

# Alternative Currents

Fall 2007

A publication for Alternatives Federal Credit Union members

125 N. Fulton St., Ithaca, NY 14850 • 607-273-4611

Alternatives Federal Credit Union is currently creating a five-year plan to better service our members. We'd like you be part of that plan by completing the survey enclosed. Your replies are maintained with the strictest confidentiality. We'd love it if you could take the survey online. Visit <http://www.alternatives.org/survey/members/htm>. If by mail, please use the prepaid envelope enclosed.

Note: Questions with a ○, please select ONE choice only. Answers with a □, please select ALL that apply. Please submit your survey responses by October 22, 2007.

1. How long have you been a member at Alternatives?

- Less than a year
- 1-3 years
- 4-6 years
- 7-10 years
- 11-15 years
- 16-19 years
- 20 years or more

2. At which financial institution do you do the majority of your banking?

- Alternatives
- Local or regional bank
- National bank
- Online bank
- Other credit union
- Broker
- Other

2a. If Alternatives, what one word or phrase comes to mind? \_\_\_\_\_

2b. If another financial institution, what one word or phrase comes to mind? \_\_\_\_\_

3a. At Alternatives, what products do you have at present? (check all that apply)

- Share Draft/Checking
- Savings
- Personal Line of Credit
- VISA Credit Card
- VISA Debit Card
- Home Loan
- Home Equity Line of Credit
- Construction Loan
- Health Savings Account
- Share Certificate/Certificate of Deposit
- Savers Club
- IRA
- Individual Development Account (IDA)
- Other \_\_\_\_\_

3b. At another financial institution, what products do you have at present? (check all that apply)

- Share Draft/Checking
- Savings
- Personal Line of Credit
- Credit Card
- Debit Card
- Home Loan
- Home Equity Line of Credit
- Construction Loan
- Health Savings Account
- Share Certificate/Certificate of Deposit
- Savers Club
- IRA
- Other \_\_\_\_\_
- Don't use another financial institution

4a. At Alternatives, what services do you have and/or use at present? (check all that apply)

- BillPay@Home (pay your bills online)
- CU@Home (online banking)
- Fortune Teller (phone banking)
- Drive-Thru
- Walk-Up Teller
- ATM
- Business CENTS (small business development & consulting)
- MoneyWise (money management course)
- Financial Counseling
- Tax Preparation Assistance
- Other \_\_\_\_\_

4b. At another financial institution, what services do you have and/or use at present? (check all that apply)

- BillPay
- Online banking
- Phone banking
- Drive-Thru
- ATMs
- Other \_\_\_\_\_
- Don't use another financial institution





16. What is your gender?  
 Male  Female
17. What is your age group?  
 Under 21     21-24     25-29     30-34     35-39  
 40-44     45-49     50-54     55-59     60-64  
 65-69     70+
18. What is your marital status?  
 Married     Living with Significant Other  
 Single, Divorced, Separated or Widowed
19. How many children do you have under 18 years of age?  
 None     One     Two     Three or more
20. What is your employment status?  
 Retired     Student     Homemaker  
 Military     Managerial     Professional  
 Sales     Technical worker     Machine operator  
 Laborer     Other
21. What is your highest level of education?  
 High School  
 Technical school  
 Some college  
 College graduate  
 Graduate school
22. Do you rent or own your home?  
 Rent     Own
23. What is your combined household annual income?  
 Under \$25,000  
 \$25,000 to \$34,999  
 \$35,000 to \$49,999  
 \$50,000 to \$74,999  
 \$75,000 to \$99,999  
 \$100,000 or more
24. How long have you lived in the Ithaca area?  
 Under a year  
 1-5 years  
 6-10 years  
 11-20 years  
 21 years and over  
 Don't live in the Ithaca area anymore  
 Never lived in the Ithaca area
25. What is your ethnicity?  
 Caucasian  
 Hispanic American  
 African American  
 Asian American  
 Native American  
 Other, please specify: \_\_\_\_\_

26. Other comments or suggestions:

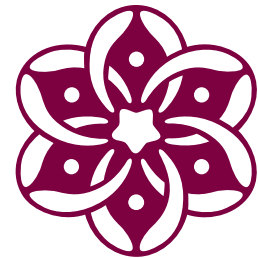
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Toll Free Member Service . . . . . 877-273-AFCU  
Fax . . . . . 607-277-6391  
Fortune Teller . . . . . 607-273-4611 Ext 1  
Check reorders . . . . . 800-275-1053  
Balance Financial Counseling . . . . . 888-456-2227  
Anytime LoanPhone . . . . . 866-529-8722

Alternatives CU@Home on-line banking:  
www.alternatives.org  
e-mail: afcu@alternatives.org

**VISA, lost or stolen**  
800-991-4965 Credit  
800-528-2273 Debit

**Hours:**  
Tellers: Mon-Fri 9-3, Sat 10-1  
Drive Thru: Mon-Fri 12-6, Sat 10-1  
New Accounts, Loans: Mon-Fri. 9-5

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