In the financial services universe, there is no shortage of players battling for consumer attention and share of wallet.

So how do credit unions stack up in a pack filled with heavy-hitting banks and aggressive online lenders?

Review our latest findings, which reveal insights and stats on credit union members as well as how credit unions are faring on various loan products in comparison with the competition.
## Credit Union Member Snapshot

### From Traditionalist to Gen Z

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Average VantageScore®</th>
<th>Average Number of Credit Cards</th>
<th>Average Credit Card Balance</th>
<th>Average Revolving Utilization</th>
<th>Average Total Debt</th>
<th>Average Number of Retail Cards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silent (Age 70+)</td>
<td>752</td>
<td>3.38</td>
<td>$5,493</td>
<td>18%</td>
<td>$19,848</td>
<td>2.58</td>
</tr>
<tr>
<td>Boomer (Age 50–70)</td>
<td>725</td>
<td>3.71</td>
<td>$8,280</td>
<td>30%</td>
<td>$32,774</td>
<td>2.86</td>
</tr>
<tr>
<td>Gen X (Age 35–49)</td>
<td>683</td>
<td>3.37</td>
<td>$8,650</td>
<td>39%</td>
<td>$37,351</td>
<td>2.72</td>
</tr>
<tr>
<td>Gen Y (Age 21–34)</td>
<td>659</td>
<td>2.64</td>
<td>$4,925</td>
<td>38%</td>
<td>$28,454</td>
<td>2.20</td>
</tr>
<tr>
<td>Gen Z (Age 18–20)</td>
<td>639</td>
<td>1.50</td>
<td>$1,407</td>
<td>40%</td>
<td>$9,954</td>
<td>1.59</td>
</tr>
</tbody>
</table>

While 25% of U.S. consumers have one or more credit union tradelines on their credit file, there is a huge opportunity to build relationships with millennials and Gen Z. Currently, only 20% of those with a credit union trade on file are millennials and only 1% are Gen Z.
Concentration of Credit Union Consumers Across the Country

Highest Concentration
- Utah: 55.8%
- Alaska: 51.4%
- Idaho: 43.1%
- Washington: 41.0%
- Hawaii: 38.2%

Lowest Concentration
- New Jersey: 10.8%
- West Virginia: 14.1%
- Arkansas: 15.0%
- Mississippi: 15.4%
- Kentucky: 17.3%

Credit Union Member vs. Non-Credit Union Member

Consumers with 1+ CU trades
- Average VantageScore®: 701
- Average number of credit cards: 3.35
- Average credit card balance: $7,388
- Average number of trades currently past due: 0.35
- Average total debt: $31,626

Consumers with 0 CU trades
- Average VantageScore®: 665
- Average number of credit cards: 2.90
- Average credit card balance: $5,613
- Average number of trades currently past due: 0.40
- Average total debt: $20,820

Overall, consumers with credit unions have:
- Higher risk scores.
- Higher credit card balances and utilization.
- Higher total debt (excluding mortgage).
- Lower delinquency levels.
Credit Unions vs. Competitors

While credit unions have seen some growth in this space (up 2% in 2 years) — and have expressed interest in growing their personal loan business — the online lenders and finance companies own this universe with 51% share.
Credit Unions vs. Competitors

Banks own this space, but credit unions have seen growth. Credit unions experienced an 18% increase in card originations from Q1 2015 to Q1 2017, and total credit limits on newly originated cards from that same period approached $100B in Q1 2017.

Credit Card Originations — Q1 2015

<table>
<thead>
<tr>
<th></th>
<th>Bank</th>
<th>Credit Union</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2015</td>
<td>97%</td>
<td>3%</td>
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</tbody>
</table>

Credit Card Originations — Q1 2017

<table>
<thead>
<tr>
<th></th>
<th>Bank</th>
<th>Credit Union</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2017</td>
<td>96%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Credit Unions vs. Competitors

Credit unions have seen mortgage market share rise 7% from Q1 2015 to Q1 2017. Banks have seen a decline in that same period as online lenders start to take away share, offering a more digital experience.
Credit unions have taken an edge in the auto space. Their auto originations have increased from 1.54M accounts in Q1 2015 to 1.93M in Q1 2017 — a 25% increase.
To learn more about the latest in credit union news and solutions, visit www.experian.com/creditunions.