

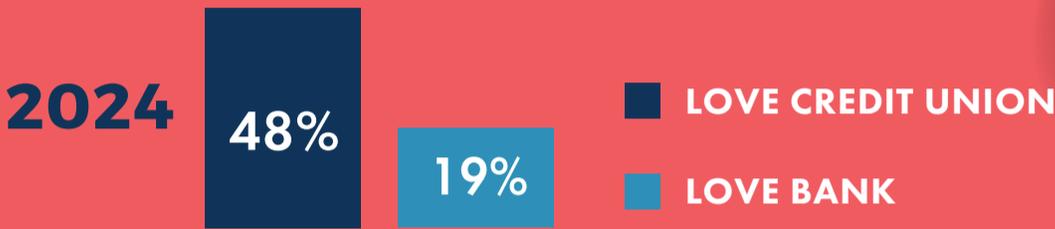


MINNESOTANS Attitudes Towards Credit Unions

2024

CREDIT UNION MEMBERS LOVE THEIR CREDIT UNIONS

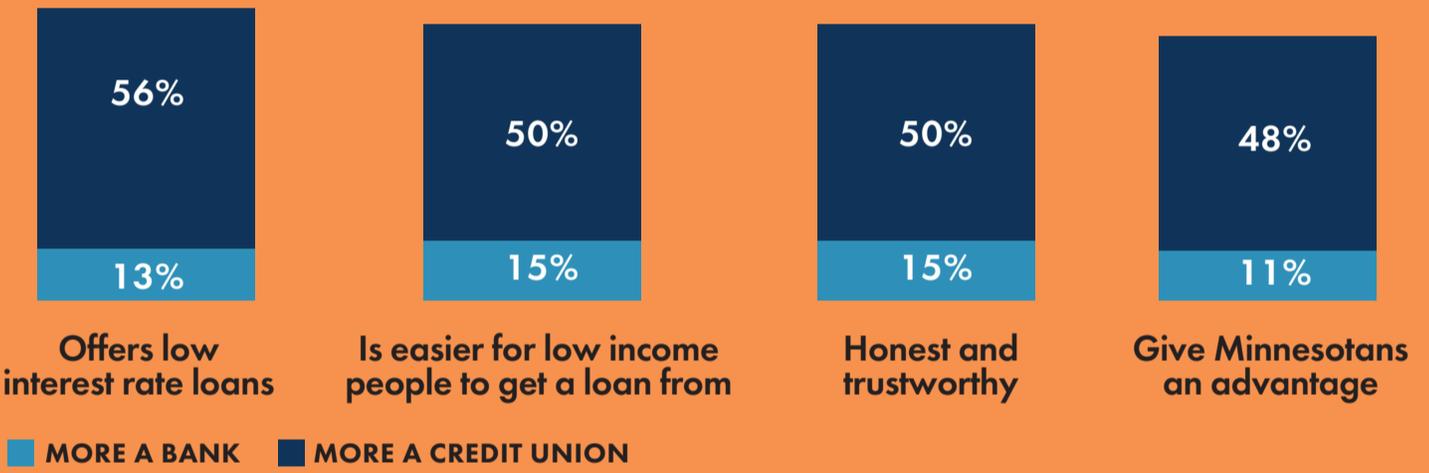
Minnesotans consistently love their credit union more than bank customers love their bank.



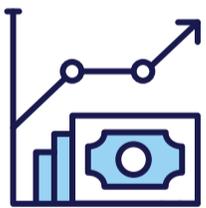
MINNESOTANS SEE ADVANTAGES FOR CREDIT UNIONS



Credit Union Advantages versus Banks:

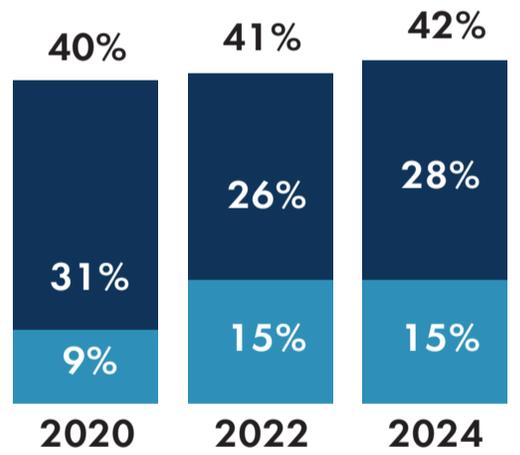


MORE INTEREST IN JOINING CREDIT UNIONS



More Minnesotans than ever are interested in becoming credit union members.

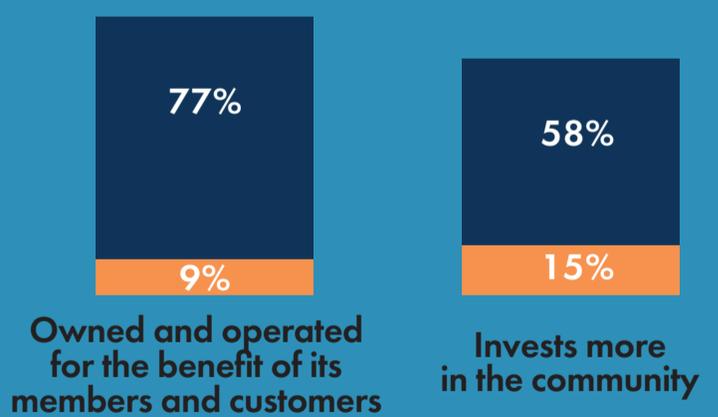
VERY LIKELY | SOMEWHAT LIKELY



CREDIT UNIONS STRENGTHS VERSUS BANKS:

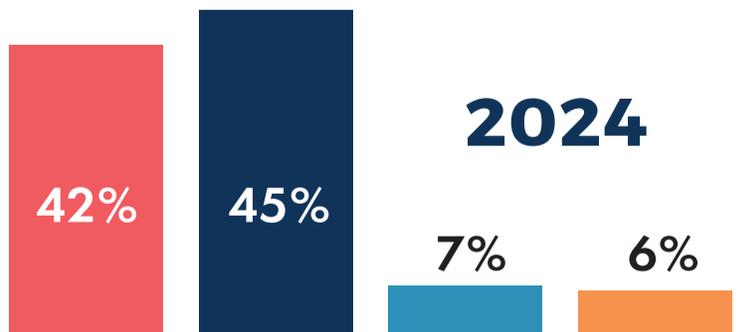


MORE A BANK | MORE A CREDIT UNION



SAFETY OF MONEY

Most people feel their money is safer in a credit union.



SAFER IN A BANK | SAFER IN A CREDIT UNION | DON'T KNOW | SAFE IN EITHER

Methodology American Strategies designed and administered this multi-modal survey conducted by professional interviewers and online via Qualtrics. The survey reached 546 adults, age 18 or older, who indicated they were registered to vote in Minnesota. The survey was conducted March 13-17, 2024. The sample was drawn from a third-party vendor file. The overall margin of error is +/- 4.2%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.