

# ***The Benefits of Membership***

*Customized Analysis of Member Benefits For:*

## **Mississippi**

*December 2007*

*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.

# Mississippi

## 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 Mississippi credit unions provided \$76,978,804 in direct financial benefits to the state's 528,355 members during the twelve months ending December 2007.

**These benefits are equivalent to \$146 per member or \$277 per member household <sup>(1)</sup>.**

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

Consider this:

**Financing a \$25,000 new automobile for 60 months at a Mississippi credit union will save members an average \$306 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.

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

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

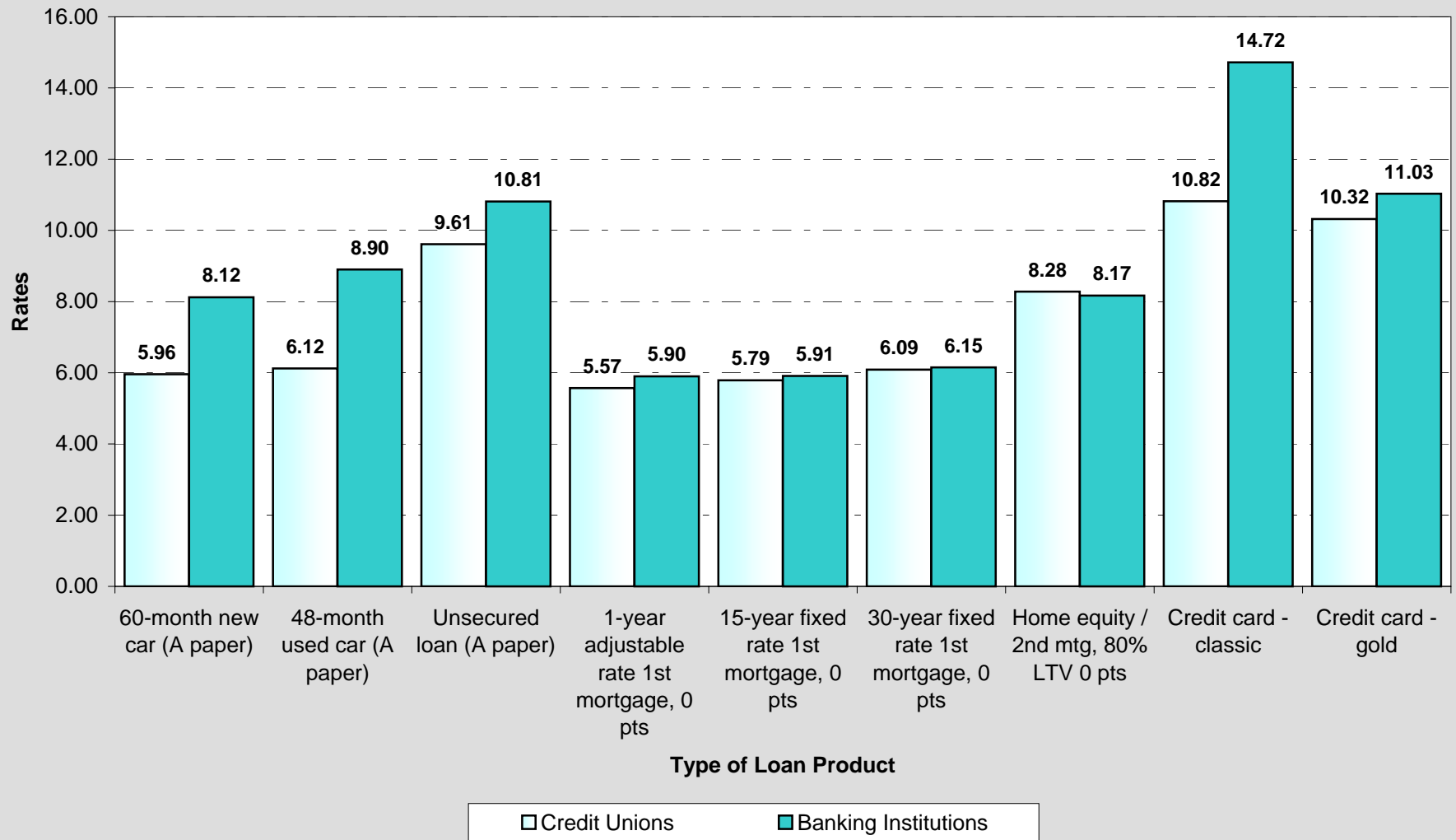


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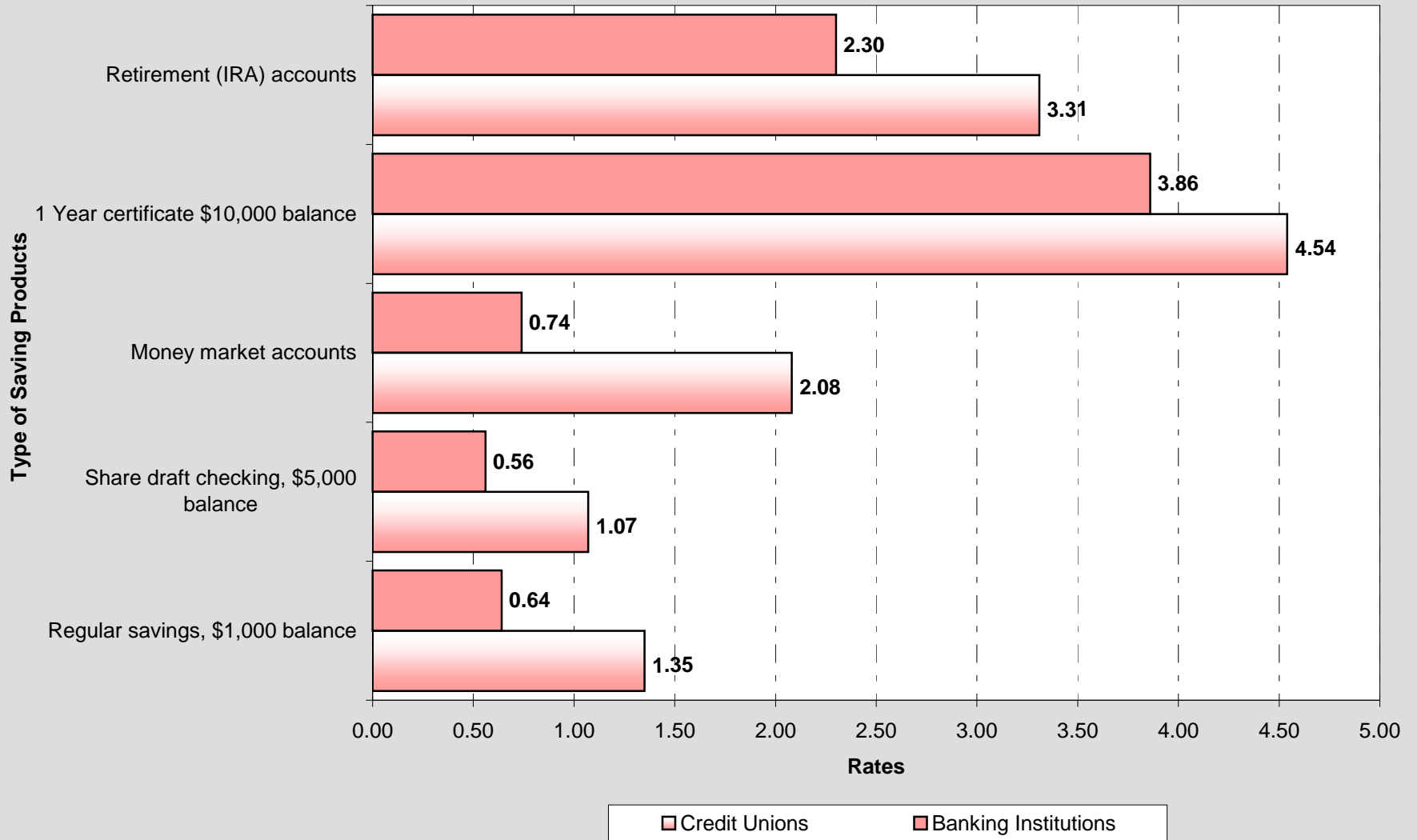
Source: Datatrac, NCUA, and CUNA.

(1) Assumes 1.9 credit union members per household.

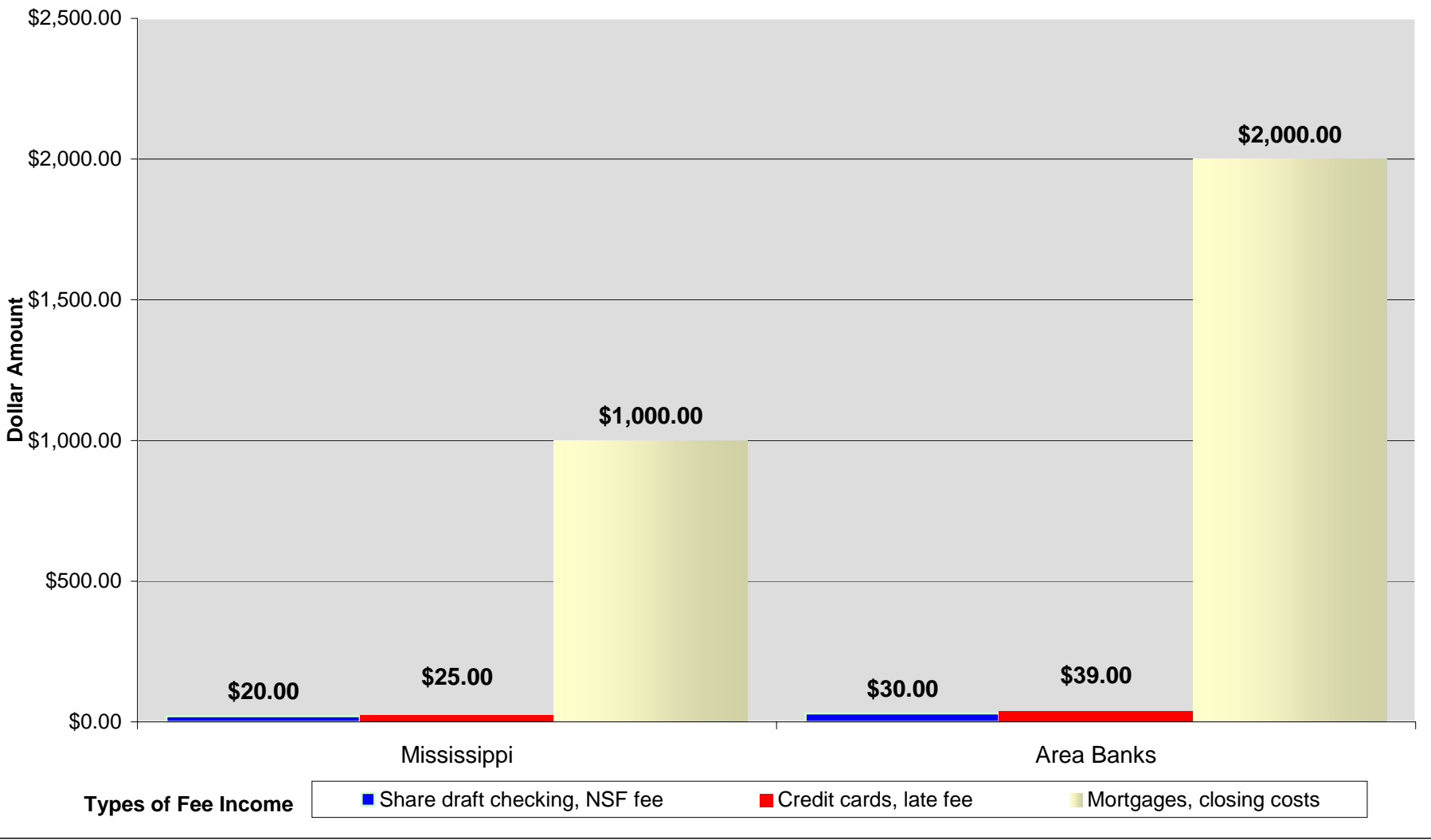
## Recent Comparative Interest Rates for Loan Products Credit Unions vs. Banking Institutions



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



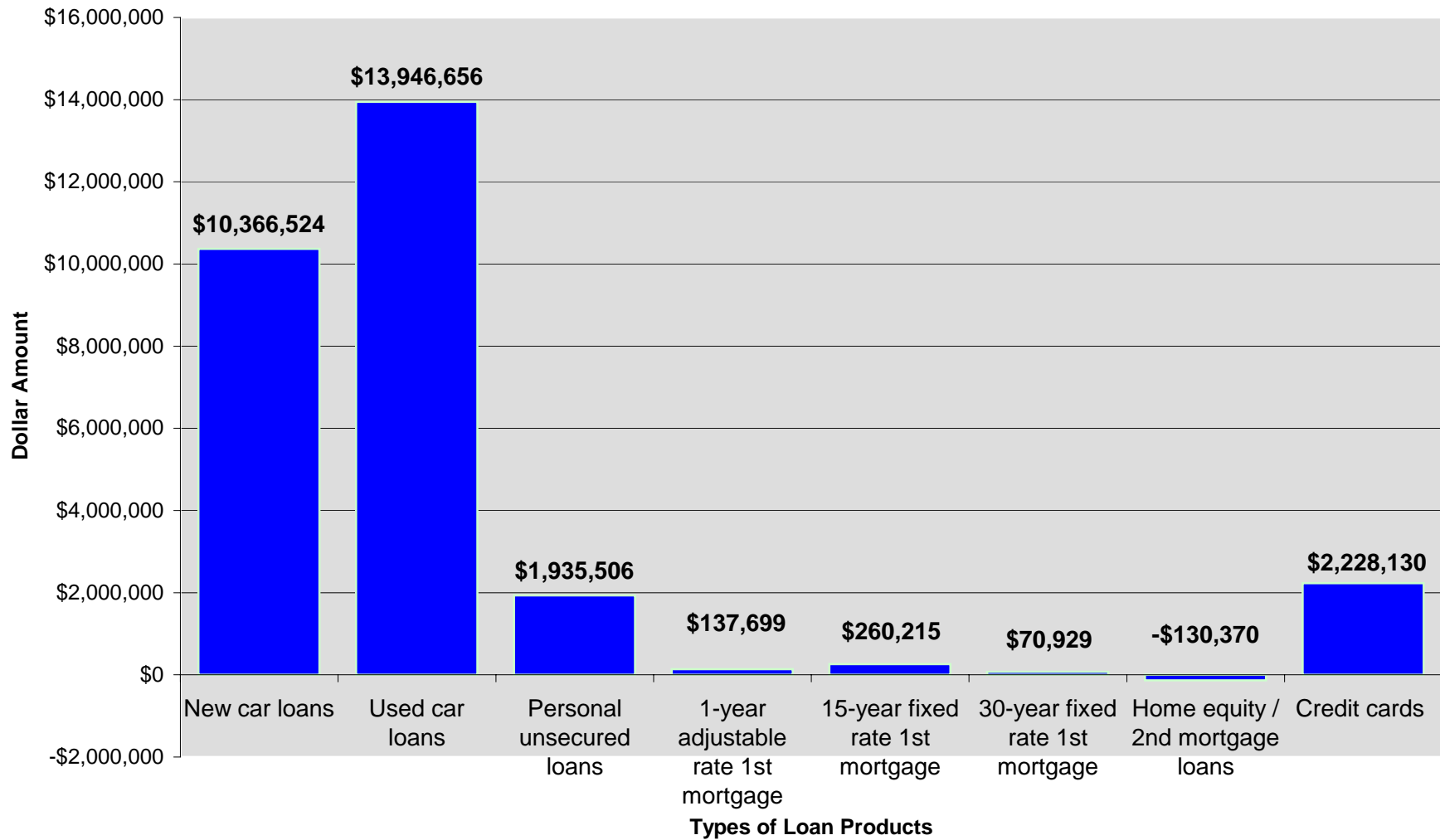
## Selected Credit Union Fees compared to Banking Institutions



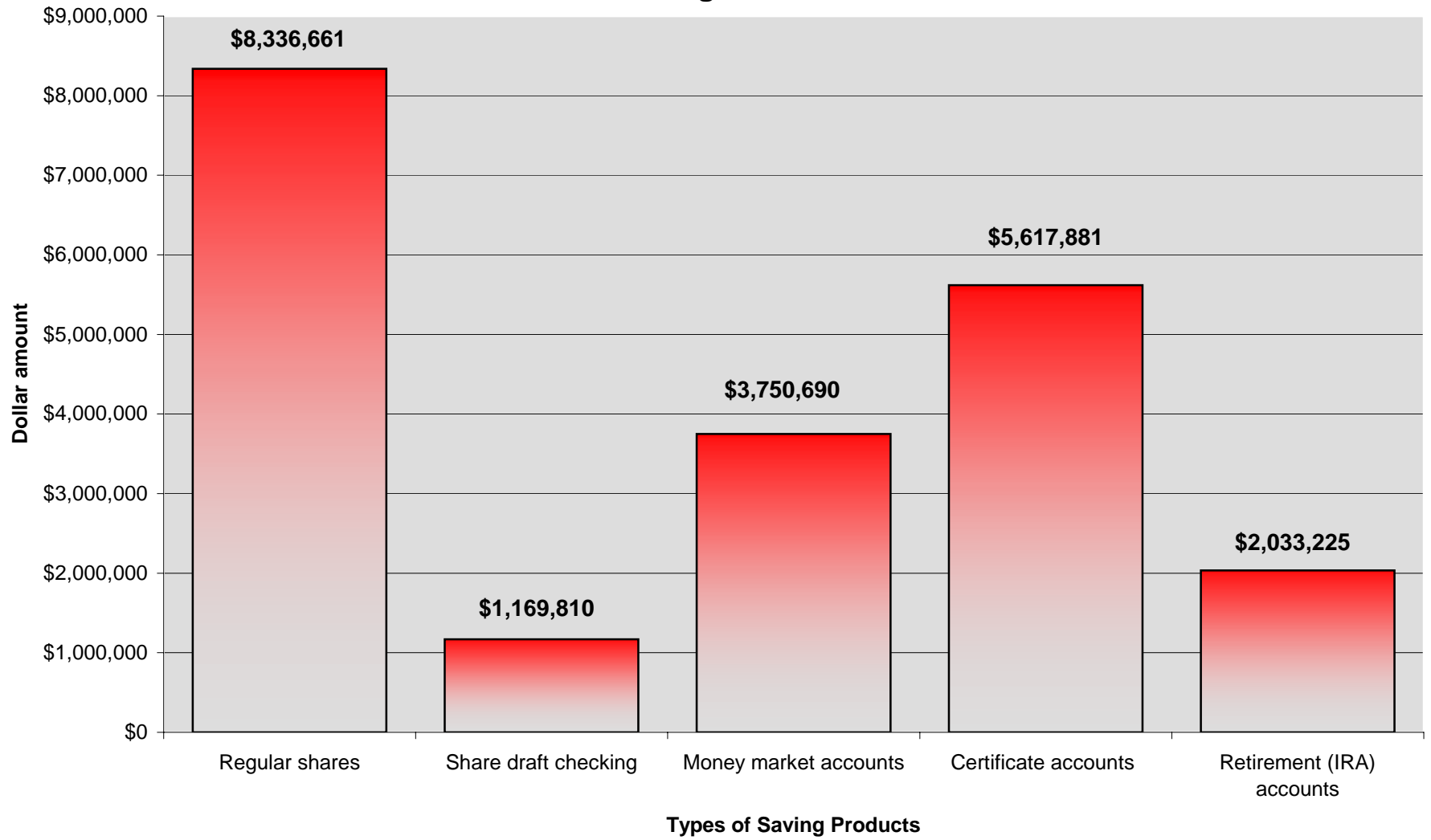
**Recent Interest Rates at Credit Unions  
and  
Banking Institutions in Mississippi**

<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)	5.96	8.12	-2.16
48-month used car (A paper)	6.12	8.90	-2.78
Unsecured loan (A paper)	9.61	10.81	-1.20
1-year adjustable rate 1st mortgage, 0 pts	5.57	5.90	-0.33
15-year fixed rate 1st mortgage, 0 pts	5.79	5.91	-0.12
30-year fixed rate 1st mortgage, 0 pts	6.09	6.15	-0.06
Home equity / 2nd mtg, 80% LTV 0 pts	8.28	8.17	0.11
Credit card - classic	10.82	14.72	-3.90
Credit card - gold	10.32	11.03	-0.71
<b>Savings Products</b>			
Regular savings, \$1,000 balance	1.35	0.64	0.71
Share draft checking, \$5,000 balance	1.07	0.56	0.51
Money market accounts	2.08	0.74	1.34
1 Year certificate \$10,000 balance	4.54	3.86	0.68
Retirement (IRA) accounts	3.31	2.30	1.01
<b>Fee Income</b>			
Share draft checking, NSF fee	\$20.00	\$30.00	-\$10.00
Credit cards, late fee	\$25.00	\$39.00	-\$14.00
Mortgages, closing costs	\$1,000.00	\$2,000.00	-\$1,000.00

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



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



## Estimated Mississippi Credit Unions Financial Benefits Year-End 2007

<u>Loans</u>	Avg. Balance at Credit Unions (1)	Rate Difference vs. Mississippi Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	479,931,684	-2.16	\$10,366,524
Used car loans	501,678,270	-2.78	\$13,946,656
Personal unsecured loans	161,292,197	-1.20	\$1,935,506
1-year adjustable rate 1st mortgage	41,726,991	-0.33	\$137,699
15-year fixed rate 1st mortgage	216,846,040	-0.12	\$260,215
30-year fixed rate 1st mortgage	118,214,314	-0.06	\$70,929
Home equity / 2nd mortgage loans	118,518,333	0.11	-\$130,370
Credit cards	71,817,252	-3.90	\$2,228,130
Interest rebates in period			\$11,410
<b>Total CU member benefits arising from lower interest rates on loan products:</b>			<b>\$28,826,700</b>
<u>Savings</u>			
Regular shares	1,174,177,561	0.71	\$8,336,661
Share draft checking	229,374,569	0.51	\$1,169,810
Money market accounts	279,902,265	1.34	\$3,750,690
Certificate accounts	826,158,975	0.68	\$5,617,881
Retirement (IRA) accounts	201,309,411	1.01	\$2,033,225
Bonus dividends in period			\$0
<b>Total CU member benefit arising from higher interest rates on saving products:</b>			<b>\$20,908,267</b>
<u>Fee Income</u>			
<b>Total CU member benefit arising from fewer/lower fees:</b>			<b>\$27,243,837</b>
<b>Total CU member benefit arising from interest rates on loan and savings products and lower fees:</b>			<b>\$76,978,804</b>
<b>Total CU member benefit / member:</b>			<b>\$146</b>
<b>Total CU member benefit / member household:</b>			<b>\$277</b>

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;

**Mississippi  
Performance Profile**

<b>Demographic Information</b>	<b>Dec-07</b>	<b>Dec-06</b>
Number of branches	156	155
Total assets (\$ mil)	3,270,949,326	3,140,212,672
Total loans (\$ mil)	1,932,557,395	1,811,505,603
Total surplus funds (\$ mil)	1,191,381,872	1,187,880,458
Total savings (\$ mil)	2,758,294,297	2,714,435,302
Total members (thousands)	533,932	524,476
<b>Growth Rates</b>		
Total assets	4.3 %	-1.0 %
Total loans	6.8 %	5.4 %
Total surplus funds	0.4 %	-10.5 %
Total savings	1.7 %	-1.4 %
Total members	2.1 %	3.2 %
<b>Earnings - Basis Pts.</b>		
Yield on total assets	580	532
- Dividend/interest cost of assets	271	229
+ Fee & other income	191	162
- Operating expense	354	325
- Loss Provisions	31	19
= Net Income (ROA)	113	121
<b>Capital adequacy</b>		
Net worth / assets	13.1	12.3
<b>Asset quality</b>		
Delinquencies / loans	0.9	0.8
Net chargeoffs / average loans	0.5	0.4
Total borrower-bankruptcies	9	6
Bankruptcies per 1000 members	1.7	1.1
<b>Asset/Liability Management</b>		
Loans / savings	70.1	66.7
Loans / assets	59.1	57.7
Long-term assets / assets	18.5	15.8
Core deposits/shares & borrowings	47.7	54.2
<b>Productivity</b>		
Members/potential members	16.2	18.1
Borrowers/members	42.4	40.6
Members/FTE	418	429
Average shares/members (\$)	5,166	5,176
Average loan balances (\$)	8,530	8,503
Salary & Benefits/FTE	43,662	40,182