

# Consumer Survey Questionnaire:

## *Usability of MyCreditUnion.gov*

Thank you for taking the time to provide your feedback. We expect this questionnaire will take about 5 - 10 minutes of your time to complete.

This survey is being performed by the National Credit Union Administration. Created by the U.S. Congress in 1970, the National Credit Union Administration is an independent federal agency that insures deposits at federally insured credit unions, protects the members who own credit unions, and charters and regulates federal credit unions.

This questionnaire is being sent to consumers in the United States 18 years of age and older to gather input on what's most important when it comes to financial education resources. The results of the questionnaire will inform future updates to how the NCUA delivers financial literacy content through its channels.

*PRIVACY NOTICE: The information collected is solicited to provide NCUA with data that is necessary and useful in reviewing individuals' interactions with mycreditunion.gov. This survey does not collect personally identifiable information. NCUA securely maintains all responses and only shares it outside of NCUA if required by law or regulation. For additional information, please contact [privacy@ncua.gov](mailto:privacy@ncua.gov).*

### **Where or how have you heard of the NCUA?**

- Press coverage, whether online or in commercial media
- Social media
- Friends / family
- My local credit union
- Other
- I haven't heard of the NCUA before now

### **Where or how have you heard of MyCreditUnion.gov?**

- Press coverage, whether online or in commercial media
- Social media
- Friends / family
- My local credit union
- Other
- I haven't heard of the MyCreditUnion.gov before now

### **How often have you visited MyCreditUnion.gov?**

- Frequently, more than once a week
- Once a week

- Once a month
- Periodically, when I have a consumer finance question
- Never

**How easy do you find the site to use?**

- 1 = POOR
- 2 = FAIR
- 3 = GOOD
- 4 = VERY GOOD
- 5 = EXCELLENT
- 6 = Have not visited the site yet

**Were you able to find the information you were looking for on the site?**

- Yes
- No
- n/a

If not, what information were you seeking?

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**Looking at the images and colors on the site, what kind of information do you expect to find? [include screenshot of home page here]**

- Government regulatory and other information
- Educational/classroom resources
- Personal financial management resources
- Credit Union information
- Other: \_\_\_\_\_

**How informative and easy to understand is the site content?**

- 1 = POOR
- 2 = FAIR
- 3 = GOOD
- 4 = VERY GOOD
- 5 = EXCELLENT
- 6 = Have not visited the site

**Which type of device do you most frequently use to look up information online?**

- Phone
- Tablet
- Laptop
- Desktop

**What interactive features would you like to see on the Site?**

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**Let's get to know you. From the list below, please check all the boxes which best describe you. (Check all that apply)**

- Educator
- K-12 Student
- College Student
- Parent
- Government employee
- Credit Union officer or employee
- Banking Industry and Associations employee and/or member (e.g., CUNA, banks)
- Press (who specialize in the financial sector)
- Customer of credit unions
- The general public, potential customers of credit unions, and others interested in financial & banking sector

**Please select from below to finish this statement: I am:**

- 18 to 22 years old
- 23 to 29 years old
- 30 to 35 years old
- 36 to 40 years old
- 41 to 49 years old
- 50 to 60 years old
- 61 to 70 years old
- 71 to 80 years old
- 81+ years old

**Please select from below for which best describes you: (multiple choice)**

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White
- Some Other Race Not Listed
- Prefer not to answer

**Please select below for what you expect your household income to be in 2023**

- Under \$25K
- \$25K to \$50K
- \$51K to \$100K
- \$101K to \$250K
- Above \$250K
- Prefer not to answer

**Are you a member of a credit union?**

- Yes
- No

**If you answered yes, how long have you been a member of a credit union?**

- < 1 year
- 1-5 years
- 5-10 years
- 10+ years

**What was the main reason, from the list below, you joined or are considering joining a credit union versus using a bank?**

- Home purchase
- Car purchase
- To open a checking account
- To get a personal loan or line of credit
- Change in health status
- To manage personal
- Lower fees
- Other: \_\_\_\_\_

**If you answered no, what type of financial institution do you use or plan to use to meet your financial needs?**

- Retail / Commercial Bank
- Thrift (Savings Bank or Loan Association)
- Fintech/Internet
- None
- Other: \_\_\_\_\_

**Where do you go to get answers for financial questions?**

- Friend or family member
- Paid financial professional
  - Accountant
  - Insurance Broker
  - Investment Broker
  - Other: \_\_\_\_\_

- Trusted Resource (AARP, etc.)
- Online resources; please share which ones: \_\_\_\_\_

**Why do you go to the sources you described in the previous question?**

- Free
- Quick
- Easy to understand
- I trust the source
- Other (please explain) \_\_\_\_\_

**What makes you trust this source?**

- .gov
- Family/friend recommendation
- Google search results
- Reviews or ratings
- Influencer in the financial or education space
  - Which ones? \_\_\_\_\_

**When you have sought information in the past on finances, what was happening in your life which caused you to seek this information?**

- Life event
- Education
- Managing my finances
- Other: \_\_\_\_\_

**Please rank how well <https://mycreditunion.gov/> does in providing the financial resource information you are interested in.**

- 1 = POOR
- 2 = FAIR
- 3 = GOOD
- 4 = VERY GOOD
- 5 = EXCELLENT
- 6 = Have not visited the site

**Please explain why you answered the previous question the way you did.**

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**How do you like to learn about finances?**

- Text content and reference materials
- On-demand content like video on a website or social media channel
- Live events like webinars
- In-person (from friends or family or other)

- Interactive content (quizzes etc.) or online games
- Other: \_\_\_\_\_

**What format do you most prefer information in?**

- Written
- Audio
- Visuals

**If you could create the perfect resource where you could go to get all of your questions about money and finances answered, what would that look like to you?**

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