

What Matters Now™ to middle-income Americans

62 percent of middle-income Americans worry about the financial stability of their family on a *daily* basis¹.

At CUNA Mutual Group, we believe that by listening to members and sharing insights with our credit union customers, we can improve our collective ability to serve credit union members. One very rich area of focus was how middle-income Americans define success. The answers may not be what you expect.

Access the **What Matters Now™: Insights from the Middle** generational report plus a recorded webinar featuring additional insights at cunamutual.com/whatmattersnow

¹CUNA Mutual Group's TruStage, "What Matters Now™" survey results. Dec. 2014.