
The Power of Emotional Engagement and the Perception of Care: A Roadmap to Credit Union Growth

Our Speakers



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Five Key Takeaways From the Research

1

Satisfaction & Confidence in Financial Situation Drives Wellbeing

Bank Customers are slightly more satisfied and confident in their financial situation compared with credit union members

2

Emotional Engagement and Perception of Care Unlocks Participation

For consumers who experience the elements that lead to high perceptions of care—channel consistency, digital enablement, and anticipation of needs—their likelihood to interact with and leverage their primary financial institution increases.

3

Most Consumers Don't Seek Support from Their PFIs During Times of Financial Change

Friends and family top the list as “go to” advisors during times of financial change

4

Guidance & Advice Drives Perception of Care and Emotional Engagement

Members value guidance and advice, and it deepens their relationship with the CU

5

Members of the Consortium Have Markedly Higher Financial Outcomes

Consortium members show much higher levels of perception of care and likelihood to invest.

Perceptions of Financial Wellbeing are Driven by Satisfaction & Confidence in Financial Situation



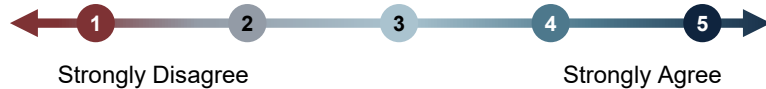
Financial Wellbeing: A Person's Emotional Relationship With Money

FINANCIAL WELLBEING

is about managing our economic lives to reduce stress and increase feelings of security.

HOW GALLUP MEASURES IT

Likert Scale: Strongly Disagree 1 to Strongly Agree 5

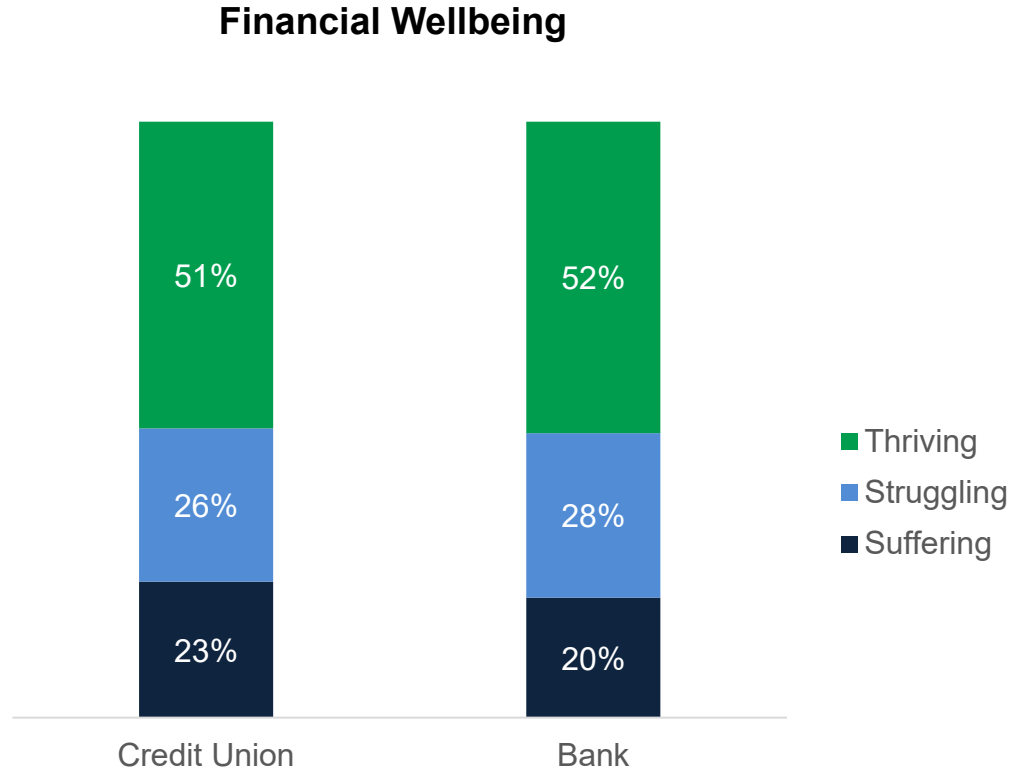


- I have enough money to do everything I want to do.
- In the last seven days, I have worried about money.
- Compared to the people I spend time with, I am satisfied with my standard of living.

Consumers can be categorized into one of three states/levels of financial wellbeing:

- **Thriving** consumers experience financial stability and confidence
- **Struggling** consumers are managing through their financial journey but are under pressure
- **Suffering** consumers face significant financial hardship and frequently worry about money

A Similar Distribution of Financial Wellbeing is Present Among Credit Union Members and Bank Customers

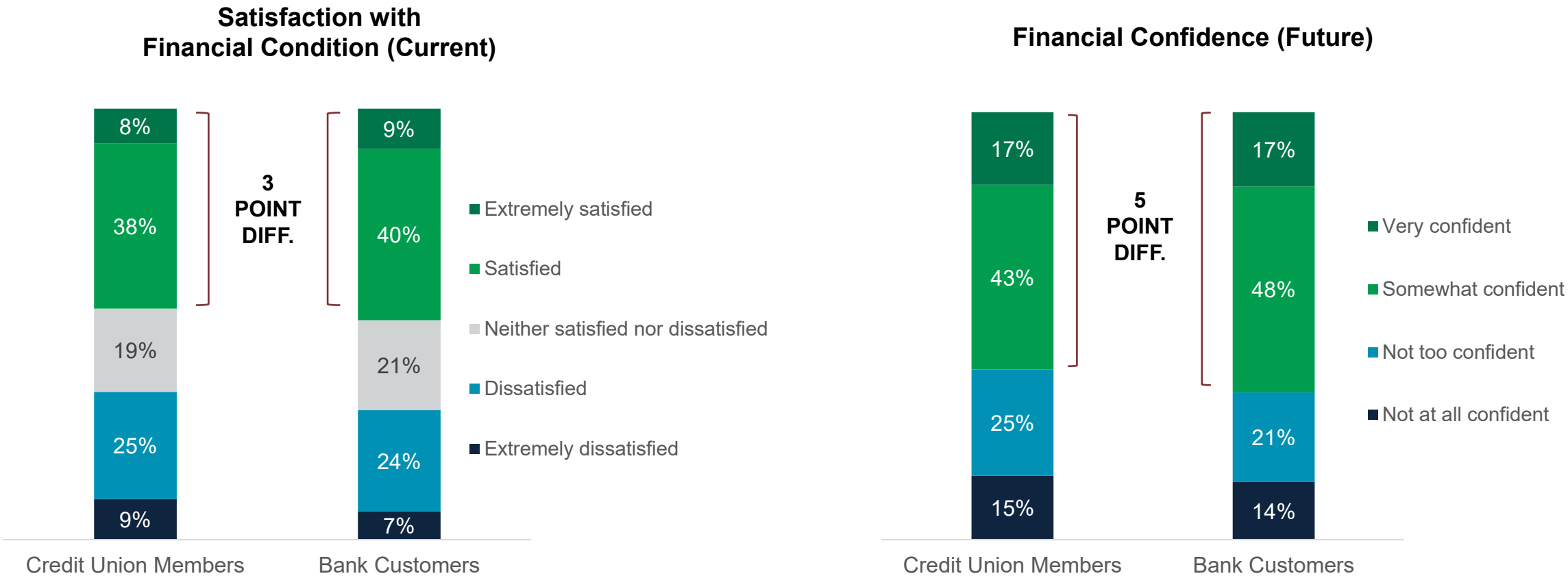


Financial wellbeing of consumers is driven by two factors:

- ***Satisfaction*** with current financial condition (i.e., household's assets, debts, and savings)
 - ***Confidence*** in sufficient financial means through retirement years
-

Note: Due to rounding, percentages may sum to 100% +/-1; Numerical values shown when 5% or higher. Q2 2025 data is from Gallup's Wellbeing Tracker Panel Study. Financial Wellbeing designation (of Thriving, Struggling, or Suffering) determined based on how the respondent answered the following questions: You have enough money to do everything you want to do, You have not worried about money in the last seven days, and Compared to the people you spend time with, you are satisfied with your standard of living.

Bank Customers are Slightly More Satisfied & Confident in their Financial Situation Compared with Credit Union Members



Note: Due to rounding, percentages may sum to 100% +/-1; Numerical values shown when 5% or higher. Q2 2025 data is from Gallup's Wellbeing Tracker Panel Study. Satisfaction with Financial Condition = Overall, thinking of your household's assets, debts, and savings, are you satisfied or dissatisfied with your current financial condition? Financial Confidence = Overall, how confident are you that you (and your spouse if you have one) have (or will have) enough money to live comfortably throughout your retirement years?

Demonstration of Care Drives Member Participation





*How can we impact our members'
financial wellbeing?*

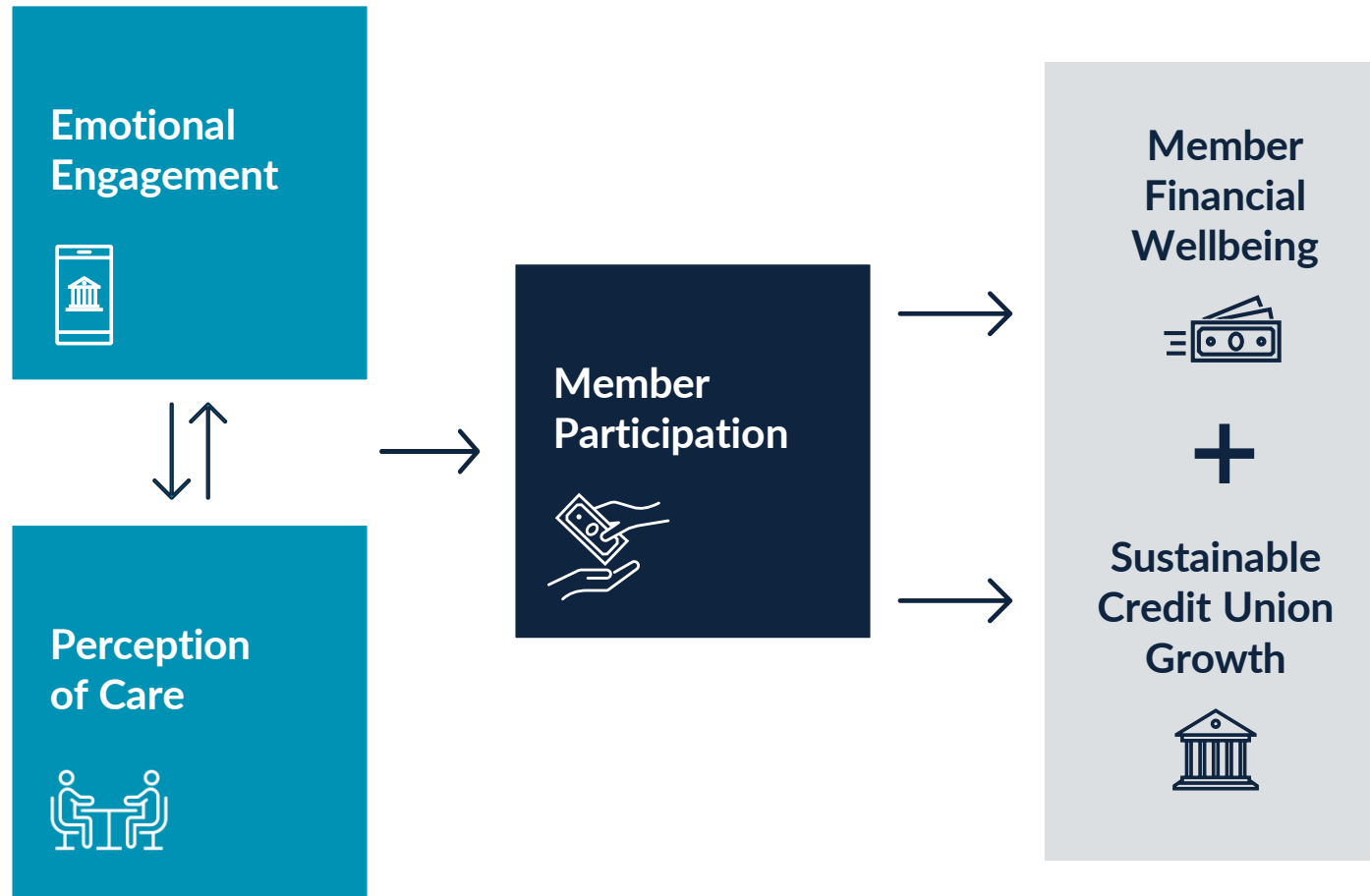
Many Factors Influence a Person's Financial Wellbeing

A Person's Emotional Relationship With Money

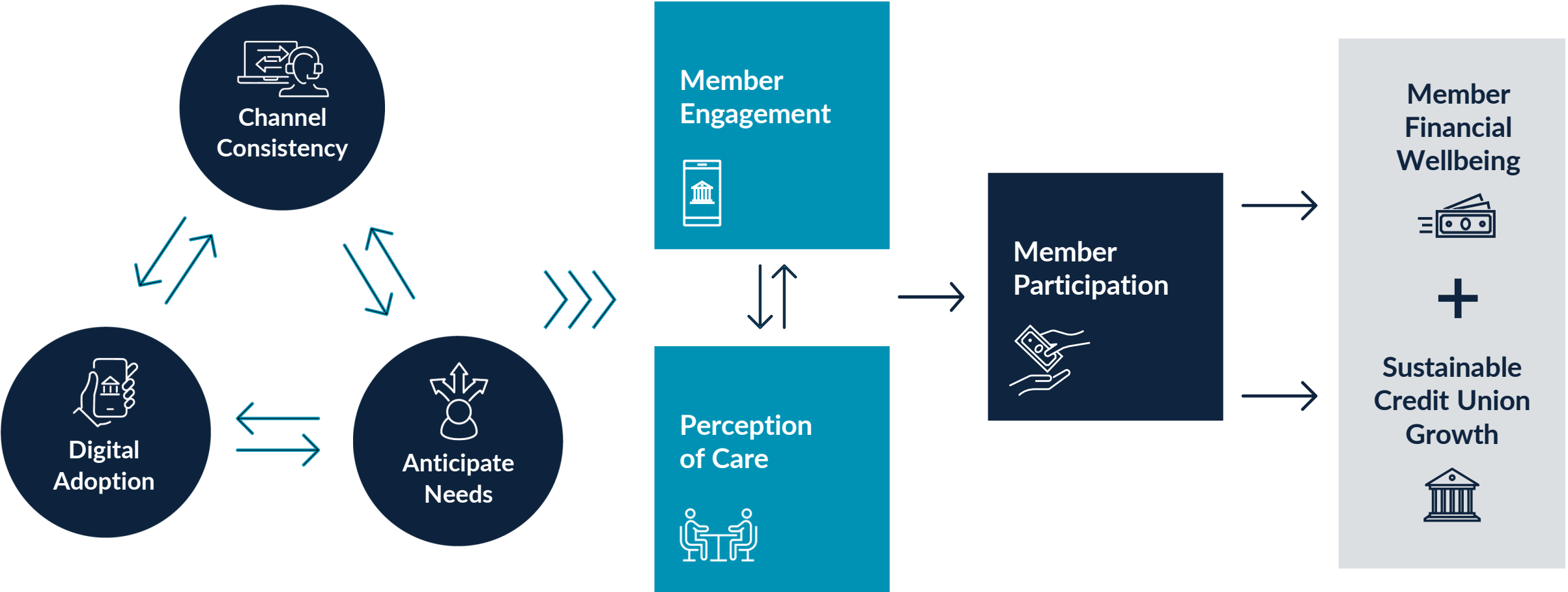
■ Within CU's control ■ Outside of CU's control



Credit Unions Impact the Financial Wellbeing of Members through Clear Demonstrations of Care and Emotional Engagement



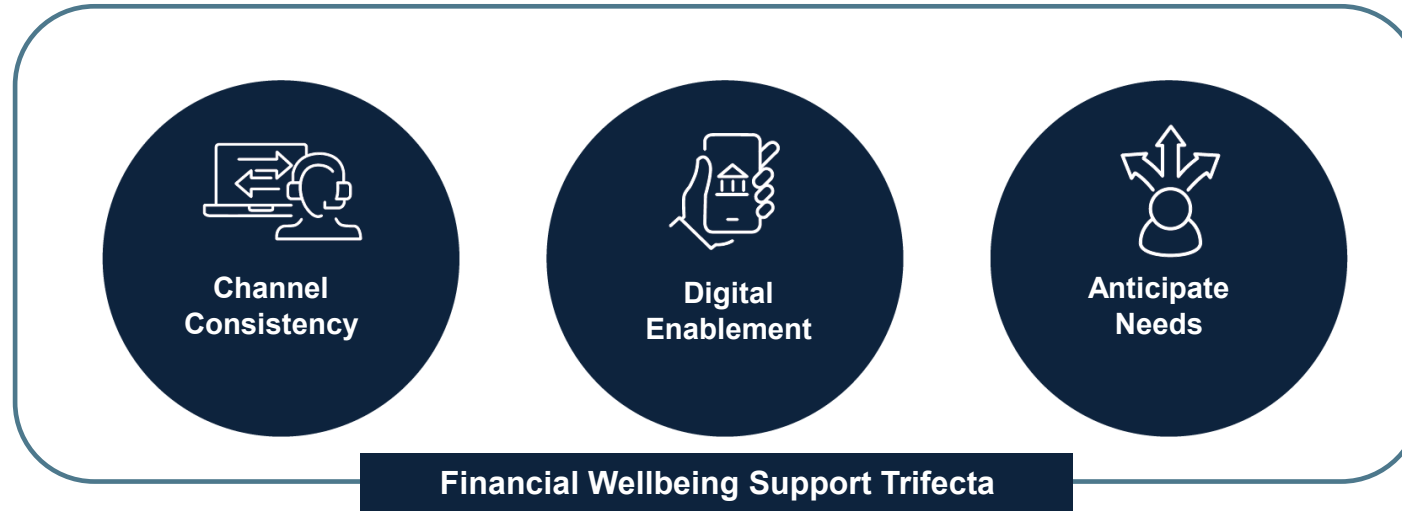
Key Levers: The FWB Support Trifecta





*What drives members' belief that their
Credit Unions genuinely care?*

Financial Wellbeing Support Trifecta Clarifies How Credit Unions Should Clearly Demonstrate Care and Foster Deep, Trusting Relationships



Channel Consistency

Ensure members experience seamless, reliable service in every channel — and smooth transitions when they switch between them.

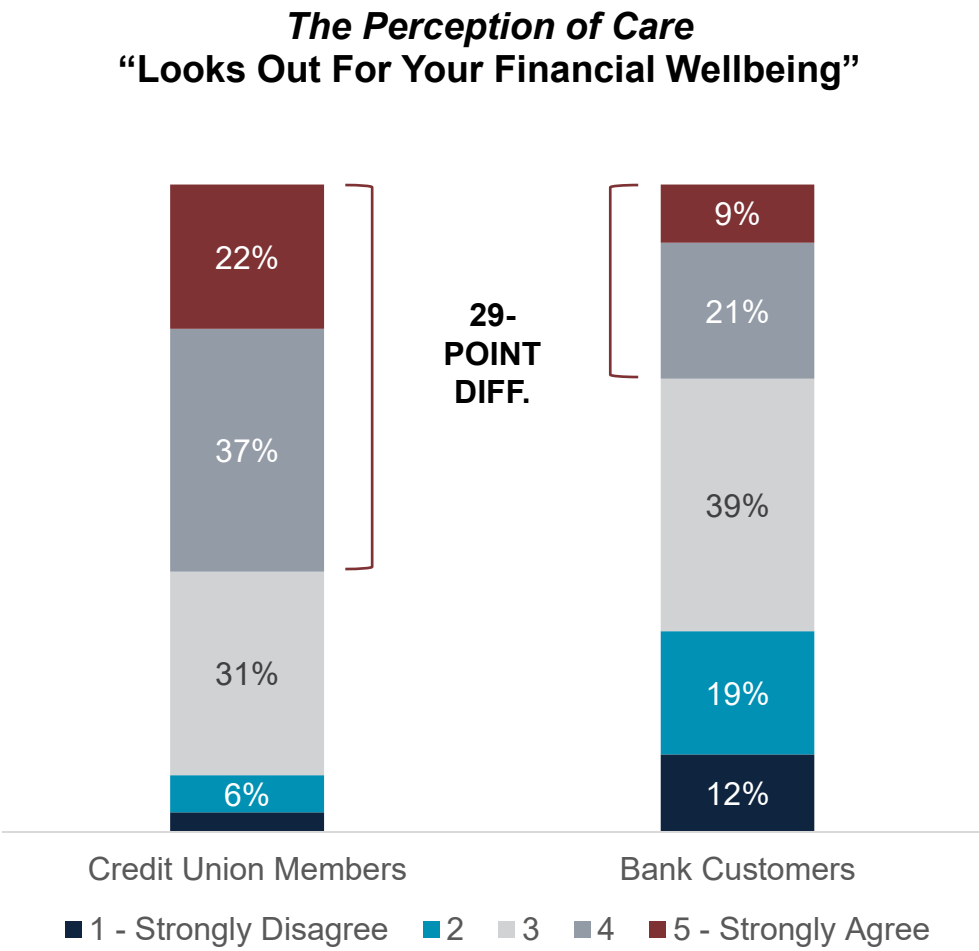
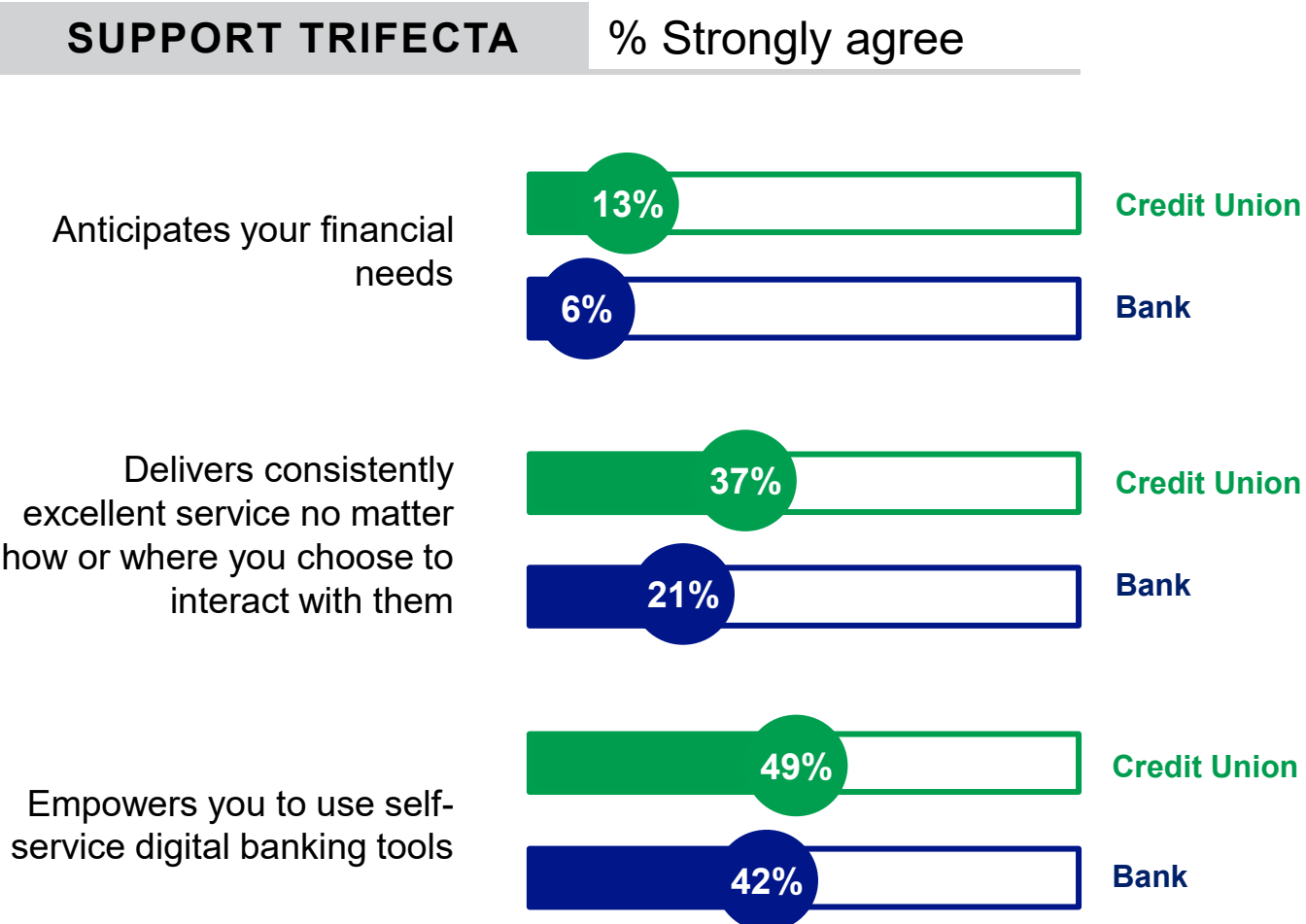
Digital Enablement

Match members with the right digital tools and actively support adoption through personalized conversations and education.

Anticipate Needs

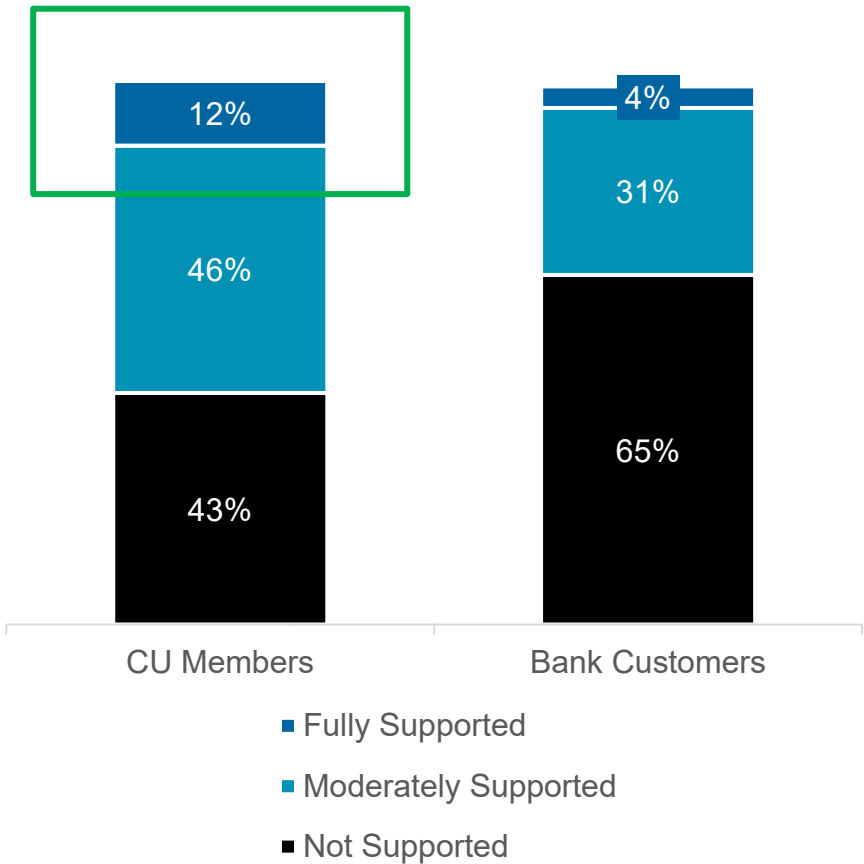
Move from reactive to proactive by better understanding where members are in their personal journey and what they might need next — even before they ask.

Credit Unions Outperform Banks on Key Elements that Drive Perceptions of Care

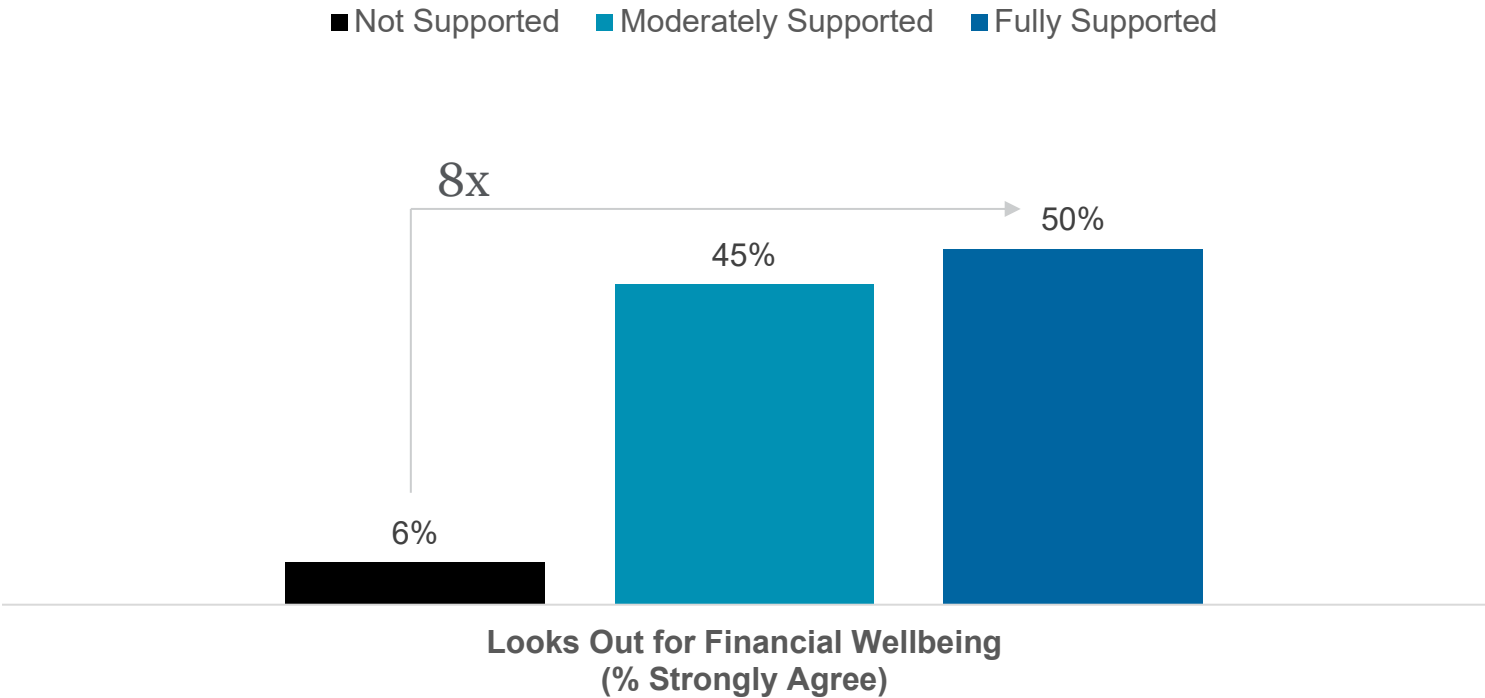


The Trifecta Supports Members' Feelings that their PFI Looks Out for their Financial Wellbeing (Perception of Care)

Trifecta Support Level



Fully Supported CU Members 8x More Likely to Say their CU Looks Out for Their Financial Wellbeing

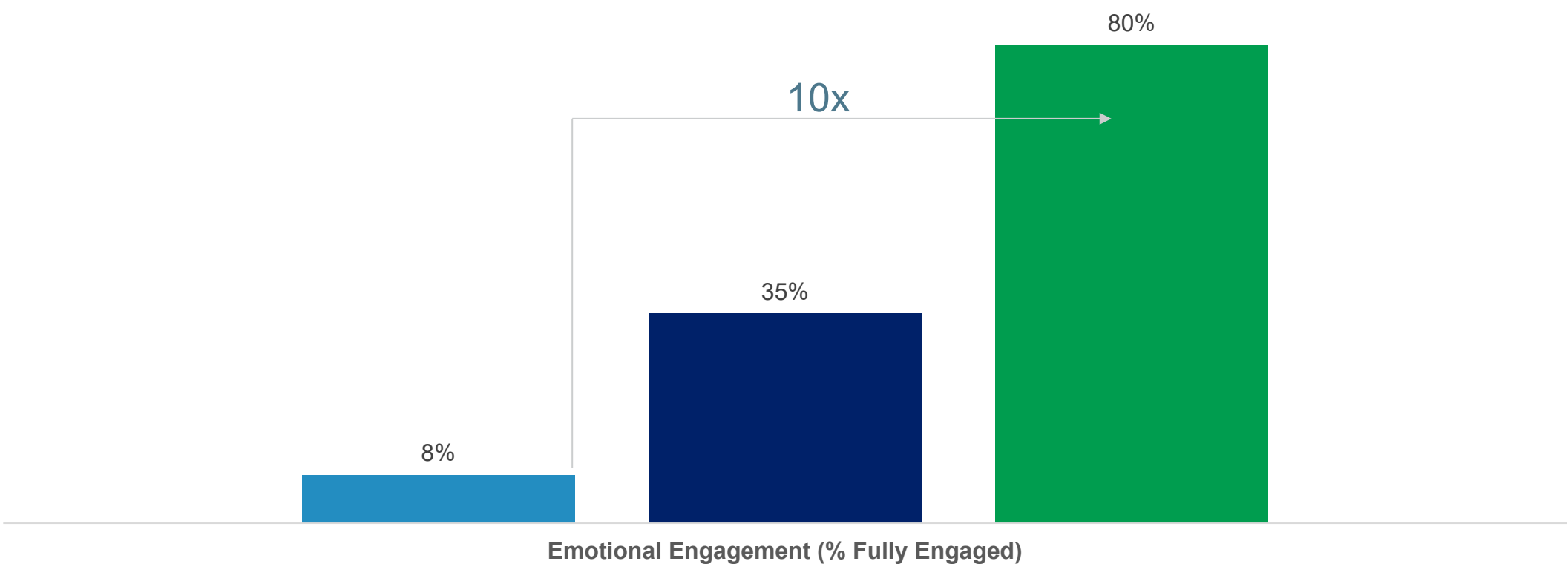


Note: Analysis includes Credit Union members only. Fully Supported = Strongly Agree with all three items; Moderately Supported = average score of 4 to <5; Not Supported = average scores <4 across the three items.

The Trifecta Strengthens Their Emotional Connection to their Credit Union

Trifecta Supports & Engages Credit Union Members

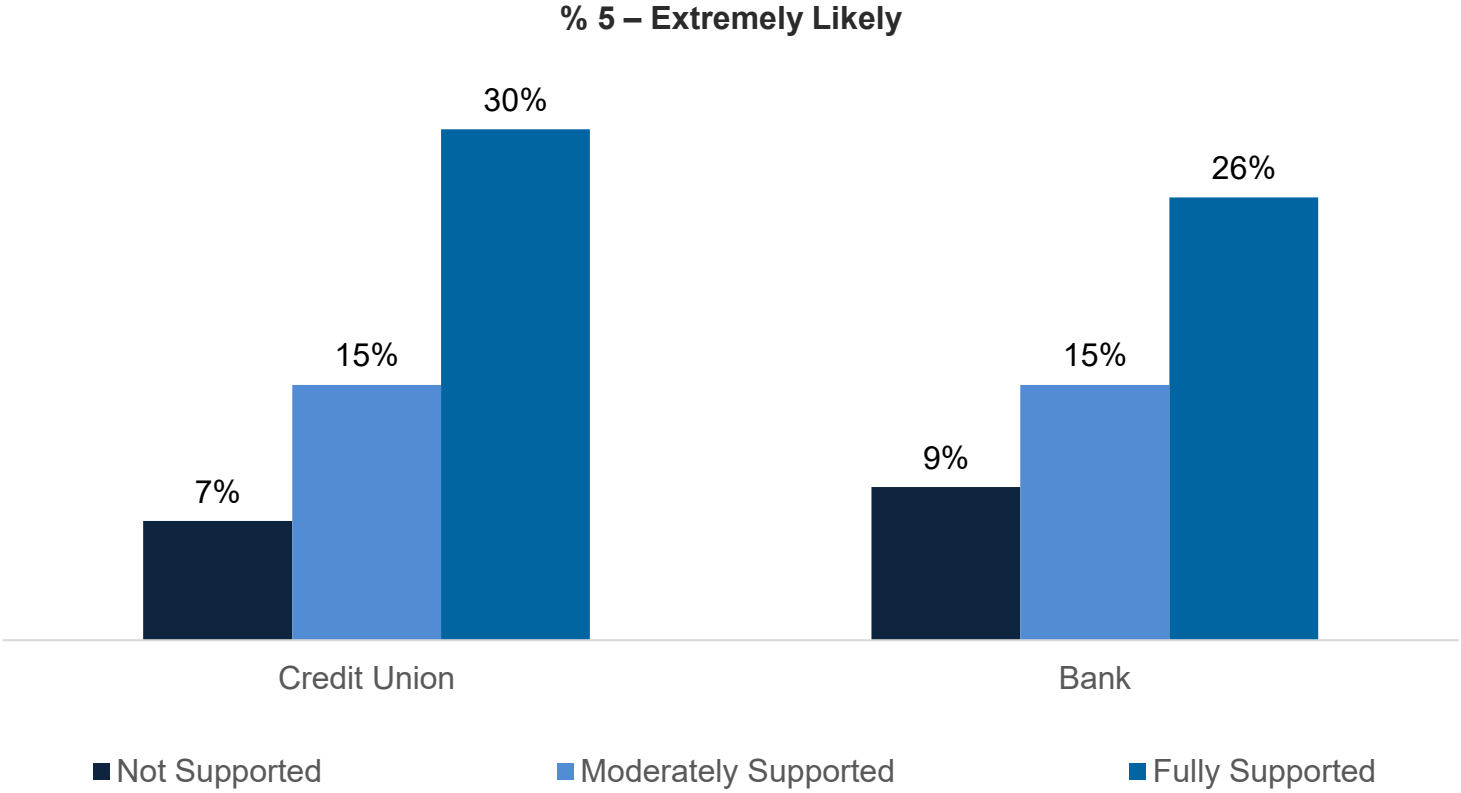
■ Not Supported ■ Moderately Supported ■ Fully Supported



Note: Q1 Research. Analysis includes Credit Union members only. Fully Supported = Strongly Agree with all three items; Moderately Supported = average score of 4 to <5; Not Support = average scores <4 across the three items.

Full Support (Experiencing All Financial Wellbeing Support Trifecta Elements) Is Critical for Credit Union Members to See Increased Participation

Responses to “How likely are you to increase your savings or investments at your primary financial institution in the next six months?
(Please consider savings plans like Savings Accounts, CDs, IRAs, HSAs, Retirement Savings, Money Market Accounts, etc.)

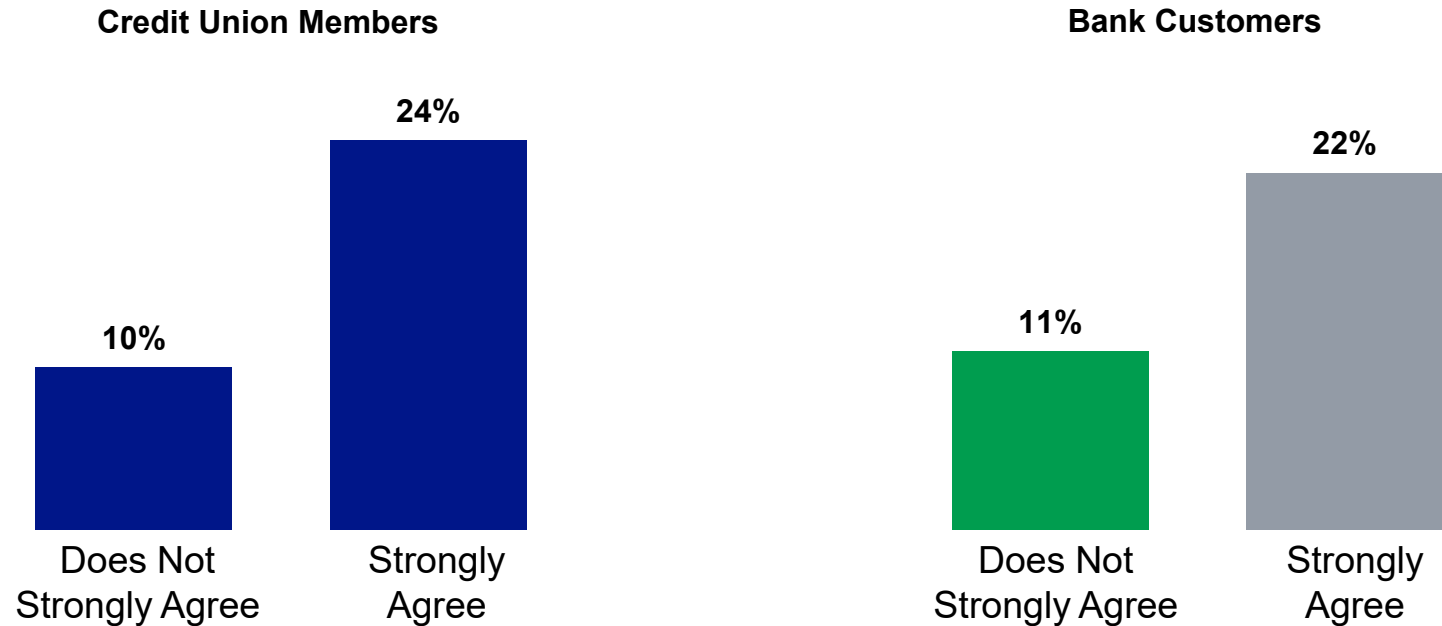


Note: Fully Supported = Strongly Agree with all three items; Moderately Supported = average score of 4 to <5; Not Supported = average scores <4 across the three items.

The Stronger the Perception of Care, the More Likely Consumers are to Participate — Creating Opportunities for Education, Guidance, and Support

% Likelihood to increase savings or investments with PFI in the next six months

*How likely are you to increase your savings or investments at your primary financial institution in the next six months?
(Please consider savings plans like Savings Accounts, CDs, IRAs, HSAs, Retirement Savings, Money Market Accounts, etc.)*

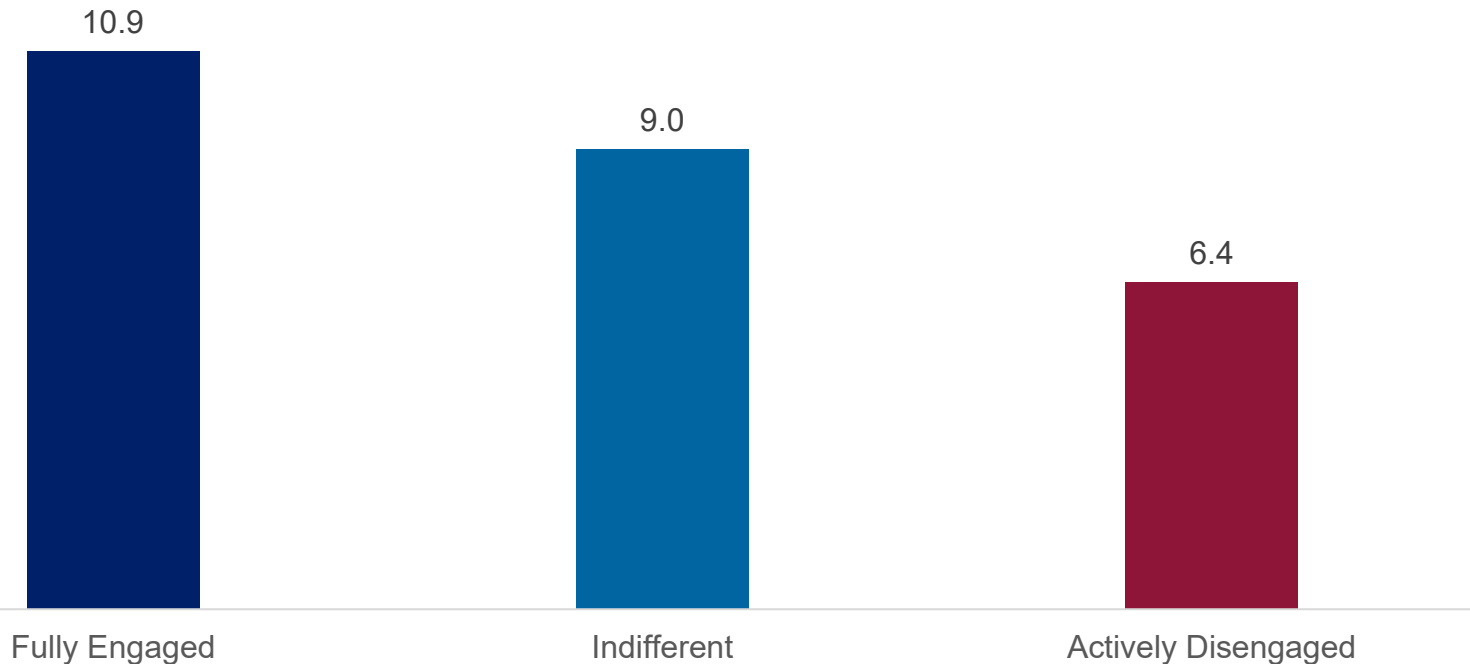


Level of agreement to the item: **“My primary financial institution looks out for my financial wellbeing”**

A Credit Union's Case Study:

Emotional Engagement Drives Participation

Total Participation Score



Participation score is based on the number of products and services a member holds with the credit union.

Fully engaged members have 70% higher participation than actively disengaged members.

Another Credit Union's Case Study:

Emotional Engagement Drives Participation

Average Increases in Participation Among Fully Engaged Members

+18.1%

Consumer Loans

+13.1%

Mortgages

+31.8%

Auto Loans

+19.5%

Credit Cards

Participation score is based on the number of product families utilized by members across Credit Cards, Mortgages, Consumer Loans, and Auto Loans.

Members utilizing more than one product in a product family would result in a wider gap of member participation at the product level.

Fully engaged members have 19% average higher participation at the product family level than actively disengaged members.



Member Expectations During Time of Financial Change

Q3 2025 U.S. Panel Research

GALLUP®

The Financial Changes Gallup Evaluated



Received additional income (i.e., started a new job, bonus/promotion, inheritance, financial windfall, etc.)



Made a major investment or purchase (i.e., home, car, education, etc.)



Experienced job loss or underemployment



Faced unexpected expenses or emergencies



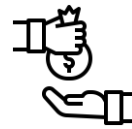
Navigated a significant relationship change (i.e., marriage, new partnership, divorce, etc.)



Expanded your family (i.e., had a child, caregiving, etc.)



Began planning for or entered retirement



Took on or paid off debt (i.e., got a loan, debt consolidation, etc.)



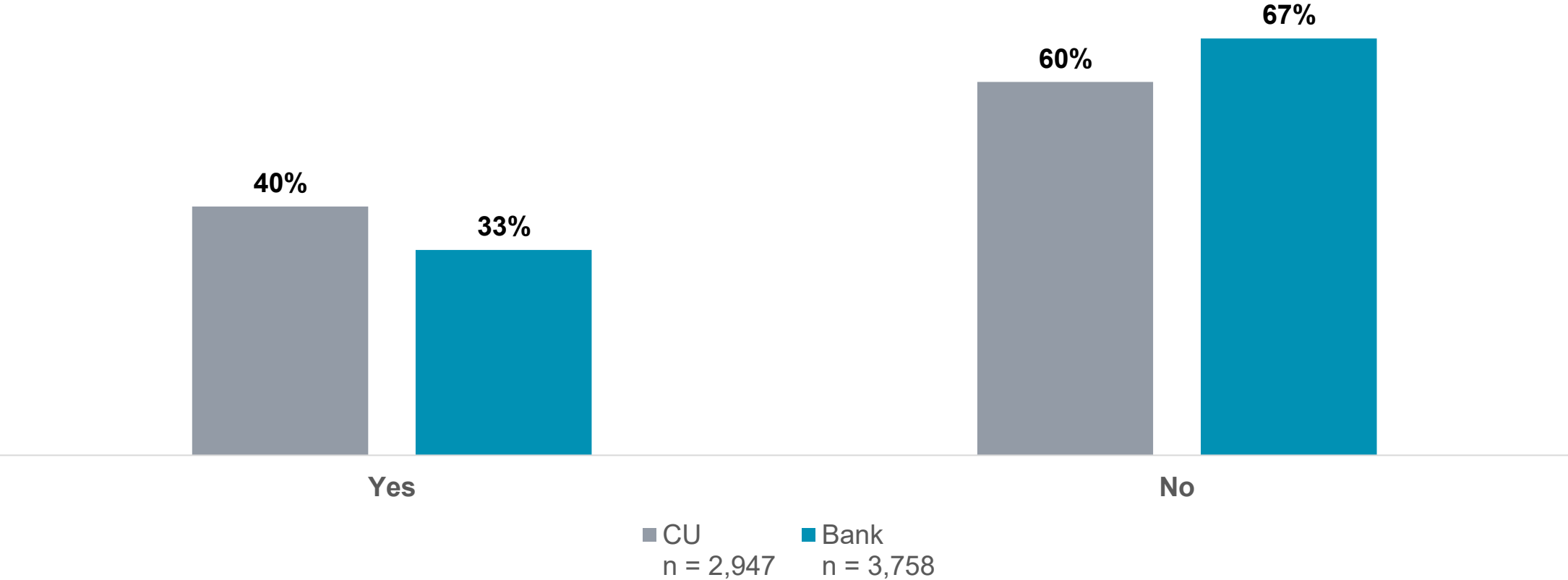
No significant changes – simply managed day-to-day finances (i.e., budgeting, saving, bill-paying, etc.)

Most Consumers Don't Seek Support From Their PFIs During Times of Financial Change



Most Consumers Who Experienced a Financial Change Did NOT Seek Support From Their PFI

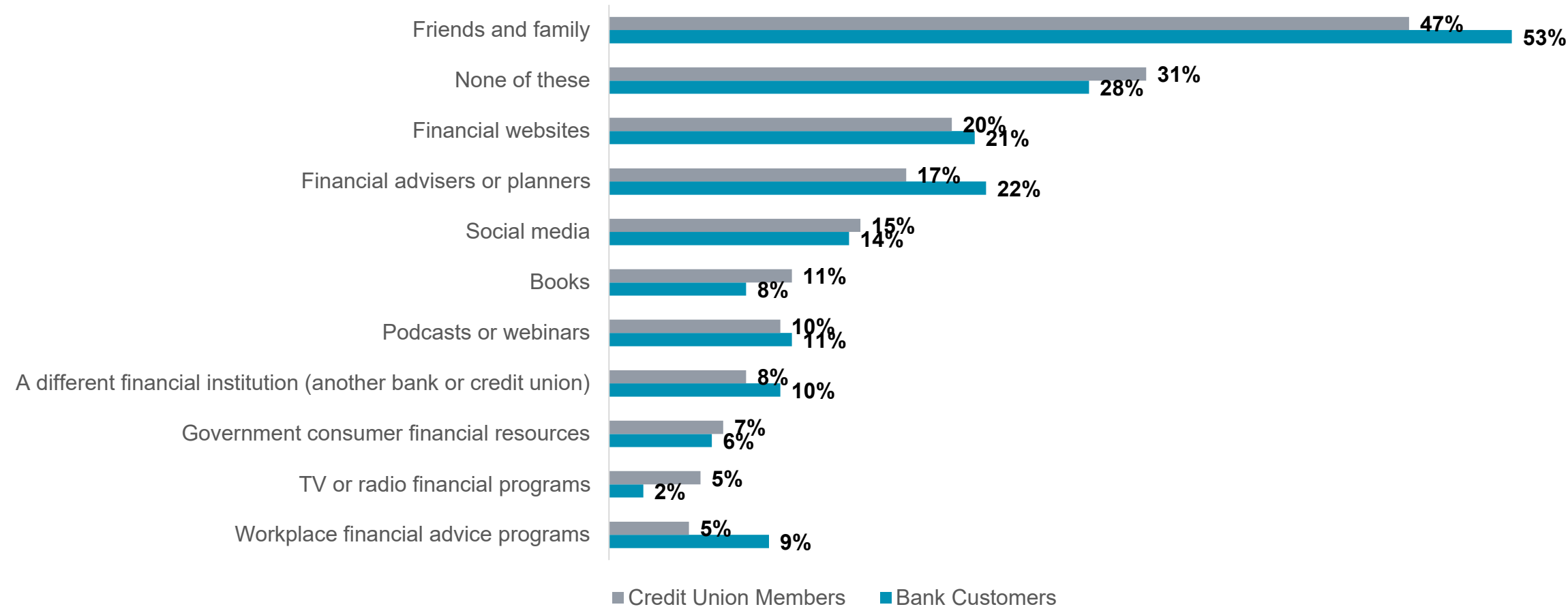
Did you seek assistance from your primary financial institution to support you during your financial change?



For Those Not Seeking Support From a PFI, Friends and Family Are Their “Go To” Source of Advice

Who did you turn to for support during your financial change?

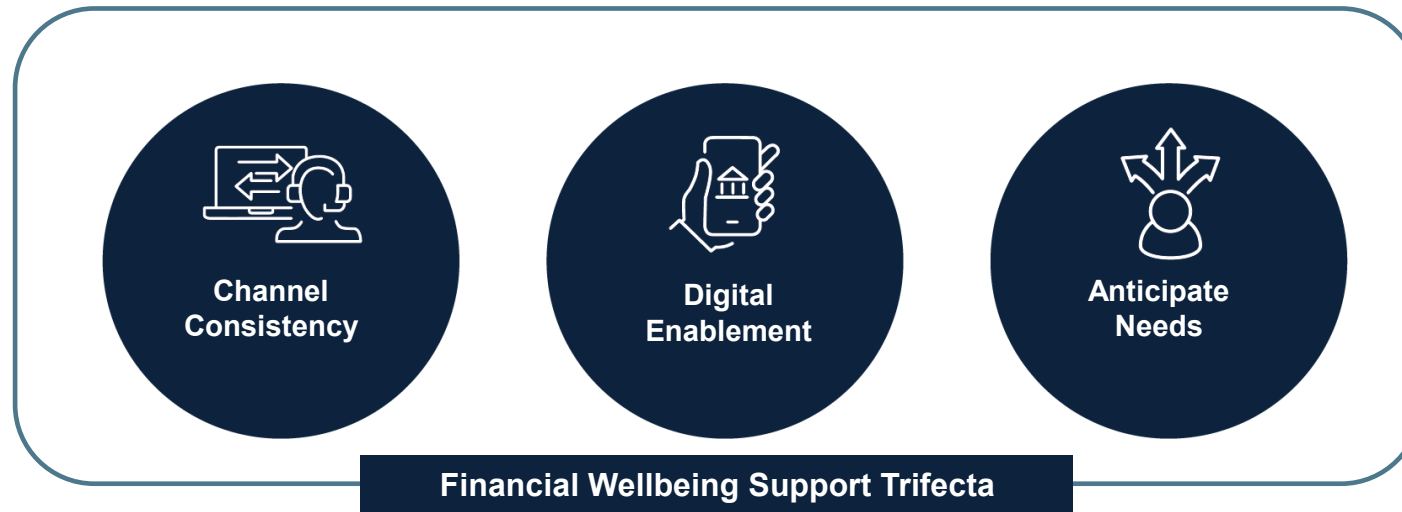
Top 5 Sources for CU Members and Bank Customers



Guidance & Advice Drives Perception of Care and Emotional Engagement



Financial Wellbeing Support Trifecta Clarifies How Credit Unions Should Clearly Demonstrate Care and Foster Deep, Trusting Relationships



Channel Consistency

Ensure members experience seamless, reliable service in every channel — and smooth transitions when they switch between them.

Digital Enablement

Match members with the right digital tools and actively support adoption through personalized conversations and education.

Anticipate Needs

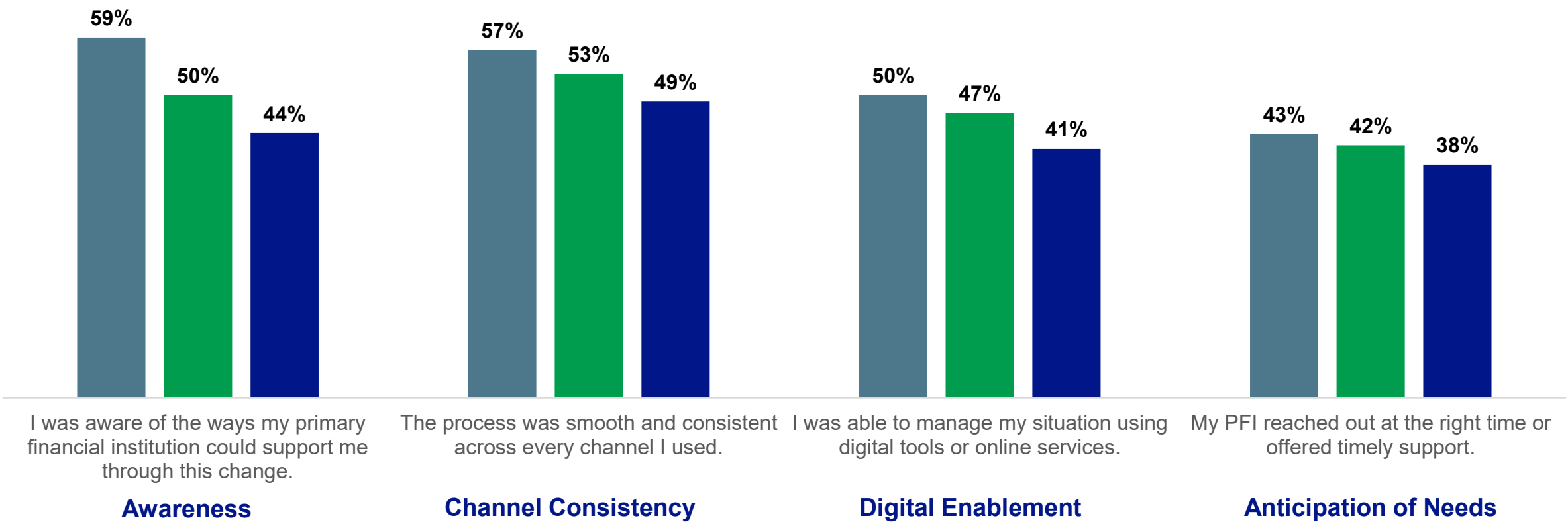
Move from reactive to proactive by better understanding where members are in their personal journey and what they might need next — even before they ask.

Financial Changes Where Credit Union Members Were More Likely to Experience the Trifecta

Based on how your primary financial institution supported you when you experienced your financial change, indicate your level of agreement to the following...

%5s – Strongly Agree to the Items Below

■ Major Investment ■ Took On / Paid Off Debt ■ Additional Income

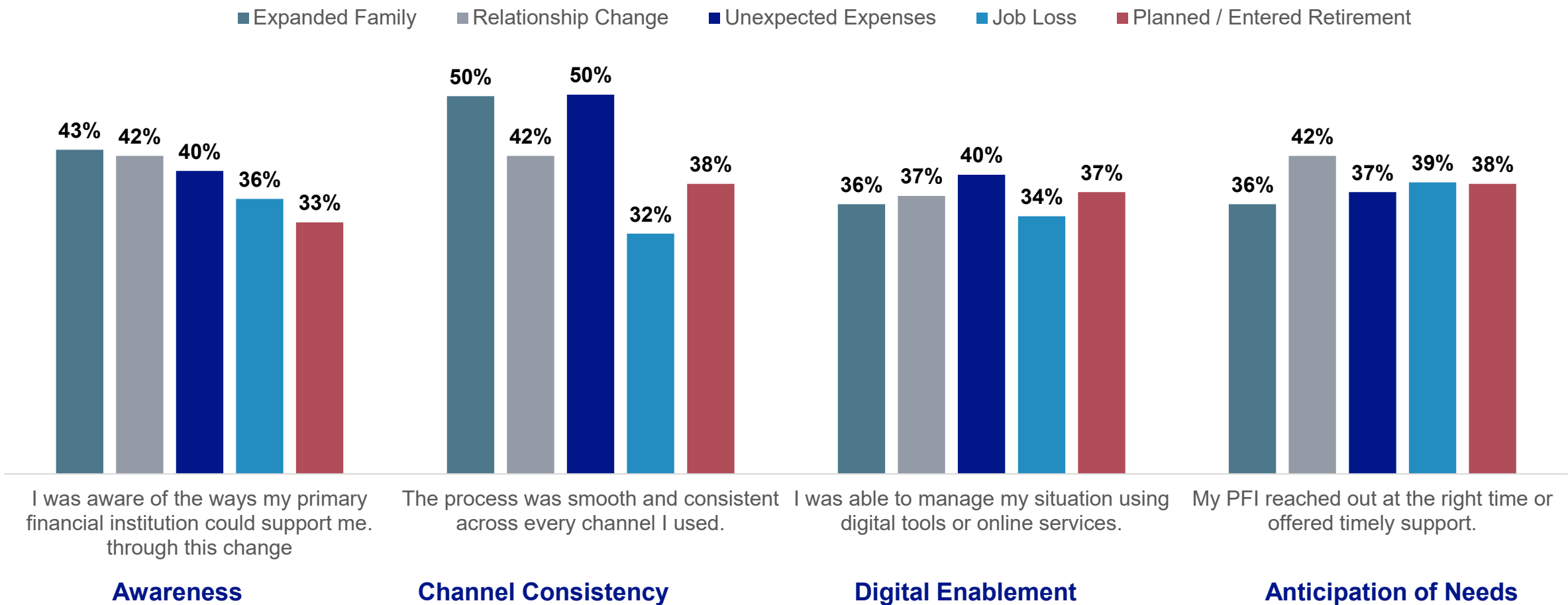


Note: Analysis includes Credit Union members only.

Financial Changes Where Credit Union Members Were Less Likely to Experience the Trifecta

Based on how your primary financial institution supported you when you experienced your financial change, indicate your level of agreement to the following...

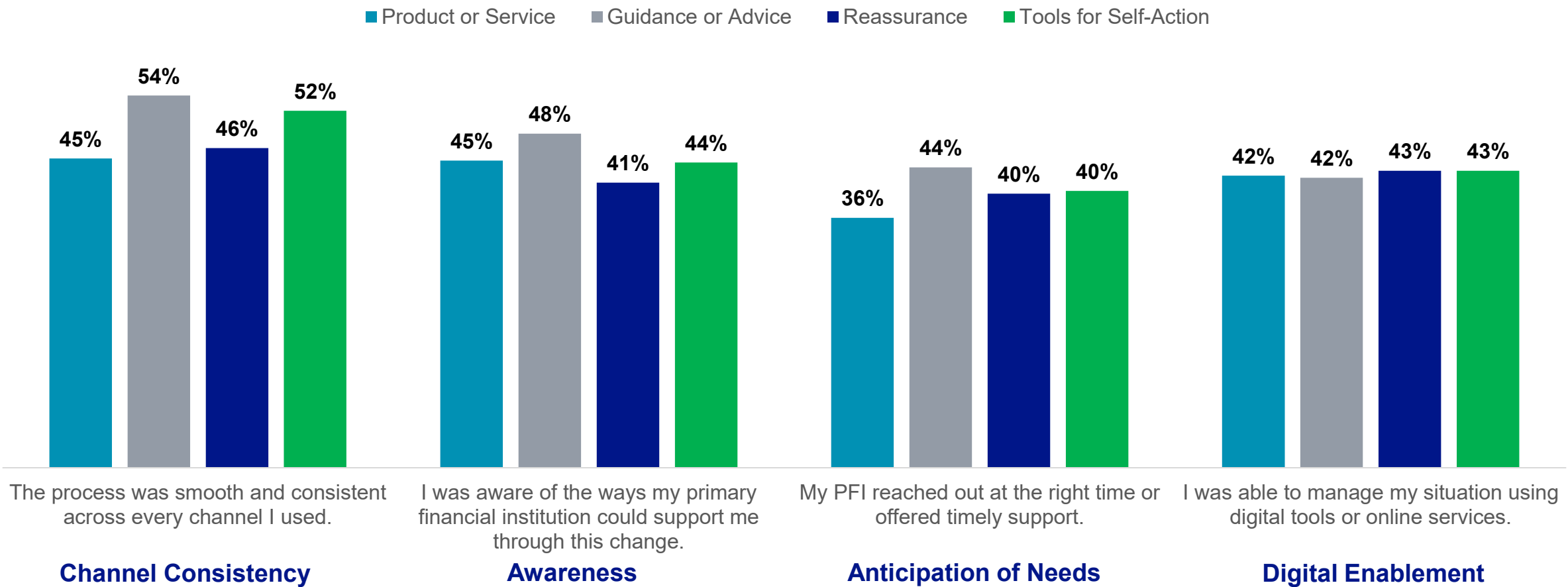
%5s – Strongly Agree to the Items Below



Note: Analysis includes Credit Union members only.

CU Members Who Received Guidance or Advice Were the Most Likely to Strongly Agree to the Elements of the Trifecta

When you experienced the financial change, what primary type of support did you seek from your primary financial institution?
%5s – Strongly Agree to the Items Below



Note: Analysis includes Credit Union members only.

Millennials Are Most Likely to Experience the Trifecta When Receiving Support During a Financial Change

Based on how your primary financial institution supported you when you experienced your financial change, indicate your level of agreement.
 %5 – Strongly Agree

	Generation Z (Born 1997-2010)	Millennials (Born 1980-1996)	Generation X (Born 1965-1979)	Baby Boomers (Born 1946-1964)
Awareness I was aware of the ways my primary financial institution can support me through this financial change.	37%	47%	44%	47%
Channel Consistency The process was smooth and consistent across every channel I used (e.g., phone, mobile app, branch).	40%	49%	51%	51%
Digital Enablement I was able to manage my situation easily using digital tools or online services.	44%	47%	42%	36%
Anticipation of Needs My primary financial institution reached out at the right time or offered timely support.	46%	41%	39%	36%

Note: Analysis includes Credit Union members only.

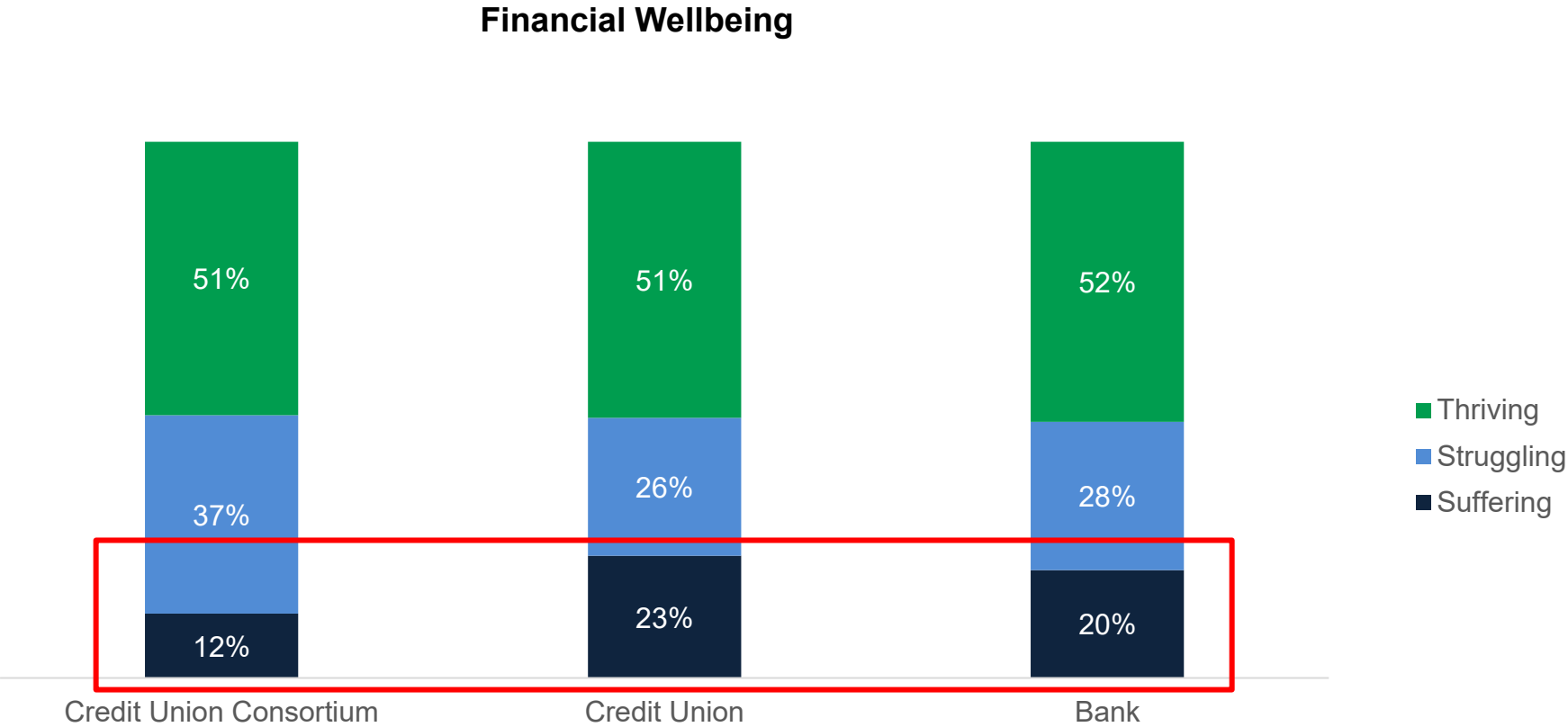
Members of the Consortium Have Markedly Higher Financial Outcomes



This movement is currently
**impacting more than
2.68 million members**



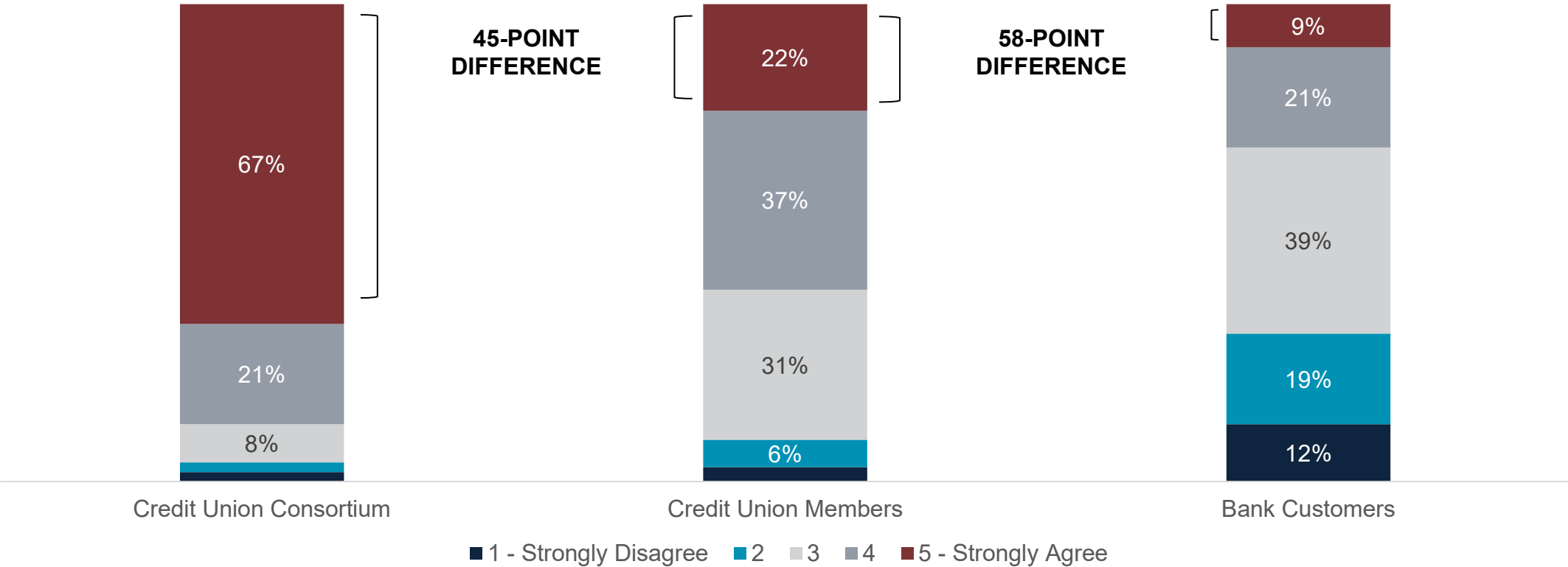
Credit Union Consortium Members Are Less Likely to be Suffering



Note: Due to rounding, percentages may sum to 100% +/-1; Numerical values shown when 5% or higher. Q2 2025 data is from Gallup's Wellbeing Tracker Panel Study. Financial Wellbeing designation (of Thriving, Struggling, or Suffering) determined based on how the respondent answered the following questions: You have enough money to do everything you want to do, You have not worried about money in the last seven days, and Compared to the people you spend time with, you are satisfied with your standard of living.

Credit Union Consortium Members Are Cared For, Feel More Supported

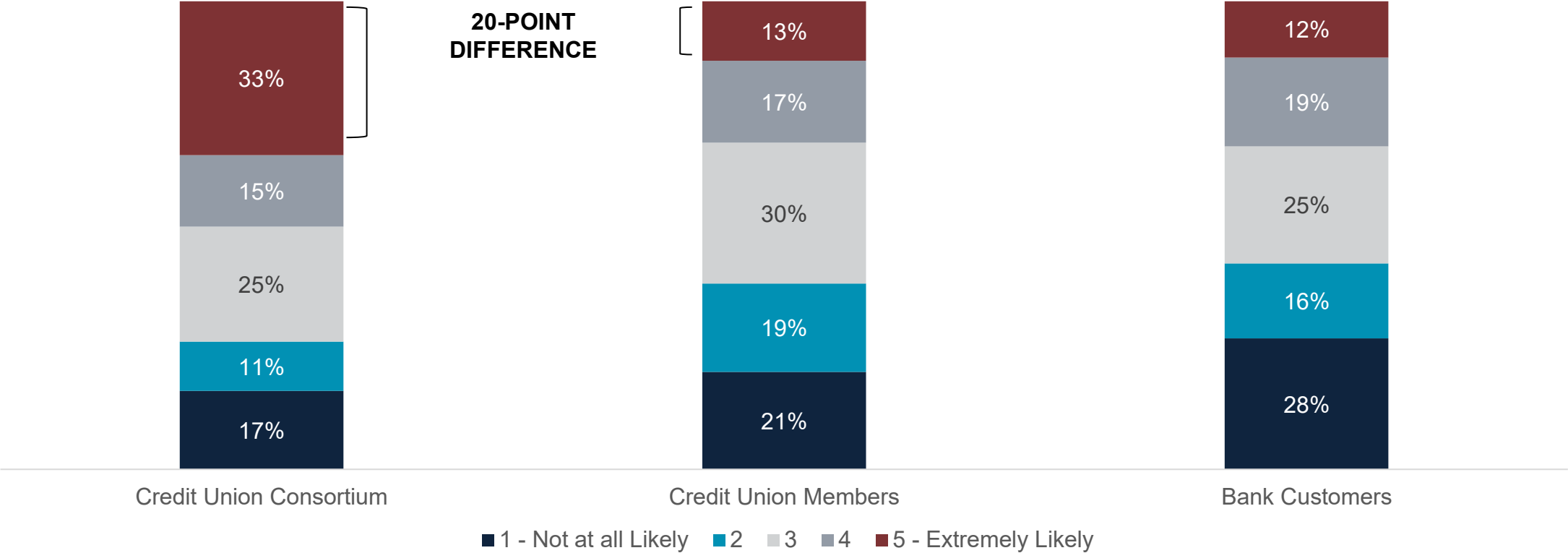
The Perception of Care
“Looks Out For Your Financial Wellbeing”



Note: Due to rounding, percentages may sum to 100% +/-1; Numerical values shown when 5% or higher. Q2 2025 data is from Gallup's Wellbeing Tracker Panel Study.

Credit Union Consortium Members Are More Likely to Increase Participation

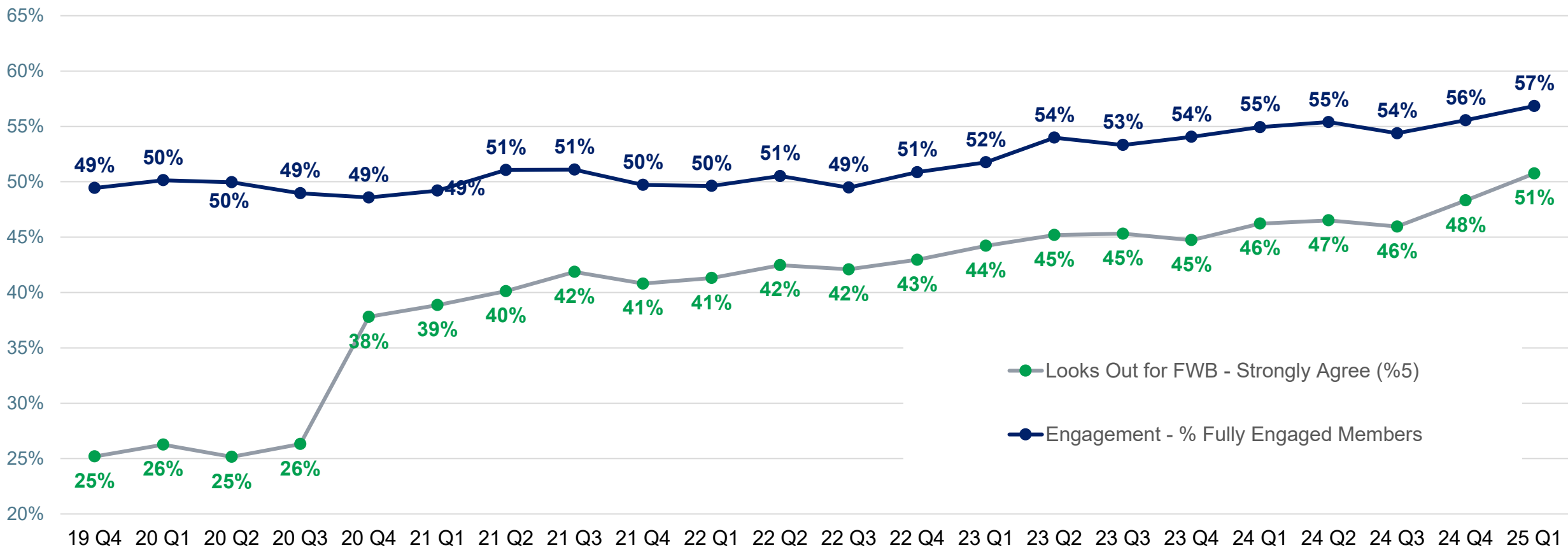
Likelihood to Increase Savings or Investments in Next 6 Months



Note: Due to rounding, percentages may sum to 100% +/-1; Numerical values shown when 5% or higher. Q2 2025 data is from Gallup's Wellbeing Tracker Panel Study. Full item text: How likely are you to increase your savings or investments at your primary financial institution in the next six months? (Please consider savings plans like Savings Accounts, CDs, IRAs, HSAs, Retirement Savings, Money Market Accounts, etc.).

Emotional Engagement and Perception of Care Has Increased Over Time Among Consortium Credit Unions

Emotional (member) engagement and perception of care has steadily risen over the last five years for those in the consortium



Note: The Credit Union Consortium membership has changed over time, so numbers may be representative of anywhere between 8 to 12 credit unions at any given time.

Questions?

Member Engagement & Financial Wellbeing Consortium

MULTI-YEAR PROGRAM THAT EQUIPS YOUR CREDIT UNION TO TAKE MISSION-ALIGNED, DATA-INFORMED ACTIONS THAT CHANGE MEMBER PERCEPTIONS AND BEHAVIOR, DRIVING BOTH IMPACT AND GROWTH.



Learn About The Program:

Scan the QR code, or [visit the link](#) shared in the chat to schedule time with Callahan & Associates.



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