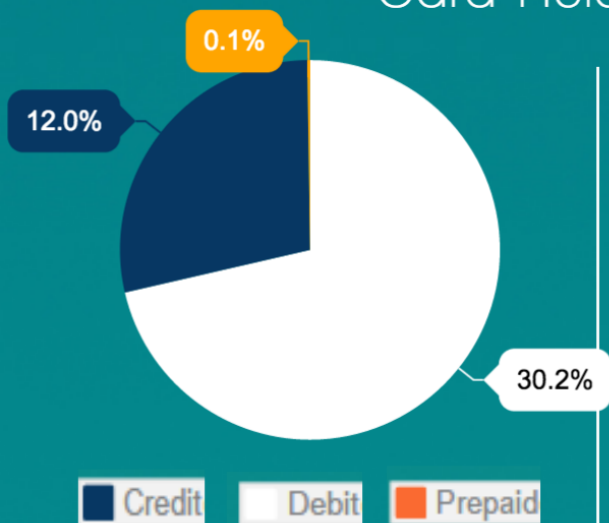


4 Graphs About Non-Interest Income

In July 2016, Callahan & Associates surveyed 170 credit union executives from 40 states to gain insight into their current and emerging sources of non-interest income.

Card-Related Income

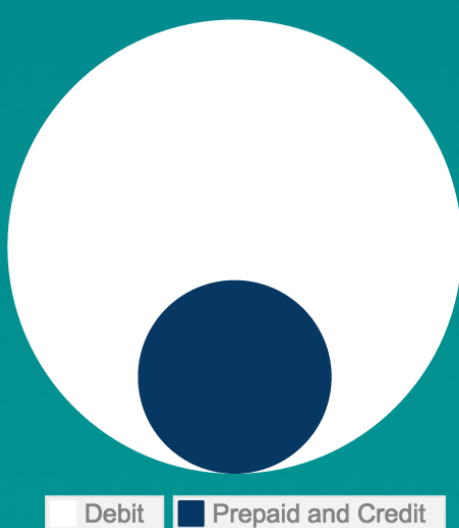


Front-of-wallet status is critical for credit union non-interest income. Card-related interchange and fee income — including debit, credit, and prepaid cards — accounted for 42.3% of total non-interest income in 2015.



Reward Programs Vary

More than three-fourths of survey respondents offer credit and prepaid card rewards compared to roughly one-third that offer debit card rewards. Reward programs are a tool to drive usage, and credit unions that offer reward programs tend to have higher non-interest income.



Top Sources Of Non-Interest Income



Collectively, four sources comprise more than 77% of non-interest income at credit unions:

1. Debit card interchange and fees (30.2%)
2. Checking and savings, including NSF/courtesy pay income (23.3%)
3. Credit card interchange and fees (12.0%)
4. Mortgage sales, servicing rights, and real estate lending fees (12.0%)

Emerging Non-Interest Income Sources



Nearly one-fifth of respondents noted mortgage sales, servicing rights, and real estate lending fees were on their priority list in 2016, followed by insurance sales and investment services.