

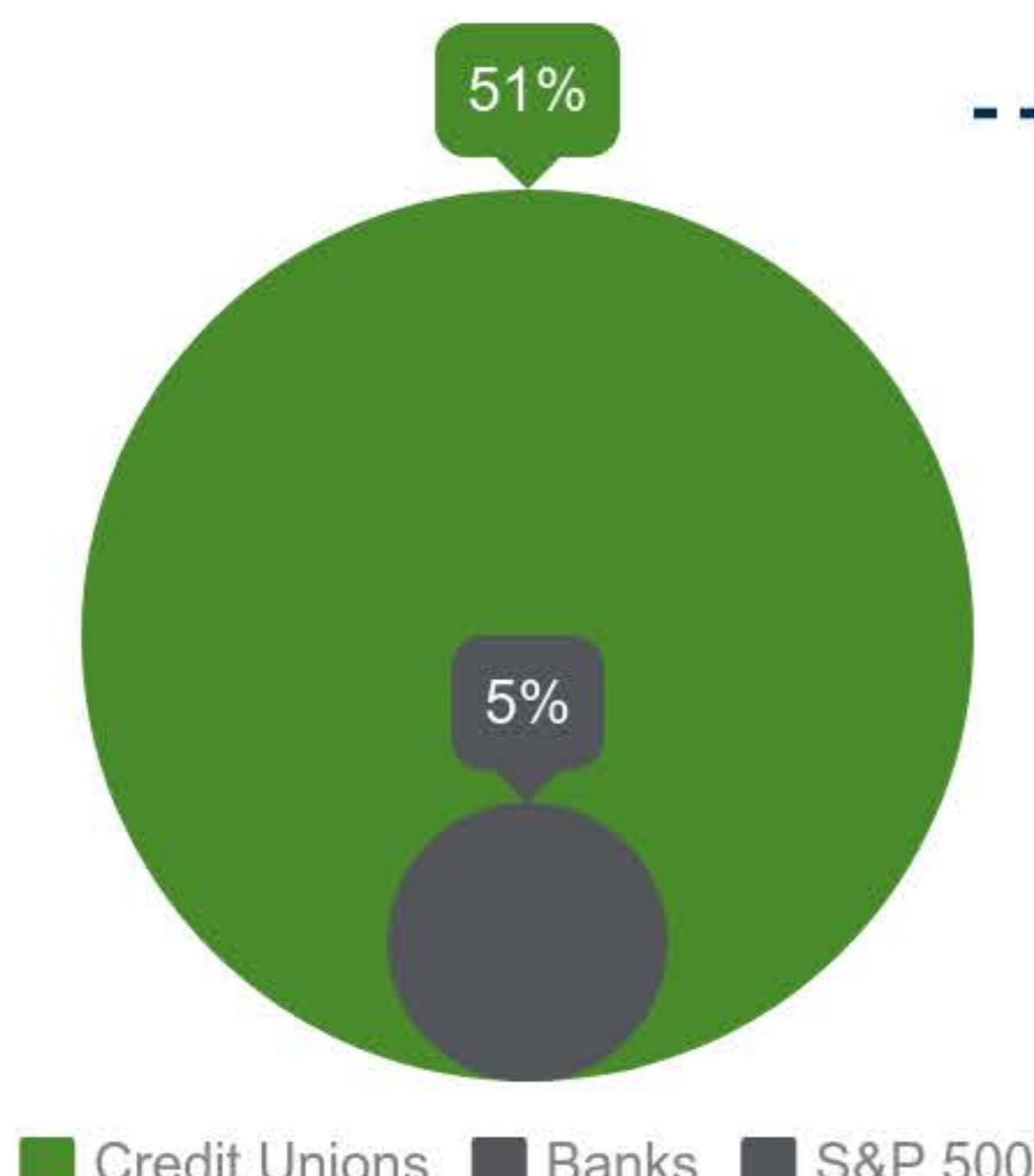
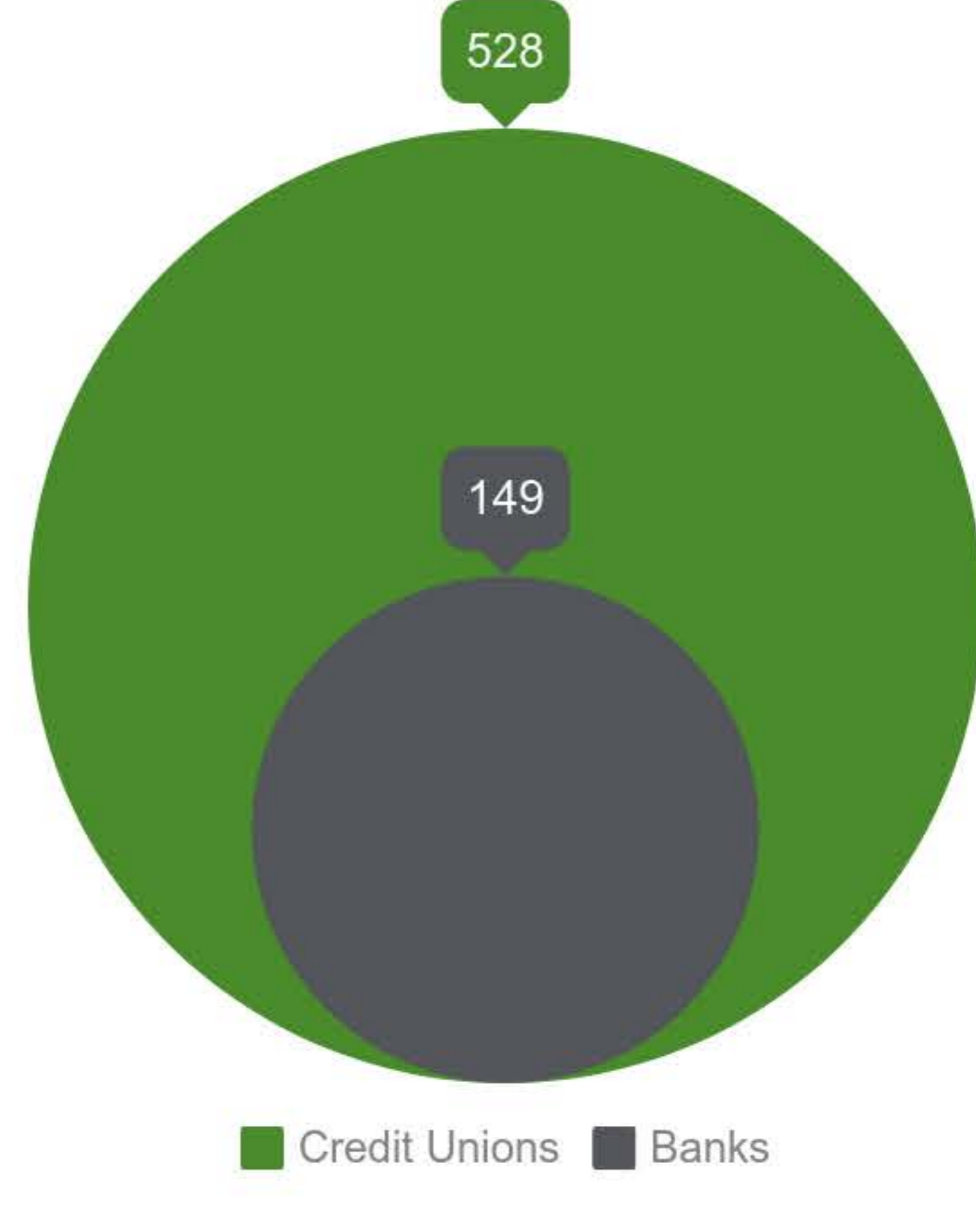


# THE CREDIT UNION DIFFERENCE

## MORE DIVERSE

The credit union industry is committed to diversity and inclusion.

There are more than **3X** as many minority-designated credit unions as banks.

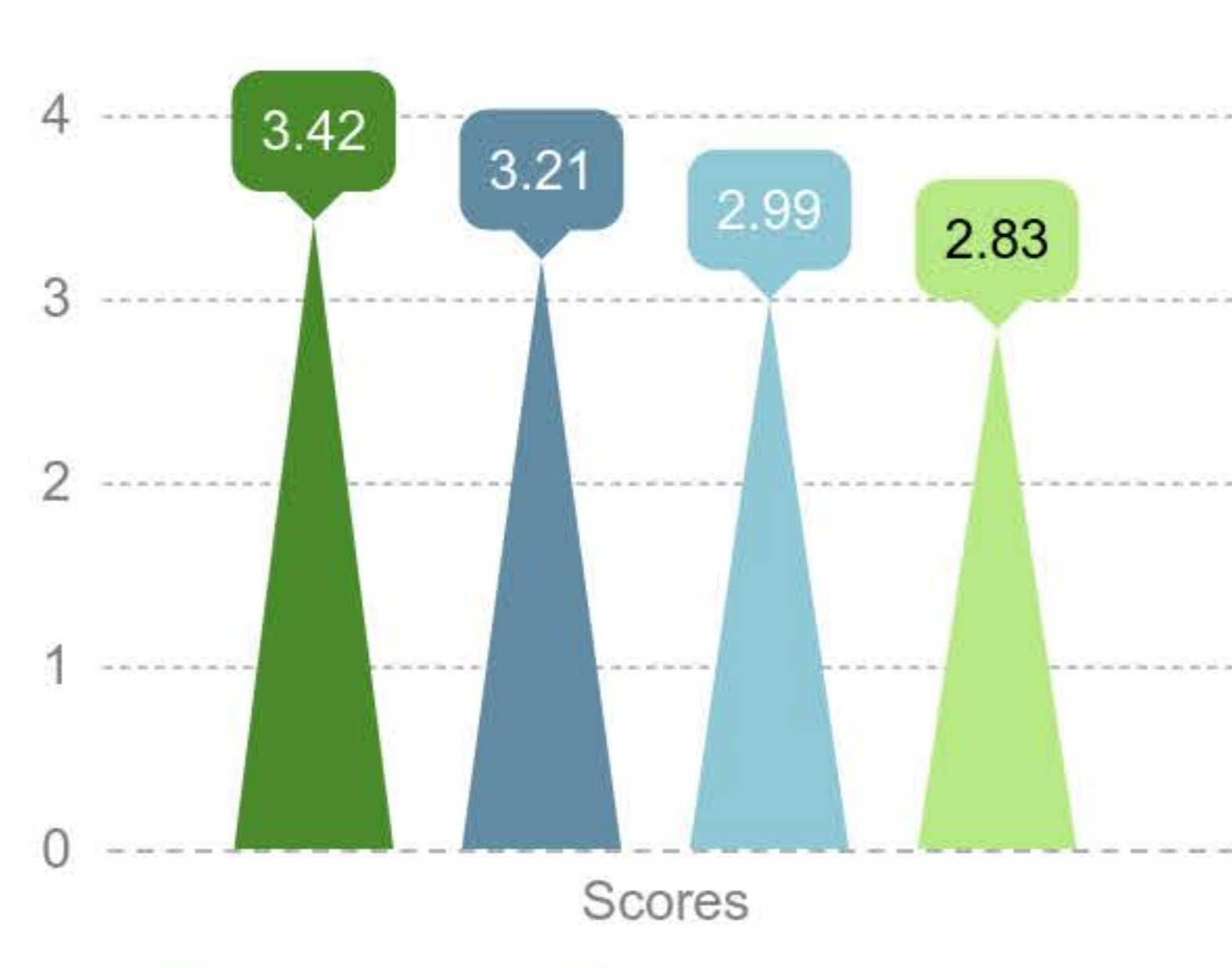


There are more than **10X** as many female CEOs in credit unions than in banks.

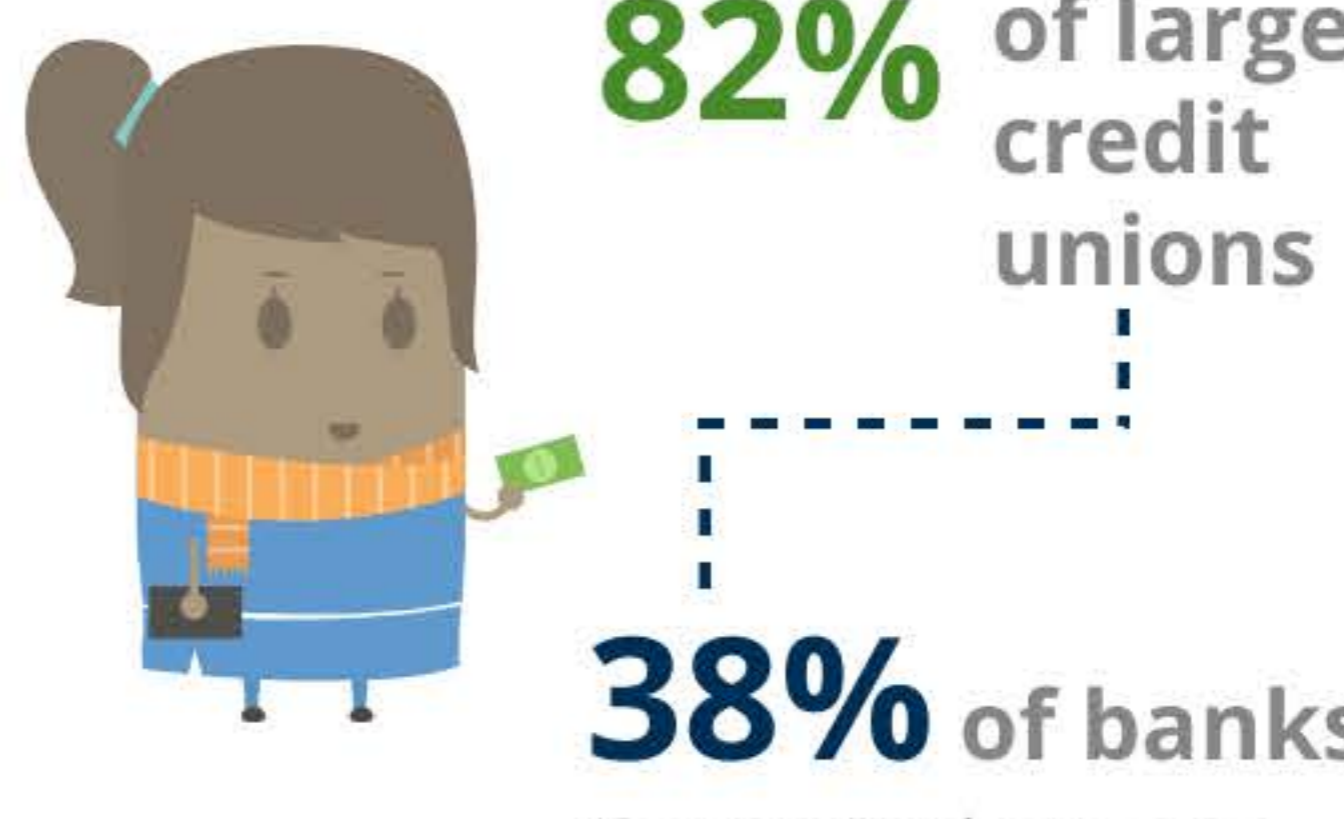
## SERVICE FIRST

Credit unions consistently beat banks in customer satisfaction surveys as consumers have a growing desire for safe and trustworthy institutions and better product and service offerings.

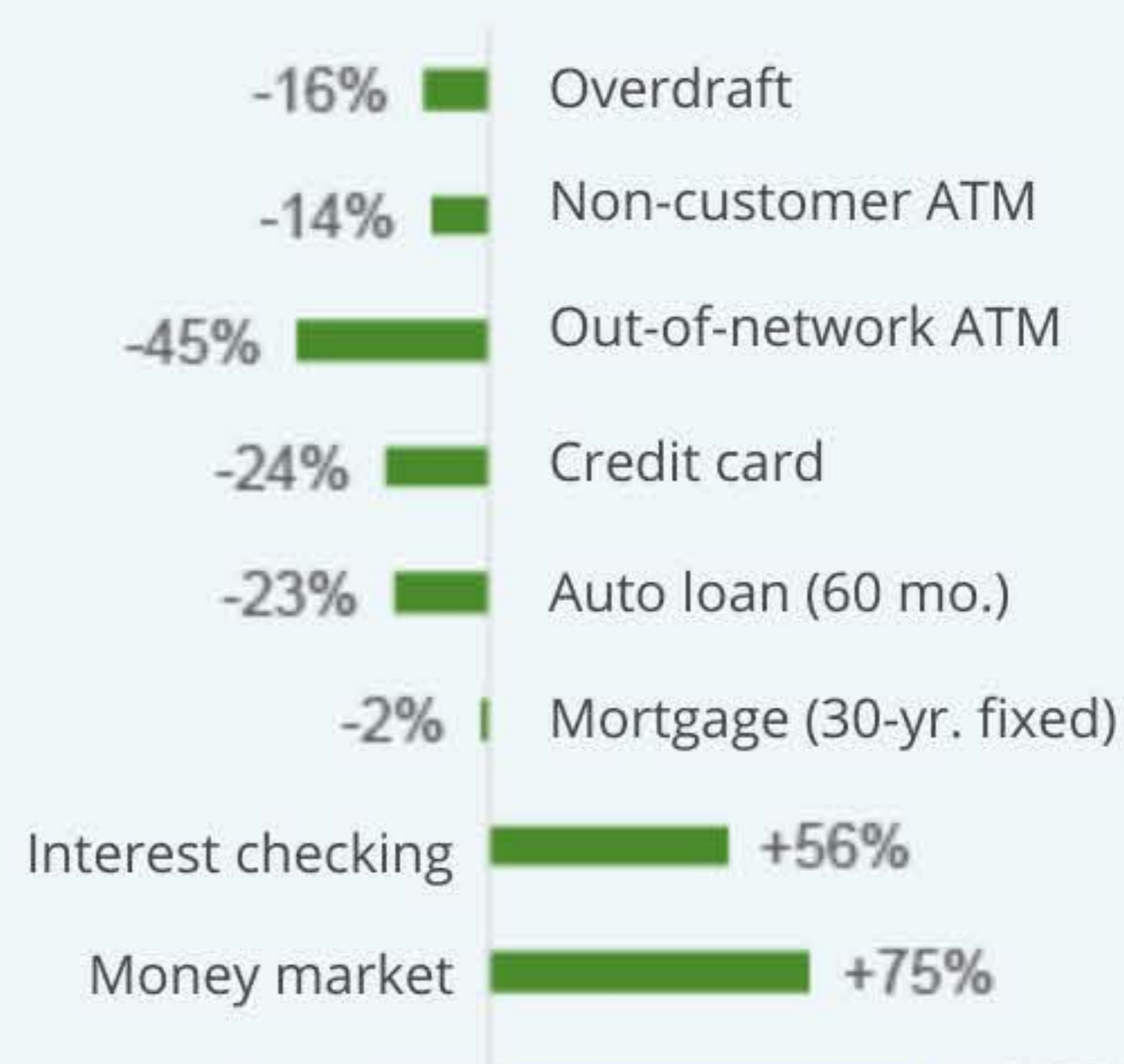
### SATISFACTION SCORES



### FREE CHECKING



### AVERAGE RATES & FEES Credit Unions vs. Banks % Difference



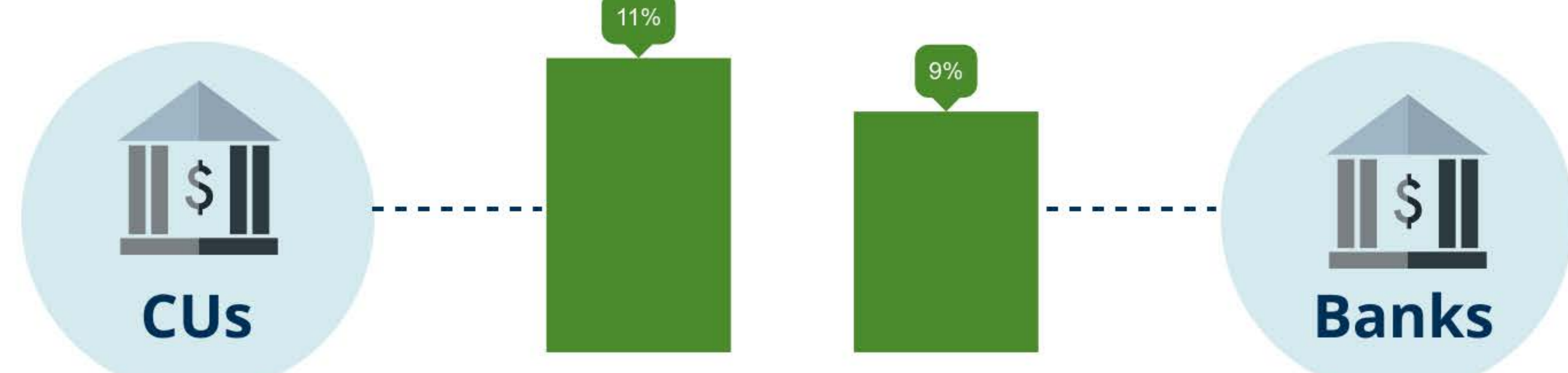
(Sources: Datatrac, Bankrate.com Checking Account Survey)

Credit unions are among the highest-rated services we've ever evaluated, with 96 percent of our members highly satisfied.

-- Consumer Reports

### CAPITAL RESERVES FOR TOUGH TIMES

Since the financial crisis, regulators have placed greater emphasis on capital reserves as a first line of defense. Credit unions' leverage ratio is nearly 2 percentage points higher than banks.

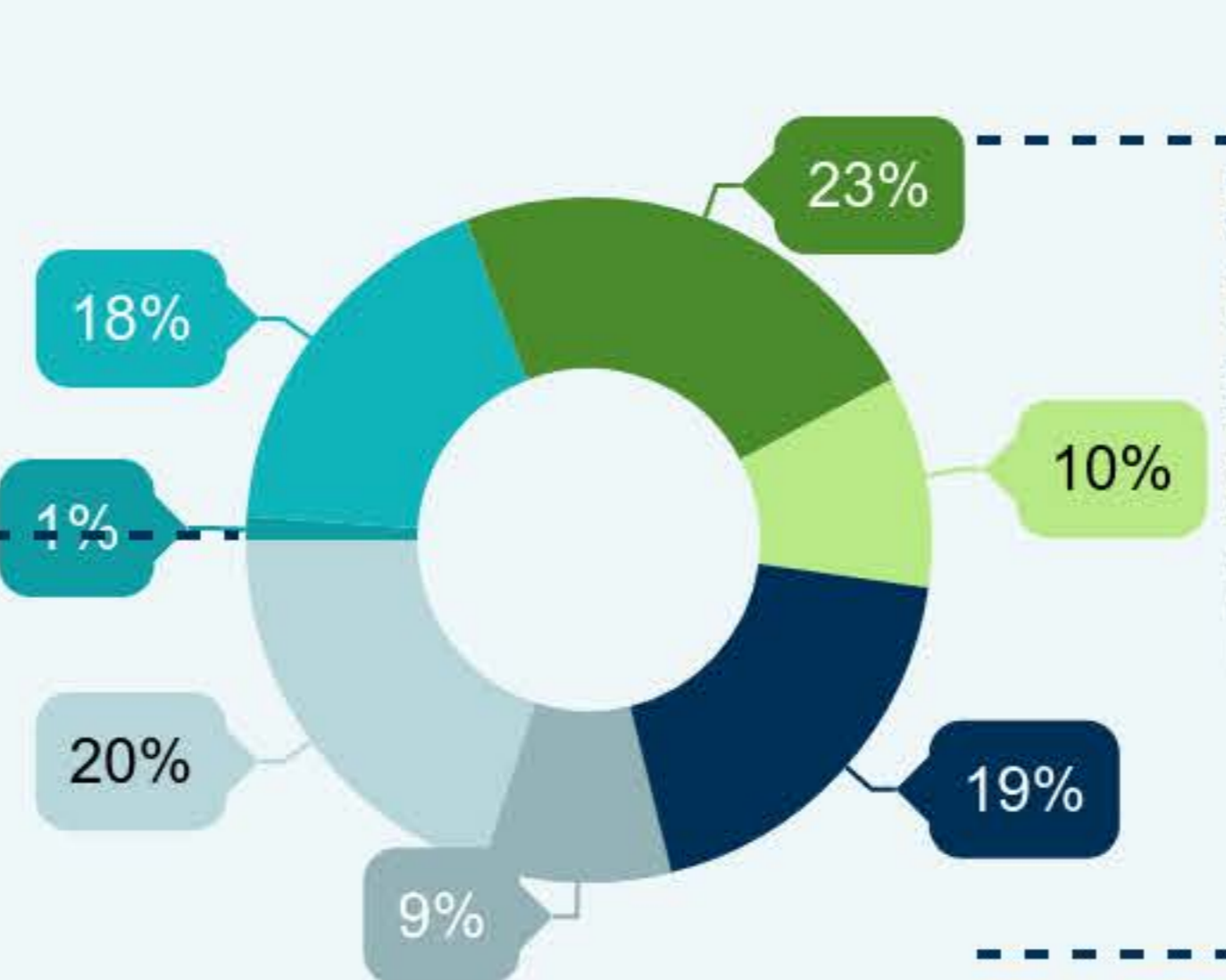


More than **120 million** Americans are members of credit unions, while credit unions are a small slice of the financial services industry. They hold only **10% of transaction account balances**, and they represent less than **2% of total domestic financial assets**.

The median bank is over **6X** larger than the median credit union.

The largest bank is over **23X** larger than the largest credit union.

**BANKS HIT WITH \$243 B SINCE THE FINANCIAL CRISIS**



Share of Domestic Financial Assets

## BENEFITS TO THE ECONOMY

### Credit unions' federal income tax exemption significantly benefits the U.S. Economy

Over a 10-year span, the presence of credit unions put an average of **\$16 billion** per year into the pockets of everyday Americans. If credit unions were to disappear, it would mean over **90,000** jobs would go with them.

### ECONOMIC IMPACT Annual Average



Source: Economic Benefits of the Credit Union Tax Exemption to Consumers, Businesses, and the U.S. Economy (2017)

Credit unions played a large role in helping local communities through the financial crisis. When banks pulled back on lending to small businesses, credit unions stepped up to fill the gap.



### Annual Growth in LOANS TO SMALL BUSINESSES



National Association of Federally-Insured Credit Unions | [nafcuro.org](http://nafcuro.org)

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