

VAULT



CREDIT UNION

Sample County Resident Survey

Abbreviated Summary of Findings

Conducted by

NWMC
RESEARCH

December 2012

Vault Credit Union Resident Perception Survey

Sample County, December 2012

Executive Summary

This study, conducted by students of Sample County's Community College for NWMC Research¹, surveyed Sample County residents about their banking practices and perceptions of Vault Credit Union and other financial institutions. A random, representative phone survey was conducted and over 4,100 households were called by Sample County's Community College students. The results are based on a total of 403 completed questionnaires and carry a margin of error of less than 5%.

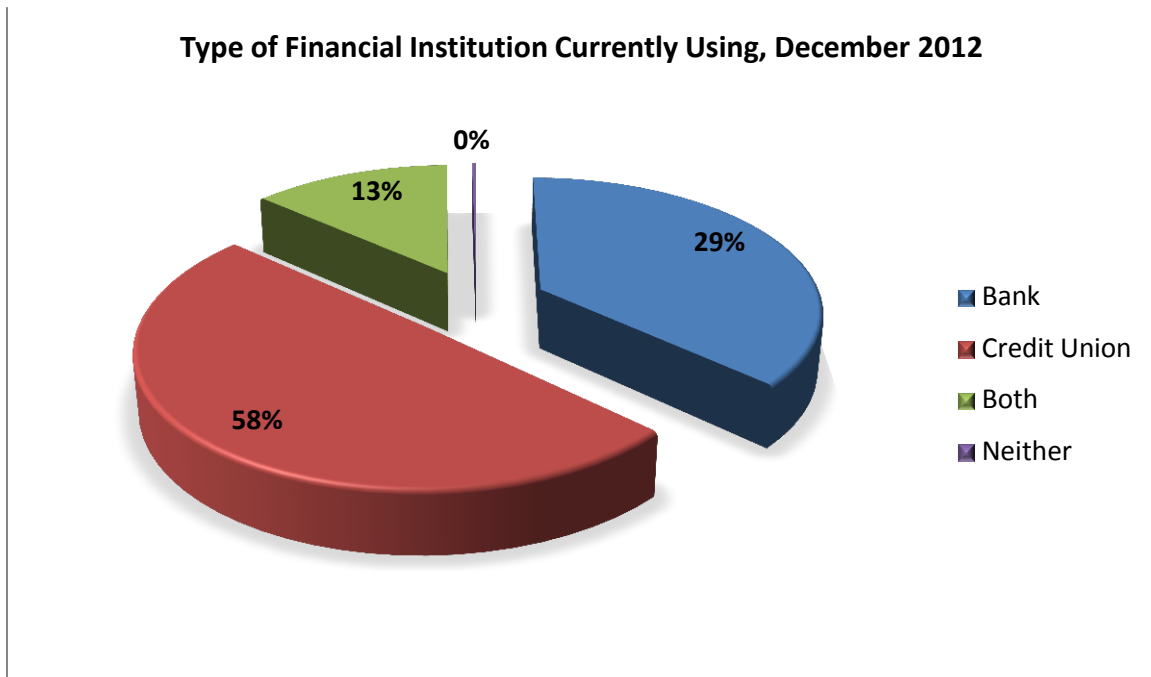
Vault Credit Union, founded by Joseph Williard, has been an integral part of the Sample County community since 1975. Of residents surveyed, 89 percent indicated that they have heard of Vault Credit Union, representing an increase of 17 percent from the previous survey conducted in April of 2012. When residents were asked to rank their top financial institutions, Vault was ranked 3rd for credit unions and 5th overall which showed an increase from 5th and 9th respectively in the December 2012 survey. The top credit union for residents of Sample County remains Sample County Teacher's Credit Union. This is most likely explained by the fact that a majority of Sample County Residents are employed by the Sample County School District.

Of residents surveyed, 58 percent indicated that their primary financial institution was a credit union, representing an increase from 56 percent in April of 2012. This is probably explained by an increase in awareness of accessibility to credit unions and increases to various fees charged by certain commercial banks.

The tables and charts on the following pages provide further insight to responses to questions posed to the residents of Sample County. Cross tabulations are provided for the main questions and will enable the reader to further assess responses by gender, age and residence. The questionnaire used is included at the end of this report.

¹Surveys conducted under the direction and supervision of Ryan Gress, Research Director for NWMC Research.

Survey Results



**Type of financial institution currently using
Sample County, December 2012**

	Freq.	Pct.
Bank	115	29%
Credit Union	234	58%
Both	53	13%
Neither	1	0%
Total	403	100%

Primary Financial Institution: Rank, Frequency, Perception & Mode
Sample County, December 2012

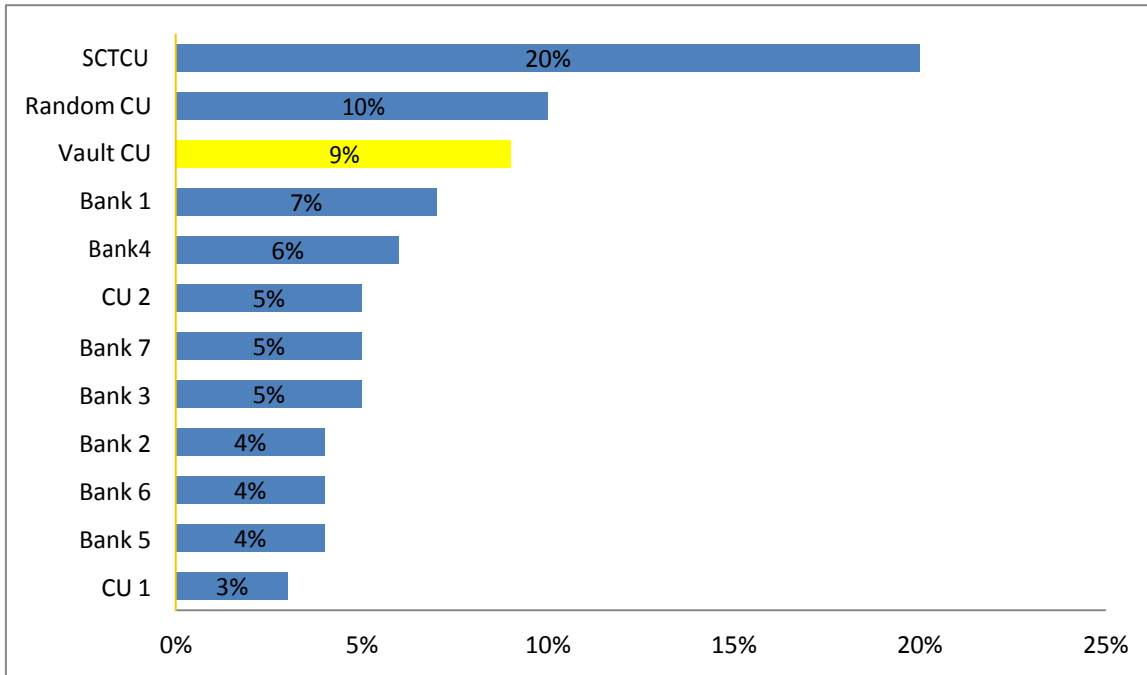
Rank*	Institution	Freq.	Pct.	Willingness to Recommend**										Mode
				1	2	3	4	5	6	7	8	9	10	
1	SCTCU	80	20%					2		10	21	47		10
2	Random CU	39	10%			1			3	4	5	8	18	10
3	Vault CU	35	9%					1	6	8	13	7		9
4	Bank 7	27	7%	1	4	2	2	4	5	1			8	10
5	CU 4	23	6%		1	1			1	4	8	1	7	8
6	Bank 1	21	5%						1	8	4	8		8,10
7	Bank 3	20	5%		1			1	2	4	6	6		9,10
8	CU 2	20	5%							3	7	10		10
9	CU 3	17	4%		1	1	1	3	1	1	3	1	5	10
10	Bank 8	16	4%						2	4	3	7		10
11	Bank 5	16	4%				2		3	8	1	2		8
12	CU 5	13	3%						1	3	1	8		10
13	CU 8	11	3%						1	7	1	2		8
14	CU 12	7	2%						1	2	3	1		9
15	Bank 2	6	2%							2	2	2		8,9,10
16	Bank 12	6	2%						1	5				8
17	CU 10	5	1%					1					4	10
18	CU 9	4	1%	1		1							2	10
19	CU 11	4	1%						1	1	1		1	6,7,8,10
20	Bank 10	4	1%						4					7
21	Bank 9	2	1%	1						1				1,8
22	CU 7	2	1%						1				1	7,10
23	Bank 6	1	0%										1	10
24	Bank 11	1	0%										1	10
25	CU 6	1	0%										1	10
	N/A Other***	12	3%					1		4	1	6		10
	Total	393	100.00%											

*Ranking is by frequency and then alphabetical due to ties

**Frequency of responses with 10 equaling most likely to recommend and 1 least likely

***Not ranked nor included in Likert scale

**Top Twelve Primary Institutions by Response
Sample County, December 2012**



Secondary Financial Institutions: Rank, Frequency, Perception & Mode
Sample County, December 2012

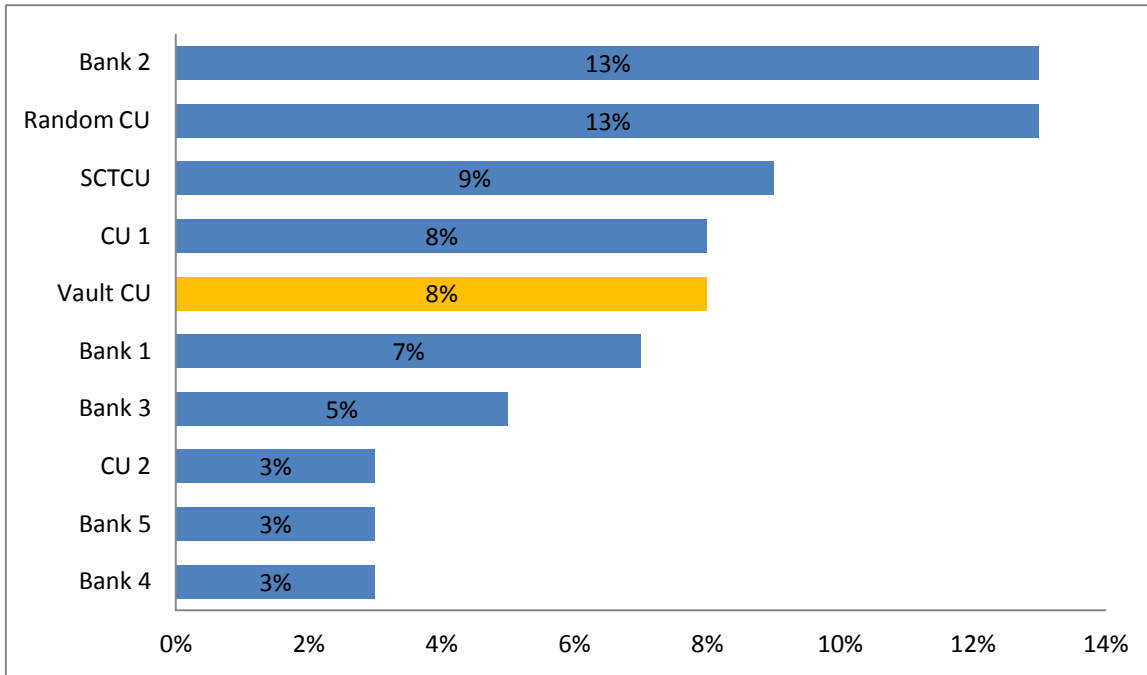
Rank*	Institution	Freq.	Pct.	Willingness to Recommend**										Mode
				1	2	3	4	5	6	7	8	9	10	
1	Bank 7	11	13%	2			1	1		3	1	3		8,10
2	Random CU	11	13%			1			1	1	3	5		10
3	SCTCU	8	9%							5		3		8
4	Bank 1	7	8%					1	1	3		2		8
5	Vault CU	7	8%						1	1	2	3		10
6	Bank 4	6	7%	2	1				2			1		2,7
7	CU 2	4	5%						1	1		2		10
8	CU 4	3	3%								2	1		9
9	CU 3	3	3%					1			1	1		6,9,10
10	Bank 5	3	3%						1	1		1		7,8,10
11	Bank 9	2	2%									2		10
12	Bank 3	2	2%							2				8
13	CU 6	2	2%							1		1		8,10
14	CU 7	2	2%					1				1		6,10
15	CU 8	1	1%								1			9
16	CU 9	1	1%									1		10
17	Bank 8	1	1%									1		10
18	Bank 2	1	1%									1		10
19	CU 10	1	1%									1		10
20	Bank 10	1	1%					1						5
21	Bank 6	0	0%											0
22	Bank 11	0	0%											0
23	CU 12	0	0%											0
24	Bank 12	0	0%											0
25	CU 11	0	0%											0
	N/A Other***	11	13%					2	2	1		6		10
	Total	88	100.00%											

*Ranking is by frequency and then alphabetical due to ties

**Frequency of responses with 10 equaling most likely to recommend and 1 least likely

***Not ranked nor included in Likert scale

**Top Ten Secondary Financial Institution by Response
Sample County, December 2012**



**Top ranking* with primary and secondary choices combined, all types of financial institutions
Sample County, December 2012**

Rank*	Institution	Frequency	Percentage
1	SCTCU	88	18%
2	Random CU	50	10%
3	CU 4	38	8%
4	Bank 7	38	8%
5	Bank 4	29	6%
6	Bank 1	28	6%
7	CU 2	24	5%
8	Bank 3	22	5%
9	CU 3	20	4%
10	Vault CU	20	4%
11	Bank 5	19	4%
12	Bank 8	17	4%
13	CU 8	12	2%
14	CU 12	7	1%
15	Bank 2	7	1%
16	Bank 12	6	1%
17	CU 10	6	1%
18	CU 9	5	1%
19	Bank 10	5	1%
20	Bank 9	4	1%
21	CU 7	4	1%
22	CU 11	4	1%
23	CU 6	3	1%
24	Bank 6	1	0%
25	Bank 11	1	0%
	N/A Other	23	5%
	Total	481	100.00%

*Ranking is by frequency and then alphabetical due to ties

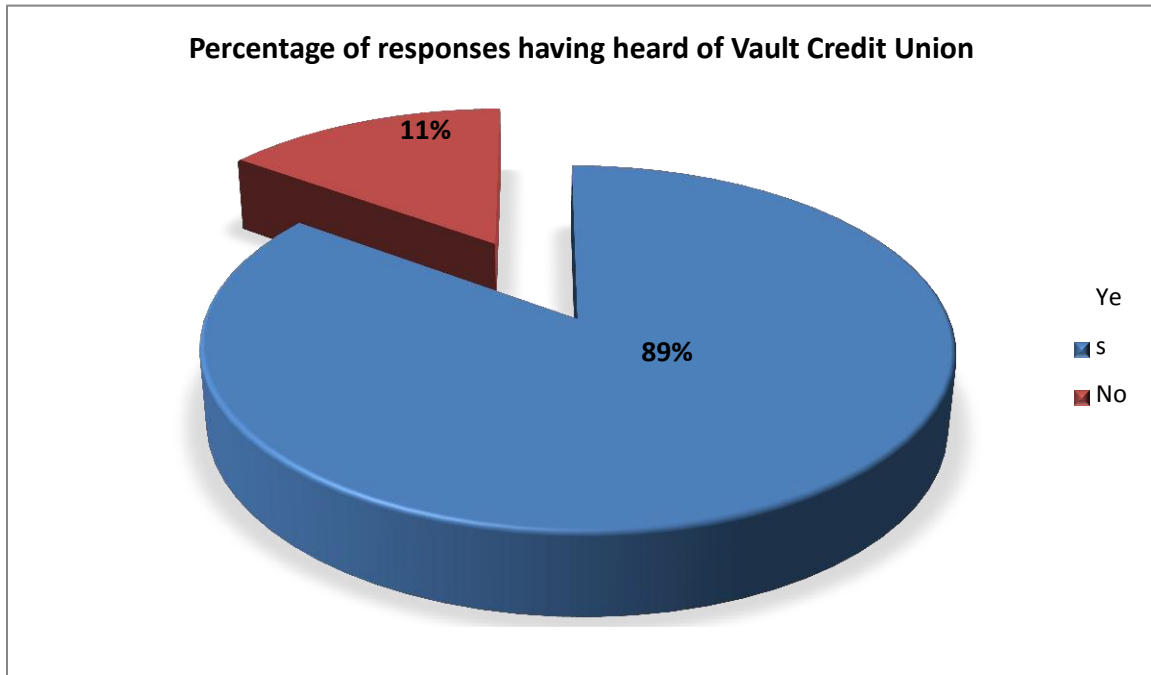
**Top ranking* with primary and secondary choices combined, credit unions only.
Sample County, December 2012**

Rank	Financial Institution	Frequency	Percentage
1	SCTCU	88	35%
2	CU 2	50	20%
3	Vault CU	38	15%
4	Random CU	28	11%
5	CU 1	20	8%
6	CU 4	7	3%
7	CU 7	7	3%
8	CU 3	5	2%
9	CU 9	4	2%
10	CU 6	1	0%
	Total	248	100%

*Ranking is by frequency and then alphabetical due to ties.

**Cross-tabulation of responses to type of financial institution used by gender, age & residence
Sample County, December 2012**

Type & Residence	Male					Male Total	Female					Female Total	Grand Total
	18-25	26-35	36-50	51-65	65+		18-25	26-35	36-50	51-65	65+		
Bank													
Garth	2	0	2	4	5	13	19	6	6	7	2	40	53
Darling	0	1	4	5	3	13	4	4	4	11	15	38	51
Smithton	0	1	0	0	1	2	0	1	0	3	3	7	9
Sample County	2	2	2	5	2	13	1	1	4	11	5	22	35
Credit Union													
Garth	5	3	3	9	3	23	5	9	2	4	0	20	43
Darling	2	2	4	7	8	23	6	10	9	7	4	36	59
Smithton	0	0	3	5	1	9	1	5	2	2	2	12	21
Sample County	6	5	5	9	7	32	19	7	3	9	8	46	78
Both													
Garth	0	0	0	1	1	2	0	0	2	3	7	12	14
Darling	0	1	2	1	1	5	0	2	4	7	2	15	20
Smithton	0	0	0	0	0	0	0	1	0	1	0	2	2
Sample County	0	1	1	6	4	12	0	0	2	2	1	5	17
Neither													
Darling	0	0	1	0	0	1	0	0	0	0	0	0	1
Grand Total	17	16	27	50	36	148	55	46	38	67	49	255	403

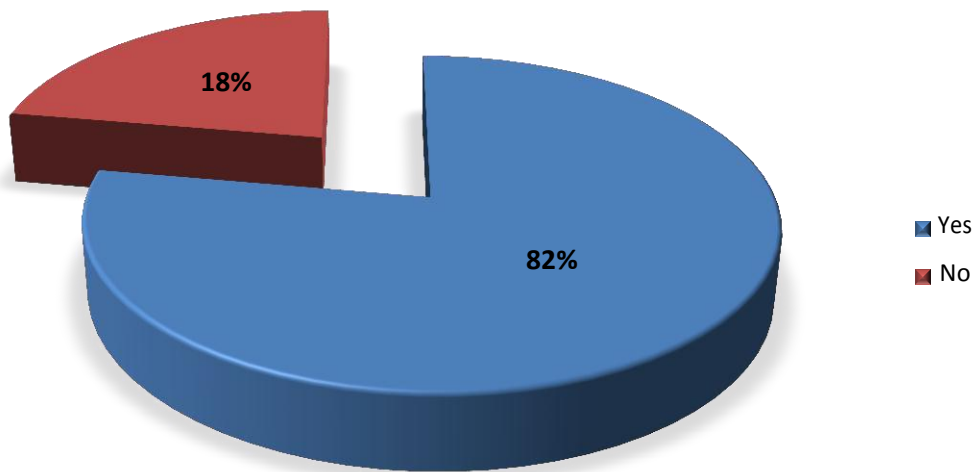


Cross tabulation of frequency of responses for having heard of Vault Credit Union, by gender, age, & residence

Sample County, December 2012

Frequency Response & Residence	Gender & Age Male					Total	Female					Total	Grand Total
	18-25	26-35	36-50	51-65	65+		18-25	26-35	36-50	51-65	65+		
Yes	21	13	24	43	17	120	39	52	32	62	38	223	343
Garth	4	3	5	18	6	37	16	19	7	13	5	60	97
Darling	11	3	9	10	0	33	9	19	17	24	16	85	128
Smithton	0	1	3	3	3	10	1	7	1	6	5	20	28
Sample	6	6	7	12	10	41	13	7	7	19	12	58	99
No	5	3	3	8	9	28	6	4	6	5	11	32	60
Garth	3	0	0	0	3	6	3	1	3	1	4	12	18
Darling	0	1	2	3	2	8	1	2	0	1	5	9	17
Smithton	0	0	0	0	1	1	0	0	1	0	0	1	2
Sample	2	2	1	5	3	13	2	1	2	3	2	10	23
Grand Total	26	16	27	52	26	146	45	56	38	67	49	255	403

Percentage of responses aware Vault Credit Union is local and open to all State residents



**Cross tabulation of frequency of responses for awareness that Vault Credit Union is local and open to all State residents, by gender, age & residence
Sample County, December 2012**

Frequency Response & Residence	Gender & Age Male					Total	Female					Total	Grand Total
	18-25	26-35	36-50	51-65	65+		18-25	26-35	36-50	51-65	65+		
Yes	10	11	19	33	20	93	27	32	25	50	31	165	258
Garth	3	3	3	12	4	25	11	11	6	12	4	44	69
Darling	2	2	8	7	8	27	5	11	13	18	13	60	87
Smithton	0	1	2	2	1	6	1	5	0	3	4	13	19
Sample	5	5	6	12	7	35	10	5	6	17	10	48	83
No	3	2	5	9	7	26	12	10	7	12	7	48	74
Garth	1	0	2	2	2	7	5	3	1	1	1	11	18
Darling	0	1	1	3	2	7	4	3	4	6	3	20	27
Smithton	0	0	1	1	0	2	0	2	1	3	1	7	9
Sample	2	1	1	3	3	10	3	2	1	2	2	10	20
Grand Total	13	13	24	42	27	119	39	42	32	52	38	213	332

Questionnaire

Hello, I am a Sample County Community College student and I am calling to invite you to participate in a completely voluntary 3 minute survey for the purpose of assessing how you view your bank or credit union. To participate, you will only need to answer a few questions. There will be complete privacy of the information you supply because your name will never be used or associated with the survey. You are free to stop your participation at any time. By completing this survey you are giving your consent to participate and that you are over the age of 18.

Are you a resident of Sample County?

- If yes, continue.
 If no, stop survey and thank them for their time.

1) Please indicate what type of financial institution you use now

Bank Credit Union Both Neither

2) Who is your financial institution?

CU 1 CU 2 Bank 1 Bank 2 CU 3 Vault CU CU 4 Bank 3 Bank 4 Random CU SCTCU Bank 5
 Bank 6 Bank 7 Bank 8 CU 5 CU 6
 Other (specify) _____

2a) On a scale of 1 to 10 with 1 being the lowest and 10 being the highest, how likely are you to recommend this financial institution to your friends and family?

Least 1—2—3—4—5—6—7—8—9—10 Most

3) Do you bank with another financial institution? If yes, which one is it?

CU 1 CU 2 Bank 1 Bank 2 CU 3 Vault CU CU 4 Bank 3 Bank 4 Random CU SCTCU Bank 5
 Bank 6 Bank 7 Bank 8 CU 5 CU 6
 Other (specify) _____

4) On a scale of 1 to 10 with 1 being the lowest and 10 being the highest, how likely are you to recommend this financial institution to your friends and family?

Least 1—2—3—4—5—6—7—8—9—10 Most

5) Have you heard of Vault Credit Union?

YES NO (if no, skip question 6)

6) Did you know that Vault is a local credit union and open to all residents of the State?

YES NO

DEMOGRAPHIC QUESTIONS Gender (determined by caller if possible):

MALE FEMALE

AGE: 18-25 26-35 36-50 51-65 OVER 65

Do you consider yourself a resident of: GARTH DARLING SMITHTON UNINCORPORATED SAMPLE CO

Please read:

On behalf of Sample County Community College and NWMC Research, we would like to thank you for participating in this very important survey.