



## Santa Cruz County: 3<sup>rd</sup> Quarter Credit Union Snapshot

- **Membership Hits a Record 83,400 Individuals**
- **Used Auto Loans Hit Record \$204 Million; New Autos Reach 2007 Level**
- **1<sup>st</sup> Mortgages Hit Record \$202 Million; HELOC/2<sup>nd</sup> Mtg. Originations Up 11%**
- **Total Loans Reach 2008 Peak; Total Deposits Hit Record \$951 Million**

*(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)*

3 credit unions were headquartered in Santa Cruz County as of Sept. 30, 2017 (third quarter). They were serving **83,400** members—a **5 percent** year-over-year (YOY) increase (or **4,100** new members), and a **record high** in membership. (Historically, current membership is up 29 percent from the most recent low in 2011 of 64,500. The last historical peak was 76,600 in 2010)

### Loans

Credit unions in Santa Cruz County had **\$651 million** loaned-out within the local community—a **5 percent** year-over-year (YOY) increase. Historically, this \$651 million figure has risen 38 percent from a post-recession low in 2011 of \$471 million and hit a **level not seen since 2008** (first-mortgages, second-mortgages, HELOCs, business loans, new and used auto loans, credit cards, and sometimes other consumer loans). The historical peak was \$654 million 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 \$202 million and has risen 25 percent from the most recent low of \$161 million in 2011. (The last historical peak was \$189 million in 2008)
    - **24 percent** year-over-year (YOY) decrease in originations (incoming pipeline)—falling to **\$64.5 million**—compared to same quarter in prior year  
*(\$64.5 million is year-to-date comparison: a combined 1Q, 2Q, and 3Q 17' compared to same in 16')*
- **11 percent** decrease in combined category of Home Equity Lines of Credit (HELOCs)/home equity loans (second-mortgages):
  - Outstanding dollar amount (\$46 million) over the long-term drops to level **not seen since before 2002** and has fallen 65 percent from a record high in 2009 of \$133 million
    - **11 percent** year-over-year (YOY) increase in originations (incoming pipeline)—hitting **\$13.1 million**—compared to same quarter in prior year  
*(\$13.1 million is year-to-date comparison: a combined 1Q, 2Q, and 3Q 17' compared to same in 16')*
- **35 percent** increase in new auto loans
  - Outstanding dollar amount hit a level **not seen since 2007** (\$74 million) and is slowly working toward its last historical peak reached in 2005 of \$126 million. It has risen **957 percent** from the most recent low in 2011 of \$7 million.
- **8 percent** increase in used auto loans
  - Hit a **record outstanding dollar amount** of \$204 million and has more than quadrupled (rising **316 percent**) from the most recent low in 2011 of \$49 million. (The last historical peak was \$132 million in 2008)



- **2 percent** decrease in credit card lending
  - Outstanding dollar amount stood at \$22 million and has ranged between \$20 - \$22 million from 2007 – 2017. Before this it slowly rose from \$12 million in 2002.
- **1 percent** decrease in business loans, falling to \$16 million (includes landlord real estate loans)
  - This category has fluctuated greatly between 2004-2017 from \$10 million – \$28 million. *(A large portion of this \$16 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 Santa Cruz County held **\$951 million** in deposits for local consumers—a **10 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 \$951 million and has doubled (rising **100 percent**) from \$475 million in 2006
  - Hit individual **record outstanding dollar amounts** in checking (\$267 million) and savings (\$500 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 Santa Cruz County spent **\$13 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 \$45 million)*

### Jobs

Credit unions in Santa Cruz County employed **258** individuals—a **5 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](mailto: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!*

