

Credit Union Innovation Success Study, 2026

HOW THE STUDY WORKS

- Up to 30 participating credit unions
- 300 member responses per credit union
- 12–15 minute online survey
- Fielding time: June 1–July 31

ACTION ITEMS

Step 1: Register your credit union to participate below.

Step 2: Designate an internal champion to support the study.

Step 3: Send up to 2 email invitations for members to participate using the unique survey link once it is provided by Radius.

CREDIT UNION BENEFITS

FREE for Filene member credit unions. You will receive the following:

- Personalized survey results (3-slide PowerPoint)
- Raw data of completed responses
- Data tables with gender/age data cuts (base size permitting)
- 15–20 minutes presentation of individualized results

[Sign up to participate here!](#)



INTRODUCTION

Filene Research Institute has partnered with Radius for Year 5 of the Credit Union Innovation Success Study.

The Credit Union Innovation Success Study is designed to gather insights from members to optimize credit unions' innovation strategies.

The study will help credit unions:

- Understand their business and social innovativeness based on the experiences of their members.
- Benchmark themselves against other credit unions, top-tier banks, and industries.
- Understand the drivers of perceptions of innovativeness.
- Learn how to become more innovative to better serve and retain their members.

Participating credit unions can use their survey results to prioritize innovation investments, grow member loyalty, and increase their innovativeness to ensure their organization is performing to industry standards.

ABOUT THE SURVEY

The Credit Union Innovation Success Study is based on the methodology developed in the **American Innovation Index™** (Aii) initiative and is designed to provide insights and learnings to further organizational and social innovativeness, drivers of customer loyalty, and positive financial returns. The American Innovation Index is conducted annually and ranks nearly 200 U.S. companies across 20 industries based on the experiences of their customers in a national survey of over 5,000 consumers.

The survey is administered by Radius, formerly Illuminas Market Research Group, a firm specializing in services, technology, and innovation; the survey is co-sponsored by Fordham University's Gabelli School of Business Responsible Business Coalition and Norwegian School of Economics (NHH).

Don't miss this opportunity to advance your credit union and the industry in its innovation journey!

[Sign up to participate here!](#)

FREQUENTLY ASKED QUESTIONS

What will I be asked to do?

You will be asked to send an email invitation to your members in order for them to share feedback in a brief survey.

What does my participation involve?

Participants must sign up for the survey prior to May 18, 2026. Radius and Filene will provide all the supporting materials needed to participate— email language, a unique survey link for your credit union, and a designated key contact. Participants will identify one internal survey champion to help drive awareness of the survey in your organization. When the survey is ready to launch, participants will send an email to their membership, offering them an opportunity to complete the survey. The survey will take members approximately 12–15 minutes to complete. Each participating credit union has the goal to obtain 300 survey responses.

What happens if any of my organization's members don't want to participate?

Participation is voluntary.

How will I benefit from the survey?

After we have collected and analyzed survey responses, you will receive an overview benchmarking report along with accompanying raw data outlining the insights uncovered from this industry-wide survey.



If you have further questions about the survey, please contact **Filene Research Institute** at quinnk@filene.org