

The Benefits of Membership

Customized Analysis of Member Benefits For:

Hawaii

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Prepared by:

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About The Membership Benefits Report

The Membership Benefits report communicates the financial value of credit union membership to credit union staff, members, potential members, community leaders and policy makers. The report compares credit union dividend rates, loan rates, and fees to those of banking institutions in the state¹. It combines those comparisons with the state call report data to develop an overall estimate of the annual financial benefits provided to members.

It is important to remember that the report gives a *conservative* estimate of benefits. For example, it does not consider non-financial benefits such as access to a large ATM network, financial counseling, or auto buying services.

When interpreting the report, remember that any benefit above \$0 means credit unions are delivering financial benefits compared to the average banking institution.

Not all credit unions will deliver lofty financial benefits. Greater financial benefits tend to be found among credit unions that offer a greater variety of services and those with lower operating expense ratios (i.e., higher economies of scale). On the other hand, higher operating expense ratios tend to be associated with other non-financial benefits, such as personalized “high-touch” services.

The report measures benefits at one distinct point in time. Operational and strategic decisions – building new branches, expanding fields of membership, introducing new products – will undoubtedly be reflected in credit union pricing decisions (and estimated benefit levels).

¹ The source for banking institution interest rate and fee data is Datatrac. Datatrac is the nation’s leading rate survey firm and tracks interest rates at over 15,000 institutions nationally.

Hawaii

The Benefits of Membership

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

The Credit Union National Association (CUNA) estimates that Hawaii credit unions provided \$107,837,298 in direct financial benefits to the state's 790,338 members during the twelve months ending December 2007.

These benefits are equivalent to \$136 per member or \$259 per member household ⁽¹⁾.

The per-member and per-household benefits delivered by Hawaii 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 Hawaii credit unions.

Consider this:

Financing a \$25,000 new automobile for 60 months at a Hawaii credit union will save members an average \$272 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.

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

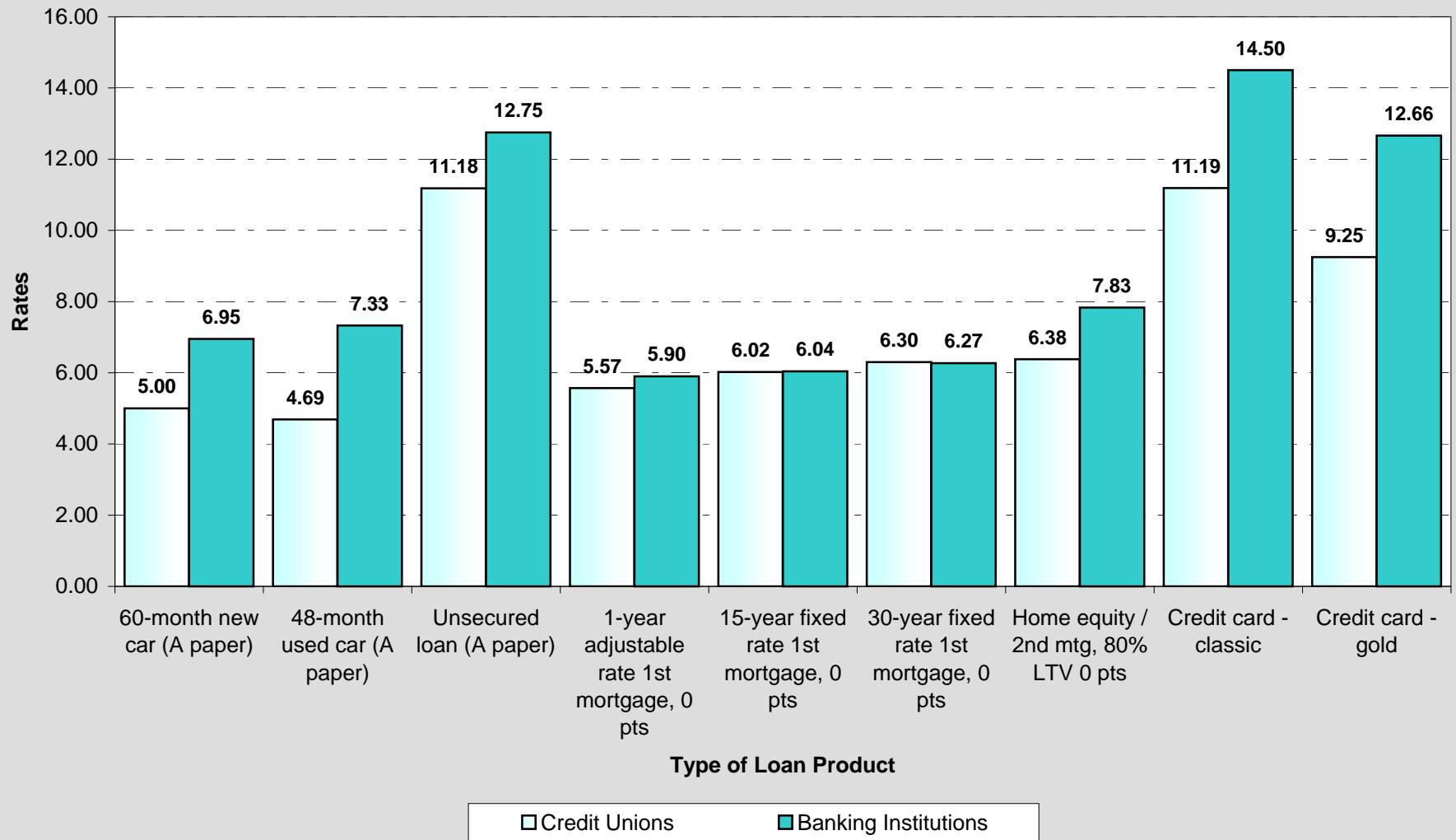
Hawaii credit unions also pay members higher average dividends on the following accounts: regular savings, share draft checking, money market accounts, certificate accounts, IRAs.



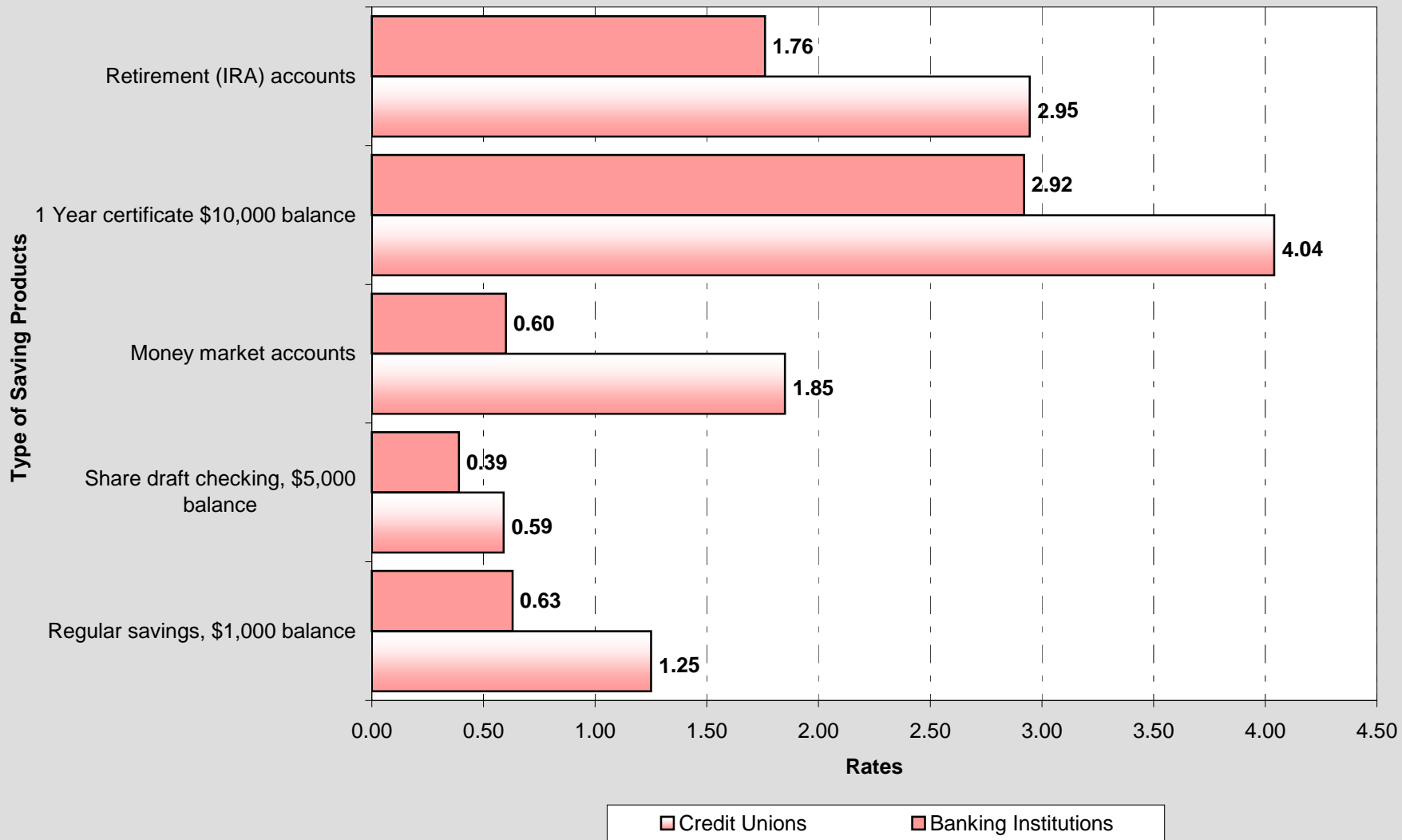
Source: Datatrac, NCUA, and CUNA.

(1) Assumes 1.9 credit union members per household.

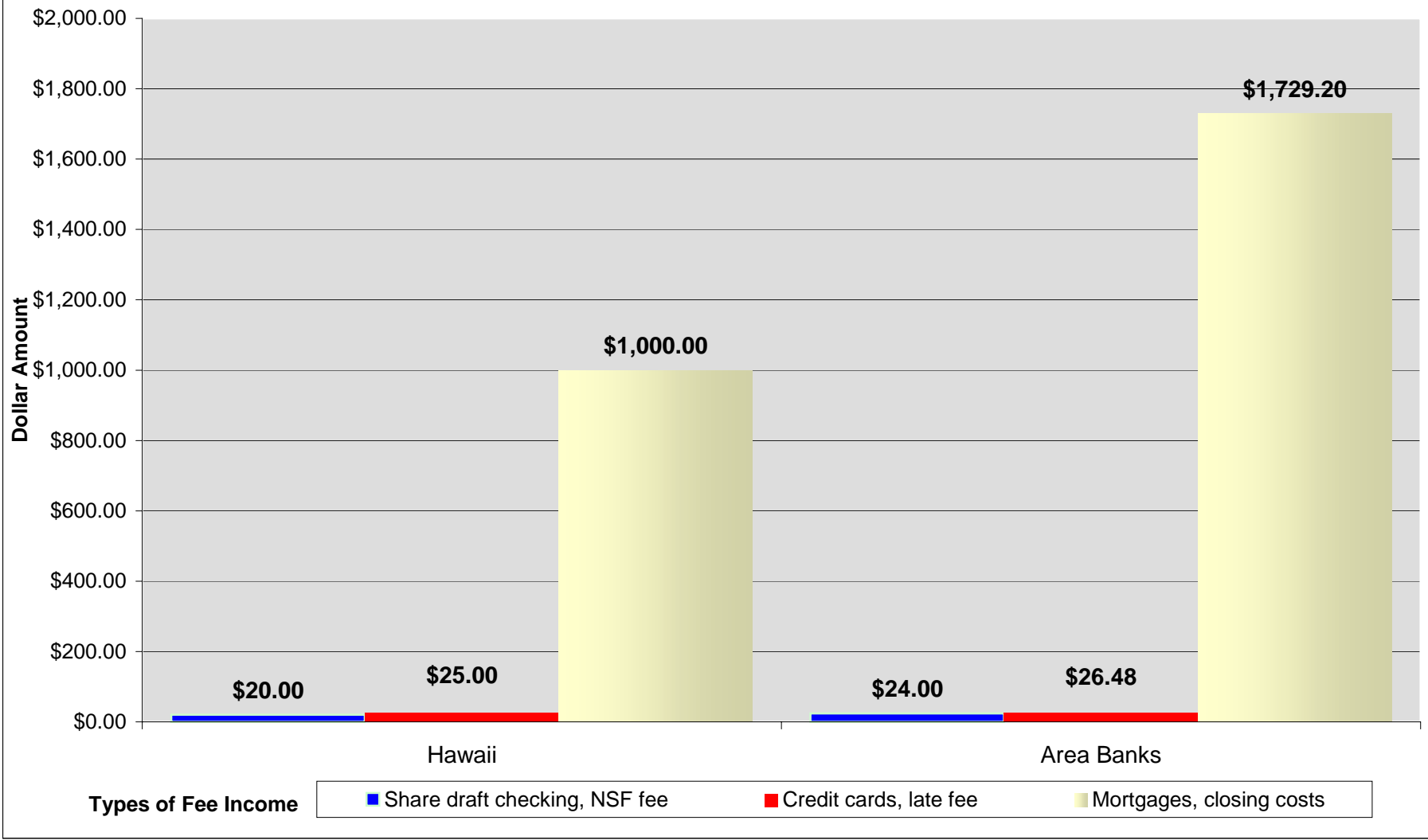
Recent Comparative Interest Rates for Loan Products Credit Unions vs. Banking Institutions



Recent Comparative Interest Rates for Credit Unions Saving Products Credit Unions vs. Banking Institutions



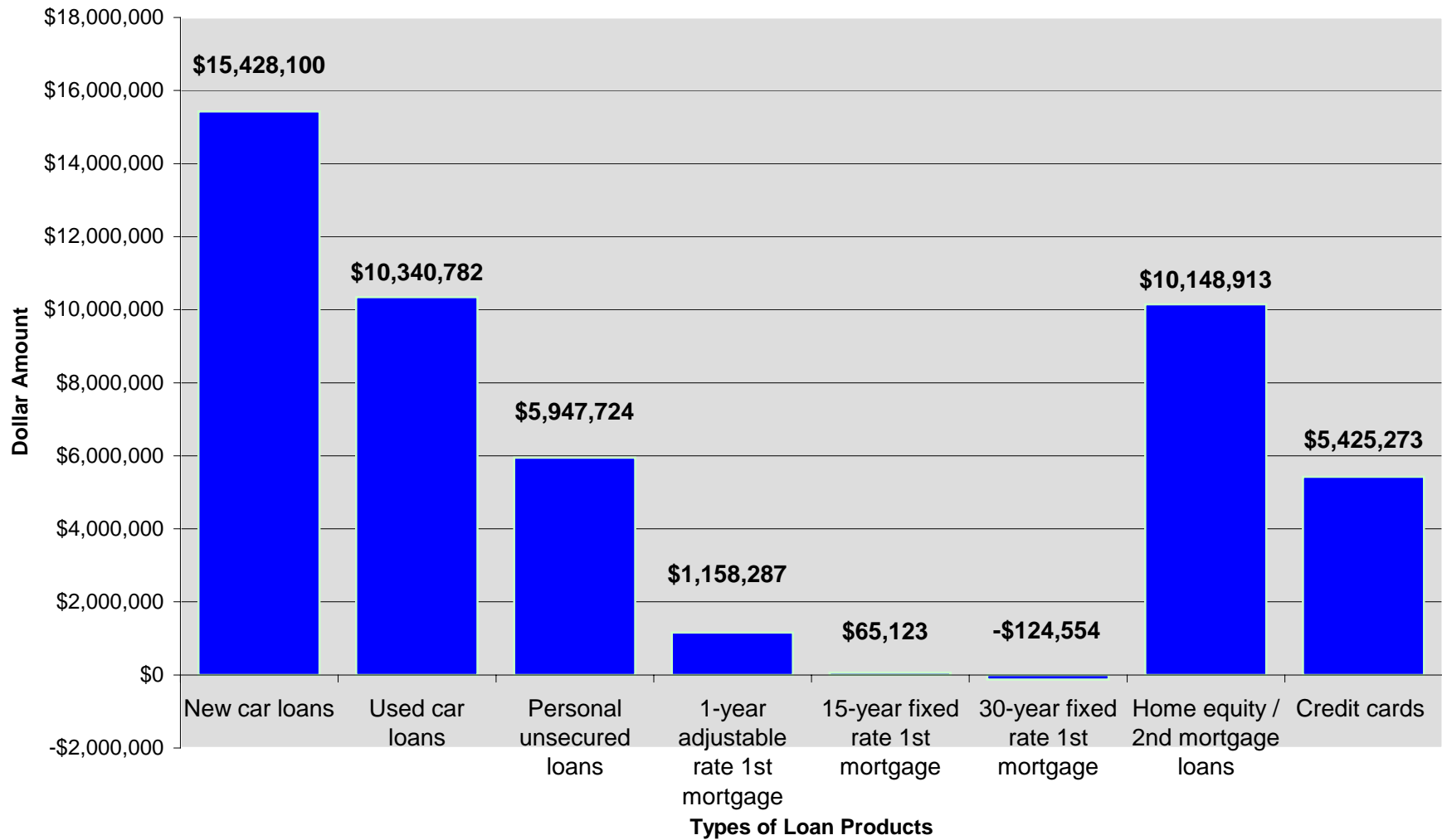
Selected Credit Union Fees compared to Banking Institutions



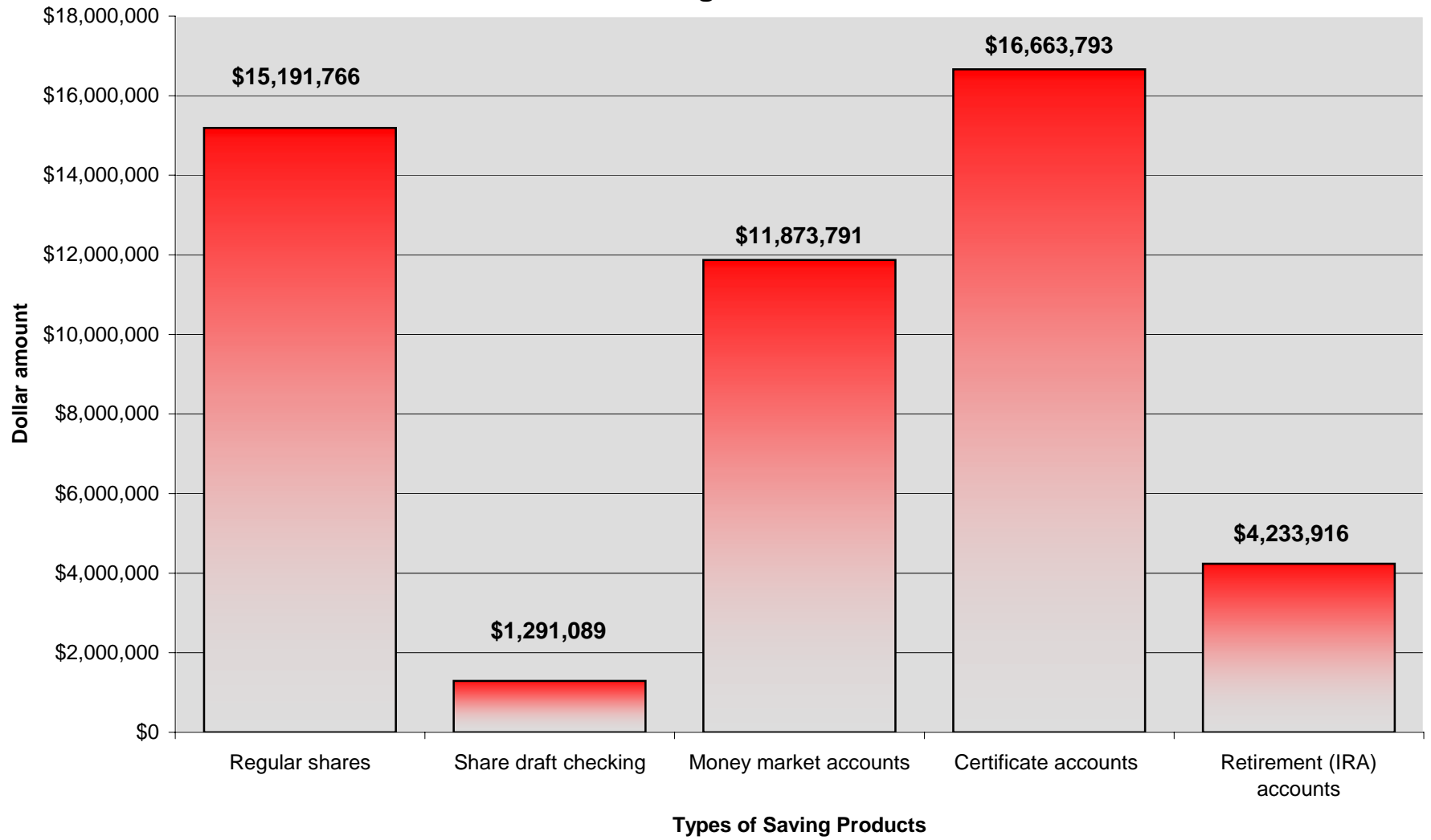
**Recent Interest Rates at Credit Unions
and
Banking Institutions in Hawaii**

Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	5.00	6.95	-1.95
48-month used car (A paper)	4.69	7.33	-2.64
Unsecured loan (A paper)	11.18	12.75	-1.57
1-year adjustable rate 1st mortgage, 0 pts	5.57	5.90	-0.33
15-year fixed rate 1st mortgage, 0 pts	6.02	6.04	-0.02
30-year fixed rate 1st mortgage, 0 pts	6.30	6.27	0.03
Home equity / 2nd mtg, 80% LTV 0 pts	6.38	7.83	-1.45
Credit card - classic	11.19	14.50	-3.31
Credit card - gold	9.25	12.66	-3.41
Savings Products			
Regular savings, \$1,000 balance	1.25	0.63	0.62
Share draft checking, \$5,000 balance	0.59	0.39	0.20
Money market accounts	1.85	0.60	1.25
1 Year certificate \$10,000 balance	4.04	2.92	1.12
Retirement (IRA) accounts	2.95	1.76	1.19
Fee Income			
Share draft checking, NSF fee	\$20.00	\$24.00	-\$4.00
Credit cards, late fee	\$25.00	\$26.48	-\$1.48
Mortgages, closing costs	\$1,000.00	\$1,729.20	-\$729.20

Estimated Credit Union Loan Rate Benefits vs. Banking Institutions



Estimated Credit Union Savings Dividend Benefits vs. Banking Institutions



Estimated Hawaii Credit Unions Financial Benefits Year-End 2007

<u>Loans</u>	Avg. Balance at Credit Unions (1)	Rate Difference vs. Hawaii Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	791,184,593	-1.95	\$15,428,100
Used car loans	391,696,301	-2.64	\$10,340,782
Personal unsecured loans	378,835,914	-1.57	\$5,947,724
1-year adjustable rate 1st mortgage	350,996,074	-0.33	\$1,158,287
15-year fixed rate 1st mortgage	325,615,641	-0.02	\$65,123
30-year fixed rate 1st mortgage	415,179,072	0.03	-\$124,554
Home equity / 2nd mortgage loans	699,925,056	-1.45	\$10,148,913
Credit cards	162,676,859	-3.31	\$5,425,273
Interest rebates in period			\$1,277,790
Total CU member benefits arising from lower interest rates on loan products:			\$49,667,439
<u>Savings</u>			
Regular shares	2,450,284,790	0.62	\$15,191,766
Share draft checking	645,544,593	0.20	\$1,291,089
Money market accounts	949,903,306	1.25	\$11,873,791
Certificate accounts	1,487,838,669	1.12	\$16,663,793
Retirement (IRA) accounts	357,292,497	1.19	\$4,233,916
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on saving products:			\$49,254,355
<u>Fee Income</u>			
Total CU member benefit arising from fewer/lower fees:			\$8,915,504
Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$107,837,298
Total CU member benefit / member:			\$136
Total CU member benefit / member household:			\$259

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of year-end 2005 and year-end 2004, according to the NCUA call report.; (2) Credit union rates provided by individual credit union, bank rates provided by Datatrac;

Hawaii
Performance Profile

Demographic Information	Dec-07	Dec-06
Number of branches	167	164
Total assets (\$ mil)	7,341,198,268	6,927,989,906
Total loans (\$ mil)	3,948,786,129	3,613,311,170
Total surplus funds (\$ mil)	3,104,539,349	3,057,945,751
Total savings (\$ mil)	6,331,551,637	5,968,953,250
Total members (thousands)	859,071	824,760
Growth Rates		
Total assets	6.2 %	1.1 %
Total loans	9.5 %	9.5 %
Total surplus funds	1.8 %	-8.0 %
Total savings	6.3 %	0.3 %
Total members	4.5 %	3.8 %
Earnings - Basis Pts.		
Yield on total assets	553	502
- Dividend/interest cost of assets	213	166
+ Fee & other income	85	73
- Operating expense	316	303
- Loss Provisions	24	23
= Net Income (ROA)	84	83
Capital adequacy		
Net worth / assets	12.7	12.7
Asset quality		
Delinquencies / loans	0.8	0.6
Net chargeoffs / average loans	0.4	0.4
Total borrower-bankruptcies	4	5
Bankruptcies per 1000 members	0.4	0.6
Asset/Liability Management		
Loans / savings	62.4	60.5
Loans / assets	53.8	52.2
Long-term assets / assets	27.7	25.9
Core deposits/shares & borrowings	49.8	53.7
Productivity		
Members/potential members	15.7	16.2
Borrowers/members	39.1	41.2
Members/FTE	409	397
Average shares/members (\$)	7,370	7,237
Average loan balances (\$)	11,768	10,629
Salary & Benefits/FTE	52,485	48,925