

The Benefits of Membership

Customized Analysis of Member Benefits For:

Louisiana

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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.

Louisiana

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 Louisiana credit unions provided \$139,473,499 in direct financial benefits to the state's 1,110,670 members during the twelve months ending December 2007.

These benefits are equivalent to \$126 per member or \$239 per member household ⁽¹⁾.

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

Consider this:

Financing a \$25,000 new automobile for 60 months at a Louisiana credit union will save members an average \$199 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.

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

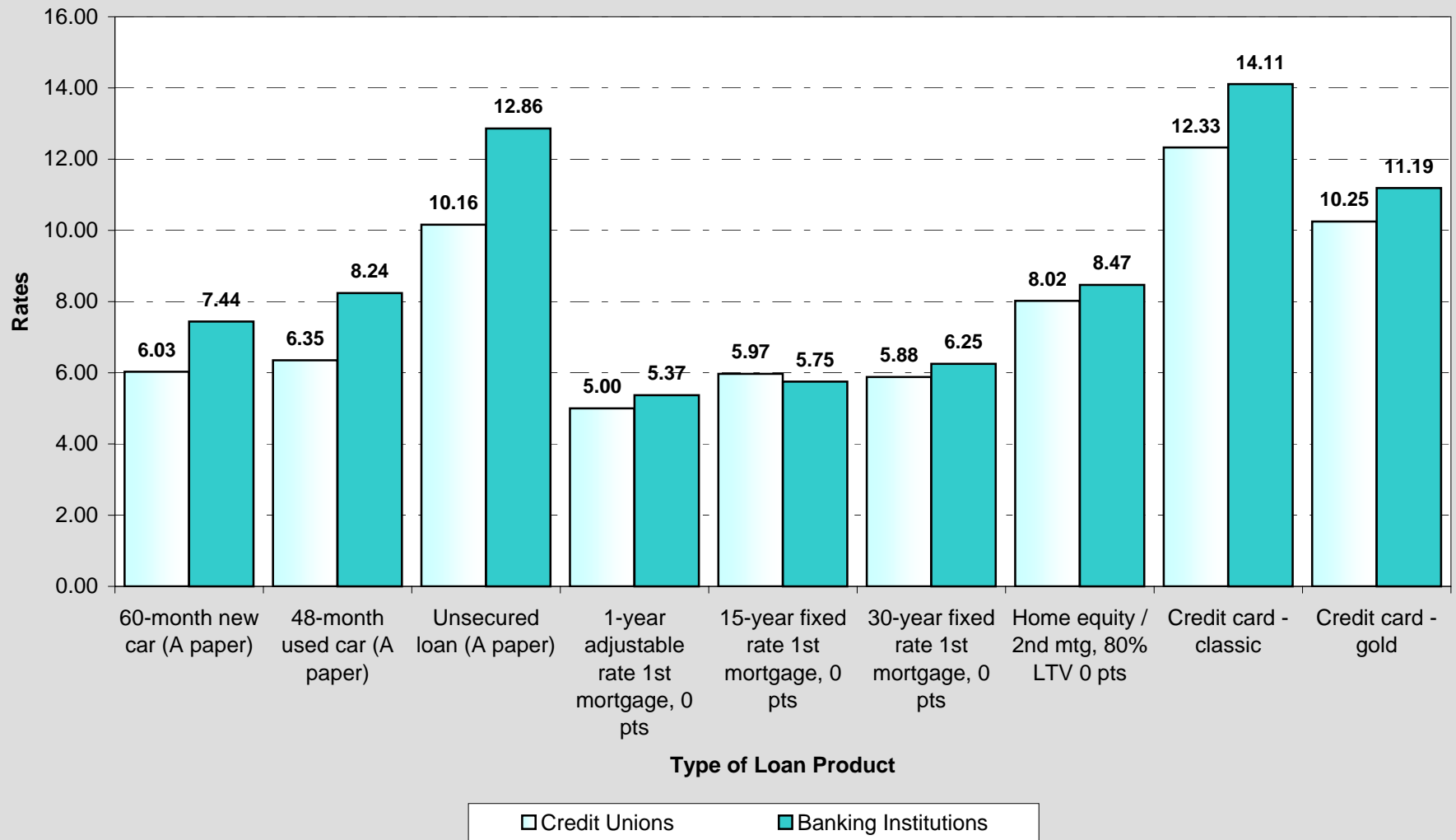
Louisiana credit unions also pay members higher average dividends on the following accounts: regular savings, share draft checking, money market accounts, certificate accounts, IRAs.



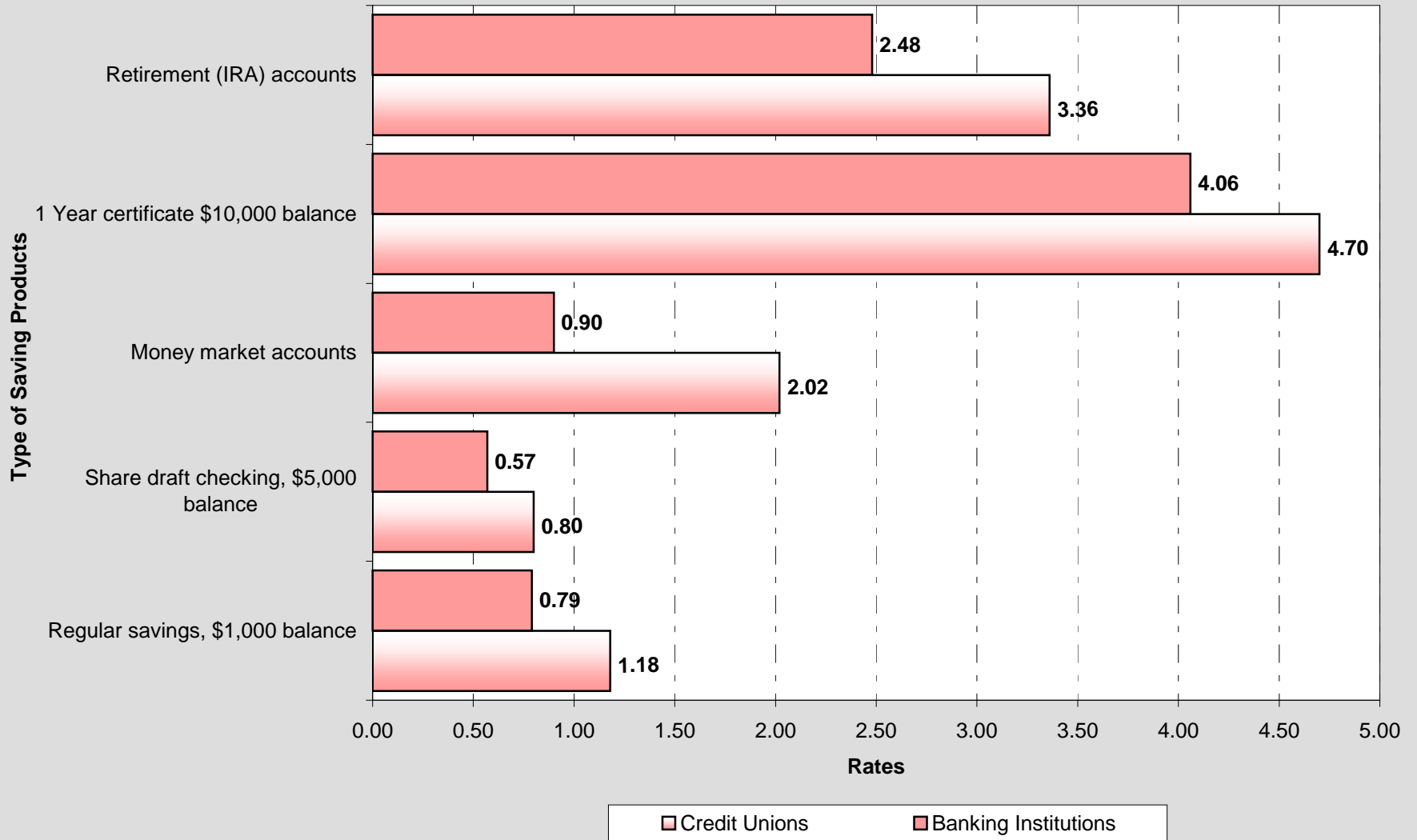
Source: Datatrac, NCUA, and CUNA.

(1)Assumes 1.9 credit union members per household.

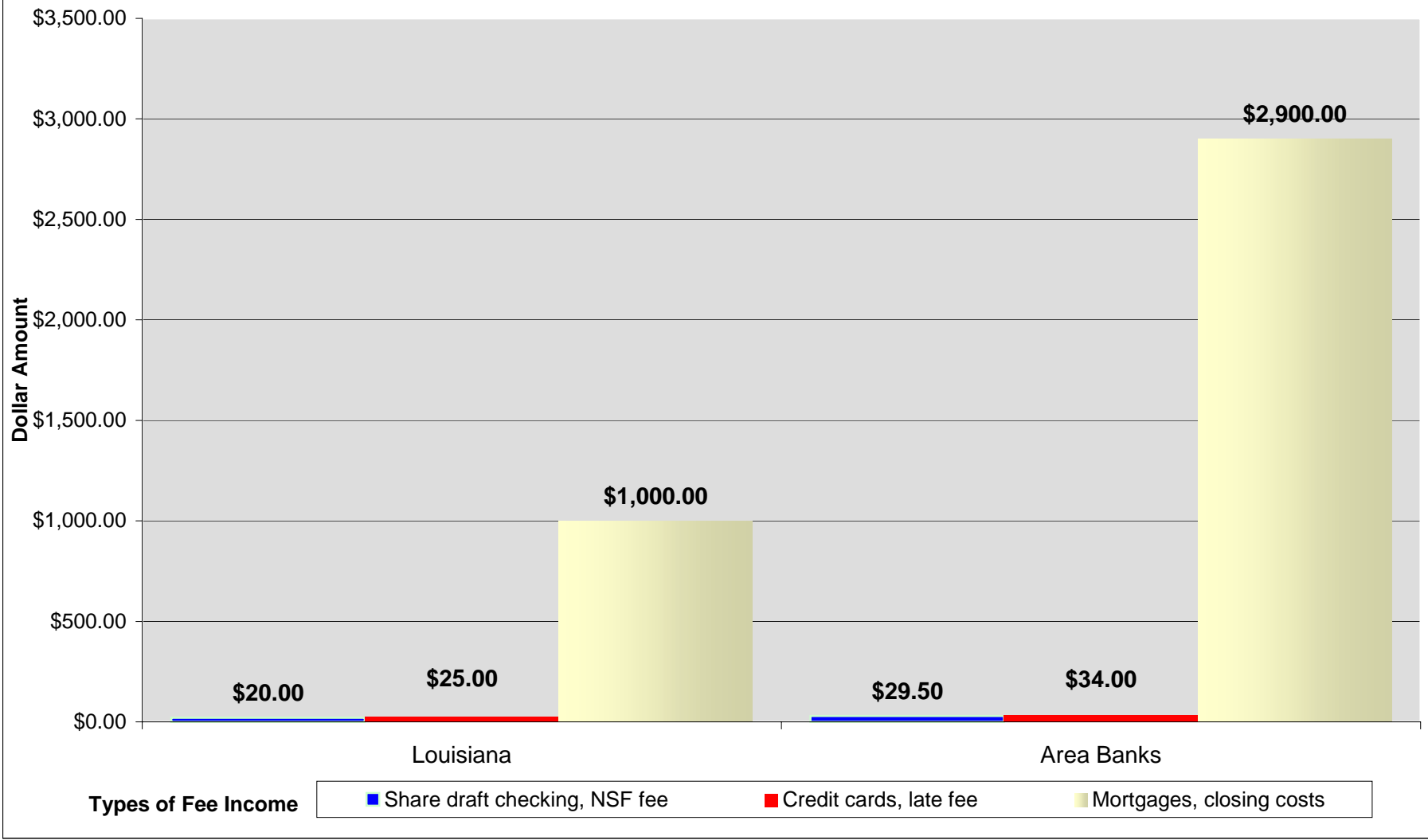
Recent Comparative Interest Rates for Loan Products Credit Unions vs. Banking Institutions



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



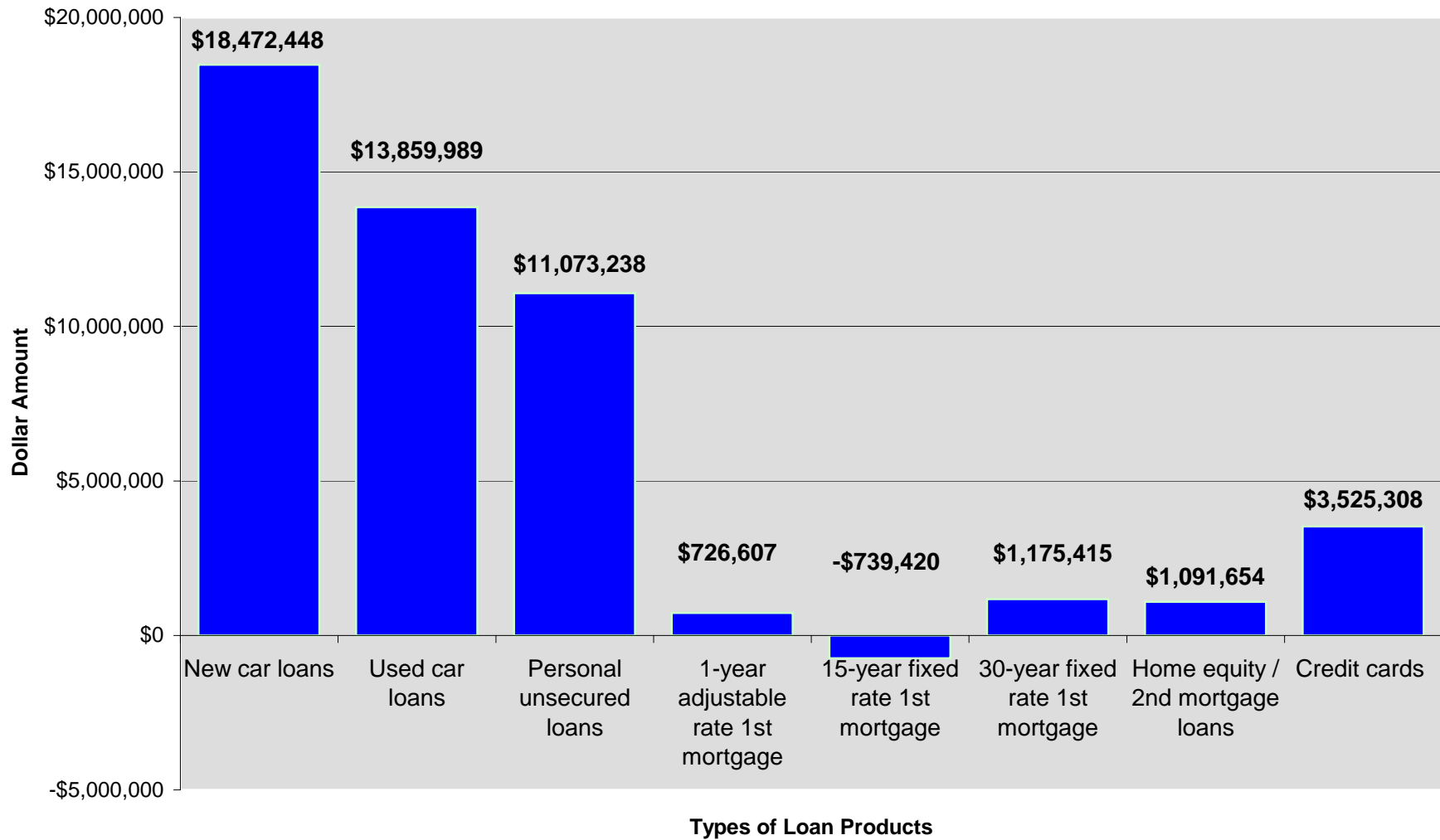
Selected Credit Union Fees compared to Banking Institutions



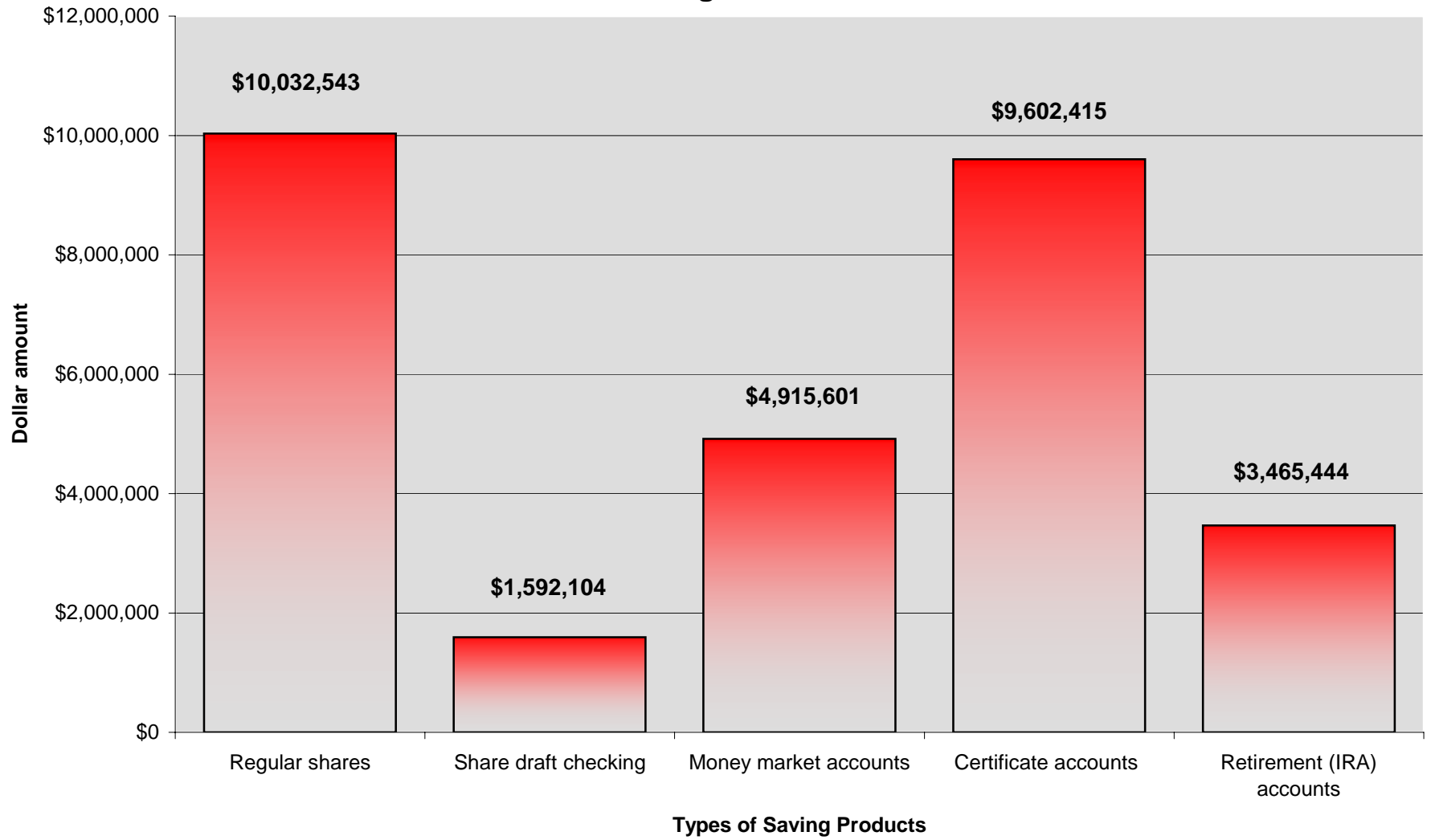
**Recent Interest Rates at Credit Unions
and
Banking Institutions in Louisiana**

Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	6.03	7.44	-1.41
48-month used car (A paper)	6.35	8.24	-1.89
Unsecured loan (A paper)	10.16	12.86	-2.70
1-year adjustable rate 1st mortgage, 0 pts	5.00	5.37	-0.37
15-year fixed rate 1st mortgage, 0 pts	5.97	5.75	0.22
30-year fixed rate 1st mortgage, 0 pts	5.88	6.25	-0.37
Home equity / 2nd mtg, 80% LTV 0 pts	8.02	8.47	-0.45
Credit card - classic	12.33	14.11	-1.78
Credit card - gold	10.25	11.19	-0.94
Savings Products			
Regular savings, \$1,000 balance	1.18	0.79	0.39
Share draft checking, \$5,000 balance	0.80	0.57	0.23
Money market accounts	2.02	0.90	1.12
1 Year certificate \$10,000 balance	4.70	4.06	0.64
Retirement (IRA) accounts	3.36	2.48	0.88
Fee Income			
Share draft checking, NSF fee	\$20.00	\$29.50	-\$9.50
Credit cards, late fee	\$25.00	\$34.00	-\$9.00
Mortgages, closing costs	\$1,000.00	\$2,900.00	-\$1,900.00

Estimated Credit Union Loan Rate Benefits vs. Banking Institutions



Estimated Credit Union Savings Dividend Benefits vs. Banking Institutions



Estimated Louisiana Credit Unions Financial Benefits Year-End 2007

<u>Loans</u>	Avg. Balance at Credit Unions (1)	Rate Difference vs. Louisiana Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	1,310,102,665	-1.41	\$18,472,448
Used car loans	733,332,769	-1.89	\$13,859,989
Personal unsecured loans	410,119,921	-2.70	\$11,073,238
1-year adjustable rate 1st mortgage	196,380,393	-0.37	\$726,607
15-year fixed rate 1st mortgage	336,099,920	0.22	-\$739,420
30-year fixed rate 1st mortgage	317,679,852	-0.37	\$1,175,415
Home equity / 2nd mortgage loans	242,589,697	-0.45	\$1,091,654
Credit cards	224,541,921	-1.78	\$3,525,308
Interest rebates in period			\$268,368
Total CU member benefits arising from lower interest rates on loan products:			\$49,453,608
<u>Savings</u>			
Regular shares	2,572,446,864	0.39	\$10,032,543
Share draft checking	692,219,206	0.23	\$1,592,104
Money market accounts	438,892,985	1.12	\$4,915,601
Certificate accounts	1,500,377,289	0.64	\$9,602,415
Retirement (IRA) accounts	393,800,447	0.88	\$3,465,444
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on saving products:			\$29,608,107
<u>Fee Income</u>			
Total CU member benefit arising from fewer/lower fees:			\$60,411,784
Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$139,473,499
Total CU member benefit / member:			\$126
Total CU member benefit / member household:			\$239

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;

**Louisiana
Performance Profile**

Demographic Information	Dec-07	Dec-06
Number of branches	418	405
Total assets (\$ mil)	6,720,742,359	6,433,952,671
Total loans (\$ mil)	4,242,563,536	4,019,087,185
Total surplus funds (\$ mil)	2,166,010,590	2,125,565,037
Total savings (\$ mil)	5,767,249,425	5,527,006,030
Total members (thousands)	1,116,736	1,107,448
Growth Rates		
Total assets	4.6 %	-1.1 %
Total loans	5.7 %	8.0 %
Total surplus funds	2.1 %	-16.0 %
Total savings	4.5 %	-2.4 %
Total members	1.1 %	1.0 %
Earnings - Basis Pts.		
Yield on total assets	603	571
- Dividend/interest cost of assets	226	187
+ Fee & other income	182	161
- Operating expense	442	417
- Loss Provisions	30	31
= Net Income (ROA)	87	98
Capital adequacy		
Net worth / assets	13.6	13.3
Asset quality		
Delinquencies / loans	1.1	1.2
Net chargeoffs / average loans	0.5	0.6
Total borrower-bankruptcies	9	8
Bankruptcies per 1000 members	2.0	1.7
Asset/Liability Management		
Loans / savings	73.6	72.7
Loans / assets	63.1	62.5
Long-term assets / assets	18.4	17.1
Core deposits/shares & borrowings	55.8	60.0
Productivity		
Members/potential members	12.3	13.7
Borrowers/members	44.7	43.6
Members/FTE	345	352
Average shares/members (\$)	5,164	4,991
Average loan balances (\$)	8,495	8,316
Salary & Benefits/FTE	44,109	42,265