

The Benefits of Membership

Customized Analysis of Member Benefits For:

Oregon

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 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.

Oregon

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 Oregon credit unions provided \$204,793,343 in direct financial benefits to the state's 1,458,106 members during the twelve months ending September 2009.

These benefits are equivalent to \$140 per member or \$267 per member household ⁽¹⁾.

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

Consider this:

Financing a \$25,000 new automobile for 60 months at a Oregon credit union will save members an average \$232 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.

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

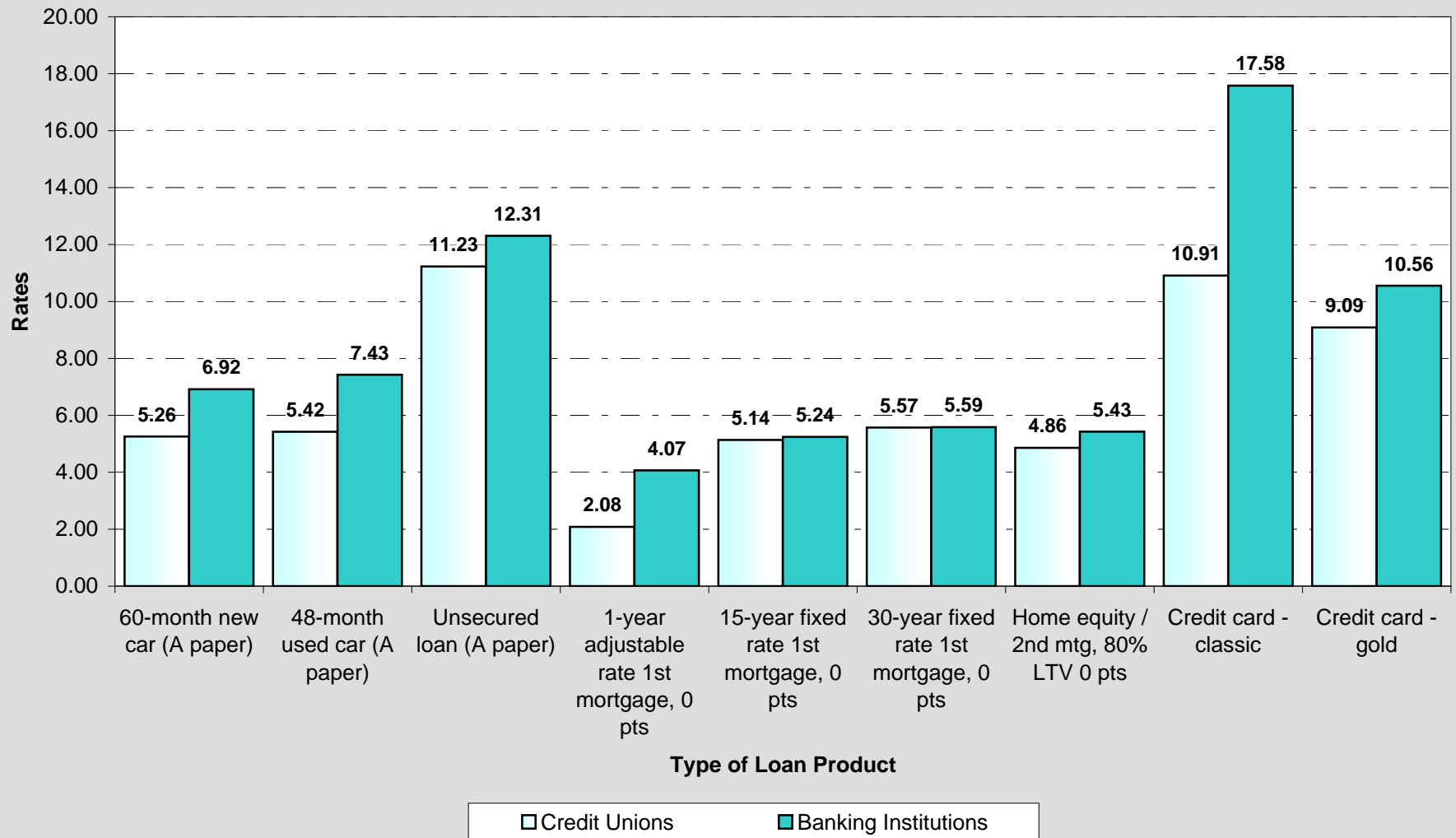
Oregon credit unions also pay members higher average dividends on the following accounts: regular savings, share draft checking, money market accounts, certificate accounts, IRAs.



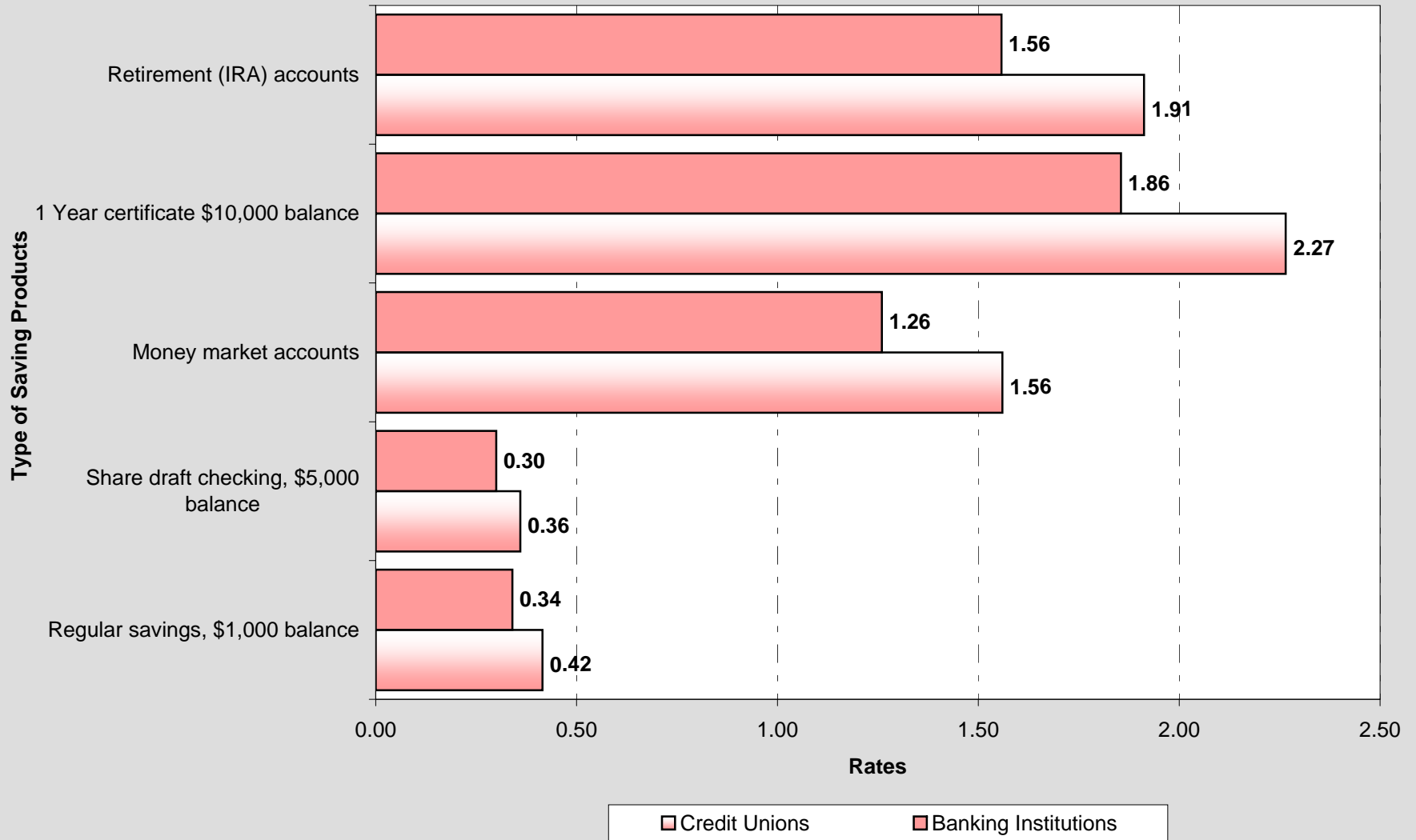
Source: Datatrac, NCUA, and CUNA.

(1)Assumes 1.9 credit union members per household.

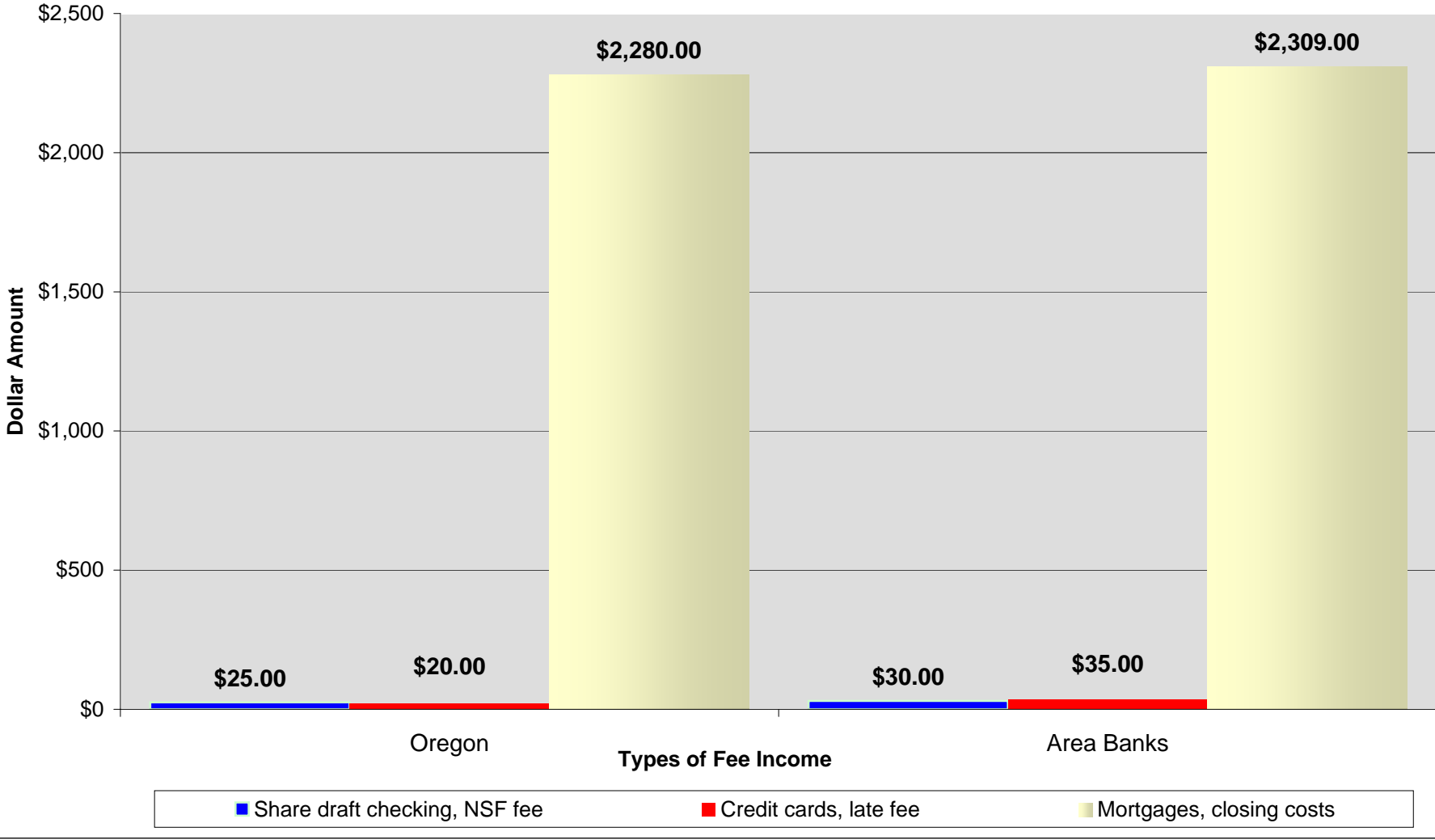
Recent Comparative Interest Rates for Loan Products Credit Unions vs. Banking Institutions



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

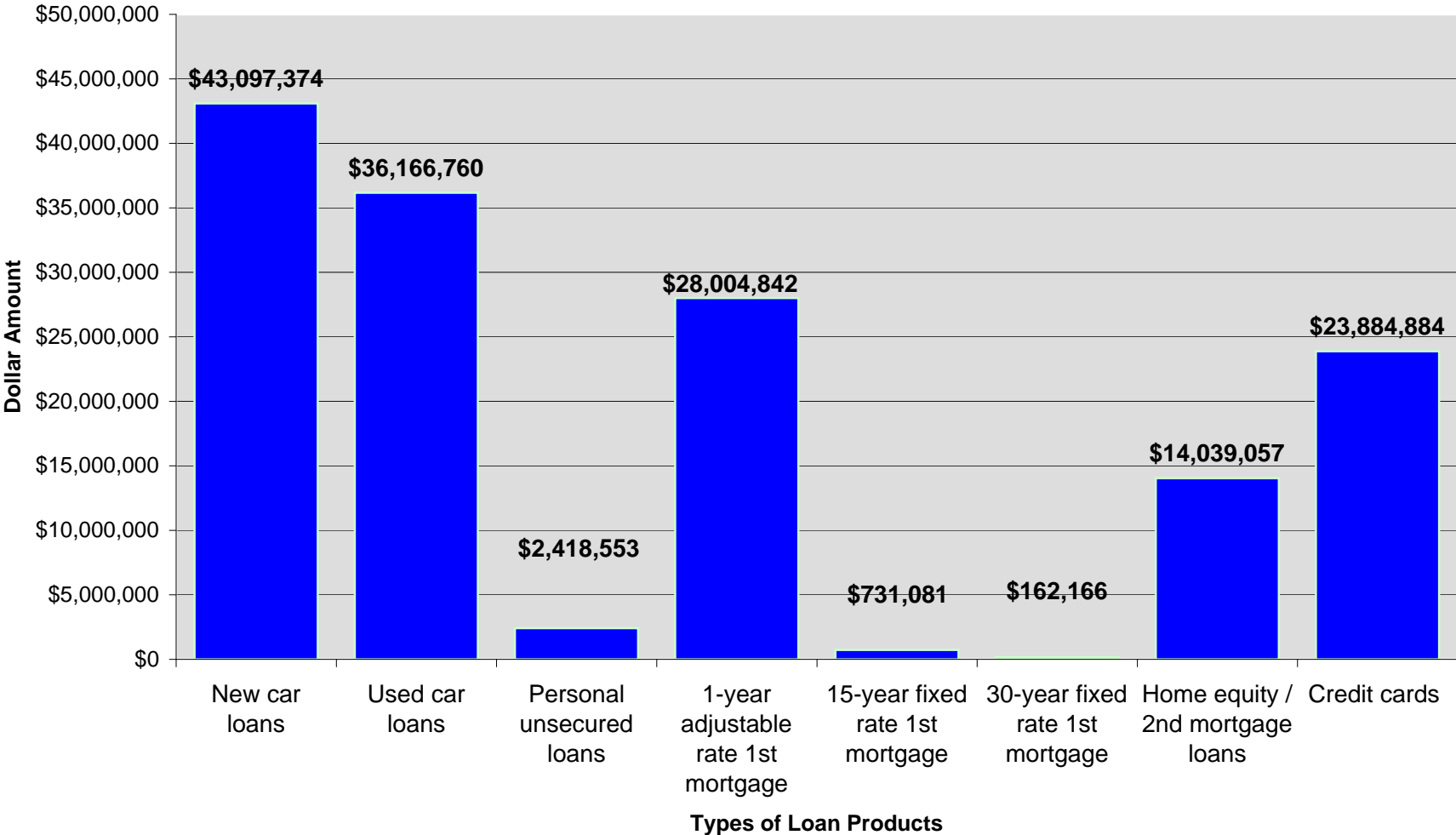


Oregon
Credit Union and Banking Institution
Third Quarter 2009 Average Interest Rates and Fees

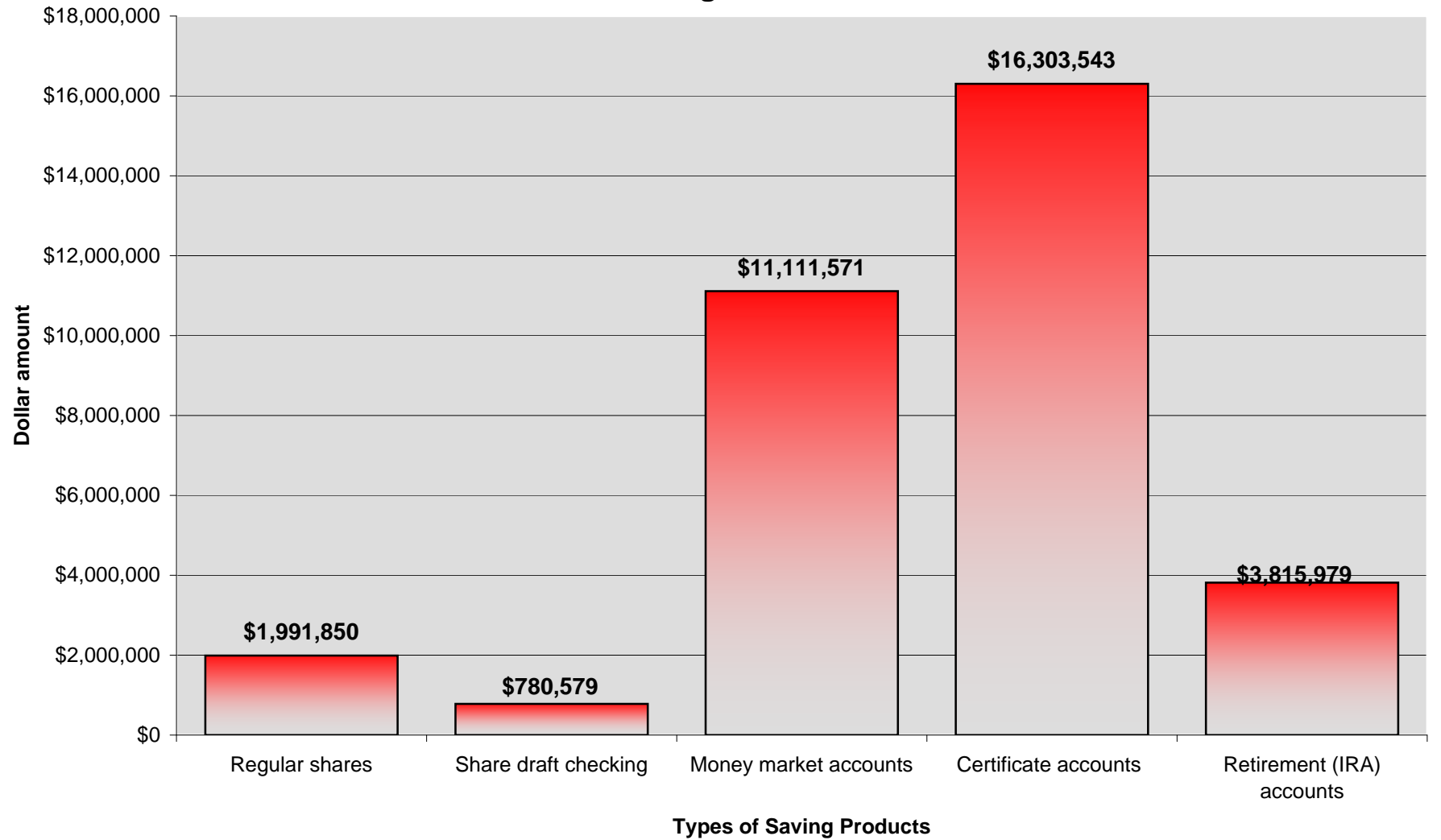
Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	5.26	6.92	-1.66
48-month used car (A paper)	5.42	7.43	-2.01
Unsecured loan (A paper)	11.23	12.31	-1.08
1-year adjustable rate 1st mortgage, 0 pts	2.08	4.07	-1.99
15-year fixed rate 1st mortgage, 0 pts	5.14	5.24	-0.11
30-year fixed rate 1st mortgage, 0 pts	5.57	5.59	-0.01
Home equity / 2nd mtg, 80% LTV 0 pts	4.86	5.43	-0.57
Credit card - classic	10.91	17.58	-6.67
Credit card - gold	9.09	10.56	-1.47
Savings Products			
Regular savings, \$1,000 balance	0.42	0.34	0.08
Share draft checking, \$5,000 balance	0.36	0.30	0.06
Money market accounts	1.56	1.26	0.30
1 Year certificate \$10,000 balance	2.27	1.86	0.41
Retirement (IRA) accounts	1.91	1.56	0.36
Fee Income			
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 Oregon Credit Unions Financial Benefits Third Quarter 2009

<u>Loans</u>	Avg. Balance at Credit Unions (1)	Rate Difference vs. Oregon Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	2,596,227,376	-1.66	\$43,097,374
Used car loans	1,803,828,435	-2.01	\$36,166,760
Personal unsecured loans	224,981,702	-1.08	\$2,418,553
1-year adjustable rate 1st mortgage	1,410,823,269	-1.99	\$28,004,842
15-year fixed rate 1st mortgage	696,267,815	-0.11	\$731,081
30-year fixed rate 1st mortgage	1,081,103,383	-0.01	\$162,166
Home equity / 2nd mortgage loans	2,484,788,843	-0.57	\$14,039,057
Credit cards	444,783,695	-6.67	\$23,884,884
Interest rebates in period			\$0
Total CU member benefits arising from lower interest rates on loan products:			\$148,504,718
 <u>Savings</u>			
Regular shares	2,655,800,608	0.08	\$1,991,850
Share draft checking	1,300,964,758	0.06	\$780,579
Money market accounts	3,703,856,967	0.30	\$11,111,571
Certificate accounts	3,976,473,803	0.41	\$16,303,543
Retirement (IRA) accounts	1,074,923,733	0.36	\$3,815,979
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on saving products:			\$34,003,522
 <u>Fee Income</u>			
Total CU member benefit arising from fewer/lower fees:			\$22,285,103
 Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$204,793,343
 Total CU member benefit / member:			\$140
Total CU member benefit / member household:			\$267

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of third-quarter 2008 and third-quarter 2009, according to the NCUA call report.; (2) Source for rates and fees: Datatrac;

Oregon
Performance Profile

Demographic Information	Sep-09	Sep-08
Number of branches	323	312
Total assets (\$ mil)	15,536	14,382
Total loans (\$ mil)	11,264	11,295
Total surplus funds (\$ mil)	3,742	2,530
Total savings (\$ mil)	13,522	12,179
Total members (thousands)	1,478	1,446
Growth Rates (Year-to-date)		
Total assets	8.4 %	5.4 %
Total loans	0.0 %	4.4 %
Total surplus funds	46.7 %	10.2 %
Total savings	10.8 %	5.6 %
Total members	3.0 %	2.0 %
Earnings - Basis Pts.		
Yield on total assets	508	573
Dividend/interest cost of assets	177	247
Fee & other income *	174	126
Operating expense	321	343
Loss Provisions	112	50
Net Income (ROA) after stabilization exp *	23	59
Capital adequacy		
Net worth / assets	9.1	9.9
Asset quality		
Delinquencies / loans	1.7	0.9
Net chargeoffs / average loans	1.0	0.5
Total borrower-bankruptcies	66	36
Bankruptcies per 1000 members	3.7	2.1
Asset/Liability Management		
Loans / savings	83.3	92.7
Loans / assets	72.5	78.5
Long-term assets / assets	34.6	31.8
Core deposits/shares & borrowings	30.0	30.1
Productivity		
Members/potential members	5.4	5.9
Borrowers/members	61.0	61.6
Members/FTE	354	340
Average shares/members (\$)	9,147	8,422
Average loan balances (\$)	12,486	12,675
Salary & Benefits/FTE	60,398	58,671

***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.**