

# ***The Benefits of Membership***

*Customized Analysis of Member Benefits For:*

**Indiana**

***September 2009***

*Prepared by:*

***Credit Union National Association  
Economics and Statistics Department***



## **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 state<sup>1</sup>. 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).

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<sup>1</sup> 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.

# Indiana

## *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 Indiana credit unions provided \$215,695,774 in direct financial benefits to the state's 2,226,125 members during the twelve months ending September 2009.

**These benefits are equivalent to \$79 per member or \$149 per member household <sup>(1)</sup>.**

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

Consider this:

**Financing a \$25,000 new automobile for 60 months at a Indiana credit union will save members an average \$167 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.

Indiana credit unions excel in providing member benefits on many loan and saving products. In particular, Indiana 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, .

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

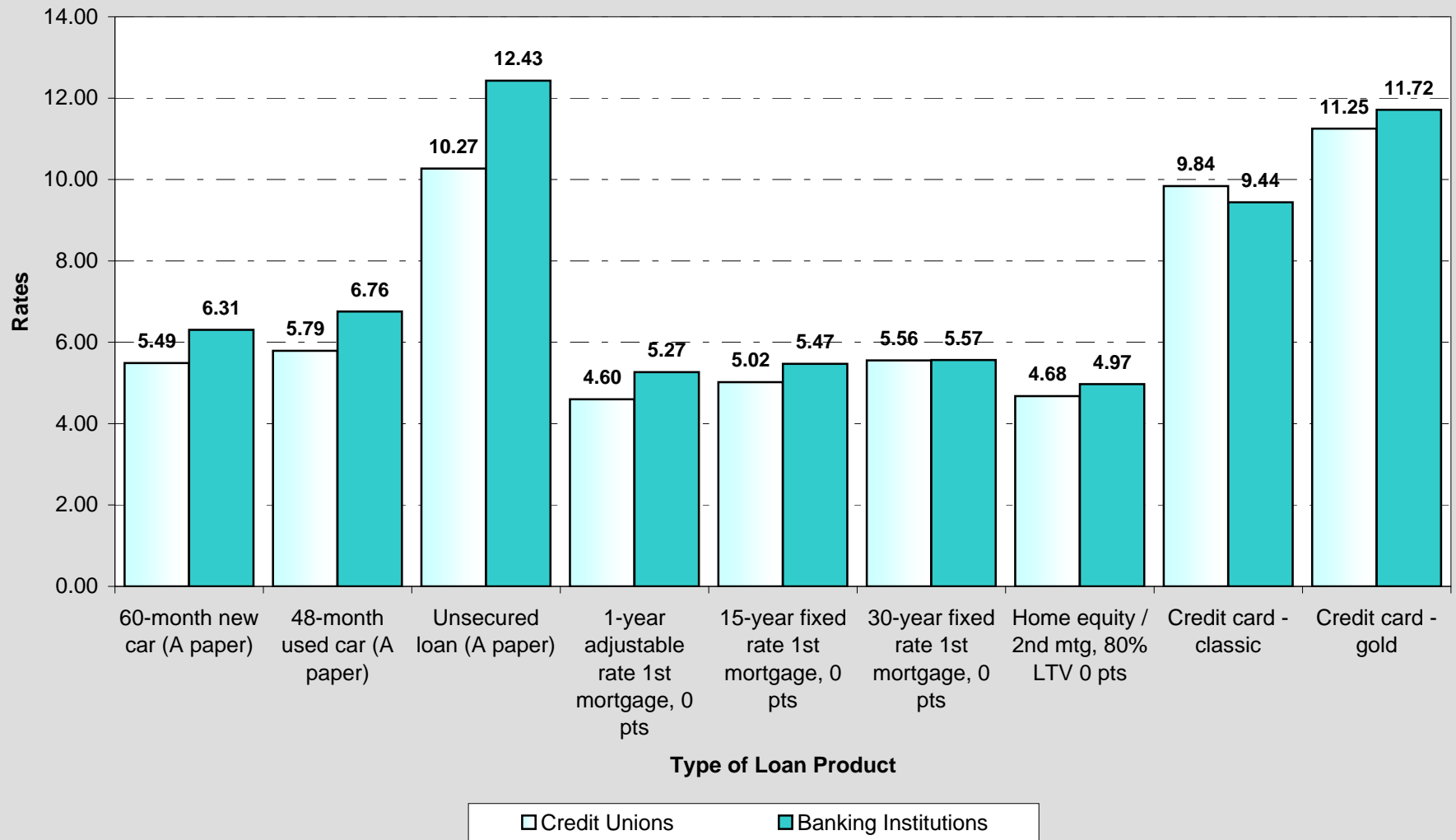


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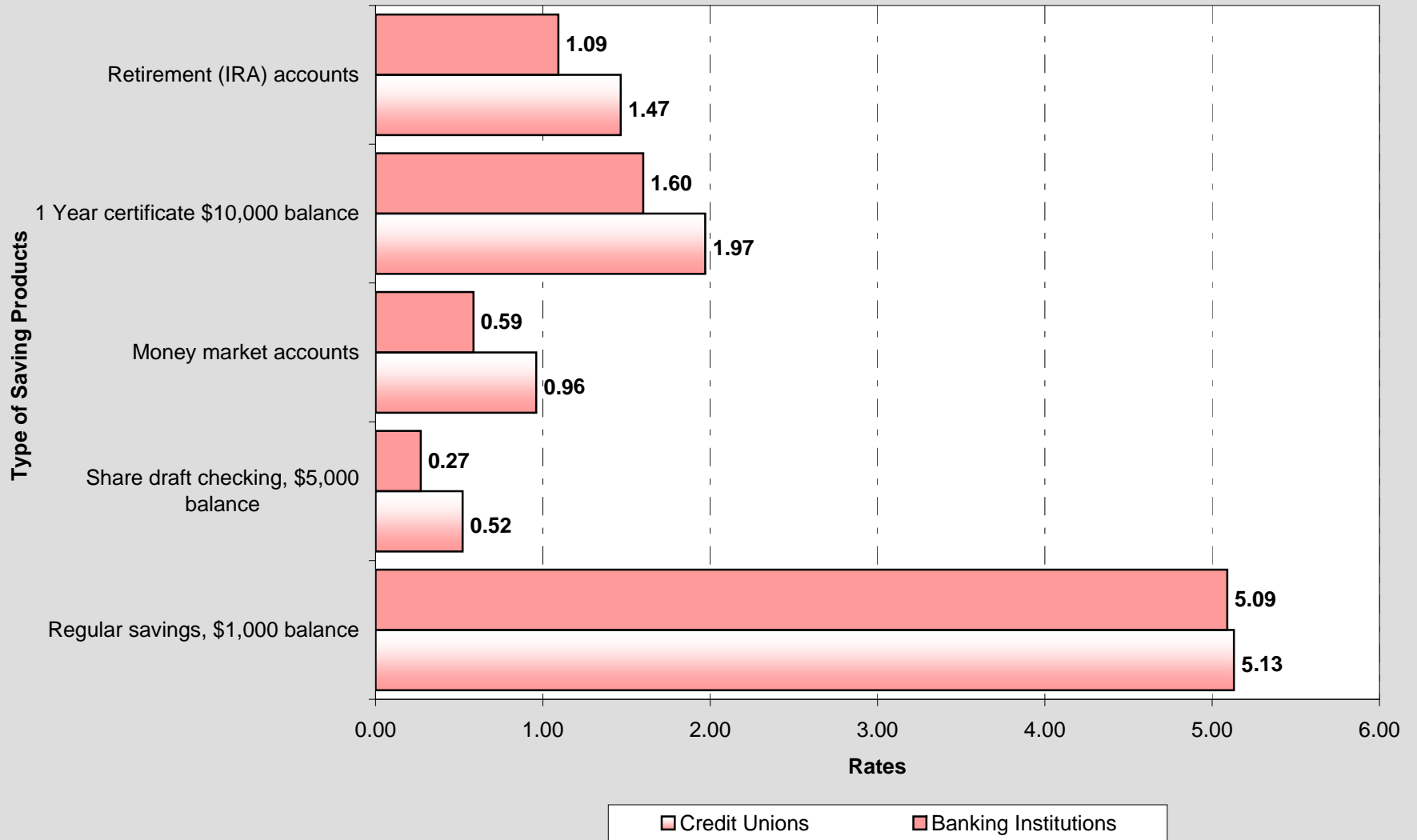
Source: Datatrac, NCUA, and CUNA.

(1)Assumes 1.9 credit union members per household.

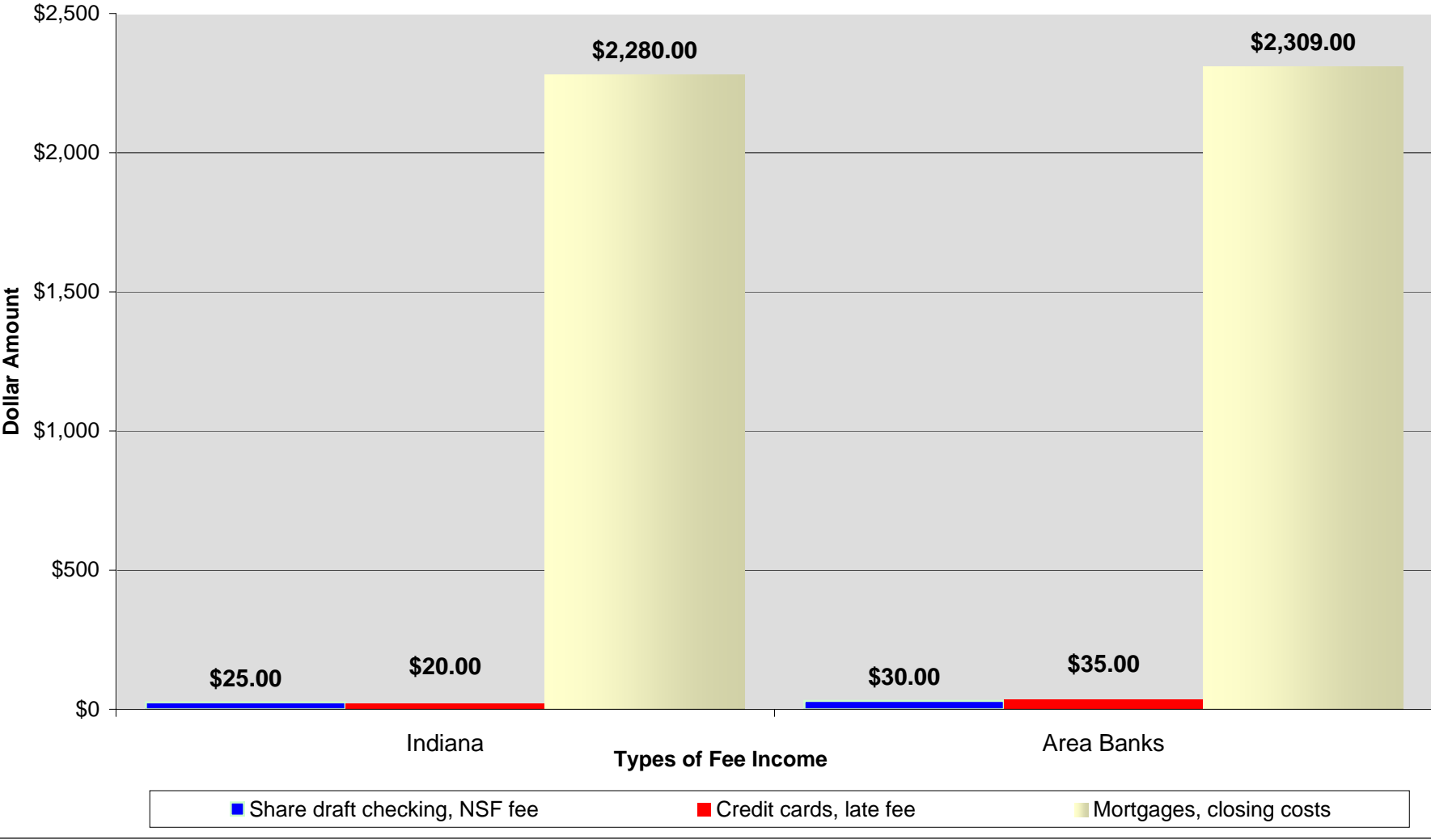
## Recent Comparative Interest Rates for Loan Products Credit Unions vs. Banking Institutions



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



### Selected Third Quarter 2009 Credit Union Fees compared to Banking Institutions

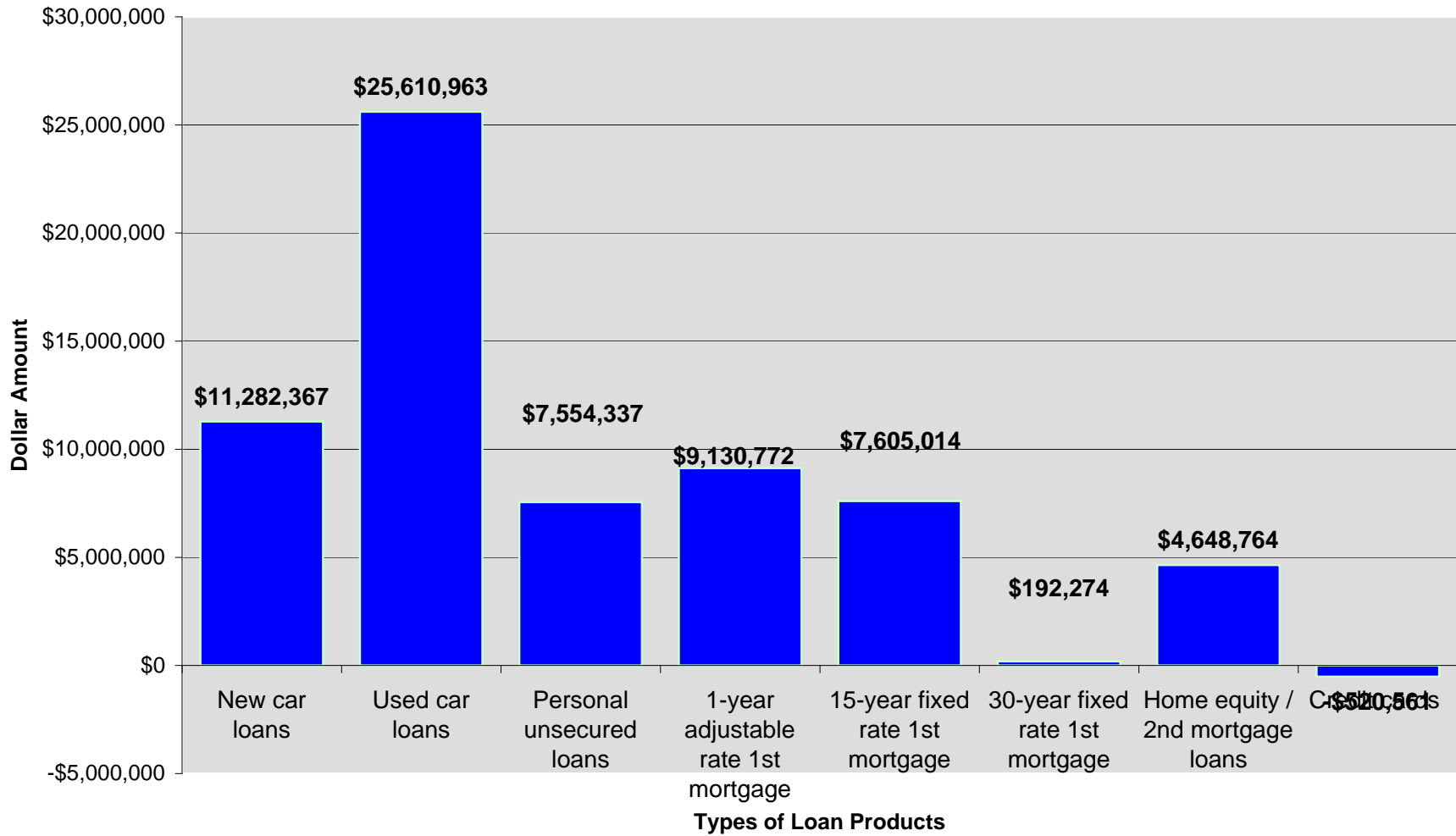


**Indiana**  
**Credit Union and Banking Instituion**  
**Third Quarter 2009 Average Interest Rates and Fees**

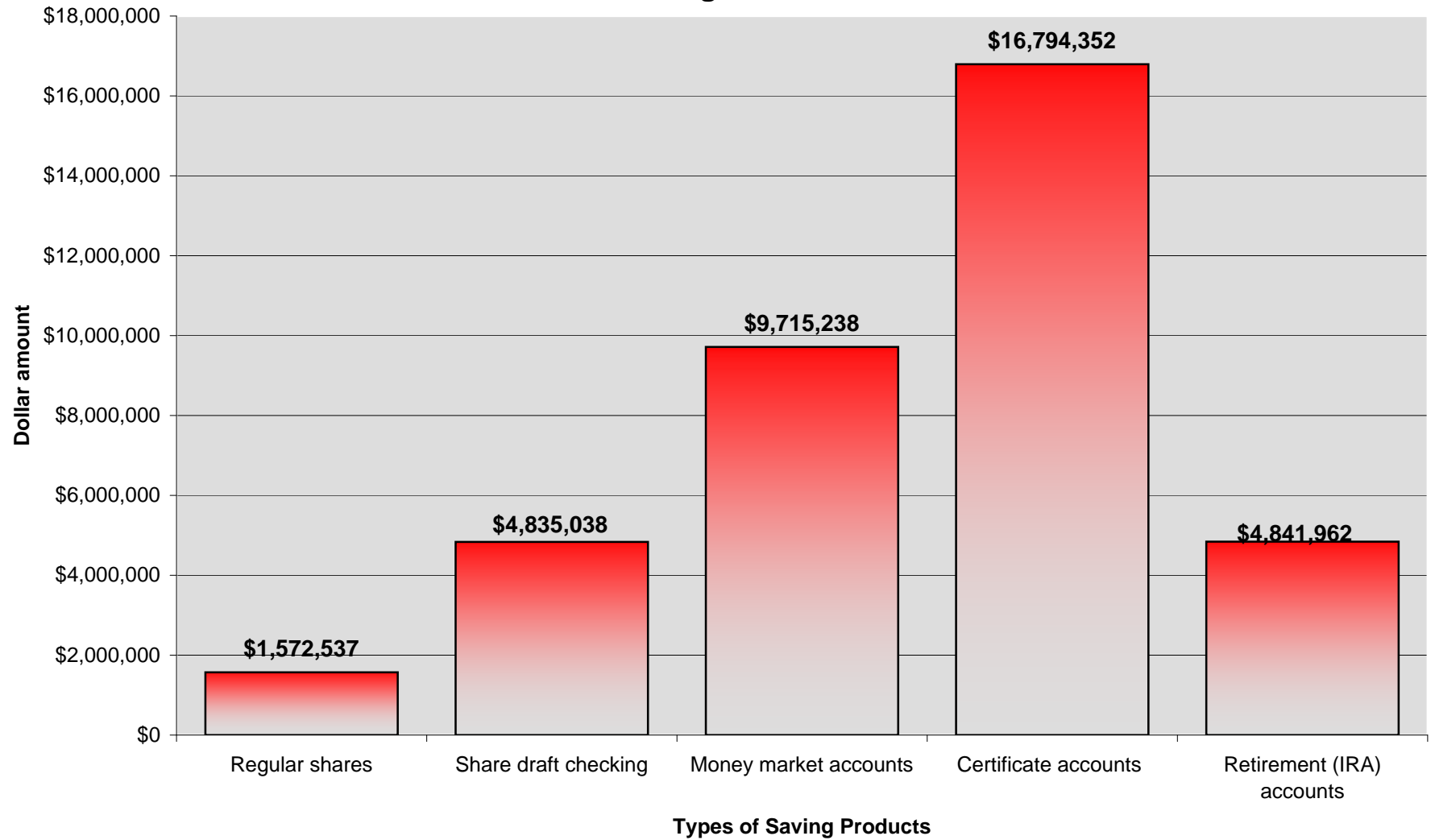
<b>Loan Products</b>	<b>Average Rate at Credit Unions (%)</b>	<b>Average Rate at Banks (%)</b>	<b>Rate Difference vs. Banks (%)</b>
60-month new car (A paper)	5.49	6.31	-0.82
48-month used car (A paper)	5.79	6.76	-0.97
Unsecured loan (A paper)	10.27	12.43	-2.16
1-year adjustable rate 1st mortgage, 0 pts	4.60	5.27	-0.67
15-year fixed rate 1st mortgage, 0 pts	5.02	5.47	-0.45
30-year fixed rate 1st mortgage, 0 pts	5.56	5.57	-0.01
Home equity / 2nd mtg, 80% LTV 0 pts	4.68	4.97	-0.30
Credit card - classic	9.84	9.44	0.40
Credit card - gold	11.25	11.72	-0.47
<b>Savings Products</b>			
Regular savings, \$1,000 balance	5.13	5.09	0.04
Share draft checking, \$5,000 balance	0.52	0.27	0.25
Money market accounts	0.96	0.59	0.38
1 Year certificate \$10,000 balance	1.97	1.60	0.37
Retirement (IRA) accounts	1.47	1.09	0.37
<b>Fee Income</b>			
Share draft checking, NSF fee	\$25.00	\$30.00	-\$5.00
Credit cards, late fee	\$20.00	\$35.00	-\$15.00
Mortgages, closing costs	\$2,280.00	\$2,309.00	-\$29.00

Source: Datatrac

## Estimated Credit Union Loan Rate Benefits vs. Banking Institutions



## Estimated Credit Union Savings Dividend Benefits vs. Banking Institutions



## Estimated Indiana Credit Unions Financial Benefits Third Quarter 2009

<u>Loans</u>	Avg. Balance at Credit Unions (1)	Rate Difference vs. Indiana Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	1,384,339,539	-0.82	\$11,282,367
Used car loans	2,653,985,807	-0.97	\$25,610,963
Personal unsecured loans	349,737,836	-2.16	\$7,554,337
1-year adjustable rate 1st mortgage	1,373,048,437	-0.67	\$9,130,772
15-year fixed rate 1st mortgage	1,690,003,193	-0.45	\$7,605,014
30-year fixed rate 1st mortgage	1,922,735,777	-0.01	\$192,274
Home equity / 2nd mortgage loans	1,575,852,321	-0.30	\$4,648,764
Credit cards	283,298,379	0.40	-\$520,561
Interest rebates in period			\$35,598
<b>Total CU member benefits arising from lower interest rates on loan products:</b>			<b>\$65,539,529</b>
<u>Savings</u>			
Regular shares	3,931,343,610	0.04	\$1,572,537
Share draft checking	1,934,015,235	0.25	\$4,835,038
Money market accounts	2,590,730,042	0.38	\$9,715,238
Certificate accounts	4,539,014,051	0.37	\$16,794,352
Retirement (IRA) accounts	1,299,855,596	0.37	\$4,841,962
Bonus dividends in period			\$0
<b>Total CU member benefit arising from higher interest rates on saving products:</b>			<b>\$37,759,127</b>
<u>Fee Income</u>			
<b>Total CU member benefit arising from fewer/lower fees:</b>			<b>\$37,091,141</b>
<b>Total CU member benefit arising from interest rates on loan and savings products and lower fees:</b>			<b>\$140,389,798</b>
<b>Total CU member benefit / member:</b>			<b>\$63</b>
<b>Total CU member benefit / member household:</b>			<b>\$120</b>

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of year-end 2007 and year-end 2008, according to the NCUA call report.; (2) Source for rates and fees: Datatrac;

**Indiana**  
**Performance Profile**

<b>Demographic Information</b>	<b>Sep-09</b>	<b>Sep-08</b>
Number of branches	615	632
Total assets (\$ mil)	18,236	17,016
Total loans (\$ mil)	12,241	11,843
Total surplus funds (\$ mil)	5,310	4,491
Total savings (\$ mil)	15,282	14,169
Total members (thousands)	2,246	2,244
<b>Growth Rates (Year-to-date)</b>		
Total assets	7.0 %	5.0 %
Total loans	2.8 %	3.8 %
Total surplus funds	18.1 %	8.7 %
Total savings	7.7 %	5.5 %
Total members	0.9 %	1.5 %
<b>Earnings - Basis Pts.</b>		
Yield on total assets	490	551
Dividend/interest cost of assets	175	235
Fee & other income *	159	145
Operating expense	347	363
Loss Provisions	63	47
Net Income (ROA) after stabilization exp *	31	52
<b>Capital adequacy</b>		
Net worth / assets	10.5	11.2
<b>Asset quality</b>		
Delinquencies / loans	1.1	0.8
Net chargeoffs / average loans	0.8	0.6
Total borrower-bankruptcies	36	25
Bankruptcies per 1000 members	3.2	2.3
<b>Asset/Liability Management</b>		
Loans / savings	80.1	83.6
Loans / assets	67.1	69.6
Long-term assets / assets	40.9	33.2
Core deposits/shares & borrowings	39.2	38.6
<b>Productivity</b>		
Members/potential members	10.7	10.5
Borrowers/members	43.1	42.6
Members/FTE	370	366
Average shares/members (\$)	6,803	6,313
Average loan balances (\$)	12,645	12,382
Salary & Benefits/FTE	51,756	49,636

**\*Credit unions did not uniformly report stabilization expenses or reversals of the expense. Therefore, some income and expense ratios are not comparable to previous periods. Use extreme caution when coming to conclusions from this data.**