

# Projected growth of securities products in California by county, 2013-2018\*

Limited to counties with over 100,000 people

County	Securities products											
	Total securities products		Commodities/ warrants/ options		Government securities		Corporate/ municipal bonds		Mutual funds (stocks/ bonds) ^		Change (%)	
	2013 (\$B)	Change (%)	2013 (\$B)	Change (%)	2013 (\$B)	Change (%)	2013 (\$B)	Change (%)	2013 (\$B)	Change (%)		
Los Angeles	393.58	8.48	6.92	5.80	4.02	3.88	20.49	11.04	42.12	9.05		
San Diego	115.84	11.60	1.55	8.48	0.45	6.28	4.15	14.16	12.58	12.32		
Orange	167.18	11.17	2.94	8.85	1.64	6.74	8.74	14.30	18.05	11.81		
Riverside	48.11	6.23	0.36	5.40	0.36	4.93	0.93	8.84	5.35	6.94		
San Bernardino	39.12	8.97	0.30	7.62	0.30	6.32	0.71	13.51	4.21	10.34		
Santa Clara	108.99	15.09	1.37	9.93	0.46	6.47	2.47	19.02	11.33	16.18		
Alameda	104.10	15.17	1.51	10.81	0.74	7.86	4.40	18.91	9.00	15.97		
Sacramento	46.23	6.83	0.61	4.07	0.18	2.89	1.63	9.34	4.96	7.42		
Contra Costa	87.73	17.86	1.20	16.10	0.57	13.30	3.85	22.59	7.71	18.68		
San Francisco	58.28	14.11	0.91	7.63	0.45	4.85	2.45	15.94	5.00	14.68		
Fresno	28.70	7.23	0.34	6.08	0.13	5.37	0.67	9.55	2.97	7.69		
Ventura	46.87	15.62	0.54	14.82	0.18	12.30	1.10	20.67	4.94	16.76		
San Mateo	62.95	16.99	0.87	12.96	0.41	9.25	2.79	20.95	5.52	17.80		
Kern	25.66	8.82	0.31	7.09	0.12	6.01	0.59	12.31	2.64	9.64		
San Joaquin	22.67	6.55	0.28	5.49	0.10	4.42	0.50	9.64	2.29	7.01		
Sonoma	20.72	0.27	0.22	-1.60	0.09	-0.53	0.73	3.56	1.84	0.84		
Stanislaus	13.49	2.30	0.16	0.87	0.07	0.68	0.44	5.15	1.14	2.69		
Solano	17.99	14.62	0.21	13.95	0.08	12.01	0.60	19.68	1.57	15.89		
Santa Barbara	17.23	10.82	0.19	11.07	0.07	9.17	0.64	12.84	1.54	11.15		
Placer	18.14	14.42	0.24	13.11	0.07	11.51	0.66	18.30	2.00	15.52		
Tulare	10.33	12.14	0.13	11.04	0.06	9.65	0.35	14.66	0.88	12.80		
Monterey	13.78	7.99	0.15	6.37	0.06	5.39	0.50	10.01	1.22	8.38		
Marin	28.68	14.05	0.35	12.39	0.15	8.95	1.34	18.35	2.58	14.32		
San Luis Obispo	12.01	9.26	0.12	10.82	0.05	10.77	0.44	12.57	1.08	10.01		
<b>State</b>	<b>1,606.67</b>	<b>11.06</b>	<b>22.86</b>	<b>8.41</b>	<b>11.22</b>	<b>6.10</b>	<b>64.62</b>	<b>14.17</b>	<b>161.54</b>	<b>11.66</b>		

As of March 26, 2014.

^ Mutual funds exclude retirement related bonds and stocks.

\* Change represents estimated growth in aggregate balance of products between 2013 and 2018, provided by Nielsen.

Ranking based on the number of households provided by Nielsen.

Sources: SNL Financial and Nielsen Fclout® 2013 (Financial Product Demand)

