

Top California counties by projected population growth, 2013-2018

Limited to counties with over 100,000 people

County	Population		Households		Deposits		
	2013	Growth 2013-2018 (%)	2013	Growth 2013-2018 (%)	2013 (\$B)	YOY growth (%)	Projected deposit growth (2013-2018) [^] (%)
Riverside	2,438,881	7.66	757,488	6.39	21.01	4.09	6.37
Placer	385,261	6.85	150,689	7.64	9.64	24.73	13.12
Kern	913,598	5.79	272,229	4.54	6.80	6.19	7.89
Santa Clara	1,922,832	5.36	662,826	5.81	81.53	10.96	12.18
Contra Costa	1,134,088	5.35	406,957	5.19	34.10	22.72	15.16
Alameda	1,624,092	5.13	588,762	4.93	33.17	5.81	12.29
Tulare	475,924	4.95	142,159	5.56	3.99	3.19	10.81
Imperial	187,629	4.90	54,701	6.68	1.69	2.35	19.44
San Bernardino	2,187,026	4.85	658,083	4.84	17.09	4.85	8.51
San Francisco	864,432	4.76	372,989	4.81	186.57	(6.27)	10.72
San Joaquin	729,222	4.75	231,739	4.96	7.62	3.47	6.09
Monterey	442,921	4.73	137,318	5.41	7.45	0.49	7.42
San Mateo	764,104	4.54	276,635	4.54	25.50	11.10	13.81
San Diego	3,294,603	4.51	1,178,709	5.20	64.22	5.67	9.78
Orange	3,193,015	4.17	1,079,458	5.31	82.87	6.90	9.51
Madera	160,536	4.13	46,008	4.02	1.00	4.80	11.14
Merced	269,593	4.11	81,802	5.01	1.71	3.84	12.14
Yolo	214,363	4.07	73,867	2.90	2.51	7.38	10.82
Sacramento	1,501,147	4.05	546,225	4.11	23.21	6.02	5.98
Fresno	988,105	4.00	311,824	4.84	11.02	7.69	6.67

As of March 26, 2014.

[^] Projected deposit growth represents change in estimated aggregate balance of deposit products. These include money market savings, regular savings, CDs and transaction products, as provided by Nielsen.

Population change represents projections provided by ESRI.

Households represent total number of estimated households in each county, provided by Nielsen.

2013 deposit and year-over-year growth is based on FDIC Summary of Deposits as of June 30 of respective year.

Sources: SNL Financial, FDIC Summary of Deposits, and Nielsen Fclout® 2013 (Financial Product Demand)

