

# CREDIT UNION AND BANK CUSTOMERS

## actively engage with print and digital newspapers

According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey, nearly two-thirds of all bank or credit union users read a newspaper each week.\*



- Checking account
- ATM card
- Savings account
- Credit card
- Online banking



### NEWSPAPER READERS ARE:

**35% more likely** than all U.S. adults to **have investments worth over \$1,000,000.**<sup>2</sup>

**19% more likely** than all U.S. adults to **have bonds.**<sup>2</sup>

**19% more likely** than all U.S. adults to **have mutual funds.**<sup>2</sup>

Sources: <sup>1</sup>2022 Release 1 Nielsen Scarborough Report. Copyright 2022 Scarborough Research. All rights reserved.; <sup>2</sup>AudienceSCAN®  
\*Read a daily, Sunday or non-daily print or digital newspaper, or visited a newspaper website, in the past week.

Of those who use a bank or credit union, **62% READ A NEWSPAPER** each week.<sup>1</sup>

### POTENTIAL BANK SWITCHERS ARE:

**43% more likely** than all U.S. adults to have taken action in the past month as a result of a newspaper ad.<sup>2</sup>

**55% more likely** than all U.S. adults to read the local newspaper via their website or app.<sup>2</sup>

**22% more likely** than all U.S. adults to enjoy reading a local daily or Sunday newspaper.<sup>2</sup>

### CREDIT UNION CUSTOMERS ARE:

**24% more likely** than all U.S. adults to visit the website of a local newspaper.<sup>2</sup>

**23% more likely** than all U.S. adults to rely more on traditional, established news media to avoid “fake news.”<sup>2</sup>

MANSI Media is here to simplify all of your print and digital newspaper ad planning and placement needs. From market research and rate negotiation to flawless execution of multi-market campaigns, we streamline the media buying process to ensure that your campaign successfully reaches your target audience.



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Get started today by contacting

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