	2004 Didn't Hear Ad (N=232)
	%	%	%	%	%	%	%	%
Yes	65	61	-	-	71	60	84	52
No	35	39	-	-	29	40	16	48

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?

	2004 (N=263)	2003 (N=400)	2002 (-)	2000 (-)	2004 CU (N=143)	2004 Bank (N=120)	2004 Heard Ad (N=143)	2004 Didn't Hear Ad (N=120)
	%	%	%	%	%	%	%	%
Yes	29	36	-	-	32	25	41	15
No	71	64	-	-	68	75	59	85

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?

	2004 (N=402)	2003 (N=400)	2002 (-)	2000 (-)	2004 CU (N=202)	2004 Bank (N=200)	2004 Heard Ad (N=170)	2004 Didn't Hear Ad (N=232)
	%	%	%	%	%	%	%	%
Yes	42	48	-	-	44	41	100	-
No	58	52	-	-	56	60	-	100

Q6. Where did you see or hear these ads?

	2004 (N=170)	2003 (N=191)	2002 (-)	2000 (-)	2004 CU (N=89)	2004 Bank (N=81)	2004 Heard Ad (N=170)	2004 Didn't Hear Ad (-)
	%	%	%	%	%	%	%	%
Television	85	82	-	-	81	89	85	-
Radio	19	17	-	-	22	15	19	-
Magazine, Periodical or Newspaper	12	10	-	-	16	9	12	-
Billboard	3	2	-	-	4	1	3	-

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

	2004 (N=170)	2003 (N=191)	2002 (-)	2000 (-)	2004 CU (N=89)	2004 Bank (N=81)	2004 Heard Ad (N=170)	2004 Didn't Hear Ad (-)
	%	%	%	%	%	%	%	%
Who owns CU? / Member Owned	29	26	-	-	35	22	29	-
Low loan interest rates	14	15	-	-	11	17	14	-
Soliciting new members	8	8	-	-	7	10	8	-
Customer service / friendly / personalized	8	8	-	-	9	7	8	-
What is a CU / Awareness of what CUs do	6	9	-	-	8	5	6	-
Anyone can join	5	3	-	-	6	5	5	-
Gives back to members	4	3	-	-	4	4	4	-
Low / No fees / Free checking	4	3	-	-	4	2	4	-
Better than banks / Comparison to banks	4	5	-	-	4	2	4	-
Benefits – general	4	3	-	-	6	1	4	-
Interest rates – unspecified	3	2	-	-	4	1	3	-
Products & services offered	3	5	-	-	2	4	3	-
High deposit interest rates	4	3	-	-	2	2	2	-
Easy to get loans	2	2	-	-	3	1	2	-
Local operation	2	2	-	-	3	-	2	-
Safety/ your money is safe in a credit union	2	-	-	-	-	4	2	-
CUs are non-profit	1	2	-	-	2	-	1	-
Convenience – general	1	1	-	-	-	1	1	-
Don't recall specifics	12	17	-	-	6	20	12	-
All others	6	6	-	-	6	6	6	-
Don't Know	1	2	-	-	1	-	1	-

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

	2004 (N=170)	2003 (N=191)	2002 (-)	2000 (-)	2004 CU (N=89)	2004 Bank (N=81)	2004 Heard Ad (N=170)	2004 Didn't Hear Ad (-)
	%	%	%	%	%	%	%	%
Top Box (8-10)	52	47	-	-	52	53	52	-
Middle Box (4-7)	34	36	-	-	36	31	34	-
Bottom Box (0-3)	14	18	-	-	12	16	14	-
Mean	6.81	6.3	-	-	6.92	6.68	6.81	-

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?

	2004 (N=170)	2003 (N=191)	2002 (-)	2000 (-)	2004 CU (N=89)	2004 Bank (N=81)	2004 Heard Ad (N=170)	2004 Didn't Hear Ad (-)
	%	%	%	%	%	%	%	%
Top Box (8-10)	31	29	-	-	34	28	31	-
Middle Box (4-7)	42	36	-	-	45	40	42	-
Bottom Box (0-3)	26	36	-	-	21	32	26	-
Mean	5.36	5.0	-	-	5.90	4.77	5.36	-

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

	2004 (N=200)	2003 (N=200)	2002 (N=61)	2000 (N=32)	2004 CU (-)	2004 Bank (N=200)	2004 Heard Ad (N=81)	2004 Didn't Hear Ad (N=119)
	%	%	%	%	%	%	%	%
Yes	42	39	31	25	-	42	53	34
No	58	61	69	75	-	58	47	66

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

	2004 (N=84)	2003 (N=78)	2002 (N=19)	2000 (N=8)	2004 CU (-)	2004 Bank (N=84)	2004 Heard Ad (N=43)	2004 Didn't Hear Ad (N=41)
	%	%	%	%	%	%	%	%
Strongly Considered	50	38	16	38	-	50	44	56
Somewhat Considered	35	31	47	50	-	35	37	32
Only Slightly Considered	15	28	37	13	-	15	19	12

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

	2004 (N=402)	2003 (N=400)	2002 (N=202)	2000 (N=102)	2004 CU (N=202)	2004 Bank (N=200)	2004 Heard Ad (N=170)	2004 Didn't Hear Ad (N=232)
	%	%	%	%	%	%	%	%
CUs are owned by their members	88	83	-	-	96	81	95	83
CUs are involved in the community	74	70	74	60	79	69	79	70
CUs are federally insured for up to \$100,000	74	69	74	63	85	63	75	74
Almost everyone is eligible to join a CU	74	68	65	60	80	69	75	74
CUs are non-profit organizations	70	64	70	59	80	61	73	69

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

	2004 (N=402)	2003 (N=400)	2002 (N=202)	2000 (N=102)	2004 CU (N=202)	2004 Bank (N=200)	2004 Heard Ad (N=170)	2004 Didn't Hear Ad (N=232)
	%	%	%	%	%	%	%	%
Returning earnings to users	76	72	54	42	91	61	83	71
Having low rates on loans	70	69	51	45	87	53	77	65
Being honest and trustworthy	60	61	37	34	83	38	64	58
Charging low or no fees to use their services	60	57	36	40	78	42	65	56
Treating you as a valued customer	59	60	38	35	80	38	65	54
Being an institution that is involved in the community	58	60	48	38	71	45	62	55
Having your money federally insured	31	28	10	16	45	16	30	31
Offering a wide array of products and services	29	28	21	18	44	13	31	27
Having convenient service	25	27	16	18	39	12	26	25
Using high-tech such as Internet	22	19	9	6	35	9	25	20
Having a familiar, stable and established name	22	19	18	16	32	11	24	20
Having multiple ATMs	11	8	2	6	16	6	12	9
Having multiple branches	9	7	8	13	13	6	11	8

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

	2004 (N=402)	2003 (N=400)	2002 (N=202)	2000 (N=102)	2004 CU (N=202)	2004 Bank (N=200)	2004 Heard Ad (N=170)	2004 Didn't Hear Ad (N=232)
	%	%	%	%	%	%	%	%
Having multiple branches	91	93	84	78	87	95	89	92
Having multiple ATMs	89	91	81	79	84	95	88	91
Having a familiar, stable and established name	78	80	63	69	68	89	76	80
Using high-tech such as Internet	78	80	62	61	65	91	75	80
Having convenient service	75	72	65	67	61	89	74	75
Offering a wide array of products and services	71	72	56	65	56	87	69	73
Having your money federally insured	69	70	51	54	55	84	70	69
Being an institution that is involved in the community	42	39	33	35	29	55	38	45
Treating you as a valued customer	41	38	39	48	20	63	35	46
Charging low or no fees to use their services	40	42	44	42	22	59	35	44
Being honest and trustworthy	40	37	32	36	17	63	36	42
Having low rates on loans	30	30	34	40	13	47	23	35
Returning earnings to users	24	26	31	34	9	40	17	29

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

	2004 (N=402)	2003 (N=400)	2002 (N=202)	2000 (N=102)	2004 CU (N=202)	2004 Bank (N=200)	2004 Heard Ad (N=170)	2004 Didn't Hear Ad (N=232)
	%	%	%	%	%	%	%	%
Returning earnings to users	52	46	23	8	82	21	66	41
Having low rates on loans	40	40	17	5	74	6	54	30
Being honest and trustworthy	21	24	5	-2	66	-25	27	16
Charging low or no fees to use their services	20	15	-8	-2	56	-17	29	13
Treating you as a valued customer	18	22	-1	-13	60	-25	31	9
Being an institution that is involved in the community	16	21	15	3	42	-10	25	9
Having your money federally insured	-39	-43	-49	-53	-10	-68	-40	-38
Offering a wide array of products and services	-43	-45	-35	-47	-12	-74	-39	-46
Having convenient service	-50	-45	-49	-49	-23	-77	-48	-51
Using high-tech such as Internet	-56	-61	-52	-55	-30	-82	-49	-60
Having a familiar, stable and established name	-57	-62	-45	-53	-36	-78	-53	-59
Having multiple ATMs	-79	-83	-79	-74	-68	-89	-75	-81
Having multiple branches	-82	-86	-76	-66	-74	-89	-79	-84

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

	2004 (N=202)	2003 (N=200)	2002 (N=100)	2000 (N=51)	2004 CU (N=202)	2004 Bank (-)	2004 Heard Ad (N=89)	2004 Didn't Hear Ad (N=113)
	%	%	%	%	%	%	%	%
Likely	58	56	56	65	58	-	62	56
Very Likely	32	28	22	18	32	-	28	35
Somewhat Likely	26	29	34	47	26	-	34	20
Neither Likely nor Unlikely	14	13	12	10	14	-	20	9
Somewhat Unlikely	13	14	13	12	13	-	9	16
Very Unlikely	14	18	18	10	14	-	9	19
Unlikely	27	31	31	22	27	-	18	35
Mean	3.49	3.35	3.29	3.53	3.49	-	3.63	3.38

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)

	2004 (N=200)	2003 (N=200)	2002 (N=100)	2000 (N=51)	2004 CU (-)	2004 Bank (N=200)	2004 Heard Ad (N=81)	2004 Didn't Hear Ad (N=119)
	%	%	%	%	%	%	%	%
Likely	32	31	41	45	-	32	37	28
Very Likely	14	12	13	16	-	14	15	13
Somewhat Likely	18	20	28	29	-	18	22	15
Neither Likely nor Unlikely	14	6	12	18	-	14	16	12
Somewhat Unlikely	15	21	21	8	-	15	15	14
Very Unlikely	39	42	25	27	-	39	31	44
Unlikely	53	63	46	35	-	53	46	58
Mean	2.53	2.38	2.82	2.98	-	2.53	2.75	2.37

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)

	2004 (N=200)	2003 (N=200)	2002 (N=100)	2000 (N=51)	2004 CU (-)	2004 Bank (N=200)	2004 Heard Ad (N=81)	2004 Didn't Hear Ad (N=119)
	%	%	%	%	%	%	%	%
Likely	26	27	34	27	-	26	27	24
Very Likely	10	11	10	6	-	10	7	12
Somewhat Likely	16	16	25	22	-	16	20	13
Neither Likely nor Unlikely	9	7	9	18	-	9	9	8
Somewhat Unlikely	18	16	24	20	-	18	23	13
Very Unlikely	48	50	31	33	-	48	41	52
Unlikely	65	66	55	53	-	65	64	66
Mean	2.22	2.21	2.57	5.46	-	2.22	2.30	2.17

Q16. Age

	2004 (N=399)	2003 (N=396)	2002 (N=200)	2000 (N=102)	2004 CU (N=201)	2004 Bank (N=198)	2004 Heard Ad (N=170)	2004 Didn't Hear Ad (N=229)
	%	%	%	%	%	%	%	%
18 – 24	5	6	7	8	4	6	5	5
25 – 34	16	16	12	18	20	11	15	16
35 – 44	20	21	23	22	24	16	23	18
45 – 54	24	20	22	25	17	30	22	25
55 – 64	17	22	24	12	18	15	18	16
65 or Older	19	15	14	16	15	22	16	20
Mean	49	48	48	46	47	50	48	49

Q17. Income

	2004 (N=365)	2003 (N=338)	2002 (N=171)	2000 (N=92)	2004 CU (N=184)	2004 Bank (N=181)	2004 Heard Ad (N=159)	2004 Didn't Hear Ad (N=206)
	%	%	%	%	%	%	%	%
Less than 15k	7	6	7	5	3	12	6	9
15 to under 25k	11	9	9	7	9	13	9	12
25 to under 35k	13	15	16	16	14	13	14	12
35 to under 50k	16	20	18	22	13	18	18	14
50 to under 75k	24	25	24	33	27	22	24	24
75k or more	29	24	26	17	35	23	30	29
Mean	57,570	55,470	56,200	53,750	63,110	51,930	58,650	56,740

Q18. Ethnicity

	2004 (N=396)	2003 (N=388)	2002 (N=197)	2000 (N=101)	2004 CU (N=198)	2004 Bank (N=198)	2004 Heard Ad (N=167)	2004 Didn't Hear Ad (N=229)
	%	%	%	%	%	%	%	%
Caucasian	89	87	89	92	90	88	90	88
African-American	2	-	1	-	3	1	1	2
Hispanic	3	3	5	4	3	4	4	3
Asian / Pacific Islander	2	1	1	1	2	2	2	2
Native American	3	3	4	1	2	3	1	4
Other	2	5	1	2	1	3	2	2

Q19. Education

	2004 (N=401)	2003 (N=391)	2002 (N=201)	2000 (N=102)	2004 CU (N=201)	2004 Bank (N=200)	2004 Heard Ad (N=170)	2004 Didn't Hear Ad (N=231)
	%	%	%	%	%	%	%	%
Less than High School	2	3	3	-	1	3	3	1
High School Graduate, No College	23	21	18	30	20	26	24	23
Some College, Non-Graduate	28	27	37	38	29	27	23	31
Associate's Degree	11	13	9	9	12	10	11	11
Bachelor's Degree	24	20	19	15	27	22	27	22
Master's Degree	8	13	10	6	8	9	11	7
Ph.D.	4	2	3	2	2	6	2	5