

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



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

19% more likely than all U.S. adults to **have bonds.**²

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

Sources: ¹2022 Release 1 Nielsen Scarborough Report. Copyright 2022 Scarborough Research. All rights reserved.; ²AudienceSCAN®
*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.¹

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.²

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

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

CREDIT UNION CUSTOMERS ARE:

24% more likely than all U.S. adults to visit the website of a local newspaper.²

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

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.



MANSI Media
The Newspaper & Digital Advertising Authority

Get started today by contacting
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