

CUNA New Hampshire  
**MEMBERSHIP BENEFITS**  
REPORT

## New Hampshire

### The Benefits of Membership

Credit unions generally provide financial benefits to members through lower loan rates, high savings rates, and fewer fees than banking institutions.

The Credit Union National Association (CUNA) estimates that New Hampshire credit unions provided \$88,310,042 in direct financial benefits to the state's 676,692 members during the twelve months ending December 2018.

**These benefits are equivalent to \$131 per member or \$274 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 New Hampshire 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 New Hampshire credit unions.

Consider this:

**Financing a \$25,000 new automobile for 60 months at a New Hampshire credit union will save members an average \$138 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.

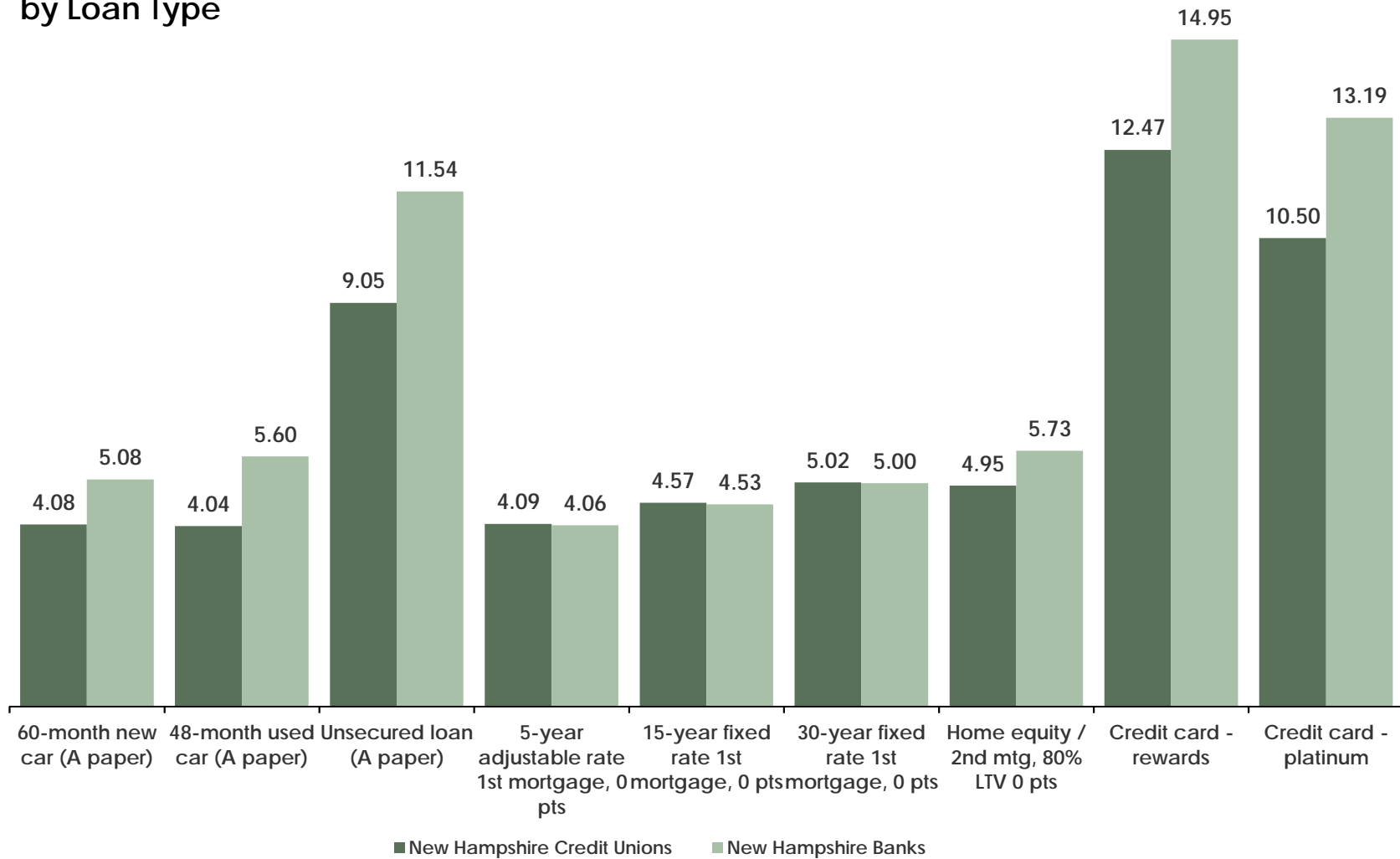
New Hampshire credit unions excel in providing member benefits on many loan and savings products. In particular, New Hampshire credit unions offer lower average loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, home equity loans, credit cards loans.

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



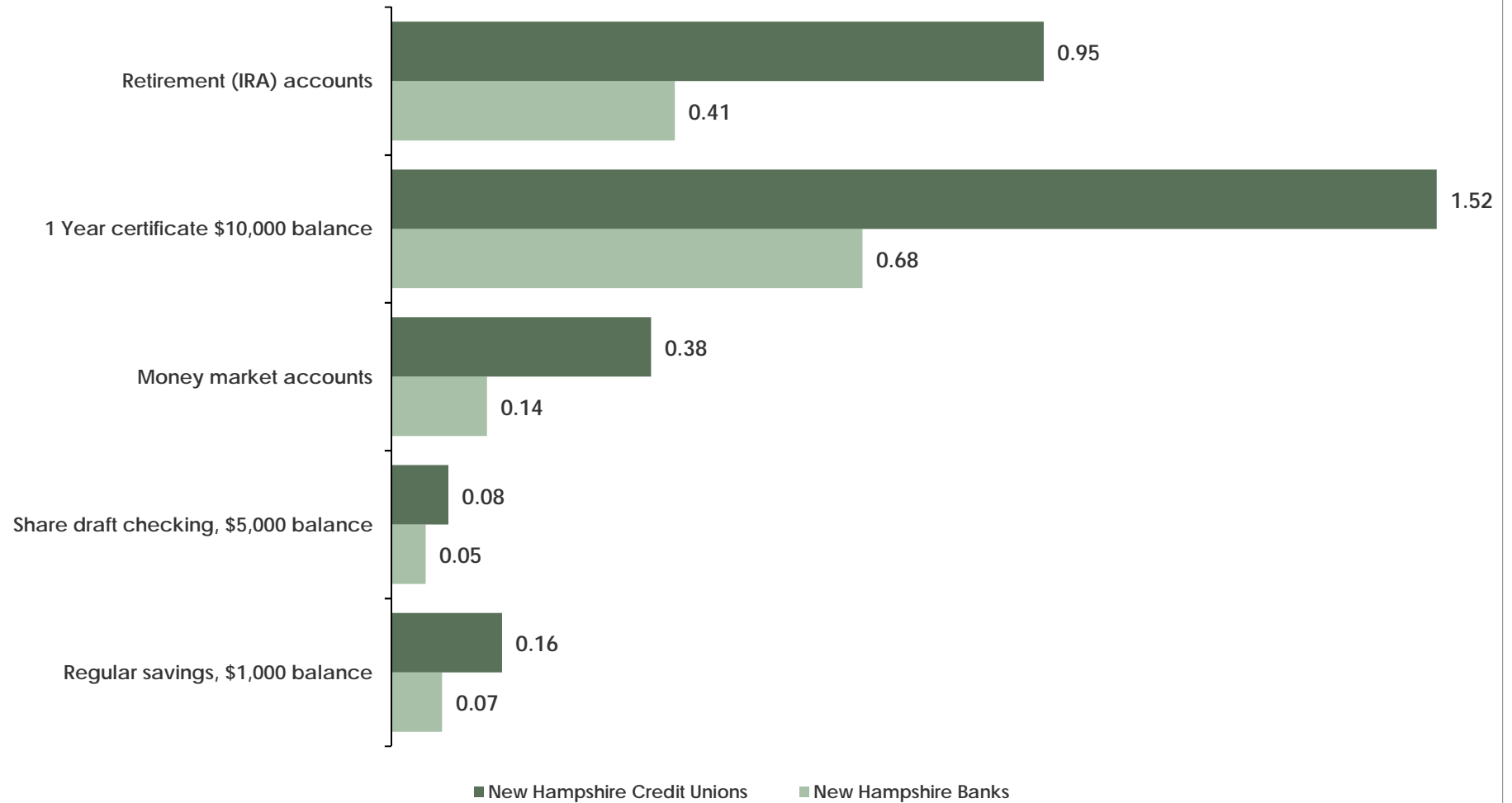
## Loan Product Comparative Interest Rates (%)

by Loan Type



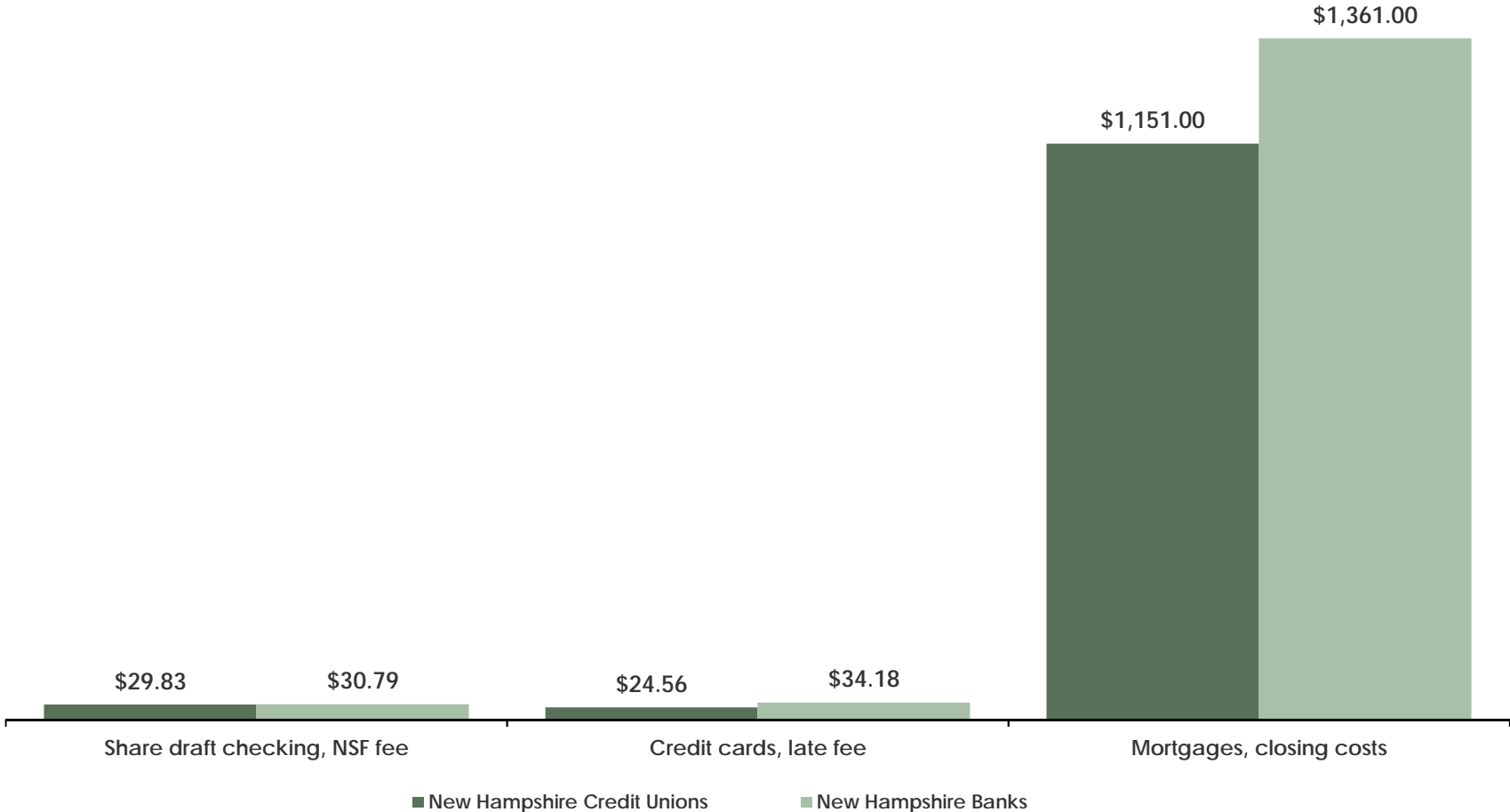
## Savings Product Comparative Interest Rates (%)

### by Savings Account Type



### Comparative Fees

by Type



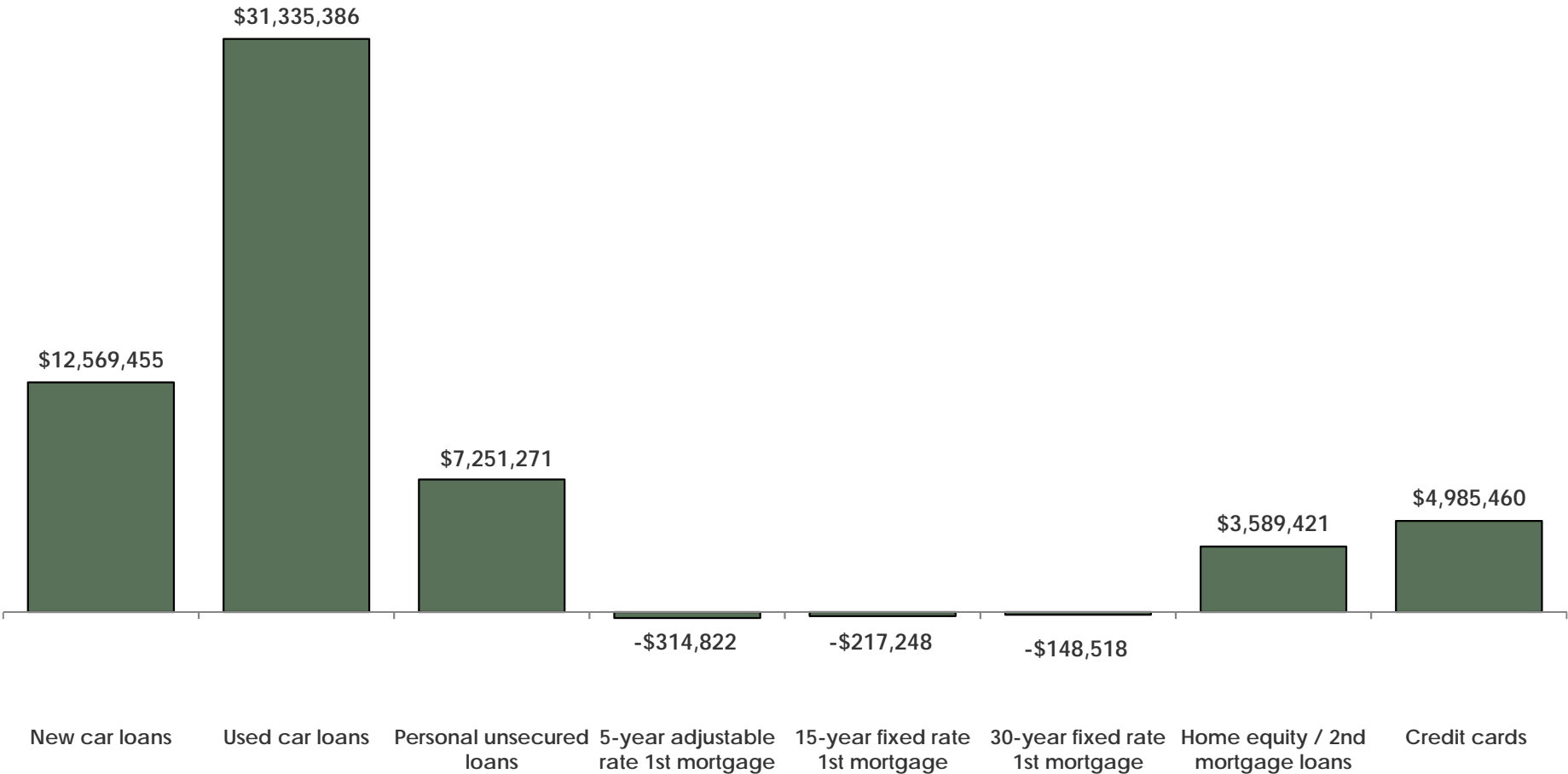
## New Hampshire Credit Union and Banking Institution December 2018 Average Interest Rates and Fees

Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	4.08	5.08	-1.01
48-month used car (A paper)	4.04	5.60	-1.56
Unsecured loan (A paper)	9.05	11.54	-2.50
5-year adjustable rate 1st mortgage, 0 pts	4.09	4.06	0.04
15-year fixed rate 1st mortgage, 0 pts	4.57	4.53	0.04
30-year fixed rate 1st mortgage, 0 pts	5.02	5.00	0.02
Home equity / 2nd mtg, 80% LTV 0 pts	4.95	5.73	-0.78
Credit card - rewards	12.47	14.95	-2.48
Credit card - platinum	10.50	13.19	-2.70
Savings Products			
Regular savings, \$1,000 balance	0.16	0.07	0.09
Share draft checking, \$5,000 balance	0.08	0.05	0.03
Money market accounts	0.38	0.14	0.24
1 Year certificate \$10,000 balance	1.52	0.68	0.83
Retirement (IRA) accounts	0.95	0.41	0.54
Fee Income			
Share draft checking, NSF fee	\$29.83	\$30.79	-\$0.96
Credit cards, late fee	\$24.56	\$34.18	-\$9.62
Mortgages, closing costs	\$1,151.00	\$1,361.00	-\$210.00

Source: Datatrac

### State Credit Union's Total Loan Rate Benefits

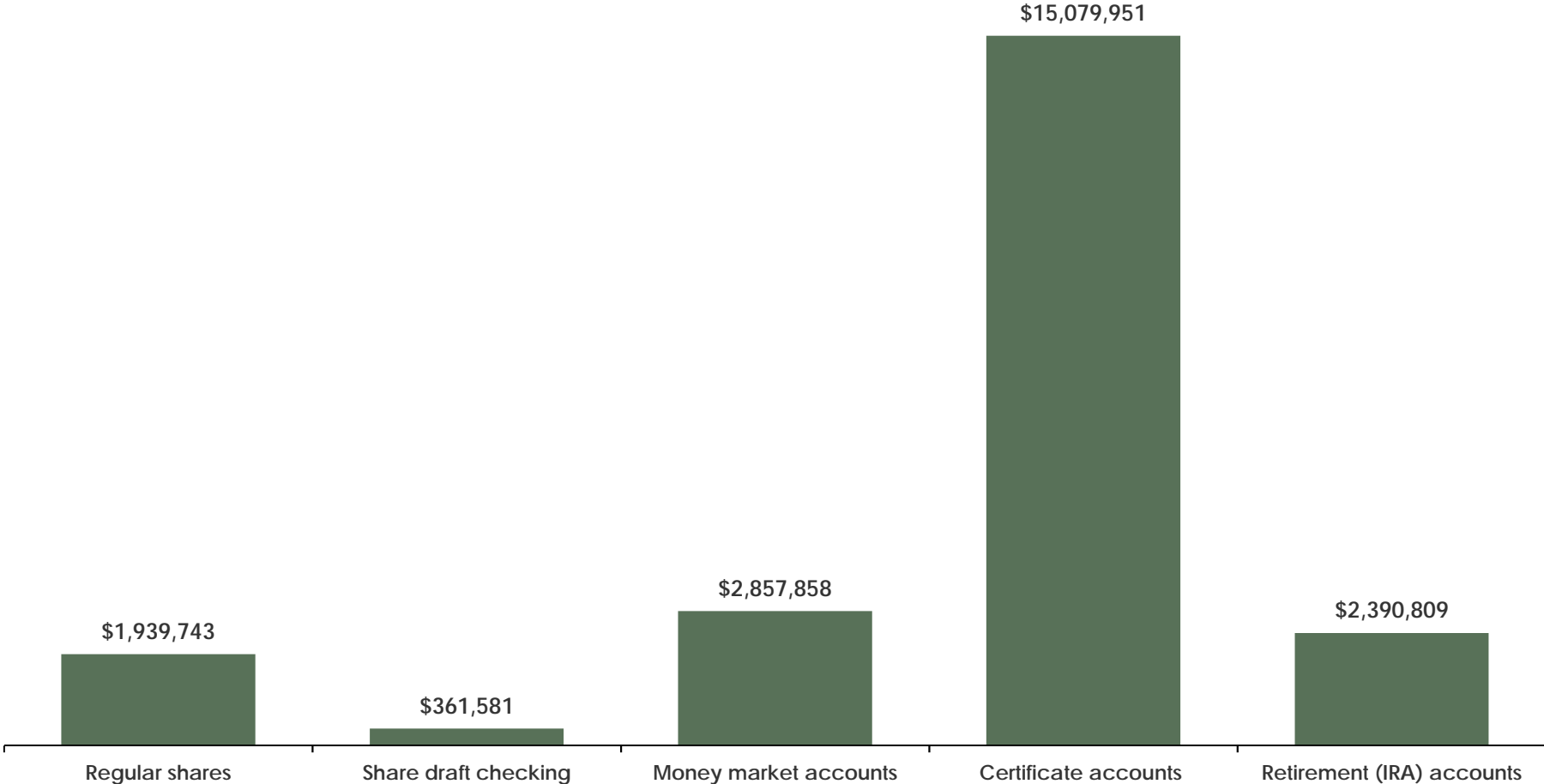
Compared to State Banking Institutions  
by Loan Type





State Credit Union's Total Savings Dividend Benefits

Compared to State Banking Institutions  
by Account Type





## Estimated Financial Benefits for New Hampshire Credit Unions December 2018

Loans	Avg. Balance at Credit Unions (1)	Rate Difference vs. New Hampshire Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	1,248,208,090	-1.01	\$12,569,455
Used car loans	2,004,823,167	-1.56	\$31,335,386
Personal unsecured loans	290,515,660	-2.50	\$7,251,271
5-year adjustable rate 1st mortgage	899,490,021	0.04	-\$314,822
15-year fixed rate 1st mortgage	571,706,152	0.04	-\$217,248
30-year fixed rate 1st mortgage	825,099,791	0.02	-\$148,518
Home equity / 2nd mortgage loans	459,593,006	-0.78	\$3,589,421
Credit cards	196,956,443	-2.48	\$4,985,460
Interest rebates			\$3,133
<b>Total CU member benefits arising from lower interest rates on loan products:</b>			\$59,053,539
Savings			
Regular shares	2,229,589,159	0.09	\$1,939,743
Share draft checking	1,095,701,504	0.03	\$361,581
Money market accounts	1,200,780,476	0.24	\$2,857,858
Certificate accounts	1,810,318,220	0.83	\$15,079,951
Retirement (IRA) accounts	446,462,927	0.54	\$2,390,809
Bonus dividends in period			\$0
<b>Total CU member benefit arising from higher interest rates on savings products:</b>			\$22,629,941
Fee Income			
<b>Total CU member benefit arising from fewer / lower fees:</b>			\$6,626,562
<b>Total CU member benefit arising from interest rates on loans, savings products and lower fees:</b>			\$88,310,042
<b>Total CU member benefit / member:</b>			\$131
<b>Total CU member benefit / member household:</b>			\$274

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of December 2018 and December 2017, according to the NCUA call report.; (2) Source for rates and fees: Datatrac;

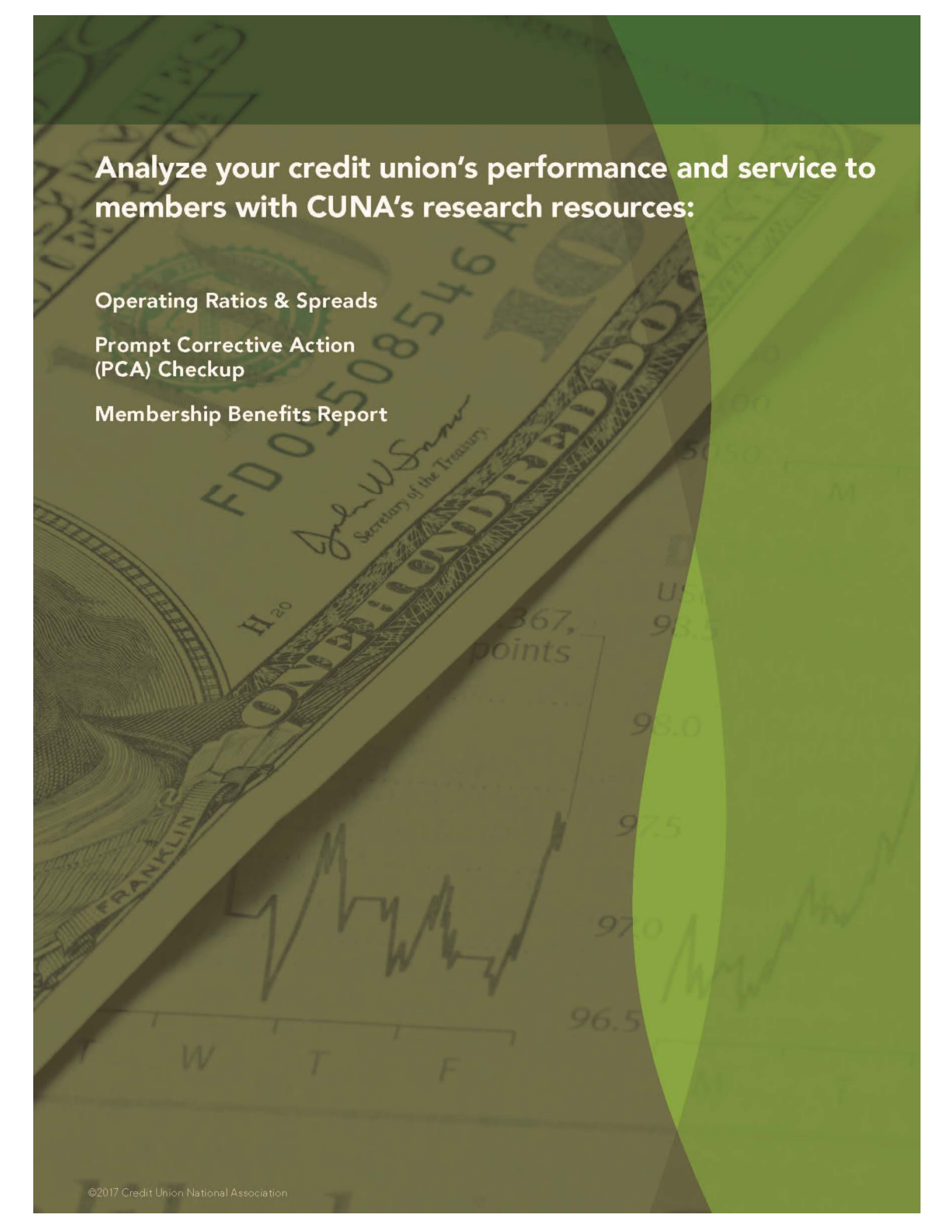
# Membership Benefits Report

CUNA Economics and Statistics

## New Hampshire Credit Union Performance Profile

Demographic Information	Dec 18	Dec 17
Number of branches	119	118
Total assets (\$ mil)	8,412	7,910
Total loans (\$ mil)	6,907	6,443
Total surplus funds (\$ mil)	1,111	1,091
Total savings (\$ mil)	7,005	6,585
Total members (thousands)	704	649
Growth Rates (Trailing 12 months) *		
Total assets	6.4 %	7.9 %
Total loans	7.2 %	10.2 %
Total surplus funds	1.9 %	-3.3 %
Total savings	6.4 %	7.7 %
Total members	8.5 %	2.6 %
Earnings - Basis Pts. *		
Yield on total assets	346	324
Dividend / interest cost of assets	75	61
Fee & other income	165	159
Operating expense	329	329
Loss Provisions	25	29
Net Income (ROA) after stabilization exp	82	64
Capital Adequacy		
Net worth / assets	10.6	10.5
Asset Quality *		
Delinquencies / loans	0.3	0.3
Net chargeoffs / average loans	0.3	0.3
Total borrower-bankruptcies	60	55
Bankruptcies per 1000 members	1.3	1.3
Asset/Liability Management		
Loans / savings	98.6	97.9
Loans / assets	82.1	81.5
Long-term assets / assets	27.7	28.8
Core deposits/shares & borrowings	46.0	46.6
Productivity		
Members / potential members	2.7	2.5
Borrowers / members	57.2	58.4
Members / FTE	385	244
Average shares / members (\$)	9,948	10,142
Average loan balances (\$)	17,137	16,995
Salary & Benefits / FTE	75,964	48,383

\* 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.



# Analyze your credit union's performance and service to members with CUNA's research resources:

Operating Ratios & Spreads

Prompt Corrective Action  
(PCA) Checkup

Membership Benefits Report