

# 2008 Readership Study Results

## *Credit Union BUSINESS*, January 2008

- [91%](#) of readers are [CU Department Heads](#).
- [93%](#) of all respondents have [purchasing influence](#) in on or more areas of critical services and products.
- [73%](#) of all respondents have taken one or more [proactive actions](#) during the past 7 months as a result of advertising and/or articles in Credit Union BUSINESS magazine. These actions where:
  1. [Purchased](#) products or services advertised.
  2. [Recommended](#) the purchase of these products.
  3. [Referred](#) an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue.
  4. [Discussed](#) an ad/article with someone else in the company.
  5. [Discussed](#) an ad/article with a supplier.
  6. [Requested](#) additional information from a company, sales representative or distributor.
  7. [Visited advertiser's Web site](#).
- The average number of [readers per copy was 3.0](#) (2.0 pass-along readers + 1.0 for the subscriber), comprising a [total reading audience per month of 29,706](#).
- [62%](#) spend [46 minutes to 2 hours](#) reading *Credit Union BUSINESS*.
- In just one year, [readership](#) of Credit Union BUSINESS magazine has [increased 106%](#). It now trails just one other CU trade publication.

Source: Harvey Research, Inc.  
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