CONTINUING TO SERVE THE UNDERSERVED

SINCE 1908, CREDIT UNIONS have served those often shut out by traditional financial institutions. A reflection of their local communities, credit unions have continued to ensure that people from all walks of life have access to credit and the opportunity to build a strong and comfortable life.

Despite legislative restrictions on who we can serve, credit unions continue working hard to advance communities of every stripe.

Credit unions are committed to growing and advancing America’s middle class and reaching and serving diverse members

- Nearly 50% of credit unions focus on serving low-income individuals¹
- More than half of credit union-originated home loans go to borrowers earning middle incomes or less²
- 3x as many credit unions vs banks are organized to serve specific minority communities³
- 75% of credit union branches are in middle, moderate, and low-income communities⁴
- Nearly 40% of credit unions are in CDFI investment areas⁴

¹NCUA, ²FFIEC, ³NCUA, FDIC, CUNA ⁴NCUA, U.S. Census Bureau, calculations by UW Applied Population Lab, CUNA