

## 2007 FECU Survey Results

# 1 In general, how satisfied are you with FECU?

	Percentage
Very Satisfied	79.41%
Satisfied	18.49%
Dissatisfied	0.84%
Very Dissatisfied	0.42%
No Response	0.84%

# 2 Do You consider FECU your Primary Financial Institution?

	Percentage
Yes	67.65%
No	30.25%
No Response	2.10%

# 3 Which FECU office do you visit the most?

	Percentage
Federal Building	24.79%
Harding Hills	52.10%
Knoxville	21.85%
No Response	1.26%

#4 How Often do you visit this office?

	Percentage
Once/week or more	29.83%
Once/month or more	50.00%
Twice/year	10.92%
Once/year or less	7.14%
No Response	2.10%

#5 Rate the Following Options from 1 - 4 relating to the hours of the Harding Hills Office.

	Average Score
Lobby & Drive Up Open Sat. AM but close 1/2 during week	2.11
Lobby & Drive Up Open Sat. AM but decrease by 1 hour daily M-F	1.97
Open Sat. AM at drive-up only, but all other hours same	1.51
Continue with current hours	1.83

#6 How likely are you to use FECU for additional services in the future?

	Percentage
Very Likely	54.62%
Likely	39.08%
Not Likely	4.62%
No Response	1.68%

## 2007 FECU Survey Results

#7 How likely are you to recommend FECU to a co-worker or family member?

	Percentage
Very Likely	62.18%
Likely	31.93%
Not Likely	5.46%
No Response	0.42%

#8 If you do not use YourCU@Home, please check below the reasons why

	Percentage
Too difficult to use or understand	2.52%
I don't have a computer at home or work	19.75%
I don't trust online banking	11.34%
I've never tried it	21.43%
Other:	8.82%
Question Skipped	39.08%

#9 Put an X by each of the following statements you knew to be true in its entirety prior to receiving this survey

	Percentage
Family members of federal employees are eligible to join	84.87%
As a credit union, FECU is a not-for-profit coop with a volunteer board	80.25%
When you open a savings account with FECU, you purchase a share of the cu and become an owner	75.21%
Board members are sworn to confidentiality re: mbrs information	67.23%
No response	2.94%

#10 If you DO NOT have a vehicle loan with FECU, who are you borrowing from?

	Percentage
Another Credit Union	7.14%
A Bank	4.62%
Financed through dealership	15.55%
Other:	28.15%
No Response	45.38%

# 11 Did you check FECU's rates before you financed the vehicle(s)?

	Percentage
Yes	30.67%
No	27.31%
No Response	42.02%

2007 FECU Survey Results

#12 Do you have an FECU Visa credit card?

	Percentage
Yes	42.44%
No	56.30%
No Response	1.26%

If no, why not?

	Percentages
I don't have a credit card	10.50%
I'm earning rewards (mileage or cash)	13.03%
I have a lower interest rate	4.20%
Credit limit is higher	1.26%
Minimum payment is lower	0.00%
Other	23.11%
No Response	47.90%

#13 Place an "X" in the column that describes your usage of the following FECU products and services

	Percentages		
	Currently Use	Might Use	Do Not Plan
Checking Account	71.01%	13.45%	7.98%
Home Equity Loan	21.01%	24.37%	27.31%
Vehicle or RV Loan	42.02%	33.61%	9.66%
Credit Card	43.28%	26.89%	13.87%
Debit Card	42.44%	24.79%	16.81%
Online Banking	43.70%	21.01%	18.07%
No Response	2.10%	2.10%	2.10%

#14 Place an "X" by the services you would likely use if they were offered by FECU.

	Percentages
Electronic Statements	34.03%
Electronic Bill Pay	29.83%
Money Market	32.35%
Brokerage	9.24%
Safety Deposit Boxes	40.34%
Visa Gift Cards	29.41%
No Response	21.43%