Rk **MSA** (\$000s) Share 1 La Crosse, WI-MN 259,905 36.98% Cumberland, MD-WV 57,051 33.58% Pocatello, ID 31.09% 3 89,550 Eau Claire, WI 223,641 30.34% 4 30.32% 5 Utica-Rome, NY 137,719

2011 Credit Union Originations

CU Market

29.95%

29.89%

28.95%

27.63%

27.40%

25.91%

25.86%

25.26%

25.17%

24.47%

24.33% 23.96%

23.45%

22.99%

22.79%

22.50% 22.46%

21.29%

20.86%

20.77%

106,741

446,279

141,620

71,015

61,914

351,901

756,922

69,039

157,509

54.910

140,096

288,365

320,905

158,659

94,707

145,381

137,098

92,197

42,409 703,798

TOP 25 MSAS BY CREDIT UNION MORTGAGE MARKET SHARE

Binghamton, NY

Cedar Rapids, IA

Battle Creek, MI

Johnson City, TN

Lewiston, ID-WA

Dubuque, IA

Appleton, WI

Syracuse, NY

Kingston, NY

Lafayette, IN

Elmira, NY

Anchorage, AK

Fairbanks, AK

Ithaca, NY

Lima, OH

Burlington-South Burlington, VT

Saginaw-Saginaw Township North, MI

Albany-Schenectady-Troy, NY

Kingsport-Bristol-Bristol, TN-VA

Waterloo-Cedar Falls, IA

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

DATA AS OF DECEMBER 31, 2011 | SOURCE: CALLAHAN & ASSOCIATES' MORTGAGE ANALYZER