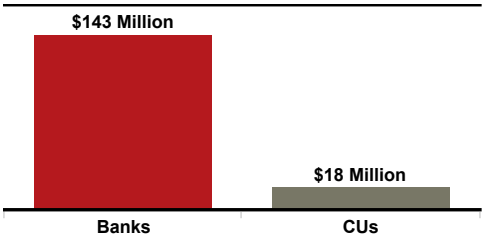
CUNA
Credit Union National Association

Legislative Affairs

Ohio Median Asset Size By Institution Mid-Year 2013



Ohio Credit Unions

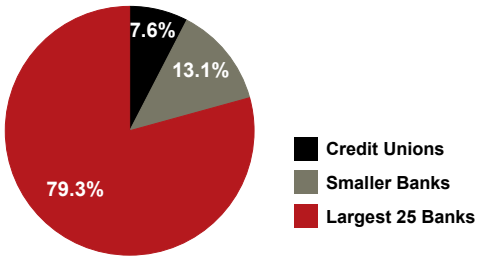
Number of credit unions headquarterd in the state:	348
Estimated number of credit union memberships in the state:	2,367,833
Memberships in credit unions headquartered in the state:	2,745,747

A small but significant presence in the community

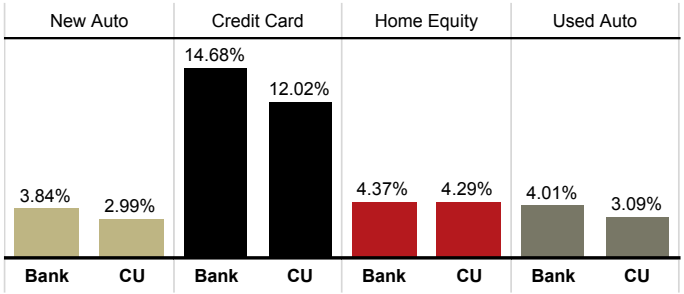
Credit unions represent a growing, but small segment of the state's financial sector. Banks control 92% of deposits in Ohio. Big banks have aggressively expanded market share in the state and represent the biggest competitive challenge to the state's small institutions.

Out-of-state banks control 33% of deposits in the state - a share that has increased by 30 percentage points over the past two decades.

Ohio Mid-Year 2013 Market Share



Ohio Average Interest Rates



A better deal for consumers

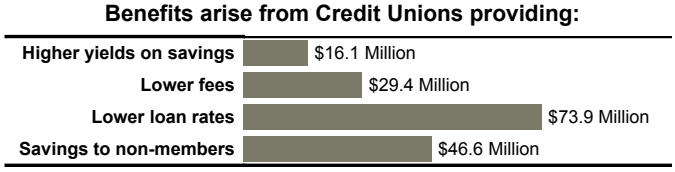
The lower credit union average new car loan rate shown in the graph results in a savings of $574 over the life of a 5-year car loan (assuming an average $30,000 amount financed).

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.

2013 Ohio Credit Union Financial Benefits

Benefits arise from Credit Unions providing:



Total Member Benefits $119 Million

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