

# ***The Benefits of Membership***

*Customized Analysis of Member Benefits For:*

**Ohio**

***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).

---

<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.

# Ohio

## *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 Ohio credit unions provided \$183,074,902 in direct financial benefits to the state's 2,617,454 members during the twelve months ending September 2009.

**These benefits are equivalent to \$70 per member or \$133 per member household <sup>(1)</sup>.**

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 \$25,000 new automobile for 60 months at a Ohio credit union will save members an average \$116 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 saving 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-adjustable rate, home equity loans, 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.

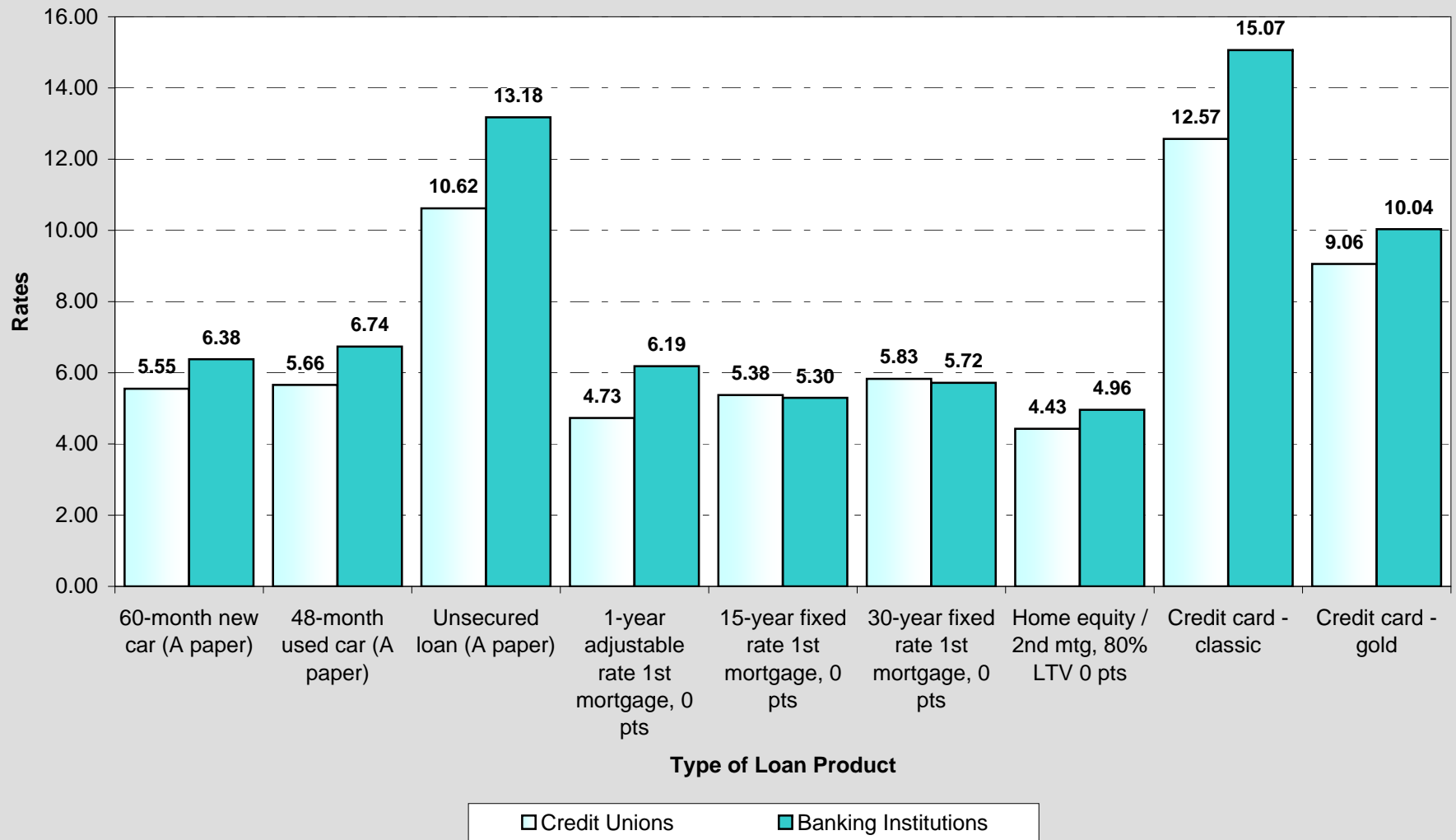


---

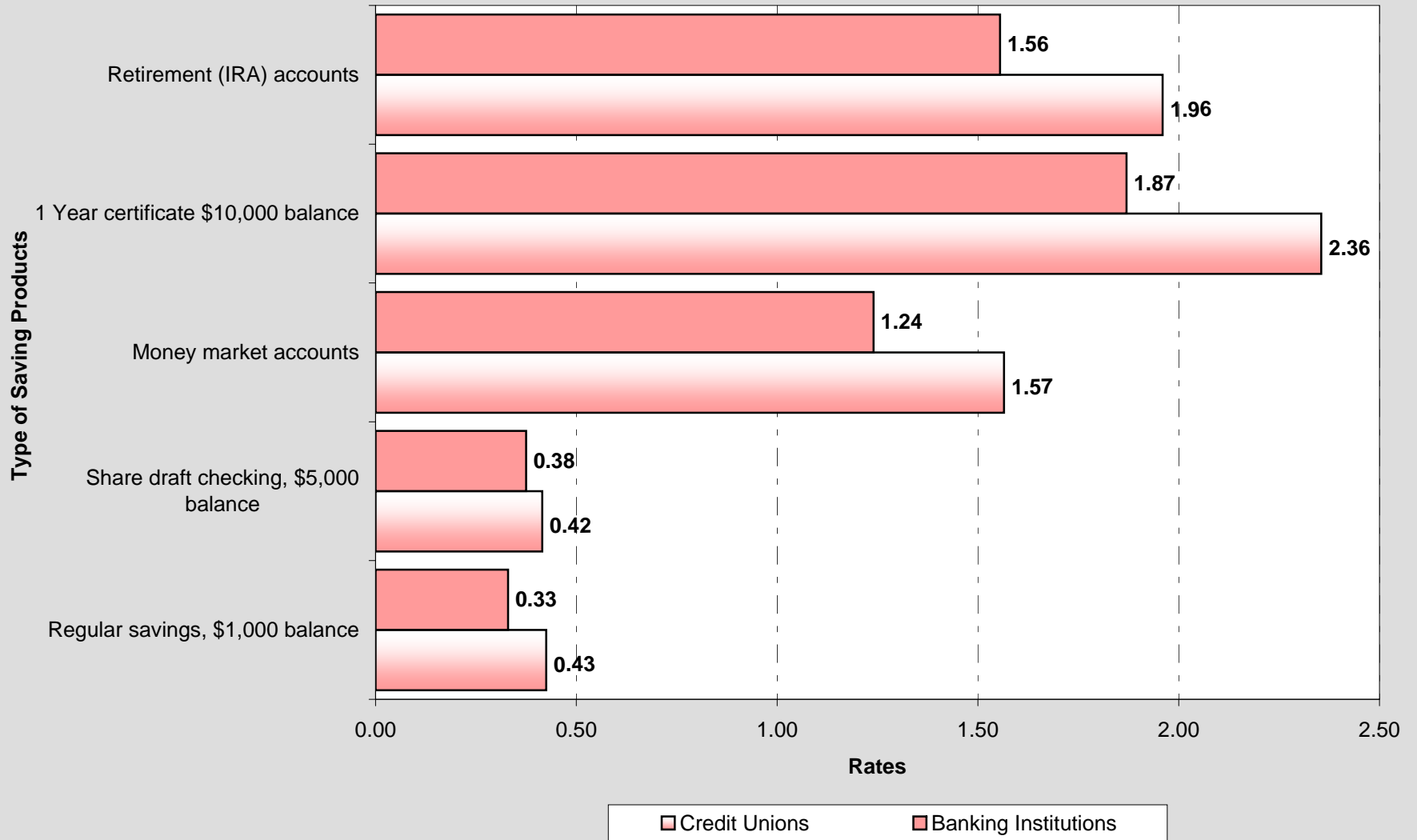
Source: Datatrac, NCUA, and CUNA.

(1) Assumes 1.9 credit union members per household.

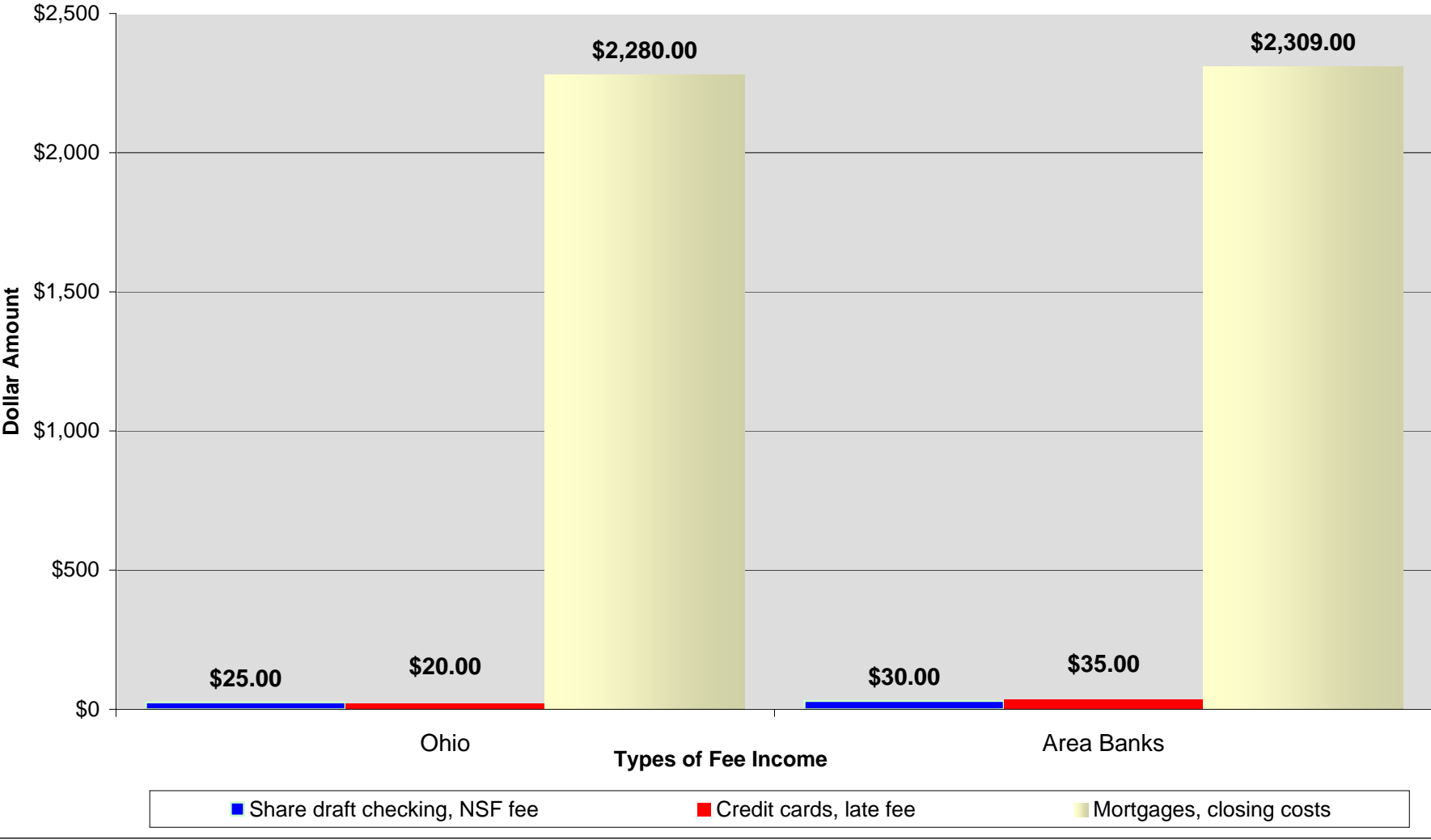
## Recent Comparative Interest Rates for Loan Products Credit Unions vs. Banking Institutions



## 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

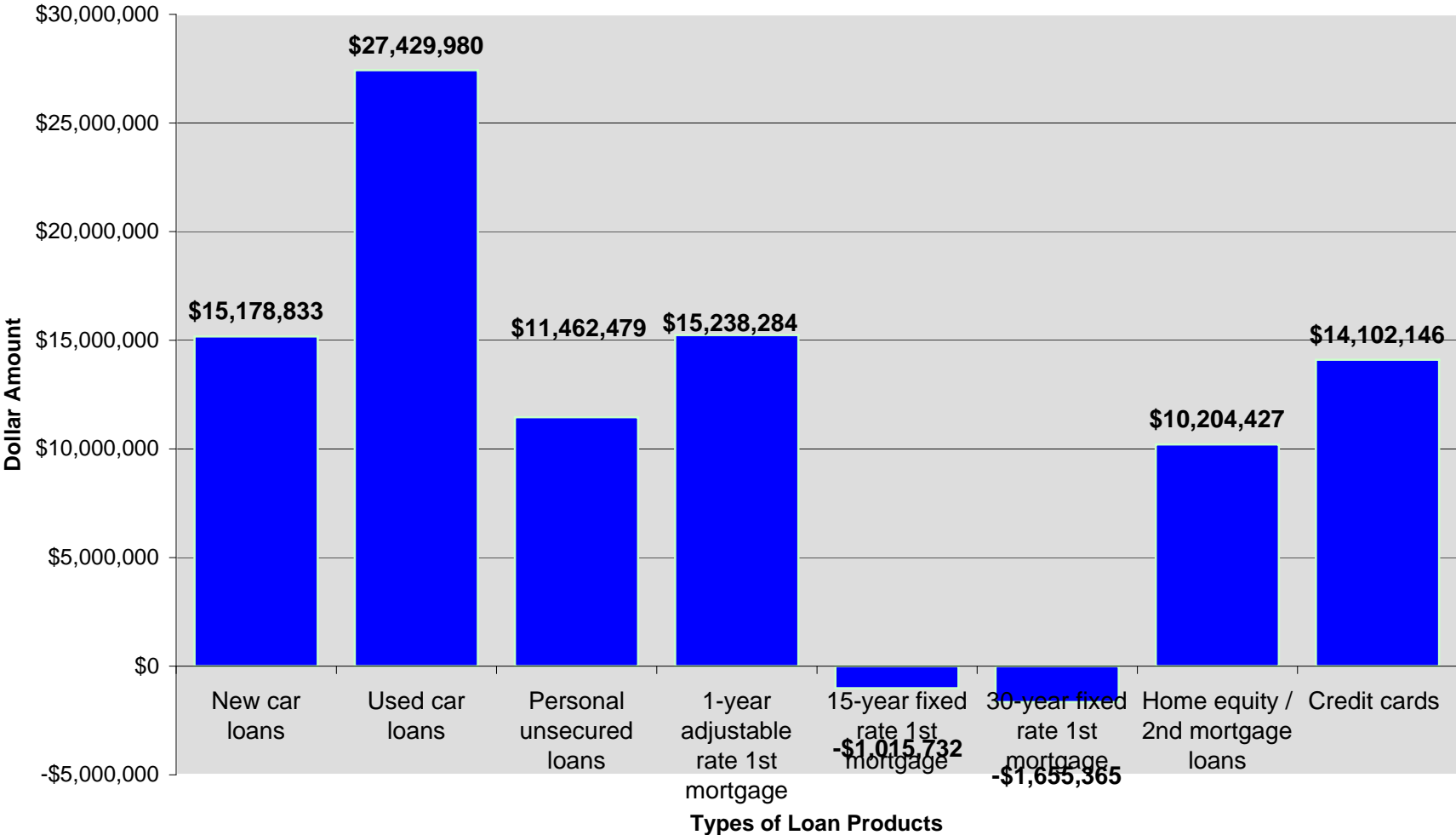


**Ohio**  
**Credit Union and Banking Institution**  
**Third Quarter 2009 Average Interest Rates and Fees**

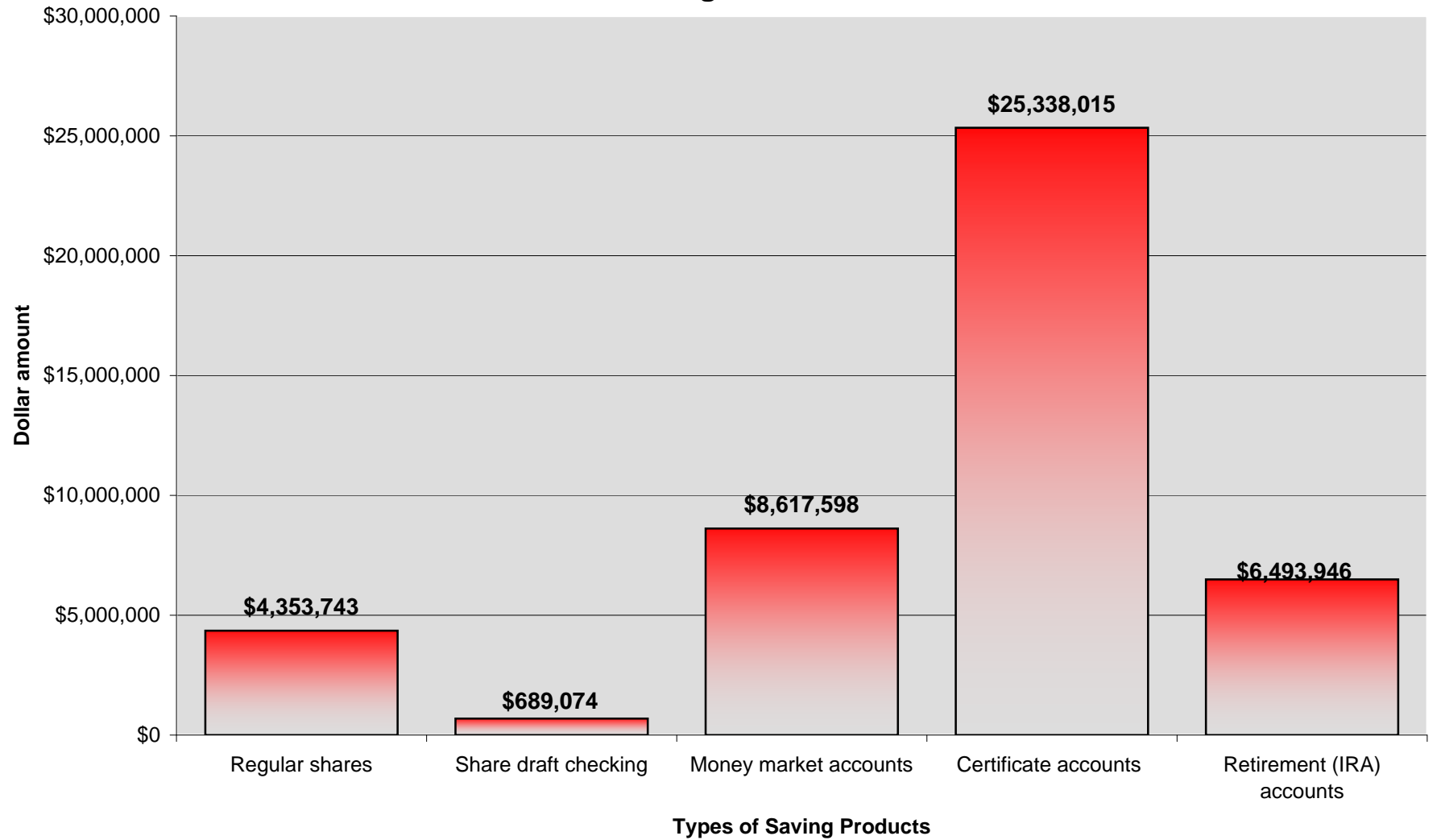
<b>Loan Products</b>	<b>Average Rate at Credit Unions (%)</b>	<b>Average Rate at Banks (%)</b>	<b>Rate Difference vs. Banks (%)</b>
60-month new car (A paper)	5.55	6.38	-0.83
48-month used car (A paper)	5.66	6.74	-1.08
Unsecured loan (A paper)	10.62	13.18	-2.56
1-year adjustable rate 1st mortgage, 0 pts	4.73	6.19	-1.46
15-year fixed rate 1st mortgage, 0 pts	5.38	5.30	0.08
30-year fixed rate 1st mortgage, 0 pts	5.83	5.72	0.11
Home equity / 2nd mtg, 80% LTV 0 pts	4.43	4.96	-0.54
Credit card - classic	12.57	15.07	-2.50
Credit card - gold	9.06	10.04	-0.98
<b>Savings Products</b>			
Regular savings, \$1,000 balance	0.43	0.33	0.10
Share draft checking, \$5,000 balance	0.42	0.38	0.04
Money market accounts	1.57	1.24	0.33
1 Year certificate \$10,000 balance	2.36	1.87	0.49
Retirement (IRA) accounts	1.96	1.56	0.41
<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 Ohio Credit Unions Financial Benefits Third Quarter 2009

	Avg. Balance at Credit Unions (1)	Rate Difference vs. Ohio Banks (%) (2)	Total Financial Benefit to Your Members
<b><u>Loans</u></b>			
New car loans	1,828,775,067	-0.83	\$15,178,833
Used car loans	2,551,626,088	-1.08	\$27,429,980
Personal unsecured loans	448,629,321	-2.56	\$11,462,479
1-year adjustable rate 1st mortgage	1,047,304,774	-1.46	\$15,238,284
15-year fixed rate 1st mortgage	1,269,665,165	0.08	-\$1,015,732
30-year fixed rate 1st mortgage	1,504,877,325	0.11	-\$1,655,365
Home equity / 2nd mortgage loans	1,907,369,508	-0.54	\$10,204,427
Credit cards	666,374,299	-2.50	\$14,102,146
Interest rebates in period			\$229,294
<b>Total CU member benefits arising from lower interest rates on loan products:</b>			\$91,174,347
<b><u>Savings</u></b>			
Regular shares	4,582,887,706	0.10	\$4,353,743
Share draft checking	1,722,684,984	0.04	\$689,074
Money market accounts	2,651,568,741	0.33	\$8,617,598
Certificate accounts	5,224,332,923	0.49	\$25,338,015
Retirement (IRA) accounts	1,603,443,525	0.41	\$6,493,946
Bonus dividends in period			\$0
<b>Total CU member benefit arising from higher interest rates on saving products:</b>			\$45,492,377
<b><u>Fee Income</u></b>			
<b>Total CU member benefit arising from fewer/lower fees:</b>			\$46,408,179
<b>Total CU member benefit arising from interest rates on loan and savings products and lower fees:</b>			\$183,074,902
<b>Total CU member benefit / member:</b>			\$70
<b>Total CU member benefit / member household:</b>			\$133

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;

**Ohio**  
**Performance Profile**

<b>Demographic Information</b>	<b>Sep-09</b>	<b>Sep-08</b>
Number of branches	840	847
Total assets (\$ mil)	19,910	18,000
Total loans (\$ mil)	12,499	11,702
Total surplus funds (\$ mil)	6,641	5,551
Total savings (\$ mil)	17,025	15,369
Total members (thousands)	2,653	2,629
<b>Growth Rates (Year-to-date)</b>		
Total assets	9.3 %	6.0 %
Total loans	6.2 %	7.0 %
Total surplus funds	15.7 %	4.0 %
Total savings	9.5 %	5.6 %
Total members	2.6 %	1.0 %
<b>Earnings - Basis Pts.</b>		
Yield on total assets	494	564
Dividend/interest cost of assets	173	228
Fee & other income *	195	149
Operating expense	363	386
Loss Provisions	50	39
Net Income (ROA) after stabilization exp *	60	60
<b>Capital adequacy</b>		
Net worth / assets	11.4	12.4
<b>Asset quality</b>		
Delinquencies / loans	1.4	1.2
Net chargeoffs / average loans	0.7	0.6
Total borrower-bankruptcies	18	13
Bankruptcies per 1000 members	2.7	2.0
<b>Asset/Liability Management</b>		
Loans / savings	73.4	76.1
Loans / assets	62.8	65.0
Long-term assets / assets	30.1	30.6
Core deposits/shares & borrowings	38.5	38.9
<b>Productivity</b>		
Members/potential members	5.7	6.1
Borrowers/members	47.6	46.0
Members/FTE	402	399
Average shares/members (\$)	6,416	5,846
Average loan balances (\$)	9,901	9,669
Salary & Benefits/FTE	51,396	50,128

**\*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.**