



Northern California: 3rd Quarter Credit Union Snapshot

- **Membership Hits Record 228,000 Individuals**
- **1st Mortgages Hit Record \$653 Million; HELOC/2nd Mtgs Reach 2013 Level**
- **New and Used Auto Loans Hit Records (\$345 Million and \$599 Million)**
- **Total Loans and Total Deposits Hit Records (\$1.95 Billion and \$3 Billion)**

(All data trends are year-over-year unless otherwise noted. Historical trends represents credit unions currently operating and may not completely capture some trends from some credit unions merged-out or liquidated over the years, depending on circumstance)

NOTE: The recent merge-in of Community First Credit Union (originally from "Bay Area") into Mendo Lake Credit Union (in "Northern California") is affecting 3Q 2017 data versus original year-over-year trend numbers from 3Q 2016. For more info please inquire.

11 credit unions were headquartered in Northern California (seven counties*) as of Sept. 30, 2017 (third quarter). They were serving **228,000** members—a **4 percent** year-over-year (YOY) increase (or **9,100** new members), and a **record high** in membership. (Historically, current membership is up 25 percent from the most recent low in 2011 of 183,000. The last historical peak was 187,000 in 2006)

- *Counties of Humboldt, Mendocino, Del Norte, Lassen, Shasta, Sutter, and Siskiyou

Loans

Credit unions in Northern California (seven counties) had **\$1.95 billion** loaned-out within the local community—a **23 percent** year-over-year (YOY) increase. Historically, this \$1.95 billion figure has risen 86 percent from a post-recession low in 2012 of \$1.05 billion and now represents a **record outstanding dollar amount** (first-mortgages, second-mortgages, HELOCs, business loans, new and used auto loans, credit cards, and sometimes other consumer loans). The last historical peak was \$1.2 billion in 2008.

Here's the category breakdown:

- **5 percent** increase in first-mortgages. This may include a mixture of fixed-rate, adjustable-rate, purchase, traditional refinance, and cash-out refinance:
 - Hit a **record outstanding dollar amount** of \$653 million and has risen every year since 2002 (and more than doubled, rising **100 percent**, from \$326 million in 2007)
 - **15 percent** year-over-year (YOY) increase in originations (incoming pipeline)—hitting **\$87 million**—compared to same quarter in prior year
(\$87 million is year-to-date comparison: a combined 1Q, 2Q, and 3Q 17' compared to same in 16')
- **19 percent** increase in combined category of Home Equity Lines of Credit (HELOCs)/home equity loans (second-mortgages):
 - Hit an outstanding dollar amount **not seen since 2013** (\$78 million) and has jumped 20 percent from the most recent low in 2015 of \$65 million. (The record high was \$133 million in 2008)
 - **29 percent** year-over-year (YOY) increase in originations (incoming pipeline)—hitting **\$33 million**—compared to same quarter in prior year
(\$33 million is year-to-date comparison: a combined 1Q, 2Q, and 3Q 17' compared to same in 16')
- **47 percent** increase in new auto loans
 - Hit a **record outstanding dollar amount** of \$345 million and has more than tripled (rising **245 percent**) from the most recent low in 2012 of \$100 million. (The last historical peak was \$172 million in 2008)



- **24 percent** increase in used auto loans
 - Hit a **record outstanding dollar amount** of \$599 million and has risen 91 percent from the most recent low in 2012 of \$313 million. (The last historical peak was \$396 million in 2008)
- **11 percent** increase in credit card lending
 - Hit a **record outstanding dollar amount** of \$64 million and has risen 42 percent from the most recent low in 2011 of \$45 million. (The last historical peak was \$47 million in 2010)
- **8 percent** decrease in business loans, falling to \$122 million (includes landlord real estate loans)
 - This category has fluctuated greatly between 2004-2017 from \$43 million – \$132 million. *(A large portion of this \$122 million is in non-owner occupied residential real estate loans that receive a “business loan” classification on call reports. Additionally, the long-term volatility in this category may be due to quick entrance or exit of business lending “participations,” and/or call report data differences from mergers or closures of credit unions whether inside or outside the region)*
- **Loan percentage increases are year-over-year (YOY) and reflect dollar amounts. Dollar amounts not specified are available upon request. Originations are approximate estimates.*

Deposits

Credit unions in Northern California (seven counties) held **\$3 billion** in deposits for local consumers—an **8 percent** year-over-year (YOY) increase (checking accounts, savings accounts, CDs, IRAs, Keogh retirement accounts, and local government checking/savings accounts when applicable). Here’s the category breakdown:

- Hit a **record outstanding dollar amount** of \$3 billion and has doubled (rising **100 percent**) from \$1.5 billion in 2007
 - Hit individual **record outstanding dollar amounts** in checking (\$585 million), savings (\$821 million), and money market (\$776 million) accounts (for other deposit accounts please inquire)
- **Deposit percentage increases are year-over-year (YOY) and reflect dollar amounts. Dollar amounts not specified are available upon request.*

Operations

Credit unions in Northern California (seven counties) spent **\$36 million*** on employees and operations (employee payroll, benefits, property, office equipment, occupancy, and vendor contracts). **Estimated quarterly figure based on year-over-year data (estimated annual figure is \$110 million)*

Jobs

Credit unions in Northern California (seven counties) employed **641** individuals—a **4 percent** year-over-year (YOY) increase

Information Source

Publicly-filed balance sheet data extracted from the National Credit Union Administration as of Sept. 30, 2017 (third quarter). Percentage changes are year-over-year (YOY), or Sept. 30, 2016 – Sept. 30, 2017. Although all credit unions mentioned are headquartered within the county/region described, some might have branches outside the county/region that affect this locally captured data.

California (all counties)

Statewide, regional, and U.S. data available upon request (contact Matt Wrye at mattw@ccul.org or 909-212-6043).



League Chief Economist

Dwight Johnston, chief economist for the California Credit Union League, is available for comment at [dwightj@ccul.org](mailto:dwrightj@ccul.org) or 909-215-3657.

The California Credit Union League

The California Credit Union League is based in Ontario, CA and is the state trade association for 318 credit unions headquartered in California (as of third-quarter 2017). The League represents the interests of 11.4 million credit union members across the state who are member-owners of their credit unions. Credit unions help consumers afford life and prosper!

