

How much do you
really know about
your members
and potential
members?



It's more than just asking questions.

A **CUNA Survey** gets real answers!
We can help you discover what members and
potential members like, want and need — essential
information for product and membership growth.

Imagine a strategic plan built on solid member preferences!

A CUNA Survey can make that a reality.

CUNA Surveys will find the answers to your most pressing questions and issues, and compare your results to other credit unions. CUNA's trusted mail survey method is able to capture a 20-30% response rate. Our staff of research experts is committed to meeting your project deadlines on time! We'll offer recommendations and solutions that help you attract more members and more of your members' financial business.

"By using survey data to set the stage for product rollouts, make service improvements, and provide strategic direction, Northwest Federal Credit Union has been able to continue its solid growth — even in times of such dynamic technologically-driven market changes."

- Gerianne Burks, President/CEO
Northwest Federal Credit Union



Your Trusted Resource



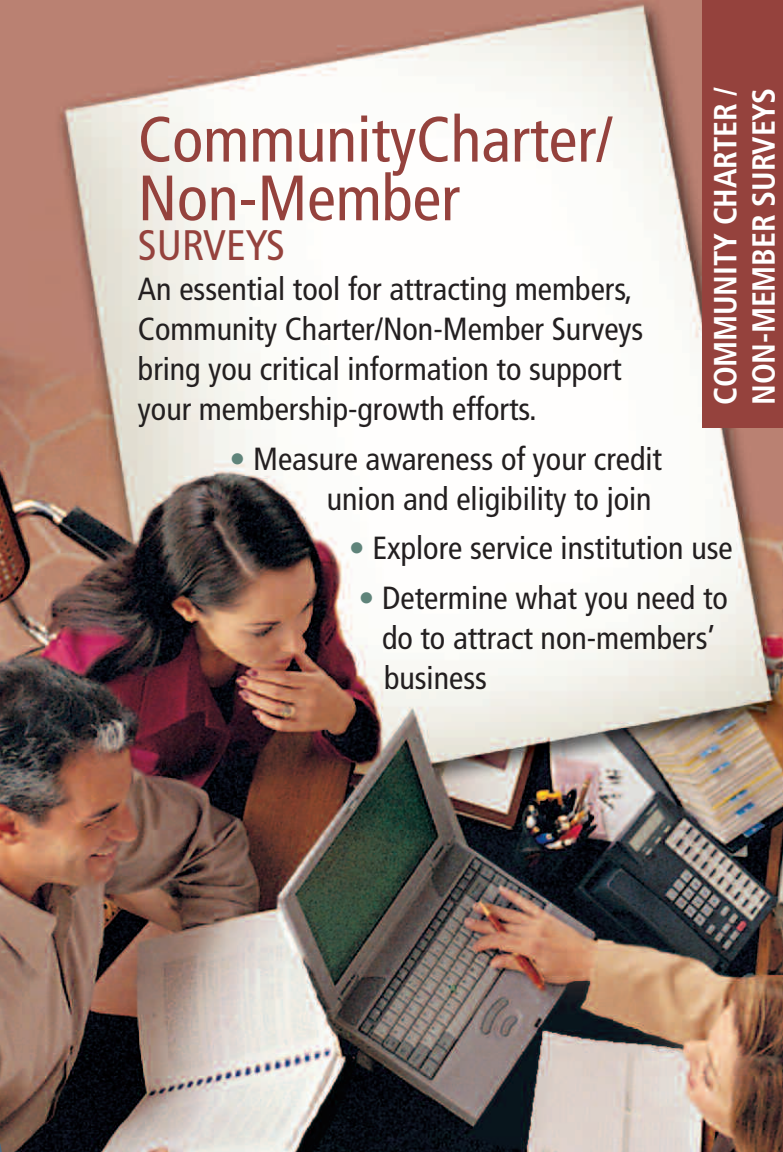
Research & Advice

Community Charter/ Non-Member SURVEYS

An essential tool for attracting members, Community Charter/Non-Member Surveys bring you critical information to support your membership-growth efforts.

- Measure awareness of your credit union and eligibility to join
- Explore service institution use
- Determine what you need to do to attract non-members' business

COMMUNITY CHARTER /
NON-MEMBER SURVEYS



NEW!





Financial Literacy Needs SURVEY

Discover the personal finance challenges your members face everyday...and which services and information you can provide to help them.

- Learn which personal finance issues and activities your members most need assistance with, and how they prefer to learn about these issues

FINANCIAL LITERACY NEEDS SURVEY



A smiling man with dark hair, wearing a white button-down shirt, is holding a white rectangular sign. The sign is tilted and contains text about a business services survey. The background is a solid yellow color.

Business Services SURVEY

- Understand your business owners' needs and capitalize on the growing business services market
 - Discover which services business owners are most likely to use at your credit union
 - Identify where business owners currently bank and learn how you can attract their financial business

NEW!



Web SURVEYS

With more and more of your members relying on online account access, it is critical to know if your Web site and online services meet member preferences. Use CUNA Research Online to provide information you need to better serve your members and succeed in today's competitive online marketplace.

CUNA Web surveys are designed to help you:

- Collect branch, problem resolution and online services feedback from your members on an ongoing basis
- Determine how satisfied your members are with your Web site and what you need to do to improve your online services
 - Survey your members on existing online services such as Internet banking and bill payment
 - Complement your mail-based surveys by giving your members the option to respond online

NEW!

WEB SURVEYS



Member SURVEYS

CUNA Member Surveys pinpoint areas needing improvement before you lose business and eliminate the guesswork of identifying members' needs. We'll survey whatever issues or concerns your credit union desires.

CUSTOMIZED MEMBER SURVEY

- Discover members' loyalty levels, increase your product market shares, improve service quality and decide which services to offer
- Explore a wide range of topics or focus on specific issues
- Receive a list of recommendations based on key findings

SEMI-CUSTOMIZED MEMBER SURVEY

- Get actionable, reliable results at a lower cost than fully customized surveys
- Use the most valued and frequently asked questions, and add some of your own to our pre-designed questionnaire
- Receive a list of recommendations based on key findings

MEMBER SURVEYS

SURVEY INVESTMENT

Each survey option is quoted on the scope and depth of information your credit union desires. Through personalized, one-on-one service, we'll help you identify the survey option that fits your needs and your budget.

For more CUNA Survey information:

VISIT:
advice.cuna.org and choose
Custom Research

EMAIL: mktresearch@cuna.coop

CALL:
800-356-9655, ext 4172



Credit Union National Association

PO Box 431 | Madison, WI 53701-0431



Want to know
what your
members are
really thinking?

**Look inside for
CUNA Surveys
with real answers!**



"The information provided to us from the member survey has helped the credit union focus on the services that the members want and need."

- Sue Lonson
Sonepco Fderal Credit Union, Las Vegas, NV