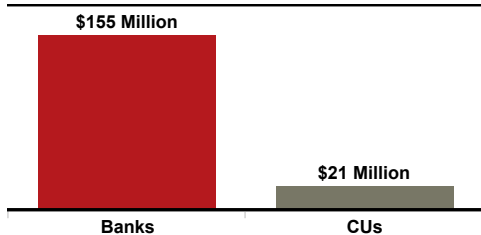




## Alabama Median Asset Size By Institution Mid-Year 2014



## Alabama Credit Unions

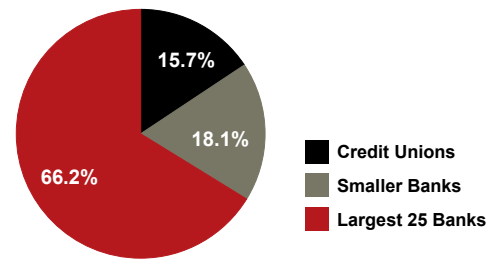
Number of credit unions headquartered in the state: 120  
 Estimated number of credit union memberships in the state: 1,455,845  
 Memberships in credit unions headquartered in the state: 1,902,862



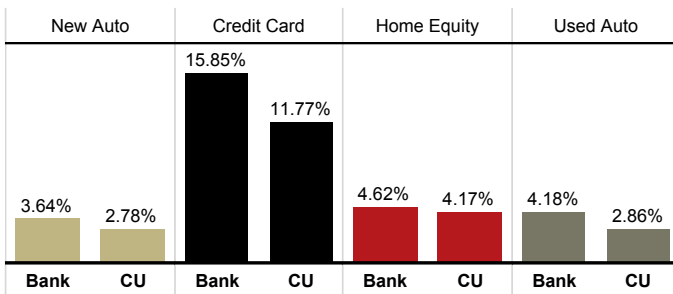
**A small but significant presence in the community**  
 Credit unions represent a growing, but small segment of the state's financial sector. Banks control 84% of deposits in Alabama. Big banks have aggressively expanded market share in the state and represent the biggest competitive challenge to the state's small institutions.

Out-of-state banks control 37% of total bank deposits in the state - a share that has increased by 33 percentage points over the past two decades.

## Alabama Mid-Year 2014 Market Share



## Alabama Average Interest Rates



## A better deal for consumers

The lower credit union average new car loan rate shown in the graph results in a savings of \$579 over the life of a 5-year car loan (assuming an average \$30,000 amount financed).

## A structural difference that produces big benefits

Credit unions are not-for-profit financial cooperatives and, unlike banks, have no shareholders demanding a market return on their investment. This structural difference allows credit unions to pass profits on to their member-depositors in the form of lower loan interest rates, higher yields on savings and fewer/lower fees.

## 2014 Alabama Credit Union Financial Benefits

Benefits arise from Credit Unions providing:

Higher yields on savings	\$22.4 Million
Lower fees	\$34.3 Million
Lower loan rates	\$49.9 Million
Savings to non-members	\$41.5 Million

**Total Member Benefits \$107 Million**

Source: Census, NCUA, FDIC, Informa Research Services Inc. and CUNA's Economics and Statistics Department.