



## Bay Area: 3<sup>rd</sup> Quarter Credit Union Snapshot

- **Membership Hits a Record 2.7 Million Individuals**
- **New and Used Auto Loans Hit Records (\$4.5 Billion and \$4.3 Billion)**
- **1<sup>st</sup> Mortgages & HELOCs/2<sup>nd</sup> Mtgs Hit Records (\$22.6 Billion & \$4.3 Billion)**
- **Total Loans and Total Deposits Hit Records (\$38.7 Billion and \$48 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-out of Community First Credit Union into a new territory (from "Bay Area" to "Northern California") is affecting 3Q 2017 data versus original year-over-year trend numbers from 3Q 2016. For more info please inquire.*

69 credit unions were headquartered in the Bay Area (9 counties) as of Sept. 30, 2017 (third quarter). They were serving **2.7 million** members—a **6 percent** year-over-year (YOY) increase (or **156,300** new members), and a **record high** in membership. (Historically, current membership is up 36 percent from 2 million in 2010. Yearly membership has almost always grown from 2002 – 2017)

### Loans

Credit unions in the Bay Area (9 counties) had **\$38.7 billion** loaned-out within the local community—a **14 percent** year-over-year (YOY) increase. Historically, this \$38.7 billion figure has more than doubled (rising **112 percent**) from a post-recession low in 2010 of \$18.25 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 \$19.6 billion in 2008. Here's the category breakdown:

- **14 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 \$22.6 billion and has doubled (rising **100 percent**) from \$11.3 billion in 2012. (This category has always risen since 2002)
    - **29 percent** year-over-year (YOY) decrease in originations (incoming pipeline)—falling to **\$2.6 billion**—compared to same quarter in prior year  
*(\$2.6 billion is year-to-date comparison: a combined 1Q, 2Q, and 3Q 17' compared to same in 16')*
- **10 percent** increase in combined category of Home Equity Lines of Credit (HELOCs)/home equity loans (second-mortgages):
  - Hit a **record outstanding dollar amount** of \$4.3 billion and has risen 54 percent from the most recent low in 2013 of \$2.8 billion. (The last historical peak was \$3.45 billion in 2008)
    - **15 percent** year-over-year (YOY) increase in originations (incoming pipeline)—hitting **\$1.5 billion**—compared to same quarter in prior year  
*(\$1.5 billion is year-to-date comparison: a combined 1Q, 2Q, and 3Q 17' compared to same in 16')*
- **23 percent** increase in new auto loans
  - Hit a **record outstanding dollar amount** of \$4.5 billion and has more than tripled (rising **247 percent**) from the most recent low in 2012 of \$1.3 billion. (The last historical peak was \$3.1 billion in 2006)



- **14 percent** increase in used auto loans
  - Hit a **record outstanding dollar amount** of \$4.3 billion and has more than doubled (rising **109 percent**) from the most recent low in 2010 of \$2.06 billion. (The last historical peak was \$2.8 billion in 2006)
- **11 percent** increase in credit card lending
  - Hit a **record outstanding dollar amount** of \$1.4 billion and has doubled (rising **100 percent**) from \$700 million in 2005. (This category has almost always grown from 2002 – 2017)
- **12 percent** decrease in business loans, falling to \$2.5 billion (includes landlord real estate loans)
  - This category has fluctuated greatly between 2004-2017 from \$824 million – \$2.8 billion. *(A large portion of this \$2.5 billion 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 the Bay Area (9 counties) held **\$48 billion** in deposits for local consumers—a **9 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 \$48 billion and has doubled (rising **100 percent**) from \$24 billion in 2007
  - Hit individual **record outstanding dollar amounts** in checking (\$5.6 billion), savings (\$19.7 billion), and money market (\$13.1 billion) 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 the Bay Area (9 counties) spent **\$345 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 \$1.2 billion)*

### Jobs

Credit unions in the Bay Area (9 counties) employed **6,844** individuals—an **8 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!*

