

The Benefits of Membership

Customized Analysis of Member Benefits For:

Indiana

December 2011

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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 \$74,397,472 in direct financial benefits to the state's 2,247,897 members during the twelve months ending December 2011.

These benefits are equivalent to \$33 per member or \$63 per member household ⁽¹⁾.

Estimated total benefits of credit union membership are calculated by accounting for differences in credit union and bank pricing. Specifically, average credit union savings account yields, loan interest rates and fees are compared to average bank savings account yields, loan interest rates and fees. The interest rate differences are then applied to respective average credit union loan and savings balances. Fee differences are weighted and applied to credit union non-interest income to obtain the total estimated benefits arising from fees.

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 \$56 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.

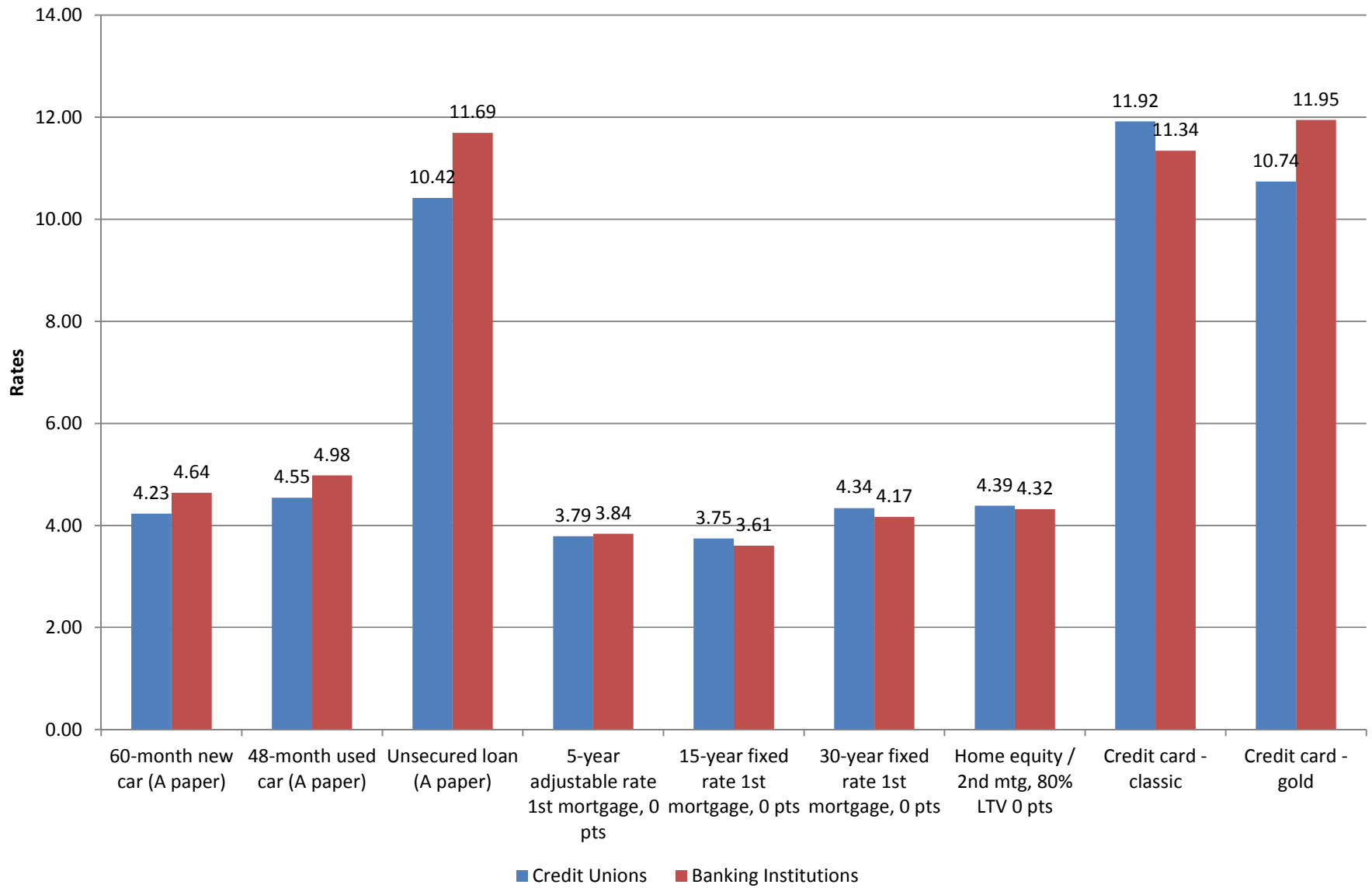
Indiana credit unions excel in providing member benefits on many loan and saving products. In particular, Indiana credit unions offer lower average loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, first mortgage-adjustable rate, .

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

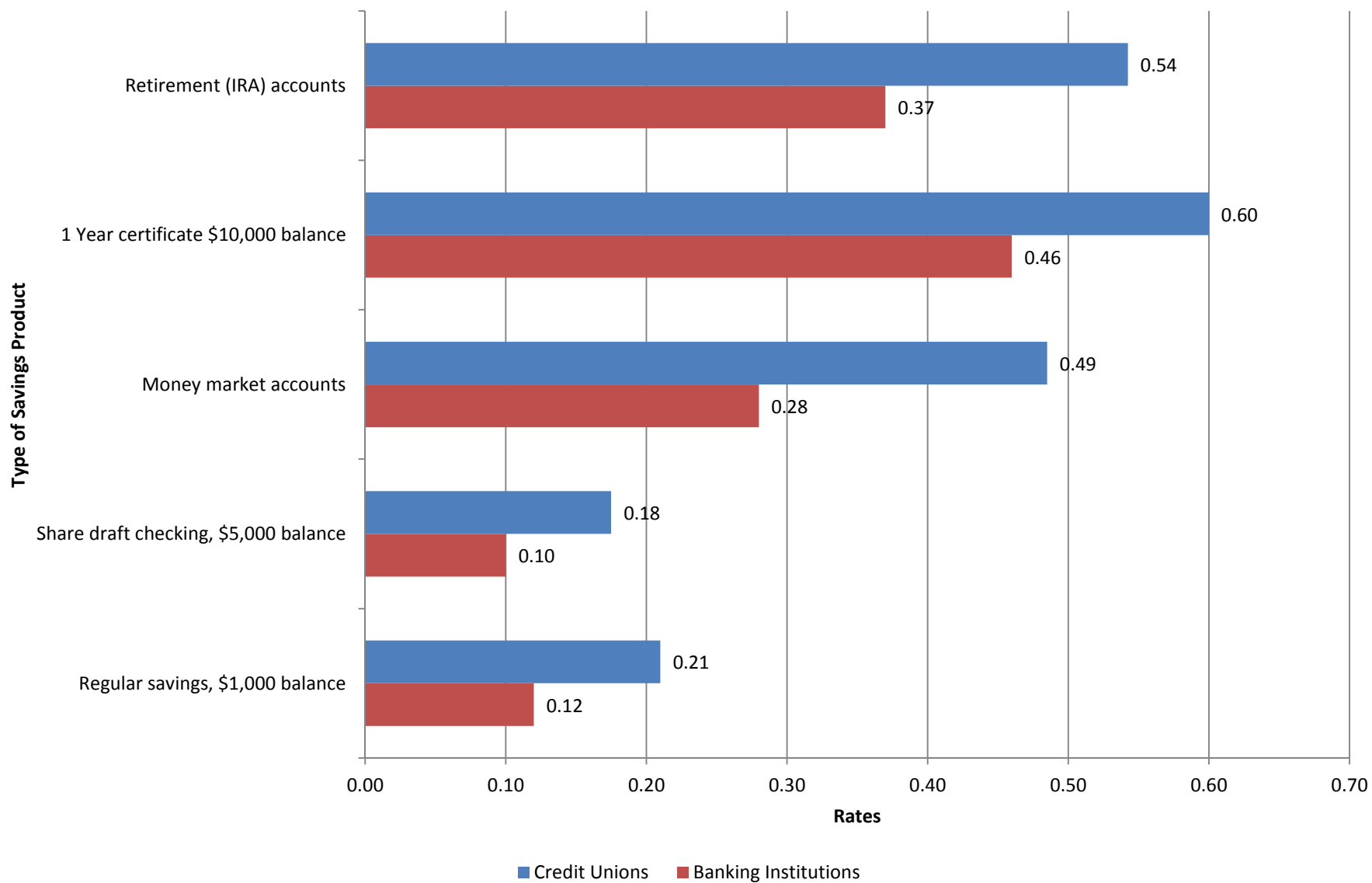


Source: Datatrac, NCUA, and CUNA.
(1) Assumes 1.9 credit union members per household.

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



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



Selected December 2011 Fees Credit Unions vs Banking Institutions

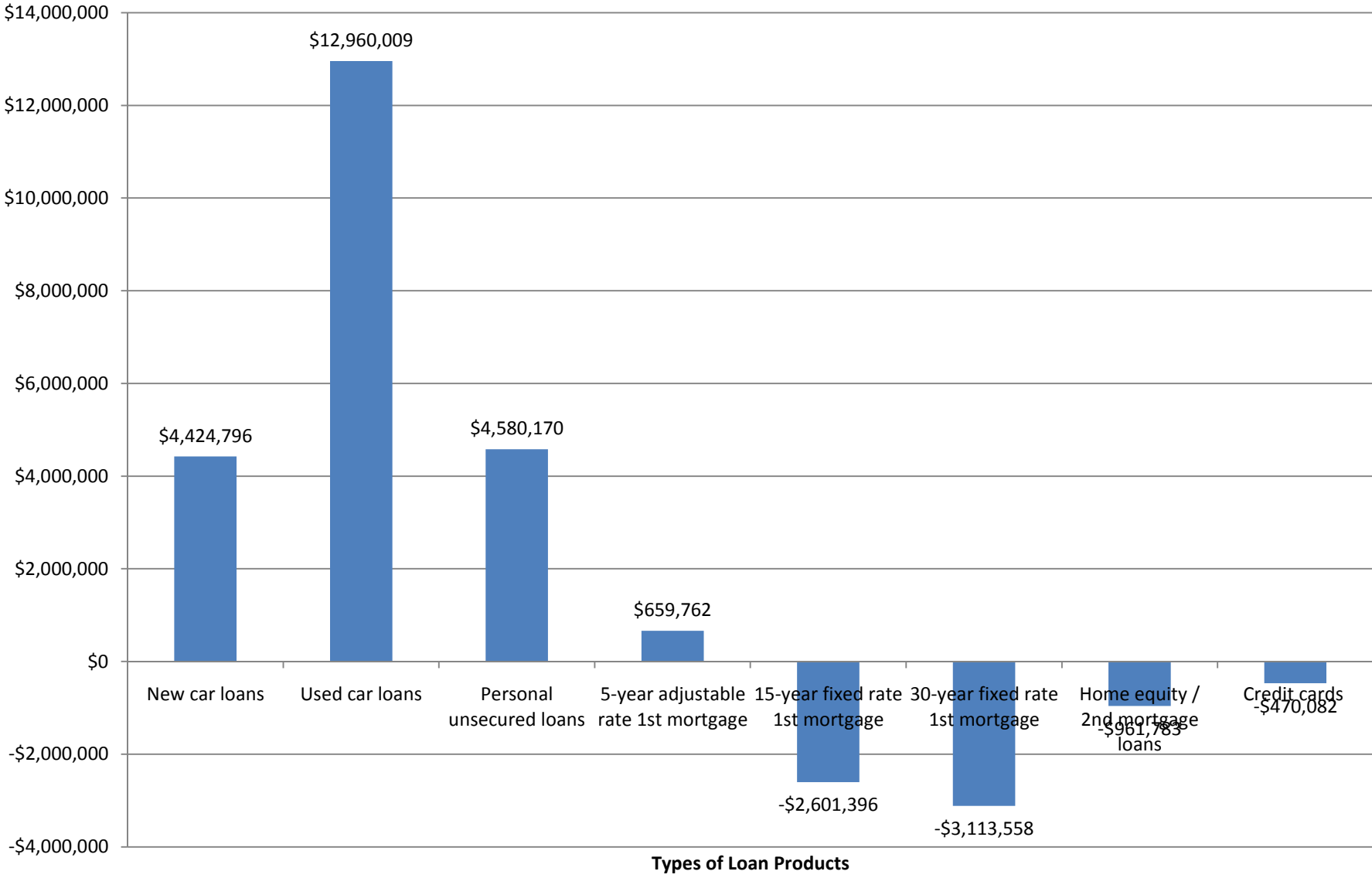


Indiana
Credit Union and Banking Institution
Year-end 2011 Average Interest Rates and Fees

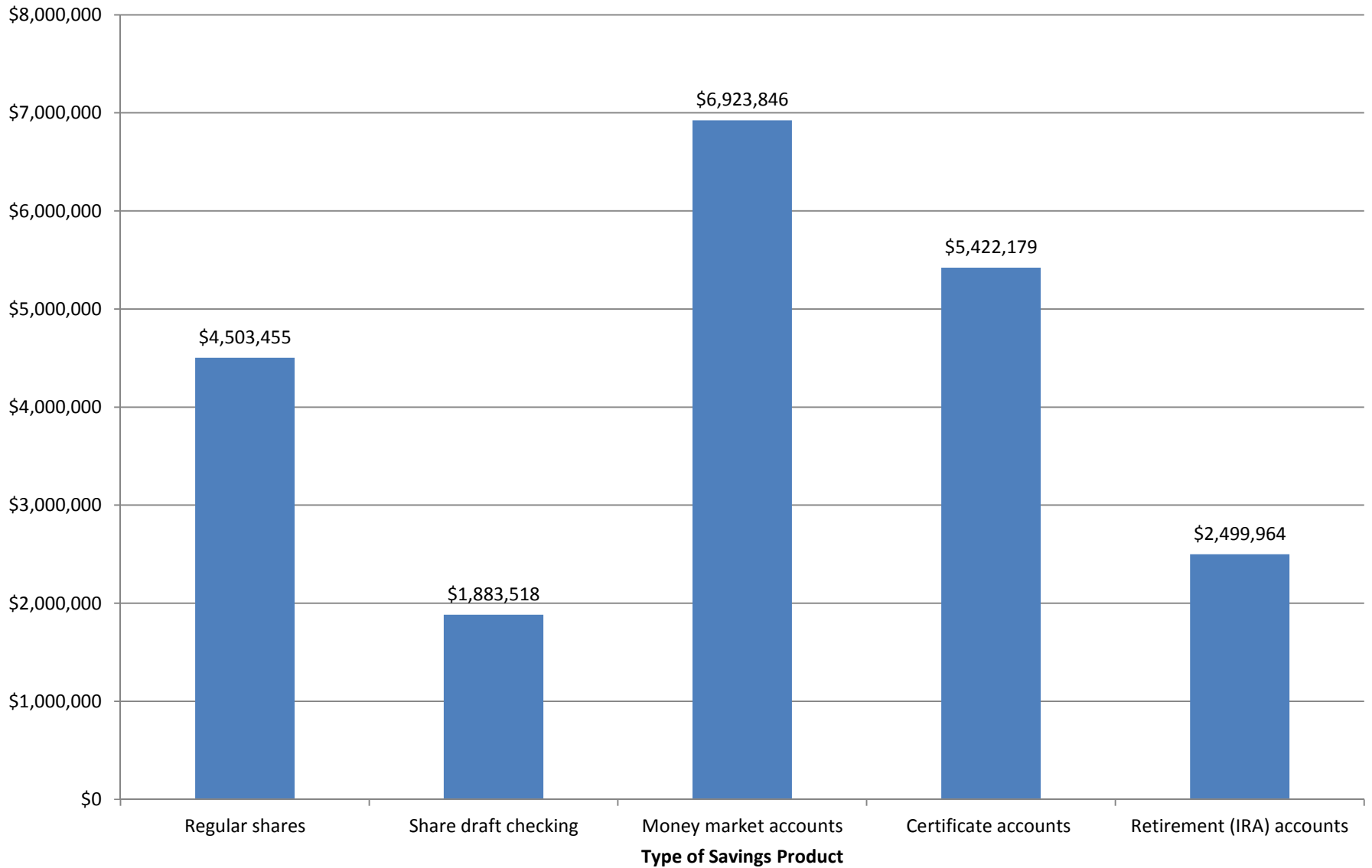
Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	4.23	4.64	-0.41
48-month used car (A paper)	4.55	4.98	-0.44
Unsecured loan (A paper)	10.42	11.69	-1.28
5-year adjustable rate 1st mortgage, 0 pts	3.79	3.84	-0.04
15-year fixed rate 1st mortgage, 0 pts	3.75	3.61	0.14
30-year fixed rate 1st mortgage, 0 pts	4.34	4.17	0.17
Home equity / 2nd mtg, 80% LTV 0 pts	4.39	4.32	0.06
Credit card - classic	11.92	11.34	0.57
Credit card - gold	10.74	11.95	-1.21
Savings Products			
Regular savings, \$1,000 balance	0.21	0.12	0.09
Share draft checking, \$5,000 balance	0.18	0.10	0.08
Money market accounts	0.49	0.28	0.21
1 Year certificate \$10,000 balance	0.60	0.46	0.14
Retirement (IRA) accounts	0.54	0.37	0.17
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 Total Loan Rate Benefit Credit Unions vs Banking Institutions



Estimated Total Savings Dividend Benefit Credit Unions vs. Banking Institutions



Estimated Indiana Credit Unions Financial Benefits Year-end 2011

<u>Loans</u>	Avg. Balance at Credit Unions (1)	Rate Difference vs. Indiana Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	1,079,218,517	-0.41	\$4,424,796
Used car loans	2,979,312,412	-0.44	\$12,960,009
Personal unsecured loans	359,229,031	-1.28	\$4,580,170
5-year adjustable rate 1st mortgage	1,466,137,511	-0.04	\$659,762
15-year fixed rate 1st mortgage	1,858,140,036	0.14	-\$2,601,396
30-year fixed rate 1st mortgage	1,831,504,999	0.17	-\$3,113,558
Home equity / 2nd mortgage loans	1,479,665,656	0.06	-\$961,783
Credit cards	361,601,263	0.57	-\$470,082
Interest rebates in period			\$935,224
Total CU member benefits arising from lower interest rates on loan products:			\$16,413,142
 <u>Savings</u>			
Regular shares	5,003,838,975	0.09	\$4,503,455
Share draft checking	2,511,356,720	0.08	\$1,883,518
Money market accounts	3,377,485,901	0.21	\$6,923,846
Certificate accounts	3,872,985,019	0.14	\$5,422,179
Retirement (IRA) accounts	1,449,254,430	0.17	\$2,499,964
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on saving products:			\$21,232,962
 <u>Fee Income</u>			
Total CU member benefit arising from fewer/lower fees:			\$36,751,368
 Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$74,397,472
Total CU member benefit / member:			\$33
Total CU member benefit / member household:			\$63

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of September 2011 and September 2010, according to the NCUA call report.; (2) Source for rates and fees: Datatrac;

Indiana
Performance Profile

Demographic Information	Dec 11	Dec 10
Number of branches	629	622
Total assets (\$ mil)	19,651	18,848
Total loans (\$ mil)	12,240	12,084
Total surplus funds (\$ mil)	6,671	6,074
Total savings (\$ mil)	16,928	16,199
Total members (thousands)	2,255	2,250
Growth Rates (Trailing 12 months) *		
Total assets	4.3 %	2.1 %
Total loans	1.3 %	-0.6 %
Total surplus funds	9.8 %	8.4 %
Total savings	4.5 %	4.1 %
Total members	0.2 %	0.4 %
Earnings - Basis Pts. *		
Yield on total assets	395	438
Dividend/interest cost of assets	92	123
Fee & other income	143	138
Operating expense	356	356
Loss Provisions	40	53
Net Income (ROA) after stabilization exp	50	44
Capital adequacy		
Net worth / assets	10.6	10.5
Asset quality *		
Delinquencies / loans	1.2	1.3
Net chargeoffs / average loans	0.6	0.7
Total borrower-bankruptcies	38	46
Bankruptcies per 1000 members	3.1	3.9
Asset/Liability Management		
Loans / savings	72.3	74.6
Loans / assets	62.3	64.1
Long-term assets / assets	33.2	35.0
Core deposits/shares & borrowings	46.1	43.5
Productivity		
Members/potential members	9.7	10.7
Borrowers/members	43.3	42.5
Members/FTE	371	372
Average shares/members (\$)	7,508	7,198
Average loan balances (\$)	12,539	12,646
Salary & Benefits/FTE	54,113	52,624

* Earnings, net chargeoffs, and bankruptcies are year-to-date numbers annualized. Due to significant seasonal variation, balance sheet growth rates are for the trailing 12 months.