

# ***The Benefits of Membership***

*Customized Analysis of Member Benefits For:*

**Kansas**

***December 2011***

*Prepared by:*

***Credit Union National Association  
Economics and Statistics Department***



# Kansas

## *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 Kansas credit unions provided \$61,056,189 in direct financial benefits to the state's 785,914 members during the twelve months ending December 2011.

**These benefits are equivalent to \$78 per member or \$148 per member household <sup>(1)</sup>.**

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 Kansas 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 Kansas credit unions.

Consider this:

**Financing a \$25,000 new automobile for 60 months at a Kansas credit union will save members an average \$240 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.

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

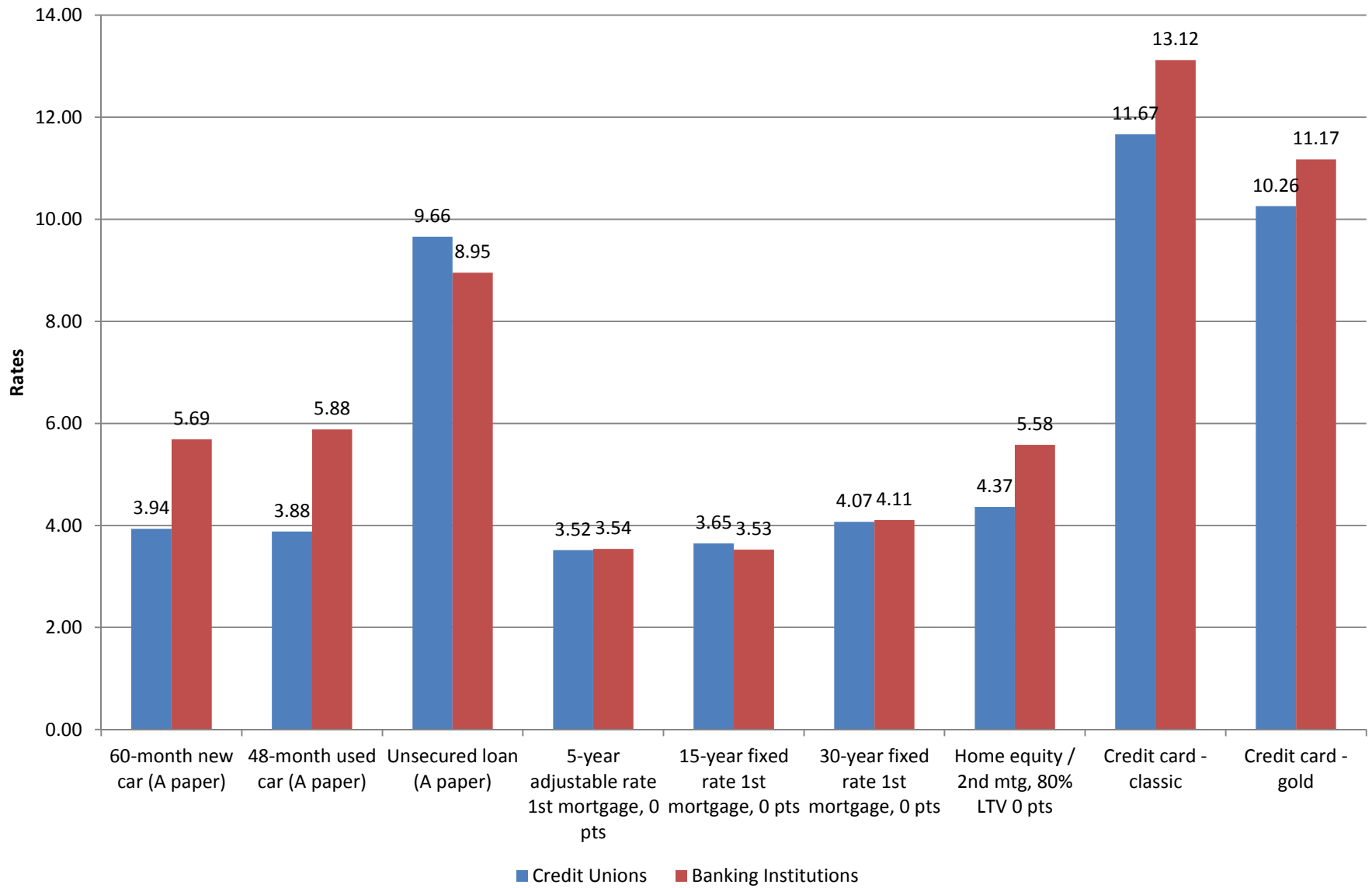
Kansas credit unions also pay members higher average dividends on the following accounts: share draft checking, money market accounts, certificate accounts, IRAs.



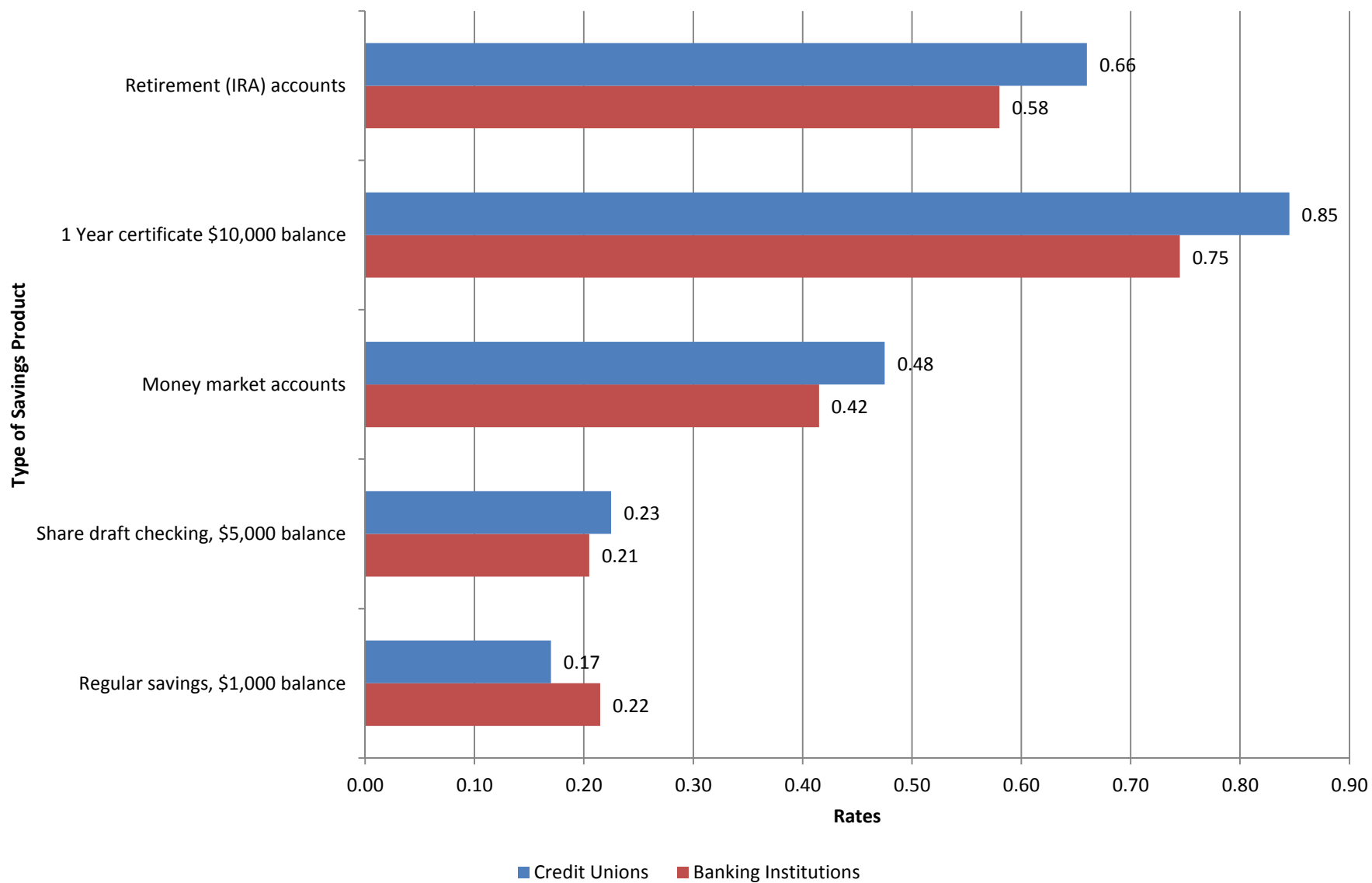
---

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

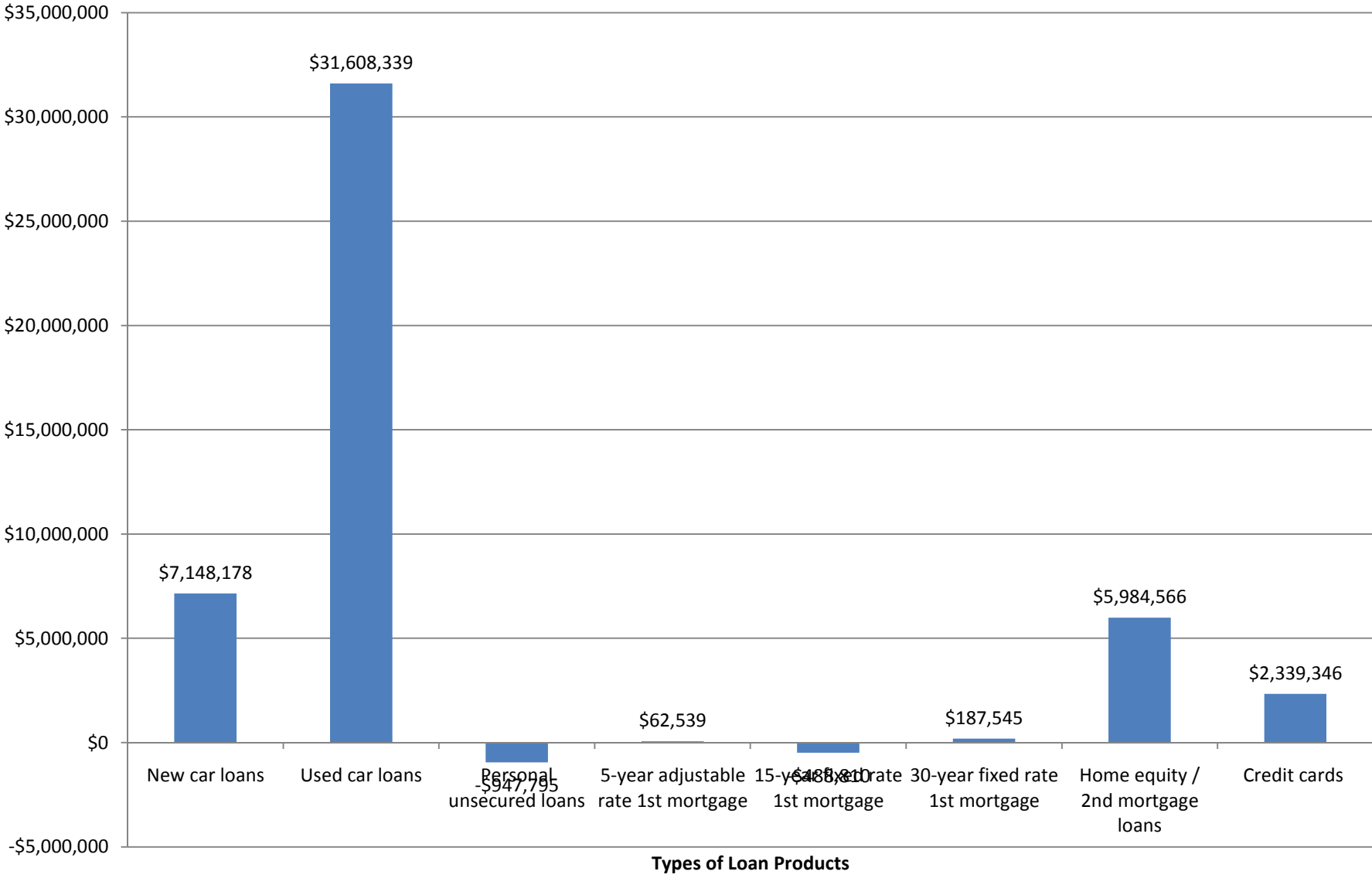


**Kansas**  
**Credit Union and Banking Institution**  
**Year-end 2011 Average Interest Rates and Fees**

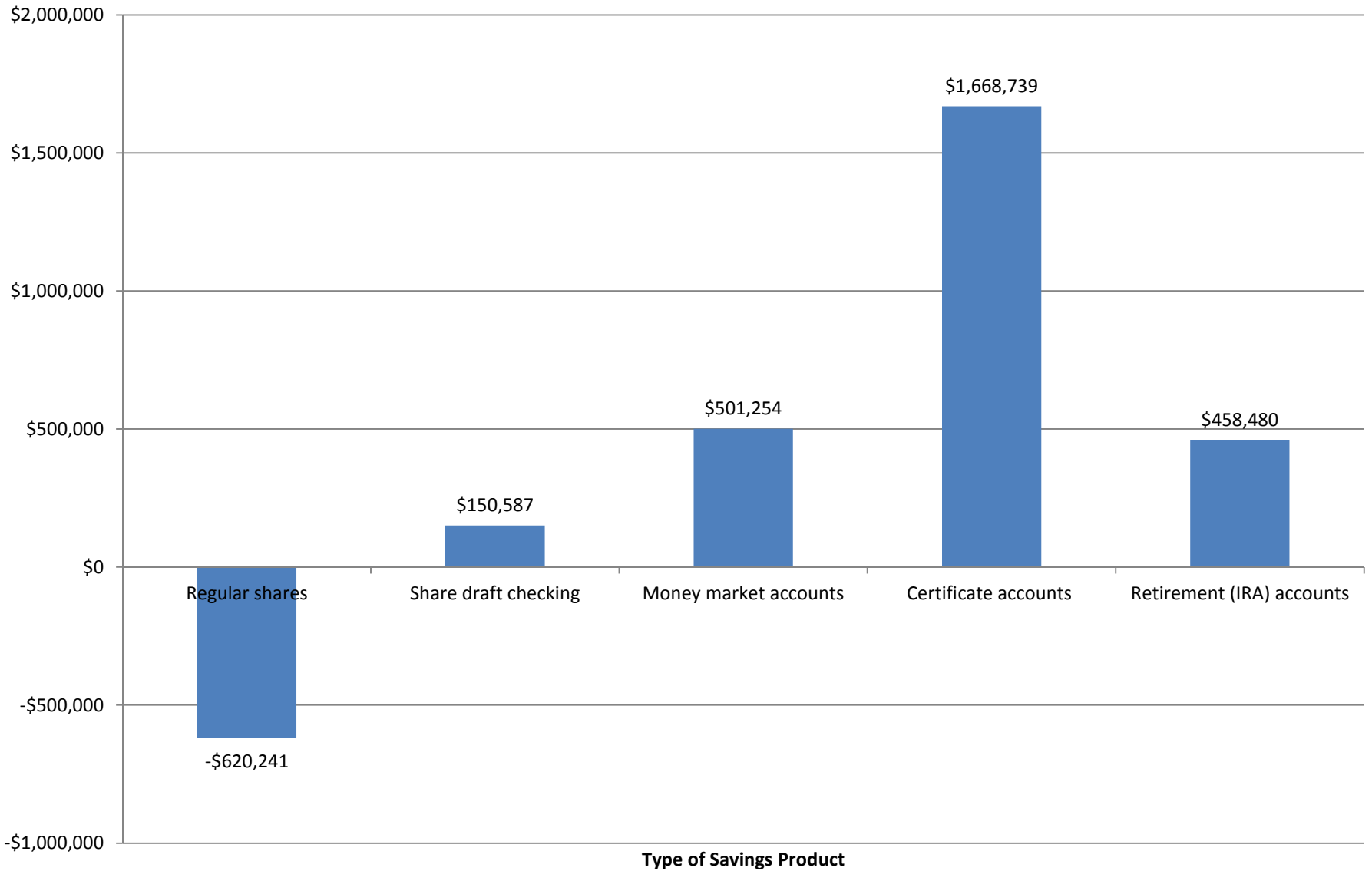
<b>Loan Products</b>	<b>Average Rate at Credit Unions (%)</b>	<b>Average Rate at Banks (%)</b>	<b>Rate Difference vs. Banks (%)</b>
60-month new car (A paper)	3.94	5.69	-1.75
48-month used car (A paper)	3.88	5.88	-2.00
Unsecured loan (A paper)	9.66	8.95	0.71
5-year adjustable rate 1st mortgage, 0 pts	3.52	3.54	-0.02
15-year fixed rate 1st mortgage, 0 pts	3.65	3.53	0.12
30-year fixed rate 1st mortgage, 0 pts	4.07	4.11	-0.03
Home equity / 2nd mtg, 80% LTV 0 pts	4.37	5.58	-1.22
Credit card - classic	11.67	13.12	-1.46
Credit card - gold	10.26	11.17	-0.92
<b>Savings Products</b>			
Regular savings, \$1,000 balance	0.17	0.22	-0.05
Share draft checking, \$5,000 balance	0.23	0.21	0.02
Money market accounts	0.48	0.42	0.06
1 Year certificate \$10,000 balance	0.85	0.75	0.10
Retirement (IRA) accounts	0.66	0.58	0.08
<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 Total Loan Rate Benefit Credit Unions vs Banking Institutions



## Estimated Total Savings Dividend Benefit Credit Unions vs. Banking Institutions



## Estimated Kansas Credit Unions Financial Benefits Year-end 2011

### Loans

	Avg. Balance at Credit Unions (1)	Rate Difference vs. Kansas Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	408,467,296	-1.75	\$7,148,178
Used car loans	1,580,416,943	-2.00	\$31,608,339
Personal unsecured loans	133,492,274	0.71	-\$947,795
5-year adjustable rate 1st mortgage	250,154,805	-0.02	\$62,539
15-year fixed rate 1st mortgage	407,341,590	0.12	-\$488,810
30-year fixed rate 1st mortgage	535,841,853	-0.03	\$187,545
Home equity / 2nd mortgage loans	492,556,858	-1.22	\$5,984,566
Credit cards	177,223,190	-1.46	\$2,339,346
Interest rebates in period			\$32,683
<b>Total CU member benefits arising from lower interest rates on loan products:</b>			<b>\$45,926,590</b>

### Savings

Regular shares	1,378,313,182	-0.05	-\$620,241
Share draft checking	752,934,496	0.02	\$150,587
Money market accounts	835,423,122	0.06	\$501,254
Certificate accounts	1,668,739,333	0.10	\$1,668,739
Retirement (IRA) accounts	573,100,592	0.08	\$458,480
Bonus dividends in period			\$0
<b>Total CU member benefit arising from higher interest rates on saving products:</b>			<b>\$2,158,820</b>

### Fee Income

<b>Total CU member benefit arising from fewer/lower fees:</b>	<b>\$12,970,779</b>
<b>Total CU member benefit arising from interest rates on loan and savings products and lower fees:</b>	<b>\$61,056,189</b>
<b>Total CU member benefit / member:</b>	<b>\$78</b>
<b>Total CU member benefit / member household:</b>	<b>\$148</b>

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;

**Kansas**  
**Performance Profile**

<b>Demographic Information</b>	<b>Dec 11</b>	<b>Dec 10</b>
Number of branches	243	212
Total assets (\$ mil)	6,644	4,457
Total loans (\$ mil)	4,271	2,978
Total surplus funds (\$ mil)	2,096	1,294
Total savings (\$ mil)	5,517	3,841
Total members (thousands)	796	612
<b>Growth Rates (Trailing 12 months) *</b>		
Total assets	7.7 %	3.7 %
Total loans	5.5 %	6.0 %
Total surplus funds	12.2 %	-1.7 %
Total savings	7.9 %	7.0 %
Total members	2.5 %	3.0 %
<b>Earnings - Basis Pts. *</b>		
Yield on total assets	458	511
Dividend/interest cost of assets	107	131
Fee & other income	169	133
Operating expense	391	386
Loss Provisions	55	53
Net Income (ROA) after stabilization exp	73	73
<b>Capital adequacy</b>		
Net worth / assets	11.1	11.0
<b>Asset quality *</b>		
Delinquencies / loans	1.1	1.3
Net chargeoffs / average loans	0.9	0.8
Total borrower-bankruptcies	38	22
Bankruptcies per 1000 members	4.8	3.6
<b>Asset/Liability Management</b>		
Loans / savings	77.4	77.5
Loans / assets	64.3	66.8
Long-term assets / assets	28.3	24.4
Core deposits/shares & borrowings	39.2	41.0
<b>Productivity</b>		
Members/potential members	4.5	4.3
Borrowers/members	55.5	52.0
Members/FTE	368	382
Average shares/members (\$)	6,935	6,274
Average loan balances (\$)	9,681	9,364
Salary & Benefits/FTE	56,177	49,022

\* 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.