

Consumers choose New Jersey credit unions as their best financial partner



As not-for-profit, member-owned financial institutions, credit unions know and work for their members, not bank shareholders.

Consumers are 1.5x more likely to report feeling their credit union cares about their financial well-being compared to for-profit financial institutions. That's why America's member-owned, democratically-controlled credit unions remain an extremely popular financial alternative for more than 130 million people.

New Jersey credit unions APPROVED

47.5%

of total mortgage applications from low/moderate income borrowers.

Responding through local ownership and control

Subchapter S status allows many for-profit banks to enjoy a similar tax advantage to credit unions. However, while credit unions pass this saving to average consumers through features like lower fees and higher savings yields, Subchapter S banks pass the value of their tax advantage through to their shareholders.

Nationally:

1542 Subchapter S banking institutions account for \$689.5 billion in assets

New Jersey:

4 Subchapter S banking institutions account for \$4.9 billion in assets

U.S. Federal Revenue Losses due to Bank Subchapter S Election

\$19.1 BILLION

since 1997

Source: CUNA Estimates & FDIC

New Jersey credit unions deliver big financial benefits

\$54.2M higher yields on savings

\$9.1M lower fees

\$46.5M lower loan rates

\$42.8M savings to non-members

New Jersey credit unions provide

\$109.7M

in annual financial benefit.

If New Jersey banks were structured like credit unions, the \$7.8 billion they paid in shareholder dividends over the past decade would have instead been paid to small depositors.

Serving America's tax payers

Taxing credit unions is a direct additional tax on consumers-owners who already bear substantial income tax burdens.

973,938

New Jersey credit union members paid an estimated \$14.7 Billion in state and federal income taxes in the most recent federal tax year.

If credit unions were taxed, the revenue would only account for 0.04% of federal spending, funding federal government operations for **ONLY 3.7 hours.**