

The Benefits of Membership

Customized Analysis of Member Benefits For:

Ohio

September 2014

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Ohio

The Benefits of Membership

Credit unions generally provide financial benefits to members through lower loan rates, high savings rates, and fewer fees than banking institutions.

The Credit Union National Association (CUNA) estimates that Ohio credit unions provided \$128,543,455 in direct financial benefits to the state's 2,760,309 members during the twelve months ending September 2014.

These benefits are equivalent to \$47 per member or \$88 per member household ⁽¹⁾.

Estimated total benefits of credit union membership are calculated by accounting for differences in credit union and bank pricing. Specifically, average credit union savings account yields, loan interest rates and fees are compared to average bank savings account yields, loan interest rates and fees. The interest rate differences are then applied to respective average credit union loan and savings balances. Fee differences are weighted and applied to credit union non-interest income to obtain the total estimated benefits arising from fees.

The per-member and per-household benefits delivered by Ohio credit unions are substantial, but these benefits are *averages*. Mathematically, that means the total benefits provided are divided across all members (or all member households) - even those who conduct very little financial business with Ohio credit unions.

Consider this:

Financing a \$26,000 new automobile for 60 months at a Ohio credit union will save members an average \$96 per year in interest expense compared to what they would pay at a banking institution in the state.

Further, loyal members - those who use the credit union extensively - often receive total financial benefits that are much greater than the average.

Ohio credit unions excel in providing member benefits on many loan and savings products. In particular, Ohio credit unions offer lower average loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, first mortgage-fixed rate, credit cards loans.

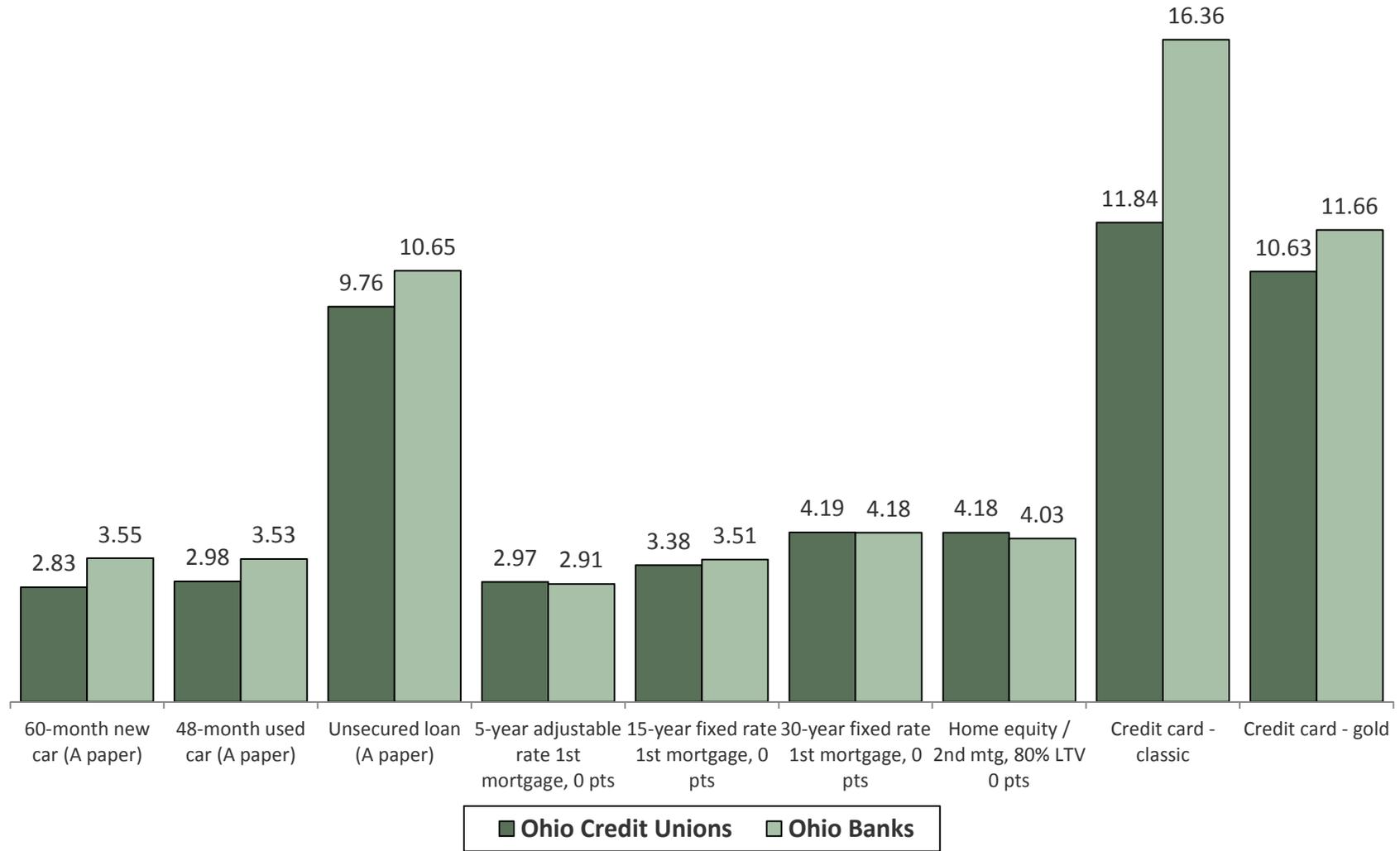
Ohio credit unions also pay members higher average dividends on the following accounts: regular savings, share draft checking, money market accounts, certificate accounts, IRAs.



Source: Informa Research Services, NCUA, and CUNA.
(1) Assumes 1.9 credit union members per household.

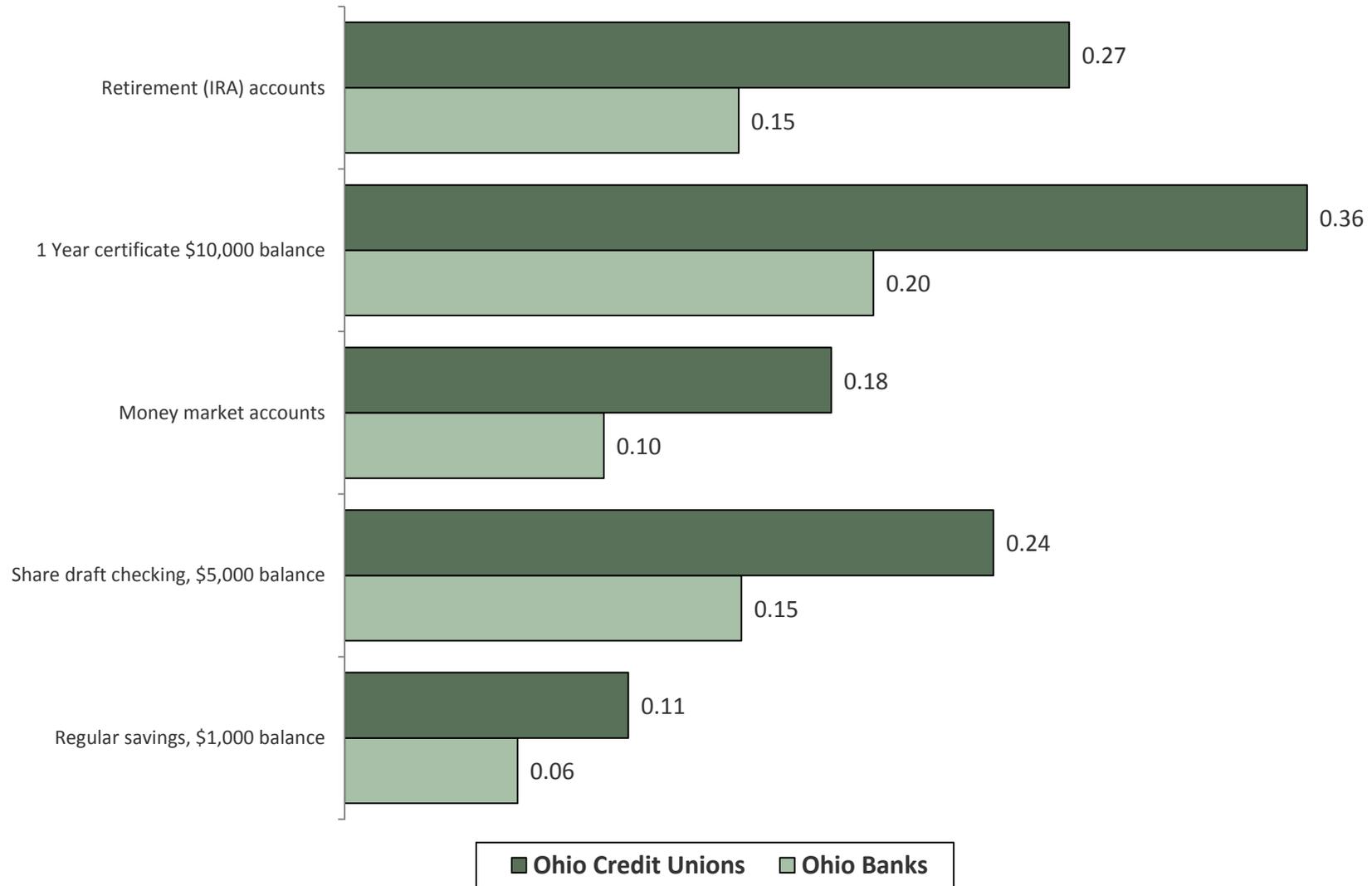
Loan Product Comparative Interest Rates (%)

By Loan Type



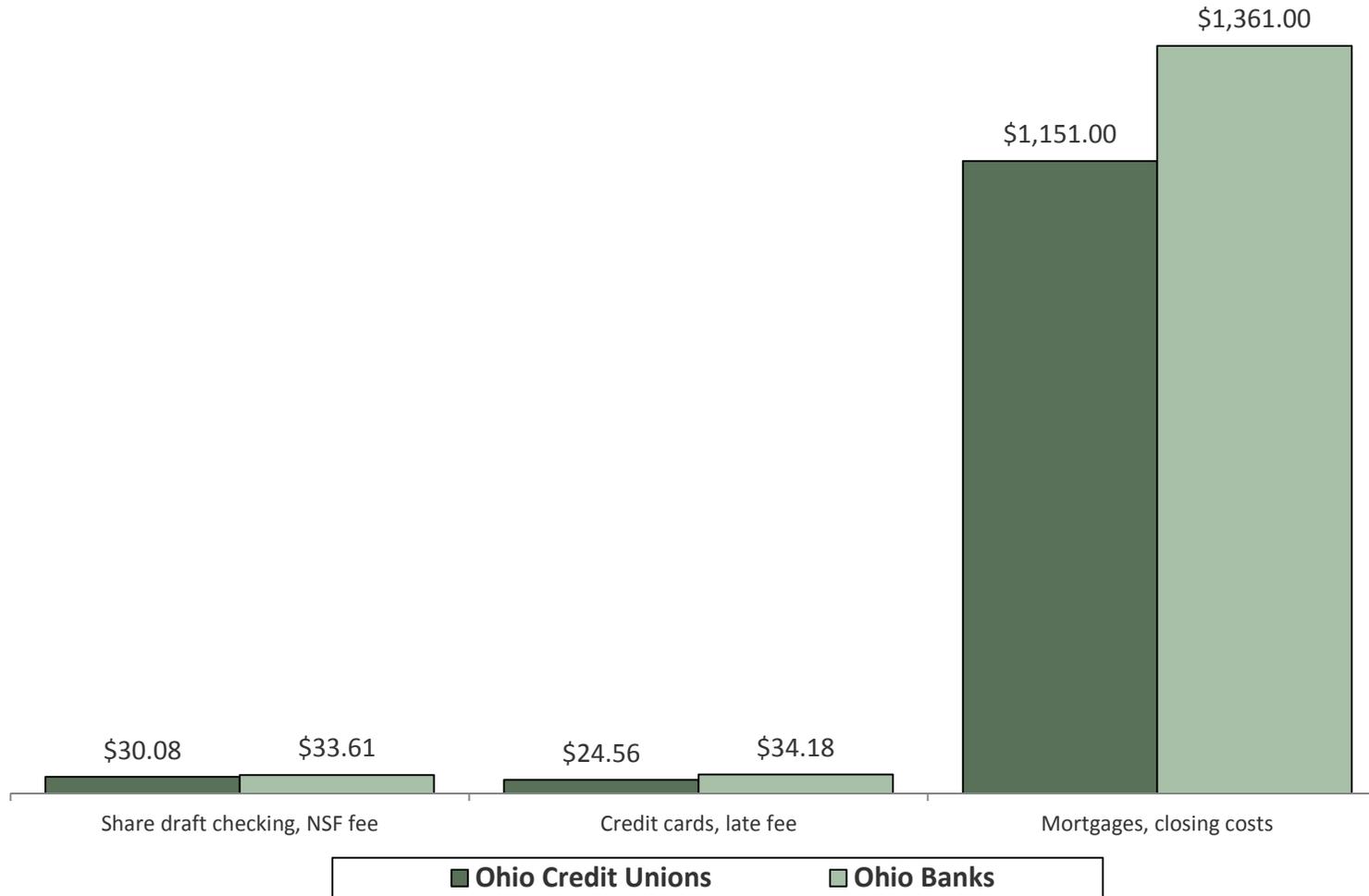
Savings Products Comparative Interest Rates(%)

By Savings Account Type



Comparative Fees

By Type

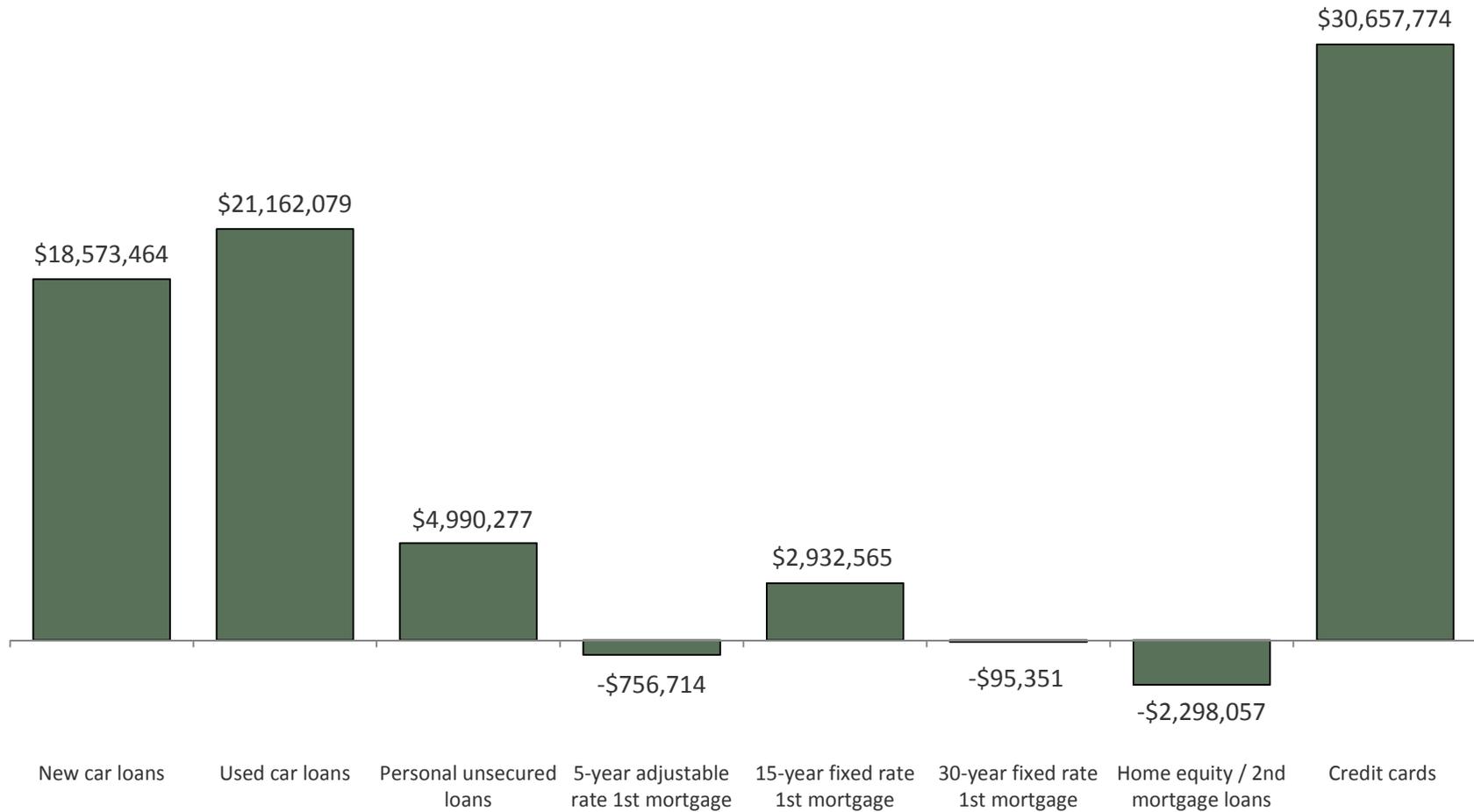


Ohio
Credit Union and Banking Institution
September 2014 Average Interest Rates and Fees

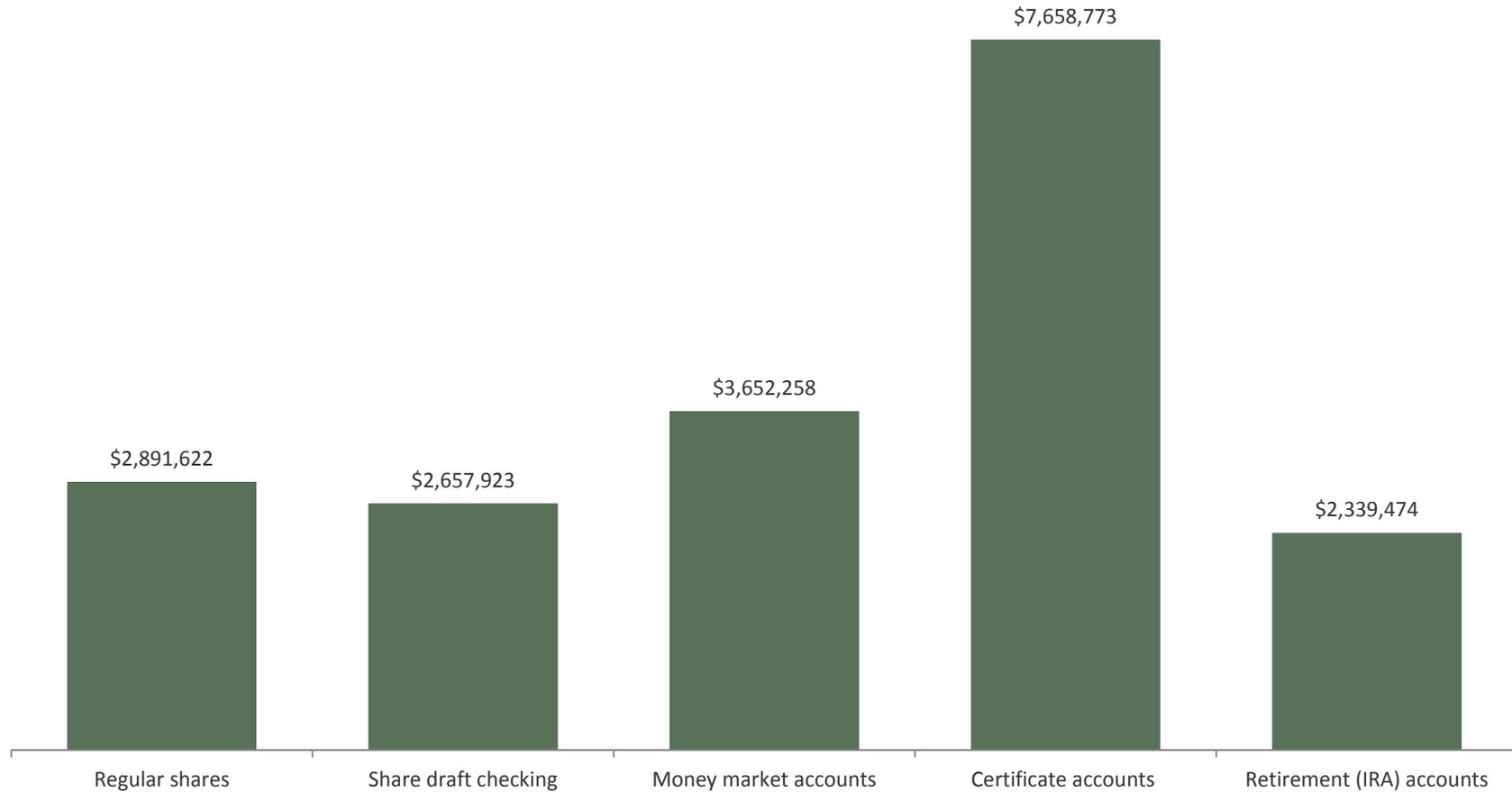
Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	2.83	3.55	-0.72
48-month used car (A paper)	2.98	3.53	-0.55
Unsecured loan (A paper)	9.76	10.65	-0.89
5-year adjustable rate 1st mortgage, 0 pts	2.97	2.91	0.05
15-year fixed rate 1st mortgage, 0 pts	3.38	3.51	-0.14
30-year fixed rate 1st mortgage, 0 pts	4.19	4.18	0.01
Home equity / 2nd mtg, 80% LTV 0 pts	4.18	4.03	0.15
Credit card - classic	11.84	16.36	-4.52
Credit card - gold	10.63	11.66	-1.03
Savings Products			
Regular savings, \$1,000 balance	0.11	0.06	0.04
Share draft checking, \$5,000 balance	0.24	0.15	0.09
Money market accounts	0.18	0.10	0.09
1 Year certificate \$10,000 balance	0.36	0.20	0.16
Retirement (IRA) accounts	0.27	0.15	0.12
Fee Income			
Share draft checking, NSF fee	\$30.08	\$33.61	-\$3.52
Credit cards, late fee	\$24.56	\$34.18	-\$9.62
Mortgages, closing costs	\$1,151.00	\$1,361.00	-\$210.00

Source: Informa Research Services

State Credit Unions' Total Loan Rate Benefits Compared to State Banking Institutions by Loan Type



State Credit Unions' Total Savings Dividend Benefits Compared to State Banking Institutions by Account Type



Estimated Financial Benefits for Ohio Credit Unions

September 2014

<u>Loans</u>	Avg. Balance at Credit Unions (1)	Rate Difference vs. Ohio Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	2,597,687,229	-0.72	\$18,573,464
Used car loans	3,833,709,899	-0.55	\$21,162,079
Personal unsecured loans	563,236,729	-0.89	\$4,990,277
5-year adjustable rate 1st mortgage	1,427,761,518	0.05	-\$756,714
15-year fixed rate 1st mortgage	2,172,270,587	-0.14	\$2,932,565
30-year fixed rate 1st mortgage	1,589,187,465	0.01	-\$95,351
Home equity / 2nd mortgage loans	1,542,319,955	0.15	-\$2,298,057
Credit cards	840,514,701	-4.52	\$30,657,774
Interest rebates in period			\$28,467
Total CU member benefits arising from lower interest rates on loan products:			\$75,194,504
<u>Savings</u>			
Regular shares	6,939,893,942	0.04	\$2,891,622
Share draft checking	2,806,273,326	0.09	\$2,657,923
Money market accounts	4,273,553,712	0.09	\$3,652,258
Certificate accounts	4,697,403,976	0.16	\$7,658,773
Retirement (IRA) accounts	1,882,842,621	0.12	\$2,339,474
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$19,200,051
<u>Fee Income</u>			
Total CU member benefit arising from fewer / lower fees:			\$34,148,900
<u>Total CU member benefit arising from interest rates on loans, savings products and lower fees:</u>			\$128,543,455
<u>Total CU member benefit / member:</u>			\$47
<u>Total CU member benefit / member household:</u>			\$88

Source: Informa Research Services, NCUA, and CUNA

(1) Average balance as of September 2014 and September 2013, according to the NCUA call report.; (2) Source for rates and fees: Informa Research Services;

**Ohio
Performance Profile**

Demographic Information	Sep 14	Sep 13
Number of branches	768	779
Total assets (\$ mil)	25,021	24,268
Total loans (\$ mil)	16,088	15,052
Total surplus funds (\$ mil)	7,944	8,224
Total savings (\$ mil)	21,323	20,959
Total members (thousands)	2,787	2,759
Growth Rates (Trailing 12 months) *		
Total assets	3.9 %	3.8 %
Total loans	7.5 %	9.3 %
Total surplus funds	-2.3 %	-5.0 %
Total savings	2.6 %	3.8 %
Total members	1.9 %	2.3 %
Earnings - Basis Pts. *		
Yield on total assets	333	337
Dividend / interest cost of assets	48	55
Fee & other income	145	183
Operating expense	341	376
Loss Provisions	34	29
Net Income (ROA) after stabilization exp	55	59
Capital adequacy		
Net worth / assets	11.3	11.1
Asset quality *		
Delinquencies / loans	0.9	1.0
Net chargeoffs / average loans	0.5	0.5
Total borrower-bankruptcies	14	14
Bankruptcies per 1000 members	1.7	1.7
Asset/Liability Management		
Loans / savings	75.5	71.8
Loans / assets	64.3	62.0
Long-term assets / assets	31.8	31.4
Core deposits/shares & borrowings	46.4	45.0
Productivity		
Members / potential members	4.1	4.4
Borrowers / members	52.4	51.4
Members / FTE	406	409
Average shares / members (\$)	7,650	7,596
Average loan balances (\$)	11,023	10,604
Salary & Benefits / FTE	60,868	68,052

* Earnings, net chargeoffs, and bankruptcies are year-to-date numbers annualized. Due to significant seasonal variation, balance sheet growth rates are for the trailing 12 months.