

# Wisconsin Credit Unions: The Real Story

Tax-paying Wisconsin banks compete head to head with tax-exempt credit unions. Although they portray themselves as mom and pop shops for people of modest means, today credit unions are a \$2.4 trillion industry, with many indistinguishable from banks. The BIG difference—they don't pay federal income taxes, depriving the U.S. Treasury of nearly \$3.95 billion every year.

## Who Pays the Taxes?

### Taxes Paid in 2025

#### WI Credit Unions

\$0

#### WI Banks

\$447,286,000

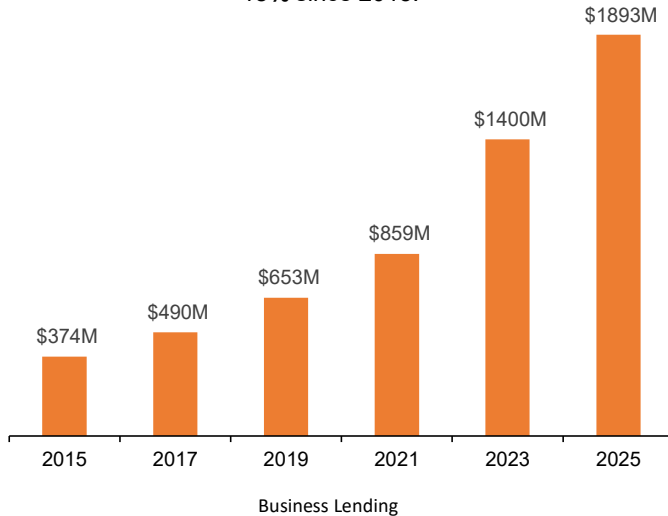
\*Includes all applicable federal, state and local, and foreign income taxes

#### Summit Credit Union

would have paid **\$21.1 million** in taxes during 2025, had it paid its fair share.

## Indistinguishable from Banks

Community First Credit Union used its tax advantage to **aggressively expand** its business lending at an annual rate of 18% since 2015.

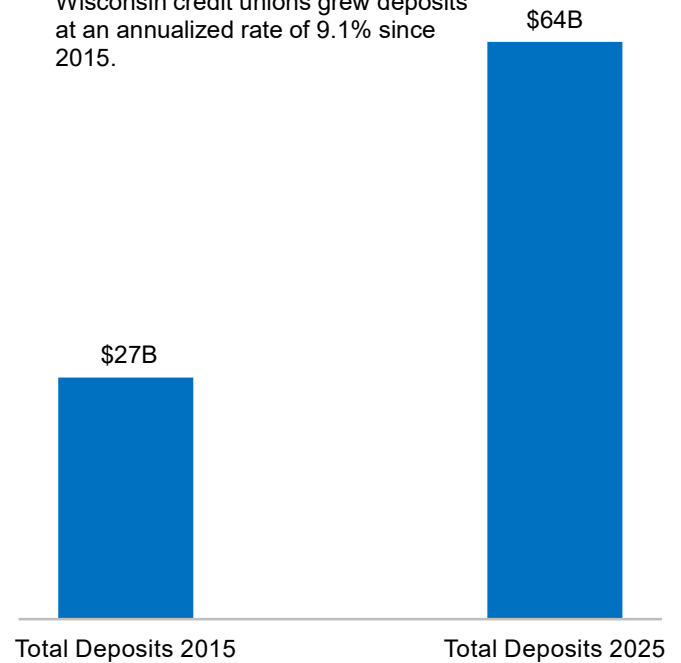


## Larger than Wisconsin Banks

Summit Credit Union, with \$8.1 billion in assets, is the largest credit union in Wisconsin, larger than 99% of Wisconsin headquartered banks.

### Wisconsin Credit Unions Leverage Their Tax Exemption to Grow Deposits

Wisconsin credit unions grew deposits at an annualized rate of 9.1% since 2015.



## Large Credit Union Auto Lenders

Four of the top five Wisconsin-headquartered auto lenders are credit unions.

Institution	Auto Loans (\$000)
Landmark Credit Union	1,832,805
Royal Credit Union	1,527,396
University of Wisconsin Credit Union	1,240,567
Summit Credit Union	864,630